

be anything.

and above all be sustainable



Authentic, open-minded and international

Preface

beMatrix respects people and the planet. Sustainability is one of our key drivers and a core theme in every department of our business. We might not yet have finalised our life's work, however, whilst getting there we pave the path to the future, every day. This charter is our way to invite you to join us in our efforts for more sustainability in the stand building industry.

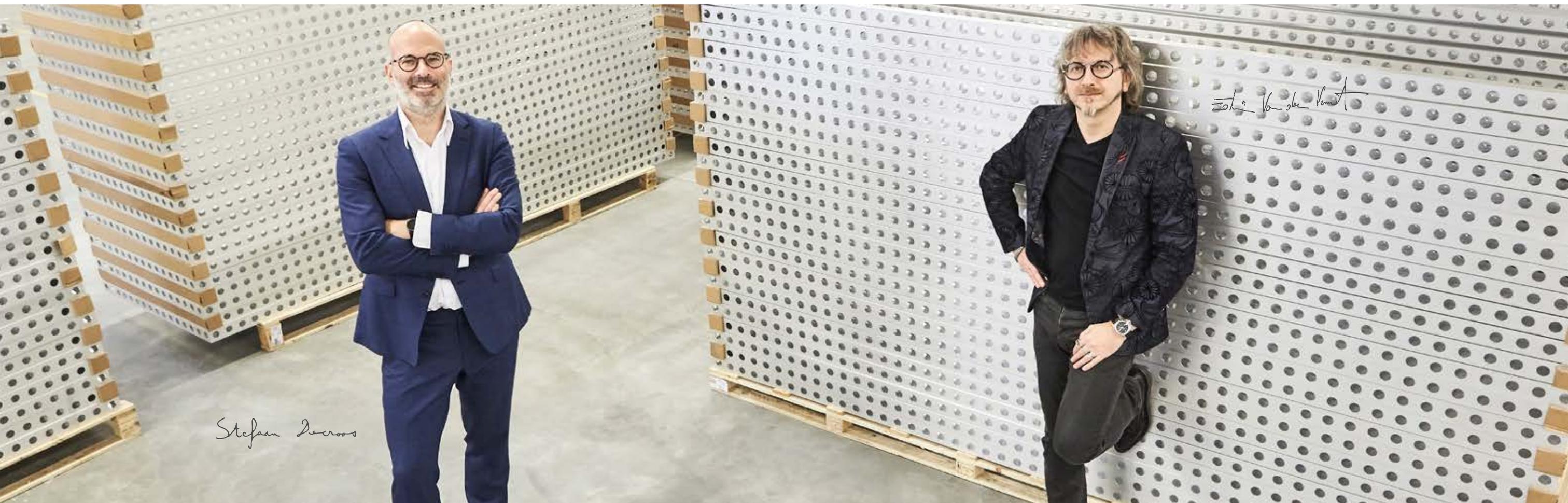
In this sustainability journey, our passion for corporate social responsibility always is subjected to a stress test using objective rationale and a clear vision. Our way is the straightforward way: we talk the talk and we walk the walk.

Stefaan Decroos (CEO) & Edwin Van der Venet (C!O)

beMatrix is the one and only true heir of the original frame system with large holes, launched on the market in 1993.

Always supplying top quality products is a main priority for beMatrix. Since we produce the beMatrix frame system in house from A to Z, we are in control of every step in the production process. Apart from 3 manufacturing plants, beMatrix also hosts several service hubs worldwide, for rental, sales and technical support. For our clients, a solution is at hand at any point.

The stand building industry continuously evolves. That is why the beMatrix R&D team operates in close collaboration with clients and suppliers alike, to optimise existing products and to develop new solutions. In 2018, we invested in a new and fully automated machine park, further perfecting the way our frames are finished.



be anything

Endless options for stand builders and exhibitors

Assembling the beMatrix frame system is so much faster than assembling a conventional profile system. What's more, it is light in weight and does not require any tools for assembly.

Thanks to the big holes, the frames can easily be connected to one another, in all directions. The 62 mm matrix delivers the ultimate in modularity, with endless configuration options.

Panels, textile or light walls are placed in front of rather than within the structure, rendering the frame nearly invisible. The result: an attractive and minimalist look, allowing for maximum amplitude in visual communication.



