

Innovating service. Preserving value.

Sustainability Report 2024

#zukunftsleister







Klüh Service Management GmbH is an international multiservice provider based in Düsseldorf, Germany. Founded in 1911, the family-owned company has many decades of experience in the area of infrastructure services.

04 Editorial

06 About us

10 Our 2024 business year

Sustainable corporate governance

24 Our culture of innovation

Our handling of natural resources

42 Our responsibility

53 Contact | Imprint





In 2024, certification in accordance with the ZNU Standard was a further milestone on our path towards more sustainable management.

Josef Klüh, Chairman of the Advisory Board

In our last Sustainability Report, we were able to announce turnover of more than one billion euros for the first time. I am pleased that we were able to repeat this success in 2024. Moreover, I was very proud to celebrate the 40th anniversary of our subsidiary Berkeley Services in the United Arab Emirates. For many years, it has ranked among the top facility management companies in the region, supporting many well-known clients from locations in Dubai and Abu Dhabi and delivering impressive evidence of our successful internationalisation strategy.

On the one hand, our successes are the result of many years of hard work. On the other hand, they derive from our ongoing innovation activities. This will also be demonstrated by our new emergency service centre that was constructed in 2024 and will be commissioned in 2025. One contribution to our success last year came from the launch of our latest innovation - EcoServ, a smart and modular service offering from the Cleaning division. It demonstrates how, as the #zukunftsleister (service innovator), we continue to work on new digital solutions that deliver genuine added value for our clients. With the trend for working from home and the resulting underutilisation of office buildings, our flexible, user-oriented and sustainable offering came at just the right time. This is confirmed by the many well-known clients that were already using EcoServ in the first year after its launch. Ultimately, it helps to reduce the use of valuable resources and cut CO₂ emissions.

However, our path to greater sustainability is not only based on digitalisation. When it comes to the environment, we are seeking to use fewer resources and, wherever possible, transition to the circular economy. The measures we have taken are many and varied – from washable rubbish bags and an ozone cleaning process to the use of recycled materials. In Catering, for example, our waste management system enables us to avoid waste and reduce CO_2 emissions by increasing the proportion of plant-based dishes we offer.

In the social area, we focused last year on our employer brand. We do a great deal to ensure that our employees enjoy working for Klüh, providing them with perspectives and showing appreciation for what they do. In addition, we assume social responsibility. As a Düsseldorf-based company with a long tradition, we support selected charitable organisations and projects via the 'Wir für Düsseldorf' donation initiative. The Klüh Foundation provides generous funding for science and research.

Our Sustainability Report 2024 describes in detail what we have already achieved on our path towards more sustainable management and the targets we have set ourselves. One particular highlight in 2024 was the certification of our company's sustainability activities in accordance with the ZNU Standard.

I hope you enjoy reading this Sustainability Report.

A 111:1

Josef Klüh Chairman of the Advisory Board





Highly digitalised infrastructure services

The more than 46,000 employees of the Klüh Group deliver infrastructure services from 20 locations across Germany and five international branches. The Group's seven divisions – Airport Service, Catering, Cleaning, Clinic Service, Integrated Services, Security and Personnel Service – offer both individual services and multiservice concepts.

Klüh has been a byword for quality and innovation since its establishment in 1911. As a family-owned company, Klüh has always sought to take a structured approach to more sustainable management. In its role as a #zu-kunftsleister (service innovator) and pioneer in digitalisation, Klüh is working continuously to develop new solutions for its clients that not only reduce the use of valuable resources but also cut CO₂ emissions.



1911

Josef Klüh (the grandfather) establishes a cleaning company that occasionally employs up to five people.

1938

Josef Klüh (the father) takes over the company. Following his death in Vitebsk (now in Belarus) in 1943, his widow and mother courageously restart the business in 1946.



1962

The business is passed to son Josef who is only 20. The company's success develops rapidly. Thanks to his skilful marketing and passion, Klüh becomes one of the market leaders throughout North Rhine-Westphalia.



1976

Klüh already employs 3,000 people. Klüh Clinic Service is founded to provide services to the healthcare sector.



1991

The company expands with the targeted acquisition of WSD [Wach- und Sicherheitsdienst GmbH Co. Zentrale KG]. The foundation stone for Klüh Security is laid.





1992

2011

Klüh turns 100 and already employs 41,000 people in

eleven countries.

Klüh Catering is established.

2000

International expansion begins with a contract for the newly constructed airport in Athens.



The coronavirus has the world firmly in its grasp, resulting in the creation of new ways of working and living together. Throughout the year, Klüh is in great demand to provide support, especially in its role as a hygiene specialist.



EXZELLENTE SERVICES

2022

2019

an employer.

Klüh wins prestigious awards for customer confidence and

customer satisfaction and as

Company owner Josef Klüh celebrates his 80th birthday in January. This special birthday coincides with another anniversary: 111 years of Klüh.



2014

Josef Klüh is honoured as Düsseldorf's Citizen of the Year in the entrepreneur category.



2017

Klüh Catering celebrates its 25th anniversary. Klüh Service Management Nederland B.V., the market leader in aircraft cleaning at Amsterdam's Schiphol Airport, celebrates its 15th anniversary.



2024

The business is certified in accordance with the 'ZNU Standard - driving sustainable change'.



Klüh subsidiary Berkeley is named 'Cleaning company of the year' in Dubai.



The Klüh Group's turnover tops one billion euros for the first time.

Berkeley Services celebrates its 40th anniversary in the United Arab Emirates.







Our 2024 business year

Sustainable growth in 2024

For the second year in succession, the turnover of the Klüh Group exceeded one billion euros, rising by 4.5% year on year. All the company's business areas and divisions in Germany and abroad contributed to this success.



Cleaning

Klüh Cleaning ensures hygienic cleanliness in its clients' buildings in Germany and abroad. It increased turnover by 1.5%.



Catering

For more than 30 years, Klüh Catering has enjoyed a reputation as a very good host delivering innovative concepts in both Business Catering and Care Catering. It matched the previous year's turnover.



Security

Klüh Security makes an important contribution to security for airports, utility companies, healthcare facilities and other areas of critical infrastructure. It increased turnover by 14%.



Airport Service

For more than 40 years, Klüh Airport Service has been an expert partner to airports, airlines and ground handling companies. Its turnover is not reported separately because its activities are assigned to the Cleaning and Security divisions.



Clinic Service

The hygiene specialist delivers cleaning services for healthcare facilities in accordance with the particularly high standards specified by DIN 13063. It matched its prior-year turnover.



Personal Service

As the specialist for temporary staff placement, direct placement and personnel recruitment, the division helps its clients to resolve shortterm staffing issues. It grew turnover by almost 27%.



Integrated Services

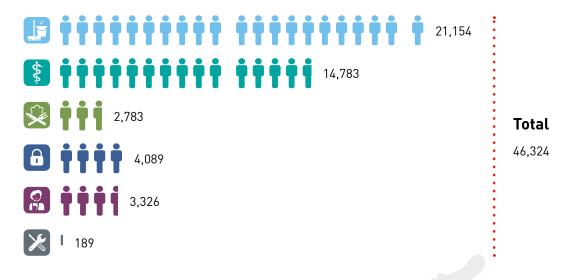
When a client wishes to use more than one of Klüh's infrastructure services, this division is responsible for managing the entire package. The division's turnover rose by 1.9%.

