



## MISSIONS AND VALUES

**PREFERENCE EVENTS** is an event communication agency offering its expertise to companies worldwide to assist them in organizing their events in France and abroad. Passionate about event planning and travel, the team designs all its programs tailored to the client's specifications and budget, with a focus on team cohesion, motivation, and sharing.

PREFERENCE EVENTS works with major companies listed on the CAC40, particularly in the luxury and finance sectors. Deeply committed to sustainable development, PREFERENCE EVENTS has sought AFNOR Certification to audit its sustainable event management system according to ISO 20121 standards. The agency has set itself the mission of implementing responsible management to:

- Limit the environmental impact of its events
- Raise awareness among its clients about sustainable development issues
- Meet the expectations of its clients in this area.

The interested parties are threefold: our employees, our clients (broadly including their guests), and our suppliers. The responsible management system applies to all event activities managed by PREFERENCE EVENTS in response to its clients' needs for organizing events in France, Europe, and worldwide.

## OUR VALUES

We are **optimistic** and not afraid to take on challenges. We have a positive mindset and are convinced that we can make things better. All

the agency's employees share a common ambition: to contribute to a better world, both individually and collectively.

We are **demanding**. We embrace self-reflection, strive for excellence, and have a strong desire to learn and explore new territories. Every day, we push ourselves to learn and always give our best. We pay attention to details and constantly seek ways to go further.

We are **supportive**. We are a close-knit team with diverse talents, determined to have a positive impact on our future. We are naturally supportive, both within society as a whole and within our team. We share our ideas without fear of judgment and rely on each other's skills to overcome challenges.

We are **transparent**. We are not afraid to express ourselves, whether internally, with our clients, or with our partners. We involve employees in the company's strategic discussions to ensure everyone has the same level of information. We are sincere in what we do and how we communicate, both externally and internally.

## OUR MISSIONS

### 1 / Compliance with Legal Provisions

PREFERENCE EVENTS and its employees commit to adhering to the laws, principles, and regulations in force, both nationally and internationally, in all the countries where it operates and where these are applicable. The agency also commits to ensuring that its own suppliers and partners respect these commitments. **PREFERENCE EVENTS** strictly prohibits any form of corruption. The agency commits to ensuring that its recommendations and communication projects comply with the relevant national and international laws, principles, and regulations, especially on sensitive topics such as the promotion of weapons, alcoholic products, gambling, etc.

Furthermore, we are committed to the strict observance and compliance with all national rules regarding event ethics (respect for human dignity and image, responsible dietary behaviors, elimination of dangerous and socially non-eco-responsible behaviors, etc.).

## **2/ Transparency with Partners and Clients**

The agency commits to complying with all legal provisions, regulations, and codes of conduct applicable to event management activities.

**A/ Budget:** The agency commits to disclosing the budget for a project at the beginning of negotiations with a client or prospect. This budget will be negotiated during briefings and the establishment of contractual relationships, just like the objectives. Once the contract is signed, the agency commits to adhering to the agreed-upon budget for the project. Additionally, any requests for additional services not included in the original quote will require a new quote.

**B/ Planning:** At the start of a project, a schedule is communicated to all stakeholders. The agency takes responsibility for adhering to the production schedule. Furthermore, the team will notify its partners if the requested schedule is not feasible or if unforeseen events disrupt the timeline.

**C/ Advisory:** PREFERENCE EVENTS acknowledges fully understanding the nature and importance of the client's needs, constraints, and obligations. Accordingly, throughout the execution of a service, the agency is committed to a general obligation of advising, informing, and alerting the client to any risks of which the PREFERENCE EVENTS team becomes aware.

**D/ Subcontracting:** PREFERENCE EVENTS commits to providing all requested information regarding subcontracted activities during a service. It may share information related to partner companies and their specifications. Additionally, PREFERENCE EVENTS commits to working only with partners who have agreed to a specific code of conduct and who meet the environmental commitments previously determined by the agency.

### 3 / Limiting Environmental Impact

PREFERENCE EVENTS is constantly focused on minimizing its environmental impact and using its activities as a positive force for change. Currently in the process of obtaining ISO 20121 certification, we are committed to integrating environmental considerations across all our activities to minimize negative externalities as much as possible.

**A/ Procurement:** As an event agency, PREFERENCE EVENTS acts as an "aggregator of expertise"-hotels, venues, caterers, artists, freelancers, etc. We make various purchases for specific needs (hotels, restaurants, caterers, activities, packaging, decorations, goodies, etc.). All our partners and suppliers are selected and referenced by PREFERENCE EVENTS based on several criteria outlined in an accompanying document: THE PREFERENCE EVENTS CSR CHARTER.

The agency's purchases are categorized as follows:

- **Hotels/Venues/Caterers:** We strive to work with providers who minimize their environmental impact (e.g., employing individuals with disabilities, sourcing locally, recycling waste, avoiding plastic bottles and cups, using energy-efficient equipment, providing access to public transportation, etc.).
- **Freelancers:** We maintain a balance between junior and senior professionals, gender diversity, and representation of underrepresented groups.
- **Supply Purchases:** We aim to work as much as possible with suppliers who produce in France, use recycled and reusable materials, and minimize the use of plastic.

**B/ Employees:** Through topics discussed in our weekly meetings, we encourage employees to exchange ideas and reflect on the subject of environmental impact. Additionally, we have implemented measures to promote eco-friendly practices: saving electricity, eliminating paper use, recycling, managing emails, etc.

Travel: All PREFERENCE EVENTS employees are encouraged to prioritize low-carbon transportation options. This includes:

- Reimbursement of 50% of the Navigo pass
- Provision of a storage area for bicycles or scooters

## **4/Confidentiality and Personal Data**

The information shared by our clients within the scope of our assignments is strictly confidential and is not used for any purpose other than collaboration with our clients. This information includes, but is not limited to, the commercial, marketing, financial, and administrative information of our clients.

All personal data, whether concerning stakeholders involved in the project as part of the collaboration, or collected during the project, is processed in accordance with the provisions of the French "Informatique et Libertés" law of January 6, 1978, as amended, the European General Data Protection Regulation (GDPR) 2016/679 of April 27, 2016, and the French law of June 20, 2018.