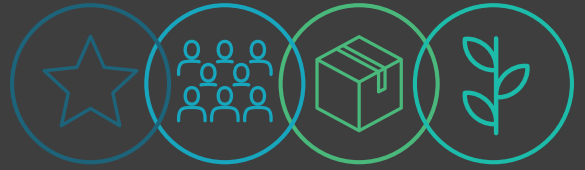


**CORPORATE SOCIAL
RESPONSIBILITY**
(CSR) STRATEGY

CIRQUE DU SOLEIL
ENTERTAINMENT GROUP





A DREAM

At Cirque du Soleil, everything starts with a dream. Whether it was with our first twenty circus performers or today's 4,000 employees, we harness our creative energy to incite the imagination, provoke the senses and awaken the emotions of people everywhere.

Our adventure began in the streets in 1984, with a troupe of young dreamers facing untold possibilities. Since then, the universal language of art has given us the greatest of gifts: a ticket to the world.

Today, more than ever, our nomadic heritage is etched into our DNA. Given that our activities take place throughout the world, we are determined to act as responsible and engaged citizens in the communities that we visit.

We want to make a difference in the lives of youths and encourage them to change the world; our Sun, which represents energy and youth, is our connection to them. I am proud of the work of the Cirque du Soleil performers, artisans and employees, and I am honoured that together we are building a responsible company that uses its creative powers to make the world better.

Our social responsibility strategy is based on four pillars, and gives our work clear direction to focus on the objectives that we have set for ourselves. Join us in making every place we visit even more beautiful!

DANIEL LAMARRE

President and Chief Executive Officer
Cirque du Soleil Entertainment Group

CIRQUE DU SOLEIL ENTERTAINMENT GROUP WORLD CITIZEN

At *Cirque du Soleil Entertainment Group*, our commitment extends well beyond our shows. Our aim is to have a positive impact on people, communities and the planet using the things that set us apart: creativity and art.

THE PILLARS OF OUR ENGAGEMENT



TALENT

Providing an inspiring, healthy and safe working environment for our employees



COMMUNITY

Being a responsible agent for change in communities



PROCUREMENT & PARTNERSHIPS

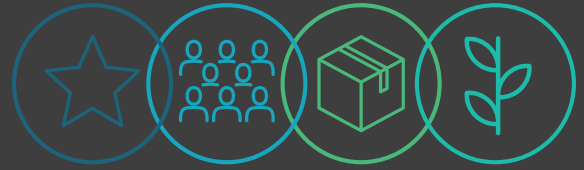
Making responsible choices in procurement and partnership



ENVIRONMENT

Reducing the environmental impact of our activities

TALENT



We owe the success and influence of the *Cirque du Soleil Entertainment Group* above all to the employees, artists and artisans who work for it. In 2018, we continued our efforts to offer them a stimulating work environment that fosters their development and well-being. We want to promote a collaborative culture as well as encourage greener practices and foster artistic curiosity. In short, we want the environment in which they are evolving to reflect and inspire them, as well as encourage them to fulfil their potential.

DEVELOPMENT

Enable each individual to realize their full potential:

- *Stretch* leadership training given to 314 managers
- Participation of 500 employees in 12 conferences and other inspiring events
- Implementation of *Odyssey*, a new two-day employee integration program
- All employees and artists engaged several times a year with their managers in the *Talent Dialogue*, a program based on open discussion that replaces the performance evaluation.

Foster engagement and collaboration:

- Multi-channel internal communications based on openness and transparency
- 78% participation in the periodic engagement survey showing an overall engagement rate of 73%
- 14 *Panache* awards given out and 75 employees recognized; *Panache* is a peer recognition program that allows colleagues to celebrate their accomplishments with each other.
- Launch of the *OPEN UP Exchange*, a voluntary initiative under which any employee can invite another Cirquester to learn more about their work.



