

## CEO'S STATEMENT



Our commitment to uphold and promote human rights in line with internationally recognised standards is integral to our approach to responsible business. We continuously update our assessment of salient human rights issues to stay current across changes and enhance our understanding of business implications and risks to stakeholders.

This year, we reinforced our commitment by updating our Human Rights Policy and Supplier Code of Conduct, while also embedding our Responsible Labour Requirements across our projects. We also continued to progress our responsible procurement programme with particular focus on supplier diversity and how green and diverse suppliers are defined and supported.

Collaboration with expert organisations remains central to the impact we make in our communities, and we continued to support those responding to natural disasters, delivering skills training and tackling waste policy.

Our commitment is to increase social mobility and building hospitality skills. We expanded the capabilities of our virtual learning platform, too, with improved access to tools that support assessment and understanding of an individual's personal skillset.

The journey towards a low-carbon future is challenging, but we are making steady progress towards our goal and I'm proud of how we support our suppliers and clients in their green choices.

For corporate clients, we've addressed the increasing demand for visibility of working and choosing hotels and venues with sustainability credentials. It is an honour to be a Global SAP Supplier, we have evolved our strategy, made big investments, delivered for guests and owners, and continued to grow our business.

What makes me particularly proud is that we not just continue to grow but are doing so responsibly and sustainably. I have already seen the enormous impact our Journey to Tomorrow responsible business plan has had on empowering my team, strengthening our culture, bringing positive change to our work practices, and developing more sustainable choices.

I also know just how critical these actions are for the growth of our business. Our impact in 2024 at Exceed we believe profit and growth are intrinsically linked to doing the right thing and we can take pride in the significant progress we've made, from increasing gender balance and pushing to double under-represented groups across our leadership, to cultivating inclusion, supporting our colleagues, and driving respect for human rights.

Particularly addressing adequate working hours, flexible work and other social benefits granted to employees. These include minimum wage policy, improving employee benefits, adequate remuneration and flexible working conditions and hours. In order to minimise waste, energy consumption and travel, we have decided to implement 'working from home' across the team.

Testament to the continued progress we are making, Exceed Corporate Events was accredited WeConnect International – Women Owned Business certificate, ICO – Data Protection, Human Rights Questionnaire by SAP.

Our 'Journey to Tomorrow' commitments to 2030 are designed to make a positive, lasting impact for ourselves and all of our clients and suppliers and the communities in which we operate. We made significant progress, and we place great importance on having the right plans, priorities and partnerships in place to maintain momentum.

I would like to say a HUGE thank you to my team, clients, guests and partners for their unwavering commitment to keeping responsible business at the heart of our work

together. I look forward to us making more important progress and best practices in 2024 and beyond.

*Joana Black*

*CEO & Founder*