



THE FREEMAN COMPANY

2025

# Impact Report



# Distinct brands. Shared purpose.

Progress begins when every voice is heard, every effort recognized, and every perspective valued. At The Freeman Company (TFC), our shared impact is vital not only for today, but for tomorrow. Because meaningful change doesn't happen alone – it happens together.

**3D EXHIBITS**

**ALFORD** MEDIA

**BaAM**



**Freeman<sup>1</sup>**



**sparks**



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# We go further when we go together.



## WHEN OUR PEOPLE, IDEAS, AND BRANDS UNITE, WE DO MORE THAN JUST MAKE MOMENTS HAPPEN — WE MAKE THEM MATTER.

This year reminded us of something simple yet powerful: **connection creates momentum.**

At The Freeman Company (TFC), our strength comes from the collective. Every brand brings its own expertise, and every contribution matters. Together, we turn challenges into progress and ambition into impact where it matters most: **People. Planet. Principles.**

Not as a checklist, but as commitments that shape culture and drive change.

Our impact always begins with people. By supporting and empowering TFC employees, we ensure every voice is heard and every connection counts. That focus shows up in strong retention, growing engagement, and the ways our teams step up for each other, for our communities, and the planet.

We embed sustainability across operations to drive change at our events and beyond. From reducing energy use and material waste to empowering

employee-led Green Teams, we're working to create solutions that respect the planet and strengthen our industry.

And we start with principles that guide every action. Leading with purpose isn't just something we say; it's how we operate — from safety and crisis readiness to the standards that shape our daily decisions.

None of this happens alone. Our greatest impact comes when people unite, when ideas, talents, and perspectives move in harmony toward a shared purpose. That's the power of our collective.

This report is more than what we've achieved. It shows how, by combining the strengths of our brands, partners, and clients, we don't just raise the bar — we build what's next.

Our shared progress reflects who we are: a team that knows the greatest impact comes when we move forward, together.

# United in Progress

## THE FREEMAN COMPANY (TFC) PRIORITIZES THE FOLLOWING UNITED NATIONS' SDGs:

### MEANINGFUL IMPACT IS AMPLIFIED BY SHARED PURPOSE.

The **United Nations' Sustainable Development Goals (SDGs)** provide a global framework for advancing human well-being and environmental responsibility. At TFC, we focus on SDGs that best align with our mission and culture.



# FY25 Impact Snapshot

## ORGANIZATION

**98+**  
collective years in business

**2,394**  
projects

**5,620**  
employees

**292,296**  
exhibits

## PLANET

**174,150 kWh**  
saved during Electricity  
Efficiency Challenge – enough to  
power 200 homes for a month.

**157,000+**  
sq. ft. of fabric diverted from  
landfills – ~2.7 football fields

*\*Represents Freeman only*

**7,000**  
chairs donated to support  
natural disasters in North Carolina  
and California

*\*Represents Freeman only*

## PEOPLE

**95.1%**  
retention rate

**43.5%**  
executive roles held by women

**30%**  
increase in BRG membership

**~780**  
lives benefitted by blood drives

**25,234**  
school supplies donated

## PRINCIPLES

**365**  
days without incident  
across 16 facilities

**66**  
global subscriptions for  
new national safety alert  
system

**2,800+**  
event crisis management  
plans implemented

**12,666**  
Safety Courses completed

*\*Stats represent the TFC collective of brands unless otherwise noted.*





# Our Shared Commitment

## TURNING INTENT INTO IMPACT.

Across The Freeman Company (TFC), sustainability isn't an afterthought. It's embedded in how we design, deliver, and innovate. From reducing emissions and waste to sourcing better materials and empowering local Green Teams, we strive to create events that respect the planet and inspire our industry to do the same.

*We demonstrate our commitment to transparency and embedded sustainability practices through our ISO 14001 and ISO 20121 certifications. By reporting annually to EcoVadis and GDP, we ensure our performance is independently evaluated and aligned with leading global standards.*



# Aligned Objectives

## ADVANCING OUR GOALS TOGETHER.

We move forward by uniting our strengths and actions with these commitments across TFC:

REDUCE OUR SCOPE 1 AND 2 GHG EMISSIONS

# 50%

BY 2030

ACHIEVE

# NET ZERO

BY 2050

ACHIEVE

# ZERO WASTE

BY 2050

**AS A FOUNDING MEMBER OF THE GLOBAL NET ZERO CARBON EVENTS (NZCE) INITIATIVE, WE WILL:**

## Collaborate

TO DRIVE CHANGE ACROSS THE EVENT VALUE CHAIN.

## Measure

OUR GHG EMISSIONS ACCORDING TO INDUSTRY BEST PRACTICES.

## Report

OUR PROGRESS AT LEAST EVERY TWO YEARS.

# Shared Responsibility

## REDUCE EMISSIONS ACROSS SCOPES.

From working with partners externally to internal team operations, we align our business practices to prioritize emission reductions across all three scopes, both upstream and downstream, in these focus areas:

### SCOPE 1

#### DIRECT EMISSIONS

Emissions from sources our brands own or control. Most Scope 1 emissions are generated by our fleets of on-and off-road equipment.

### SCOPE 2

#### ENERGY-GENERATED EMISSIONS

Emissions our brands cause indirectly that are generated by energy used at warehouses, distribution centers, and offices.

### SCOPE 3

#### INDIRECT EMISSIONS

Emissions that occur because of our businesses, from sources we do not own.

**MORE THAN 90% OF OUR EMISSIONS FALL INTO SCOPE 3.**

Technology to transform the everyday, for everyone

is proud to share this  
the way from Spinnova  
breakable innovation that is  
happier for better.

