



# 2024 Climate & Impact Report

*Click on any topic above to jump to the section*

## CONTENTS

---

- 3** Message From Our President & CEO
- 4** What We Do and How We Do It
- 5** Goals and Highlights
- 6** Managing Our Footprint
- 10** Leveraging Partnerships
- 11** A Selection of Activities by Solution
- 18** Maintaining a Responsible Supply Chain
- 19** Unleashing Human Potential
- 24** Caring for Our People
- 25** Making an Impact and Giving Back
- 28** Ethical Business



“

When one tugs at a single thing in nature,  
he finds it attached to the rest of the world.

—John Muir, Naturalist

”

# Message From Our President & CEO



**David Peckinpugh, CMP, CIS**  
President & CEO

At Maritz, we firmly believe that sustainability is not just a “nice to have” but a business imperative. Our commitment to driving positive change through our actions and initiatives is unwavering. While we have made significant strides in the past year, we recognize there is still much more work to be done.

We are proud that in the past year we have reduced our overall corporate carbon footprint by 11% and improved our scores with several reporting agencies (CDP from C- to C, Ecovadis from 39 to 55 and SAQ from U39 to C53). We also announced a company-wide sustainability education program that we will focus on implementing during the year.

Caring for people and the planet goes hand in hand as we strive for a more sustainable world and workplace. At Maritz, our focus is on people — our people, our clients and their people, our partners and the communities we serve. By reducing our environmental impact and assisting our clients to do so, we can transform our business, industries, and, most importantly, the future for the next generation. This is why we see sustainability as more than just minimizing our environmental footprint. It’s about acting as an ethical, purpose-driven organization and leveraging our work to foster positive change.

We made a firm commitment to address climate change and validate our Science Based Targets initiative (SBTi) in 2025 to achieve net-zero value chain greenhouse gas

(GHG) emissions by 2050 with an interim target of a 50% reduction by 2030. In 2023, we set our baseline for our Scope 1, 2 and 3 GHG emissions. Starting from our baseline year and continuing annually, we leverage insights from our baseline data, Ecovadis, and the Carbon Disclosure Project (CDP) Climate Survey to develop a deliberate and practical roadmap to reach net zero.

Our commitment to Belonging@Maritz is integral to our sustainability efforts. We recognize that fostering a welcoming environment is essential for innovation and growth. Our six employee-driven resource groups play a crucial role in supporting the needs of our team, ensuring that every voice is heard and valued.

Achieving a more sustainable world involves more than just managing our own impact. We understand this challenge is larger than any single entity and requires collective effort. Our unique position within the value chain allows us to drive change by providing services that help our clients and partners meet their sustainability goals and by forming partnerships across various industries. This year’s Climate & Impact Report outlines our plans and progress to date. We believe we can and should be a catalyst for a better future.

Thanks for your continued support.

# What We Do & How We Do It

People are at the core of everything we do. We understand the uniqueness of people and that's why our clients entrust us to architect tangible successes for them — in the form of deeper engagement, elevated performance and better business outcomes.

**Maritz**  
Founded 1894  
**3,780**  
Employees  
Headquartered in  
St. Louis, Missouri,  
USA

## Our Purpose

### Unleashing Human Potential

## Our Passion

### Engaging People, Elevating Performance

## Our Promise

### Results Realized

## Our Teams



### Automotive Solutions Team

We work with original equipment manufacturers (OEM) and other organizations to drive the automotive industry forward. We help our clients sell more vehicles, parts and service and deliver a world-class customer experience. We also accelerate the transition to industry electrification through a full suite of professional services and solutions.



### Business Events Solutions Team

As an experience design company that does events around the globe, we engage and inspire people to unleash their potential at events as an advocate, problem solver, team player, innovator and expert.



### Engagement Solutions Team

We help clients achieve results, increase sales and retain top talent by designing and delivering successful channel incentives, loyalty programs, employee rewards and sales incentives.

## Core Values

*Our passion is clear:* engage people and elevate performance. No matter the solution, our job is to help move people from where they are to where they aspire to be. We support, encourage and celebrate those who step up and accept the challenge to reach their personal best.

### Client Focus

We passionately serve our clients' best interests.

### People

We respect people and help them reach their full potential.

### Perseverance

We take on tough challenges and never give up.

### Fun

We foster a spirit of joy and good cheer in everything we do.

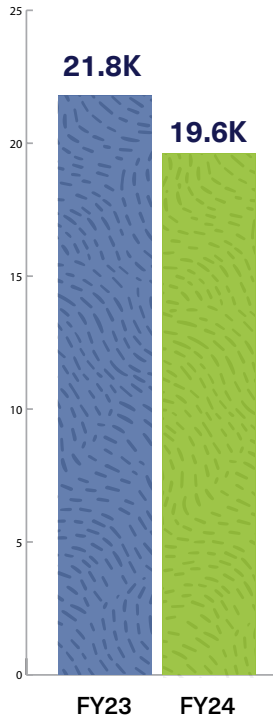
### Achievement

We set the bar high to accomplish our goals.

### Teamwork

We rally together to get the job done.

# 2024 Highlights



**Reduced**  
our corporate  
carbon footprint by  
**11%**



**Released**  
our first Climate  
& Impact Report



**Leveraged** our strategic relationship with the founder of CDP to develop impactful content for PCMA's inaugural Convene4Climate event, while also showcasing proactive leadership and innovative contributions in PCMA's Convene4Climate initiative.

**Announced**  
company-wide sustainability  
education program

**Hosted** and contributed as experts in the St. Louis Green Business Challenge Monthly Meeting, where we shared our initiatives and participated in a panel on sustainability with local business leaders.

**Our Ratings**

**Improved**  
our Ecovadis Score from  
**39 to 55**

**Improved**  
our CDP Score from  
**C- to C**

**Improved**  
SAQ Score from  
**U39 to C53**

# Managing Our Footprint

We take our shared responsibility for sustainability very seriously, focusing on enhancing our business practices and solutions to benefit both people and the planet. Guided by the United Nations' Sustainable Development Goals (SDGs), we believe our efforts significantly contribute to achieving these objectives. The pillars of our strategy are:

- **Our company and people:** managing our environmental and social impact to positively influence and benefit all people
- **Our clients:** providing solutions, support and education that help clients achieve their sustainability goals
- **Our industries:** actively collaborating across industries to increase impact and avoid duplication of efforts
- **Our suppliers:** working together before, during and after events to meet client objectives while maintaining a responsible supply chain

We prioritize actions to manage our climate and environmental impact, ensuring that our efforts benefit both current and future generations. For many years, Maritz policies focused on conserving natural resources and minimizing and managing our waste streams through reduction, recycling and responsible handling. We aim to not only comply with, but exceed, environmental law and regulations. We encourage our business partners, suppliers and industries to do the same.

In 2024, we made significant strides in our sustainability efforts by publishing our first Climate & Impact Report, which summarized our achievements and published our sustainability scores for the first time. During the year, we launched a company-wide sustainability education program, hosted the St. Louis Green Business Challenge monthly meeting to share initiatives and participated in a panel on sustainability with local business leaders. Additionally, we leveraged industry relationships in different organizations that are focusing on sustainability. One major highlight has been the collaboration with the founder of CDP to showcase our leadership in advancing sustainability.