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Sustainability this, sustainability that

Our Common Future

The 1987 Brundtland report defines the 'sustainable development' concept as follows: "Development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs." That very definition has become the backbone of our corporate sustainability policy. We create added value with the focus on the current and future requirements of our clients, stand builders and stakeholders, such as our staff members and suppliers of raw materials.

According to estimates by 'Wuppertal Institute for Climate, Environment and Energy' 90% of the conventional materials used for stand building is dumped in the mixed residual waste.

beMatrix offers a sustainable alternative to the traditional stand building with a **lightweight aluminium frame system**. Since assembly is modular, our frames are so much more versatile and can be reused hundreds of times; a great answer to what stand builders and exhibitors both need – and our contribution to safeguarding the environment for the next generations.



"We create added value with the focus on the current and future requirements of our clients, stand builders and stakeholders."



Thanks to our **open corporate culture** and our **network** of co-workers (our beManiacs) and ambassadors (our bePartners), we quickly pick up on changes in needs and new trends. Our way of thinking is dynamic and our products are continuously scrutinised, so that they can be used today and tomorrow, in all kinds of different ways.

Sustainability to us has true meaning and is integrated in our day-to-day management as well as in the strategic choices we make. Together with an external partner we analysed where we want to go, resulting in 10 core themes.



Sustainable Development Goals

With a large number of sustainability efforts, we actively contribute to the United Nations Sustainable Development Goals, or SDGs. These SDGs are an action plan built around 17 main themes and 169 targets to make the world more sustainable by 2030. The SDGs are promoted on an international, national, regional and sectoral level to combat poverty and to protect our planet.

In fact, beMatrix positively impacts 9 SDGs:

- Good health and well-being (3)
- Quality education (4)
- Gender equality (5)
- Affordable and clean energy (7)
- Decent work and economic growth (8)
- Responsible consumption and production (12)
- Climate action (13)
- Peace, justice and strong institutions (16)
- Partnerships for the goals (17)

In this charter, our impact on an SDG goal is indicated by the relevant SDG pictogram.



Good governance



The beMatrix path to sustainability consists of three elements: our mission, our corporate values and our strategy.

Mission

beMatrix reduces sustainability to its essence: we want to make life easier for stand builders and exhibitors, in short **'Making stand building easier'**. We support our clients and exhibitors with sustainable materials, always focussing on **ease of use**.

- **Assembly and dismantling** – lightweight frames which do not require any professional tools
- **Transport and storage** – modular, easy to store in handy trolleys
- **Design** – user friendly online design program 'beCad'.
- **Use** – durable, no quality loss
- **Rental and service hubs** – international network with uniform parts for local delivery
- **Support** – experienced and knowledgeable agents

In collaboration with our partners, we write an all-encompassing modular story about unlimited possibilities in stand building. By incorporating trends and diversity in client segments, we continuously improve our corporate relationships.



“beMatrix reduces sustainability to its essence: we want to make life easier for stand builders and exhibitors.”

beMatrix values

To bring our mission to life, three values are of high importance, when making a decision regarding daily operations on the shop floor as well as when debating strategic choices at management level: **respect**, **passion** and **teamwork**.

RESPECT

- We respect each other (colleagues, customers, suppliers and other stakeholders) and each other's diversity.
- We are open to the needs and expectations of our clients and of all other stakeholders and will do anything to meet these needs and expectations.
- We are committed to help the environment, also out of respect for the next generations.

PASSION

- We are proud of what we do, of our innovations and our brand.
- We are authentic and honest and straightforward in the way we communicate.
- We talk the talk and we walk the walk.
- We promote a positive, dynamic, optimistic and warm place to work.



TEAMWORK

- We are a strong network of co-workers ('beManiacs'), working together to assure the entire group is successful; In that respect, we put the interest of the group before individual benefits.
- We collaborate closely with clients and suppliers ('bePartners').
- We share knowledge and insights.
- We are open to each other and support each other, both in a business context and outside of that.
- We spot opportunities for innovation in all links in the value chain.
- We subscribe to an open and honest corporate culture.

Strategic goals

Our strategy consists of several cornerstones. The five mantra describe the way we want to embed the beMatrix mission throughout the business:

- **be valuable** – we create added value for our clients and our clients' clients.
- **be the best** – we deliver operational excellence; we choose sustainable materials and systems.
- **be the first** – we are trendsetters, pioneers; we facilitate ease of use through continuous innovation.
- **be everywhere** – we can rely on an international network of co-workers, clients and rental & service hubs.
- **be together** – we collaborate very closely with our clients, suppliers and other stakeholders.



