

# JOKE Event AG | Code of Conduct

## Introduction

In line with our JOKE mission – “*Creating Memories*” – our goal is to create unique experiences for companies, brands, and people, all grounded in our guiding principles of integrity, openness, and corporate responsibility.

As an owner-managed company with over 30 years of expertise in event marketing and live communication, our thinking and actions have always been rooted in mutual respect and true partnership. Our corporate culture is defined by flat hierarchies and a fair, transparent, and open way of collaborating with one another.

With a team of 130 employees across Germany – and clients, partners, and suppliers around the world – we embody traditional Hanseatic values such as honesty, responsibility, respect, transparency, and loyalty.

Since 1992, we have successfully delivered outstanding work thanks to strategic market insight, original and award-winning concepts, and exceptional execution. With passion and dedication, we create live experiences that inspire and leave lasting impressions. Respect and responsibility towards our own team, clients, service providers, and all other partners – as well as society and the environment – form the foundation of everything we do.

Our Code of Conduct reflects the JOKE DNA, both internally and externally. In addition to full compliance with all legal requirements, it outlines our fundamental principles concerning collaboration, environmental protection, human rights, our behaviour toward clients and business partners, and our commitment to data protection, information security, and intellectual property rights.

Complementing this, the “JOKE Event AG Supplier Code of Conduct” sets clear standards for corporate due diligence in all business activities involving partners of JOKE Event AG.

This Code of Conduct applies to every JOKE employee, every member of the management team, as well as freelancers and external contractors collaborating with us. They are all responsible for upholding our ethical, social, environmental, and professional standards within their area of work and location.

Every employee is obligated to report any illegal or unethical behaviour they become aware of to [hinweisgeber@joke-event.de](mailto:hinweisgeber@joke-event.de). Through our internal whistleblower system, we ensure that violations of our Code are reported, assessed by our compliance officers, and appropriately followed up. If necessary, disciplinary measures will be taken. No employee acting in good faith will suffer negative consequences for reporting a suspected violation of the Code of Conduct.

To uphold our Code of Conduct, we expect our business partners to provide proof of relevant compliance measures and, where necessary, we reserve the right to verify this through third parties. Failure to cooperate may result in reduced or terminated business relationships.

## 1. Fundamental Compliance with the Law

Laws and legal requirements are non-negotiable. JOKE Event AG and its employees must comply with all applicable laws, regulations, and legal standards in Germany and in every country where we operate. Violations of the law are not permitted – even if certain practices are considered standard or customary within the industry or region.

Bremen | Hamburg | Frankfurt am Main | Stuttgart | München | Wien

### Bankverbindungen:

Die Sparkasse Bremen  
IBAN: DE70 2905 0101 0001 1645 24  
SWIFT-BIC: SBREDE22XXX

Deutsche Bank AG  
IBAN: DE92 2907 00 24 0255 7700 00  
SWIFT-BIC: DEUTDE33HAN

Bremische Volksbank eG  
IBAN: DE10 2919 00 2400 2477 3100  
SWIFT-BIC: GENODEF1HB1

### Handelsregister:

Amtsgericht Bremen HRB 21 026  
Ust-IdNr.: DE 223 292 815  
St-Nr.: 460 / 102 / 03382

In cases where legal requirements differ between countries, the stricter regulation shall apply.

We expect our employees to comply with all laws and regulations as guided by this Code of Conduct, as well as through organizational directives, operating procedures, and other internal policies. Where uncertainties arise, employees are required to seek guidance from their supervisors or the Compliance Department.

## 2. Working Conditions and Human Rights

The dedication and performance of our employees are our most important success factors. That is why we are committed to providing working conditions that meet all legal requirements and actively support the personal and professional development of our employees. We take into account their individual needs as well as their private and family situations by offering part-time and flexible working hours, remote work options, and training opportunities.

When it comes to working hours, we emphasize fairness and balance – particularly in an industry characterized by fluctuating seasonal workloads and occasional assignments on weekends and public holidays. This includes ensuring rest periods and regulated compensation for overtime.

In line with the standards of the International Labour Organization (ILO), we ensure maximum health protection, top-tier occupational safety, and overall well-being for our team. This is achieved through regular training, clear communication of legal obligations, preventative measures to avoid accidents and health risks, and subsidized health services. We provide a healthy and safe working environment at all JOKE offices and operational sites, as well as at any location where our employees are deployed, with sufficient access to drinking water and sanitary facilities.

