

Progress with Purpose: OUR SUSTAINABILITY IMPACT SUMMARY

A look at how we're measuring, improving,
and showing up; for our people, our events,
and our communities.



diversified 



A Note from Our CEO

At Diversified, we believe our impact extends far beyond the events we produce; it's reflected in how we show up for our people, our partners, and the communities we serve.

Over the past few years, we've taken meaningful steps to better understand and manage our environmental and social impact. From investing in data and measurement to strengthening partnerships and empowering our teams, we are building a more intentional and accountable approach to sustainability across our global business.

We are committed to doing the hard work, embedding sustainable practices into our operations, learning as we go, and being transparent about both our progress and our challenges.

This report reflects that journey. I'm proud of the momentum we've built and even more encouraged by the collective effort behind it.

Ted Wirth CEO



We are committed to doing the hard work.



This Sustainability Impact Summary is organized around four pillars that shape how we approach sustainability at Diversified:



Our **Plan**



Our **People**



Our **Partners**



Our **Progress**

Together, they tell the story of where we've been, what we've built, and where we're going. Because for us, sustainability isn't a department or a deadline, it's a way of doing business.



Our **PLAN**

Meaningful change happens on purpose. Our Roadmap to 2030 sets out the ambitious and achievable goals guiding our work across emissions, waste, resources, communities, and partnerships.



Attendees enjoy discovering our ESG efforts in the Sustainability Zone at Accountex London

Our Global Sustainability Goals

LOOKING AHEAD TO 2030

In 2025, we established our Global Sustainability Goals, a framework guiding our progress through 2030.

They are separated into five key action areas:



Managing Emissions

- Measure 100% of scope 1, 2 and 3 emissions across our global event portfolio
- Reduce Scope 1 and 2 emissions by 50% *
- Offset 50% of employee travel to events



Reducing Waste

- Achieve waste diversion rates equal to or better than each venue's annual average waste diversion rate



Managing Resources

- Implement a food and/or material donation program at every event
- Measure energy use in partnership with venues. If energy data is unavailable, we will use regional estimates, while encouraging renewable sourcing and energy efficiency upgrades.



Caring for Communities

- Establish a community and/or fundraising program at every event
- Develop companywide accessibility guidelines to ensure all events are inclusive and welcoming



Strengthening Partnerships

- Adopt a companywide Human Rights & Code of Ethical Conduct statement
- Communicate each event's sustainability commitments on all events websites to ensure transparency and accountability



These goals are designed to be ambitious but achievable and grounded in the belief that **meaningful change happens through consistency and accountability.**

* This goal is contingent on emissions measurements being finalized by 2030, with reduction targets to be achieved by 2035.



Our Strategy

STARTING WITH DATA. DRIVING WITH PURPOSE.

One of the most important shifts we've made is simple, and powerful:
we started measuring.

Through our partnership with **Honeycomb Strategies** and the implementation of the HIVE platform, we began tracking the environmental impact of our events across our global portfolio. HIVE (Honeycomb Insights for Venues and Events) is Honeycomb Strategies' data dashboard built to track sustainable event performance over time.

Looking ahead, our goal is ambitious and clear, to measure 100% of our global events by 2030, building a complete picture of our footprint and the baseline data needed to drive meaningful, lasting reductions across every division.

This work gives us the foundation to:



Identify
areas of impact



Make informed
decisions



Track progress
over time



“You can't manage what you don't measure.”



