



**Sustainability**

is part of our

**DNA**



# Introduction

Writing this report invites reflection: zooming out, reviewing our initiatives, and judging results. Which steps have we taken, and where will we make the difference in the coming year?

In 2024, under the motto 'Sustainability is part of our DNA', we launched many initiatives: electrifying our fleet with four electric cars, adding 354 solar panels, placing six charging stations in Oostzaan, and switching to HVO100 biodiesel for international transport.

We also advanced product development. Our printed fabric recycling service now ensures all leftover fabrics are collected, tendons are fully recycled, and PVC-free fabric is reused as cushion filling. Our partner Non Stop Printing uniquely provides certified sustainable print products.

Yet growth also confronted us. Revenue rose from €12 million in 2022 to over €20 million in 2024, bringing more staff, transport, waste, and air miles. We mitigate impacts by avoiding flights under 700 km, promoting HVO100, driving electric, and using self-generated green energy. Still, emissions in 2024 equaled 2023 levels: 532 tons instead of the 467 tons needed to stay on track for our 2026 goal of halving emissions versus 2022. The difference was offset.

The question is: how do we move forward? Is the current course sufficient, or do we need to tighten our approach? The latter is the case. We are specifying our goals in more detail and in the coming years we will work hard to achieve them. Later in this report you will find an explanation of how we plan to do so.

For now, we thank everyone willing to read this report, as it shows deep involvement with our company and interest in our products and services. We believe in a green future for our industry, in which sustainable modular products make an indispensable contribution to its development.

**Chris van Dam**  
CEO A-Booth



# Annual Report 2024

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'We have been separating waste at A-Booth for years. 92% of our waste stream is offered sorted.'

**Simon de Jong**  
Warehouse employee  
A-Booth



92%

sorted waste stream



In 2024, A-Booth achieved revenue growth of over 25%, while the number of employees increased by more than 15%. This expansion inevitably impacted A-Booth's CO<sub>2</sub> emissions. With more and larger projects abroad, both material and personnel transport increased significantly. Such growth requires an even stronger focus on sustainability than before. To achieve the 50% reduction target by 2026 (compared to 2022) and to become carbon neutral by 2030 — while maintaining our growth ambitions — our current strategy must be broadened and deepened. The 2024 report highlights where the key challenges lie.

## Scope 1

In Scope 1 we observe a significant increase in transport kilometers. Both employee travel and the use of our B- and BE-vans rose sharply in 2024, largely due to international projects. For the Olympic Games in Paris, A-Booth carried out work from April through September, requiring continuous travel of staff and materials between Oostzaan and various French venues. Other major exhibitions across Europe also contributed to additional kilometers. Local regulations in Amsterdam added to this: at the Beurs van Berlage, trucks with trailers longer than 10 meters are no longer allowed. For much of 2024, this forced us to use multiple smaller transports, leading to higher emissions. To address this, A-Booth has since acquired a 10-meter truck from our transport partner Vels, allowing us to carry out these transports as efficiently as possible. In conclusion, company growth in 2024 was the primary driver of higher CO<sub>2</sub> emissions within Scope 1.

## Scope 2

In Scope 2 we see the first major results of our investments in solar installations. Self-generated energy increased from 42,200 kWh to 117,656 kWh, while the amount fed back to the grid rose from 7,015 kWh to 65,527 kWh. Importantly, net purchased electricity decreased from 56,069 kWh to 53,000 kWh, supported by the purchase of certified green wind energy from the Netherlands.

## Scope 3

Business travel, which in 2023 was still included under Scope 2, has now been incorporated into Scope 3 within our reporting tool, the Environmental Barometer. As with Scope 1, business travel represents the largest driver of increased CO<sub>2</sub> emissions resulting from A-Booth's growth. Air travel to major projects in Barcelona, Milan, and Vienna was the clear cause of a threefold increase in CO<sub>2</sub> from this category—from just over 30 tons to more than 100 tons.

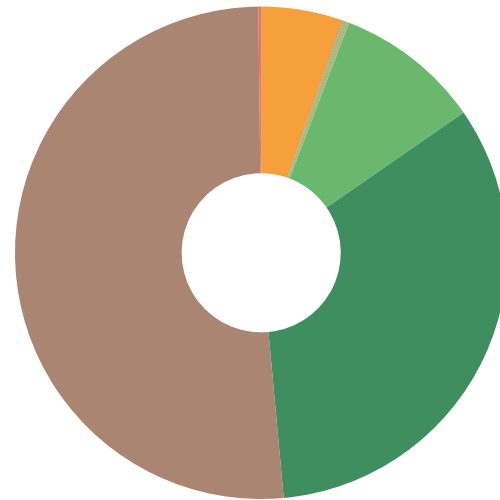
## Conclusion

Conclusion: In 2024 our actual emissions amounted to 532 tons, exceeding our annual target of 467 tons. To remain aligned with our long-term climate goals, we have compensated the difference of 65 tons through certified offset measures.

# CO<sub>2</sub> Chart

2024

The pie chart shows the distribution of CO2 emissions over the themes. The larger the slice, the more this theme contributes to the overall CO2 footprint of the company



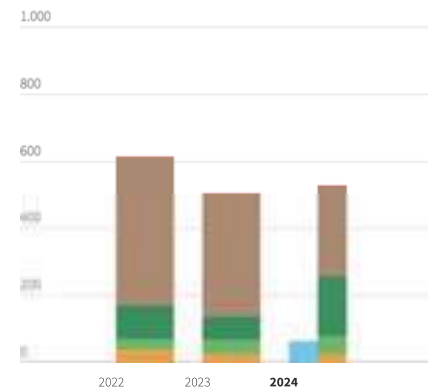
- Electricity 5,3%
- Water & Wastewater 0,04%
- Visitor traffic 0,44%
- Commuter traffic 9,5%
- Business traffic 33%
- Freight transport 51%
- Papier (& Grondstoffen) 0,18%

# CO<sub>2</sub> Emission

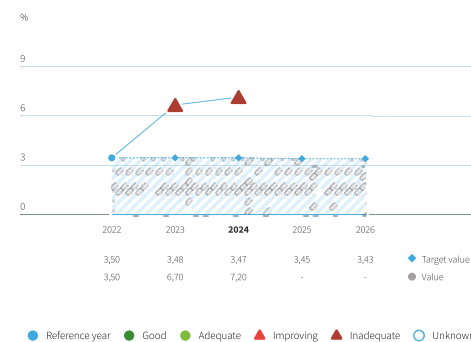
Multiyear graph - Total

Tonne CO<sub>2</sub>

This chart is a graphical representation of the CO2 footprint in tonnes of CO2 per year. The larger the theme in this graph, the greater the contribution of that theme to the emission of greenhouse gases. No CO2 emission is allocated to waste. If CO2 emissions are compensated, the CO2 offset is shown in the blue column.