Turnover by service in 2024

thousand euros



Employees in 2024







Targets



Consistent implementation of the sustainability strategy

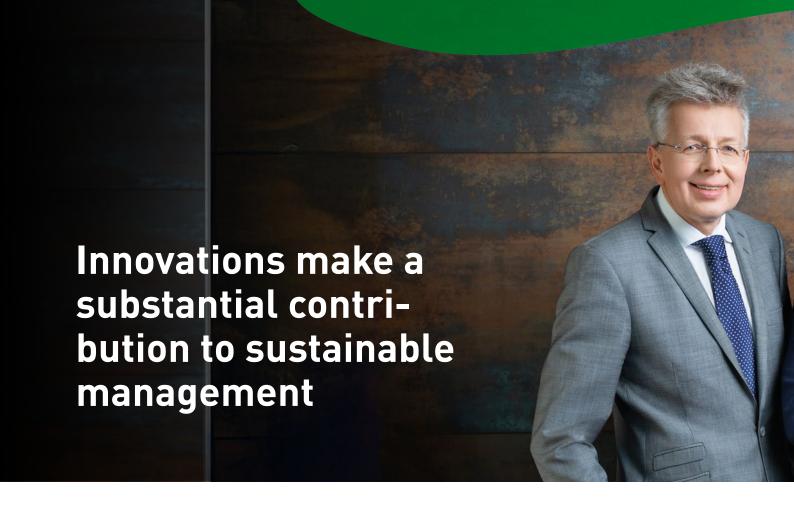


Continuous improvement of data collection on the reduced use of resources



Successful audit in accordance with the 'ZNU Standard – driving sustainable change'





Frank Theobald, Chief Executive Officer (CEO), and Christian Frank, Chief Financial Officer (CFO), are convinced that a company is sustainable when it not only reduces the use of valuable human and natural resources but also has a future-proof business model that will enable it to survive many generations. In this interview, the two managing directors of Klüh Service Management GmbH explain the importance of the economic, environmental and social aspects of sustainability.

What do you think makes a company sustainable?

Christian Frank: 'When it takes responsibility for people and the environment yet, at the same time, has a future-proof business model. The environmental aspect is currently the primary focus but is not enough in itself. A sustainable company should be able to survive for many generations.'

Frank Theobald: 'We have no production facilities but we are a personnel-intensive service provider. People are at the heart of what we do. For this reason, the social aspect of sustainability plays a very important role for us. We need to be an attractive employer that offers perspectives for our employees.'

How does Klüh manage to be an attractive employer?

Christian Frank: 'We are committed to honouring collective bargaining agreements and seek to ensure that the wages paid by our industry remain above the minimum wage. We maintain a positive corporate culture and treat each other with respect. Through our employer branding campaign, we demonstrate that our employees are

valued and can be proud of what they do. The feedback from our workforce was very positive.'

Frank Theobald: 'We seek to treat the people at our company decently, thus making the work more attractive. Given the shortage of qualified labour, it is becoming increasingly difficult to find and retain employees. We need to do something about this – and we are. For example, we have simplified our recruitment process, provide a wide range of different training and development options through our own Academy and have introduced a new management development programme. Our overarching goal is to ensure a sustainable human resources policy.'

What role does innovation play in sustainability?

Christian Frank: 'It plays a truly important role. That is why we are investing a lot of money in developing innovations – in all our divisions. At Catering, the focus is on Al-based waste management. Cleaning is concentrating on digitalised facility services. Security, too, is pursuing a consistent digitalisation strategy with its new control centre.'

Frank Theobald: 'Our clients are demanding new approaches and also want to see what we can contribute to sustainability. Among other things, Klüh is focusing increasingly on automated processes, enabling people to perform higher-value tasks. The use of new technologies helps in this. Our novel EcoServ solution demonstrates how digitalisation and resource conservation can go hand in hand, at the same time upgrading the work performed by cleaning specialists. This contributes in



equal measure to economic, environmental and social aspects. That is what we understand by #zukunfts-leister' (service innovator).

Will digitalisation be just as important in the future?

Frank Theobald: 'Klüh remains committed to digitalisation. For one thing, we are finding fewer employees so we have to use modern technologies to perform or at least simplify some of the work. At the same time, it is what the market wants.'

Christian Frank: 'As a service provider, we are working to link various services in the future so that we can save additional resources. We would like to access our clients' interfaces so that we can process and provide data directly. In this way, our facility management services can contribute to making buildings more sustainable.'

What are your clients' current expectations in terms of sustainability and how will these evolve?

Christian Frank: 'At present, clients mainly expect verification and certification. That is very formalistic and, of course, we satisfy this expectation. However, digitalisation enables us to offer a great deal more. Once we have been cleaning a client's building for a year, we can quickly deliver reliable and very accurate data about water consumption or, if we provide catering, about the volume of food waste. These data enable the client to improve specific aspects of their sustainability strategy by implementing targeted action.'

Frank Theobald: 'When it comes to sustainability, the topics of the future will be the same as today. They will

just be addressed with greater focus and digitalization will be more prevalent. Also, reporting will become more important – we are currently doing our homework in that area.'

And what do your employees expect?

Frank Theobald: 'The cooks of today want to experiment and refine the dishes they serve. They see themselves as specialists – and that is indeed what they are. We should mirror the value of their work back to them because they, like the employees of our Cleaning and Security divisions, are of systemic relevance. In this way, we can underscore the attractiveness of their role and, in these challenging times, stand out as an employer.'

Christian Frank: 'Young people expect us to take action when it comes to sustainability. Increasing the economic, environmental and social sustainability of our operations also helps us to find and retain employees. They equally expect us to be open to change and the use of modern technologies. For this reason, we see sustainability as being closely linked with digitalisation. Our cleaning specialists have welcomed EcoServ and I am certain that the employees of our Security division will enjoy working in the new control centre.'

Thank you for this conversation.

The path to sustainable management

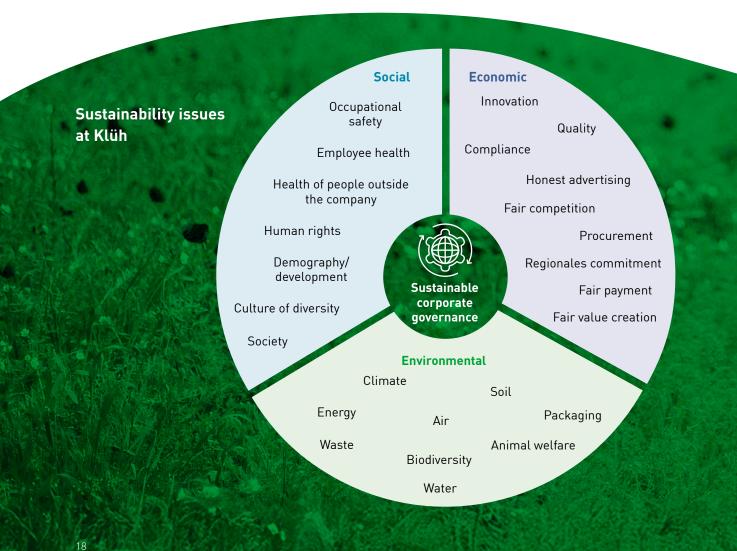
Klüh can look back on more than 111 years of success, characterised by a corporate philosophy built on taking responsibility, preserving value and embracing future-proof solutions. These principles are firmly anchored in our Code of Conduct and shape our company's daily work and long-term focus. For Klüh, sustainable management means making an equal commitment to its ability to operate as a business, social responsibility and resource conservation.