Sustainability Timeline



- Form Global ESG Committee
- Hire Corporate Sustainability Manager

2023



- Honeycomb Strategies partnership
- Data measurement begins for 17 events across 4 global divisions
- 10 Global Sustainability Goals framework set

2025



- +12 events added to data measurement platform
- Goal 8: Accessibility guidelines
- Goal 9: Human Rights & Ethics Code
- Goal 10: Public sustainability commitments

2027



- Next phase of events to be added to data measurement platform

2029



- Measurement groundwork laid
- Priority events identified
- Core KPIs defined
- Data infrastructure built

2024



- 10 Global Sustainability Goals formally announced
- +11 events added to data measurement platform

2026



- Next phase of events to be added to data measurement platform

2028



- Final phase of events to be added to data measurement platform
- Goal 1: 100% emissions measured (Scope 1-3)
- Goal 2: 50% Scope 1 & 2 emissions* reduced
- Goal 3: 50% of staff travel emissions offset
- Goal 4: Waste diversion at/above venue average
- Goal 5: Donation program at every event
- Goal 6: Energy use measured with venues
- Goal 7: Community/ fundraising at every event
- 100% of 70 global events measured

2030

2035

*Goal 2 (emissions reduction) to be fully achieved, contingent on emissions measurement being finalized by 2030





Our PEOPLE

Our greatest asset is our people.

From the leaders setting direction to the event teams making it happen on the ground, sustainability at Diversified is a collective effort, powered by the individuals who show up every day with purpose.





Listening & Innovating

BUILDING A CULTURE OF RESPONSIBILITY

Sustainability at Diversified is driven by people, built by leaders and activated by teams across all of our divisions.

Over the past few years, we've built a structure that connects leaders and team members across all four divisions, enabling both top-down alignment and bottom-up activation, including:

- | **Global ESG Committee** — Leaders across all divisions meet quarterly to align on our sustainability vision and goals
- | **Sustainability Champions Network** — A quarterly forum for Portland and Pri-Med teams to share and drive ideas at the event level
- | **Sustainability Playbook** — Role-specific sustainability guidance developed in tandem with a webinar series to train teams on event level sustainability implementation.
- | **Event Industry Council SEPC Certification** — 40 staff trained through the EIC's Sustainable Event Professional program
- | **The Green Thread & Green Week** — Keeping sustainability front of mind, year-round, for our global teams

“Innovation grows through learning, testing and improving.”



The goal is simple:
Make sustainability part of everyday decision-making, not a standalone initiative.





Embracing Diversity

A GLOBALLY DIVERSE, EQUITABLE AND INCLUSIVE ORGANIZATION

What This Looks Like

Our global workforce spans North America, the UK, Australia, and Asia. Overall representation is 70% women and 30% men, with leadership at 57% women and 43% men.

Creating Space for Inclusion, Equity and Belonging

Building an inclusive workplace means designing spaces, programs, and communities where every person feels they belong.

- **Global partnership with Clusivity:** Since 2023, we've partnered with Clusivity to measure workforce inclusion across ethnicity, race, gender, and sexual orientation, scoring among their highest clients for creating workplaces where employees can bring their whole selves to work.
- **Ongoing DEI training at all our locations** covers inclusive practices, neurodivergence in the workplace, and celebrating diverse backgrounds and perspectives.
- **Internal engagement and networking:** Each division has its own DEI committee, driving education and initiatives while also keeping DEI a standing topic within our ESG Committee.

- **Inclusive workplace design:** Across our offices, we prioritize designing spaces that work for everyone. In 2025, our US division opened a newly designed office space built with inclusion at its core, featuring gender-neutral bathrooms, lactation spaces, and accessibility features to reflect that commitment in action.

Clusivity



“Our commitment to diversity, equity and inclusion is embedded in our cornerstone values.”



Strengthening Our Communities

SHOWING UP WHERE IT MATTERS

Community impact is a core part of who we are. Across our divisions worldwide, our teams give back through nonprofit partnerships, volunteer days, and cultural celebrations that reflect the communities we work in.

Each year, employees vote to select our Corporate Non-Profit Partners, who receive \$5,000 in financial contributions annually:

THE LOCKER PROJECT

connects food-insecure children in Maine with nourishing food through a whole-family, low-barrier approach to child hunger.

THE IMMIGRANT LEGAL ADVOCACY PROJECT

helps low-income immigrants access legal status and protections.