- Electricity
- Fuels & heat
- Water & Wastewater
- Visitor traffic
- Commuter traffic
- Business traffic
- Freight transport
- Papier (& Grondstoffen)
- Compensation



## Target charts

Sickness absence in the company decreases by 0.5% each year

# CO<sub>2</sub> Footprint

## CO<sub>2</sub> Performance Ladder

A-Booth - Totaal - 2024

			CO <sub>2</sub> emission factor	CO <sub>2</sub> equivalent
<b>Scope 1</b>				
Business traffic	Passenger car (in litres) gasoline	10.987 litre	2,82 kg CO <sub>2</sub> / litre	31,0 Tonne CO <sub>2</sub>
Business traffic	Passenger car (in litres) diesel	10.469 litre	3,26 kg CO <sub>2</sub> / litre	34,1 Tonne CO <sub>2</sub>
Freight transport	Delivery van (in litres) diesel	18.656 litre	3,26 kg CO <sub>2</sub> / litre	60,7 Tonne CO <sub>2</sub>
<b>Subtotal</b>				<b>126 Tonne CO<sub>2</sub></b>
<b>Scope 2</b>				
Electricity	Self generated electricity - solar	117.656 kWh	0 kg CO <sub>2</sub> / kWh	0 Tonne CO <sub>2</sub>
Electricity	Returned self-generated electricity	65.527 feed-in kWh	0 kg CO <sub>2</sub> / feed-in kWh	0 Tonne CO <sub>2</sub>
Electricity	Purchased electricity	136.008 kWh	0,536 kg CO <sub>2</sub> / kWh	72,9 Tonne CO <sub>2</sub>
Electricity	Of which green electricity - wind power	83.080 kWh	-0,536 kg CO <sub>2</sub> / kWh	-44,5 Tonne CO <sub>2</sub>
Business traffic	Charge cards road transport (grey power)	5.084 kWh	0,536 kg CO <sub>2</sub> / kWh	2,73 Tonne CO <sub>2</sub>
<b>Subtotal</b>				<b>31,1 Tonne CO<sub>2</sub></b>
<b>Business traffic in scope 3</b>				
Business traffic	Declared km private car	12.683 km	0,193 kg CO <sub>2</sub> / km	2,45 Tonne CO <sub>2</sub>
Business traffic	train	1.800 passenger km	0,003 kg CO <sub>2</sub> / passenger km	0,00540 Tonne CO <sub>2</sub>
Business traffic	Train international	5.500 passenger km	0,017 kg CO <sub>2</sub> / passenger km	0,0935 Tonne CO <sub>2</sub>
Business traffic	Cab	246 taxi rides	6,18 kg CO <sub>2</sub> / taxi rides	1,52 Tonne CO <sub>2</sub>
Business traffic	Aeroplane short distance (<750 km)	15.316 passenger km	0,234 kg CO <sub>2</sub> / passenger km	3,58 Tonne CO <sub>2</sub>
Business traffic	Aeroplane medium distance (750-2500 km)	594.945 passenger km	0,172 kg CO <sub>2</sub> / passenger km	102 Tonne CO <sub>2</sub>
<b>Subtotal</b>				<b>110 Tonne CO<sub>2</sub></b>
<b>Other scope 3</b>				
Water & Wastewater	Drinking-water	242 m <sup>3</sup>	0,298 kg CO <sub>2</sub> / m <sup>3</sup>	0,0721 Tonne CO <sub>2</sub>
Water & Wastewater	Wastewater	242 m <sup>3</sup> domestic	0,678 kg CO <sub>2</sub> / m <sup>3</sup> domestic	0,164 Tonne CO <sub>2</sub>
Visitor traffic	Car	24.000 visitor km	0,0965 kg CO <sub>2</sub> / visitor km	2,32 Tonne CO <sub>2</sub>
Commuter traffic	Public transport	20.090 passenger km	0,02 kg CO <sub>2</sub> / passenger km	0,402 Tonne CO <sub>2</sub>
Commuter traffic	Bicycle and walking	11.519 km	0 kg CO <sub>2</sub> / km	0 Tonne CO <sub>2</sub>
Commuter traffic	Electric bicycle	9.514 km	0,003 kg CO <sub>2</sub> / km	0,0285 Tonne CO <sub>2</sub>
Commuter traffic	Passenger car	260.253 km	0,193 kg CO <sub>2</sub> / km	50,2 Tonne CO <sub>2</sub>
Freight transport	Outsourced transport (ton CO <sub>2</sub> )	201 tonne CO <sub>2</sub>	1,000 kg CO <sub>2</sub> / tonne CO <sub>2</sub>	201 Tonne CO <sub>2</sub>
Freight transport	Outsourced transport (per ton km)	57.345 tonne km	0,172 kg CO <sub>2</sub> / tonne km	9,88 Tonne CO <sub>2</sub>
Papier (& Grondstoffen)	Regular (wood free) paper	180 kg	1,21 kg CO <sub>2</sub> / kg	0,217 Tonne CO <sub>2</sub>
Papier (& Grondstoffen)	Environmentally certified paper	600 kg	1,21 kg CO <sub>2</sub> / kg	0,725 Tonne CO <sub>2</sub>
<b>Subtotal</b>				<b>265 Tonne CO<sub>2</sub></b>

This CO<sub>2</sub> footprint is consistent with the requirements for the CO<sub>2</sub>-Performance Ladder. The CO<sub>2</sub> emission is divided into scopes:

- Scope 1
- Scope 2 & business traffic (from scope 3)
- Other scope 3 items (if included)

Scope 1 contains all direct greenhouse gas emissions, Scope 2 & Business Traffic contains indirect GHG emissions from consumption of energy like electricity, heat and steam plus business kilometers like private cars, public cars, public transport and air traffic. Scope 3 are other indirect emissions caused by your activities.



'Sustainable thinking and action are embedded in our way of working; it is what makes us and our projects future-proof.'

