

JAARBEURS

Together for a sustainable future

Annual Report 2024



Sustainable
Development
AWARD



Multiple-time award winner
Beste Congresslocatie
van het Jaar
AWARD



Digital
Innovation
AWARD



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Key figures 2024

Portfolio of trade shows and (guest) events

Flagship trade and consumer shows
National

24

2023: 18

Flagship trade and consumer shows
International

13

2023: 18

Large guest events

49

2023: 38

Meetings and small conferences

2,903

2023: 3,053

Total number of visitors
(in millions)

2.3

2023: 2.3

Average ratings
Visitors

7.3

Exhibitors

7.3

Organisers

7.9

Financial

Net revenue
(in € million)

92.9

2023: 134.7

Investments
(in € million)

9.9

2023: 4.8

Net profit
(in € million)

85.6

2023: 9.9

Environmental

CO₂ emissions from operations
(tonne)

1,694

2023: 1,712 tonnes

Residual waste
(in %)

59

2023: 62%

Circular exhibition stand kits sold

55

2023: 11

Social

Number of permanent employees
(average in Netherlands)

335

2023: 309

Male-to-female ratio
(in %)

51 | 49

2023: 52 | 48

Equal pay
(in %)

99

National average (Statistics Netherlands (CBS)): 88%

Select 2024 highlights



April Impact Fair

The first edition of the Impact Fair: an event that brings together charity advocates, social entrepreneurs, aspiring changemakers, and individuals, organisations and businesses pursuing meaningful social impact.

May National Women's Health Day

The first National Women's Health Day became a reality on 25 May 2024. An initiative by the Voices for Women Foundation that sounds the alarm on women's lack of access to appropriate healthcare. As part of our corporate social responsibility, Jaarbeurs provided the venue at a reduced rate to support this initiative.

June Acquisition of IPON

Jaarbeurs acquires IPON, the education show focused on educational technology. This trade show serves as the meeting platform for primary education, secondary education and vocational training sectors. The acquisition also includes the official education innovation and ICT knowledge platform IPON.nl.

Our first diversity week

When it comes to sustainability, the focus is so often on climate impact and not (enough) on the social aspects. However, employees and societal impact are just as important. From a guided tour of the Ulu Mosque in Utrecht, a rainbow city walk with Queer U Stories to an interactive workshop by House of Inclusion on inclusion and diversity, the first diversity week celebrated social sustainability in all its forms.

July Anniversary celebration

The Utrecht Female Student Association UVSU/NVVSU celebrated its 25th milestone anniversary in style. The Jaarbeurs venue was transformed into a festival haven, complete with a buzzing courtyard and a dedicated exhibition hall for celebrations.

July Indoor padel court

During the summer of 2024, a Jaarbeurs exhibition hall was transformed into an indoor padel court with six double courts for avid padel enthusiasts. The temporary padel courts were a joint initiative of Jaarbeurs, Heineken and Rekré Sports, and was made possible by Majesty Padel.



September Future Green City

The City of Utrecht and Jaarbeurs served as the host city and venue for the international Future Green City congress on urban greening. Professionals from across the global gathered in the Beatrix Theater to share their knowledge about creating liveable, green cities of the future.



September An international award

Each year, the Netherlands-Thai Chamber of Commerce (NTCC) presents the NTCC Business Awards in Thailand. VNU Asia Pacific - a Thailand-based subsidiary of Jaarbeurs - emerged as this year's winner in the category "International Trade Services: Integrated Solutions".

Vitality Week

Doing your job is fun. But doing it healthily and with pleasure is even more fun. That is why at Jaarbeurs, we make every effort to increase long-term employability. During Vitality Week, we offered additional training courses and programmes that promote personal growth and well-being.

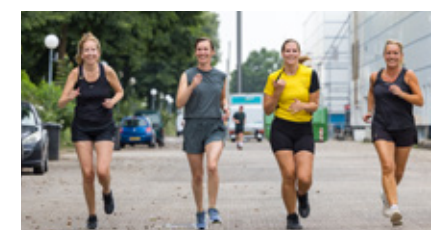
September Ready, Set, Rouge!

An evening dedicated to celebrating and thanking our partners for their great collaboration. Guests enjoyed fine dining in the Stage Entertainment Lounge of the Beatrix Theater and the extravagant musical performance, Moulin Rouge! The Musical.



October Singelloop charity run

The Helen Dowling Institute provides professional psychological care and conducts research to continually improve its quality. We are committed to raising funds in various ways. For example, employees participated in the Singelloop charity run, where they jointly raised € 41,000 for this worthy cause.



Foreword

New strategy, clear direction

The 2024 events year will go down in history as exhilarating, challenging and enterprising. CEO Jeroen van Hooff and CFO Pascal van Gool reflect on memorable moments, encounters and challenges.

How do you look back on 2024?

Jeroen: "I look back on a fantastic year and have thoroughly enjoyed the richness that Jaarbeurs has to offer. There were countless special, inspiring and valuable encounters. We welcomed in the new year - as is our tradition - with a breakfast event for over one hundred international ambassadors to kick off the Holiday Trade show (in Dutch: Vakantiebeurs) and wrapped it up with spectacular events such as Disney on Ice and the Circus Festival Utrecht. Trade shows like ICT & Logistics and Logistica Next, Cybersec Netherlands and the public trade show KreaDoe exceeded all expectations. I'm proud of the new initiatives we launched, like DigiBouw, Future Facade, Travel & Tech and the Impact Fair. One of the highlights of the year was the première of Moulin Rouge! The Musical in our Beatrix Theater. Over the summer, Jaarbeurs buzzed with Utrecht's student life, as the courtyard of our exhibition halls was transformed into a full-fledged festival venue. Local sports enthusiasts had the chance to hit the courts at our indoor padel facilities. Meanwhile, our participation in the Utrecht Congress Alliance - where, together with our partners, we promote Utrecht as *the* destination for high-profile international congresses - is bearing fruit. Last year, we welcomed a record number of high-profile (international) congresses and meetings, such as the Future Green Cities World Congress and the WHO Conference."

Pascal: "The Board has worked intensively on developing the 2024-2030 strategy. This new direction was presented to staff during the summer and is currently being rolled out by various teams. Our key priorities include refining our approach to the strategic markets Construction & Installation, Healthcare & Agri-food, developing new (trade show) concepts, strengthening our international position, and developing and modernising our real estate portfolio."



"To make an impact and retain our audience's interest, agility is crucial."

Jeroen van Hooff
Royal Jaarbeurs CEO

Pascal van Gool
Royal Jaarbeurs CFO

Foreword

Financially, 2024 proved to be another challenging year. Despite the high inflation in the Netherlands, our focus remained on securing a healthy financial return. Obviously, our 2024 results significantly impacted by the sale of our stake in our Chinese joint venture, VNU Exhibitions Asia (VNU EA)."

How has Jaarbeurs developed internationally?

Jeroen: "The market in Asia is very promising, as demonstrated by our Agri-food team with international trade shows like VIV. We bring our national and international events to Asia and introduce compelling Asian titles to the European market. A notable highlight is the recognition of VNU Asia Pacific - in which Jaarbeurs holds a stake - with the prestigious international business award for its efforts in creating a bridge between Thailand and the Netherlands."

Pascal: "In February, as part of our new strategic direction, we sold our stake in VNU EA. This sale offers us the opportunity to position ourselves even more strongly in the Netherlands and in international markets beyond China."

How is the redevelopment of Jaarbeurs progressing?

Pascal: "We're working with the City of Utrecht on a development plan for the entire Jaarbeurs site. Over the next 10 to 15 years, the area will undergo a major transformation, including the redevelopment of the Hall Complex, the Jaarbeurs Boulevard, and the Beatrix Building. We are also exploring the possibility of building new housing in the future on part of our current parking facilities. A top priority is the construction of a new multi-storey car park to further enhance the customer journey. A key and essential feature of this large-scale redevelopment is the sustainable, phased and modular approach. The transformation will be phased in gradually to ensure seamless continuity of Jaarbeurs' operations and consistently positive guest experience, while guaranteeing uninterrupted events and trade shows in the years ahead. For example, we have renovated the catering outlets in our exhibition halls, upgraded our restaurant kitchens into state-of-the-art facilities with cutting-edge equipment and appliances, and reconfigured our current car park to improve social safety for our visitors."

Jeroen: "We want to increase our visitors' daily enjoyment, which is why we invest in the experience and physical appeal of our spaces. The demand for more compact, small-scale shows is growing, which is why we are making our venues more flexible."

Are plans on making the organisation more sustainable on track?

Pascal: "Jaarbeurs has been a leader in organisational sustainability for years. We take initiatives to reduce emissions, promote vitality and diversity, host Ukrainian refugees and support various charities, such as the Princess Máxima Centre for paediatric oncology and the Helen Dowling Institute. A great example is the 354 balcony seats from the Beatrix Theater that have found a new home in the Beatrix Theater in Moengo, Suriname. We also offer our clients more sustainable trade show alternatives and promote greener choices. Although Jaarbeurs is not expected to fall within the scope of mandatory CSRD reporting requirements under the new EU regulations, we remain committed to transparent reporting on key sustainability matters - hence this Annual Report."

What are the expectations for the future?

Jeroen: "Our industry is highly dependent by global political, social, technological and economic developments. Past successes are no guarantee for future success, which is why we remain sharp and vigilant. We constantly ask ourselves critical questions, such as are we attractive enough? Do we draw enough visitors? How viable is a trade show title? Like our exhibitors and visitors, we strive for a healthy, clean and sustainable world. To make an impact and retain our audience's interest, agility is crucial. That's why we engage in year-round dialogue with organisers, exhibitors and visitors. With our new strategy, we're firmly setting course towards 2030."

A word of thanks

"We would like to extend our deepest gratitude to our clients, partners, employees and the Supervisory Board. Their passion, commitment, tireless dedication and flexibility have made 2024 a success."



Jeroen van Hooff
Royal Jaarbeurs CEO



Pascal van Gool
Royal Jaarbeurs CFO



About Royal Jaarbeurs

Who we are

Royal Jaarbeurs was established as a foundation in 1916 to promote trade and industry. This founding ideal remains the bedrock of Jaarbeurs today. Genuine human connection lies at the heart of everything we do. How do we create these special human connections? In a passionate, sustainable and innovative way.

What we do

National

We organise and facilitate a wide range of events. From meetings, workshops, and training programmes to congresses, conferences, corporate parties and events, award ceremonies, entertainment shows, and large-scale events and trade shows. Live and online. We serve the most flavourful dishes in our restaurants, provide a stage for the finest productions in the Beatrix Theater, and act as a launchpad for startups.

International

Jaarbeurs is active not only in the Netherlands but also internationally. From our headquarters in Utrecht, our Agri-food team organises international trade shows for agri-food sectors across the world, including Thailand, the United Arab Emirates, Rwanda, Vietnam, Indonesia, and the Philippines.

Additionally, Jaarbeurs holds a stake in VNU Asia Pacific (VNU AP), a joint venture specialising in organising international trade shows, conferences and congresses in Southeast Asia. VNU AP is based in Bangkok and organises events such as the Pet show South East Asia, and is active across multiple sectors, including Agriculture & Livestock, Health & Life Sciences and Cybersecurity.



Our purpose

Accelerator of sustainable growth



Our mission

We believe there should be a place where people can truly connect. Connect to grow. At Jaarbeurs, we provide and create the space to accelerate growth: for individuals, for businesses, and for the market as a whole. In a sustainable, passionate and innovative way. Live and online. In the centre of the country, at the heart of the city, with a focus on you.



Our vision

By 2030, Jaarbeurs will be the most innovative and sustainable organiser and facilitator in Europe. At Jaarbeurs, we believe in the power of connection. As an indispensable link in the market, we organise and host inspiring and unique encounters that create an impact; impact for our clients, our visitors, our markets, our staff, our partners, and our community, both at home and abroad. From our revitalised property and commercial core to our role as market leader, we foster an environment that drives innovation, sustainability, growth, learning, and performance.

Our strategy

Our core values

Our core values form the foundation of our culture. Our values guide us in our internal and external communications and in every action we take.

Passionate



With personal attention, passion, and empathy, we exceed expectations. We create an environment that inspires, makes an impact, and leaves lasting memories.

Innovative



By combining our experience and expertise with the latest digital technologies, we continually enhance the value of our flagship events and the events of our clients.

Sustainable



We believe in a world where we treat each other and our environment with respect. We strive for lasting relationships with our clients, suppliers, and the world around us.

Trends and developments

The world around us

The world is constantly evolving, and Jaarbeurs evolves with it. We closely follow trends and developments within and beyond our industry. This is essential to remain relevant, competitive, and future-proof. In 2004, the following trends and developments influenced our processes and operations.