THE SACO RIVER WILDLIFE CENTER

rescues, rehabilitates, and releases Maine's injured and orphaned wildlife.

THE MAINE IMMIGRANTS' RIGHTS COALITION

(MIRC) supports Maine's estimated 87,217 immigrants and refugees through advocacy and education that advances inclusion and integration.

Our divisions also come together to mark moments that matter, from International Women's Day and Pride Month to Juneteenth and Hispanic Heritage Month.

A few highlights from across our divisions:

- **FOR EARTH DAY**, our Portland division partnered with give.it.get.it on an e-waste donation drive, diverting over 100 pieces of technology equipment (357 pounds) from disposal.

continued



2025-26
CORPORATE
NON-PROFIT PARTNERS
RECEIVED
\$5,000
IN FINANCIAL
CONTRIBUTIONS
ANNUALLY



PORTLAND
DIVISION
PARTNERED
WITH



TOGETHER AN
E-WASTE DONATION
DRIVE DIVERTED OVER

100 PIECES
OF TECHNOLOGY
EQUIPMENT (**357 LBS**)
FROM DISPOSAL

○ **Strengthening Our Communities** *continued*

- **OUR PRI-MED TEAM** donated over 6,000 pairs of socks to the [Boston Healthcare for the Homeless Program](#), volunteered with [Cradles to Crayons](#) and the [Greater Boston Food Bank](#), and supported 20 children through the [St. John Christmas Wish Program](#). At its Annual East conference in Providence, Pri-Med also partnered with [Good Neighbors Community Kitchen & Food Pantry](#) on a food donation drive, contributing 600 leftover attendee bags alongside collected donations.
- **IN AUSTRALIA**, the team launched its “On the Couch” interview series to spotlight employee stories, hosted cultural celebrations throughout the year, and organized a local beach cleanup that combined community impact with team building.
- **OUR UK TEAM** turns decommissioned office equipment into community support, donating surplus IT equipment and furniture to [Grace Eyre](#), a Brighton-based charity supporting people with learning difficulties, and to [OurPlace Learning](#), a Brighton-based alternative education setting for young people unable to attend mainstream school.
- **THROUGH OUR ANNUAL HOLIDAY CONTRIBUTION PROGRAM**, Diversified gave over \$26,000 in employee-directed contributions to non-profit organizations across the globe on behalf of our employees.



Community involvement is modeled by our leadership team and embraced by employees across every division, knowing that together, we make a greater impact.





Investing in Our People

SUPPORTING THE PEOPLE BEHIND OUR SUCCESS

We recognize that sustainability includes how we support our employees, through fair compensation, paid leave and disability benefits, financial and wellbeing education, opportunities for growth, and a workplace where people feel valued.

Highlights include:

We're proud of our strong employee engagement and retention of over 90% year over year, reflecting a workplace where people feel supported, connected, and motivated to stay and grow.

Each division maintains its own recognition programs, honoring employees locally for the ways they contribute to their teams and communities, alongside corporate-level programs such as the STAR Awards, Spot Awards, Governor's Award, and Chairperson's Cornerstone Award.

Employee well-being is a priority for us, with flexible work options, thoughtfully designed office spaces, and wellness and benefits programs that support our team both in and out of work. In 2025-2026, the UK launched a Salary Sacrifice Electric Car Scheme, giving staff access to an EV while reducing both ownership costs and commuting-related carbon footprint.

Development programs like the Global Leadership Development Program, the Global Connection Program, and the Management Development Program give dozens of employees the chance to grow, invest in themselves, and become stronger global team members and leaders.

Because building a sustainable business starts with supporting the people behind it.

“We're building for the long run, one measurable step at a time.”



FEEL SUPPORTED,
CONNECTED, AND
MOTIVATED TO STAY
AND GROW.





Our **PARTNERS**

We know we can't do this alone.

The partnerships we build with sustainability consultants, community organizations, environmental foundations, and DEI experts, allow us to move faster, go further, and create impact that extends well beyond our events.