Social responsibility

Also outside of the corporate context, beMatrix engages in corporate social responsibility: every year we invest a set percentage of our profits in different national and international projects supporting people and the environment. These projects are carefully selected and will have to be a match with our philosophy. We endeavour to involve our teams or to raise awareness regarding the respective themes.





WATER KIOSKS IN ITURI

Via Ondernemers voor Ondernemers we support the build of three water kiosks in the province of Ituri, Congo. Until recently, manually operated pumps were being used to pump water, resulting in large queues at the water pits. We chose to invest in water kiosks, where more people can tap water at the same time. The kiosks are run by local entrepreneurs, who are offered a minimum price for the water. They are also responsible for maintenance and ensure sustainable water provisions in the province.

FORESTATION PROJECT IN NATURE DOMAIN GANZVELD

beMatrix also invests in breathing space, literally: with the support of the Flemish government, for every five aluminium frames sold, we sponsor one square meter of forest. In 2018 we actually helped grow the Ganzveld nature domain in Aalter by 16,000 m² of new trees. On Tree Planting Day by Natuurpunt, the beManiacs got their hands dirty and planted the sponsored trees themselves.

WARRIORS AGAINST CANCER

beManiac Lynn Persyn is a proud ambassador of Warriors Against Cancer, a volunteer organisation helping cancer patients to rekindle their self-worth after intense treatment. The volunteers for instance organise a photoshoot paid for by sponsors. Those photos are exhibited and sold at several vernissages all over Belgium, with the proceeds being donated to cancer charities. Warriors Against Cancer also organise Feel Good Days: days or weekends filled with relaxation workshops or coaching for improved quality of life and re-integrating in society. beMatrix donates the stand for the vernissages as well as financially supports the logistics of the Feel Good Days.

11.TRAIL

A number of beManiacs take part in the annual 11.trail in Roeselare, organised by 11.11.11 who strives for a world with more justice and less poverty. Since 2018 beMatrix finances the logistics, being one of the main event sponsors. All of the ticket proceeds are donated to the 11.11.11 charities.



Communication and dialogue



At beMatrix we aim for **transparent and honest communication**. The values 'respect' and 'teamwork' are prioritised, providing a solid basis for feedback. Internally, communication lines are short, since we have a flat hierarchical structure, enabling efficient communication between C-level, managers and employees. Our department heads play a pivotal part, since they are directly in charge of the shop floor.

Then there is our HR department, which for all beManiacs is always 'open for business'. On a regular basis one-2-ones with employees take place, to gauge their motivation and the way they feel. Thanks to this open culture, beManiacs do not feel inhibited to voice issues and HR can define actions for improvement. This feedback process also helps us to map the most important challenges and to incentivise self-development.



"The values 'respect' and 'teamwork' are prioritised"



People-minded entrepreneurship

So many aspects are involved when it comes to the **well-being** of our beManiacs. beMatrix carefully monitors wage levels, policies, management style, work surroundings and job security. Simultaneously, we are fully aware of the impact of how people relate on the work floor and endeavour mutual respect. We recognise therefore the results our co-workers attain, so they feel proud of their contribution. Moreover, we are flexible, conscious of our co-workers maintaining a healthy work-life balance.

When recruiting, we do not assess candidates based on gender, age, nationality, colour... At the beMatrix HQ and production site in Roeselare, we currently employ 41 men and 37 women. Even though in absolute numbers this may change, the 53% men and 47% women ratio seems to remain stable, which in fact mirrors the 50/50 ratio in the Belgian active population (between 18 and 64 years old).

A large choice in **training options** entices people to continuously learn and facilitates personal development, such as assertiveness training, to help you speak confidently in a meeting or to overcome fear of making a call. Co-workers can also enrol in a specific program, to enlarge their professional know-how and to make the switch to a different function within our organisation which matches their capabilities. For each co-worker a customised training plan has been drawn up, including e-learning, webinars, internal training, training on the job...

A large number of our workforce enrolled in the 'Client focus as a business model' training, showing their motivation in becoming more knowledgeable about people management and negotiation skills.