We completed Scope 1, 2 and 3 GHG emissions measurements and will continue to leverage insights from Persefoni, an industry leader in carbon accounting, to define both short- and long-term reduction strategies. A key part of our environmental strategy is recognizing that managing our operational footprint alone is not enough. We'll see a greater impact by managing Scope 3 GHG emissions within our value chain. This is why our 2050 net zero goal includes supply chain emissions and why we focus on driving collective impact through our work with suppliers, clients and broader industries. Our long-term goals include reducing Scope 1 and Scope 2 GHG emissions by 50% by 2030 and achieving a science-based target to reach net-zero value chain GHG emissions by 2050.

**GOAL:**  
Reduce Scope 1  
and Scope 2  
GHG emissions  
by 50% by 2030

**GOAL:**  
Achieve net zero  
value chain  
GHG emissions  
by 2050

# Environmental Strategy Roadmap



## 2009 – 2019 Foundational Growth

Driven by our corporate passion for being a responsible and customer-focused business, we began embracing environmental stewardship in the early 2000s and continued to strengthen our efforts leading up to the pandemic.

### Milestones:

- 2009: Formed our first “green team” to lead environmental stewardship initiatives at our headquarters in St. Louis, MO
- 2019: Created first companywide sustainability team to further develop our corporate sustainability strategy



## 2020 – 2022 Focus & Commitment

We significantly intensified our focus and commitment to sustainability. During this period, we established a dedicated team, set ambitious targets and joined global initiatives to move our environmental stewardship forward.

### Milestones:

- 2020: Made commitments, created education, formed a strategy and committed to net zero by 2050
- 2021: Joined the United Nations Race to Zero after COP26
- 2021: Signed the Net Zero Carbon Pledge for the events industry
- 2022: Committed to an ESG partnership pledge for leading automotive industry client
- 2022: Started our partnership with Persefoni to measure of Scope 1, 2 and 3 emissions



## 2023 – 2024 Strategic Acceleration

We entered a phase of strategic acceleration in our sustainability journey, focusing on scaling our efforts, enhancing reporting and documentation, and setting ambitious targets to drive meaningful environmental action and measurement.

### Milestones:

- 2023: Launched environmental strategy leadership team and named general manager, environmental strategy
- 2023: Completed baseline measurement of Scope 1, 2 and 3 GHG emissions with Persefoni
- 2023: Committed to SBTi goal for net-zero value chain emissions by 2050
- 2024: Improved our Ecovadis score from 39 to 55, improved our CDP score from C- to C and improved our SAQ score from U39 to C53
- 2024: Announced employee education program
- 2024: Adopted an updated environmental policy to better align with our current strategy. Learn more on page 9 of this report

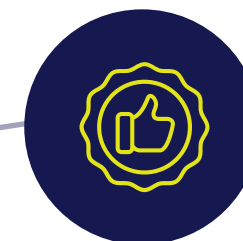


## 2025 – 2049 Reduction

Our focus will be on achieving reductions in greenhouse gas emissions, guided by our commitment to the SBTi and our validated road to net zero. We will implement a comprehensive reduction strategy that includes:

- Scaling up renewable energy usage across our operations
- Enhancing energy efficiency through innovative technologies
- Reducing waste and promoting circular economy practices
- Engaging stakeholders and partners to drive collective action
- Continuously monitoring and reporting progress to ensure transparency and accountability

This long-term strategy underscores our dedication to creating a sustainable future and achieving net-zero emissions by 2050.



## 2050 Net Zero

Achieving net-zero in 2050 will signify our unwavering commitment to reducing greenhouse gas emissions and creating a healthier planet for future generations. By reaching net-zero, we will have successfully implemented innovative strategies, engaged in meaningful partnerships and continuously improved our environmental practices. This accomplishment will not only reflect our dedication to the SBTi but also demonstrate our leadership in driving global sustainability efforts.

We recognize that achieving net zero will require more than just reduction efforts; it will mean combining alternative support and continuously finding innovative ways to progress our business. Our commitment to sustainability will extend beyond 2050, ensuring we remain at the forefront of environmental stewardship and inspire positive change across industries and communities worldwide.

## Measuring Our Impact

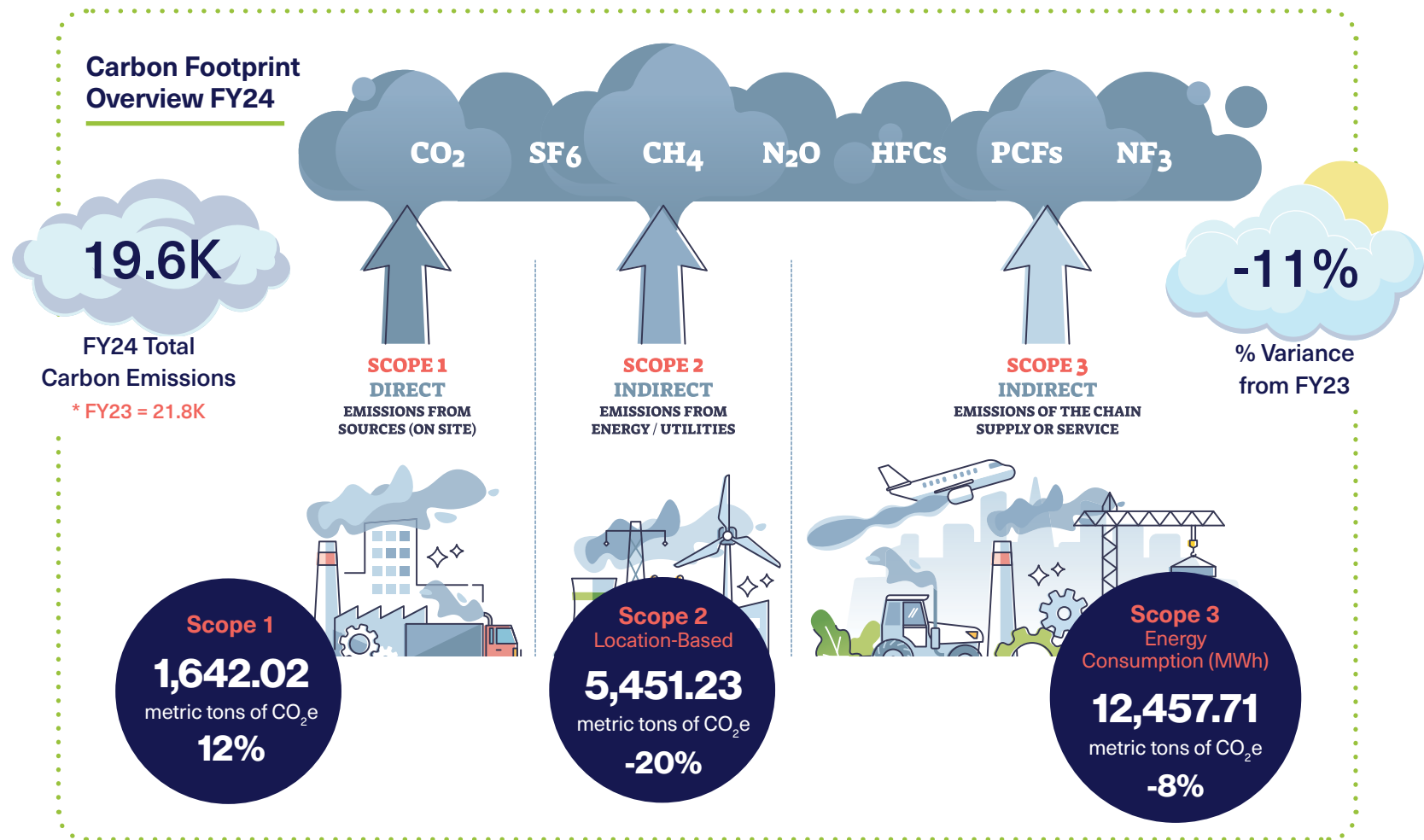
Transparency and reporting help us move toward a more sustainable future. In addition to this report, we choose to submit data to CDP and Ecovadis as part of our commitment to transparent business practices. We also affiliate with these organizations to support data collection and reporting efforts of our clients. In 2023, we committed to the SBTi and will validate our targets in 2025.