Connection

Since the pandemic, hybrid solutions have become a lasting trend. In a world where agility and flexibility are becoming increasingly important, hybrid participation in events offers a valuable option. Jaarbeurs cater to this need with dedicated facilities like our in-house studio, enabling global audiences to join meetings directly from their desktops. However, nothing replaces the value of in-person gatherings for fostering real connections. People still have a strong desire to attend events, share knowledge, meet others, and inspire each other. We long for that 'collective buzz' - a shared day out, celebrating life together.

Experience & Immersion

Neither trade nor consumer shows can succeed today without creating an immersive experience. We invite visitors to smell, feel, and taste, doing everything we can to create unforgettable moments. We ensure that various activities, such as events, congresses, conferences, and theatre seamlessly align and reinforce one another. Immersive experience is about the complete journey. A journey that begins at home by preparing, booking tickets, and creating your ideal event. On the day itself, everything needs to be just right - from parking facilities and cloakroom services to catering - to create a seamless and memorable experience.

Even for conferences and meetings, a standard speaker with a run-of-the mill programme no longer suffices. Growing competition within the events industry compels organisations to stand out. While factors like accessibility, parking facilities, and sustainability matter, the real difference lies in how an event is experienced.



Sustainable

Sustainability plays a crucial role in organising and facilitating events. We see that clients, including government bodies, increasingly prioritise sustainability as the key deciding factor when selecting an event venue. In many cases, event venues are subject to stringent criteria. Jaarbeurs meets these criteria and holds a Green Key Gold certification.

Not only is the Jaarbeurs organisation itself becoming more sustainable, but sustainability is also central to the events we host or organise. We integrate sustainability into all our business processes.

365 days a year

Where contact with exhibitors and visitors used to be restricted to a biennial event, this is no longer viable. Ongoing interaction and engagement throughout the year are becoming increasingly important to ensure the continued relevance of trade shows and events. Through our various online platforms, we aim to bring professionals from different industries together, foster connections, and accelerate sustainable growth in specific sectors. We create new coalitions that share knowledge, collaborate, and innovate.

Trends and developments

Flexible

Event visitors are increasingly planning activities at the last minute. People want flexibility and the freedom to act on spontaneous impulses. This trend is also evident at conferences and meetings, where many attendees decide to attend at the last minutes, often influenced by peers or networks encouraging their participation. Day-long conferences or meetings are becoming outdated. Instead, visitors opt to attend only the plenary programme or a select few breakout sessions. Our event and account managers guide event organisers from start to finish, advising them on developing the perfect programme for a specific target audience.

AI and digital security

AI is advancing rapidly and playing an ever-larger role in the industry, both in terms of process optimisation and visitor experience. By harnessing AI in a smart and effective way, we can further enhance sustainability and innovation within our organisation, while maintaining the right balance. After all, personal interaction remains essential to building meaningful connections. With digitalisation comes the need to safeguard digital security and privacy.



In 2024, Jaarbeurs facilitated a number of events dedicated to AI.

Our strategy

Connect, innovate, sustain

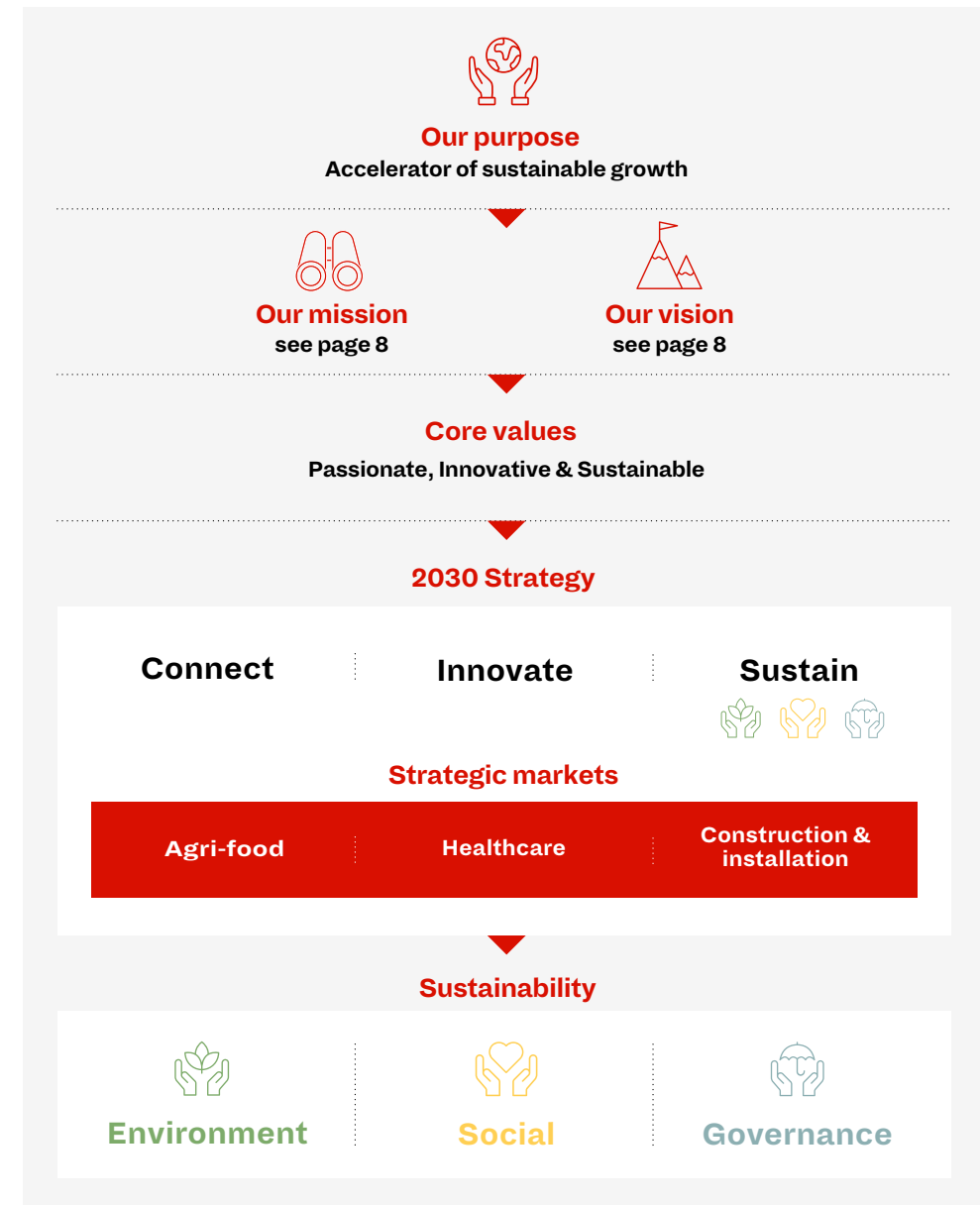
Under the banner 'Connect, Innovate, Sustain,' Jaarbeurs rolled out its new strategic roadmap to 2030 in 2024. Our purpose, mission, and core values remain unchanged, but our key priorities include refining our approach to strategic markets, developing new (trade show) concepts, strengthening our international position, and developing and modernising our real estate portfolio.

Strategic markets

As part of this strategy, Jaarbeurs has chosen to focus on three strategic markets - Agri-food, Healthcare and Construction & Installation - which we have selected for their strong regional presence and growth potential within the events and conference landscape.

Connect

Jaarbeurs is a place where meeting, connecting, and sharing knowledge with others are central to everything we do day in, day out, 365 days a year. We connect people and markets through the national and international trade and consumer shows, congresses, conferences, events, and meetings we organise and facilitate, as well as through our online knowledge platforms, the accommodation we provide to startups, and our restaurants.



Our strategy

“Jaarbeurs is a place where meeting, connecting, and sharing knowledge with others are central to everything we do, 365 days a year.”

Innovate

Jaarbeurs stays ahead of the curve through continuous innovation. We develop new trade show concepts, modernise our real estate portfolio, enhance the visitor experience, and adapt to evolving market demands. We strengthen our national and international position, collaborate with partners on smart solutions, and ensure that Jaarbeurs remains future-proof.

Sustain

Sustainability is embedded in our strategy and all our activities. We are the driving force and accelerator of sustainability in all the markets we operate in within the trade show and events industry. For Jaarbeurs, sustainability is not only about creating a better environment, but also about fulfilling our corporate social responsibility and fostering engaged, passionate employees.





Performance results in 2024

Progress on strategy

Flagship trade shows and events

We reflect on a successful year marked by a mix of longstanding and new events. Enhancing customer satisfaction and forging new partnerships were key priorities. We are proud to see improved ratings from both exhibitors and visitors across multiple trade and consumer shows. Visitor numbers exceeded our expectations.

In 2024, travel plans were back in full swing for Dutch holidaymakers as reflected in the strong turnout, with over 71,000 visitors attending the Holiday Trade Show.

The second edition of the Cybersec Netherlands trade show surpassed expectations, with over 3,000 visitors and a refreshed, international programme.

ICT & Logistics and Logistica Next once again proved their value as leading trade shows for the logistics sector. They showcased the latest innovations and provided a platform for professionals to network and drive the industry forward. A highlight was the presentation of the prestigious Logistica Award to Essensium for the most groundbreaking innovation in the sector. The largest logistics trade shows in the Benelux attracted a combined total of 10,500 visitors, a 10 percent increase from the previous edition.

The 35th edition of KreaDoe, the largest DIY festival in the Benelux, proved a resounding success, attracting nearly 20 percent more visitors than the previous edition. With an impressive turnout of over 53,700 visitors and a festival buzzing with energy, inspiration, workshops, demonstrations, and meet-ups with popular creative influencers, we look back on an exceptionally successful event that exceeded all expectations.

KreaDoe not only showcased the creativity of the visitors, but the event also raised a record-breaking €17,000 for the Princess Maxima Centre for paediatric oncology.



Performance highlights

Flagship trade and consumer shows National

24

2023: 18

Flagship trade and consumer shows International

13

2023: 18

Average ratings

Visitors

7.3

2023: 7.1

Exhibitors

7.3

2023: 7.3

Organisers

7.9

2023: —¹

1. Direct year-on-year comparisons are not possible due to material changes in methodology and scope between 2024 and 2023.



Progress on strategy

Partners

Collaboration with partners leads to better trade shows and stronger results.

Our partnership with FPT-VIMAG for TechniShow has been extended for at least three more editions. TechniShow, the largest and most influential trade show for the manufacturing industry in the Benelux, will be hosted at Jaarbeurs in 2026, 2028 and 2030.

The 38th edition of the MOTORbeurs Utrecht 2024 revved up intense interest with 87,872 visitors and over 280 exhibitors. Under the banner 'All Brands United,' virtually all importers of major motorcycle brands were once again out in full force, in partnership with the RAI Association.