Sustainable management at Klüh encompasses:

- Deploying innovative solutions to deliver added value to clients
- Implementing a corporate culture that fosters a passion for innovation and progress
- Being an attractive employer for all current and potential employees
- Using resources efficiently and leveraging savings potential

Implementing standards as the basis

At Klüh, the consistent implementation of standards such as ISO 14001 (environmental management), ISO 50001 (energy management) or SCC and DIN 77200-1-2017 (occupational safety) is the basis of sustainability management. These standards not only ensure compliance with statutory requirements but, for years, have also strengthened Klüh's competitiveness and credibility and delivered a crucial database for the company's sustainability strategy. Klüh would be unable to achieve its ambitious sustainability targets if it had not implemented these standards. They are not only essential for the company's annual audit in accordance with the ZNU Standard but also for its future ability to satisfy CSRD requirements. In this connection, Klüh conducted a double materiality assessment in 2024 and will be preparing its data management system in 2025.





Top, from left to right: Sophia Goldner, Bastian Oeß, Christian Frank, Thomas Keßeler, Andreas Ludwig, Steven Kuppe, Katrin Albrecht, Markus Schockner

Bottom, from left to right: Lisa Meyer, Rainer Brinkmann, Julia Jurk, David Schurse, Julian Kerkhoff, Stephan Ohanian, Sarah Latton

Not pictured: Rainer Schultes, Pierre Tamke, Robin Krielke, Thomas Keil, Jens-Peter Welters, Melanie Wolff, Markus Gaudlitz, Viktoria Kaiser, Barbara Zander

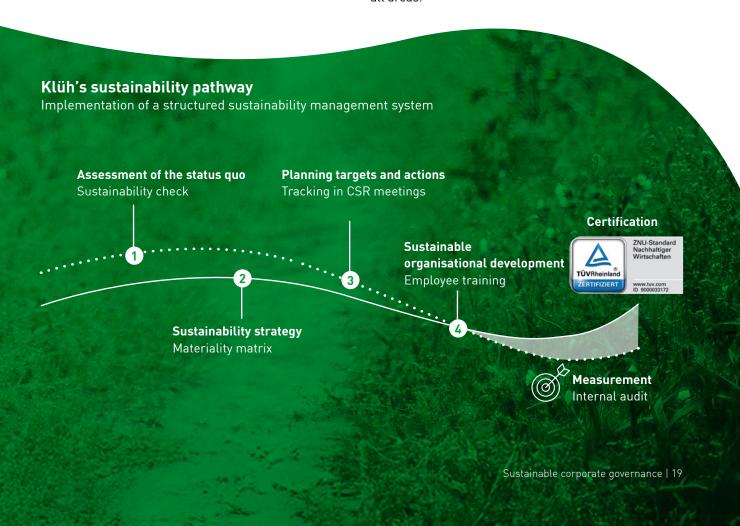
Interdisciplinary CSR team

Klüh established a further pillar of sustainable management in 2022 when it created an interdisciplinary CSR team that also includes the Management Board. It is responsible for implementing the sustainability strategy, analysing relevant data such as energy, fuel and water consumption, waste volumes and chemicals used; it also defines specific actions for reducing the use of resources. By way of regular consultation and training, Klüh ensures that sustainability is anchored in all its divisions

Systematic data collection with leadity software and certification to the ZNU Standard

One key strategic development step in 2024 was the company-wide introduction of the leadity sustainability management software. This facilitates precise and systematic data collection, supporting preparation for the new CSRD reporting requirements. In addition, a comprehensive CSRD gap analysis was performed, covering both internal structures and external requirements.

Through certification to the 'ZNU Standard – driving sustainable change' in 2024, Klüh achieved a key milestone on its sustainability pathway. This standard differs from others due to its holistic consideration of economic, social and environmental aspects, thus verifying the Klüh Group's outstanding sustainability performance in all areas.



Economic and social success factors

Klüh's employees are the company's heart. Their expertise and commitment are the main factor in our clients' satisfaction, underpinned by high-quality services and long-standing partnerships. Client proximity coupled with a passion for innovation enables Klüh to respond flexibly to individual requirements and build lasting relationships that safeguard the company's growth and market position.

As a signatory to Germany's corporate Diversity Charter, Klüh is committed to an organisational culture characterised by mutual respect and esteem. With employees from 122 nations, the company practises diversity on a daily basis and makes an important contribution to social integration. In order to address the shortage of qualified labour, Klüh is investing in training and development, health management and attractive working conditions that meet the needs of all generations.

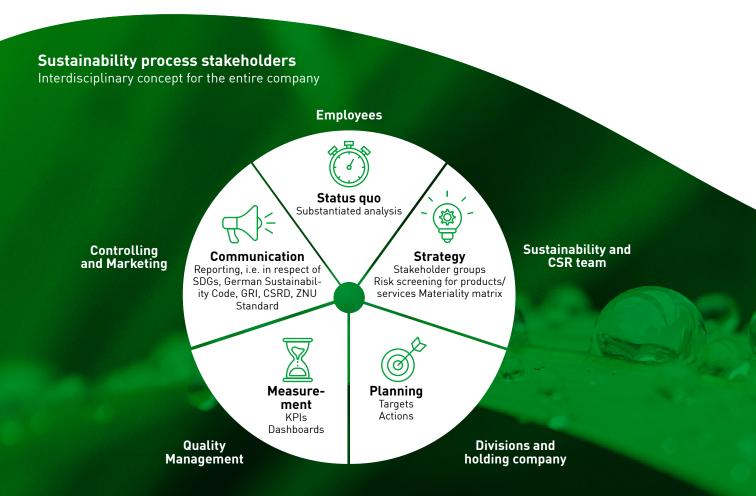
A central environmental aspect: resource efficiency

Klüh is actively committed to reducing the use of natural resources in all its divisions. The Cleaning division utilises environmentally friendly cleaning products and optimised processes to reduce the consumption of water and chemicals. In Catering, the focus is on avoiding food waste by deploying Al-based tools and multiuse systems.