### Fiscal Year 2024 (FY24) Greenhouse Gas Emissions

We partnered with Persefoni to measure our greenhouse gas emissions for our FY24 (April 1, 2023 – March 31, 2024). Our carbon accounting correlates to our financial accounting and counts only emissions generated by Maritz operations — not client programs or work. To the right is our FY24 measurement against the FY23 baseline.



### Carbon Footprint Overview FY24



## Reduced Data Center Footprint

Modern business relies heavily on data center hosting, which can have a significant contribution to a company's footprint. In 2024, we reduced carbon emissions by modernizing technology with our data centers, which are now entirely cloud-hosted in the highest carbon-free regions. In addition, our primary cloud hosting partner houses our technology in a certified low CO<sub>2</sub> data center.



## Environmental Strategy Governance

Over the year, Ben Goedegebuure, Chief Global Strategy Officer, and Rachael Riggs, General Manager, Environmental Strategy, shared updates with Maritz team members about our environmental strategy and its governance. We evaluated sustainability-related risks and opportunities as part of our company-wide risk management process, with key risks and solutions regularly discussed at Maritz board meetings.

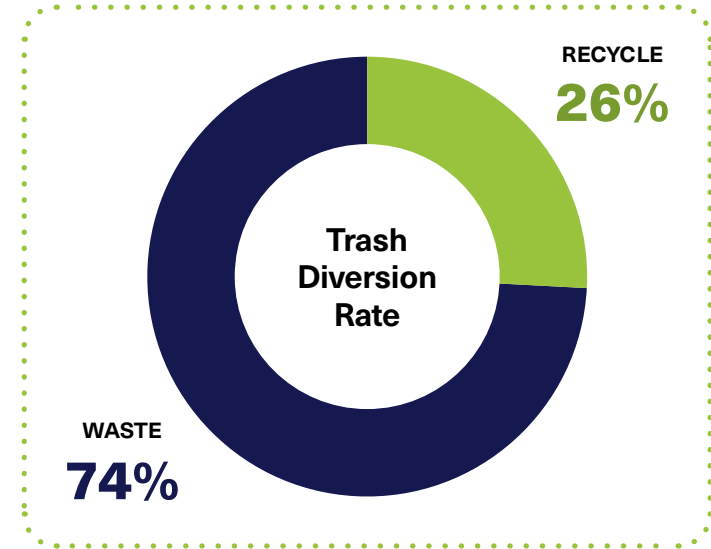
We are supported by four working groups focused on:

1. **Market solutions**
2. **Brand/communications**
3. **Employee education**
4. **Measurement, reporting, verification, impact and supply chain**

Additionally, in 2024, we adopted an updated environmental policy to better align with our current strategy. While the original policy was established some time ago, we recognized the need for an update to ensure it remains relevant and in sync with our evolving strategy.

### Waste

Although our business operations generate minimal waste, we recognize that any landfill waste impacts the environment. We diligently track our waste, implement initiatives to reduce it and seek opportunities to recycle or repurpose materials. Maritz has policies for the safe handling of office materials and equipment, such as batteries. Additionally, we host annual electronics recycling drives for employees and community members near our St. Louis headquarters. In 2024, these efforts diverted approximately 14,000 pounds (7 tons) of e-waste out of landfills.



Maritz's Green Team is passionate about protecting our planet. We hosted several impactful events in 2024 including a green vendor fair, an electronic vehicle (EV) ride & drive, electronic recycling and several lunch-and-learn sessions.

—Larry Corley  
Sr. Technical Trainer/  
Maritz Green Team Lead



# Leveraging Partnerships

Partnerships within our industries make us stronger and drive collective impact and change. We collaborate with many organizations and here are a few examples:

Partners	Initiatives
<a href="#">Edison Electric Institute</a>	We joined the largest trade organization for electric companies in 2023 as associate members.
<a href="#">Events Industry Council (EIC)</a>	Maritz joined the EIC Board in January 2025 and actively serving on several committees such as the APEX Commission and the Sustainability and Social Impact Committee.
<a href="#">In-House Corporate Event planner community (ICE)</a>	Maritz is active in the ICE community. One of their key activities includes supporting corporate event professionals on their sustainability journey.
<a href="#">Forth Mobility</a>	We are a member of this nonprofit organization dedicated to equitable access to electric transportation across the U.S.
The Future of Automotive Retail (FAR) Conference	We are the creator and organizer of this biennial event which focuses on the future of automotive retail and considers issues such as electric vehicles and other key areas.
<a href="#">Incentive Research Foundation (IRF)</a>	We are a long-standing member and contributor to this organization.
<a href="#">Net Zero Carbon Events</a>	We contributed to the <a href="#">NZCE Measurement Methodology</a> and <a href="#">Travel and Accommodation Guidance</a> . As a committee member, we also serve on the NZCE Board (as representative of the ICE Community).
<a href="#">Professional Convention Management Association (PCMA)</a>	Our team members are involved with various committees and new initiatives relating to environmental impact, like Convene4Climate.
<a href="#">Society for Incentive Travel Excellence (SITE)</a>	We are a long-standing supporter of the organization's work in incentive travel and the supply chain.
Transportation Electrification Board (TEB)	This board was founded in 2022 with EV stakeholders from various critical areas including policy, technology, OEMs, automotive retailers, infrastructure/charging providers, electric utilities and academia. The TEB focuses on gathering additional context and insights that give Maritz a unique perspective and strategic lens to support transportation electrification.
<a href="#">U.S. Travel Association</a>	Maritz actively participates in sustainability initiatives relating to group travel.



Our team joins a panel of experts from St. Louis CITY SC, Missouri Botanical Garden, Alvarez & Marsal and Explore St. Louis to explore how the entire event ecosystem can contribute to designing more sustainable events.

## Supporting Our Community with the St. Louis Green Business Challenge

In September 2024, Maritz hosted the St. Louis Green Business Council to share our sustainability story with the local community. Led by Jean Ponzi of the Missouri Botanical Garden, the event highlighted how we have accelerated our sustainability journey since 2020. Our general manager of environmental strategy presented our sustainability journey, vision, strategy and practical tips on how to elevate businesses and connect people in the future.

# A Selection of Activities

Our clients don't have to choose between industry expertise and a sustainable partner — we offer both. We guide our clients through every aspect of their business, working together toward a more sustainable future.