**SCOPE 1**

# Emission Reductions: Fuels

**PROGRESS AT EVERY TURN.**



## MAKING EVERY MILE AND MOVEMENT MORE EFFICIENT.

### VEHICLE UPGRADES

**Freeman Anaheim introduced more efficient electric Sprinter vans for use in its warehouse**

- Installed EV charging stations to enable the transition
- Drivers report quieter rides, stronger performance, and reduced maintenance
- Additional electric vehicles are in the works

---

**Freeman Orlando purchased ten new Freightliner tractors**

- Replaced units that were 20+ years old
- Projected to reduce carbon footprint by 5%

### COMBINING LOADS

**Freeman AV Production identifies opportunities by reviewing shipments three times per week**

- Reduces number of trucks on the road, cuts fuel use, and lowers greenhouse gas emissions
- Improves operational efficiency and delivers cost savings

## SUPPLIER SPOTLIGHT

# JB Hunt

Our long-standing partnership with transportation and logistics leader JB Hunt reflects a shared commitment to sustainability and operational excellence.



### SUSTAINABLE TRANSPORTATION

- Reduces emissions and improves overall supply-chain efficiency across logistics
- Reduces empty miles by identifying backhaul opportunities
- Flexes capacity during demand spikes to ensure service levels are met

### COLLABORATIVE APPROACH

- Maintains strong understanding of our business
- Enables responsive, efficient service
- Supports our shared environmental goals

### COMMUNITY IMPACT

- Transported TFC donations following the 2025 fires in Los Angeles
- Covered all transportation costs
- Demonstrated ongoing dedication to social responsibility

SCOPE 2

# Emission Reductions: Electricity

## POWERING DOWN TO POWER UP.

Improving energy efficiency across our facilities through smart upgrades, team engagement, and renewable solutions.

### Efficiency Challenge: TFC

Friendly summer competition between all brands and locations to reduce electricity use and costs.

**13% drop in electricity spending**

**5% reduction in electricity use**

**174,150 kWh saved**

enough to power  
**200 Homes**  
for a month

*\*Efficiency driven by LED retrofits, motion sensors, smart thermostats, HVAC upgrades, and habit changes.*

### Renewable energy investment: Freeman Anaheim

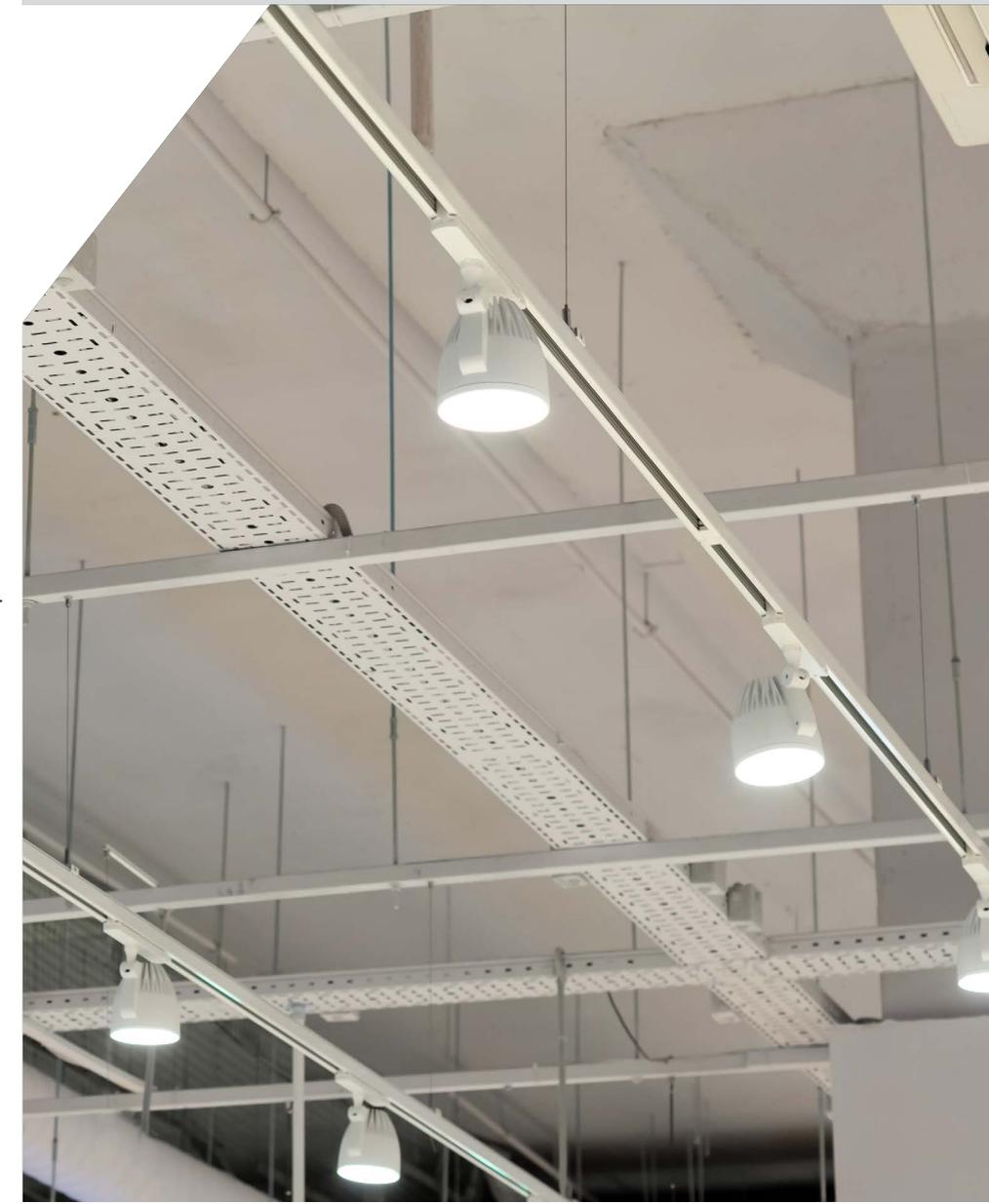
**1,309 solar modules (200kW system) installed.**

- **145,184 kWh** generated to date
- **36,369 kWh** sold back to the grid
- **\$1,887** in energy credits earned

### LED retrofit: Freeman Denver

Converted standard office and warehouse lights to LEDs with efficient dimmers and motion sensors.