**Mathys Taekema**  
Commercial Manager  
A-Booth



# Multiyear Report

## CO<sub>2</sub> Footprint | Themically

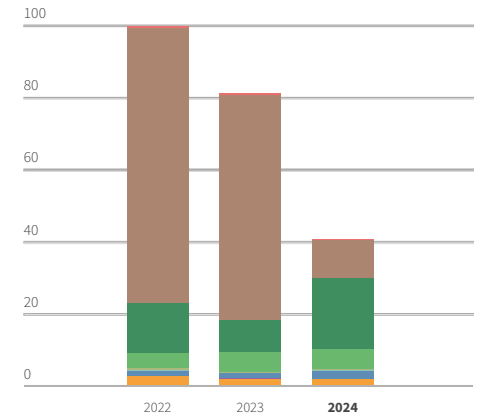
Electricity		CO <sub>2</sub> emission factor	CO <sub>2</sub> equivalent
Self generated electricity - solar	117.656 kWh	0 kg CO <sub>2</sub> / kWh	0 Tonne CO <sub>2</sub>
Returned self-generated electricity	65.527 feed-in kWh	0 kg CO <sub>2</sub> / feed-in kWh	0 Tonne CO <sub>2</sub>
Purchased electricity	136.008 kWh	0,536 kg CO <sub>2</sub> / kWh	72,9 Tonne CO <sub>2</sub>
Of which green electricity - wind power	83.080 kWh	-0,536 kg CO <sub>2</sub> / kWh	-44,5 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>28,4 Tonne CO<sub>2</sub></b>
<b>Water &amp; Wastewater</b>			
Drinking-water	242 m <sup>3</sup>	0,298 kg CO <sub>2</sub> / m <sup>3</sup>	0,0721 Tonne CO <sub>2</sub>
Wastewater	242 m <sup>3</sup> domestic	0,678 kg CO <sub>2</sub> / m <sup>3</sup> domestic	0,164 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>0,236 Tonne CO<sub>2</sub></b>
<b>Visitor trac</b>			
Car	24.000 visitor km	0,0965 kg CO <sub>2</sub> / visitor km	2,32 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>2,32 Tonne CO<sub>2</sub></b>
<b>Commuter trac</b>			
Public transport	20.090 passenger km	0,02 kg CO <sub>2</sub> / passenger km	0,402 Tonne CO <sub>2</sub>
Bicycle and walking	11.519 km	0 kg CO <sub>2</sub> / km	0 Tonne CO <sub>2</sub>
Electric bicycle	9.514 km	0,003 kg CO <sub>2</sub> / km	0,0285 Tonne CO <sub>2</sub>
Passenger car	260.253 km	0,193 kg CO <sub>2</sub> / km	50,2 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>50,7 Tonne CO<sub>2</sub></b>
<b>Business trac</b>			
Charge cards road transport (grey power)	5.084 kWh	0,536 kg CO <sub>2</sub> / kWh	2,73 Tonne CO <sub>2</sub>
Declared km private car	12.683 km	0,193 kg CO <sub>2</sub> / km	2,45 Tonne CO <sub>2</sub>
Passenger car (in litres) gasoline	10.987 litre	2,82 kg CO <sub>2</sub> / litre	31,0 Tonne CO <sub>2</sub>
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Cab	246 taxi rides	6,18 kg CO <sub>2</sub> / taxi rides	1,52 Tonne CO <sub>2</sub>
Aeroplane short distance (<750 km)	15.316 passenger km	0,234 kg CO <sub>2</sub> / passenger km	3,58 Tonne CO <sub>2</sub>
Aeroplane medium distance (750-2500 km)	594.945 passenger km	0,172 kg CO <sub>2</sub> / passenger km	102 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>178 Tonne CO<sub>2</sub></b>
<b>Freight transport</b>			
Delivery van (in litres) diesel	18.656 litre	3,26 kg CO <sub>2</sub> / litre	60,7 Tonne CO <sub>2</sub>
Outsourced transport (ton CO <sub>2</sub> )	201 tonne CO <sub>2</sub>	1.000 kg CO <sub>2</sub> / tonne CO <sub>2</sub>	201 Tonne CO <sub>2</sub>
Outsourced transport (per ton km)	57.345 tonne km	0,172 kg CO <sub>2</sub> / tonne km	9,88 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>272 Tonne CO<sub>2</sub></b>
<b>Paper (&amp; Raw Materials)</b>			
Regular (wood free) paper	180 kg	1,21 kg CO <sub>2</sub> / kg	0,217 Tonne CO <sub>2</sub>
Environmentally certified paper	600 kg	1,21 kg CO <sub>2</sub> / kg	0,725 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>0,942 Tonne CO<sub>2</sub></b>
<b>CO<sub>2</sub> Emissions</b>			<b>532 Tonne CO<sub>2</sub></b>
<b>Compensation</b>			
CO <sub>2</sub> compensation	65,0 tonne CO <sub>2</sub>	-1.000 kg CO <sub>2</sub> / tonne CO <sub>2</sub>	-65,0 Tonne CO <sub>2</sub>
<b>Subtotal</b>			<b>-65,0 Tonne CO<sub>2</sub></b>
<b>Net CO<sub>2</sub> Emissions</b>			<b>467 Tonne CO<sub>2</sub></b>

This CO<sub>2</sub> footprint shows how much greenhouse gas is emitted and eventually offset by the purchase of CO<sub>2</sub> compensation. CO<sub>2</sub> emissions in this footprint are grouped by theme. The footprint also shows which contributes most to CO<sub>2</sub> emissions.

## Environmental Burden

% compared to 2022

This chart shows the distribution of the environmental impact among the themes. The calculated environmental impact is the combination of environmental damage such as fine dust, acidification and greenhouse etc. The environmental impact of the first year in the chart is set at 100%.

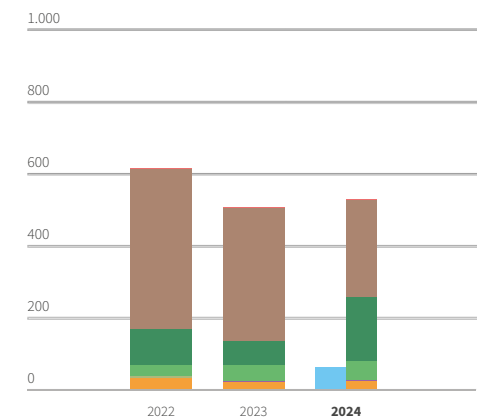


- Electricity
- Fuels & Heat
- Water & Wastewater
- Commercial Waste
- Visitor Trac
- Commuter Trac
- Business Trac
- Freight Transport
- Paper (& Raw Materials)

## CO<sub>2</sub> Emission

Tonne CO<sub>2</sub>

This chart is a graphical representation of the CO<sub>2</sub> footprint in tonnes of CO<sub>2</sub> per year. The larger a theme in this graph, the greater the contribution of that theme to the emission of greenhouse gases. No CO<sub>2</sub> emission is allocated to waste.