## Automotive Team Focus Areas

We are uniquely positioned to help the automotive industry create a more equitable and sustainable future because we partner and provide services for the full value chain — from manufacturers and retailers to government agencies, electric utilities and charging services.

### Customer and Dealer Incentive Programs

We partner with over a dozen of the world's best auto brands to design and administer education, readiness, incentive, retailer assessment, lead response analyses and customer experience programs that support the transition to electric vehicle (EV) purchases.

### Government and Utilities Partnerships

Government and utilities play a large role in the electrification of the industry through programs that drive EV adoption. Maritz's expertise as a retail performance agency allows us to partner with these important stakeholders to help shape future policy and drive meaningful change.



## 2024 AUTOMOTIVE TEAM ACTIONS

### Advocating for EV Adoption

In June 2024, Maritz's transportation electrification leader, Ruthie Burst, was invited to participate in a White House roundtable of private sector leaders in the pre-owned vehicle sales industry, alongside clean car advocates and state and federal officials, to discuss the subject of EV adoption in the United States. In attendance were John Podesta, Senior Advisor to the President for International Climate Policy, and other senior administration officials from the White House and the Treasury Department.

### Program Launch to Support California's Zero Emissions Goal

Having previously helped the California Air Resources Board and California electric utilities launch and operate the largest EV point-of-sale reward program in the country, the California Clean Fuel Reward, we launched a new Drayage Truck Rebate program for Southern California Edison (SCE) in 2024. Through this program, drayage truck operators with active SCE service accounts who register their vehicle(s) at the Port of Los Angeles, Port of Long Beach or Port of Hueneme can receive \$115,000 or \$150,000 instantly off the purchase of a Class 7 or Class 8 battery electric drayage vehicle (BEDV). The program helps mitigate the upfront cost of BEDVs, supports acceleration and maturation of California's BEDV market, optimizes available funding streams for maximum benefit to California's vehicle operators and supports the California Air Resources Board's commitment to reducing air pollution to protect public health.





## 2024 AUTOMOTIVE TEAM ACTIONS (continued)

### St. Louis-based EV Ride & Drive Event

On May 1, 2024, we partnered with electric utility provider Ameren and local dealerships to host an EV Ride & Drive event on our corporate campus. Employees and tenants had the opportunity to test drive seven different EVs, chat with EV experts, participate in EV trivia and enjoy delicious barbecue cooked by an EV pickup truck.

### Driving the Industry Forward

Through active engagement in conferences, comprehensive EV initiatives and academia, Maritz continues to pave the way for a more electrified and sustainable transportation future including:

- Authoring [articles](#) and [white papers](#) that explore strategies to enhance EV adoption and program participation through retailers.

- Leading breakout sessions at client events focusing on converting EV leads into buyers.

- Leading a panel at the Forth Mobility Conference in September 2024 to discuss how internal retailer processes and incentives can facilitate greater access to pre-owned EVs for consumers.

- Creating the Maritz Transportation Electrification Board (TEB) in 2022 and the biannual Future of Automotive Retail (FAR) conference in 2018.

- Partnering with Northwood University in Midland, Michigan, where we provide scholarships and share our real-world expertise inside the classroom.



As an automotive retail performance agency, we collaborate, design and implement programs with our entire client base, including manufacturers, dealers and utility partners, to achieve our collective sustainability goals, actively facilitating the transition to electric vehicles through our full suite of professional services. Our expertise in the auto sector and utility space enables us to provide innovative solutions that not only enhance vehicle, parts and service sales but also promote environmentally responsible practices.

—Jeff Kellstrom, Chief Operating Officer  
& General Manager  
Automotive Solutions



## 2024 BUSINESS EVENTS SOLUTIONS TEAM ACTIONS

### Sustainability Initiatives in Business Events Solutions

In 2024, our Business Events Solutions team continued to champion environmental sustainability within our industry through advocacy and educational efforts. We collaborated with sustainability experts to provide innovative solutions and actionable insights that help drive the industry forward. This collaboration ensures that our event professionals have the necessary tools and knowledge to create impactful, sustainably responsible events.

Additionally, we leveraged relationships across our solutions to bring in outside voices and perspectives. By integrating insights from various sectors, we create comprehensive forums that facilitate meaningful discussions and solutions. This cross-functional approach ensures that the business events industry benefits from a diverse range of expertise, helping to accelerate progress toward sustainability goals.



### Industry Advocacy Through Convene4Climate

Convene4Climate, an initiative by the Professional Convention Management Association (PCMA) in collaboration with the Strategic Alliance of National Convention Bureaus of Europe, aims to transform the business events industry by embedding sustainability

and climate action into its core operations. In October 2024, Maritz played a pivotal role in the inaugural Convene4Climate event. This initiative aspires to become a global movement, uniting the business events industry and other sectors to explore future scenarios, expand knowledge and develop innovative solutions at the intersection of climate-tech and business events.

### Advancing Client Sustainability Practices Through Our Event Management Team

We remain committed to helping our clients enhance their sustainability practices. Central to this effort is our event management sustainability toolkit, which integrates the Events Industry Council's Sustainable Event Standards into the event planning process, embedding environmental stewardship in every meeting. Our teams undergo training to deliver this service to our clients.

Our 2024 initiatives to promote sustainability throughout the event lifecycle included:

- Establishing an event management task force dedicated to sustainability.
- Launching an internal sustainability newsletter.
- Forming a travel director green committee to enhance on-site sustainability practices.
- Transitioning to recyclable signage as our standard offering.
- Partnering with ID Brands to curate a selection of sustainable giveaways and name badges for events.

### Education Through Internal Sustainability Newsletter

In 2024, our event management and sustainability teams partnered to create an educational newsletter. This newsletter aims to equip our large event management team with the tools they need to plan sustainable meetings.



### Leaning into Measurement Through Maritz's Carbon Footprint Measurement Tool

Our Carbon Footprint Measurement Tool (CFMT) gained traction in 2024 as we worked with numerous clients to assess the carbon impact of their events. We assisted clients in measuring their events for the first time and worked with repeat clients to evaluate their portfolio of meetings, establishing baselines for multiple events. This measurement process provides guidance on significant design changes to reduce CO<sub>2</sub>e consumption at their events, from site selection to event execution. These clients adopted our recommendations for reductions and incorporated them into their event policies.

We partner with Reduce2, a globally recognized leader in sustainability assurance, guidance, certification and standards setting in the business events industry, to provide carbon calculation and analysis.

### Maritz Receives First Environmental Sustainability Award from Toyota North America

In April 2024, our team received the first Environmental Sustainability Award from Toyota North America IPSS (Indirect



Maritz team members, Jenny Mandel, Reista Schad and Rachael Riggs (front row, middle) accepted the Environmental Sustainability Award from the Toyota team.

Procurement Shared Services). They became one of the first to utilize our CFMT for their 2023 SupplierCon event and are committed to using this tool to improve their carbon consumption for future events.

### Measuring Our Own Events

We measured our own cornerstone events, Activate (supplier-focused) and Elevate (customer-focused), and have seen significant reductions in CO<sub>2</sub>e. Since we began measuring in 2021, we are pleased to report that we redesigned

these events, increased their size and reduced the emissions by 28%.