**\$16,000+ in energy costs saved**



**SCOPE 3**

# Emission Reductions: Materials

**REDUCING OUR MATERIAL WORLD.**

Reimagining how we source, use, and reuse materials – prioritizing sustainable alternatives and circular solutions that minimize environmental impact.

## Smart Counter material upgrade

Piloted then implemented switch from PVC and polyfoam defaults to honeycomb. Saves time, labor, and money while reducing landfill hauls.



## PVC to ecoboard transition

Freeman Orlando piloted a shift from toxic, non-recyclable PVC to recyclable, wood-pulp-based paperboard for Modular Build Systems and Flex builds.

- Reduces waste and cost while maintaining performance.
- Positioned for enterprise-wide adoption.
- Diverted **187,000+** square feet of PVC from landfills.



## SUPPLIER SPOTLIGHT

# CORT

CORT's commitment to sustainability is built into every stage of their product lifecycle, from initial design to efficient reuse.

### DURABLE, REPAIRABLE FURNISHINGS

- **INVESTS** in higher-quality manufacturing to meet CORT Construction Standards.
- **DESIGNS** products for multiple moves, easy repairs, and compatibility with cleaning and sanitization processes.

### CIRCULAR PRODUCT LIFECYCLE

- **REDUCES WASTE THROUGH EXTENDED USE:** Average product rental cycle spans 3-4 years.
- **REFURBISHES** furniture after final rental use and sells it through CORT Furniture Outlets.

### ETHICAL SUPPLY CHAIN PRACTICES

- **EXPANDED HUMAN SUSTAINABILITY** initiative, which includes supply chain mapping and traceability.
- **WORKS** to identify and eliminate forced labor risks.

### PARTNERSHIP IMPACT

Worked with Freeman Orlando to repurpose **45,265 SQ. YD. OF EVENT CARPET** through CORT to line their trucks and protect furniture.

SCOPE 3

# Emission Reductions: Waste

**MINIMIZE TO MAXIMIZE IMPACT.**

We're committed to reducing waste at every stage of our operations — designing for reuse, improving diversion, and helping our customers make more sustainable choices.

**Materials**

Saved

**64,037 sq. ft.**

by reducing reprints.

*That's more than it would take to cover a football field!*

Recycled

**35**

trailers totaling

**492,380 lbs.**

of net recycled weight.

**E-Waste**

Delivered

**~30,000 lbs.**

for responsible IT asset disposal.



# Doing More to Leave Less

## ON THE ROAD TO ZERO WASTE.

“Zero Waste” is recognized as 90% of waste diverted from landfills. We plan to reach this goal within our internal facilities by 2035 and our event footprint by 2050.

## THE WASTE HIERARCHY MODEL HELPS TFC GET THERE:

**Prevent** the need for unnecessary materials.

**Reduce** the number of non-recyclable materials.

**Reuse** everything possible through our rental model.

**Recycle** and up- or down-cycle materials through our partners.

**Recover** items that can't be reused through donation programs.

**Dispose** of items that can't be reused, recycled, or recovered — absolute last option.

## SUPPLIER SPOTLIGHT

# Polymershapes

### ACRYLIC RECYCLING PROGRAM.

#### NATIONWIDE TAKE-BACK INITIATIVE

Allows warehouse teams to return scrap acrylic during deliveries.

#### OPERATIONAL AND ENVIRONMENTAL BENEFITS

Cuts hauling costs, reduces landfill waste, and streamlines operations.

#### IMPACT TO DATE

Diverted  
**192,500+ lbs.**

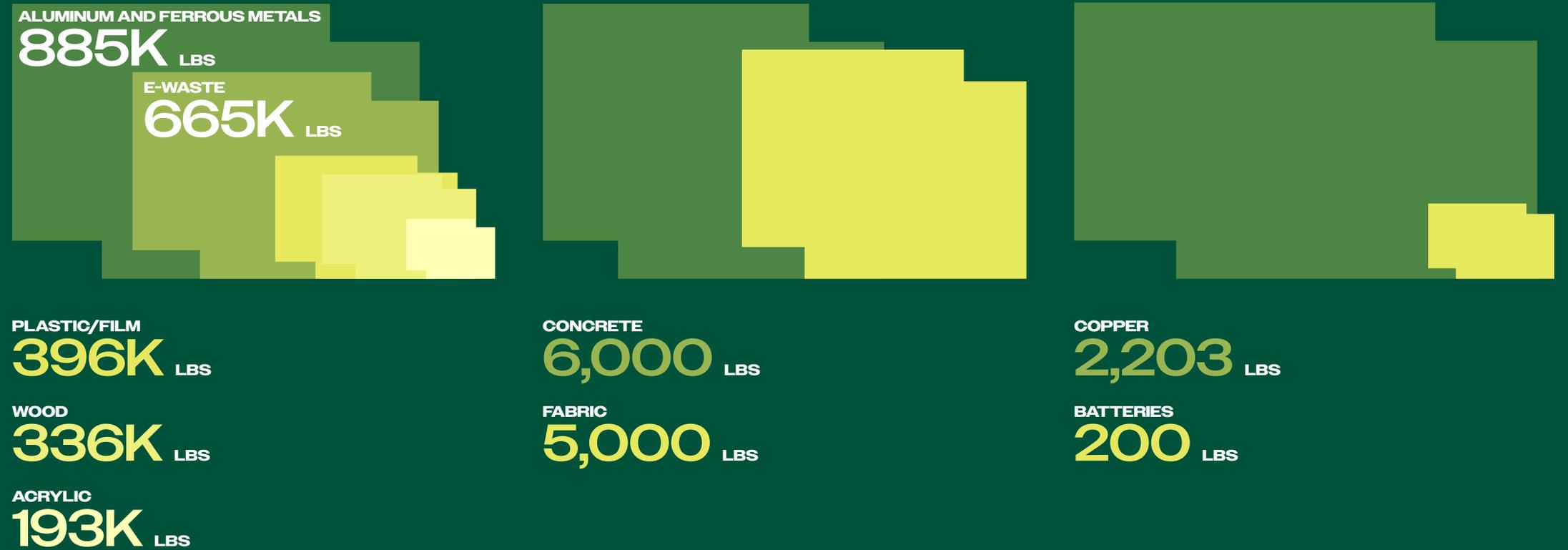
of acrylic from landfills in Freeman Orlando alone.