HEALTH AND WELL-BEING

Promote physical activity and healthy lifestyle:

- Access to a fitness centre
- 529 individuals enrolled in sports activities
- 6 *Cirque Jams* focusing on sports (Skating, Hockey, Cycling, Rockabilly, Yoga, Running Club); *Cirque Jam* is a program that encourages employees to get together to practice their favourite activities.
- Installation of a winter bike storage space
- Opening of the meditation room in addition to the 400 individuals enjoying discounts on the *HeadSpace* and *Petit Bambou* meditation apps.

Make health the first priority:

- Our headquarters are the very first establishment in Quebec to achieve *Fitwel* certification!
- Renewal of BOMA BEST Gold certification
- Numerous initiatives fostering a better balance between work and personal life: telework, four-day work weeks, Employee Assistance Program, access to health care specialists in the workplace, etc.
- Implementation of the *Dialogue Santé* pilot program, a telemedicine application.

*Fitwel*¹ certification recognizes buildings that have implemented measures to maintain and improve their occupants' health. To obtain the certification, 63 widely varied criteria are assessed, such as the presence of a meditation room, a gym, active transportation support measures, green space proximity, healthy cafeteria food choices, luminosity, air quality, etc. Several improvements were implemented in 2018 to achieve the 2019 certification.

WORK ENVIRONMENT

Offer innovative and collaborative workspaces:

- A redevelopment project for all workspaces in the Montreal headquarters and Las Vegas offices. The new spaces focus on openness, collaboration, flexibility, modernity and creativity.

Feed and stimulate creative minds:

- Numerous permanent and temporary art exhibits in all spaces
- 1,388 show tickets donated through the Access to the Arts program to promote the discovery of emerging artists in varied disciplines including dance, theatre, humour, music, film and, of course, the circus.
- 92 participants in the *PARADE* program, which invites employees to exhibit their own works.

Encourage greener practices:

- Environmentally friendly event management
- Incentives to use public transportation and bicycles (partial reimbursement of monthly STM transit pass costs, BIXI discounts, cycling clinic, etc.).

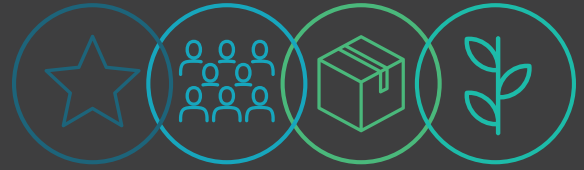
#SOLEIL93 CHRISTMAS PARTY: A GRADE 3 RESPONSIBLE EVENT¹

Celebrating has been part of the *Cirque du Soleil Entertainment Group's* culture since the very beginning. Being a responsible corporate citizen is also deeply rooted in our values. Our events are now rigorously managed for the pleasure of all. For our last Christmas party:

- 96% of the suppliers were located less than 100 km from our headquarters.
- The residual materials generated are broken down as follows: 74% recycling, 18% compostable waste, 8% waste.
- 16% of the guests returned home on public transportation.
- 5 tons worth of carbon credits were bought from ECOTIERRA to compensate for our greenhouse gas (GHG) emissions.
- Three *Mégot Zéro* ashtrays collected 0.15 kg of residual waste.

¹ 342 points out of 500, compliance with a certain number of BNQ Standard 9700-253 requirements.

COMMUNITIES



BUILDING TIES

Over the years, Cirque du Soleil has developed ties with the communities that welcome it all around the world. Our diplomatic and political contacts, as well as the lasting partnerships we have established, help support our operations. But our ties with the markets we visit go much further than this. They also enable us to give back to the communities that host us through programs and activities that are mainly addressed to troubled youth. This cause is a natural fit for a company founded by street performers.

We have, of course, also developed preferred relationships with the Montreal community, the birthplace of the Cirque and location of our International Headquarters. We occasionally open up our headquarters so visitors can learn about our creative venues.