International

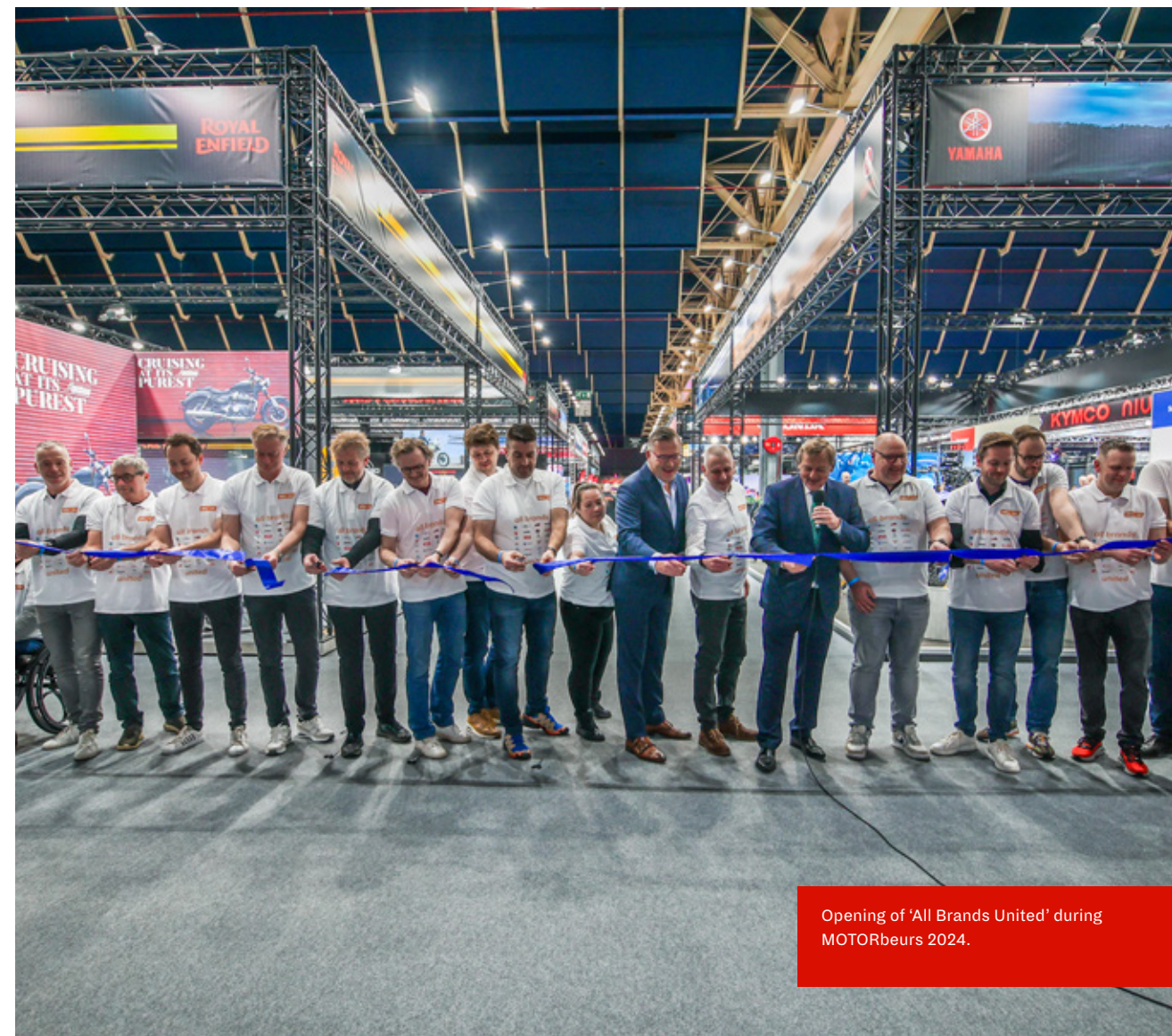
In 2024, we organised four international shows from our headquarters in the Netherlands: VIV China, Health and Nutrition Asia in Bangkok, VIV Africa in Kigali and Cybersec Europe. VNU Asia Pacific (VNU AP) organised nine international trade shows and conferences across Southeast Asia, covering a range of sectors such as cybersecurity, health & life sciences, livestock and agriculture.

New Initiatives

Jaarbeurs never sits still. In 2024, we developed and launched several new initiatives. April 2024 saw the first edition of the Impact Fair, Europe's largest event for changemakers, become a reality. In November 2024, we hosted the first edition of DigiBouw, the platform for digital collaboration in the built environment sector. January 2025 marked the launch of Travel & Tech, a new trade event designed to inspire digital transformation in the travel industry. In May 2025, we will host the first edition of Future Facade, bringing together architects, engineers, façade builders and suppliers. Preparations are also underway for the European Smart City Expo (ESCE) in 2026, a new annual event dedicated to smart, healthy, and liveable cities.

Organisation

In 2024, we prepared for a restructuring of our commercial team, shifting from a matrix organisation to a market-focused cluster structure. This structure allows us to be more agile in responding to market developments while keeping clients central to everything we do. Our 365-day strategy, where we support and inspire our exhibitors and visitors throughout the year, will continue to guide this approach.



Opening of 'All Brands United' during MOTORbeurs 2024.

New direction for Trade Mart Utrecht

Trade Mart Utrecht embarked on a new course in 2024. In 2026, the procurement centre will be transformed into a dynamic trade show model in order to serve sector-specific needs more effectively. This will include launching new trade shows for the Jewels & Watches and Kitchen & Design segments to tap into current developments and trends in these markets.



Dutch Cycling Week

In the autumn of 2024, several 'cycling events' took place in and around Jaarbeurs, including the 'Bike Test Xperience' at an outdoor course, the Cycle Mobility Summit in our conference centre, test rides on camping bikes during the Camping & Caravan Jaarbeurs, and the celebratory National Cycling Gala in the Beatrix Theater. The International Cargo Bike Festival put the future of parcel delivery in the spotlight. The event drew thousands of visitors, who were both entertained and inspired to bike more!

Progress on strategy

Progress in strategic markets

Jaarbeurs focuses on three strategic markets: Agri-food, Construction & Installation and Healthcare. Within these markets, Jaarbeurs contributes to sector-relevant transitions, such as the protein transition in Agri-food and the energy transition in Construction & Installation.



Agri-food

Our world faces a tremendous challenge in the decades ahead. We will need to feed 9 billion people by 2050. Moreover, the agri-food sector plays a pivotal role in the climate and energy transition. Collaboration within the sector is essential to promoting knowledge and innovation. In 2024, Jaarbeurs (VNU Europe), Amped Concepts and HubOrange! entered into a strategic partnership to develop regional and urban food systems worldwide. 2024 also saw three international agri-food events. Nearly 9000 visitors from 73 countries attended the Health and Nutrition Asia 2024 in March, while Nanjing became the gathering place for the global livestock community attending the VIV Select China exhibition, and the VIV Africa 2024 Expo in Rwanda attracted a record number of visitors and exhibitors in October.

Construction & installation

In 2024, we partnered with DigiGo to launch DigiBouw, a new trade event designed to promote digital adoption in the construction and installation sector. During the event, Techniek Nederland presented its research on how emerging technologies like AI, robotics and industrialisation are impacting the sector.

VSK, the Netherlands' largest trade show for the electrical and mechanical engineering sector, drew 37,399 visitors in 2024. Over 330 exhibitors specialising in electrical and mechanical engineering showcased their innovations and sustainable developments. Electronic engineering was included as part of the trade show for the first time.

In 2024, we also developed two new events: Future Facade, a biennial industry event for the European façade industry, will debut in 2025. The European Smart City Expo (ESCE), a new annual event dedicated to smart, healthy, and liveable cities, will launch its first edition in June 2026.



Healthcare

In April, Utrecht became the beating heart of mental health and fitness during the Dutch Health Week, which was organised in partnership with Utrecht Marketing, ROM Utrecht Region, Economic Board Utrecht, the City of Utrecht and various other stakeholders. Across the city's diverse communities, Dutch Health Week offered programmes at more than 30 venues featuring performing arts, workshops, fitness classes, art exhibitions, and film screenings. The week once again positioned Utrecht as the leading region committed to fostering healthy, sustainable society. With over 55,000 visitors, the Dutch Health Week exceeded all expectations.

In addition to the Healthcare & ICT trade show, Jaarbeurs also organised two new healthcare trade shows: Healthcare & Food and Healthcare & Facility. The events attracted a combined footfall of over 32,500 visitors. Under the theme 'Fit for the future,' over 350 exhibitors and 400 speakers inspired attendees with innovations and solutions in digital transformation, sustainable food systems, and facility management.

Progress on strategy

Guest events: customer satisfaction and growth

In 2024, Jaarbeurs further strengthened its position as a premier event venue. Loyal clients like Beurs Eigen Huis (a home & garden trade show), Spellenspektakel (a board game trade show, Vakbeurs Openbare Ruimte (public space expo) and Hillenaar continue to choose Jaarbeurs as their preferred venue. The Federation of Technology Branches (FHI) will continue to organise its flagship trade shows WoTS and Electronics & Applications at Jaarbeurs for the next four years. Jaarbeurs also expanded its client portfolio with new business from trade show and corporate event organisers. Nearly 3,000 meetings were hosted at our MeetUp conference centre.

Personalised service remains key to our approach, with customer satisfaction being a top priority. While Jaarbeurs already performs well in terms of customer satisfaction, we continually focus on improving certain areas.

As is the case across the entire organisation, we also are facing rising costs in guest events. This demands smart solutions and lasting partnerships to keep costs manageable without compromising the visitor experience. Jaarbeurs addresses this by relentlessly pursuing ways to offer clients full-service support while ensuring our venue remains financially competitive.

Entrepreneurship and innovation

Creativity and entrepreneurship are central to our guest events. We encourage our employees to think outside the box and explore innovative solutions. A prime example is the Utrecht Female Student Association UVSV, which celebrated their 25th anniversary at our venue last summer. The Jaarbeurs court yard and one of our exhibition halls were transformed into a vibrant festival hub. During the summer, one of the halls was also converted into padel courts. These initiatives demonstrate that innovation and flexibility help create a dynamic and appealing event portfolio.

International conferences

Positioning Utrecht as the premier city and region for hosting international top-tier conference - this is the mission driving the Utrecht Congress Alliance - a partnership between Utrecht's local and provincial authorities, ROM Utrecht Region, HOST (foundation of Utrecht hoteliers), Utrecht University, Utrecht Marketing and Jaarbeurs. This joint effort is bearing fruit. In 2024, we hosted events such as the EFMC-ACSMEDI Medicinal Chemistry Frontiers 2024 and the international Future Green City World Congress, which culminated in the spectacular gala dinner for the AIPH World Green City Awards 2024. Queen Máxima attended the Global Leadership Exchange (GLE); a biennial gathering that brings together international leaders in the fields of mental health, disability care, and addiction services to share expertise and foster mutual inspiration.



In April, Her Majesty Queen Máxima spoke at the Jubileum Congress, 'Affordable Living', and engaged with several Nibud employees and partners.

Progress on strategy



In 2024, we upgraded the catering outlets at our exhibition halls and completely refurbished our restaurant kitchens into state-of-the-art facilities with cutting-edge equipment and appliances.

Societal impact

On 25 May 2024, Jaarbeurs hosted the first National Women's Health Day, organised by the Voices for Women Foundation. Every quarter, Jaarbeurs supports a socially relevant event. The first edition of the Impact Fair - an event that brings together charity advocates, social entrepreneurs, aspiring changemakers, and individuals, organisations and businesses pursuing meaningful social impact - took place in collaboration with Jaarbeurs.

More than just an event venue

At the Jaarbeurs Innovation Mile (JIM), Jaarbeurs provides a platform for innovative startups and scaleups active in the Health & Life Sciences sector.

Catering: a fresh look, further modernisation

In 2024, Jaarbeurs' catering facilities received a major facelift. The three catering outlets (known as the Moments restaurants) in the exhibition halls boast a fresh, modern look, complete with new display units and a more varied selection of food and drinks. These changes have resulted in higher revenues and enhanced visitor experience.

Future-proof kitchens

The kitchens at Jaarbeurs were fully upgraded in 2024 to meet current and future HACCP standards. This includes structural renovations and installation of new equipment and appliances.

Further automation

Technology plays an increasingly vital role in catering logistics. Advanced automation ensures more efficient stock management and faster restocking based on real-time sales data. The catering menu is tailored to event-specific audiences. For example, the catering menu at the MOTORbeurs (motorbike show) is different from the menu at an education conference.

Sustainability at the core

Sustainability drives the hospitality services at Jaarbeurs. Wherever possible, ingredients are sourced locally, meals are prepared using seasonal produce, and the range largely consists of vegetarian products. All animal products carry sustainable certification. In addition, food waste prevention is actively pursued using an automated tracking system to monitor and analyse waste streams, enabling systematic reduction in food waste.

Extension of partnership with Heineken

In 2024, the partnership between Jaarbeurs and Heineken was extended by five years. As the official catering partner, Heineken will continue to enhance the overall event experience at Jaarbeurs with a wide selection of beers and a shared focus on sustainability, including efforts to further improve the sustainability of beer dispensing systems and reduce plastic waste.



In memoriam: Piet van den Bosch (1961-2024)

With great sorrow and profound sadness, we unexpectedly had to say goodbye to our dearly valued colleague, Piet van den Bosch, in 2024. This news has deeply affected us.

Piet was an indispensable force at Jaarbeurs for over 40 years. He began his career as *chef de partie*, responsible for kitchen operations, and was appointed head chef in 1989. In 1999, when the very first musical premiered in our Beatrix Theater, he became part of the creative team as development manager. In his later years, he served as a culinary advisor, continuing to share his creativity and passion for gastronomy. Piet was the creative mastermind behind Jaarbeurs' culinary experience.

Jeroen van Hooff: "Piet took great pleasure in crafting the perfect culinary atmosphere for our events, day in and day out. He was a vital, steady, and driving force within Jaarbeurs - in the kitchen, the works council, and countless other activities. We deeply miss his sense of justice, warmth, and enormous Jaarbeurs heart."

