

CSR commitment

Faced with environmental, social and economic challenges and the urgent need to act, the event industry and international trade shows in particular, have a shared responsibility. As a player in the industry, Promosalons wishes to participate in the sector's reflection and act at its own level in order to support its customers and partners in their approach to ecological transition and solidarity by respecting the event industry's commitments.

Promosalons is committed to a voluntary CSR approach, which enables it both to involve its employees in the issue and to meet the expectations of its members. This approach plays a key role in defining Promosalons' strategy and in raising questions about the development of the business.

As a professional association under the French law of 1901, Promosalons employs around 80 people at its head office in Paris and in its subsidiaries. The only network of its kind in the world, Promosalons was created in 1967 on the initiative of French trade shows to pool their international promotion. Promosalons uses its skills and innovative resources to promote and market French trade shows internationally in order to contribute to France's appeal as a key location for international events. The network also promotes French trade shows abroad to bring them closer to local markets.

Promosalons supports trade show organisers in developing their strategy and ensures that the most appropriate sales, marketing and communication initiatives are implemented to attract and retain international visitors and exhibitors.

Our mission is supported by our core values, which are :

- **Commitment and benevolence:** The experience acquired by Promosalons' staff and partners in the exhibition sector and the professional links forged in each country are real assets. Their commitment is reflected in the results they achieve through long-term investment on behalf of their member shows. Loyalty to the company is encouraged by a supportive management team that rewards success.
- **Proximity:** Our staff are bicultural (local culture and French-speaking) and close to their markets thanks to their local presence. With 50 delegations (subsidiaries and partners), Promosalons leverages the promotion of French trade fairs abroad as close as possible to local companies.
- **Trust and solidarity:** Working with our member shows is based on a spirit of partnership and shared objectives. The strength of the network helps to pool resources and means, ensuring solidarity between the different Promosalons delegations.
- **Respect and openness:** With employees of over 50 nationalities, Promosalons ensures respect for different cultures and promotes diversity and inclusion in a spirit of sharing and openness.

Promosalons' sustainability commitments, identified with its stakeholders, are based on two axes with associated objectives:

AXIS No. 1 - To act in an exemplary manner within our organisation

In environmental terms

- **Develop and share responsible consumption practices** at head office and in the offices abroad, along the lines of the best practice guide produced jointly with some of the network's offices.
- **Measuring and reducing the carbon footprint of our activity:** assessing our carbon footprint, taking into account business travel and the internal events we organise, enables us to define a reduction plan.

In social terms

- **Guaranteeing high-quality working conditions** for all the network's employees and supporting their skills development, as evidenced by the annual interviews to ensure working conditions and the implementation of a training plan to contribute to skills development in line with their needs and the expectations of our members.
- **Gather around the network's sustainable development ambition,** through working groups, workshops and team-building activities set up to raise awareness and involve employees in the approach.

At an economic level

- **Implement a Responsible Purchasing Charter** to minimise the environmental and social impact of our services, and promote good practice in terms of ethics and human rights.
- **Promoting transparency** on our actions and budgets and ensuring the satisfaction of our members.

AXIS No. 2 - CONTRIBUTE to and SUPPORT the social responsibility commitments of French trade shows

On the environmental front

Support trade shows in their efforts to reduce their environmental impact:

- Relaying the measures taken by trade show organisers to international visitors and exhibitors (low-carbon travel methods, finding local service providers in France, etc.);
- Participate in estimating the carbon footprint of international visitors and exhibitors through surveys and studies, and explore opportunities for improvement together.

At an economic level

- **Develop discussion and dialogue with the network's members and institutional partners:** encourage exchanges between the community and its members on the issue of business tourism and its impact (organisation of Think Tanks, studies, etc.).

To ensure the success of its sustainability approach, Promosalons has defined a CSR governance structure to steer and monitor the action plan as a team and in project mode. Indicators have

been put in place to monitor the results achieved. An assessment will be made each year in the annual report submitted to the Board of Directors. We are counting on the support and contribution of all our stakeholders to ensure the success of this approach.

Paris, 10 April 2025

Corinne Moreau

Chief Executive Officer