- Electricity
- Fuels & Heat
- Water & Wastewater
- Visitor Trac
- Commuter Trac
- Business Trac
- Freight Transport
- Paper (& Raw Materials)
- Compensation



# CO<sub>2</sub> Footprint

## Indicators

		2022	2023	2024
<b>Energy   use and mix (incl. CSRD indicators)</b>				
Self produced renewable electricity	%	39,3	27,4	62,5
<b>Energy - building and transport related</b>				
Use of renewable energy	%	39,3	68,0	107
WEii = Actual energy intensity indicator)	kWh/m <sup>2</sup> GVO	23,2	25,0	
<b>Energy</b>				
Percentage night or off-peak electricity	%	28,3	29,4	29,6
Electricity consumption	kWh	97.790	154.106	188.137
Electricity consumption per employee	kWh/fte	2.794	3.286	3.304
Electricity consumption per floor area	kWh/m <sup>2</sup>	38,3	32,7	37,6
Electricity consumption per Production Volume	kWh/units			
m <sup>2</sup> solar cells to produce your own electricitypower	m <sup>2</sup>	413	650	794
<b>Fuels &amp; Heat &amp; Cold</b>				
Fuel plus heat consumption	m <sup>3</sup> gas eq.		598	0
Total fuel consumption per Production Volume	m <sup>3</sup> gas eq./units			
Heating energy consumption per building volume	m <sup>3</sup> gas eq./m <sup>3</sup>		0,0165	0
Heating energy consumption per floor area	m <sup>3</sup> gas eq./m <sup>2</sup>		0,127	0
<b>Water and waste water</b>				
Tapwater consumption per office staff member	m <sup>3</sup> /fte	3,89	5,50	4,25
<b>Waste</b>				
Sorting of waste	%	93,3	83,7	92,2
Percentage unsorted commercial waste	%	6,77	16,3	7,84
Waste per employee	kg/fte	3.349	3.187	3.185
Percentage hazardous waste	%	0,616	0,0549	0,401
<b>Transport</b>				
Commuter traffic mileage per employee	km/fte	4.927	5.143	5.292
Share of public and unmotorised transport in commuter traffic	%	6,51	10,9	13,6
Share of car kilometres in commuter traffic	%	93,5	89,1	86,4
Transport fuel for bussiness road traffic per employee	litre diesel eq./fte	634	231	367
Business mileage	km	504.487	360.251	970.085
Business mileage per employee	km/fte	14.414	7.681	17.034
Business air miles/employee	km/fte	4.513	4.040	10.716
Declared kilometers business transport per employee	km/fte	537	174	223
Share of public and unmotorised transport in business traffic	%	0	1,96	0,753
Percentage of electric transport in business km	%			8,65
Fuel consumption road haulage per Production Volume	lt diesel eq./units			
<b>CO<sub>2</sub> and Compensation</b>				
Total CO <sub>2</sub> emissions (marketbased)	tonne CO <sub>2</sub>	618	508	532
Total CO <sub>2</sub> emissions per employee	tonne CO <sub>2</sub> /fte	17,6	10,8	9,34
CO <sub>2</sub> -emission expressed in car kilometers	Turns around the world	79,9	65,7	68,8
m <sup>2</sup> solar cells to offset CO <sub>2</sub> emissions	m <sup>2</sup>	4.983	4.704	4.187

## Indicators

Extra forest to compensate CO <sub>2</sub> emissions	trees	30.881	25.418	26.597
The CO <sub>2</sub> -emission corresponds to:	tonne coal	247	203	213
Wind turbine hours to compensate total CO <sub>2</sub> emission	hr	1.360	1.284	1.143
CO <sub>2</sub> -compensatie	tonne CO <sub>2</sub>	0	0	-65,0
CO <sub>2</sub> -balance (emissions minus compensation)	tonne CO <sub>2</sub>	618	508	467

### Business

Floor area per employee	m <sup>2</sup> /fte	73,0	100	87,7
Average floor height	m	7,57	7,71	7,27

### Office Paper

Paper purchases per employee	kg/fte	27,5	28,5	13,7
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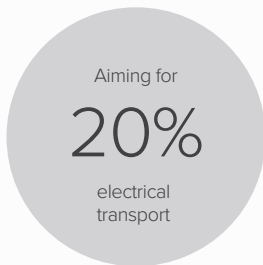
These indicators translate annual data like 'total electricity' to more comprehensible numbers like 'kWh/m<sup>2</sup> floor area' or 'sortingpercentage of waste'. Indicators also enable comparison with the environmental performance of larger or smaller organizations.



# Forecast 2025

## Growth Brings Challenges, but Above All Opportunities

In 2024, A-Booth's revenue grew by more than 60% compared to 2022, while the company continued to reduce its overall environmental impact. Yet the 2024 report makes clear: to reach our targets of 50% CO<sub>2</sub> reduction by 2026 and full carbon neutrality by 2030, we must accelerate.



Transport remains the largest contributor to our footprint—over 70% of emissions in 2023. This is also where we see the greatest potential for improvement. That is why in 2025 we launched a network of local subsidiaries in Europe. With new operations in Barcelona and the start of a branch in Italy, we can employ local staff and suppliers and implement one-way transport strategies, reducing both emissions and costs.

Alongside these large steps, smaller initiatives continue to deliver results: gradual electrification of the passenger fleet, installation of eight charging stations, and the integration of solar panels, battery storage, and EV charging at our Oostzaan site. This system reduces dependence on external electricity and alleviates grid constraints—a model we aim to replicate at other sites.

### Conclusion

Domestically, proximity to all major Dutch venues enables us to expand electric freight transport with our partner Vels. In 2024, 18.5% of our national freight was handled electrically, with a target of over 20% in 2025. Internationally, electrification is not yet possible, but our partnership with Jan de Rijk has already cut 89% of CO<sub>2</sub> emissions on trips to Geneva and Milan using HVO100 biodiesel.

Growth increases the challenge but also multiplies the opportunities. By combining international expansion with sustainable transport and renewable energy, A-Booth demonstrates that long-term growth and long-term sustainability go hand in hand.



# 642

## Solar Panels

### CO<sub>2</sub>-Neutral Premises

A-Booth operates three locations in Oostzaan and Zaandam, all without a natural gas connection and powered entirely by electricity. Each site is fully energy-neutral—and more than that: with 642 solar panels and a 200-kilowatt battery system, they generate a substantial surplus of electricity, which is fed back into the grid. Any additional electricity purchased is 100% green, sourced from Dutch wind energy. Heating and cooling are provided by rooftop heat pumps, with a typical coefficient of performance of around 3—meaning that 1 kilowatt of electricity delivers approximately 3 kilowatts of heating or cooling. Offices are equipped with LED lighting and motion sensors to minimize standby consumption. From April to October, daily operations run almost entirely on solar energy.