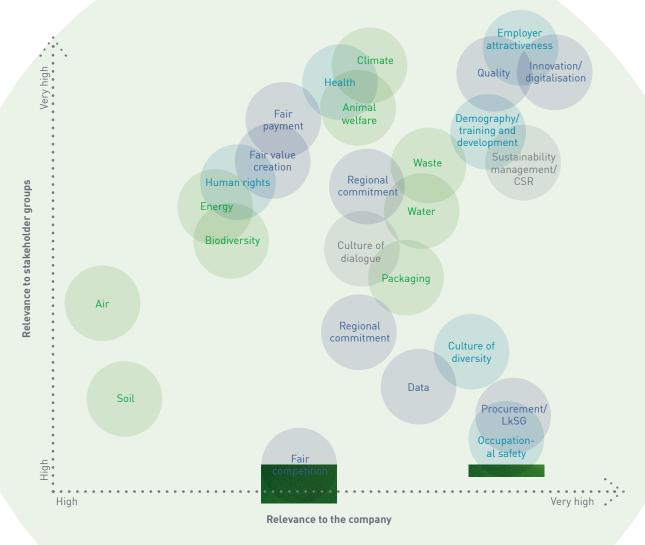
Climate protection is another core priority. A new ${\rm CO}_2$ monitoring tool from Quality Management makes it easier to record emissions for determining the climate balance and then to specifically reduce them. These actions underscore the goal of using resources efficiently and driving sustainable innovation.

Comprehensive sustainability management

The systematic application and regular review of management systems based on ISO standards, standardised sustainability reporting in accordance with the GRI and a company-wide CSR team form the basis for sustainability management at Klüh. Compliance with standards and the systematic work of the CSR team in recent years have been the central elements involved in sustainably integrating and future-proofing environmental and social responsibility within corporate processes.



The Klüh materiality matrix



Social, environment, economy, sustainable corporate governance



In January 2023, Klüh became a participant in the UN Global Compact, the worldwide network of more than 21,000 companies and public sector, government and academic organisations. On the basis of its Ten Principles and Sustainable Development Goals, the network aims to ensure the social and environmental compatibility of globalisation to achieve a more inclusive and sustainable future.

Successful certification in accordance with the 'ZNU Standard – driving sustainable change'

One milestone on Klüh's sustainability pathway was the successful certification to the standard developed by the Centre for Sustainable Corporate Management at Witten/Herdecke University (ZNU) awarded by TÜV Rheinland in 2024. This first tried-and-tested sustainable management standard considers all three dimensions of sustainability as well as sustainable corporate governance. In this way, it ensures that economic, environmental and social aspects are integrated into corporate governance.

'Our ZNU certification was a crucial milestone on our pathway to more sustainable management. It verifies that we are on the right course in the strategic and holistic implementation and practice of sustainability,' says Thomas Keßeler, Head of Sustainability. This ensures that Klüh is systematically addressing the topic of sustainability and improving its performance in key action areas and across value chains.





At Klüh, the systematic implementation of standards is the basis for today's sustainability management system.

	ISO standards have				
ESRS 1 General requirements			ESRS 2 General disclosures		long been an aspect of the CSRD
ESRS E1 Climate change	ESRS E2 Pollution	ESRS E3 Water and marine resources	ESRS E4 Biodiversity and ecosystems	ESRS E5 Resource use and circular economy	ISO 14001:
Social					management
ESRS S1 Own workforce	ESRS S Workers in value cha	the At	FRS S3 ffected munities	ESRS S4 Consumers and end-users	ISO 45001, SCC: Occupational safety
ESRS G1 Business conduct					ISO 9001: Quality management
Oil and gas	Coal	Agr	riculture	Aquaculture and fisheries	



Targets



Added value for clients



Continuous development of digital solutions



Delivery of valuable data to clients



Added value thanks to digital solutions

Smart building cleaning with EcoServ

Klüh views digital innovation as a key factor in its economic growth. As a #zukunftsleister (service innovator), the company is working continuously to develop digital solutions that deliver tangible added value for its clients. In 2024, Klüh introduced EcoServ, a modular service concept that enables clients to tailor all Klüh Cleaning services individually and flexibly to match the utilisation of their buildings. Depending on a client's needs, the basic EcoServ package can be expanded to include additional services from Klüh.

A building's users or the installed sensors deliver real-time information about current service needs to Klüh's employees via a run sheet on their tablet computer so that they know immediately what needs to be done. EcoServ replaces rigid service catalogues, enabling Klüh's employees to respond flexibly and sustainably to users' needs, delivering services tailored specifically to the actual utilisation of a building's rooms and other areas.



EcoServ helps reduce the use of cleaning products, rubbish bags, water and paper and cut Co₂.

Andreas Tetzlaff, Managing Director of Klüh Cleaning



Reduced working hours, CO₂ emissions and resource use

Generally speaking, Klüh can fit sensors to and digitalise any object in any room. This can range from the measurement of soap dispenser filling levels, smart waste management for rubbish containers and the detection of room utilisation to the submission of digital damage reports from our cleaning specialists to clients, explains Felix Fiedler, Chief Information Officer (CIO) and responsible for the Center of Digital Excellence at Klüh. Only those areas are cleaned where it is absolutely necessary. This means that less cleaning product, fewer rubbish bags and less water are used, staff deployment is flexibilised and CO_2 emissions are cut. Klüh has calculated that every working hour saved thanks to EcoServ reduces the CO_2 emissions of a cleaning specialist by around 613 grams.

However, EcoServ does more than that; it also records valuable data. 'This enables us to provide our clients with key data for their sustainability reporting,' adds Fiedler. However, within the context of EcoServ, the sustainability of cleaning itself also plays a growing role because Klüh uses, for example, an ozone cleaning process, washable rubbish bags and recycled materials in its cleaning equipment.

The smart concept has convinced some 20 major clients since it was launched by Klüh at the start of 2024. They appreciate the modularity of EcoServ and the fact that all requests are transmitted to our cleaning specialists in real time so that the service can be delivered quickly,' says Andreas Tetzlaff, Managing Director of Klüh Cleaning.



Upgrading the work of cleaning specialists

'There is also a social aspect,' emphasises Tetzlaff. The work of Klüh's employees is upgraded and valued. Klüh aims to provide them with state-of-theart equipment. Chief among these is the language-independent run sheet used on a tablet computer. EcoServ also moves the provision of services away from very early or very late hours, making them more visible to clients and improving employees' work-life balance. This aspect should not be underestimated given the shortage of qualified labour.



The benefits of EcoServ for clients and employees alike are the reason that the system has been received so well by both.

This was also recognised by the jury of the German Innovation Award 2024 which chose EcoServ as the winner of the 'Information Technologies | Industry Specific and Service Software' category in the 'Excellence in Business to Business' class.

Leveraging the potential to save resources and cut \mathbf{CO}_2 emissions with EcoServ

Tailoring cleaning services to individual needs

Using environmentally friendly cleaning equipment and products

Avoiding waste and measuring volumes

Digitalisation – state of the art

613 g CO₂ for each hour saved

Cutting as much as 21 % CO₂ thanks to ecological cleaning processes

Costs and avoidance

Reduction of paper waste



Example of sustainable facility management: EUREF-Campus, Düsseldorf

The system on which EcoServ is based provides data that can deliver added value to clients, over and above the actual cleaning services. This is demonstrated by the example of the EUREF-Campus in Düsseldorf that will be completed in 2025. EUREF stands for European Energy Forum. It is a model district for the climate-neutral, resource-saving and smart city of the future. Klüh has a showroom and offices on the Campus where interdisciplinary teams work to develop integrated best-practice solutions for sustainable facility management. In addition, Klüh provides a number of infrastructure services at the EUREF-Campus.