SHARING OUR EXPERTISE

We use art as a tool for intervention to help youth at risk. We have developed internationally recognized expertise in circus-oriented social outreach activities and are dedicated to sharing it wherever the needs are most urgent. In the cities we visit but without limiting ourselves there, we now organize training for social art practitioners, we provide financial support to organizations, and we fund a grant program every year for local organizations.

Furthermore, in each city visited by our big top, we hand out 500 show tickets to organizations that work with at-risk youth. This is often the first encounter with the performing arts for these young people, and it can inspire passions. It's our way to convey our love for entertainment to future generations.

2018 IS:

- 130 visits, representing over 1,200 visitors, to our International Headquarters
- 1,473 visitors during the Journées de la Culture open doors event
- 35 premiere events including fertile discussions with communities and an association with the Sentebale Foundation



2018 IS ALSO:

- Over 95,000 young people worldwide taking advantage of our program
- 26 organizations that have benefitted from our direct financial support
- 30,000 tickets given out on tours
- 11 training sessions held worldwide as part of the Cirque du Monde program
- 15 training sessions held independently by our partners

NURTURING ARTISTIC CREATION

Nurturing and sharing our passion for art is in our DNA. Our employees and visitors have access every day to a collection of over 500 artworks, 16 of which form a public art garden. Our collection tends to favour emerging artists and is decidedly open to various practices to help support the current artistic milieu. We partner with organizations that share our mission and inspire us. Our long-term strategy is to develop a strong, coherent collection that lives up to the artistic renown of *Cirque du Soleil Entertainment Group*.

TESTIMONIALS

CIRQUE DU MONDE TRAINING

« Many things have changed in me, my will to keep working in the social field has been reignited. I came to realize that my work goes in the same direction than the work of many people and organizations. [The training] has helped to reinforce the emotional ties between people in social circus in the country and other people associated with the projects. I was very inspired. I would like to keep training with you. Infinite thanks! »

– Instructor who took part in a Cirque du Monde training in 2018

GRANT/PARTNERSHIPS

« Thank you for the support of our social circus projet in 2018. Thanks to you we have been able to resume activities and the work initiated this year will continue in 2019. We are currently in the process of creating an independant circus social organization in our city, to ensure its continuity and shine a light on its importance... »

– Representative of a grantee/partner organization in 2018



TICKETS DONATION

« To attend a circus show was a pleasant experience: our kids came out very motivated. They could visualize themselves as artists and realized that there are real possibilities when you dedicate yourself to circus. »

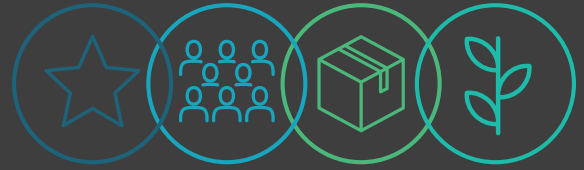
– Representative of a youth organization that has received show tickets for its young participants in 2018

ARTS NOMADES

« It is the second year that I attend regularly Stephane`s workshops as a specialized educator. It`s always very positive to witness the evolution of certain students, to see their self-confidence grow in some activities and it`s a pride to see them surpass themselves. Congratulations once again and I hope our school will be lucky enough to benefit [from this program] for two more years! »

– Specialized educator in a group that received Arts Nomades workshops in 2018

PROCUREMENT AND THE ENVIRONMENT



CHOOSING THE BEST PARTNERS

Our partners and suppliers are essential to our activities and therefore to our success. We select them of course for their product and service quality, but also for the social and environmental responsibility values they share with us. By harmonizing our practices with them, we can multiply the positive impacts of our actions and contribute to the overall improvement of our environment.

With our responsible procurement criteria and the social responsibility provisions included in our partnership agreements, we mutually and formally undertake to implement best practices in every possible sphere, particularly with regard to:

- Environmental protection;
- Working conditions;
- Talent management and employee relations;
- Social and cultural action in the community;
- Respect for human rights.