Real estate portfolio

Over the coming years, Jaarbeurs will invest in modernising and future-proofing the real estate portfolio, with a focus on more efficient space utilisation, enhanced aesthetics, and sustainable solutions. Redevelopment will be carried out in phased modules to ensure seamless continuity of events and trade shows and consistently positive guest experience

Accessibility and parking

Following the transfer of P1 and P3 car parks to the Utrecht local authority in 2023, parking capacity has decreased. Jaarbeurs has implemented measures to address this impact, including agreements with the local authority regarding the use of the P3 car park during peak periods. Additionally, a feasibility study is underway to explore the possibility of setting up a temporary 160-space car park on the site of the former Holland Casino building. On peak days, visitors will be directed to alternative locations - such as the park-and-ride facilities on the city outskirts - via a dynamic parking system. For the long term, plans are in the works for a new multi-storey car park with approximately 4,200 spaces. This modular project can be expanded in phases based on parking demand. The permit application for the first phase, covering around 1,000 additional spaces, will be submitted in 2025.

The existing car park was completely renovated in 2024 to include upgraded signage for a clearer and smoother visitor parking experience.

Real estate: sustainability and innovation

Sustainability is an integral part of our real estate strategy. Where feasible, existing buildings will be retained and repurposed to prevent material waste. Energy-efficient measures will be implemented, such as the expansion of the thermal energy storage systems and installation of solar panels.

Jaarbeurs is also preparing for the zero-emission zone for freight traffic. A yearly phased implementation plan is in place, with the zone set to be fully implemented by 2030. In 2024, considerable efforts were made to communicate these changes to the local authority, exhibitors, and logistics partners.

To further optimise energy consumption, an energy manager has been appointed to monitor and optimise energy consumption. Data analysis will provide insights into potential savings, such as through more efficient use of lighting, escalators, and climate control systems.

Progress on strategy

Renovation of the Beatrix Theater

The Beatrix Theater also was renovated last year. Over 1,500 new seats were installed to enhance the theatre experience. In line with Jaarbeurs' sustainability goals, the old seats were given a second life at the Beatrix Theater in Paramaribo, contributing to circularity and social engagement.

Phased redevelopment

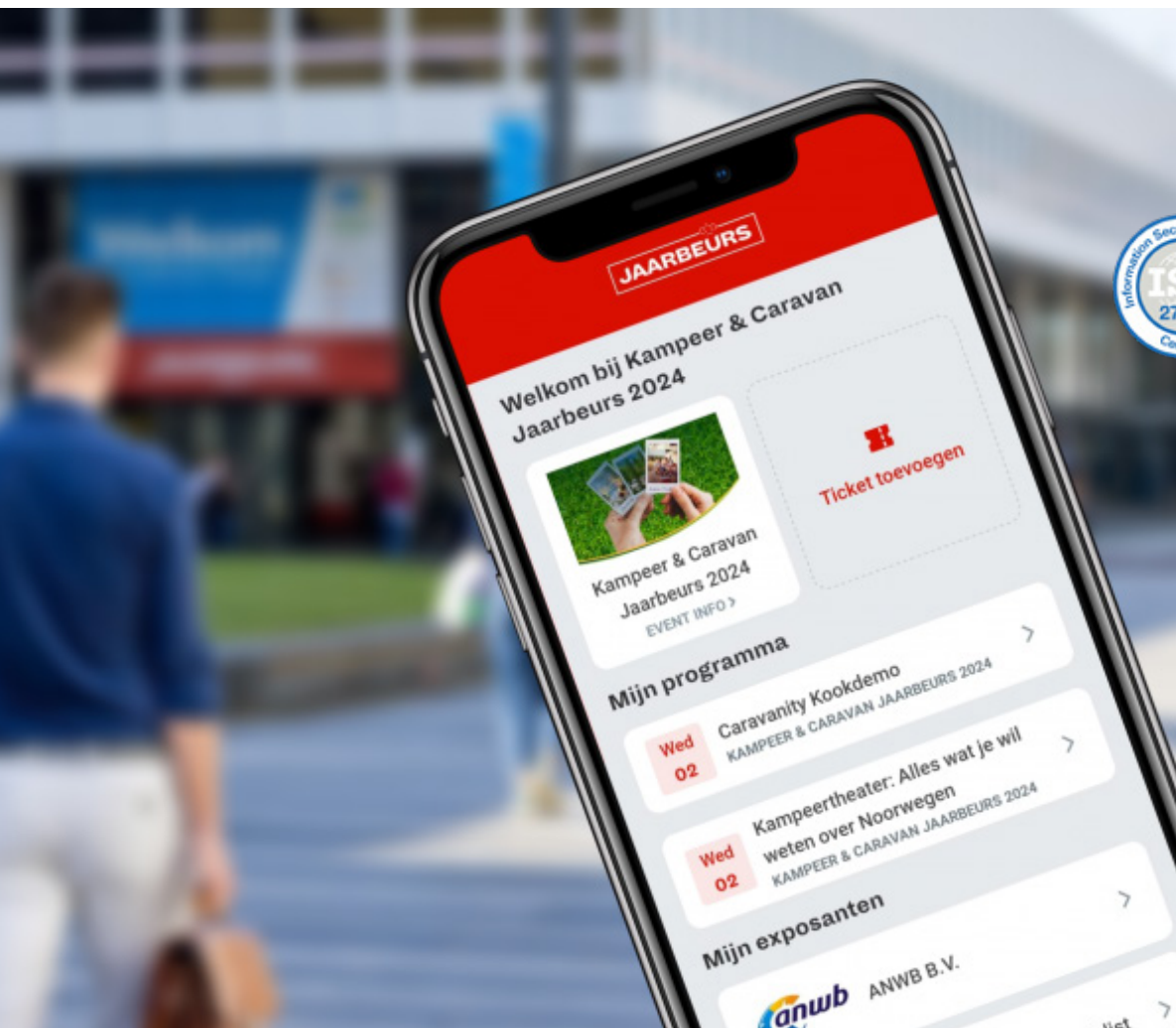
Our real estate strategy focuses on three key areas: the Beatrix Building, the exhibition halls, and the Merwede Canal zone. The Beatrix Building, home to the theatre, conference centre, and catering outlets, will receive a facelift. The exhibition halls will be modernised for better alignment with exhibitor and visitor needs. A comprehensive plan is being developed for the Merwede Canal Zone, which will include space for parking, logistics, and new functions such as housing and offices. Jaarbeurs is working with the City of Utrecht on a development plan. The redevelopment project is expected to take at least 10 to 15 years to complete. The new building investments will be financed through a mix of internal and external sources.

An important development within this strategy involves a feasibility study into building a new multi-purpose exhibition hall that is suitable for trade shows, indoor sports, and amplified music events. Demand for such venues is growing in Utrecht, and Jaarbeurs aims to meet this need.

Plans for near-term improvements - e.g. upgrades to restrooms, cloakrooms, and other visitor amenities - are in the works for 2025. Wayfinding signage will also be upgraded as part of giving the complex a more modern look and feel.



Progress on strategy



IT and data security

Information security is more important than ever. Jaarbeurs is therefore making significant strides in the digital space, both with the official ISO 27001 certification and our upgraded Jaarbeurs App.

ISO 27001

In early 2025, Jaarbeurs became one of the first event venues and organisers in Europe to officially obtain the ISO 27001 certification, indicating Jaarbeurs' compliance with the international standard for information security management systems. The certification involves a comprehensive audit of Jaarbeurs information security management systems, processes, procedures, and controls.

Upgraded Jaarbeurs App

In 2024, we made attending our events even easier and more efficient with the Jaarbeurs App. This innovative app offers visitors and exhibitors a range of useful features. Visitors can easily upload their tickets, arrange parking, and navigate our halls effortlessly using the interactive floor plan. For exhibitors, the app provides increased visibility and targeted messaging to connect directly with the right audience.

Sustain

In 2024, we made significant progress in the areas of environmental impact, circularity, social responsibility, and inclusion.

Key milestones in 2024

In 2024, Jaarbeurs achieved several key milestones in sustainability, social engagement and inclusion. One notable initiative was the introduction of the Sustainability Pledge, enabling exhibitors and visitors to commit to more sustainable practices - from using circular materials to promoting diversity and inclusion at their stands.

Progress on strategy



Sustainable Development Award 2024

Jaarbeurs has been shortlisted for the UFI Sustainable Development Award 2024 in the category 'Integration of sustainability in business proposals.' This recognition acknowledges Jaarbeurs' efforts to accelerate sustainability within the events sector. The submission for the award featured a case study on VSK, highlighting various initiatives relating to circularity, driving and accelerating sustainability, as well as diversity and inclusion at the trade show. UFI is the global industry association for event venues and organisers.

Jaarbeurs hosted its first Diversity and Vitality Week, aimed at raising awareness, inclusion, employee well-being and development. For example, all employees were offered the opportunity to receive complementary health screenings. To support career development and long-term employability, a new job classification system with updated compensation structures was also introduced.

Societal responsibility

Jaarbeurs actively contributes to society and collaborates with various community organisations. Since the opening of the Princess Máxima Centre, Jaarbeurs has been an active partner. In 2024, we donated over €51,000 through various events and initiatives, such as collecting bottle and can deposit refunds and hosting special fundraising initiatives, including a prize festival during the Holiday Trade Show, a bingo event at the KreaDoe Spring Festival, a motorbike tour organised by the MOTORbeurs and a lottery during KreaDoe. Additionally, visitors to the Camping & Caravan Jaarbeurs and the Collectors Fair could donate to the Centre when purchasing their tickets.

Jaarbeurs is a partner of the Helen Dowling Institute, which provides psychological support to people with cancer. Various vitality training programmes were held, and colleagues participated Singelloop charity run in Utrecht to raise money. Jaarbeurs also donated auction items for the 2024 charity gala.

Moreover, for every event held at Jaarbeurs, a tree is planted through our partner Trees for All. Thanks to the anniversary forest initiative, an additional 3,765 trees were donated in 2024.



Four times a year, a meeting is organised for employees to update them on developments within Jaarbeurs.

Progress on strategy



Royal Jaarbeurs poster competition 2024

Every year, Jaarbeurs organises a poster competition for students of the Utrecht University of the Arts (HKU). Since 1917, Jaarbeurs has maintained a tradition of showcasing posters created by Dutch designers. To uphold this tradition, Jaarbeurs invites rising design talents from HKU to create a new annual poster. Out of more than 50 submissions, Jonas van Son was selected by the jury as the winner.

In partnership with the non-profit youth-focused organisation JINC, Jaarbeurs provides young people with valuable work experience opportunities. For instance, Rose shadowed CEO Jeroen van Hooff for a day as part of the 'Boss of Tomorrow' initiative, while other students were offered internships to experience what it's like to work at an organisation like Jaarbeurs.

In 2024, 77 Jaarbeurs employees volunteered for community projects across Utrecht. Their efforts included helping out at a Salvation Army drop-in centre, participating in the plogging and litter-picking competition organised by the Green Business Club Utrecht Centraal, and providing an enjoyable afternoon for elderly residents with dementia at De Voorhoeve nursing home. Staff also volunteered at the local Food Bank.

For more details on our sustainability results, please see the Sustainability Report on page 29.

Progress on strategy

Sustainable initiatives at trade shows

VSK

VSK, the trade show for installation professionals, focused on sustainability under the theme 'Our future is about you.' The event saw the introduction of the Sustainability Pledge, through which Jaarbeurs and exhibitors commit to more sustainable participation. Exhibitors can pledge commitments in four key areas: circularity, transport, accessibility, and knowledge sharing.

ICT & Logistics / Logistica Next

Sustainability was the cornerstone of both ICT & Logistics and Logistica Next 2024. This year marked a milestone with Logistica Next debuting the first fully circular exhibition stand. In addition, nearly 20 percent of exhibitors utilised Jaarbeurs' sustainable participation packages. The programme also focused on sustainability, with presentations on CSRD, waste in the food supply chain, zero-impact urban logistics, and sustainable mobility.



Sustainable initiatives at consumer shows

MOTORbeurs

During MOTORbeurs, Jaarbeurs hosted the first-ever symposium on sustainability and innovation in collaboration with the Royal Dutch Motorcyclists Association. The focus of the symposium was on the future of sustainable motorcycling, discussing developments and opportunities within the sector.

Camping & Caravan Jaarbeurs

During the Camping & Caravan Jaarbeurs show, the second sustainability congress for the camping industry was held in collaboration with (Royal Dutch Touring Club), BOVAG (Dutch Automotive Industry Association), HISWA-RECRON (Dutch Leisure Industry Association), KCI (the Dutch association for the Camping and Caravan Industry) and NKC (the largest camping club in Europe). Additionally, the Sustainable Camping Awards were presented for the most sustainable camping equipment, the most sustainable camping site, and the most sustainable innovation concept.

