

## FROM DOUBLE MATERIALITY<sup>6</sup> TO THE SUSTAINABILITY PLAN REVISION: THE EVOLUTION OF THE STRATEGY

Fiera Milano's materiality assessment identifies the most relevant sustainability-related issues. It is updated on the basis of the **GRI Standards 2021**, which provide for the identification of material topics according to the most significant impacts generated by the company on the economy, environment and people, including impacts on human rights, i.e. the **Impact Materiality** perspective.

Fiera Milano, in anticipation of the CSRD – expected to be implemented in Italy by 6 July 2024 – coming into force as of the 2024 tax year, followed the guidelines available at the time of drafting this document to prepare a materiality assessment that considered both the *inside-out* perspective (impact materiality) and the *outside-in* perspective (financial materiality).

The latter requires the identification of those topics that present sustainability risks and opportunities, which significantly influence or may influence the company's future cash flows, affecting its development, performance and positioning in the short, medium or long term.

**Fiera Milano's materiality process** involves several phases:

1. **identification** of relevant topics and their impacts, through an internal analysis of existing and emerging sustainability issues in the Group. This takes into consideration the Group's mission, values, policies and Strategic Plan, sustainability scenarios, Agenda 2030 goals, Global Compact principles, GRI standards, Italian Legislative Decree 254/2016, the Group's financial and non-financial reporting, Integrated Risk Assessment, peers' and competitors' material topics, and the issues of greatest interest to ESG rating agencies.
2. **evaluation and prioritisation of topics**: each impact identified was assessed via an internal analysis involving the Investor Relations & Sustainability and Risk & Compliance functions for its severity and likelihood on a “high, medium or low” scale by means of a specific assessment tool. In addition, each risk and opportunity was assigned a magnitude on a “high, medium or low” scale, taking a qualitative approach to the importance of the risks and opportunities associated with the topic in question. Once the impacts, risks and opportunities were identified, each issue was assigned a relevance for the materiality assessment.
3. **sharing** the results with the Sustainability Committee, the Control and Risk Committee and **approval** by the Board of Directors as part of the Non-Financial Statement 2023, on 13 March 2024.

The result is a materiality boundary composed of 15 material macro-topics. The outcomes of the analysis essentially confirmed the issues identified by the assessment conducted in 2022, with the exception of a new topic that emerged relating to “Capacity to respond to unexpected external events”; the topic describes the Group's ability to ensure business continuity, minimising the possibility of unforeseen events and reducing potential delays in its organised events.



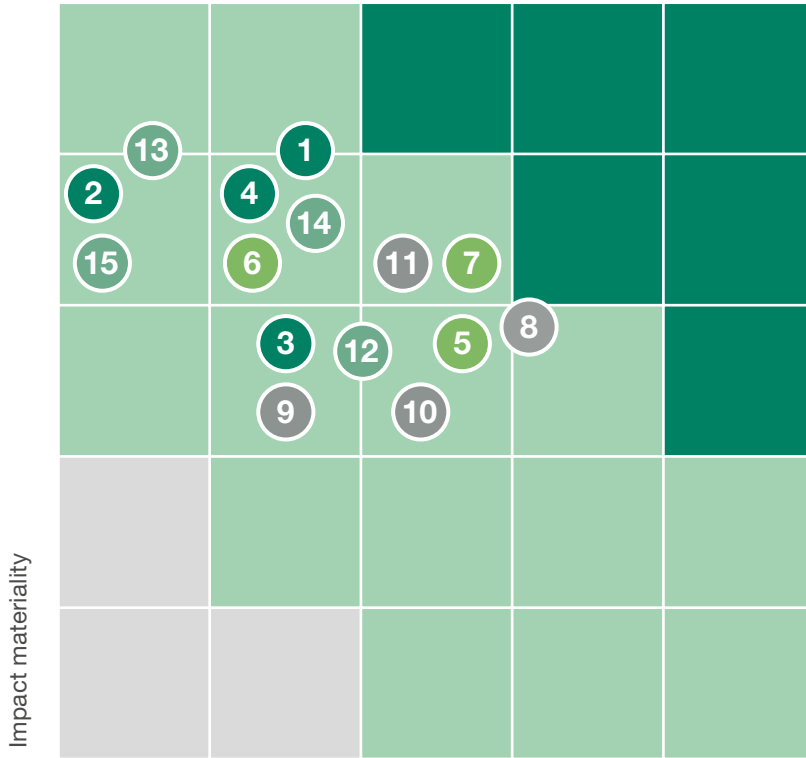
<sup>6</sup> As specified in the Methodological Note paragraph, the analysis relating to financial materiality within the Double Materiality was not subjected to limited assurance.