# Mission

The mission of A-Booth is the **realization** and **sustainability** of the best exhibition concepts in Europe.

# Vision

A-Booth is the **premier full-service partner for successful exhibitions**, distinguished by our modular stand construction, commitment to innovation and sustainability, and a goal of achieving 100% **exhibitor satisfaction**.



## Sustainability

Leading in sustainable practices is crucial for environmental stewardship and long-term success. By setting ambitious goals and adopting innovative approaches, the organization stays at the forefront of environmental responsibility.



## Reliability

The commitment to reliability ensures that promises are kept and expectations are consistently met. This dedication extends to all interactions, including with employees and suppliers, fostering trust and excellence in every partnership.



## Quality

Excellence in booth construction is achieved through the use of top-quality materials and collaboration with reputable partners. The focus on high standards ensures exceptional service and outstanding results.



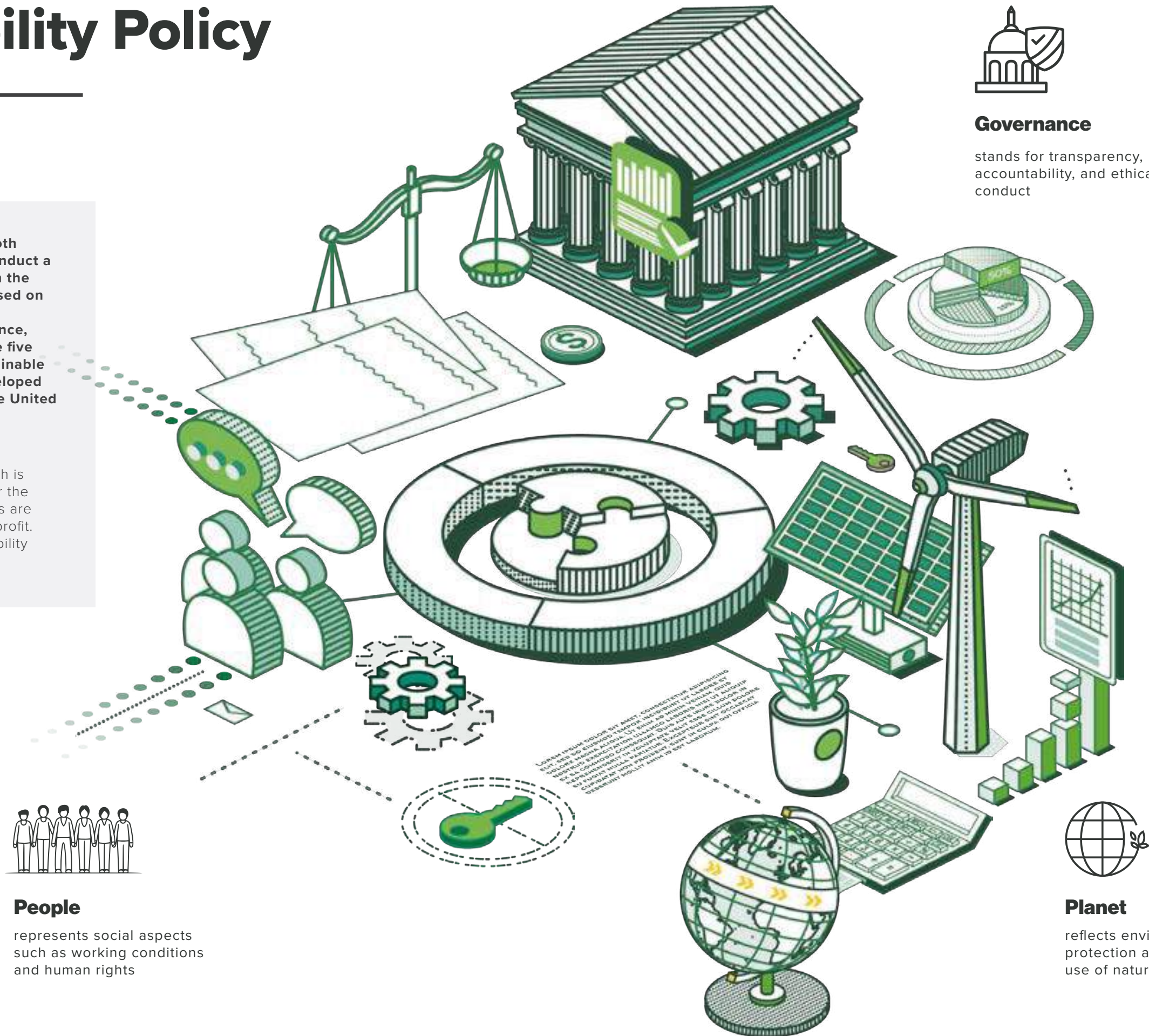
## Innovation

Staying ahead of industry developments through creative and advanced exhibition concepts is a core focus. The organization embraces new materials, techniques, and optimized processes to drive continual improvement and innovation.

# Sustainability Policy

At the beginning of 2023, A-Booth engaged an external party to conduct a sustainability assessment within the company. This assessment focused on five aspects of corporate social responsibility: process, governance, people, planet, and profit. These five areas are aligned with the Sustainable Development Goals (SDGs) developed for countries and adopted by the United Nations.

Based on this assessment, A-Booth is shaping its sustainability policy for the coming years. The key focus areas are governance, people, planet, and profit. Together, these form the sustainability framework in which:



## Governance

stands for transparency, accountability, and ethical conduct



## Profit

represents economic viability and financial sustainability



## People

represents social aspects such as working conditions and human rights



## Planet

reflects environmental protection and the sustainable use of natural resources

# Good Governance



'Open communication builds trust.'



## Objectives

From 2025 onwards, A-Booth aims to publish an independently verified sustainability report each year. This report will explain A-Booth's sustainability policy and provide accountability for progress towards achieving its objectives.

## Perspectives

### Accountability

We take full responsibility for our social and environmental impacts and report transparently on our actions

### Transparency

Decisions and activities that affect stakeholders are openly communicated, unless restricted by law or legitimate confidentiality requirements.

### Ethical Conduct

We act with honesty, fairness, and integrity, always prioritizing the well-being of people, animals, and the planet

### Stakeholders Engagement

We actively consider the interests of customers, employees, shareholders, suppliers, communities, and partners

### Compliance and Standards

A-Booth complies with national legislation and international standards, including the OECD Guidelines and human rights conventions

# People



'We are committed to a strong society, improving quality of life, and community development.'