#zukunftsleister – leveraging the potential of digitalisation

However, Klüh is not resting on the laurels of its new EcoServ service concept. 'We are continuing to drive digitalisation and already have two new technological innovations in development,' says Fiedler, looking to the future. One is the AI Assistant that evaluates the data recorded, prepares reports and can chat with clients in order to make the work of cleaning and facility management specialists even easier. The other is a 360-degree digital building twin that can guide the cleaning specialists through the buildings to be cleaned, display the values measured by all sensors and deliver additional information to devices, thus facilitating a three-dimensional view. 'In our role of #zukunftsleister (service innovator), we believe we have an obligation to identify, assess and leverage the potential of digitalisation in creating added value for our services,' concludes Fiedler.



Integrated systems coupled with personnel services enable us to identify hazardous situations at an early stage and improve response times.

Sven Horstmann, Managing Director of Klüh Security



Alarm receiving and emergency service centre

Klüh Security also relies on innovative digital concepts. In protecting critical infrastructure, we deploy a large number of novel security technologies as part of a holistic approach consisting of consulting, personnel services, information management and crisis and intervention plans, explains Sven Horstmann, the division's Managing Director. These technologies are becoming increasingly accurate and based on actual needs. For example, monitoring critical

infrastructure with a physical security information management system (PSIM) can identify threats and dangers at an early stage. Advanced technologies such as video and sensor surveillance and biometric access control for authorised persons are important tools in perimeter security. In the event of danger or intrusion at a critical infrastructure facility, for example, a multicopter (drone) can intervene without endangering personnel and transmit information about the situation to a security centre. The information is assessed and any necessary action implemented quickly and effectively. In 2024, Klüh's DigiControl online guard patrol system recorded 3,680,060 critical control points, 181,221 patrols completed, 97,663 activities completed and 13,359 incidents processed.

From 2025, Klüh Security will have an alarm receiving and emergency service centre certified to ISO 27001 and subsequently to the BSI IT baseline protection approach. It will consolidate all services in one place, thus providing clients with added value when it comes to emergency response,' emphasises Horstmann. Integrated digital systems, supplemented with personnel services, will enhance Klüh's ability to identify emergency situations at an early stage, optimise response times, intervene appropriately and, at the same time, minimise risks to personnel. In the Security division as well, Klüh's employees will be supported in the future by modern technologies, tangibly upgrading their activities.

In 2024, Klüh's DigiControl online guard patrol system recorded:



3,680,060 critical control point



181,221 patrols completed



97,663 activities completed



13,359 incidents processed





Avoidance of food waste



Increased proportion of plant-based dishes



Reduced use of chemicals



Our handling of natural resources

A wide range of actions to reduce the use of valuable resources

Step by step towards climate neutrality

Climate neutrality by 2040 and support for the 1.5 degree goal – this target tops Klüh's sustainability agenda. But where are most of the company's emissions produced? To record this information as the basis for action, Klüh again produced a climate balance for 2024 based on Scope 1 and 2 data. The resulting $\rm CO_2$ management plan includes two key levers for reducing $\rm CO_2$ emissions in the Cleaning and Catering divisions especially: avoidance and systematic reduction.

Catering

In the Catering division, the AI Waste Management tool is being rolled out at pace. It is already being used at 15 sites to record and reduce food waste which has enabled some canteens to cut CO_2 emissions by more than 25%. Other measures are the use of environmentally friendly rubbish bags, the reduction of packaging and the introduction of the Vytal multiuse system, almost entirely eliminating single-use packaging. In addition, menus based on the planetary health diet and many other actions are contributing to lower CO_2 emissions.

Increasing the use of electric vehicles

As the vehicle fleet is one of the main sources of emissions, Klüh worked in 2024 to develop a fleet policy and a $\rm CO_2$ reduction strategy. The company has already installed charging points for electric vehicles, reduced the number of kilometres travelled by car and increased the use of electric vehicles.

Klüh records food waste volumes using the Al Waste Management tool.

Cleaning

In 2024, Klüh Cleaning again worked to cut CO_2 emissions at various sites using the ozone cleaning process – with reductions of up to 90 % possible. The use of washable rubbish bags, recycled single-use plastic bags, microfibre cloths and mop covers and biodegradable cleaning systems contribute to the circular economy and cutting CO_2 emissions.

Reducing CO₂ emissions using photovoltaics

Klüh is gradually switching to photovoltaic systems. The units on the roof of the company's headquarters in Düsseldorf already cover some 33% of the building's energy requirement. A large photovoltaic unit – consisting of 410 solar modules – installed on the roof of Klüh Catering's central kitchen in Meerbusch came on stream in summer 2024. If it is not possible to use solar energy, Klüh relies on green electricity or electricity from local suppliers.



Approx. cost savings per year €26,000



Annual reduction in CO₂ emissions **24,905 kg**



Comparison (CO₂) of sustainable and non-sustainable building cleaning processes

	Conventional (2023)	Sustainable (2024)
Cleaning products (Eco range)	69.01 g	58.38 g
Rubbish bags (climate-neutral)	199.2 g	148.80 g
Rubbish bags (washable)	4.15 g	0.38 g
Cleaning carts (content of recycled material)	4.00 g	2.33 g
Microfibre cloths (recycled)	2.11 g	1.22 g
Mop covers (recycled)	27.58 g	20.93 g
Electronic equipment	41.31 g	41.31 g
CO₂ reduction (per hour worked)	687.06 g	613.05 g



Reducing CO_2 emissions is Klüh's top priority. Our goal is to make our operations as environmentally friendly and resource-saving as possible.

Thomas Keßeler, Head of Sustainability



Making sustainability a mealtime experience

Klüh Catering is a byword for quality and first-rate culinary experiences. The caterer is also committed to sustainability, not only on the plates but also in the minds of the diners it serves. So how can this be achieved? This question is addressed by the FOOD MEMO exhibition that is being shown in selected company canteens. Information panels with QR codes invite diners on a mindful journey that not only teaches them about what they eat but also about the impacts on health, the environment and communities. This makes sustainability a mealtime experience.

Prize-winning catering concept

The diners in the company canteen of Basler AG, operated by Klüh Catering, can also experience the FOOD MEMO concept. This is one of the reasons that the canteen in Ahrensburg was awarded four stars in the Food & Health canteen test for its outstanding concept and holistic implementation. It also ranked third in the communication category. The Food & Health canteen test is an annual competition for company canteens. A jury of industry specialists and scientists selects the best company canteens in Germany on the basis of enjoyment, responsibility, health and communication.



Further information:







Klüh Catering has been exploring meat-free nutrition for the past eight years and has become a pioneer in this area. In 2024, it again implemented a large number of activities relating to plant-based food. For example, 58 recipes were added to the WE LOVE GREEN line of vegetarian and vegan dishes. The Klüh Catering App uses an intuitive traffic light system to communicate the climate friendliness of the dishes. A green CO_2 cloud designates dishes that are especially environmentally friendly, enabling diners to identify sustainable options quickly and easily. Each of the 58 new recipes is marked with a green cloud in the app. Veganuary is a fixed feature of the calendar. During the two-week period of the campaign, more than 27,000 dishes were served, thereby cutting CO_2 emissions by 16,436 kilograms.