We comply with all applicable minimum wage laws both in Germany and abroad and adhere to industry-specific minimum standards. Wages are paid regularly in a form suitable for the employee and are never withheld. All relevant information on wages and benefits is made available to employees in a clear and understandable format.

We fully respect employees' rights to freedom of association, collective bargaining, and the right to strike. No employee will face discrimination for founding, joining, or being a member of an employee representation body. Employee representatives are granted access to all workplaces to perform their duties without restrictions.

We categorically reject child labour, forced labour, human trafficking, and all other forms of modern slavery. Apprenticeships and training programs within our company comply fully with laws protecting young workers under the age of eighteen and are subject to special legal safeguards.

## 3. Equality and Respect

The diversity of employees at JOKE Event AG is a natural and essential part of our company culture. Equal opportunity in all aspects of employment is a core principle of our organization – we do not tolerate discrimination or harassment of any kind.

We provide equal opportunities to all qualified applicants and employees – regardless of race, ethnicity, religion, colour, national origin, citizenship, gender, sexual orientation, age, ancestry, physical or mental disability, marital status, or political affiliation. This commitment is reflected in our implementation of the General Equal Treatment Act (AGG), as outlined in the *“JOKE Event AG Guidelines on Working Conditions and Human Rights.”*

We do not accept any form of discrimination, sexual harassment, or other inappropriate behaviour – whether in-person or in digital communication – between employees, with clients, or with third parties, whether in the workplace or at events.

If an employee experiences discrimination or becomes aware of violations of applicable regulations or laws within the work context, they may report it confidentially to our internal JOKE trust contact at [oliver.gerken@joke-event.de](mailto:oliver.gerken@joke-event.de). We treat all complaints with strict confidentiality and protect any employee who exercises this right from retaliation.

#### 4. Confidentiality and Information Security

All employees and members of the management team at JOKE Event AG are obligated to maintain confidentiality in the course of their work with clients and partners. This applies to all confidential, non-public information that qualifies as trade secrets under § 2 No. 1 of the German Trade Secrets Act (GeschGehG), and that could benefit competitors or cause harm to JOKE Event AG or its clients if disclosed.

This duty of confidentiality remains in effect even after the termination of an employment relationship. However, it does not prevent employees from reporting legal or regulatory violations to supervisory authorities or from submitting reports in accordance with whistleblower protection laws.

As part of our event operations, we collect and process personal data of participants. JOKE Event AG manages all personal data in accordance with the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG), applying the highest standards of care as outlined in our data protection policy.

Our JOKE Event AG Information Security Policy defines how we manage the confidentiality, availability, and integrity of information, as well as the rights of affected individuals and our responsibilities as a company.

Through regular training and internal communications, we raise awareness of information security, data minimization, and data protection. We implement binding policies throughout our organization to protect against both internal and external data breaches.

#### 5. Bribery, Corruption, and Conflicts of Interest

Employees and management of JOKE Event AG are strictly prohibited from making direct or indirect payments or offering other forms of favours (such as travel, gifts, luxury goods, etc.) to public officials or private sector individuals with the intent to improperly influence them in the performance of their duties or roles to the advantage of JOKE Event AG or its business partners (e.g. awarding contracts or projects).

We have internal control mechanisms in place to actively prevent bribery, theft, embezzlement, fraud, tax evasion, and money laundering.

Likewise, our employees are prohibited from accepting any form of favour or benefit that is linked to an improper advantage. All employees and business partners are expected to avoid conflicts of interest that may pose a corruption risk. The relevant rules and expectations are outlined in our “*JOKE Event AG Bribery and Corruption Policy*.”

Employees and representatives of our company are expected to proactively disclose any personal involvement or financial interest in a business partnership. Conflicts of interest—where personal or financial interests may interfere

with those of JOKE Event AG — must be avoided. We also expect our business partners to disclose any potential conflicts of interest that could impact our collaboration.

All reports, records, and invoices must be prepared accurately, completely, and without misleading information—and we expect the same from our business partners.