## Objectives

### 2025

Achieve a maximum absenteeism rate of 3.5%.

### 2025 and beyond

Offer annual development training to at least 25% of employees.

Include the A-Booth Sustainability Report with every major project proposal.

### 2026

Introduce a supplier code of conduct including human rights criteria

### 2026 and beyond

Invest €10,000 annually in community programs, internships, and social initiatives

## Perspectives

### Human Rights

We respect the Universal Declaration of Human Rights, promote equality and inclusion within our company, and assess risks within our supply chain

### Working Conditions

We ensure safe, healthy, and inclusive workplaces, including for subcontractors.

### Fair Business Practices

We uphold ethical standards in all business relationships

### Customer Interests

We help customers make informed and sustainable choices

### Community Engagement

We support local initiatives and social enterprises



## Coffee

At the office and at trade shows, A-Booth employees enjoy organic and fair-trade coffee. The beans are both Fairtrade and EU Organic certified. This means that A-Booth coffee is not only a treat for our own #ExhibitionHeroes, but also sustainable for the environment where the beans are grown and fair for the farmers who dedicate their care and commitment to producing them.

# Supporting Women in Exhibitions (WIE)

A-Booth is committed to advancing gender equality within the exhibitions industry. We actively support the Women in Exhibitions (WIE) Network, whose mission is to empower women across the sector and strengthen the pipeline of future female leaders. This support is expressed through direct financial contributions and by allowing one of A-Booth's employees to dedicate part of their working hours to the foundation. In this way, A-Booth combines resources with practical involvement.

Women are strongly represented in the events industry, yet their presence in leadership positions remains limited. A-Booth recognises the importance of retaining knowledge and expertise within the industry and therefore supports WIE in its efforts to create opportunities for women with leadership potential. Through mentorship programs, professional development initiatives and international chapters, WIE provides the tools and connections needed for women to progress in their careers.

By partnering with WIE, A-Booth contributes to building an inclusive and competitive exhibitions sector. The company will continue to evaluate the impact of this collaboration by tracking participation in WIE activities, engagement in mentoring programs and the advancement of women into leadership roles. This commitment reflects A-Booth's broader ambition to foster diversity, equity and sustainable growth in the industry.

## Kennemer Keien – Wheelchair Hockey Club



The Kennemer Keien is a wheelchair hockey club in the Haarlem region that makes sport accessible for children and adults with disabilities. The club strengthens health, confidence and social connection by enabling inclusive team participation. A-Booth supports this mission through financial contributions that fund training, equipment, coaching and visibility. By helping the Kennemer Keien grow, we actively promote inclusion and equal opportunities in our region, which directly advances the social dimension of ESG.

# “

'Sustainability goes beyond the environment: it is also about how we treat people. Diversity, well-being and a healthy work environment are an inseparable part of this. We are committed to creating a healthy workplace where everyone, regardless of background, can contribute with joy and pride to something greater, building a sustainable future together.'

**Suzanne Slingschröder**  
HR Manager  
A-Booth



### Beddenrace Langedijk Community Event

The Beddenrace Langedijk is a long-standing tradition that unites villages through creativity, sport and celebration. Teams, volunteers and spectators come together in an inclusive event that fosters joy and pride. A-Booth invests in the continuation of the race by offering sponsorship that keeps it accessible and well organised. This contribution helps preserve a cultural tradition and demonstrates how community events can strengthen social inclusion and cohesion.



### The Good Roll

At A-Booth, sustainability extends to every detail. We use The Good Roll: 100% tree-friendly toilet paper made from recycled paper and bamboo, free from chlorine, dyes, and plastic. The company donates 50% of its profits to building toilets in developing countries, collaborates with social enterprises, and is a certified B Corp. By producing in Europe and supporting rewilding projects, they reduce and offset their CO<sub>2</sub> footprint.

### LSVV – Local Football Club

LSVV is a local football club that connects sport with community life and offers young people a safe environment to grow. The club builds team spirit, health and inclusiveness through weekly training and competitions. A-Booth contributes by providing financial support for kits, equipment and training, while three employees participate as players and volunteers. Through this partnership LSVV continues to strengthen social cohesion, and we reinforce our shared ambition to create lasting social value.



### Dam tot Damloop

A-Booth Staff



### Schaatsvereniging Oostzaan Ice Skating Club

Schaatsvereniging Oostzaan brings generations together on and around the ice, offering a safe and structured environment for training and competition. Volunteers help children and adults develop skills, discipline and joy in skating. A-Booth supports the association financially, helping to keep activities accessible and inclusive. With this contribution, Schaatsvereniging Oostzaan continues to foster health, talent development and equal opportunities, creating lasting value for the community.

# Planet

Maximum CO<sub>2</sub> reduction



## Objectives

### 2025

- Increase waste separation to 95% of our waste stream.
- Use 100% self-generated and renewable electricity in our facilities.

### 2026

- Halve CO<sub>2</sub> emissions compared to 2022 (from 618 to a maximum of 309 tons of CO<sub>2</sub>).
- Source 100% of new wood and paper from FSC/PEFC-certified suppliers.

### 2030

- Achieve 100% CO<sub>2</sub>-neutral operations.

## Principles

### Environmental Management

We apply the plan–do–check–act cycle to monitor and improve our environmental impact.

### Resources & Waste

We reduce pollution, minimize packaging, and maximize reuse of materials.

### Energy & Water

We minimize fossil energy use and improve energy efficiency.

### Climate Action

We reduce greenhouse gas emissions in line with the Dutch Climate Agreement.

### Natural Environment

We prioritize ecological and certified materials and avoid harmful substances.

# Profit

## Objectives

### 2025

Establish a locally based production team for A-Booth Servicios de Feria SL to minimize travel.

### 2025

Launch A-Booth's Italian subsidiary in the Milan region.

### 2026

Implement a warehouse management system enabling one-way transport of modular stock through optimized logistics.

## Principles

### Value Creation

We align our services with the growing demand for sustainable event solutions.