# Together We Divert More Waste

## COLLECTIVE ACTION, REAL RESULTS.

This infographic shows a snapshot of items recycled, reused, or repurposed. Every category adds up to a healthier planet.

### WASTE DIVERTED BY WEIGHT



*Data reflects Freeman materials specifically tracked at some of our warehouses and is not a full picture of all waste diversion efforts made throughout TFC.*

# Client Support

**PROGRESS THROUGH REPORTING, CONSULTING, AND EDUCATION.**

We help turn sustainability goals into measurable progress through reporting, consulting, and education.

## EVENT SUSTAINABILITY REPORTS (ESRs)

- Deliver detailed analysis of environmental impact of each event.
- Capture emissions data tied to transportation, graphics, flooring, and other material choices to highlight key drivers.
- FY25 updates: refreshed visuals, simplified layout, and expanded metrics with breakdowns of event emissions and their primary sources.

## SUSTAINABILITY CONSULTING

- Partner across the TFC collective to identify and implement sustainable solutions.
- Facilitate conversations to uncover new initiatives tailored to each client's goals.
- Provide actionable guidance on sustainable ordering.
- Recommend opportunities to reduce impact at future events.

## EXHIBITOR EDUCATION:

### Sustainable Exhibitor Guide

- Introduced a how-to guide for exhibitors to assist in their sustainability efforts.
- [Review our Sustainable Exhibitor guide to learn more.](#)

# TFC Green Teams

**55** LEADERS

**279** MEMBERS

**38** TEAMS

**WORKING HAND IN  
HAND FOR A BETTER  
FUTURE.**

TFC encourages and empowers all brands to create meaningful change in their local communities.

**REPRESENTING:**

**3** COUNTRIES

**34** LOCATIONS

**30+** DEPARTMENTS



# Green Team Highlights

## TURNING GOALS INTO ACTION.

### FREEMAN ANAHEIM

- Introduced **2 electric Sprinter vans** to comply with California regulations to reduce warehouse emissions
- January 2025 – **installed 1,309 solar panels** (200kW system)
- **145,184 kWh** generated to date
- **36,369 kWh sold back to the grid**
- **\$1,887 earned in energy credits** from Anaheim Public Utilities



### FREEMAN DENVER

- **1,200 reusable water bottles** donated to local schools
- **2,200 bags** donated to local food banks
- **60 dog toys** created from leftover t-shirts donated to local animal shelter
- Diverted t-shirts from landfill, made many local dogs happy, and created a bonding opportunity for employees

### FREEMAN ORLANDO

- Fabric slipcover initiative to repurpose post-show textiles into reusable covers for smart counters and drape racks
- Eliminates shrink wrap, cuts cleaning and repair time, and significantly reduces landfill waste
- **Impact to date: 157,000+** square feet of fabric (equivalent to about 2.7 football fields) has been diverted
- Supports local seamstresses and offers scalable model for other branches to follow

### FREEMAN SAN ANTONIO

Partnered with Knighten Day Farms, where they repurposed:

- **600 pallets** for chicken coops and garden areas
- **10 used tires**
- **25 Dickson cabinets** that were converted into raised garden beds
- **350 lbs. of cardboard.** Some was shredded and turned into compost, vermicompost, and mulch for fruit trees. Some cardboard was also used as weed barriers

### SPARKS PHILADELPHIA

- **Replaced single-use plastics** in the cafe with reusable dishware
- Reduced waste and lowered ongoing supply costs
- Reinforces eco habits
- Infuses sustainability into workplace culture

### SPARKS ROANOKE

- Recycles metal to reduce waste and generate revenue
- Recycles wood and broken pallets through local vendor
- Donates furniture and supplies to local organizations, including Habitat for Humanity
- **Infuses sustainability** into workplace culture

# Sustainable Wins

## INTERNAL AND EXTERNAL RECOGNITION.

Honoring eco efforts and contributions that build awareness and drive change in and outside TFC.

### INTERNAL ACROSS TFC

#### “THE BEV” AWARD

Our highest sustainability honor, inspired by Beverly Freeman’s legacy of environmental advocacy.

**28**  
Nominations

**2**  
Winners

#### GREEN GUARDIANS

Employee-to-employee shout-outs for sustainability actions, big or small.

