

Global Sustainability Policy



DIRECT[®]
TRAVEL



Creative Group[®]
a Direct Travel company

Issued November 2025

Introduction

Direct Travel, Creative Group, and all affiliated entities (collectively referred to as “the Company”) is committed to responsible business practices that protect the environment, support the health and safety of employees and clients, and promote safe, inclusive, and sustainable travel. As a global travel management company, we recognize that our role extends beyond internal operations. We influence a broader ecosystem of clients, suppliers, and travelers. This policy outlines our principles, expectations, and approach to managing environmental sustainability and health and safety across our organization.

Our Commitment

We are dedicated to operating in a manner that minimizes our environmental impact, safeguards employee well-being, and enhances the safety, accessibility, and inclusivity of the traveler experience. Achieving this requires partnership across all functions at the Company. We expect every employee to uphold this policy and contribute to our environmental and health and safety goals.

Environmental Stewardship

The Company is committed to reducing our environmental footprint and supporting clients and suppliers in advancing more sustainable travel practices. We will take deliberate steps across our operations to conserve resources, reduce emissions, and promote responsible environmental management.

- We will strengthen energy efficiency in our office environments and seek opportunities to reduce the environmental impact of our operational footprint.
- We will minimize resource consumption by encouraging responsible use of materials and applying the principles outlined in our Digital Documents Policy, which prioritizes digital-first practices to reduce paper use.

- We will manage electronic equipment responsibly by following our e-waste recycling policy and working toward ensuring 100% of laptops are recycled or donated through our partnership with CompuDopt.
- We will request environmental data from landlords and suppliers to improve transparency and inform responsible decision-making across our leased office footprint and supply chain.
- We will support a lower-carbon travel ecosystem by providing sustainability reporting, accurate emissions calculations, supplier engagement, and advisory services that help clients make informed decisions and advance more climate-aligned travel programs.

Additionally, the Company is committed to the following environmental goals:

- Achieving carbon neutrality across Scope 1, Scope 2, Scope 3.6 (business travel), and Scope 3.7 (employee commuting) by 2050.
- Engaging at least 80% of travel service providers including airlines, hotels, and car rental partners, to set, or commit to setting, science-based targets.
- Ensuring 100% of client events incorporate sustainability practices by 2030.

Health, Safety & Well-Being

The Company is committed to maintaining a safe, healthy, and secure workplace for our employees and to supporting the safety and well-being of travelers across the programs we manage. Workplace safety expectations, detailed procedures, and reporting requirements for employees are outlined in the Direct Travel Employee Handbook, which serves as the primary source of guidance on occupational health and safety. Employees are expected to follow those procedures, act responsibly, and promptly report any workplace safety concerns without fear of retaliation.

We are committed to supporting traveler health, safety, and well-being through robust Duty of Care practices. In partnership with trusted third-party providers, we will maintain comprehensive risk management capabilities, including emergency assistance, traveler tracking, global threat

monitoring, pre-trip intelligence, and crisis communication support, to help clients meet their responsibilities and enable travelers to make informed decisions throughout their journeys.

We will strengthen our ability to support travelers with diverse needs by advancing employee training in accessibility, cultural competence, and human trafficking awareness. These efforts reinforce our commitment to safe, inclusive, and responsible travel experiences.

Additionally, the Company is committed to the following health and safety goals:

- Continually strengthening Duty of Care practices and risk management processes to help prevent client safety incidents associated with our services.
- Providing employee training on accessibility, cultural competence, and human trafficking awareness to enhance support for diverse traveler needs.

Governance & Accountability

Environmental Sustainability and Health and Safety responsibilities are embedded into the Company's governance structure. The Board of Directors and Executive Leadership Team provide overall oversight of our environmental and safety commitments. The Sustainability & Social Impact Center of Excellence oversees environmental compliance, leads environmental strategy and climate reporting, while Human Resources oversees employee health and safety programs and employee-related compliance, as outlined in the Employee Handbook. Supplier Relations and our client teams manage traveler safety through duty of care resources and solutions, supplier engagement, risk monitoring, and client support. All employees are responsible for upholding this policy.

Continuous Improvement

We are committed to continuously improving our environmental performance and health and safety practices. Progress is reviewed quarterly, disclosed annually through the Direct Impact program, and incorporated into future versions of this policy. Feedback from employees, clients, and stakeholders helps inform new initiatives and guide ongoing enhancement of our programs.