One highlight of Activate 2024 was our collaboration with Colors for Good. Their mission is to provide remote communities with flexible, home-based and tool-less jobs. They created unique, recyclable and sustainable lanyards for our guests, which could be reused as sunglass holders, necklaces, bracelets or hair ties after the event. We not only provided employment opportunities but also reduced waste.



Activate 2024: Colors for Good CEO, Alessandro Teichner with David Peckinpaugh; Colors for Good badge lanyard that can be repurposed.



## 2024 ENGAGEMENT SOLUTIONS TEAM ACTIONS

### Sustainable Solutions and Incentives

The best incentive programs reflect the motivations and values of participants and channel partners. As we actively track what our clients are looking for as well as what is meaningful and exciting to their program participants, it's clear sustainable options are growing in importance. Additionally, the market is responding and more options are available, which we actively seek out to not only include but also feature in our collection. We are partnering with our suppliers to develop more sustainable offerings to our rewards and incentives programs. We currently offer more than 400 sustainability-related items in our rewards collection. View the most recent sustainable product catalog [here](#).

- Products made from recycled materials
- Products that are reusable and recyclable
- Products that use renewable inputs
- Battery-operated equipment with lower emissions
- Tools that help employees reduce energy use and footprint, such as the first-ever carbon neutral Apple Watch



### Rewards Collections

As we enter 2025, our focus on sustainability has led us to some of the most innovative and exciting items in our rewards collection. We're seeing these key trends:

#### Eco-Friendly Materials and Design

Because our program participants care more than ever about how products are made, we expanded our offerings to include products made with recycled or durable materials. For example, we have a chair in our catalog made from recycled polyester and a water tumbler that features recycled stainless-steel construction.



### Renewable Energy and Low Impact

Another trend we're seeing is harnessing renewable energy, which is seen across many items in the collection, such as solar panels that provide a sustainable power solution for outdoor adventures. We have another that offers power banks that ensure one stays connected with minimal environmental impact.

### Sustainable Transportation

Eco-friendly commuting options are gaining popularity. We offer a skateboard that represents a low-impact alternative for urban travel and bikes that promote eco-conscious commuting.

### Water Conservation and Safety

Our collection includes products that prioritize water conservation and safety, from life vests to pet water bowls.

### Smart and Efficient Technology

Energy-efficient technology is a cornerstone of modern sustainability. Many of the electronic products offered have energy efficient features for seamless virtual meetings.

### Outdoor and Adventure Gear

The outdoor gear in our catalog is designed for performance and minimal environmental impact.

## Good Things Come in Eco-Friendly Packages

We reduce the environmental impact of physical rewards by offering sustainable packaging solutions:

- Renewable materials
- Eco-friendly paper
- Dissolvable packing
- Eco-friendly tags
- Recycled gift cards
- Electronic gift cards



“ Some of our leading brands are dedicated to improving the circularity of their product lifecycle. They accomplish this by creating new products from recycled materials, collecting products at the end of their life and utilizing recovered resources in the production of new items.

—Mike Donini  
Manager, Rewards  
Procurement

”



### Rewards Unboxing Experiencing: Sustainable Packaging Trends

Our unboxing experience product collection is designed to create unique and meaningful moments that meet a range of needs, such as commemorating milestones, surprising and delighting recipients, rewarding achievements and celebrating special occasions. Each package is carefully curated to include items and packaging that reflect the client’s preferences and values.

We make a special effort to guide our clients towards sustainably minded options. The communication within the box about sustainability varies and when emphasized, it is woven into the “story” that ties together the entire unboxing experience. Here’s an overview of the sustainable packaging trends that make our unboxing experiences both responsible and innovative:

#### Eco-Friendly Packaging

We prioritize recyclable boxes made from sustainable materials, ensuring minimal environmental impact. For example, one of our packaging options includes paper embedded with wildflower seeds, adding a fun and interactive element that recipients can enjoy long after unboxing.

#### Personalized and Biodegradable Touches

Each box features a personalized message, celebrating achievements and encouraging eco-friendly practices. Additionally, a handwritten 4x6 card on biodegradable paper emphasizes our commitment to sustainability and conscious living.

### Sustainable Celebration

One option we have offered in our unboxing experience includes champagne from eco-conscious winemakers and treats from a minority and women-owned bakery specializing in sustainable, locally sourced snacks. These elements create an exciting and responsible celebration.

#### Empowering Artisans and Family Sharing

We have included handcrafted artisanal candles from a social enterprise empowering women artisans worldwide, which promotes warmth and togetherness during family celebrations. Each candle is sustainably made, adding to the eco-friendly nature of our collection.

#### Eco-Friendly Dining Experiences

We offer gift cards to restaurants known for their sustainable practices and farm-to-table dining. This allows recipients to enjoy an eco-friendly meal, adding an element of surprise and delight.

#### Paperless Productivity

We include a reusable and cloud-connected notebook, which promotes paperless productivity and sustainability and empowers recipients to enhance their productivity while reducing paper waste.

#### Interactive and Sharable Sustainability

This gift features a hidden QR code that leads to a secret message with an exclusive offer or personalized reward, creating a sense of intrigue and exclusivity. Additionally, these QR codes can link to a video showcasing the sustainable and ethical practices of our products and a social media sharing feature that encourages recipients to share their sustainable unboxing experience.



Maritz’s  
dedication to  
eco-friendly practices  
and solutions align  
with the values of  
eco-conscious  
customers.

# Maintaining a Responsible Supply Chain

We maintain high standards and expect our vendors to do the same. Our Supplier Code of Conduct, available on our website ([Supplier Code of Conduct | Maritz](#)) outlines our shared commitments to legal compliance, integrity in business and responsible global citizenship. The code fosters trusted business relationships that generate shared value. Furthermore, our supplier contracts include provisions on child labor exploitation and trafficking, discrimination, sexual harassment and environmental practices.

As we advance toward a more sustainable supply chain, we are collaborating with our suppliers to better understand their sustainability goals. In 2024, we critically examined our policies and processes, researched best practices and sought expert guidance on improving the sustainable practices of our supply chain. This comprehensive review has helped us establish a framework for 2025, enabling us to support our goals and our suppliers in their sustainability journeys and foster mutual growth and improvement.

## Supplier Diversity

As a [Mid-States Minority Supplier Development Council](#) corporate member, we're committed to identifying and strengthening businesses owned by minorities and women. Our women and minority owned supplier spend for calendar year 2024 is \$21 million.



**\$21 M**  
spent with diverse  
suppliers in CY 2024

# Unleashing Human Potential

It starts with our own employees. We strive for an inclusive and welcoming culture that supports our people’s potential and well-being.

## Belonging@Maritz

As a people-focused company, we launched Belonging@Maritz to connect and empower our people. Our grass-roots efforts began in 2020. Several focus groups were held to gain additional insights from a variety of employees and groups across Maritz, leading to the development and activation of a Leadership Council and six Employee Resource Groups (ERGs).

In 2024, we evolved our focus to include our goal of increasing accessibility in our organization and across our industries.

Belonging@Maritz has key goals that include fostering a culture of workplace inclusion, creating a physically, mentally and technologically accessible environment, as well as engaging with suppliers, local community organizations and stakeholders. All employees are responsible for maintaining a safe, respectful and productive environment.

Maritz expects people leaders to cultivate an inclusive organizational culture, address inappropriate conduct promptly, actively engage in training and encourage team members to participate. The strategy’s success relies on the collective support of all individuals within the organization.