**396**  
Awards given

### EXTERNAL

#### EVENT MARKETER EXPERIENCE DESIGN AWARDS 2024

**Freeman<sup>1</sup>**

Best Sustainability Experience  
at IMEX — **Bronze**



# Employees + Electric Bikes: Pedaling Toward Progress

## REDUCING EMISSIONS, BOOSTING WELL-BEING.

- Teams replaced electric carts with bicycles in several markets to cut energy use and lower emissions with an unexpected benefit.
- Riding on the job gives employees a healthier, more energized way to move through warehouses and show sites.
- With demand now exceeding supply, several locations are expanding their bike fleets



# Turning Surplus into Support

## 7,000 CHAIRS REPURPOSED FOR DISASTER RELIEF.

This nationwide donation drive redirected thousands of retired event chairs from Freeman show sites and warehouses.



### LOS ANGELES WILDFIRES

Worked with California organizations to support affected communities.

### HURRICANE HELENE FLOODING

Partnered with North Carolina public safety services to aid affected communities.

# Progress Points: Planet

Achieved  
**5%**

reduction in electricity use  
and 13% drop in spending.

Saved  
**174,150 kWh**

— enough to power 200  
homes for a month.

Diverted  
**157,000+**

square feet of fabric  
from landfills

Equivalent to  
~2.7 football fields!

*\*Represents Freeman only*

**279**

Green Team members  
(up from 250 in FY24)

**100%**

of employees completed  
Sustainability 101 training

**7,000**

chairs donated to  
support natural  
disasters

*\*Represents Freeman only*



# Our People

**WE BELONG TOGETHER.**

Our People.  
Our People. People.

# Culture for All

## CULTIVATING A COLLECTIVE COMMUNITY.

By investing in our people and living our values, we foster an environment where everyone can thrive. We believe that robust inclusion efforts fuel innovation, enhance decision-making, and strengthen our global competitiveness. From retention and recognition to talent development, leadership, and giving back, we're building a culture of community.



### TFC at a Glance THE FREEMAN COMPANY

**5,620**  
total employees

**95.1%**  
retention rate

**33.7%**  
identify as racially and  
ethnically diverse

**46.8%**  
identify as women

**43.5%**  
executive roles held  
by women

**5**  
generations  
represented

**50+%**  
of the workforce is  
Gen Z and Millennial

# Culture Recognition

## HONORING OUR PEOPLE-FIRST ETHOS.

External recognition affirms what we build every day: a culture powered by belonging, empowerment, and shared purpose that drives us all forward.

### USA Today

Top Places to Work (Alford Media and Freeman)

### Fast Company

Most Innovative Companies 2025 (BaAM Productions)

### J.D. Power

2025 Certified Customer Service - Phone (Freeman)

### UFI

Operations & Services Award (Freeman)



# Business Resource Groups

## WE REPRESENT AND SUPPORT.

BRGs exist to build community and honor diverse perspectives. Working with leadership and HR, these open-to-all groups foster belonging, promote well-being, and encourage empathy across TFC.

**844**  
employees currently participate

**105%**  
increase in membership from 2023-2025

**15%**  
participation rate  
(avg. among Fortune 500 companies is 8.5%)

**10**  
senior leaders serving as executive champions

Asian American + Pacific Islander

Black/African American

Caregivers

Generations

Hispanic/Latino/Latinx

LGBTQIA+

Mental Health + Wellness

Persons with Disabilities

Women Leadership Development

Working Families

Veterans + Military Families

# BRG Group Efforts

SHARED INTENTION, SHARED ACTION.

## STEP-TEMBER CHALLENGE - SEPT. 2024

Led by: Mental Health + Wellness BRG

- 130 participants logged 26.6M steps – equal to walking across the U.S. five times
- Promoted wellness and community through a fun, inclusive challenge

## INCLUSION FORUM - FEBRUARY 2025

Participants: 62 BRG leaders representing all groups (U.S. and Canada)

- Focus: Networking, growth, idea sharing
- Highlights: CEO Q&A, executive panel, bias workshop, engagement strategies
- Updated BRG missions and future engagement plans

## DISABILITIES + CAREGIVERS PANEL - APRIL 2025

Joint BRG Initiative

- 61 attendees
- Shared experiences on caregiving, flexibility, and self-care
- Highlighted TFC resources for caregivers

## MILITARY APPRECIATION MONTH - MAY 2025

Led by: Veterans + Military Families BRG

- 235 employees signed a virtual thank-you card
- Delivered to local VFWs to honor veterans

# Building a Culture of Appreciation



**“The magic of TFC comes from how we show up for each other — through everyday recognition and appreciation.”**

— Janet Dell

## **HONORING CONTRIBUTIONS THAT MAKE OUR TEAMS THRIVE.**

Through awards and recognition, we celebrate the individuals who bring our values to life.

# Moment Makers: Internal Award Program

## CELEBRATING MOMENTS, BIG AND SMALL.

Online platform that allows employees to recognize fellow team members for any positive contribution or milestone.



# Employee Appreciation Week

**FIVE DAYS FOCUSED ON BELONGING, GROWTH, AND RECOGNITION.**

**3,233**

Moment Makers  
given during the  
week

**23**

Facilities  
celebrated locally

**15**

EAW Committee  
volunteers



## INTERNAL CONTENT ENGAGEMENT

**6,933**

total views

**365**

views across  
19 posts

Kickoff post

**1,280**

views

# Annual Achievements

CELEBRATING EXCELLENCE ACROSS TFC

Total Awards Given  
Across TFC

# 1,766

**SERVICE AWARDS**

**1,705 RECOGNITIONS**

Milestone anniversaries honored

**BUCK FREEMAN AWARD –  
50TH ANNIVERSARY**

**1 AWARD, 2 RECIPIENTS**

Highest honor for outstanding contributions.

**SUSTAINABILITY AWARD – THE BEV**

**1 AWARD, 2 RECIPIENTS**

Recognizing passionate eco-minded achievements.

