

AXICA'S INTEGRATED POLICY FOR QUALITY AND SUSTAINABLE EVENT MANAGEMENT

AXICA is a company located in the heart of Berlin, operating under the two brands AXICA Congress and Conference Center Pariser Platz 3 and Hoflieferanten Berlin. We rent exclusive event spaces and offer high-quality catering concepts – both at our headquarters and at select locations in Berlin and the surrounding area. Our corporate policy is based on the requirements of ISO 9001:2015 (Quality Management) and ISO 20121:2024 (Sustainable Event Management). We are committed to implementing quality, sustainability, and continuous improvement in all areas of our operations.

To achieve this, we are pursuing three strategic goals:

1. Environmental Responsibility

We will reduce our emissions by **3%** by the end of **2027** compared to the base year 2023 by gradually but consistently converting our food portfolio to a future-proof program and implementing a systematic waste and recycling concept.

2. Social Value

By 2026, we will ensure that at least **80%** of our suppliers are based in Berlin and the surrounding region to promote fair working conditions, inclusion, and regional value creation.

3. Economic Resilience and Innovation

We will achieve our economic targets (key performance indicators in DB1 and DB2) and increase customer satisfaction to at least **90%** by **2026** (measured through feedback surveys). We will also increase our share of repeat customers by **20%** by developing innovative, sustainable event concepts and offering excellent service quality.

OUR GUIDING PRINCIPLES

Quality and sustainability out of responsibility

THE IMPORTANCE OF ENCOUNTER

We create events with people for people. We provide space for visions and impact, experiences and stories, facts and data. We stand for values-based, respectful, and considerate interaction with people – whether within our team or in our services. We foster dialogue, exchange, and mutual understanding. Our aim is enthusiasm, not just satisfaction: We want to not only meet expectations but exceed them – with an open ear for the feedback from our customers, who contribute to our quality every day.

PREMIUM WITHOUT SUSTAINABILITY IS IMPOSSIBLE

Our services can only be truly high-quality if they are conceived and implemented sustainably. High-quality food, fair working conditions, and innovative business concepts are not only ethically imperative for us, but also the foundation for long-term success, customer trust, and social responsibility. Sustainability is not a trend for us – it is the future. As holistic hosts, we offer sustainably managed venues, personalized consultation, and tailor-made packages – with the goal of creating events that impress with their quality and impact.

A VALUE-BASED AND NUMBER-BASED THINKING WAY

For us, economic success and ethical conduct are inextricably linked. We combine values with economic efficiency: time and work time should be used meaningfully, charitable causes should be promoted, and information with sustainable added value should be conveyed. Our goal is credible, long-term successful work that unites ecological, social, and economic aspects. Impactful events are created through high-quality products, impeccable service, innovation, and attention to detail – responsibly and with a focus on the future.

OUR PATH: CONSCIOUSLY SHAPING QUALITY AND SUSTAINABILITY

Customer focus & quality assurance

- Continuous improvement based on customer feedback, market observations, and competitor analysis
- Regular training and development programs for our employees
- Measurement and management using key performance indicators, data, and facts for targeted development
- Clear formulation, communication, and implementation of goals and responsibilities throughout the company
- Collaboration with carefully selected partners, suppliers, and service providers

Sustainable event management (according to ISO 20121)

- Integration of ecological and social criteria into our event planning and execution
- Promotion of resource-conserving processes (e.g., waste reduction, energy-efficient technology, regional products), also to reduce our impact on climate change
- Strengthening social responsibility (fair working conditions, inclusion, accessibility, diversity)
- Regular review and adaptation of our sustainability goals and measures
- Involvement of internal and external stakeholders to promote transparent and participatory decision-making processes
- Communication of sustainability performance to customers, employees, and the interested public

Leadership commitment

- Top management is responsible for implementing and further developing our quality and sustainability policy.
- They ensure compliance with all relevant laws, standards, and internal regulations.
- They foster a corporate culture based on transparency, accountability, and continuous improvement.

OUR GOAL: EXCELLENT AND SUSTAINABLE EVENTS WITH IMPACT

We design events that meet the highest quality standards while simultaneously taking responsibility for the environment and society. For us, sustainable event management means not only a commitment to today's demands, but also to future generations.

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