OUR MATERIALITY ANALYSIS:
the CSR issues shaping the future of Luxexpo The Box

August 2026

INTRODUCTION

WHY CONDUCT A MATERIALITY ANALYSIS?

CSR has become a strategic imperative for businesses today. But with such a wide range of environmental, social and economic challenges to address, one key question arises: which issues should we focus our efforts on first?

This is precisely the purpose of a materiality assessment: to identify and prioritise the sustainability issues that matter most to the company and its stakeholders, so that decisions and actions can be focused where they can have the greatest impact.

This approach is fully aligned with our vision: to become a trusted and committed partner in Luxembourg's sustainable socio-economic transformation, by making medium- and long-term commitments that reflect the expectations of our stakeholders.

To turn this ambition into concrete priorities, we conducted a materiality assessment based on two complementary dimensions:

- **social and environmental materiality**, which assesses the impact of our activities on society and the environment;
- **financial materiality**, which examines how sustainability issues may affect the company's performance, financial position and development.

We decided to undertake this process for several reasons:

Data collection and analysis

Firstly, data collection and analysis enable the company's staff – not just CSR managers or senior management – to gain an overview of the company's strengths, weaknesses, opportunities and threats.

This exercise provides an in-depth examination of both the macro-environment and the micro-environment, **thanks to the participation of all stakeholders**: employees, the board of directors, suppliers, customers, and civil society.

Improving Internal Strategy and Performance

Second, beyond improving internal strategy and performance, the materiality analysis strengthens **the company's reputation among our employees, suppliers, and customers.**

It lays the groundwork for a system of regular monitoring and reassessment, thereby ensuring that the strategy is part of a sustainable and long-term approach.

In practice, this approach involves hosting events that serve as forums for dialogue on major societal issues. A prime example is Home Expo, the housing trade show, which brings together more than 200 professionals from the housing sector to discuss topics such as sustainable housing and quality of life in Luxembourg.

THE STEPS IN OUR PROCESS

We conducted this analysis between April and June 2026 in six stages, in collaboration with **the ESG strategy consulting firm A Beautiful Green, using a participatory approach.**

01

Analysis of the Industry Context

The consultant analyzed the context of the events industry and its specific challenges

02

Identifying ESG Issues

She then compiled a list of ESG issues relevant to our business

03

Mapping of Key Stakeholders

We have identified our stakeholders and assessed their level of influence and interest

04

In-house workshop

We organized an internal workshop to understand and prioritize the issues

05

Stakeholder Consultation

A questionnaire was sent to our partners and suppliers

06

Matrix and Priority Issues

We have developed a materiality matrix and identified our priority issues

COMMITTED ACTORS

To ensure the relevance of our analysis, we consulted **34 people** from **three key groups:**

The Board of Directors

involved in strategic planning and the approval of policy directions.

Stakeholders

external parties, partners, customers, and suppliers, through a questionnaire, such as:

Employees

through a workshop focused on prioritizing issues.

This participatory approach has allowed us to gather valuable feedback and ensure that our priorities reflect the expectations of our entire ecosystem.

HOW DID WE GO ABOUT IT?