**TRUE BLUE STAR OF EXCELLENCE**

**26 WINNERS, 640 NOMINEES**

Peer-nominated for living TFC values

**LINE OF BUSINESS AWARDS: 30**



# Champions of Change

## NEW AWARD: TRANSFORMATION TRAILBLAZER.

Annual honor that celebrates employees who inspire progress across the organization. Three honorees recognized in FY25 for:

Embracing and driving meaningful organizational change

Actively supporting and advancing company-wide initiatives

Demonstrating exceptional leadership, collaboration, and innovation

Fostering a culture of resilience and ongoing improvement



# Focused on Talent

**EMPOWERING AND CREATING PATHWAYS  
FOR EMERGING TALENT.**

## STRATEGIC EDUCATION PARTNERSHIPS

Aligning with relevant universities reaches future talent and drives industry awareness.

- University of Central Florida
- University of Nevada, Las Vegas

## MENTORSHIP PROGRAMS

- **100+ employees** served as mentors and ambassadors
- **Supported interns** during the 10-week career journey
- **25 university recruitment events** included TFC mentors.

## SUMMER INTERNSHIP EXPERIENCE

Immersive 10-week career journey offering defined roles across TFC.

### 38 interns worked in:

- Freeman AV Production
- Freeman Event & Exhibit Services
- TFC Growth (Sales/Client Relations)
- Corporate Functions (HR, IT, Finance, Marketing)

### Programs included:

- Learning sessions with key leaders
- Job shadowing
- Formal mentoring
- Networking and social events

**18 INTERNS HIRED**  
for full-time roles following their  
internships.

# Learning Together

**EXPANDING KNOWLEDGE AND SKILLS ACROSS TFC.**



## REGIONAL EXCHANGES

Annual town hall forums bringing leaders and team members together in person.

- 24 meetings serving all brands and regions
- Business updates and regional wins
- Employee milestones and honors

### New Segment for FY25:

Interactive sessions guiding employees on how to better leverage AI.

## EMPLOYEE EDUCATION

Offered for all levels, with flexible formats to fit every learning style.

- Live, interactive workshops
- Virtual instructor-led training
- Self-paced online courses

## EW COURSES IN FY25

- Emotional intelligence
- Change Influencer
- Growth Mindset
- Leading Without Authority

**1,445 employees**  
Total attendance

**110%**  
increase YOY

# Building Better Skills

## INDIVIDUAL DEVELOPMENT PLANS (IDPS)

Six-to-12-month road map for setting goals, building skills, and preparing for future opportunities.

- Increased focus on career development
- Equipped leaders with a collaborative tool
- **11 information sessions** offered guidance and training

## PERFORMANCE CYCLE TOOLS, RESOURCES, AND TRAINING

Resources to strengthen goal-setting and performance assessment practices.

**12 performance assessment sessions** hosted for leaders

Updated eLearning courses:

- Performance Assessment Best Practices
- Creating Annual Goals (OKRs and development objectives)

## ON-DEMAND LEARNING

- Thousands of complementary online courses offered.
- Topics include everything from technical training to professional skills for all levels
- **3,700 courses completed** by TFC employees

# Leadership Development

## SUPPORT FOR EVERY STAGE.

Through interactive workshops, online training, and tools, we equip leaders to build engaged, high-performing teams.



### Quarterly People Leader Workshops

- Empower Development
- Inclusive Language
- Lead with Appreciation
- Meaningful Conversations

### ATTENDANCE:

**67%** of leaders attended  
(up from 43%)

**1,181** attendees  
(67.5% increase YOY)

### Leadership Courses:

- Leadership Courses and Events
- Emotional intelligence for People Leaders
- Foundations of Change Leadership
- Foundation of Leadership

### Collective Leader Portal

Revamped for easier access →

**283%** YOY engagement increase

### Performance Assessment Training:

- **12 sessions** to ensure fair, effective evaluations

# Camp Buck

## ANNUAL ACCELERATOR FOR TFC LEADERS.

Each year, we evolve the experience to deepen connection and drive innovation.

### FY25 HIGHLIGHTS:

- **TFC Fair:** Interactive experience centered on our values
- **Speakers:** Charles Duhigg, Conor Grennan, Lance Fensterman, Tony Hawk
- **Immersive Growth:** Breakouts, hands-on activities, small-group networking
- **Tech Showcase:** AI Cave plus advanced tool sessions
- **Sustainability Spotlight:** Progress toward greener operations





# Purposeful Leadership

## INTRODUCED PERSONALIZED COACHING.

Nominated leaders gain tools to inspire and achieve even more.

- Launched in 2024
- 12-month program
- 54 employees nominated by senior leadership

**98%** participant satisfaction

**97%** report being more effective at work



# TFC Giving

**JOINING FORCES TO STRENGTHEN COMMUNITIES.**

## SUPPLIES TO THRIVE:

JULY/AUGUST 2024

Helping under-resourced classrooms thrive through employee donations.

- 25,234 school supplies donated across 37 offices
- Estimated value: \$43,481.15
- Donations tripled YOY
- Supported 27 Boys & Girls Clubs across 3 countries
- \$1,000 contributed to Iowa FFA Association in honor of student efforts.

## CAN-DO ATTITUDE:

OCTOBER/NOVEMBER 2024

Fighting hunger with a company-wide giving moment.

- 10,400 food items donated (including virtual contributions)
- \$2,035 raised for Feeding America
- \$5,000 company match to Feeding America, which helps provide 50,000+ meals to families in need.



# Making a Difference Together



## FREEMAN HAS HEART

TFC annual blood drives encourage employees to help others and raise awareness.

**10 blood drives (across 8 cities)**

**7 in-community events**

**260 units of blood collected**

**~ 780 lives benefited**



## INTERNSHIP GIVEBACK DAY

Opportunity for interns across TFC to help Boys and Girls Clubs of America.