Based on our **annual employee satisfaction survey**, we list an action plan to improve the feeling of well-being amongst our workforce, with these actions also openly communicated. We for instance installed acoustic panels to minimise noise hindrance, we created a relaxation area and we promote healthy eating by providing a weekly fruit basket.



"beMatrix wants to partner up with a supplier of attractively priced recycled aluminium."



Sustainable procurement



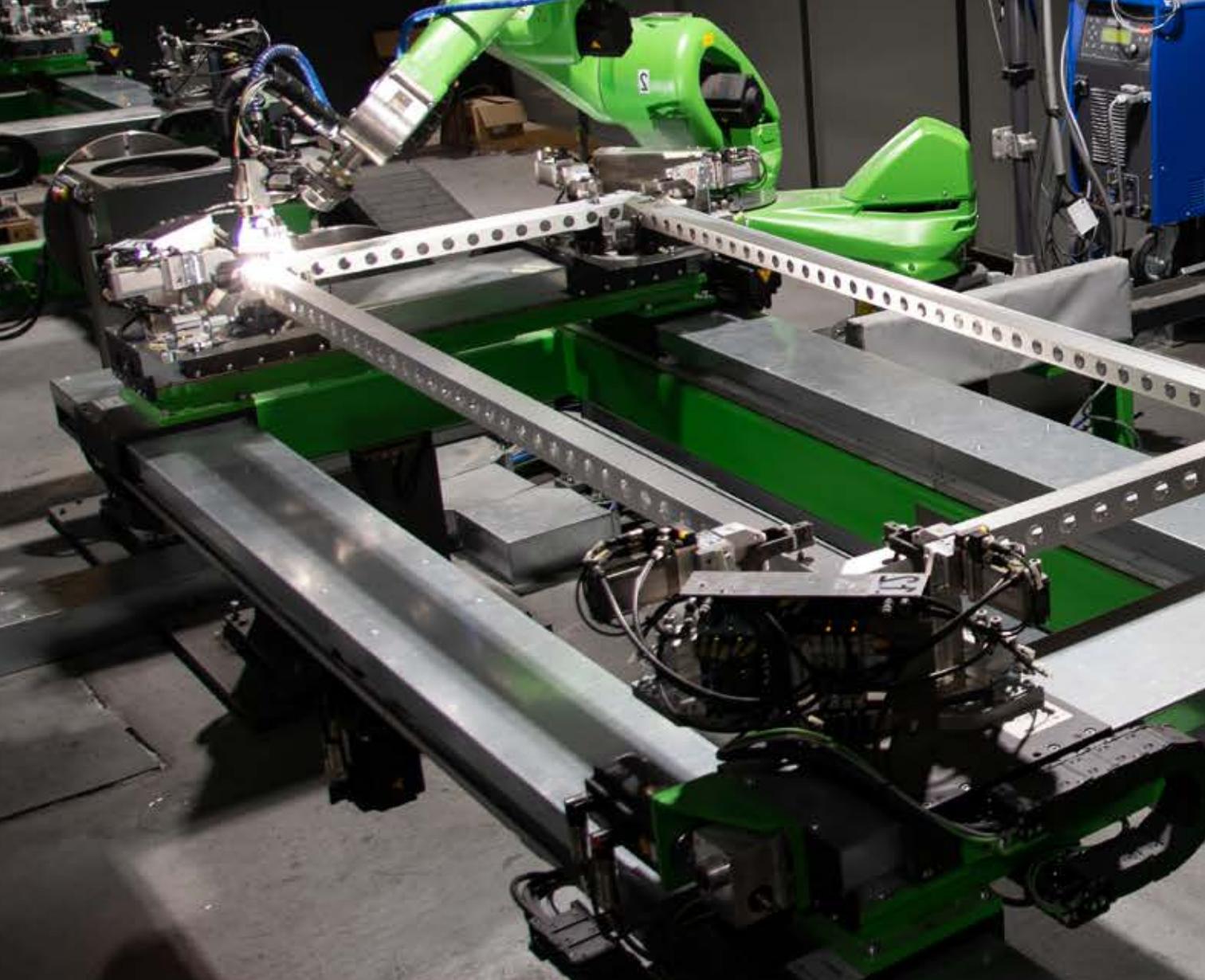
Recycled aluminium

Aluminium for the main part consists of bauxite, a mineral won in **opencast mines** in Australia, China, India, Brazil and Guinea. To keep the impact on the environment as low as possible, 80% of the mining sites are redeveloped. When they close, part of the reclaimed mining sites is given a new life as forest or as a dedicated agricultural area.