Holiday Trade Show

Sustainable travel featured prominently at the Holiday Trade Show. Visitors could follow the Sustainability Route, showcasing exhibitors offering sustainable holidays - many of which were Travelife Partner-certified tour operators and travel agents. The programme featured inspiring sessions on sustainable travel, encouraging informed and responsible choices in the travel and hospitality sector.

KreaDoe and KreaDoe Spring Festival

KreaDoe, the largest DIY festival in the Benelux, embraced sustainability with the Sustainability Route, highlighting



exhibitors specialising in recycled fabrics, biodegradable materials, and upcycling technologies. At the Sustainability Square, exhibitors presented products and workshops promoting an eco-friendly and mindful creative lifestyle.

Sustainable initiatives at guest events

In 2024, Jaarbeurs welcomed more guest events with sustainability-related themes. Four major trade shows or events and 32 conferences or meetings created impact by facilitating connections and incorporating sustainability as a recurring theme throughout the event. Additionally, Jaarbeurs provided a platform for two foundations to host their events, furthering our commitment to create positive societal impact.

In 2024, Jaarbeurs hosted the first Impact Fair: Europe's largest event for positive changemakers. Over 100 impactful organisations, charities, and social enterprises came together at Jaarbeurs to explore one central question: how can you maximise your impact?

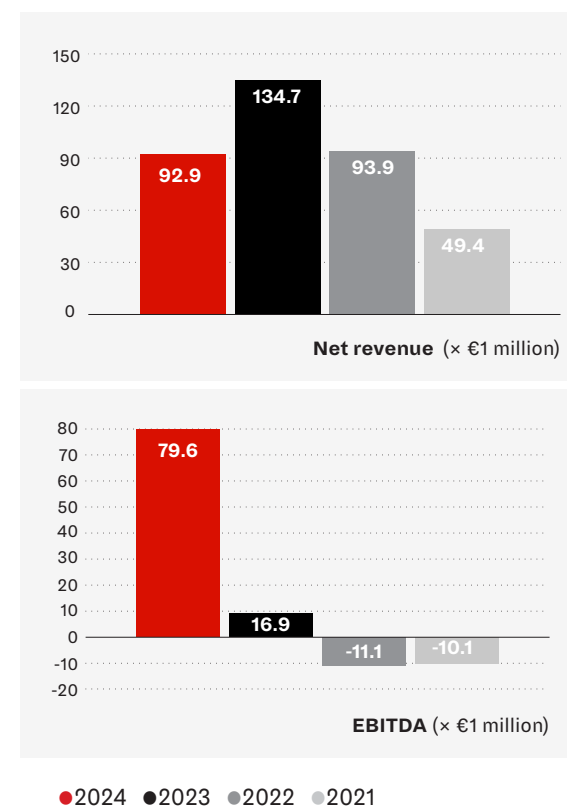
Financial year in review

The calendar year 2024 was marked by efforts to strengthen our internal organisation and to raise financial awareness in relation to the delivery of events and the activities of support services. Additionally, the sale of VNU Exhibitions Asia was finalised in early 2024, providing Jaarbeurs with a solid financial boost to support the ongoing development of its new-build ambitions. Beyond this important, Jaarbeurs looks back on a year where revenue, adjusted for the sale of VNU Exhibitions Asia, saw a modest decline. This was primarily due to the biennial nature of several major trade shows.

Profit and loss account

The sale of VNU Exhibitions Asia significantly impacted revenue performance. Revenue dropped markedly, primarily due to the loss of revenue from VNU Exhibitions Asia, which had been included in the full-year revenue figures for 2023. When adjusted for this effect, Jaarbeurs shows a slight contraction in revenue. This decrease primarily reflects the cyclical impact of biennial trade shows, whereas all annual flagship trade shows demonstrate modest growth compared to 2023. This positive growth trend is also evident across most other segments.

Net revenue fell 31% year-on-year, from €134.7 million in 2023 to €92.9 million in 2024, with 91% of the net revenue generated by trade shows, consumer shows, conferences, meetings and events held in the Netherlands. This represents a significant increase from 57% in 2023, primarily due to the sale of VNU Exhibitions Asia. Furthermore, VNU Asia Pacific operations show positive revenue and profit growth. Direct costs fell to €39.4 million in 2024 due to lower revenue. Personnel costs totalled €24.6 million,



with other indirect operating costs at €29.6 million, resulting in total indirect costs of €54.2 million compared to €57.8 million in 2023. This decline is also largely attributable to the sale of VNU Exhibitions Asia. Depreciation costs rose slightly to €7.8 million, representing an increase of €0.4 million compared to 2023. EBITDA showed significant growth, increasing from €24.4 million in 2023 to €87.4 million in 2024. This substantial improvement is again partly attributable to the sale of VNU Exhibitions Asia.

The net profit position stood at €85.6 million.

Balance sheet

The balance sheet shows significant strengthening following the sale of VNU Exhibitions Asia. Cash and cash equivalents increased to €168.5 million as at year-end 2024, compared to €88.3 million as at year-end 2023. The €25 million overdraft facility established in 2021 was terminated at the beginning of 2024.

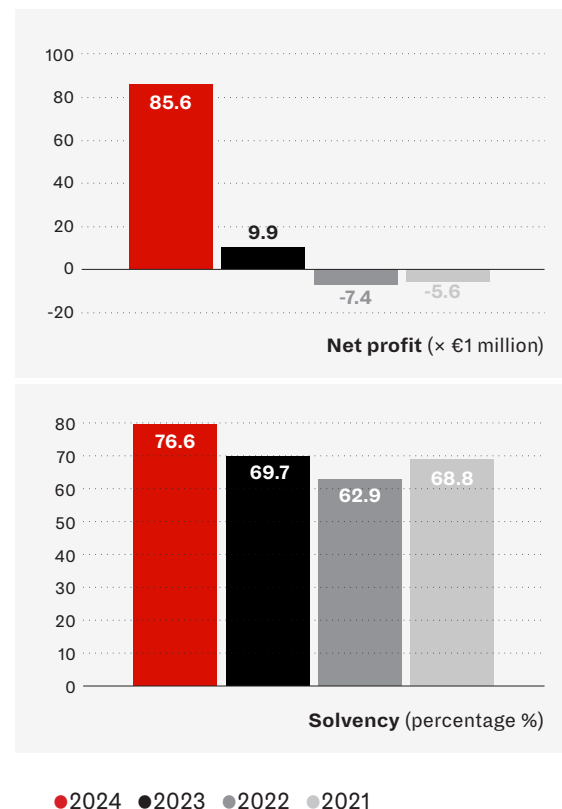
Equity grew by €81.4 million to €221.3 million. The solvency ratio stands at 76.6%. No bank financing facilities are currently utilised.

Cash flow statement

The cash flow from operating activities showed a positive balance at €30.4 million, primarily driven by the positive operating result. Investment in tangible and intangible fixed assets amounted to €9.9 million compared to €4.8 million in 2023.

Events after the reporting period

There were no events after the reporting period.





Sustainability Report

Sustainability Report

General information

In November 2022, the European Union adopted the Corporate Sustainability Reporting Directive (CSRD), requiring organisations to provide greater transparency about both the positive and negative impacts resulting from their business activities. Although Jaarbeurs is not expected to fall within the scope of mandatory CSRD reporting requirements under the new EU regulations, we remain committed to transparent reporting on key sustainability matters.

Although Jaarbeurs has been engaged in sustainability efforts for many years, we began a formal process in preparation for CSRD legislation in 2023. At that time, an initial version of the double materiality assessment, including a gap analysis, was conducted. In 2024, a comprehensive double materiality assessment was completed, and the results were reviewed with our auditor, Deloitte. This Annual Report marks the first time we are publishing the results using the ESG (Environmental, Social, and Governance) framework. In 2025, further processes and procedures will be aligned with the European Sustainability Reporting Standards (ESRS).

Our strategy

Sustainability, in the broadest sense of the word, is embedded in all core activities of Jaarbeurs. It is not only about contributing to a better environment, but also about fulfilling our corporate social responsibility *and* fostering engaged and passionate employees.

Our ambition for 2030 is: Jaarbeurs will be the most sustainable organiser and facilitator of events in Europe. We are the driving force and accelerator of sustainability in all the markets we operate in within the trade show and events industry. We are committed to creating a positive social, societal, and environmental impact.

We operate on three key commitments:

These are our three commitments...

By 2030, Jaarbeurs aims to be a carbon-neutral event venue for Scope 1 and 2 emissions.

We are socially engaged by supporting foundations and charitable causes in Utrecht.

Jaarbeurs aspires to be a leader in organising and hosting events. We accelerate the sustainability transition in all the markets in which we operate.

Sustainability Report - General information



Based on these commitments, we have defined five key themes:

Sustainability in operations

We aim to be a carbon-neutral event venue for Scope 1 and 2 emissions. We are making significant strides towards a circular approach through initiatives focused on zero waste, sustainable catering, circular materials, and eco-friendly transport.

Sustainability in business

At the events we organise and facilitate, we actively promote and help accelerate sustainability. We respond to emerging trends in the industries in which we operate.

Sustainability for employees

Our sustainability ambition is deeply embedded across our organisation. We develop and implement sustainable initiatives both for and with our employees.

By actively involving employees in sustainable decision-making, we make sustainability a shared responsibility.

Societal responsibility

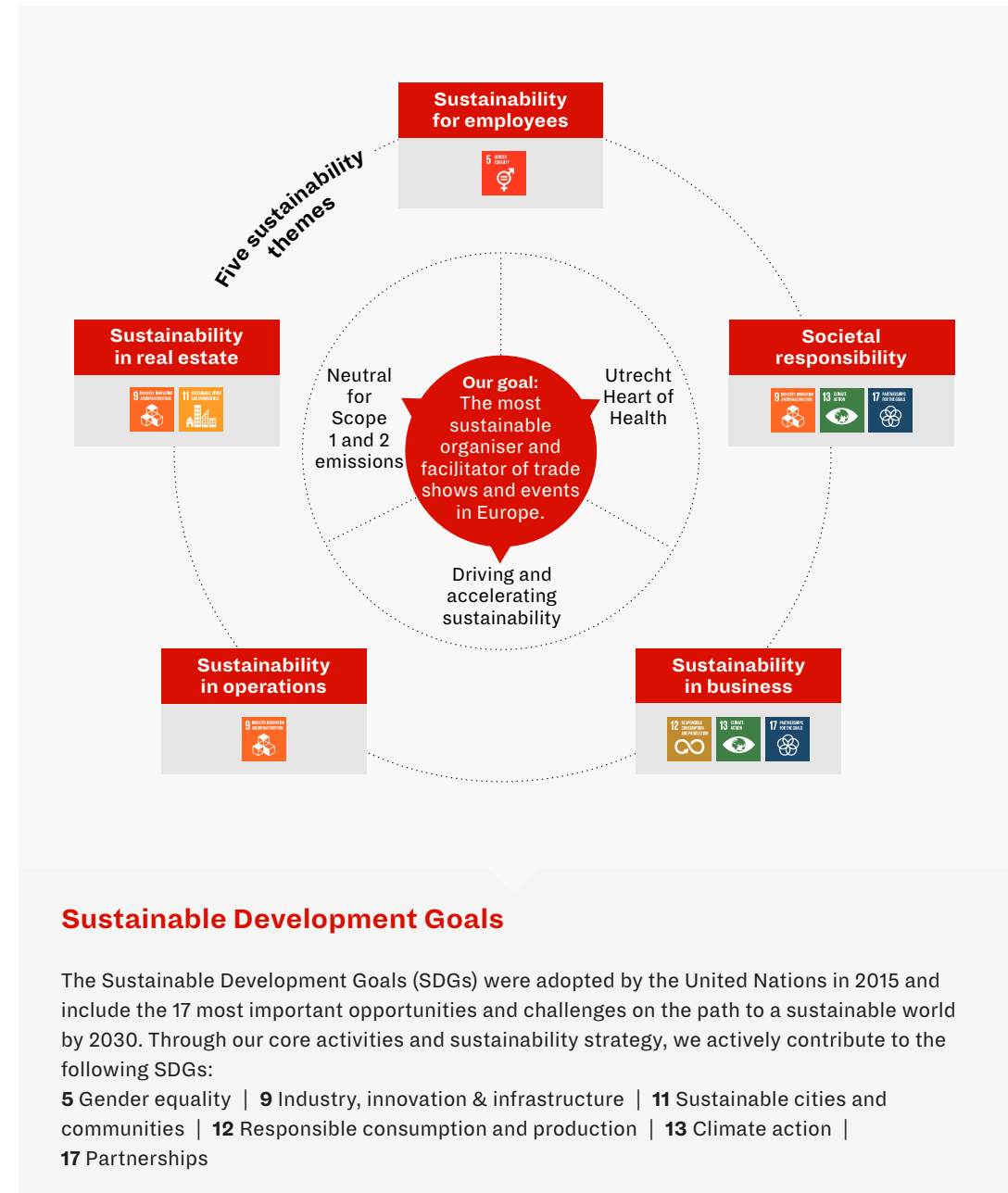
By providing a platform for social enterprises, we collectively contribute to creating a better and healthier living environment in Utrecht. We support social and sustainable initiatives in Utrecht, such as Heart of Health, and are proud partners of such organisations as the Princess Máxima Centre, Trees for All, non-profit youth-focused organisation JINC, and the Helen Dowling Institute.