Stakeholder Mapping

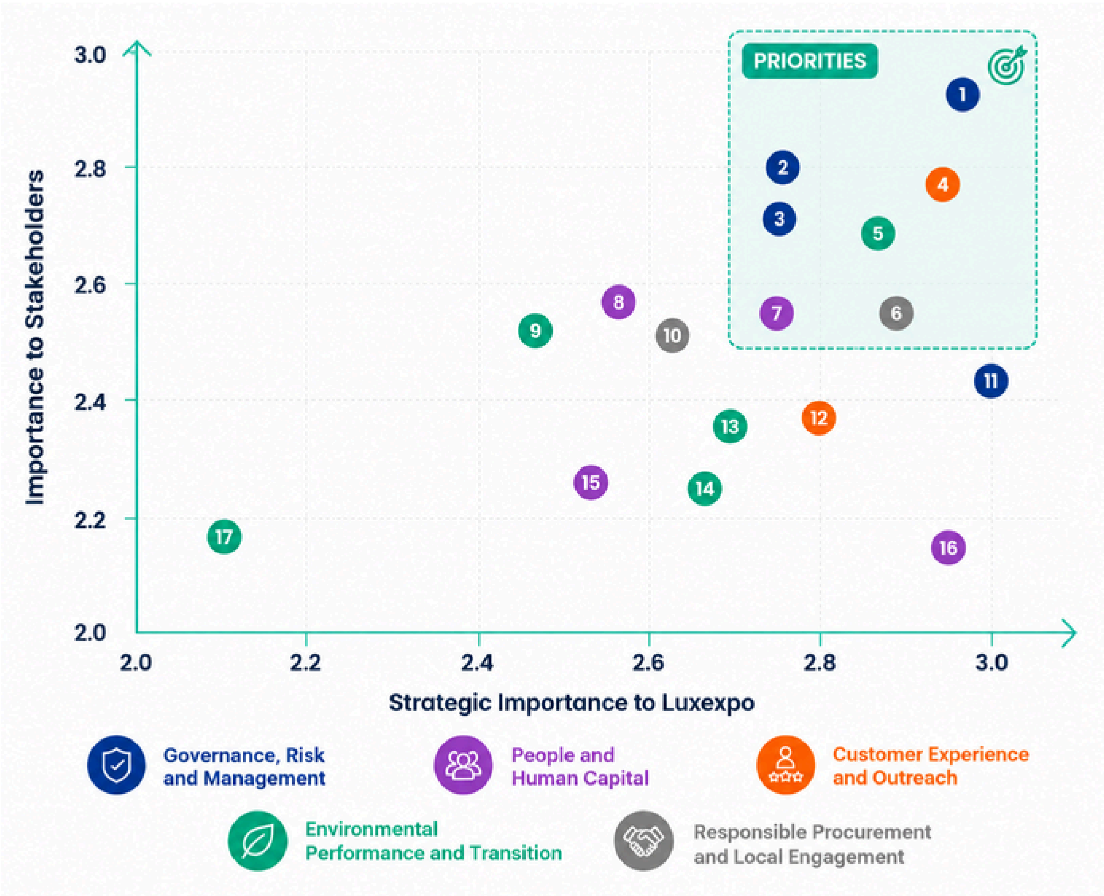
To structure our approach, we mapped out all the stakeholders interacting with Luxexpo The Box using the “level of interest and influence” matrix.

This has given us a clear picture of our ecosystem and allows us to focus our dialogue efforts on the issues that really matter.

In particular, we identified the following stakeholders:

- **those involved in our strategic planning:** employees, customers, government agencies, and the board of directors;
- **those to be regularly informed:** suppliers, the media, and the CSR team;
- **those to be kept informed of our developments:** regulatory bodies and industry stakeholders;
- **those to be monitored periodically:** competitors and the local community.

Materiality Matrix



1: Overall security, infrastructure resilience, and risk management
2: Data protection, cybersecurity, and IT governance
3: Business ethics and transparency
4: Customer feedback and stakeholder satisfaction
5: Climate Resilience and Sustainable Infrastructure
6: Socioeconomic Impact and Regional Influence
7: Employee Engagement, Listening, and Experience
8: Diversity, Equity, Inclusion, and Accessibility
9: Eco-Design of Events and Sector-Specific Support
10: Responsible Procurement, Local Roots, and Supplier CSR Management
11: Governance and Strategic Management
12: Responsible Communication and Brand Positioning
13: Circular Economy and Trade Show Waste Management
14: Climate, Energy, Water, and Environmental Performance
15: Health and Well-being in the Workplace
16: Attractiveness, Recruitment, and Onboarding
17: Sustainable Mobility and the Impacts of Travel

The materiality analysis has allowed us to clearly identify our priorities, which will guide our strategy.

For each identified issue, we assessed **two dimensions:**

Its Importance to Our Stakeholders

Its strategic importance to Luxexpo The Box

Combining these two criteria gave us a detailed map of our ecosystem and our priorities.

OUR 4 PRIORITY ISSUES

GOVERNANCE AND STRATEGIC MANAGEMENT

The goal is to bring together all the mechanisms that enable Luxexpo The Box to set its direction, create a common and solid strategy, and clarify roles and responsibilities within the teams.