Belonging@Maritz upholds our vision and works to align our efforts with our long-term business strategy, prioritize initiatives and outline goals. Every ERG co-chair serves as a member of the cross-functional council.

### Our Belonging@Maritz Journey

Created a Dedicated Resource  
Talent Acquisition: Diversity Jobs  
Educational Updates  
Special Pulse Survey  
Focus Groups  
Pronouns in Workday Report Out  
Gender Neutral Restrooms (Main Campus)

Established DE&I Council  
Formed ERGs  
Offered DEI Training



Winter 2022

Marilyn Stowers Recognized as “Diversity Hero” by the St. Louis Small Business Monthly  
Moved to Global Business Strategies  
Presented to New Travel Directors Council Charter Approved



Fall 2023

Named “Belonging@Maritz”  
Published Strategy  
Launched Employee Recognition Program  
Renamed ERG LGBTQIA+ to ProudMaritz



Q4 FY24

“Accessibility” Added  
Info Sheet Created  
Video Update  
Formed ERG Subgroups  
Microlearnings Offered



Q1 FY25

Established New Generations at Work ERG  
Messaging Platform Created



Q2 FY25

Onboarding Video Produced  
Digital Accessibility Training Offered  
Presented to Company Groups and Departments



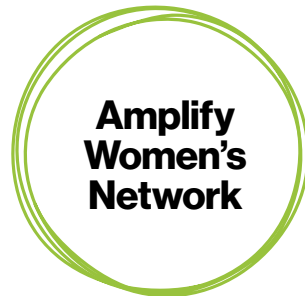
Q3 FY25

## Employee Resource Groups (ERGs)

Five ERGs were formed in the first year based on employee input on how to recognize and honor the diverse needs and individuality of our team members. In the first year, each ERG established its purpose and took strides to educate team members on the perspectives, cultures and workplace challenges of the employee groups they represent. The following year, each group was activated — hosting events, finalizing charters and creating subgroups where necessary. In 2024, a sixth employee resource group, Generations at Work, was added and a focus on accessibility was added as a subgroup to the Individuals with Disabilities ERG.



Amplify Women's  
Network leaders



## Amplify Women's Network

This group connects, supports and empowers women by helping them develop personally and professionally and provides opportunities to network with women across the organization and give back to the community.

### 2024 Highlights:

- Recognized numerous Women's History Month/International Woman's Day activities including involvement from other Maritz ERGs to highlight impactful women from around the world.
- Celebrated Maritz's 15th year of recognizing women's contributions in leadership, Amplify has expanded its Women of Distinction award to include both St. Louis and non-St. Louis based employees.



## Caregivers

This team provides support, information, advocacy and resources for employees who are caring for a loved one.

### 2024 Highlights:

- Honored National Caregiving Day with "Thank A Caregiver" campaign in February and National Family Caregivers Month in November with trivia and educational resources focused on "Caregiving and the Five Dimensions of Well-Being."
- Made donations to organizations that have helped members of the Caregivers ERG in their caregiving journeys.
- Started a "Caregivers Connect" network to better facilitate the sharing of caregiver stories, allowing Maritz caregivers to impart what they have learned from their caregiving journey with other caregivers, celebrate each other's joys and support each other through caregiving challenges.
- Collaborated with the Maritz Benefits team to promote awareness of Maritz's Caregiver Leave benefit.



## Generations at Work

This group fosters an inclusive environment where employees from all age groups can share their experiences, learn from one another and collaborate effectively.

### 2024 Highlights:

- Hosted an internal panel discussion, bringing together employees from different generations and business sectors to share their experiences and build understanding.
- Established ERG charter and formed a committee to guide initiatives and actions.
- Planned for future events and programs, including additional panels, Intergenerational Week 2025, internal interviews and empathy training.

## Individuals with Disabilities

This group creates a supportive space where employees of all abilities feel valued and enabled to succeed. Provides education and awareness to the Maritz community around important issues and promotes accessibility.

### 2024 Highlights:

- Published articles and held a speaker event featuring Starkloft Disability Institute during Employee Disability Awareness Month.
- Promoted training opportunities for digital accessibility.
- Hosted a hot chocolate pop-up on World Mental Health Day.

## ProudMaritz

This group provides a welcoming space for individuals within, and who closely support, the LGBTQIA+ community. Allows individuals to listen and share past and current experiences, support one another, celebrate one another and educate the Maritz community on LGBTQIA+ issues.

### 2024 Highlights:

- Held annual on-campus and virtual Pride events and sponsored/walked in St. Louis Grand Pride Parade in June.
- Sponsored a Maritz Lunch and Learn to cover LGBTQIA+ basics, work environment, inclusivity and allyship.
- Connected volunteer supporters with Maritz people needing mentorship and support on LGBTQIA+ issues.

## Race & Ethnicity

This group fosters a community supportive of people of color in the workplace. Encourages learning and dialogue around issues of race and ethnic equity.

### 2024 Highlights:

- Formed subgroups to authentically highlight cultures throughout the year for cultural diversity and celebrations such as MLK Day, Lunar New Year, Black History Month, AAPI Month, Thai New Year and Hispanic Heritage Month.
- Hosted a guest speaker event in April for AAPI month.

Employee resource groups are at the heart of our Belonging@Maritz efforts. These passionate and dedicated team members give a great deal of time and energy to help us move these initiatives forward.

— Marilyn Stowers  
Diversity, Equity & Inclusion Consultant

## Belonging@Maritz Leadership

Maritz is developing a collaborative relationship with the Urban League of Metropolitan St. Louis to support their community service initiatives through various volunteering opportunities. Pictured below is David Peckinpaugh and Marilyn Stowers touring their newly renovated headquarters.

Marilyn also attended the grand opening of the Urban League of Metropolitan St. Louis Center for Entrepreneurship and Women's Business Center.



From left to right: Michael P. McMillan, President and CEO, Urban League of Metropolitan St. Louis; Lee Haynes, VP, Marketing and Communications, Urban League of Metropolitan St. Louis; Marilyn Stowers, Maritz; David Peckinpaugh, President and CEO, Maritz.



Service Corps of Retired Executives St. Louis (SCORE) is a chapter of the national SCORE organization, which provides free, confidential business mentoring to small business owners and entrepreneurs. SCORE St. Louis offers resources, workshops, and mentorships to help local businesses thrive. From left to right: Marilyn Stowers with Maritz, a corporate member of the Mid-States Minority Business Development Council; Janna Pearman Jacobs, owner of RKC Management Consulting and SCORE mentor; Tabitha Hunt, Entrepreneur and mentee in the SCORE program; Chris A. Ruzicka, Director of Business Development from Carmody MacDonald and SCORE mentor.



Maritz hosted College Bound St. Louis' annual Board of Director's Retreat. This organization empowers students from disadvantaged backgrounds to complete higher education and enter successful careers.

Marilyn Stowers participated on the Institute for Supply Management's Certified Professional in Supply Management (CPSM) Job Analysis Task Force. This group worked together on updating the CPSM Exam for the Certified Professional in Supply Management certification.



## Training

Training related to our Belonging@Maritz efforts is available to every employee at Maritz.

- The *Unintentional Manager* and *Unintentional Employees* training courses were launched and available to all employees.