Collaborating with Care

PARTNERSHIPS THAT DRIVE IMPACT

We know we can't do this alone. That's why partnerships play a critical role in our sustainability strategy.

Honeycomb Strategies Global partnership

Our sustainability consultant, strengthening strategy and measurement across our global portfolio.

OzHarvest partnership with Diversified Australia, Fine Food Australia

Collected **7,900kg of surplus food** at Fine Food Australia in 2025, equivalent to over 15,800 meals were redistributed locally.

Bonneville Environmental Foundation partnership with Diversified US, Portland and Pri-Med

Since 2008, attendees have purchased over 3,800 carbon offsets, offsetting the equivalent of 4.2 million pounds of coal.

City Harvest partnership with Diversified UK, The Food Shows and Lunch!

Rescued 15.5 tons of surplus food across our UK shows, delivering 36,908 meals and preventing 32.9 tons of emissions.

Carma partnership with Diversified UK, Accountex London

Plants a tree for every Accountex London attendee, over 24,000 trees in 2025 alone.

Greater Boston Food Bank partnership with Diversified US Seafood Expo North America

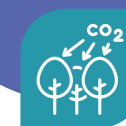
Donates excess show food to New England's largest hunger-relief organization rather than letting it go to waste.

Portland and Pri-Med events with partner BEF

SINCE 2008,
ATTENDEES PURCHASED
3,800+
CARBON OFFSETS

EQUIVALENT TO:

BURNING
4.2 million
POUNDS OF COAL



ACCOUNTEX LONDON 2025

OVER 24,000
trees were
planted for every
attendee at
the event.

Fine Food Australia 2025 and partner OzHarvest

MORE THAN
7,900
KILOGRAMS OF SURPLUS
FOOD WAS COLLECTED

EQUIVALENT TO:

15,800+
MEALS, DISTRIBUTED
THROUGH LOCAL
COMMUNITY MARKETS



THANK YOU TO
OUR PARTNERS



BONNEVILLE
ENVIRONMENTAL
FOUNDATION



carma
Doing good, together



The Greater Boston
FOOD BANK

HONEYCOMB STRATEGIES

OZHARVEST



Our **PROGRESS**

We started by measuring.

Now we're building on what we've learned. From 17 events tracked across four global divisions to community programs giving back in cities around the world, this is what forward motion looks like for us.





What's Next

BUILDING ON MOMENTUM

We are well on our way. Looking ahead, we're focused on:

- **Expanding data collection** across all events, continuing to track emissions, energy use, food waste diversion, and business travel, while improving the consistency and accuracy of that data.
- **Scaling successful pilot programs**, from reducing stand build waste to community impact projects and digital signage, to drive further progress toward our waste reduction and community goals.
- **Deepening partnerships**, growing our relationships with like-minded stakeholders, exhibitors, nonprofit partners, and contractors who share our goals and mindset around sustainability.
- **Embedding sustainability into every role**, developing new ways to educate and empower our staff to bring sustainability initiatives to life.
- **Expanding the Sustainability Champions Network** to our UK and Australia divisions, bringing more voices into our global sustainability efforts.

We'll also continue improving how we:



Share
our progress
transparently



Engage
employees and
partners



Tell
our story



**Expanding.
Building.
Reducing.
Growing.
Developing.**



“Progress over perfection. Action over intention.”