COMPREHENSIVE SECURITY, INFRASTRUCTURE RESILIENCE, AND RISK MANAGEMENT

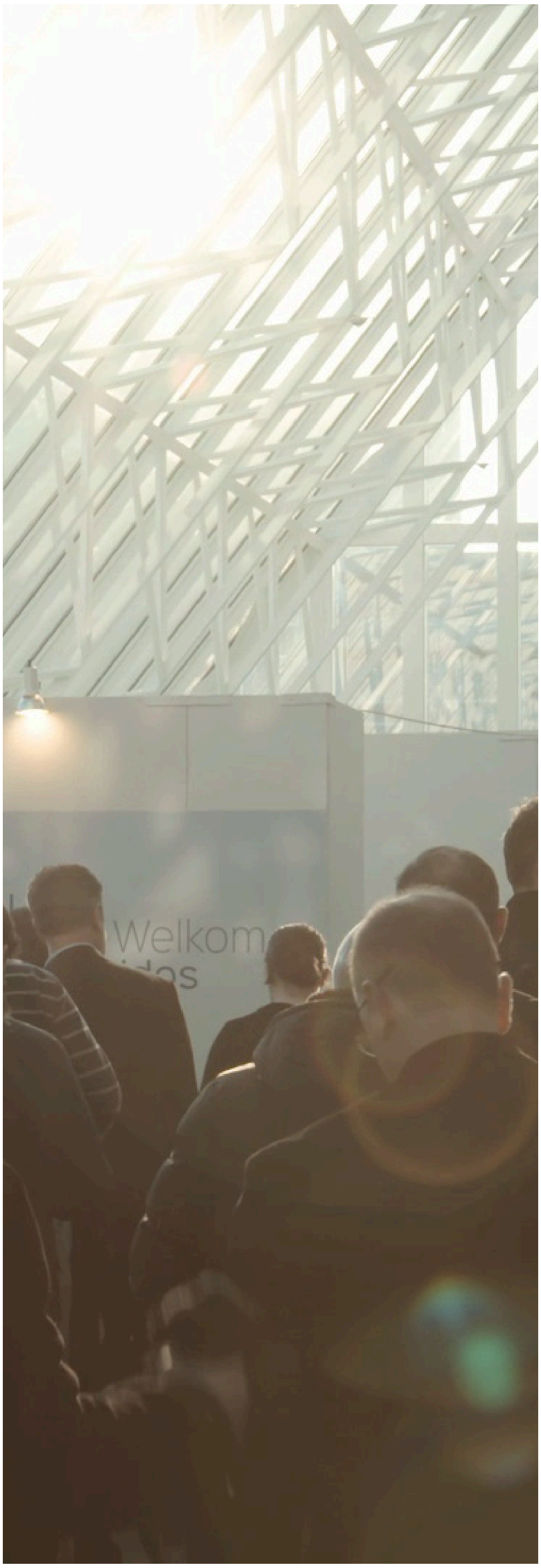
Luxexpo The Box is committed to strengthening preventive measures during all phases of events and to conducting a safety audit to identify the main risks.

EMPLOYEE ENGAGEMENT AND EXPERIENCE

This lever is essential to ensuring excellent performance, high-quality services, and the ability of our teams, who are at the heart of our success, to adapt to risks.

CUSTOMER FEEDBACK AND PUBLIC SATISFACTION

Luxexpo The Box is committed to creating a structured approach that focuses on listening to our customers in order to remain competitive in the market, strengthen customer loyalty, and anticipate their expectations so that we can continuously improve their experience.



KEY TAKEAWAYS

As shown in the previous image, **17 issues** have been identified and ranked in order of importance.

We have summarized them into the following **<u>four strategic areas:</u>**

1 GOVERNANCE AND RESPONSIBLE STRATEGIC MANAGEMENT

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Strengthen the company's strategic direction to improve coordination and performance through a structured commitment to sustainable development.

This will help clarify roles and responsibilities, foster a shared strategy, and enhance our ability to execute by prioritizing human and financial resources.

2 STRENGTHEN OUR SOCIAL IMPACT

Create an environment that fosters listening, engagement, and employee experience through semi-annual reviews and customer satisfaction initiatives to better understand their expectations.

This will strengthen loyalty and satisfaction, both internally and externally, and guide all our stakeholders toward a shared path of sustainable development.

3 ENHANCE THE CUSTOMER EXPERIENCE AND LUXEXPO'S MARKET POSITIONING

The quality of the experience we offer our customers, exhibitors, and visitors is a key factor in our appeal.

This initiative aims to develop a structured approach to listening to and satisfying our audiences, in order to continuously improve our services and strengthen the trust of our stakeholders. It also involves highlighting our CSR commitments in our communications, while ensuring the transparency and reliability of the information we provide.

4 ACCELERATING THE ENVIRONMENTAL TRANSITION

Our goal is to reduce our environmental impact through eco-design, the circular economy, infrastructure modernization, and sustainable procurement (more than 80% local).

We will improve waste management (reuse, recycling, recovery), incorporate ESG criteria into our procurement, and support event organizers in adopting sustainable practices.

THE ACTIONS

And now?

This materiality analysis provides us with a clear picture of our priorities and enables us to focus our efforts on what really matters. And this is just the beginning.

We would like to extend our warmest thanks to all the internal and external stakeholders who took part in our survey. Their feedback has enabled us to develop our materiality matrix and forge a strong, shared strategy.

Building on these insights, we have structured our strategy around four complementary pillars (governance, human capital, customer experience and environmental transition) which will guide our actions in the years to come.

Our commitment is clear: to make Luxexpo The Box a leading player in responsible event management in Luxembourg.