Sustainability in real estate

A key component of our strategy involves the sustainable development, redevelopment and renovation of our properties.

Jaarbeurs has launched an OGSM (objectives, goals, strategies, and measures) framework for sustainability to further define our strategy towards 2030.

For more information about our corporate strategy and how sustainability is embedded within it, please refer to page 12 of the Board Report.



Sustainable Development Goals

The Sustainable Development Goals (SDGs) were adopted by the United Nations in 2015 and include the 17 most important opportunities and challenges on the path to a sustainable world by 2030. Through our core activities and sustainability strategy, we actively contribute to the following SDGs:

5 Gender equality | **9** Industry, innovation & infrastructure | **11** Sustainable cities and communities | **12** Responsible consumption and production | **13** Climate action | **17** Partnerships

Sustainability Report - General information

Governance

Sustainability is embedded within the People & Sustainability team. The Chief People & Sustainability Officer holds ultimate responsibility for the sustainability policy. Additionally, the People & Sustainability Advisor initiates, coordinates, and promotes sustainability-related projects and initiatives within the organisation.

Within the complex management and maintenance team, the Sustainability and Energy Manager focuses on reducing Scope 1 and 2 emissions. A Green Team of line managers is responsible for implementing sustainability goals and KPIs across departments throughout the organisation.

Furthermore, there are four theme teams - Diversity & Inclusion, Vitality, Climate & Circular, and Social Impact - where employees develop sustainable initiatives and inspire colleagues to contribute to sustainability.

Reporting is made to the Chief Executive Officer, while the Supervisory Board acts as the oversight body.



“With every decision, we consider the impact it has. Not because we have to, but because we want to, and because it’s the right thing to do.”

Marloes van den Berg

Chief People & Sustainability Officer

Sustainability Report - General information

Stakeholder engagement

Jaarbeurs aims to create value for its stakeholders and is therefore continuously engaged in dialogue with various stakeholder groups to understand their needs and interests. Jaarbeurs has an impact on a range of stakeholder groups, and these stakeholders, in turn, influence Jaarbeurs varying degrees.

Stakeholder groups				
Primary stakeholder group	Secondary stakeholder group	Examples of stakeholders	Explanation of impact	Explanation of influence
Employees	Permanent employees	Permanent employees	Employees receive their salaries from Jaarbeurs, and they are present on-site or in the office every day, which means Jaarbeurs has an impact on the vitality and working conditions of this group.	The success of employees determines the success of Jaarbeurs, in terms of performance, decisions, and collaboration. Employees are represented by a Works Council.
	Flexible employees	Temporary staff and interns	Employees receive their salaries from Jaarbeurs, and they are present on-site or in the office every day, which means Jaarbeurs has an impact on the vitality and working conditions of this group.	The success of employees determines the success of Jaarbeurs, in terms of performance, decisions, and collaboration.
	External staff	Temporary independent contractors	Jaarbeurs pays these workers for their services. They are present on-site or in the office every day, which means Jaarbeurs has an impact on the vitality and working conditions of this group. Due to their independent contractor agreements, this group is less dependent on Jaarbeurs than permanent employees.	The success of employees determines the success of Jaarbeurs, in terms of performance, decisions, and collaboration. Independent contractors are not represented in the Works Council.
Suppliers	Major suppliers	Coca Cola, Bidfood, JMT	Jaarbeurs maintains long-term relationships with major suppliers. Jaarbeurs is a major client, and there are many logistical movements between the suppliers and Jaarbeurs. Every two to three years, Jaarbeurs issues tenders for supplier contracts.	While these suppliers are typically large companies with strong control over their own product range and additional offerings with the client, they remain replaceable due to high market competition.

Sustainability Report - General information

Stakeholder groups				
Primary stakeholder group	Secondary stakeholder group	Examples of stakeholders	Explanation of impact	Explanation of influence
Suppliers	Major suppliers with offices on Jaarbeurs premises	Bnext, DBSchenker, Faircom	Jaarbeurs maintains long-term relationships with major suppliers. In addition to their role as suppliers, these companies also serve as partners that engage in joint discussion on more sustainable initiatives. Since some of these suppliers have offices on Jaarbeurs' premises, Jaarbeurs also has a degree of influence over their working conditions (as building manager).	At the same time, their on-site presence gives them a certain level of influence in return. Additionally, they frequently serve as strategic sparring partners for Jaarbeurs.
	Small suppliers	Mansveld	Jaarbeurs works with various small suppliers for internal procurement and event organisation.	A number of small suppliers provide specialised services and products for the event and trade show sector. As a result, they have a relatively high degree of influence over Jaarbeurs, due to the limited number of alternative suppliers.
Competitors	Large trade show and event venues in the Netherlands	RAI Amsterdam, Ahoy Rotterdam, MECC Maastricht, Brabanthallen, Easyfairs	Each competitor serves their own markets. Competitors occasionally engage in consultation and some have the same suppliers. Jaarbeurs holds a competitive position in venue hire.	Competitors can have a financial impact on Jaarbeurs by providing services to the same organisers, potentially diverting business away from Jaarbeurs to rival venues.
Clients	Third-party event organisers	Third-party event organisers	Jaarbeurs provides the venue and adds value to the event by offering end-to-end services to ensure its success.	Organisers have their own requirements and needs for the events they hold at Jaarbeurs. Many of the events held at Jaarbeurs are recurring. Jaarbeurs staff work at these events and therefore interact with visitors. Organisers also have financial influence on Jaarbeurs through venue and facility hire.
	Visitors	Trade show and event visitors	Jaarbeurs creates valuable connections for visitors. While Jaarbeurs has no direct impact on visitors, it does serve these groups.	Visitors come to Jaarbeurs for the events held there and use the facilities.

Sustainability Report - General information

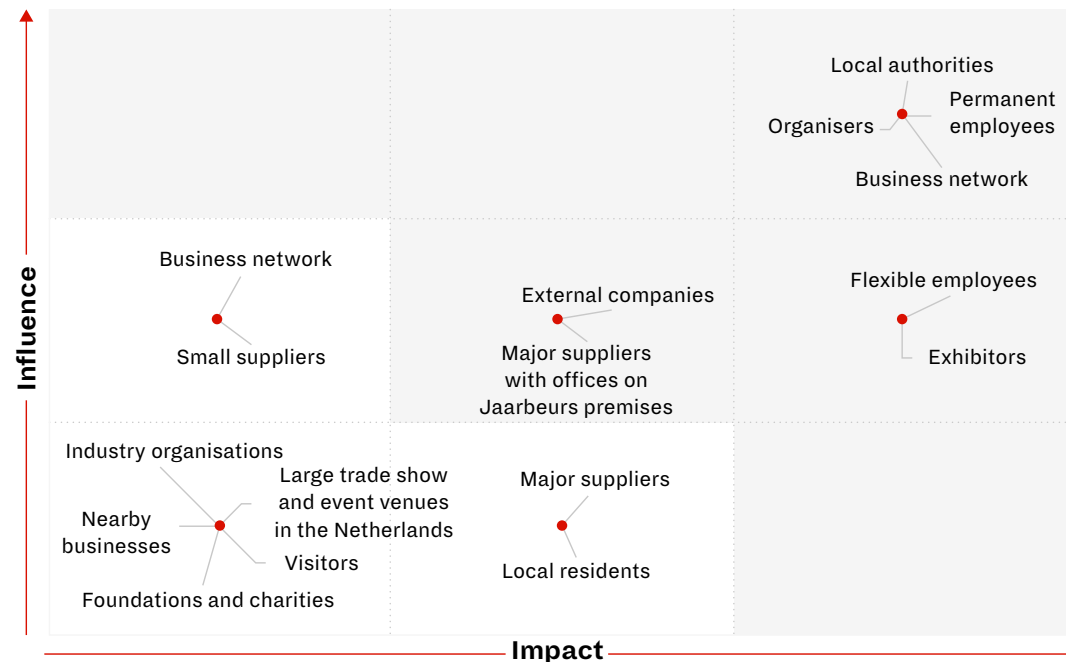
Stakeholder groups				
Primary stakeholder group	Secondary stakeholder group	Examples of stakeholders	Explanation of impact	Explanation of influence
Clients	Exhibitors	Exhibitors at trade shows	Jaarbeurs provides exhibitors with a platform to showcase their products and services and connects them with their target audience. Many exhibitors return annually or biennially to trade shows. Jaarbeurs maintains long-term relationships with them.	Exhibitors influence Jaarbeurs financially through hiring exhibition space. There is a risk that exhibitors may choose other channels, which would mean they no longer generate any financial benefit for Jaarbeurs. Additionally, exhibitors work with various service providers such as stand builders, who assemble and disassemble stands on Jaarbeurs' premises.
Industry associations	Industry associations	UFI, CLC-VECTA	Jaarbeurs is affiliated with these organisation while maintaining relationships and engaging in discussions with other venues. Jaarbeurs creates impact by sharing knowledge and building networks.	It gains insights through discussions with other partners, webinars, and training to further sustainability efforts, among other goals.
Government	Local authority	Utrecht local authority	Jaarbeurs owns substantial land in a strategic location in Utrecht, giving it significant influence over the city. This makes its relationship with key stakeholders like the Utrecht local authority particularly important. The events hosted by Jaarbeurs also generate considerable visitor and logistics traffic in the city.	Local laws and regulations have a significant impact on Jaarbeurs' operations.
Non-governmental organisations (NGOs)	Foundations and charities	Princess Máxima Centre, Helen Dowling Institute, JINC	Jaarbeurs maintains long-term relationships with these foundations and creates financial impact through fundraising, and social impact through awareness campaigns and offering its employees services.	In return, these partners provide knowledge-sharing, training opportunities and PR support.

Sustainability Report - General information

Stakeholder groups				
Primary stakeholder group	Secondary stakeholder group	Examples of stakeholders	Explanation of impact	Explanation of influence
Education and research institutions	Business network	Economic Board Utrecht	Jaarbeurs is a partner of the Economic Board Utrecht. This enables Jaarbeurs to have a voice in meetings with other organisations in Utrecht and have a modest impact new plans and the local economy.	Initiatives like Utrecht Heart of Health demonstrate how these stakeholders influence Jaarbeurs, with the organisation responding through events such as Dutch Health Week. Utrecht Mayor Sharon Dijksma serves as the chair of the Economic Board Utrecht, and many key stakeholders are affiliated with it.
Local communities	Business network	Utrecht Marketing, FC Utrecht, Utrecht University, Science Park	These collaborations strengthens Utrecht's position as a hub for the healthcare and travel sectors. Jaarbeurs delivers significant financial and social impact through initiatives like Dutch Health Week and Dutch Travel Week.	These stakeholders are major organisations in Utrecht and have considerable influence in the city. Jaarbeurs works closely with these organisations.
	Local residents	Residents living near the Jaarbeurs premises	Several communities in Utrecht are located directly adjacent to the Jaarbeurs premises. Due to events held at Jaarbeurs, residents may experience excessive noise and heavy traffic. Jaarbeurs engages with local residents regarding their needs and interests in the area's development.	Residents use the access roads surrounding Jaarbeurs and can express dissatisfaction concerning events taking place at the venue.
	Nearby businesses	Rabobank, Wonderwoods	Jaarbeurs is in contact with various parties in the Utrecht station district, for example through the Green Business Club Utrecht. They hold joint discussions about the future of the station district. Through this involvement, Jaarbeurs has a modest impact on the surrounding area and its residents.	Jaarbeurs is in contact with various parties in the Utrecht station district, for example through the Green Business Club Utrecht. They hold joint discussions about the future of the station district. Decisions made within this context can, in turn, influence Jaarbeurs.

Sustainability Report - General information

In the stakeholder mapping process, the degree of influence each stakeholder has on Jaarbeurs is weighed against the impact Jaarbeurs has on that stakeholder.



Double materiality assessment

A key component of the CSRD is the double materiality assessment. This assessment determines which CSRD topics have the greatest impact on Jaarbeurs, its value chain, and its stakeholders.