New Belonging@Maritz education added in 2024:

- MP&Dcast: Episode 9 - Jessy Kane and Drew Roznowski: ProudMaritz Employee Resource Group
- Unintentional Still Hurts: Bias and S.T.E.P.
- MP&Dcast: Episode 10 - Char Shada and Simon Huang - AAPI Subcommittee of Race & Ethnicity
- Asian American and Pacific Islander (AAPI) Heritage Month
- Breaking Down the Generational Divide: A Panel of Peers
- Guest Speaker: Starkloff Disability Institute
- Web Accessibility guidelines and resources

## Building Workforce

We are an equal opportunity employer. Our talent acquisition team partners with hiring leaders across the organization to find the right talent for the right roles. We use a variety of recruiting methods to ensure we attract candidates from diverse backgrounds. Additionally, we leverage multiple talent networks that focus on promoting diversity.



EveryVoice Black Employee Network, a subgroup of the Race & Ethnicity ERG hosted a fireside chat in honor of Black History Month.



Drew Roznowski (left) shared his passion with his involvement in the ProudMaritz Employee Resource Group and Char Shada (above right) shared her experience with the AAPI Subcommittee of Race & Ethnicity on the Maritz P&Dcast.

# Caring for Our People

At Maritz, we want all team members to reach their full potential. To do that, we care for the whole person.

## Career Development

In 2024, Maritz graduated 100 employees from our internal leadership development program focused on capability-building for people leaders at various levels across all solutions. In the fall, our second 100-person cohort launched with graduation expected this year.

Unleashing human potential is as much about our employees as it is about our customers. To that end, our internal mentoring program was launched in January with 90 participants. The mentoring engagements represent a wide range of goals and topics related to career development at various levels throughout the organization.



Maritz mentor, Carol Ann Jones (left) with mentee Olivia Louderman (right).

## Mentoring the Future Leaders

In 2024, Maritz held its second annual **All Maritz Internship Program**, welcoming 15 interns from 10 universities across the United States. The program is designed to foster future talent and provide meaningful, real-world experience. Of the 15 interns, five transitioned into full-time roles at Maritz, continuing to support their teams and explore additional career opportunities within the company. The Maritz Internship Program is a 10 to 12-week experience for students, offering hands-on learning across various disciplines, including accounting/finance, marketing, information technology and operations. Interns were placed across our organization, working on team-specific projects while also engaging in professional development activities. This included lunch and learns with different departments, executive meet-and-greets, team building, networking events, career support resources and more. Through this program, interns gained valuable skills, built professional networks and experienced Maritz's collaborative culture firsthand.

## Safety

Employee safety and wellbeing are an important part of our business and culture. Whether our employees are working at an office, at home, a warehouse or on site for a client's business event, we have robust policies and guidelines in place for their physical safety and wellbeing.



## Remote Working

We continue to provide flexible, remote working opportunities with a skilled workforce that is spread across the country and around the world. This approach allows our employees to choose what suits them best and taps into a widespread and expert team of colleagues. We have 2,670 regular staff members. Of these, 57% work entirely remotely, and for those that are office-based, approximately 74% choose to work remotely for at least two days a week.





# Making an Impact and Giving Back

We are committed to making a positive impact on our communities. With a strong belief in corporate social responsibility, we actively engage in initiatives aimed at giving back. From supporting local education programs, to partnering with non-profit organizations to address social issues such as the fight against human trafficking, our dedication to community involvement is reflected in our employees' volunteer efforts and the charitable events we sponsor. By fostering a culture of generosity and compassion, we want to uplift and empower the communities around us.

## Our Fight Against Human Trafficking

We continue to support awareness in the fight against human trafficking. In 2013, Maritz was the first meetings and events company to sign the Tourism Child-Protection Code of Conduct, and we continue to lead the way in supporting efforts across our industry.

- We are longtime partners of [Protect All Children from Trafficking](#) (PACT), a member of ECPAT International and the leading U.S. policy organization seeking to end the commercial sexual exploitation of children.

- In March 2025, PACT announced the 2025 Freedom Award honorees, which includes survivor and advocate Rebekah Charleston; David Peckinpaugh, President and CEO of Maritz, a longstanding member of The Code; and Artists, Athletes and Activists, a community-driven organization making waves for children's rights. This award was established to honor the remarkable contributions of individuals who have inspired change and championed child protection. David will accept this award on June 10 in New York City.
- We support the work of [Monarch Jewelry](#), a local charity creating jewelry and accessories to expand awareness and raise funds for Crisis Aid



International's efforts to help children and young adults who are at risk or caught in sex trafficking situations across the United States.

- We partner with [The Covering House](#), a St. Louis-based organization providing residential housing and programs for those who have endured an exploitation or trafficking experience. Besides financial assistance, we donated our own office space to The Covering House employees during construction of its new campus, which is slated to open in 2025.
- Our Human Trafficking Awareness Committee works tirelessly to increase awareness of human trafficking and the impact it has on the business events industry.
- We are committed to supporting organizations that align with our mission through our brand events.

We worked with the Covering House to host an educational event on campus in January 2024 and also collected items from team members to donate to The Covering House.



Maritz team members wear blue in honor of National Human Traffic Awareness Day.

**Will you join us?**  
Here are some ways you, too, can join the fight:

- ✓ View [PACT training](#) and resources to help recognize the signs.
- ✓ Report suspected trafficking at 1-888-373-7888 or the [National Human Trafficking Resource Hotline](#).
- ✓ Download the [TraffickCam App](#) where you can upload photos of hotel rooms that help investigators efficiently search and cross reference locations.

## Helping Communities

People can do amazing things and we see it every day. Our goal to help people be their best also extends to our communities. Here are a few examples:

**Pedal the Cause:** This annual cycling challenge provides critical funding for cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children’s Hospital. Our team members volunteer in the pre-event preparations and during the event with individual pledges.

**American Red Cross:** Our organization, employees and customers donated funds to the organization’s disaster assistance. In 2024, we hosted 4 blood drives on our St. Louis campus.

**Donald Danforth Plant Science Center:** Over the years, Maritz has contributed funds to support the Danforth Center’s important work. Beyond financial support, Maritz employees actively participate in essential awareness and fundraising groups such as Danforth’s Young Friends, a group of professionals aged 40 and under who raise funds to advance their mission.

**Jack and Jill Foundation:** This foundation looks to build family memories through travel when someone in the family has terminal cancer. Doctors prescribe trips as part of their terminal treatment plan.



### X Culture Global Symposium

We support these prescriptions in the best way we can — through travel and helping families build lasting memories with loved ones.

**Bike MS:** Bike MS involves nearly 40,000 cyclists and over 4,000 teams riding to support people living with multiple sclerosis (MS). Maritz has proudly supported Bike MS for over 10 years, doing our part to help this organization with their important mission.

**On Our Campus:** During the year, Maritz also supports a number of charities and not-for-profit organizations by hosting their events on the St. Louis campus.



Our team was awarded the Mission Award from The Covering House at their 2024 Dine for Dignity event. This award recognizes staff, donors and supporters who carry the Covering House mission wherever they go and are passionate about raising awareness and embody the refuge our youth seek.