'Our plant-based campaigns introduce diners in a variety of ways to the topic of sustainability in nutrition. In addition, the sustainable menus of the WE LOVE GREEN product line and our special dishes cut out a large amount of $\rm CO_2$: a total of 243 tonnes in 2024. The best thing is that the new dishes are really tasty,' says Robin Krielke, Head of Business Development and Marketing.

Whole Cooking

It is often possible to use all of a vegetable, thus minimising food waste and increasing appreciation for the entire vegetable. This is demonstrated by the new dish-

es that were the focus of the Whole Cooking programme in September. In all cases, the entire vegetable was used – from the leaf to the root. This resulted in healthy, sustainable and tasty creations such as wholemeal spaghetti in a creamy carrot source, parsley pesto and chilli or baked whole red cabbage, sour lentils, bean hummus and onion and peanut crunch. Almost 25,000 special dishes were served in 92 participating canteens, cutting ${\rm CO}_2$ emissions by 15,000 kilograms.

Mushroom Festival

Mushrooms are a seasonal, regional and tasty alternative to meat – they are genuine all-rounders. That is why the Mushroom Festival at the end of the year served a variety of dishes ranging from a Thai panang mushroom stew to a portobello mushroom burger. Two factors are particularly important when using mushrooms: taste and, especially, the aspect of the circular economy. 'Mushrooms are a prime example of a resource-efficient foodstuff,' says Robin Krielke. 'They grow on agricultural waste such as straw, wood shavings or animal byproducts such as dung. These materials are reused effectively in mushroom farming,' continues Krielke. Once the mushrooms have been harvested, the exhausted substrate is worked into the soil, continuing to serve as a natural fertiliser.

Reducing and recycling

Recycling is a crucial waste avoidance lever in the Cleaning division when it comes to sustainability and the circular economy. Even more than ever, Klüh is seeking to use recycled raw materials in cleaning equipment such as microfibre cloths, mops and mop covers. In addition, in 2024, the company switched to the use of cleaning pads made from recycled materials and works with vacuum cleaners with a high content of recycled material.

Sustainable cleaning products are used to reduce waste volumes. Washable rubbish bags also contribute to waste reduction. Cleaning processes using ozonated water have continued to evolve. They now use ozone generators which do not need to be replaced before around 1,000 hours of operation and produce around 1.4 million litres of ozonated water during this time.



Ozone generator for washing and cleaning

100% chemical-free: cleaning with ozone

In 2024, Klüh Cleaning began using ozonated water for washing as well. This cuts energy consumption because the water is cold yet hygiene requirements are still satisfied. In addition, far less detergent is needed which means that fewer chemicals get into the water and less waste is generated. Washing with ozone also has economic benefits. As ozone is always available, there is no need to procure chemicals. Storage, transport and disposal costs are greatly reduced.

Savings potential of cleaning with ozone



Energy costs reduced by up to 90 %



CO₂ emissions reduced by up to **90**%



Washing costs reduced by up to 55%



Washing costs reduced by up to 81 %



Multiuse systems reduce packaging waste

Klüh Catering began using Vytal's non-deposit multiuse system for takeaway meals back in 2021. This provides bowls and cups for food and beverages that can be picked up or delivered without packaging waste.

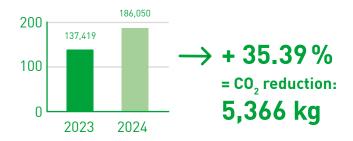
Usage figures demonstrate the growing popularity of this system.

Counting, measuring, weighing: the Al Waste Management tool

Klüh Catering has been relying increasingly on waste management concepts since 2016 and also uses artificial intelligence (AI) so that canteens can measure their waste even more accurately, thus increasing sustainability. The pilot phase involving five company canteens was completed successfully. In 2024, the concept was extended to 15 company canteens. They have minimised their food waste by deploying a fully automated measuring system and extensive monitoring.



Multiuse packaging systems used





Average use of multiuse packaging 18.34 times







Is it possible to dispose of waste without generating further waste?

Klüh Cleaning demonstrates that it can be done. For about a year, the company has been successfully using washable rubbish bags, thus implementing a pioneering alternative to conventional single-use plastic bags in the industry.

The washable rubbish bags are made from 100 % polyester finished inside with a water-repellent acrylic coating. They are available in various colours, with and without drawstrings and in a range of sizes: 10 litres for small bins like those in hotel rooms, 120 litres for use on cleaning carts and very large variants. Demand is high. 'We introduced the washable bags in the summer of last year and at the end of 2024 already had more than 2,000 in use,' explains Julia Jurk, Sustainability Project Manager. 'The 120-litre bags are especially popular.'

'We are using the washable bags with great success for paper and plastic waste in particular,' says Markus Gaudlitz, who is responsible for organisation at Klüh Cleaning. 'In this way, we are making a positive contribution to environmentally friendly and innovative building cleaning operations. Another important use of the bags is to return the textiles used in cleaning. They can then be machine-washed together, eliminating the need to wash the bags separately.'

The bags can be washed at 60° Celsius, are compatible with ozone and withstand at least 400 washing cycles – giving them a service life of around four years. They are therefore a durable and sustainable alternative to single-use plastic bags which may take several hundred years to decompose in the natural environment.





And yet the sustainable bags were not instantly popular. 'We had to do a lot of convincing at the start,' recounts Julia Jurk. Ultimately, the decision-makers were won over by the fact that the costs of the washable bags are quickly amortised.

So what is the next step? 'We will certainly pursue our efforts in this area,' says Markus Gaudlitz and continues: 'Our target is to have as many as 10,000 washable rubbish bags in permanent use at our clients' premises.'

Reducing CO₂ emissions through the use of washable rubbish bags

The number of washable rubbish bags in use As of October 2024	
Size	Number
120 litres	1,995
60 liters	11
30 liters	-



71 tonnes CO,

Resulting CO₂ reduction over the product life cycle (6 years)

By not using conventional single-use plastic rubbish bags



2,006 bags

3... ×

131 tonnes of virgin material not required Virgin material reduction over the product life cycle (6 years)

By not using conventional single-use plastic rubbish bags





187,463,955.2 litres

-1.52% compared with the previous year



products **36%**

Measuring and reducing water consumption

Water consumption in the Cleaning division can be reduced in various ways. The challenge is measuring consumption because this resource is normally used by clients. Exact measurements are only possible at Klüh's own facilities and on its own equipment. However, in order to determine a general water consumption metric for the Cleaning division, consumption was calculated retrospectively on the basis of the metering instructions for all the cleaning products in use. The minimum metering amounts were applied in the calculation.

Klüh Cleaning is increasingly using washing machines equipped with integrated weighing systems that meter the exact amounts of detergent and water needed. In addition, the company is deploying water-saving cleaning equipment and robots with integrated metering technology to ensure the sparing and careful use of water.