## 6. Competition and Fair Business Practices

JOKE Event AG does not engage in illegal or unethical business practices and expects the same from its business partners. We and our employees respect the rights of customers, partners, and other market participants, and fully comply with laws governing fair trade, competition, and antitrust regulations.

This includes prohibitions against the misappropriation of proprietary information, possession of trade secrets obtained without the owner's consent or in violation of the law (such as insider trading), and the unlawful disclosure of confidential information by current or former employees.

We do not engage in any agreements with competitors regarding prices, discounts, or customers that would unlawfully restrict or distort competition.

We are committed to maintaining long-term, trustworthy partnerships and work exclusively with reputable business partners involved in legitimate business activities in order to prevent money laundering. We review any suspicious financial transactions with clients or service providers in line with our anti-money laundering obligations.

In addition, we comply with all applicable regulations under the German Foreign Trade and Payments Act, including economic embargoes, sanctions, and import/export controls.

## 7. Intellectual Property and Company Assets

Just as we protect the intellectual property of our clients through strict confidentiality and information security, we expect the same level of respect from our clients and business partners regarding our own ideas and concepts. The intellectual property of JOKE Event AG must be compensated appropriately, protected, and used solely within the scope of the agreed contractual terms.

Work results developed as part of pitches must be recognized and fairly compensated in proportion to the effort involved. We recommend limiting tenders to a maximum of three bidders (or bidding consortia) and clearly stating the project budget as a basis for our decision to participate in a pitch.

Our employees are expected to manage all tools, intellectual property, and other assets of JOKE Event AG with care and responsibility. Within the scope of their roles, they are accountable for the protection and proper use of these assets. They must use them exclusively for intended business purposes – misuse or unauthorized private use is strictly prohibited.

Any form of embezzlement, theft, or misappropriation of assets belonging to JOKE Event AG or third parties is strictly forbidden.

## 8. Sustainability

As a full-service event provider with international projects and in-house event production, we are acutely aware of the impact our business activities have on our surroundings – both people and the environment. We expect our employees to manage resources responsibly and to comply with all applicable environmental and human rights standards.

New activities, products, and processes are assessed for environmental opportunities and risks before being implemented. Likewise, existing workflows and materials are continually optimized with regard to resource efficiency and energy consumption. In doing so, we follow the standards of our certified environmental management system (ISO 14001), as well as all other applicable laws, regulations, and guidelines relating to ecological and social sustainability.

We also implement measures for accident prevention and damage mitigation to avoid environmental harm, negative impacts on individuals or society, and to protect animal welfare and biodiversity.

We assess our operational carbon footprint annually and continuously improve our environmental performance through sustainable measures – such as green electricity, energy-efficient lighting, sustainable employee mobility options, a comprehensive waste management concept, recycling and upcycling initiatives, and the use of environmentally friendly materials and consumables. In addition, we advise our clients on sustainable event planning and execution to keep the environmental impact of events as low as possible.

For emissions that cannot be avoided, we compensate through verified peatland restoration projects (in cooperation with BUND).

We expect our suppliers to comply with all applicable environmental and human rights standards and work collaboratively to develop solutions for delivering lower-impact projects.

We actively promote awareness, knowledge, and skills related to environmental sustainability among our employees through ongoing training and development. We encourage them to adopt sustainable thinking and behaviour – both within and beyond the workplace.

## Contact

For any questions regarding the JOKE Event AG Code of Conduct, our compliance policies, or sustainability topics, please contact our CSR manager at [nachhaltigkeit@joke-event.de](mailto:nachhaltigkeit@joke-event.de)

JOKE Event AG

Bremen, September 2024



Christian Seidenstücker, CEO

Bremen | Hamburg | Frankfurt am Main | Stuttgart | München | Wien

### Bankverbindungen:

Die Sparkasse Bremen  
IBAN: DE70 2905 0101 0001 1645 24  
SWIFT-BIC: SBREDE22XXX

Deutsche Bank AG  
IBAN: DE92 2907 00 24 0255 7700 00  
SWIFT-BIC: DEUTDE33HAN

Bremische Volksbank eG  
IBAN: DE10 2919 00 2400 2477 3100  
SWIFT-BIC: GENODEF1HBM

### Handelsregister:

Amtsgericht Bremen HRB 21 026  
Ust-IdNr.: DE 223 292 815  
St-Nr.: 460 / 102 / 03382