### Process Optimization

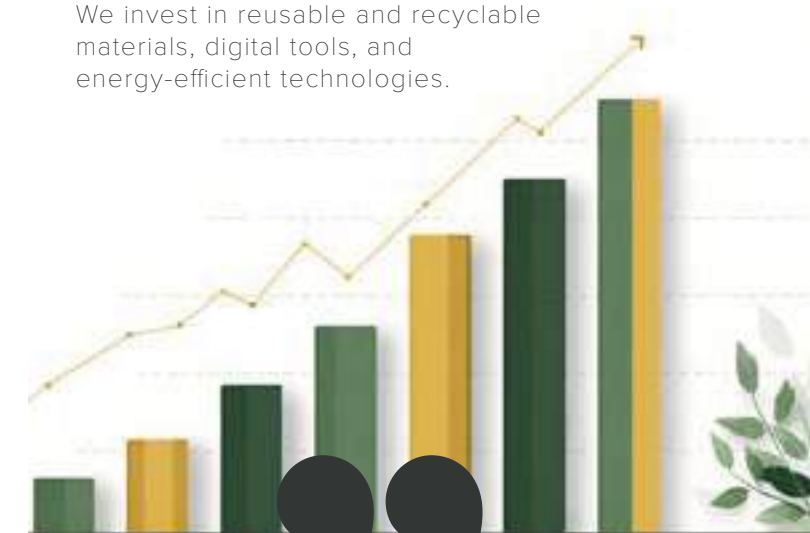
We enhance productivity through process improvements and smart logistics solutions.

### Cost Reduction

By establishing A-Booth locations in strategic positions across Europe, we reduce transport costs while cutting emissions.

### Innovation

We invest in reusable and recyclable materials, digital tools, and energy-efficient technologies.



Product development in modular stand construction as a sustainable alternative to custom-built.



# SUSTAINABLE DEVELOPMENT GOALS

Based on the **Sustainable Development Goals (SDGs)** of the United Nations, we have formulated the following objectives:

**3 GOOD HEALTH AND WELL-BEING**



- Good balance between work and relaxation
- Resting place onsite for A-Booth staff
- Food and overnight facilities arranged for jobs abroad.
- Stress and absenteeism prevention
- Affiliated with a good occupational health and safety service

**4 QUALITY EDUCATION**



- Facilitate education, offer flexible working hours
- Stimulate and facilitate employees to obtain (safety) certificates
- Develop study assignments within our company
- A-Booth makes use of accredited training companies

**5 GENDER EQUALITY**



- Encouraging participation in and sponsoring of women's networks within the event industry
- 100% of our departments employ women
- Staff of all ages and origins

**7 AFFORDABLE AND CLEAN ENERGY**



- Fully electric and CO2 neutral business premises
- 648 solar panels on the premises roof
- Heat and cooling pump
- Motion sensors in the building
- Internal transport fully electrically driven
- Electrification of A-Booth own transportation fleet
- Deployment of electric freight transport

**8 DECENT WORK AND ECONOMIC GROWTH**



- Fair and equal pay for employees and suppliers
- Good work-life balance
- Encouraging reasonable working hours within the industry
- Safe working environment for our employees
- Providing housing
- Provision of workwear and shoes

**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**



- Promoter of modular stand construction within the event industry
- Challenge and choose our partners on sustainability

**10 REDUCED INEQUALITIES**



- Equal opportunities and pay for everyone regardless of gender, cultural background and sexual orientation

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



- Use of recycled and recyclable materials
- Glass and porcelain instead of plastic
- Cleaning the Syma 30 panels with reusable cloths that are washed
- Separating and recycling our industrial waste



# Sustainability in the A-Booth Product

At A-Booth, we stand for **innovation, quality** and **reliability**. These values go hand in hand with our commitment to a better future. It is therefore only natural that we have embraced **sustainability** as our fourth core value.

To strengthen this commitment, we focus on using standardized **stand construction modules**. These consist of:

## 1

### Aluvision

- Profiles extruded in the Netherlands (Hydro Extrusion Drunen).
- Frames made from 75% recycled material.
- Produced in Belgium according to EU standards, delivered from Belgium.
- Fully reusable and designed for long-term use.
- 100% recyclable without loss of quality.
- Plug-and-play modular system requiring no tools for assembly.
- Manufactured to the highest precision standards for aluminium frames and LED tiles.
- Anodizing does not affect recyclability and helps prevent grease separation (natural in aluminium), reducing the need for cleaning agents and water.
- Anodized according to Qualanod certification.
- Can be fully covered with polyester tendon cloths (Blackback), eliminating the need for PALBOARD.

### Own Aluminium

- Produced by Aludex in Zeewolde, with deliveries from the Netherlands.
- Aluminium sourced mainly from Spain.
- Fully reusable and designed to last.
- Anodized to Qualanod certification.

### Syma 30

- Fully reusable and designed for long-term use.
- 90% recyclable without quality loss.
- Plug-and-play modular system; only a ratchet is needed for assembly.
- Produced in Europe and delivered from Switzerland.
- When tendon cloths are used, a slim aluminium frame is attached to the wall using our in-house designed plastic hooks, produced by KunststofPlus in Zoetermeer.

### Pixlip

- Produced in Germany to EU standards, delivered from Germany.
- Fully reusable and designed for longevity.
- Plug-and-play modular system requiring no tools for assembly.
- Over one-third of frames made from recycled aluminium.
- Aluminium supplier located close to production to avoid long transport distances and related environmental impact.
- LED technology with low power consumption and no hazardous substances such as mercury.

### Stichting Welzijn Gehandicapten Inclusive Travel

Stichting Welzijn Gehandicapten enables people with disabilities to enjoy recreation and travel experiences without barriers. Their Disney trip provides unforgettable moments, safe guidance and accessible transport for participants. A-Booth helps sustain these initiatives through its financial support, covering tickets, transport and guidance. With this contribution, the foundation continues to foster joy, confidence and participation, offering equal opportunities and meaningful social value.



Aluvision Frames

# Sustainability in the A-Booth Product

At A-Booth, we stand for innovation, quality, and reliability. These values go hand in hand with our commitment to a better future. It is therefore only natural that we have embraced sustainability as our fourth core value.

Unusable aluminium frames and residual waste are sent to our recycling partner, De Roeck Recycling B.V. (Zaandam). Frame interiors are carefully removed and reused where possible; otherwise, they are sent to the appropriate recycling partner.

## 2 Interior Frames

- Plastic components from KunststofPlus (Zoetermeer), a service-oriented, innovative plastic injection-moulding company producing high-quality semi-finished and finished products in ABS and nylon.
- Metal components from SYMA-SYSTEM (Switzerland) or Draaierij Bitter B.V. (Almere).
- Other fittings (bolts, screws, etc.) from Würth Nederland B.V. ('s-Hertogenbosch) or Het IJzerhuis (Zaandam).

## 3 MDF panels

- Mainly used with Syma frames.
- Produced and delivered from Germany.
- Coated with a foil layer to extend their lifespan.
- Cleaned after use with water and, if needed, environmentally friendly soap (wipes are laundered and reused).
- Damaged panels are sorted and sent to our waste processor GP Groot, which shreds them for reuse in new wood products such as chipboard.