Plant-based foods preserve valuable resources

The Catering division is also implementing a growing number of strategies to reduce water consumption. A key role is played by the use of water-saving equipment and digital solutions. These measures are contributing to conserving water resources. However, how much water is used in each dish? This is determined by the water scarcity footprint of a dish, which depends on two main factors:

- The volume of fresh water (surface and groundwater, excluding rainwater and water pollution) used for the product in the production region
- The relative water scarcity in the respective region

These factors result in substantial differences in water consumption in the production of different foods. This is demonstrated very clearly by the example of tomatoes. A tomato produced in Spain needs far more irrigation than a tomato grown in Germany due to the climatic conditions and the availability of water. Especially in dry regions, the cultivation of tomatoes in Spain is highly dependent on irrigation. This has resulted in a dramatic increase in water consumption and a sharp drop in the water table. Water supply is a major problem in southern Spain especially because water withdrawal exceeds the replenishment of the water table by a wide margin. As a result, the water scarcity footprint of Spanish tomatoes is many times larger than that of tomatoes grown in Germany.

Generally speaking, more water is used in animal products than in plant-based alternatives. That is why the increased offering of plant-based dishes in company canteens is helping to reduce water consumption.

In order to raise awareness for the water consumption connected with food and meals, Klüh Catering has introduced transparent consumer information. A traffic light system in the Klüh Catering app shows diners the water consumption of a dish as well as other sustainability indicators such as the carbon footprint, Vita Score and information about animal welfare and rainforest destruction. The water consumption is visualised using a coloured droplet symbol, with green indicating that a dish ranks above the average. Providing information in this way enables consumers to make informed decisions and contribute actively to resource-friendly consumption.

¹ Source: Koch, A. & Reese, S. (2017): Nachhaltige Tomaten aus Almeria? Über den Beitrag des Ökolandbaus für eine nachhaltige Landwirtschaft in wasserarmen Regionen. In 'Der kritische Agrarbericht 2017' (pages 123 to 126), AgrarBündnis e. V.





Responsibility as an employer

Sustainable employee development

Social sustainability is a core element of Klüh's corporate strategy. As an employer, the company is committed to creating an attractive and supportive working environment. The focus is on providing development opportunities for employees, personnel recruitment activities and occupational health and safety.

The new employer branding campaign developed in 2023 was launched successfully in 2024 using the slogan 'I won't work for everyone'. The campaign highlights the valuable work of Klüh's employees, at the same time emphasising the support they receive from the company. Integrated into all personnel marketing and social media activities, the campaign is helping to sustainably strengthen Klüh's employer brand.

Klüh is also taking new approaches in recruitment. Changes to the software-based candidate management system are accelerating processes, improving communication with candidates and increasing transparency for all participants. This is putting Klüh in a better position to master the challenges of the ever-evolving labour market.

84% referral rate

Last year, Klüh's high quality as an employer was again confirmed by independent awards. For the third time in succession, it was recognised as a 'Top Company' by kununu. With an impressive total score of 4.3 out of 5 and a referral rate of 84%, Klüh ranks among the companies with the best working environment in Germany. The areas of career, working culture, working environment and diversity were highlighted in particular. In addition, Klüh was again recognised by the F.A.Z.-Institut as one of Germany's most attractive employers and an industry leader in facility management.









Germany's most attractive employer

In 2024, for the fifth time in succession, Klüh Multiservices was honoured in the area of infrastructure services, making it one of the most attractive employers in Germany's facility management sector.



For the fifth time in succession, we have been honoured with the title of 'Germany's most attractive employer', confirming our commitment to a respectful working environment. This makes us proud and demonstrates the importance of attracting, fostering and retaining talents.

Christian Frank, CFO



Klüh Academy provides a wide range of training and development options

The Klüh Academy remains an important element of the company's personnel development work. It offers all employees many options for their personal and professional development. Alongside proven classroom-based courses, digital formats are playing a growing role (blended learning). The company continues to refine its award-winning DigiLearn e-learning tool to offer a broad range of interactive content.

With its 'Making champions' management development programme starting in 2025, Klüh is focusing more on its managers. The programme offers targeted support based on training, coaching and mentoring, thereby creating a sustainable basis for developing the company's own talents.

Systematic healthcare

Klüh has increased its commitment in the area of health management, receiving recognition from statutory health insurer VBG for the systematic health-care provided by its structured and preventive concept. In addition to regular health screening and individual support, Klüh has implemented a range of measures to ensure a healthy working environment that strengthens its employees' physical and mental health.

Employees from 122 nations

At Klüh, equal opportunities and diversity rank as high priorities. As a signatory to Germany's corporate Diversity Charter, Klüh fosters a working environment in which respect, esteem and diversity are practised every day. Klüh employs people from 122 nations, exhibiting diversity at all levels of the company. Equality and individual advancement are extremely important at Klüh. Another highlight here is the planned campaign week to mark International Women's Day 2025, emphasising equality and diversity within the company.

Klüh is a reliable employer which values the contributions of its employees and provides them with development opportunities. Other benefits that Klüh offers its employees include mobile working, flexible working time models, bike leasing, a purchase discount scheme and company pension options. With its sustainable human resources policy, the Klüh Group not only creates a positive working climate but also strengthens its employees' ties with the company.

Our goal is to support our employees, make their valuable work visible and foster their development. Viktoria Kaiser, Head of Human Resources

I won't work for everyone: Klüh's confident employer branding

The shortage of qualified labour is one of the greatest challenges facing personnel-intensive industries. This makes it all the more important to position the company as an attractive employer with strong values and appreciation for its employees. In 2024, Klüh set a new standard with the launch of its employer branding campaign under the motto 'I won't work for everyone'. The campaign emphasises confidence, individuality and, above all, the significance of professions that are often in the background yet indispensable to our society.

'Above all, our campaign addresses our employees. It is an expression of respect and appreciation for their work that is so often undervalued,' explains Viktoria Kaiser, Head of Human Resources at Klüh. The goal of the campaign is to strengthen employees' self-esteem and, at the same time, foster a sense of pride in the services they provide. It also communicates the message that employees make a conscious decision to work for Klüh.

The campaign was launched at a hybrid kick-off event attended by employees from Klüh's headquarters and branches. The programme included the presentation of the campaign and the supporting communication measures such as advertisements, giveaways, a video and personal statements from the Management Board. The event was broadcast live online to allow as many employees as possible to participate. 'We want everyone to be invested,' says Kaiser. 'Of course, it was a challenge to organise the involvement of clean-

ing specialists and kitchen assistants especially. However, we were able to reach a lot of them and the response has been very positive.'

Since the launch, the campaign has been made visible by Katrin Albrecht, Klüh's Employer Branding Manager. From its job portal to specially developed social media content, Klüh is demonstrating how employer branding can be implemented creatively and in a variety of ways. The slogans have been adapted for individual target groups. 'I won't work for everyone', I won't cook for everyone' or 'I won't clean for everyone' are just some examples of how the campaign has become an expression of identity and pride.