Apart from the mining process, the actual **production of aluminium** also is very polluting, hence why these days, this raw material is carefully managed all over the world. 75% of the aluminium produced in total still is in use, claims a study of the Flemish public service OVAM. In Europe, the recycle conversion rate of aluminium varies between 34% to 62% for cans, even up to 95% for aluminium used in the building and transport industry.

Aluminium can be re-used for an indefinite time, without loss of quality. Recycling aluminium is quick and efficient, whilst using 95% less energy than the actual aluminium production process. However, only a **small number of businesses specialise in recycling aluminium**. beMatrix continues the search for a supplier that offers eco-friendlier aluminium at an interesting price.





Efficient machines

In 2018, **beMatrix automated the production process**. With an automated machine park, beMatrix aims to house all production steps under one roof. This not only improves the quality of our profiles and frames, but also the speed at which these parts roll off the manufacturing line. The machine park is able to produce 1 frame every 100 seconds, including finishing. We are now very well versed in managing volume variance requirements and can deliver large volumes.

This investment has been a conscious choice for sustainability: since the machines are much more precise, we lose less raw materials during production. The small amount of production waste is collected and re-used for aluminium production.

The new machine park also requires less movements from and to subcontractors, again beneficial to the environment, both locally and on a world scale.

Sustainable product development

In 1993, beMatrix launched the original frame system with big holes. In fact, this was our first step towards being more sustainable. The characteristics of this frame system clearly match all kinds of sustainability principles:

Sustainable design

An aluminium beMatrix frame system is re-usable, modular and light in weight.

VERSATILE AND REUSABLE

Stand builders can use the profiles up to 200 times, in all kinds of configurations. With a bit of extra attention and care, they can even prolong the life cycle of their frames, minimising their impact on the environment.

MODULAR

Based on the design of their stand, clients can choose parts accordingly. With the same frame they can create a wall, floor, ceiling or a combination of all of these. Thanks to the modular character of our frames, reusing them is even easier.

LIGHT IN WEIGHT

The standard 992 by 2480 millimetre frames weigh 6.955 kilogram, making them ergonomically sound and user-friendly: stand builders require less hands for assembly and are guaranteed easy transport. Since the frames don't weigh much, less fuel is used during transport, hence causing less pollution!





Sustainable surface treatment

In order to lower the environmental impact of the production process, beMatrix introduced the **ECO frame as an alternative to anodised frames**. Traditionally, anodised frames are finished with a layer of oxide to protect them from wear and tear. This procedure involves the use of heavy chemicals, such as chromium and sulphuric acid. beMatrix wants to combat this kind of pollution by brushing the frames as a finishing technique. The frames still look similar to anodised frames but are fully recyclable.

The new frames are fully compatible with the existing frames, so clients can replenish their stock with new ECO frame modules.

At the same time of the launch of the ECO+ frames, in 2018, we also brought **ECO pins** to the market, used to attach frames to one another. These pins are no longer chromium-plated, but are manufactured out of Zamak (an acronym for the Dutch words for Zinc, Aluminium, Magnesium and Copper). This treatment is much eco-friendlier than a chromium treatment: CO₂ emissions are reduced to 1/8th and the weight of the pins is halved. Again, another advantage during transport and when assembling or dismantling a stand.

The ECO pins, thanks to their design, are fully stackable, so they take up less space during storage and transport.