## The double materiality assessment

MATERIAL TOPIC 2023	IMPACT MATERIALITY		FINANCIAL MATERIALITY	
	POSITIVE IMPACTS	NEGATIVE IMPACTS	RISKS	OPPORTUNITIES
Health and safety		<ul style="list-style-type: none"> <li>• Damage to the health and safety of exhibitors and visitors</li> <li>• Damage to the health and safety of employees and external staff</li> </ul>	<ul style="list-style-type: none"> <li>• Risk of work-related injuries to employees and contractors</li> <li>• Risk of criminal proceedings against the company due to a lack of or inadequate health protection for visitors</li> </ul>	
Ethics and fight against corruption		Incidents of corruption and unlawful conduct with possible economic repercussions	<ul style="list-style-type: none"> <li>• Risk of sanctions caused by fraudulent conduct</li> <li>• Risk of economic sanctions and criminal proceedings due to incidents of corruption</li> </ul>	
Reduction of CO <sub>2</sub> emissions (climate change)		Contribution to climate change due to greenhouse gas emissions	Risk of increased energy costs	
Technological innovation and digitalisation	Innovation and digitalisation of the business			
Diversity, inclusion and work-life balance	Creating a working environment that respects diversity and ensures equal opportunities		Risk of decline in employee motivation and reduced sense of belonging to the Group	
Service quality and customer experience	Better quality of services provided to customers			
Training, development and corporate culture	<ul style="list-style-type: none"> <li>• Enhancing the company's human capital</li> <li>• Developing skills and contributing to the professional growth of employees through targeted training activities</li> </ul>			Development of skills for business growth
Responsible supply chain management		Human rights violations due to inadequate safeguarding practices along the supply chain	<ul style="list-style-type: none"> <li>• Risk of criminal proceedings and business disruption due to human rights violations along the supply chain</li> <li>• Disruption to business continuity due to dependence on sole suppliers</li> </ul>	
Governance and business management		Inadequate management due to complexity in Group governance	<ul style="list-style-type: none"> <li>• Risk of lacking financial capacity</li> <li>• Decreased visitor inflow and lack of business growth due to strong competition</li> <li>• Asymmetric revenue distribution over the year</li> </ul>	

MATERIAL TOPIC 2023	IMPACT MATERIALITY		FINANCIAL MATERIALITY	
	POSITIVE IMPACTS	NEGATIVE IMPACTS	RISKS	OPPORTUNITIES
<b>Circular economy</b>	Reutilisation of materials used for events			Financial savings by reusing materials
<b>Contribution to economic and community development</b>	Economic and cultural value creation and employment impact on local communities			
<b>Accessibility and sustainable mobility</b>	Development of sustainable mobility practices			
<b>Privacy and Cybersecurity</b>		Loss of data and sensitive information pertaining to employees, customers, partners, etc.	<ul style="list-style-type: none"> <li>• Risk of cyber breaches due to inadequate technological controls</li> <li>• Mismanagement due to inefficient IT systems</li> </ul>	
<b>Responsible use of resources</b>		<ul style="list-style-type: none"> <li>• Consumption of virgin raw materials for stand construction</li> <li>• Waste production</li> <li>• Generation of emission of pollutants into the atmosphere</li> <li>• Water consumption</li> </ul>	<ul style="list-style-type: none"> <li>• Risk of criminal proceedings for improper waste management</li> <li>• Increased costs related to the use of materials with a high environmental impact during exhibitions</li> </ul>	
<b>Capacity to respond to unexpected external events</b>	Maintaining operational continuity		<ul style="list-style-type: none"> <li>• Failure of events caused by malfunctioning transport services</li> <li>• Damage to infrastructure and subsequent failure of events</li> <li>• Reduced influx of visitors, rising costs and health and safety hazards caused by unfavourable geopolitical and macroeconomic circumstances</li> <li>• Mismanagement of events caused by inefficiencies on the part of third-party organisers</li> </ul>	

### The double materiality matrix



#### Material topics

**Environment**

- 1 Reduction of CO<sub>2</sub> emissions (climate change)
- 2 Accessibility and sustainable mobility
- 3 Responsible use of resources
- 4 Circular economy

**Human capital**

- 5 Health and safety
- 6 Diversity, inclusion and work-life balance
- 7 Training, development and corporate culture

**Governance**

- 8 Ethics and fight against corruption
- 9 Governance and business management
- 10 Privacy e cyber security
- 11 Capacity to respond to unexpected external events

**Social**

- 12 Responsible supply chain management
- 13 Technological innovation and digitalisation
- 14 Service quality and customer experience
- 15 Contribution to economic and community development

Financial materiality

Low materiality
  Medium materiality
  High materiality

**Impact materiality** identifies the current or potential, positive or negative environmental, social and governance impacts that the company generates in the short, medium or long term, along the entire value chain.

**Financial materiality** identifies risks and opportunities that have or may have a significant influence on the company.

The **double materiality** perspective results from the combination of relevant impacts, risks and opportunities along the entire value chain and is a **key pillar for structuring the Group's sustainability strategy**.