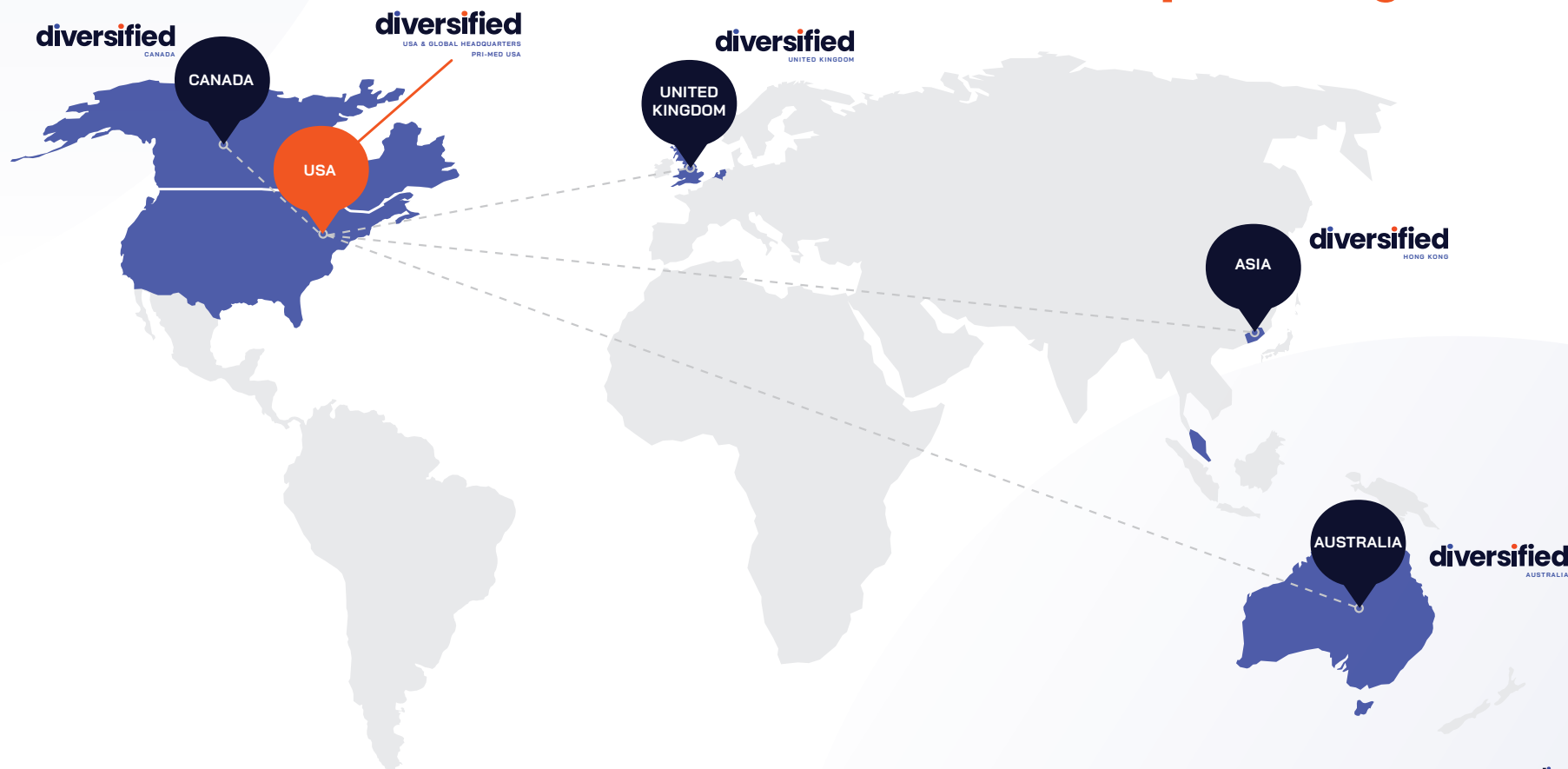
A Collective Effort

THIS WORK BELONGS TO ALL OF US.

From event teams piloting new initiatives, to employees driving community impact, to leaders setting our global goals, every role shapes the impact we make together.

We're proud of our progress, and even more excited about what's next.

Let's keep building.





OUR **PLAN**



OUR **PEOPLE**



OUR **PARTNERS**



OUR **PROGRESS**

Let's stay connected

WE'D LOVE TO HEAR FROM YOU.

Whether you're a partner, exhibitor, or team member with an idea, question, or story to share, reach out to Alexandra Failla on our sustainability team at afailla@divcom.com.