Jaarbeurs conducted the double materiality assessment based on the following steps:

1. Baseline measurement & topic list 1.0

We started with an internal and external analysis to determine the relevant ESG topics. As part of this, a market analysis was conducted in which peers and suppliers were assessed. In addition, stakeholders were identified and Jaarbeurs' value chain was mapped. Based on this analysis, an initial list of potential material topics for Jaarbeurs was compiled.

2. Stakeholder engagement & topic list 2.0

To further validate and prioritise the ESG topics, interviews were conducted with key stakeholders. These interviewed formed the basis for topic list 2.0.

3. Assessment

Through workshops with relevant colleagues, topic list 2.0 was further refined, and the impact, opportunities, and risks of each topic were assessed. Subsequently, an impact assessment and financial assessment were carried out to determine which topics are material for Jaarbeurs. This provides insight into Jaarbeurs' impact on society and the environment, as well as the associated (financial) opportunities and risks for the organisation.

Based on the double materiality analysis, twelve material and double material topics were defined for Jaarbeurs. The topic list was validated by the Supervisory Board and discussed with the external auditor, Deloitte.

Definitions of material topics

Climate change (E1)

Emissions from operations

Reducing greenhouse gas emissions and making energy consumption within operations more sustainable. Emissions mainly result from energy consumption of offices, exhibition halls/ event spaces/buildings, and kitchens.

Climate adaptation

Anticipating and mitigating the impact of physical climate risks on the property of Jaarbeurs. Examples include the effects of extreme weather conditions, such as heavy rainfall and urban heat islands.

Emissions in the value chain

Reducing greenhouse gas emissions from activities in the value chain. These emissions primarily arise from energy consumption related to transport and the production of (agricultural) raw materials for purchased products.

Circular economy (E5)

Circular materials, products, and services

Increasing:

- the use of renewable and recycled materials in the procurement and rental of products and packaging.
- applying circular principles in the use, maintenance, and replacement of these materials and products.

Examples include exhibition stands, communication materials, and items used in catering services.

Waste

Minimising, reusing, and recycling waste streams generated during events and in the office. This includes food waste, single-use products, and construction and demolition waste from exhibition stands.

Jaarbeurs employees (S1)

Safety

Ensuring the (social) safety of all individuals entering Jaarbeurs premises, including employees, visitors, suppliers, and exhibitors, both during events and throughout the setup and dismantling phases.

Physical and mental well-being

Promoting the physical and mental well-being of all employees, both permanent employees and gig workers, within Jaarbeurs. This includes considerations such as health, working hours, and work-life balance.

Diversity and inclusion

Fostering diversity, equity, and inclusion within Jaarbeurs. This includes ensuring an inclusive, socially safe working environment and culture, as well as an inclusive recruitment process.

Training and development

Providing training and educational opportunities to permanent Jaarbeurs employees to invest in their knowledge, skills, and personal growth.

Employees in the value chain (S2)

Employees in the value chain

Respecting human and labour rights (such as equal treatment, fair wages, and reasonable working hours) of employees in Jaarbeurs' value chain, with a focus on employees of tier 1 suppliers.

Business conduct (G1)

Responsible business conduct

Ensuring responsible business conduct within Jaarbeurs' own operations and in relationships with governments and supply chain partners.

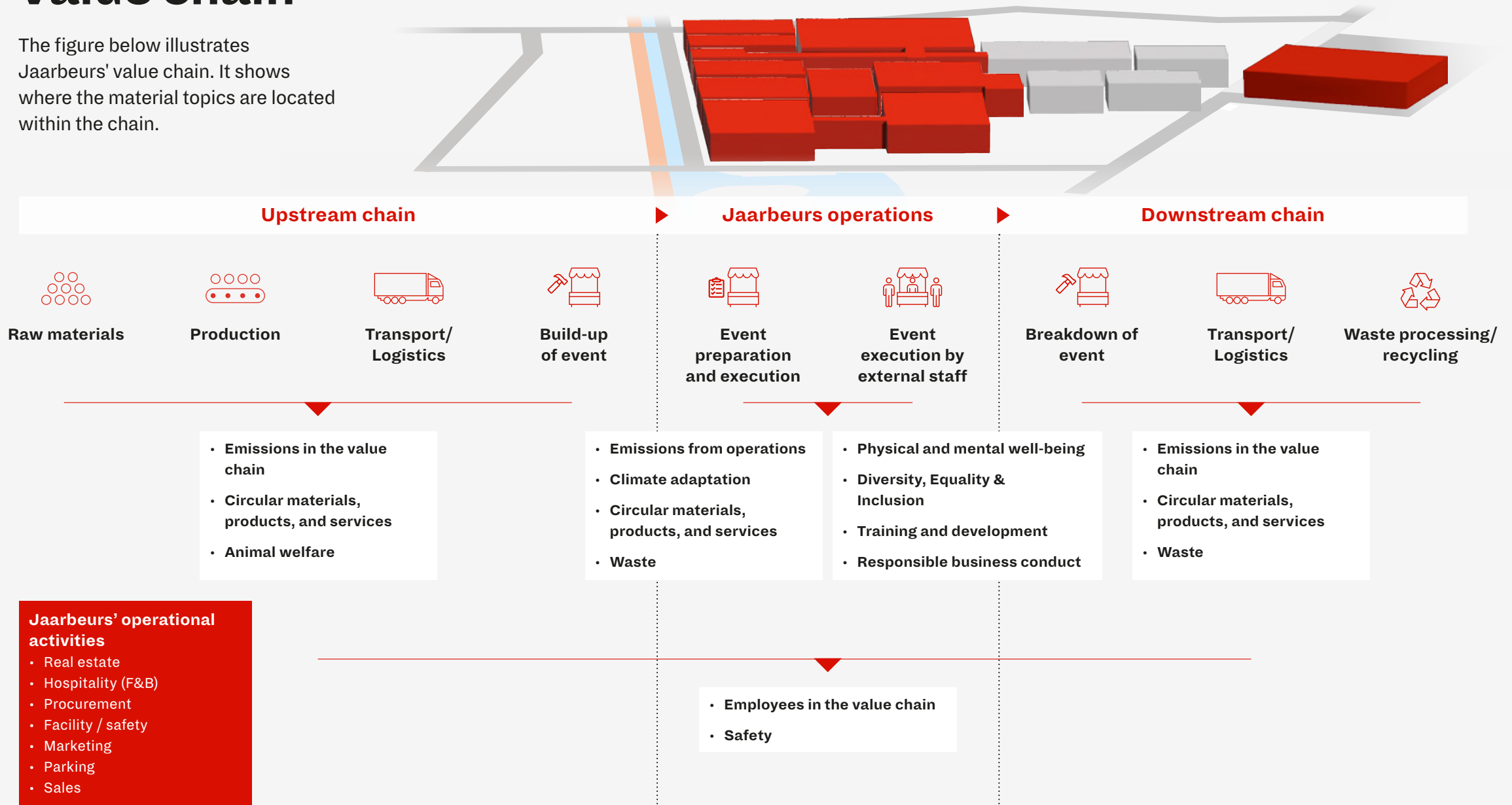
Animal welfare

Ensuring animal welfare by sourcing responsibly and using animal products that meet ethical and sustainable standards within Jaarbeurs' activities.

Sustainability Report - General information

Value chain

The figure below illustrates Jaarbeurs' value chain. It shows where the material topics are located within the chain.



Sustainability Report - Environmental

Environmental



Jaarbeurs is located in the heart of Utrecht. With a large site comprising both the exhibition hall complex and the Beatrix Building, our property is key part of the city. In a changing environment - marked by the arrival of many new residents in the station district - Jaarbeurs continues to evolve.

The effects of climate change are becoming increasingly apparent. Where possible, we aim to reduce our negative impact on the climate. At the same time, we see it as our responsibility to increase our positive impact on the climate. The themes Climate change (E1) - with the subthemes emissions from operations, emissions in the value chain, and climate adaptation - and Circular economy (E5) - with the subthemes circular materials, products, and services, as well as waste - are material for Jaarbeurs.

Emissions from operations

For our business activities, we use energy in our event venues, office buildings, and kitchens. Our ambition is to become a carbon-neutral event venue for by 2030 Scope 1 and 2 emissions.

Various measures have been taken to gain insight into the energy consumption of the halls and the Beatrix Building. In 2024, an initial night-time audit was conducted, which resulted in drafting action points for 2025. Additionally, several cooling systems have been replaced with installations using natural refrigerants with a Global Warming Potential (GWP) of 1.

Further interim reduction targets will be set in 2025.



Key environment highlights

CO₂ emissions from operations
(tonne)



1,694

2023: 1,712 tonnes

Residual waste
(in %)



59

2023: 62%

Circular exhibition stand kits sold



55

2023: 11

Sustainability Report - Environmental

Jaarbeurs purchases Guarantees of Origin from Dutch solar energy for electricity, ensuring zero emissions from electricity consumption.

Scope 1, 2				
	2024	2023	2022	
Scope 1				
Energy source excluding Kinopolis	Quantity			Unit
Fuel oil	128,502.00	122,606.00	50,500.00	Litre
Natural gas	365,454.00	320,996.00	308,582.00	Nm ³
Water	46,395.00	42,078.00	39,517.00	m ³
CO ₂ emissions calculated from energy consumption ¹	1,694.24	1,712.15	8,218.56	Tonnes CO ₂
Refrigerants				
CO ₂ (R744)	490	not known	not known	kg
R22	not refilled in 2024	not known	not known	
R134A	not refilled in 2024	not known	not known	
R407C	not refilled in 2024	not known	not known	
R410A	not refilled in 2024	not known	not known	
R507A	not refilled in 2024	not known	not known	
Fuel for staff lease vehicles				
Petrol	9,378.50	10,442.81	12,491.18	Litre
Diesel	36.80	0.00	0.00	Litre
CO ₂ emissions calculated from fuel consumption	23.23	26.17	29.89	Tonnes CO ₂
Scope 2				
Electricity for staff lease vehicles	15,591.64	12,884.10	4,779.00	kWh
CO ₂ emission factors for Dutch electricity grid	0.33	0.42	0.48	kg CO ₂ /kWh
CO ₂ emissions calculated from electricity consumption	5.11	5.42	2.29	Tonnes CO ₂
Total CO₂ for staff lease vehicles	28.34	31.59	32.18	Tonnes CO₂
District heating	18,883.50	23,809	25,657	GJ
Electricity	12,802,233.58	12,995,172.79	13,999,738.61	kWh

1. In 2022, we purchased European hydropower Guarantees of Origin (GoOs). Since 2023, we have exclusively sourced Dutch solar or wind energy. For 2022, these GoOs were not included in the CO₂ calculation.



Employees actively contribute to keeping the station district clean during the plogging and litterpicking competition organised by Green Business Club Utrecht.

Sustainability Report - Environmental

Climate adaptation

Jaarbeurs' real estate is located in a dense urban setting, where risks such as heat stress are particularly relevant, especially in the Utrecht station district.

In 2024, plans were initiated for the development, redevelopment and renovation plans to modernise Jaarbeurs' property portfolio. Climate adaptation has been integrated into these plans as a key element. In 2025, Jaarbeurs will also introduce a climate policy in which climate adaptation will play an essential role

Emissions in the value chain

Organising and hosting events involves significant transportation and material flows, which contribute to emissions in Jaarbeurs' value chain. In 2024, we launched a carbon footprint assessment for Scope 3 emissions. This report includes available data for categories already analysed. Further analysis for the remaining categories is scheduled for 2025.

Waste

Jaarbeurs collaborates with Bnext.nl for waste processing, which is separated into 14 distinct streams. In the coming years, our goal is to reduce the amount of residual waste and improve the purity of waste streams. These efforts will help lower CO₂ emissions related to waste processing.

Sustainable and non-sustainable	Waste tonnage ¹					
	2024		2023		2022	
	Waste tonnage	%	Waste tonnage	%	Waste tonnage	%
Business waste	662	59%	604	62%	872	64%
Construction and demolition waste	179	16%	99	10%	260	19%
Paper/cardboard	48	4%	74	8%	102	7%
Food waste	158	14%	107	11%	65	5%
Processed wood	17	2%	17	2%	19	1%
Glass	44	4%	34	4%	18	1%
Coloured glass bottles	4	0%	19	2%	16	1%
Plastic film	5	0%	6	1%	7	1%
PMD	4	0%	0	0%	5	0%
Confidential archives	4	0%	4	0%	5	0%
Ferrous metals	4	0%	2	0%	1	0%
Chemical waste	0	0%	0	0%	0	0%
Furniture	0	0%	4	0%	0	0%
Plastics	1	0%	0	0%	0	0%
Total	1,130		971		1,371	

1. Comparative figures may vary due to revised estimates.

Sustainability Report - Environmental

Business travel

Employees may travel for business using a mobility card or car. In accordance with our travel policy, staff only travel when necessary, and train travel is mandatory for all European destinations under 500 km.