## 4 PAL BOARD

- Self-extinguishing PVC foam boards, lightweight and highly suitable for printing.
- Used on all aluminium frame types; ideal for nameplates and signage.
- Clean (foil-free) forex is 100% recyclable. Our closed-loop recycling process turns all residual forex waste into granulate, which is then used to produce new high-quality plastic products.

## 5 Forex Panels

- Self-extinguishing PVC foam boards, lightweight and highly suitable for printing.
- Used on all aluminium frame types; ideal for nameplates and signage.
- Clean (foil-free) forex is 100% recyclable. Our closed-loop recycling process turns all residual forex waste into granulate, which is then used to produce new high-quality plastic products.



# Suppliers & Partners

For the design & construction of our stands, we work with various partners, including:

For the design and construction of our stands, we work with various partners, including:

- Electricity, lighting, audio & visual solutions
- Furniture and carpet suppliers
- Full-colour fabric printing
- Stickers and other graphic elements

A-Booth considers it a responsibility to continuously challenge our partners to develop further in the field of sustainability. We achieve this by actively discussing the topic with them, keeping ourselves informed, and engaging in ongoing dialogue with waste processors to explore new opportunities.

# 100%

Sustainable & Fully Recycled

## Non Stop Printing

When it comes to **printed fabrics**, we are constantly exploring high-quality recycling solutions. At Non Stop Printing, sustainability is not a one-time initiative but an ongoing commitment. As one of A-Booth's key partners, Non Stop Printing is a clear leader in sustainability within the trade fair and conference industry.

The tendons are removed and recycled into new tendons, while the fabric is shredded and repurposed as filling for punching bags and poufs. Importantly, all printed fabrics are 100% PVC-free, which significantly reduces waste, as polyester products are often around 50% lighter than comparable PVC alternatives.

In addition, Non Stop offers its clients the option of ECO PET fabrics—made from recycled polyester, with yarn produced sustainably from recycled PET bottles, without compromising the textile's properties.

At Non Stop, what others promise, they deliver. Sustainability claims are common, but verifiable proof is often harder to find. That is why A-Booth and Non Stop have jointly developed a service that calculates, per event, the percentage of materials collected and recycled—based on square meters and weight. Every claim is backed by data and independently issued certificates, ensuring complete transparency and credibility.



# Better Stands

and its relevance to A-Booth's products

“

'Sustainability has played a role in all major changes in the development of A-Booth. In the innovation of our product, our accommodation and recently also our growth.'



**Peter Noordman**  
CCO | A-Booth

Category	Items	Fully disposable	Better Stands		
			Bronze	Silver	Gold
Reused	1 Stand structure and walls	×	✓	✓	✓
	2 Platform or raised flooring	×	✓	✓	✓
	3 Furniture and equipment	×	✓	✓	✓
	4 Lighting	×	✓	✓	✓
	5 Fascia and overhead signage	×	×	✓	✓
	6 Rigged structure	×	×	✓	✓
	7 Ceiling	×	×	✓	✓
	8 Display facilities	×	×	✓	✓
Recycled or recycled	9 Floor covering	×	×	×	✓
	10 Graphics and decorative items	×	×	×	✓



**Better Stands** is an international sustainability standard for the events and exhibition industry, aimed at reducing the environmental impact of stand construction. The programme promotes the use of reusable, modular components instead of single-use structures, significantly lowering CO<sub>2</sub> emissions and waste generation.

Within the Better Stands framework, the reusability of ten key stand elements—such as structure, walls, flooring, lighting, and signage—is assessed. Depending on the share of reusable elements, a stand is classified at Bronze, Silver, or Gold level. This objective, globally recognised rating makes sustainability both verifiable and comparable across different suppliers and projects.

For A-Booth, participation in Better Stands means that the entire design process, material selection, and production are aligned with these criteria.

Stand concepts are modular, adaptable, and designed for multiple use cycles without compromising on aesthetics or functionality. This results in shorter build times, reduced material waste, and more efficient logistics.

A-Booth's stands and organisational features have been awarded the highest Gold classification at leading international trade shows, including CPHI, Food Ingredients Europe, and Vitafoods. This demonstrates that A-Booth's products not only excel in creativity and functionality but also meet the most stringent international standards for reusability and sustainability.

By integrating Better Stands into its product portfolio, A-Booth ensures that every stand meets the highest functional and visual standards while making a proven contribution to the sustainability of the events industry.

## Waste Reduction

All waste streams are carefully separated into wood, paper/cardboard, plastic, metal, aluminium, electronic equipment, and residual waste. Cleaning wipes are rented, then washed and reused. Only porcelain crockery and steel cutlery are used on the premises, and coffee is brewed with freshly ground beans. Dishwashers and coffee machines run largely on solar energy.

# 100%

## Recycled Wrapping Plastic

The wrapping film used by A-Booth consists of 100% post-consumer recycled stretch film, made entirely from LLDPE collected from consumer waste. It is mechanically recycled, allowing existing materials to be reused without extracting new fossil resources. Production is certified under the international ISCC Plus standard, ensuring the material is verifiably circular and traceable throughout the supply chain. By reusing plastics, this product helps reduce CO<sub>2</sub> emissions and contributes to waste reduction.



By using HVO100 in our logistics, we actively reduce our CO<sub>2</sub> footprint without compromising the quality or reliability of our product.

**Nataly van Eijkel**  
Operations Manager | A-Booth



200 kW

Battery system

“

‘Transport is responsible for a large share of our industry’s CO<sub>2</sub> emissions. That’s why A-Booth is fully electrifying its fleet, using electric freight transport nationally and HVO100 biodiesel internationally.’

**Jaap-Kees Snoeij**  
COO | A-Booth



In 2024, under the motto ‘Sustainability is part of our DNA’, we launched many initiatives: electrifying our fleet with four electric cars, adding 354 solar panels, placing six charging stations in Oostzaan, and switching to HVO100 biodiesel for international transport.



# Join Our Sustainable Journey

We invite you to join us on our sustainable journey. Together, we can embrace the power of sustainability and make a lasting impact on the world. Explore our booth solutions, learn about our sustainable practices, and be a part of the movement toward a greener and more sustainable future with A-Booth.



## Wielerronde Oostzaan, Cycling Event

The Wielerronde Oostzaan is a cycling race that brings residents, associations and local businesses together in a festive and active setting. The event offers young talent a platform and strengthens the village identity. A-Booth provides funding that helps ensure the race remains accessible and continuous. This support allows the event to promote health, community connection and local economic activity, adding lasting value to the village.

**Let's create  
a better  
tomorrow,  
today.**