**3 clubs benefited**

**50+ employee volunteers**

**240+ support hours**

**\$8,042 investment to support clubs**



## CORPORATE WORK-STUDY PROGRAM

Supports Cristo Rey Dallas, a college preparatory school, which helps students prepare for the future.

**\$40,000 donation**

# Strengthening Collective Communities

GIVING BACK LOCALLY AND ACROSS THE WORLD.

## 3D EXHIBITS

### TOYS FOR TOTS

- 20-year initiative with average of 179 toys per year
- 3,580 toys over 20 years
- 95% of employees donated a toy

## ALFORD

### CHILI COOKOFF

- \$11,000+ raised for Alford Family Scholarship Fund
- 48 donations, +11% over goal
- 90% employee participation
- 100% donated prizes (sponsors and staff)
- 100% staff-run
- ~5 core planners + all hands on event day
- \$160K donated across 40 years

### UNIVERSITY OF NORTH TEXAS (UNT) PARTNERSHIP

- 2 \$5,000 scholarships given
- TFC employees serve as guest educators
- Partnership helps build ongoing career paths



# Community Giving



## BaAM

### WOMEN'S CURLING EVENT SUPPORTING ODETTE CANCER CENTRE

- Co-sponsored 2024 Awards Banquet - **\$4,250 donation**
- Donated Maple Leaf tickets for auction
- Designed and donated step-and-repeat backdrop

### CNE FOUNDATION

- Philanthropic arm of the Canadian National Exhibition
- Donated tickets for auction

### THE STOP COMMUNITY FOOD CENTRE

- **\$2,530 raised** via holiday raffle

### THE CHILDREN'S BREAKFAST CLUB

- Winter clothing drive
- 40 coats and scarves donated by employees

## FREEMAN

### LAS VEGAS: BASKETS OF JOY

- **1,069** Easter baskets donated

### ORLANDO: GREAT BACKPACK BUILD

- **25,000** backpacks donated

### DALLAS HQ: FREEMAN INVITATIONAL GOLF TOURNAMENT

- **\$85,000** raised

# Community Giving



mdg

## RANDOM ACTS OF KINDNESS

- Spreading compassion and love through daily acts occurs every January
- **Started in 2013** to honor lives lost in Sandy Hook tragedy
- **31 acts of kindness** each January (one per day)
- Participants featured on mdg socials and web

## SMALL BUSINESS SATURDAY

- Annual initiative
- Employees receive stipend to shop locally
- Contributors featured on mdg socials and web

## SPARKS

### AMERICAN RED CROSS

- Donated hundreds of toys to the organization's holiday party

### PHILLY HOUSE

- **Donated \$2,135.08** generated by a bake sale and company match.

# Progress Points: People

Achieved  
**95.1%**  
Retention Rate

**33.7%**  
Employees who identify as  
racially and ethnically diverse

**260**  
Units of blood collective  
through drives

**43.5%**  
Executive roles held  
by women

**+30%**  
BRG engagement YOY

**100+**  
employees served as  
TFC mentors and  
ambassadors at 25  
university recruitment  
events

**25,234**  
school supplies  
donated to children  
in need



# Our Principles

**WE ARE PURPOSEFUL TOGETHER.**

Principles. Principles. Principles.