Commuting

Employees are provided with a mobility card, allowing them to choose daily between full reimbursement for public transport or mileage compensation when using a private vehicle. This daily flexibility encourages the use of public transport. In addition, Jaarbeurs offers a bicycle leasing programme, encouraging employees to commute by bike.

Business travel		2024		2023		2022	
Means of transport		Kilometres	CO ₂ KG	Kilometres	CO ₂ KG	Kilometres	CO ₂ KG
Personal vehicle	Walking	2	0	0	0	0	0
	Bicycle	12	0	56	0	58	0
	Car	75,382	10478	76,163	10587	57,820	8037
	Motorcycle	0	0	0	0	0	0
	Scooter	0	0	0	0	0	0
	Other	754	2	362	1	101	0
Public transport	Bus	3,519	11	4,083	12	3,890	12
	Metro	672	2	753	2	313	1
	Train	51,793	155	70,555	212	62,798	188
	Tram	69	0	88	0	60	0
Shared transport	Car sharing	44	5	140	15	0	0
International	International train	27,904	474	27,765	472	10,417	177
	Aeroplane	876,217	62,069	1,288,578	87,080	582,020	8,270
Total		1,036,368	72,806	1,468,544	97,992	717,479	16,540

Commuting		2024		2023		2022	
Means of transport		Kilometres	CO ₂ KG	Kilometres	CO ₂ KG	Kilometres	CO ₂ KG
Personal vehicle	Walking	455	0	1	0	0	0
	Bicycle	29,912	0	18,463	0	8,356	0
	Car	1,049,758	145,916	965,784	134,244	905,592	125,877
	Motorcycle	11,653	1,072	0	0	0	0
	Scooter	3,219	190	0	0	0	0
	Other	13,577	41	6,838	21	149	0
Public transport	Bus	83,437	250	72,420	217	51,896	156
	Metro	9,608	29	5,138	15	2,457	7,372,461
	Train	986,856	2,961	854,622	2,564	581,121	1,743
	Tram	552	2	302	1	165	0
Shared transport	Car sharing	101	11	0	0	0	0
Total		2,189,128	150,471	1,923,567	137,062	1,549,737	127,785

Sustainability Report - Environmental

Circular materials, products, and services

Jaarbeurs uses a wide variety of materials across its operations, collaborating with several partners to ensure sustainable sourcing and use. Many of the materials are hired, with a strong focus on reuse.

We are actively making the product range in our webshop more sustainable. This includes recyclable Rewind carpet and furniture such as tables and chairs from Vepa the furniture factory. From 2024 onwards, we are switching to a new supplier for our sanitary facilities: Lyreco. All dispensers are Cradle-to-Cradle certified, and we use GreenGrow hygiene paper made from Dutch elephant grass.

In addition, Jaarbeurs is expanding its offering of circular exhibition stand kits. These kits are 99% recyclable and reusable at the end of their lifecycle.

In 2025, Jaarbeurs will take further action to improve transparency around material circularity and usage.

Sales of exhibition stand kits

	2024	2023	2022
Number of sustainable exhibition stand kits sold	55	11	0

Waste

Organising events can generate significant waste. Jaarbeurs aims to improve the purity of waste streams and reduce the volume of residual waste.

Food waste is also key focus area. By balancing purchasing, customer demand, and product shelf life, we aim to reduce food waste in the coming years. One example is the use of smart bins by Winnow, which track which products are being discarded.

We are constantly seeking creative solutions. For instance, all bottle and can deposit refunds are donated to the Princess Máxima Centre. Plans for waste reduction will be further developed in 2025.

We are also taking further steps in circularity in hired materials. We increasingly hire fully recyclable materials that can be repurposed at the end of their lifecycle. This also helps reduce our waste footprint.

Waste figures and associated CO₂ emissions are further detailed under the section on emissions in the value chain.

“During Logistica Next, circular exhibition stand kits were offered as the standard option. This means sustainability is no longer a choice, but the norm.

Corien den Ouden
 LogisticaNext Exhibition Manager



An exhibitor who chose circular stand kit during Logistica Next.

Sustainability Report - Social

Social



Passion is one of our core values. Jaarbeurs aims to bring about positive change, both internally and externally. This means that employees are involved in decision-making, that we strive for an inclusive and diverse workplace, that employee vitality is a top priority, that we ensure a safe working environment, and that training and development enable career growth. Our ambition is to achieve a Net Promoter Score (NPS) of at least +10 by 2030. This score indicates how likely employees are to recommend Jaarbeurs to a friend as a place to work.

Jaarbeurs retains passionate colleagues through good employer practices. Our employees (S1) - with subthemes such as safety, physical and mental well-being, diversity, equality and inclusion, training and development - and employees in the value chain (S2) are material for Jaarbeurs.

Safety

Safety is a fundamental priority at Jaarbeurs, both in the workplace and during the build-up and breakdown of events. Everyone present on the Jaarbeurs premises must feel safe. Therefore, we are committed to preventing incidents that could jeopardise safety. In 2025, the new safety policy will be finalised and implemented. Additionally, a new Risk Inventory & Evaluation (RI&E) process began in 2024 and will continue in 2025.

Physical and mental well-being

When employees are empowered, they can optimally and enthusiastically contribute to the objectives of Jaarbeurs. This means paying attention to leadership, as well as physical and mental well-being. In 2024, we launched various initiatives to promote employee well-being.



Key social highlights

Equal pay



99 %

National Average (Statistics Netherlands (CBS)): 88%

Average absenteeism rate



7.65 %

2023: 5.10%

Gender distribution

men | women



51 % | 49 %

Vitality Week participants



94

Diversity Week participants



118

Sustainability Report - Social

Vitality training for management

In May and June, training sessions were organised for senior leadership and executive-level management. Managers and executives participated in training on their own vitality and that of their team. These sessions were provided by the Helen Dowling Institute.

Health screening for employees

In April, employees had the opportunity to participate in a personal health screening, in which their physical and mental health was assessed. The goal is for this health screening to become a biannual event.

Vitality Week

In September, Jaarbeurs organised Vitality Week, with various activities focused on physical and mental well-being. This included fitness classes, mental fitness training, and a financial fitness workshop. Ninety-four employees participated in one or more training programmes and workshops. The week raised awareness about vitality and fostered stronger team connection among colleagues.

Absenteeism

Although absenteeism was higher in early 2024, it has since begun to decline.

Absenteeism¹

	2024	2023	2022
Average absenteeism rate	7.65%	5.10%	3.40%

1. Figures based on the average number of permanent employees.

“Through the efforts of our dedicated team and the support of our millions of visitors, we create an environment where everyone is welcome and free to be themselves.”

Diversity, equity, and inclusion

Diversity and inclusion are a cornerstone of Jaarbeurs’ values. Our vision on diversity and inclusion is: “In a world that is becoming increasingly interconnected, diversity and inclusion are not just buzzwords, but essential pillars for a healthy (work) environment. Our events, conferences, and online platforms are meeting places where diversity is celebrated and inclusion is a priority, so that every employee, customer, partner, and visitor feels welcome and valued.”

We are taking various actions to improve diversity, equality, and inclusion within Jaarbeurs, both in the workplace and at events.

Diversity & inclusion policy

Jaarbeurs, in collaboration with consultancy firm House of Inclusion, is developing a policy for diversity and inclusion. This policy will outline our vision, mission statement, and stance against discrimination. Based on this policy, we will work on four themes in 2025:

1. Accessibility (mobility, visual, and auditory)
2. Neurodiversity
3. Biculturalism
4. Mitigating affinity bias in the recruitment and selection process

Gender equality and equal pay

Jaarbeurs strives for a diverse workforce. Gender equality is proportionally represented at all levels within Jaarbeurs:

- Permanent employees: 49% women, 51% men
- On-call staff: 54% women, 46% men
- Management: 33% women, 67% men
- Supervisory board: 40% women, 60% men
- Senior Leadership Team (13 members): 7 women (54%)

In collaboration with consultancy firm STYR, we conducted an audit to assess the gender pay gap at Jaarbeurs. A gender pay gap is considered to exist if the difference exceeds 5 percent. At Jaarbeurs, the difference is 1 percent, meaning there is no gender pay gap. We are proud of this and are committed to maintaining it in the future.

Diversity Week

To raise awareness of diversity and inclusion in the workplace, colleagues from the Jaarbeurs Green Team organised the first Diversity Week. This team develops and implements initiatives to engage employees in sustainability and inclusion.

Sustainability Report - Social

In collaboration with various partners, we embraced our differences and shined a light on them. Activities included a tour of the Ulu Mosque in Utrecht, a rainbow city walk with Queer U Stories, and a session on generational differences.

A total of 118 employees participated in one or more activities during the Diversity Week.

Utrecht Queer Culture Festival

As part of the Utrecht Queer Culture Festival, the Jaarbeurs Green Team organised a music bingo event with drag performers at the Speys restaurant. With a deep connection to Utrecht, Jaarbeurs aims to support the LGBTQIA+ community through this initiative.

Employees in service¹

	2024	2023	2022
Average number of permanent employees	335	309	288
Total of new hires	79	108	112
Total of departures	88	74	68

Gender distribution¹

	2024	2023	2022
Men	171	161	153
Women	164	148	135
Other	0	0	0

Age distribution¹

	2024	2023	2022
18-34 years	127	119	106
35-54 years	138	125	120
55-65 years	68	57	55
66-76 years	2	8	7

1. Figures based on the average number of permanent employees.

Training and development

Training and development are highly valued at Jaarbeurs. We not only offer opportunities for young talent but also ensure that employees who have been with us longer have opportunities to grow, both vertically and horizontally within the organisation.

New job classification system

Jaarbeurs has introduced a new job classification system, where all roles have been reassessed and reclassified. This job classification system has been developed using the STYR methodology within a hybrid model, where both the role and the individual are central.

By implementing a Job Matrix and a Talent Matrix, career paths are now clearly outlined, offering more transparency.

Summer and Winter School

Jaarbeurs organised the Summer and Winter School, offering a wide range of live training sessions and workshops for employees.

These included everything from Excel training to a workshop on time management. A total of 97 employees took part in one or more sessions.

New remuneration policy

Jaarbeurs is developing a new remuneration policy aimed at further encouraging talent and personal development.

This policy will be further implemented in 2025.

Employees in the value chain

During the build-up and breakdown of events, many suppliers operate on the Jaarbeurs premises, including those working in hospitality, stand construction, and audiovisual services.

Jaarbeurs is committed to providing a safe and well-organised working environment for these employees, with clear rules and guidelines. The new safety policy will be finalised and implemented in 2025.

Sustainability Report - Governance

Governance

Jaarbeurs places great value on transparency, good governance, ethical conduct, and the responsibility we bear towards our employees, clients, and society. We continue to strengthen our governance practices in order to make a positive impact on both the environment and society.

Business conduct (G1), including the subthemes ethical business conduct and animal welfare, is considered material for Jaarbeurs.

Responsible business conduct

This topic will be further addressed in the 2025 Annual Report.

Commitments

In 2021, Jaarbeurs signed the Green Deal for Sustainable Healthcare. The aim of this agreement is to accelerate the sustainability transition within the healthcare sector. Signatories commit to reducing carbon emissions, promoting a circular business model, reducing pharmaceutical residues in surface and groundwater, and ensuring a healthy living environment in and around healthcare institutions.

In 2022, Jaarbeurs signed the Net Zero Carbon Events Pledge - a global initiative within the events industry to achieve net zero greenhouse gas emissions by 2050. The aim is to combat climate change and promote sustainable practices.

Animal welfare

Hospitality is a key component of our business operations. All meals, sandwiches, and dinners are prepared by our own staff in our in-house kitchen. In recent years, measures have been taken to increase the share of sustainably sourced animal products. 80 percent of the meat purchased by Jaarbeurs must carry at least two stars from the Better Life (Beter Leven) label. For fish, Jaarbeurs applies a minimum standard of ASC (Aquaculture Stewardship Council Farm Standard) or MSC (Marine Stewardship Council Fisheries Standard) label. Further steps will be taken in 2025 to achieve these goals. This topic will be elaborated in more detail in the 2025 Annual Report.



Governance highlights

Green Key Certificate

Gold

2023: Gold



UFI Sustainable Development Award



Net Zero Carbon Events Pledge



Green Deal