CO₂-reduction

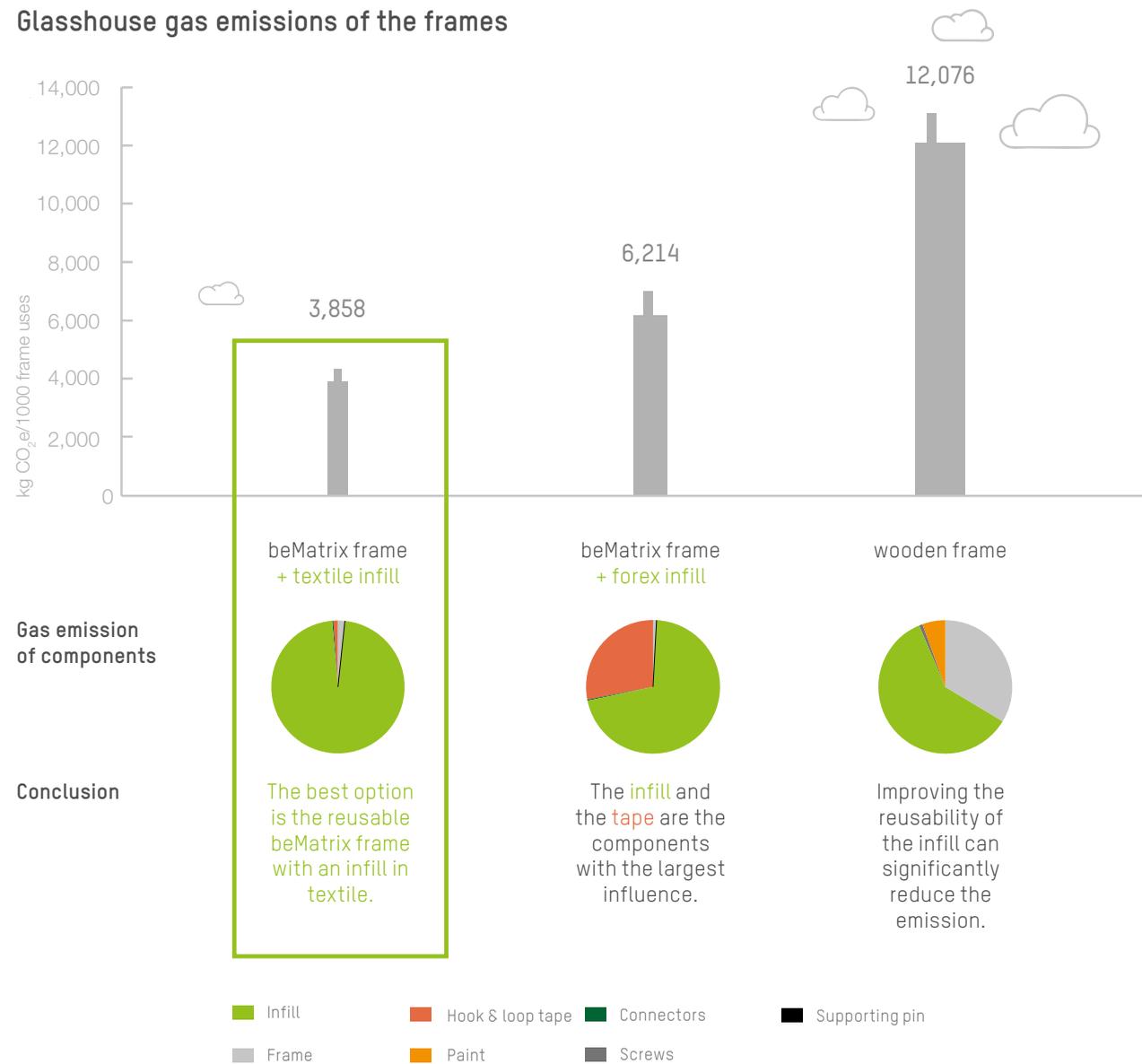
Still today, a large number of stands still is erected out of a wooden construction, most of which ends in the garbage container after use. The re-usable beMatrix frame system not only helps reduce waste, **CO₂ emissions throughout the entire lifecycle, from production to use, are halved**. Calculations based on the Bilan Carbone® method showed that the carbon footprint of conventional wooden frames is almost double that of a beMatrix aluminium frame with Forex infills.

beMatrix mainly aims at **reducing the carbon footprint of their system by another 40%** by advising their clients to opt for textile infills.

Supply chain management



Glasshouse gas emissions of the frames



Gas emission of components

Conclusion

The best option is the reusable beMatrix frame with an infill in textile.

The infill and the tape are the components with the largest influence.

Improving the reusability of the infill can significantly reduce the emission.

HOW WAS THE RESEARCH CONDUCTED?

- This study and calculations are based on the Bilan Carbone® method.
- An aluminium frame can be used 200 times on average; a wooden frame up to 4 times.
- The calculation assumes a scenario in which the frame would be used 1000 times; this would require 5 aluminium or 250 wooden frames.

