

Code of Conduct

This Code of Conduct forms the foundation of our actions and outlines our values and commitments toward customers, partners, and society. We are committed to acting responsibly and sustainably in all areas of our operations. Our goal is not only to inspire our customers and guests but also to engage our partners and suppliers in sustainable practices.

Sustainability

Sustainability is deeply rooted in our corporate values. We are dedicated to protecting and preserving natural resources. With the aim of achieving a climate-neutral future, we act in an environmentally responsible manner. We comply with all applicable legal requirements and recognized standards for environmental and climate protection and continuously strive to minimize the negative impact of our business activities.

We systematically assess the environmental impact of our activities and events, derive specific environmental goals, and implement them to improve our environmental performance. Our entire team is regularly updated on environmental management through workshops, training sessions, and meetings. This fosters shared awareness and strengthens our commitment to the environment.

Social Responsibility

We are committed to promoting an open and respectful corporate culture. Our employees are our most valuable asset. We place great importance on clear and constructive communication, as well as respectful and fair interactions. We support our employees in balancing their professional and personal lives and do not tolerate any form of workplace harassment.

Diversity and inclusion are central to our values. No one is disadvantaged based on origin, religion, skin color, gender, age, sexual identity, or disability. We are committed to creating equal opportunities for all and fostering a culture of diversity.

Economic Responsibility

We are dedicated to fair business practices and transparent communication. Our business relationships are founded on honesty, trust,

and fairness. We respect the principles of fair competition and prioritize regionality and compliance with sustainability standards when selecting suppliers.

Long-term partnerships are a cornerstone of our success. We actively share our knowledge of sustainable practices with our partners and suppliers to drive positive change together.

Laws and Guidelines

We pledge to adhere to all applicable laws, regulations, and guidelines. This includes, but is not limited to:

- Avoiding corruption, bribery, fraud, and extortion.
- Complying with data protection laws and safeguarding confidential information.
- Following safety standards and relevant hygiene regulations.
- Observing labor and occupational health and safety laws.

Commitment to Continuous Improvement

We are committed to regularly reviewing our processes and measures to further develop our Code of Conduct and establish new sustainability standards. This continuous improvement is a central component of our corporate strategy.

Closing Statement

This Code of Conduct reflects our belief that sustainable action is not only a responsibility but also an opportunity. We invite our customers, partners, and employees to join us on this journey and work together to drive positive change.

This Code comes into effect on February 1, 2025. We will regularly reflect on its significance and implementation and provide targeted support when needed.

Berlin, January 2025