# Our Code of Conduct

**MORE THAN POSTERS ON A WALL.**

**BE  
GOOD & DO THE  
RIGHT THING**

**BE  
FAIR &  
RESPECTFUL**

**BE  
SAFE & HOLD  
EACH  
OTHER  
ACCOUNTABLE**

**BE  
ETHICAL & FAIR  
IN BUSINESS  
DEALINGS**

**BE  
LOYAL &  
TRUSTWORTHY**

**BE  
HONEST &  
ACCURATE**

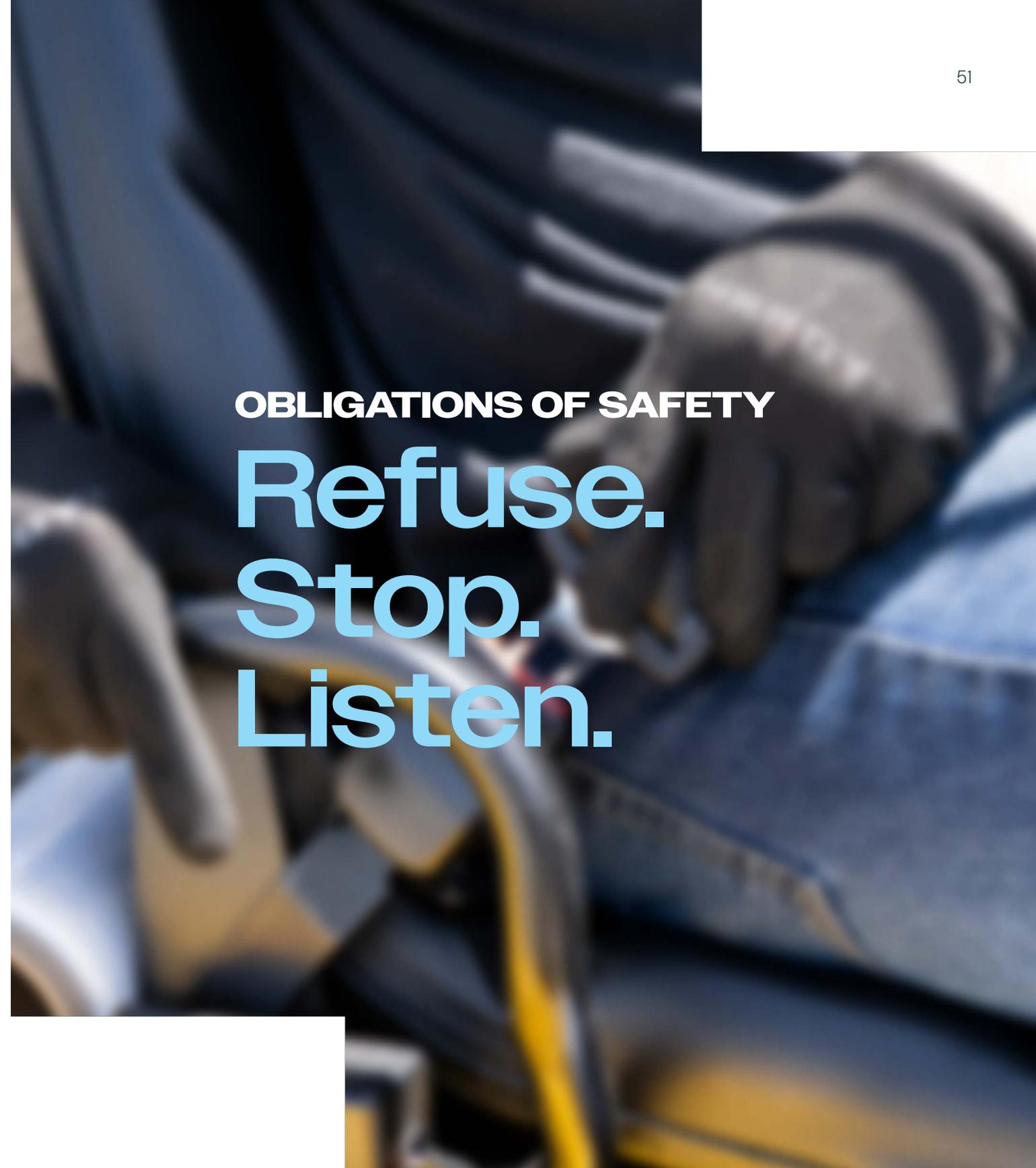
**BE  
DEDICATED TO  
SOCIAL &  
ENVIRONMENTAL  
RESPONSIBILITY**

# We Protect Each Other

**THINK SAFETY. WORK SAFELY.**

**EMPLOYEE PLEDGE**

- To lead by example through my actions and words
- To know, follow, and communicate the three obligations of safety
- To participate in the safety of Freeman employees, clients, and partners
- To acknowledge and resolve safety concerns rather than ignore them



**OBLIGATIONS OF SAFETY**

**Refuse.  
Stop.  
Listen.**

# TFC Safety Milestones

**365 DAYS WITHOUT INCIDENT  
ACROSS 16 LOCATIONS.**

**3D EXHIBITS CHICAGO**  
7 consecutive years in July

**3D EXHIBITS CLEVELAND**  
4 consecutive years in May

**3D EXHIBITS INDIANA**  
7 consecutive years in July

**3D EXHIBITS LAS VEGAS**  
1 year in May

**3D EXHIBITS MILWAUKEE**  
4 consecutive years in February

**BaAM TORONTO**  
7 consecutive years in October

**FREEMAN ST. PAUL**  
1 year in April

**FREEMAN MOHAVE VALLEY**  
4 consecutive years in August

**SPARKS DETROIT**  
2 consecutive years in April

**SPARKS PHILADELPHIA**  
1 year in May

**SPARKS ROANOKE**  
1 year in March

**SPARKS LEXINGTON**  
7 consecutive years in July

**SPARKS LOS ANGELES**  
1 year in July

**SPARKS NEW YORK CITY**  
1 year in June

**SPARKS RIDGEFIELD**  
5 consecutive years in February

**FREEMAN STAGE RIGGING  
SAN FRANCISCO**  
2 consecutive years in March

# Building Safety Skills and Readiness

## FY25 TRAINING HIGHLIGHTS:

Updated security awareness courses

- New active shooter course
- Expanded CPR AED

**2,400**  
topics offered

**12,666**  
safety courses  
completed

**2,471**  
employees and union workers  
completed training

## SAFETY SPOTLIGHT

# From CPR training to a lifesaving moment.

When Freeman Safety Coordinator David Yzabal heard a frantic call for help at a trade show in Anaheim, he discovered colleague Robert Beltran collapsed on the floor. David jumped into action by applying his CPR training until he felt a pulse. Robert eventually made a full recovery – a living reminder that safety training truly saves lives.



# Crisis Management

## BUILDING RESILIENCE THROUGH PREPARATION.

We strengthen safety and resilience through proactive risk management, rigorous training, and advanced systems.

### NEW INITIATIVES FOR FY25:

Increased collaboration with venues on crisis and active-shooter training.

## ENTERPRISE RISK MANAGEMENT (ERM)

- **Proactively identified the top 25 risks** of our locations and branches
- **Installed new surveillance cameras**
- **Increased forklift safety** by limiting the speed of our forklift fleet to 7 miles per hour
- **Introduced a new SaaS solution** risk management system
- **Streamlined root cause analysis**
- **Utilized data to prevent injuries**

Created  
**2,800+**  
show site crisis  
management plans

Delivered  
**367** venue  
templates with  
crisis information

Completed  
**31** crisis training sessions for 14  
corporate functions

# Connected and Protected

**REAL-TIME ALERTS THAT KEEP  
EMPLOYEES SAFE.**

**100+** admins trained  
to send emergency alerts

66 global subscriptions automate alerts with push notifications

Updates shared via email and Freeway on national events  
affecting employees



# Key Points: Principles

**365**

days without incident  
across **16** facilities  
(up from 14 in FY24)

**66**

global subscriptions  
set for emergency  
alert notifications

**2,400**

variety of training topics  
offered

**2,471**

individuals trained  
for safety readiness

**2,800+**

events with crisis  
management plans

**12,666**

safety courses  
completed

# We Go Together, Today and Tomorrow.

This year proved that impact starts with intention. Aligning our actions and values turns shared purpose into tangible progress that moves us all forward.