The campaign is effective internally and externally. Employees are using the campaign motifs as digital backgrounds or adapting the slogans for everyday use. 'It's wonderful to see how the message has been accepted. Even Accounting has asked if it can use 'I won't post for everyone' as its departmental motto,' reports Albrecht. The message has also been widely shared on social media, further strengthening employees' identification with their employer.

The campaign aims to improve people's perception of the professions in the facility management industry and increase Klüh's attractiveness as an employer. This includes the fact that Klüh offers its employees training and development opportunities, for example, via the 'Promotion over recruitment' programme. This approach is replicated in all human resources



activities. Going forward, the campaign is to be integrated into other projects like the 'Making champions' management development programme launched in 2025. Planned events like the campaign week to mark International Women's Day will also benefit from the motifs. 'We aim to foster a sustainable corporate culture that strengthens our employees – and that starts with the right message,' summarises Kaiser.

With its 'I won't work for everyone' campaign, Klüh is clearly signalling the importance of and appreciation and respect for every employee. This demonstrates that employer branding is more than just a marketing concept – it is an attitude with a sustainable impact.





Sustainable training and development at Klüh Security

In an ever-changing working world, continuous training and development are the key to employee motivation and long-term retention. With its comprehensive e-learning programmes and development activities, Klüh Security is setting new standards in the security industry. Here, the company brings together state-of-the-art technology with many years of experience and a clear focus on social sustainability.

For more than 40 years, the Klüh Security School has been a central pillar of personnel development. In

2024, the portfolio was expanded to include further innovative e-learning modules tailored specifically to employees' needs. One highlight was the introduction of an interactive learning programme on the subject of sustainability. This not only communicates knowledge but actively involves employees, requiring and motivating them to act. 'Our goal is to involve all employees in sustainability and responsibility. They all need to understand the importance of their work for a viable society,' explains Pierre Tamke, Head of the Security School and Sustainability Officer at Klüh Security.

Blend of classroom-based and digital formats

The DigiLearn platform provides a flexible option for remote training and development. Supplemented by blended learning concepts, classroom-based training and varying monthly topics, the portfolio covers a broad range of subjects – from legal fundamentals to specific aspects of the security industry such as the protection of critical infrastructure. The combination of face-to-face teaching, digital modules and individualised courses enables every employee to access the training they need.

One flagship offering is the certified advanced protection and security training course, which has been state-approved since 1988 and enables employees to prepare remotely for Chamber of Industry and Commerce examinations. This gives employees the opportunity to build their qualifications, not only in-



creasing their income but also facilitating their professional advancement. 'This training is a real game-changer for our employees,' says Tamke. 'It not only gives them access to new career options but can also improve their work-life balance by giving them the knowledge to take on more responsible roles.'



This training is a real gamechanger for our employees.

Pierre Tamke, Head of the Security School, Klüh Security

Honoured with the GreenUp Award

The national awards received by Klüh Security are evidence that it is setting new standards with these programmes. In 2024, the company received the renowned GreenUp Award at a ceremony in Berlin. The jury praised in particular the interactive nature of the training modules and the consistent involvement of employees in sustainability matters. 'We were competing with major corporations and were able to demonstrate that we can implement high-level projects on the basis of individual initiative and commitment,' adds Sven Horstmann, Managing Director of Klüh Security.

A further focus is improving working conditions. Thanks to new digital tools like an expanded ideas portal, employees are not only kept informed but also actively encouraged to contribute their own ideas. These are reviewed on a regular basis and used to inform the further development of the programmes. 'Our employees are our greatest potential. Their ideas and commitment enable us not only to drive our company's success but also actively shape the security industry,' explains Horstmann.

With all these measures, Klüh Security is focusing on professional development and making a substantial contribution to social sustainability. The extensive training and development portfolio makes it possible for our employees to keep growing their skills, move to new career paths and, at the same time, contribute actively to a more sustainable future.





Social responsibility

Social commitment at its home base and beyond

Klüh was established in Düsseldorf in 1911 and remains firmly rooted in the city and the surrounding region to this day. A company with a long tradition, it champions sports, arts and cultural projects as a strong model for social responsibility. The 'Wir für Düsseldorf' initiative established by Josef Klüh supports charitable organisations and projects. In 2024, Klüh focused on initiatives to help homeless people, providing acute support and social rehabilitation:

Freundeskreis

TREBE

Freundeskreis

Düsseldorf e.V.

TrebeCafé



Stiftung Sterntaler ('SleepIn' emergency shelter, addiction prevention, refuge for girls)



Tafel Düsseldorf e.V.

Housing First Düsseldorf

Housing First Düsseldorf e.V.

vision: teilen

vision:teilen e.V. ('Gutenachtbus' – emergency night bus)



Wir für Düsseldorf

Klüh also sponsors the reading festival organised by the Düsseldorfer Leseband(e), funding reading programmes and projects aimed at helping children and young people to develop reading skills and an enjoyment of reading.







Prizewinning communication

In the online magazine 'Klüh4all', Klüh provides extensive insights into its many services. Interviews, background features and news reports explore current topics in the Klüh divisions as well as trends and matters relating to a modern and sustainable facility management industry in a changing working world. The magazine received the German Brand Award 2024 in the communication category. The 'Discussions at the Klüh Catering kitchen table' podcast was continued successfully and remains very popular with listeners.

Klüh Foundation funds innovation in science and research

The Klüh Foundation to sponsor innovation in science and research was established by Josef Klüh in 1987. Since that time, it has awarded funding to pioneering projects on an annual basis. In 2024, Prof. Kathrin Thedieck was honoured for her outstanding research into the rare disease of tuberous sclerosis. Her work is making an important contribution to developing targeted therapies. The award ceremony was held in Düsseldorf's 'Rathaus', the old town hall.





We view credibility and transparency as the basis for communicating the Klüh Group's diverse social commitment.

Sarah Latton, Head of Marketing & Communications

Regional commitment for greater sustainability

At the start of 2024, Klüh joined Düsseldorf's Business Climate Pact, providing key impulses for sustainable development in the region. One example of its activities was the 'Klimamobil Düsseldorf', with the climate-themed vehicle visiting Klüh in November. Employees were provided with practical information about energy efficiency and renewable energy, supplemented with insights into the company-wide sustainability activities of the interdisciplinary CSR team.









Publisher and concept:

Klüh Service Management GmbH, Düsseldorf

Contact:

Marketing & Communication marketing@klueh.de

Design:

Engel & Zimmermann GmbH, Haar

- Front cover: Unsplash, Gary Ellis
- P. 2/3: Unsplash, Shane Rounce
- P. 6/7, 10/11, 30/31, 37, 42/43, 47, 48: Shutterstock
- P. 9, 22/23, 36, 39, 40, 46: Christian Frank
- P. 14/15, 24/25, 41, 45: Adobe Stock
- P. 16/17: Claudia Zurlo Photography
- P. 18/19: Pexels
- P. 20/21: Unsplash, Jonathan Hislop
- P. 28: EUREF-Campus Düsseldorf, © EUREF AG
- P. 29: Frank Maagh, NT-Medien GmbH
- All other photos: Silke Steinraths Photography, Klüh Service Management GmbH

Printing:

Druckerei Köller+Nowak GmbH, Düsseldorf







#zukunftsleister