Quality management and environmental management

beMatrix never stops to take initiatives to run their operations more sustainable, for instance by acquiring an environmental management system certification for the use of raw materials, additives and packaging. In order to comply with ISO 14001 we map the impact of our products throughout their entire lifecycle. The figures of August 2018 are regarded as our baseline, used to measure the impact of the implementation of an integrated quality and environmental management system by 2020.

By becoming ISO 9001 and ISO 14001 certified, we want to combine our efforts towards compliance with quality and environmental criteria, since there is a strong link between both. Another perk is the fact that the already strong ecological awareness within beMatrix now will be backed by a solid foundation to grow even stronger.





Waste management

Our waste is recycled in accordance to the standards defined in the Flemish VLAREMA regulations, which defines sustainable management of material cycles and waste. At beMatrix we have our own recycling park, where each waste stream is collected separately:

- Wood
- Aluminium
- Compostable waste
- Plastics and metals
- Electronics
- Plastic foil
- Paper and cardboard
- Residual waste

Since the production process of our frame system runs efficiently (chapter 6.2), we generate hardly any residual waste in operations; most of it comes from the offices and canteen and is collected separately, as is paper, cardboard and compostable waste. Ink cartridges, glass and batteries are also kept aside.

Energy and the climate

Renovation

The beMatrix headquarters are located in the former Philips buildings in Roeselare (BE), since **renovating an existing site** turned out to be eco-friendlier than a new build. During the renovations, we invested extra resources in insulation. We also had sun blinds installed on the outside of the building to keep the heat out by blocking the rays of sun before they touch the window panes; hence we require a lot less air conditioning.

7 AFFORDABLE AND CLEAN ENERGY



13 CLIMATE ACTION



Solar panels

With our efforts to minimise the carbon footprint of our products, we take our responsibility to battle climate change. We actively want to support, together with likeminded entrepreneurs, worldwide initiatives to save our planet. That is why we invest as much as possible in renewable energy. Currently our two production sites are fitted with **hundreds of solar panels, producing about 25% of our energy consumption**. We plan to further extend this solar park, to be able to cover the majority of our energy requirements with renewable sources.



As from January 1st, 2019, beMatrix has a contract with Eneco, who supplies us with electricity out of 100% renewable energy (solar and wind power).



Green car fleet

beMatrix resolutely uses eco-friendly cars, such as the electric e-Golf, the hybrid Golf Variant TGI and the hybrid Passat Variant GTE. **By the summer of 2018, already 85% of our fleet was sustainable, but we go for 100%**. We have 16 charging points on our sites in Roeselare (BE), available to our employees as well as to visitors.

When a vehicle needs replacement, we prefer an electrical car first, a CNG car second. A gasoline or diesel fuelled car is our last option. The choice is made based on the travel profile and hometown of the co-worker driving the vehicle.

Quality of the surroundings and mobility

beMatrix opts for a one-stop-shop strategy in order to avoid any unnecessary transport movements: thanks to our worldwide bePartner network our clients can simply pick up our modules locally in a central service centre, or just go there for advice. Only experts who attend annual refreshers at the beMatrix Academy can become a member of our international network. Our network consists of 5 types of bePartners:

BUILD

Our bePartners•build design, build and finalise the stands for the exhibitors. They support our clients locally, offering the entire beMatrix product range. Exhibitors can turn to our bePartners•build directly.

LEDSKIN®

Our LEDskin® panels for **video solutions** are available worldwide via our LEDskin® bePartners. These specialists in audiovisual applications build customised video walls, ensuring optimal image quality and creating professional content for any kind of stand.

PRINTED TEXTILES/PANELS

bePartners for printed textile and panels are the go-to experts for printing and installing textile or infill panels.



RENTAL

Via the rental hubs beMatrix is able to offer **frames as a service**: stand builders with exhibitions worldwide can still rent the standard modules locally, which saves them money and results in a smaller footprint. Moreover, sold-out products remain available in the rental network, giving our clients peace of mind.

DOUBLE DECK

Sento Magnum, with HQ in Norway, can actually assist you to lift the beMatrix frame system to a higher level, literally. Their **double deck system** is an aluminium construction allowing to build several floors above each other. This bePartner offers support all throughout the process, from design to actually building the double deck stands.

Three manufacturing sites in three different continents supply the aluminium frames and accessories to our worldwide bePartner network. beMatrix sticks to the short supply chain principle: the frames are whenever possible manufactured and distributed locally.



be today  **be tomorrow**
be anything.



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