Top to bottom: Maritz Pedal The Cause Team volunteers; Giving Back activity at Elevate 2024; Wellness break during Elevate 2024



### Supporting Education for Future Generations in the Workforce

Education is a cornerstone of our community support—giving both dollars and time to programs that help children and adults reach their potential. We partner with national and local organizations to provide donations and volunteer time.

#### Teach for America

We are a long-term partner with Teach for America — St. Louis and host school supply drives each summer. Through the 2024 back-to-school drive, our employees gathered nearly three carloads of school supplies, and we made a holiday donation.

#### X-Culture Competition

We created an educational challenge and competition to provide an immersive, hands-on experience for 51 X-Culture students from 15 countries across six continents. The challenge was created in close collaboration with several destination marketing organizations who are part of the BestCities Global Alliance and the Academy of International Business. The challenge topic was to prove the economic, social and cultural impact a major event can bring to a city. The experience included an immersive tour of the Maritz headquarters in St. Louis. The X-Culture program is designed for business students from around the world where students work on global teams to “solve” a significant business challenge. The students are typically senior-level or MBA students. The program also included an event held in conjunction with the Academy of International Business Southeast Chapter Annual Conference at Saint Louis University, which was attended by about 150 international business professors.

### Making an Impact at Our Brand Events

We incorporate giving back into how we design our events. We strive to raise awareness for issues and causes important to us and do what we can to support local organizations working directly within their communities at each event. Maritz is committed to supporting organizations that align with our mission through our brand events, and we are fortunate to have the support of our supplier partners to further expand our efforts and magnify our impact.

We continue to lead the way in supporting efforts across our industry to help end the fight against human trafficking, and we are grateful for the support, partnership and voices our supplier partners have provided to help maximize these efforts at our own signature business events, Activate and Elevate. In the past two years, we have supported The Phoenix Dream Center, One Purse, Covenant House Vancouver and The University of Maryland SAFE Center.

#### Creating More Accessible Business Events

At Activate and Elevate, we’ve incorporated the following:

- Quiet spaces
- Ample wellness time
- Closed captioning
- Custom menu app for food sensitivities and allergies

# Ethical Business

At Maritz, we know good ethics is good business. Honesty and integrity are non-negotiable. Ethical business practices are overseen and encouraged by a designated ethics committee and our ethics officer.

## Code of Conduct

The Maritz Global Code of Conduct (Code) outlines how we conduct business in an ethical and responsible manner for all employees, vendors and supplier partners. The Code is organized around three basic principles:

- **Treat others with respect**
- **Act responsibly**
- **Play fair**

Employees receive compulsory annual training in the Code. Employees are asked to immediately report any situation they feel could be in violation of the Code to

their leadership or through the Maritz Ethics Hotline available 24/7 via phone and website. Maritz maintains a strict no-retaliation policy.

## Policies

Maritz maintains and educates our employees on a robust suite of business ethics policies, including Antitrust and Foreign Corrupt Policies Act (FCPA); Corporate Information Security Standards and Information Security, Acceptable Use, Privacy and Records Management policies; Equal Employment Opportunity policy; and Supplier Relations policy.

## Cybersecurity

We safeguard our systems, data and stakeholders from the growing threats posed by cyber incidents while

ensuring compliance with data protection regulations by:

- Prioritizing cybersecurity investments to safeguard assets and comply with privacy laws and compliance initiatives.
- Implementing strong governance practices, such as regular risk assessments and developing incident response plans.
- Ensuring our team is aware of the responsibility to safeguard customer data from unauthorized access or misuses.

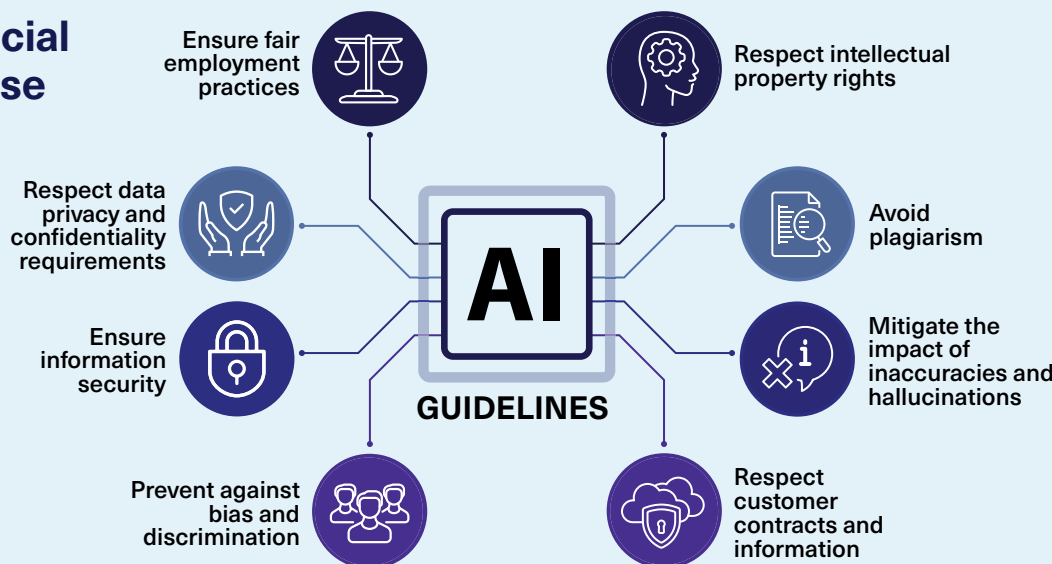
Any suspicious activity is reported to the information security office.

## AI Adoption

After launching our policy in 2024, we have seen an increase in adoption and use of AI tools across our business. We have approved tools in place to protect our employees and allow them to leverage AI to help automate tasks and upskill their work, giving them more time to be creative and enhance productivity. We launched live training for our people and have over 60% of our employee base attending and leveraging training for AI value in their work. We continue to learn about new use cases across our employee base that is influencing value in our solutions and services as well as our day-to-day operations. We have an AI resource page on our intranet that connects employees to available training, stories and use cases and the ability to engage with our AI strategy team on new tools, feedback and innovation tied to AI efforts.

## Responsible Artificial Intelligence (AI) Use

AI brings opportunity for innovation, along with risks to be aware of and navigate. Any use of AI by Maritz employees is governed by our Code and our AI Governance Policy. The AI Governance Policy is based on these guidelines:





## About This Report

Maritz is proud to publish this 2024 Climate & Impact Report to provide our customers, employees, communities and partners with an overview of our environmental and social commitments. Our fiscal year is April 1 – March 31 and any data related to our fiscal year is noted in this report.

Historical, current and forward-looking climate and environmental-related statements and data in this document may be based on standards, practices and methodologies that are still developing, controls and processes that are evolving and assumptions that are subject to change.

Website references and hyperlinks throughout this document are provided for convenience only, and the content on the referenced third-party websites is not incorporated by reference into this report, nor does it constitute a part of this report. Maritz assumes no liability for the content contained on the referenced third-party websites.

For more information, please contact:

**Rachael Riggs, CMP, SEPC, DES**

General Manager, Environmental Strategy  
[rachael.riggs@maritz.com](mailto:rachael.riggs@maritz.com)

**Deborah Cohen, CMP, SEPC**

Director, Brand Communications  
[deborah.cohen@maritz.com](mailto:deborah.cohen@maritz.com)