In adopting these practices, we can identify and encourage responsible suppliers who share our CSR approach. Concerning our partners, our values are concretely expressed through our many collaborations, including the one with *MGM Resorts International*, our long-time partner in Las Vegas.

CREATING MORE SUSTAINABLE PRODUCTS

We produce a considerable number of costumes every year. To reduce the environmental impact of our activities, we have created a governance process called **APTO** (**A**rtistic, **P**erformance, **T**echnical and **O**perational) that extends the life of our costumes. In addition to providing the most rigorous specifications for environmentally friendly choices, APTO also encourages cooperation and innovation to find long-term sustainable and effective solutions by consuming more intelligently. It covers all production processes, from coaching creative teams at the very start to optimizing truck loading. In addition to considerably reducing our environmental impact, this project has enabled us to save significantly on production costs.

ALWAYS REDUCING OUR ENVIRONMENTAL IMPACT

Our environmental criteria, in force since 2006, have four major components:

1. Water management;
2. Greenhouse gas (GHG) management;
3. Residual and hazardous waste management;
4. Employee education and awareness building.

They are applied to our operations, including those at our headquarters, touring shows, and resident show sites. In all cases we seek to implement innovative actions with key partners in our milieus.

For example, during our big top tours, connecting to local electrical networks requires significant planning efforts but allows us to significantly reduce our energy consumption along with our costs. For permanent shows, we work with our partner **MGM** to reduce our GHG emissions in Las Vegas by making choices that improve our shows' energy efficiency.



SHARING RESPONSIBILITIES

Making responsible choices, both internally and externally, is a complex task. In addition to the variety of requirements to be considered, it involves numerous teams in operations at multiple sites around the world.

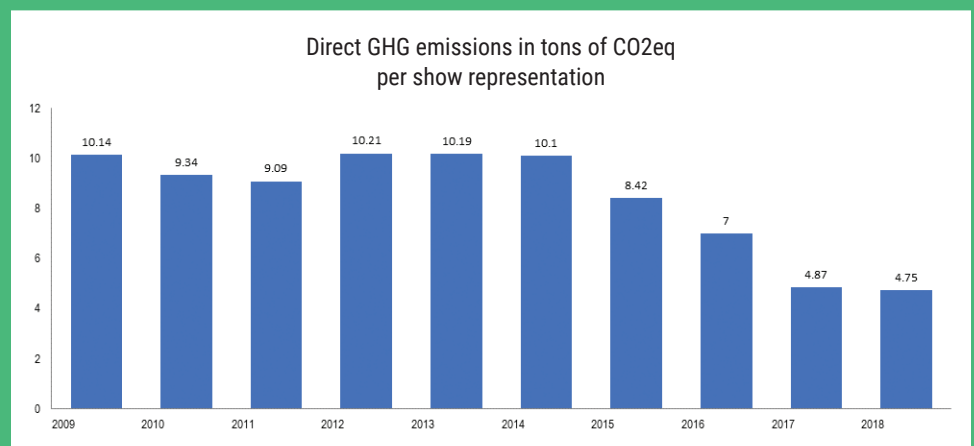
We are currently rethinking Cirque du Soleil's Social Responsibility governance in order to better distribute the related responsibilities. We will be establishing a new Social Responsibility Committee to facilitate informed decision making, the presentation of information, and discussion on the solutions put forth by various internal teams. Together, these changes will also allow us to:

- Better follow up on (and celebrate!) best practices;
- Put forth avant-garde solutions;
- Enhance the visibility of our commitment;
- Offer better accounting of the impacts.



SOME FIGURES

- For our big top shows, we have been connected to the local electrical grid in eleven cities on three continents: Boston, Delhi, Hong Kong, Montreal Mumbai, Oaks, San Francisco, Sanya, Seattle, Washington et Zurich.
- In 2018, the amount of greenhouse gas emissions per show¹ representation was 4.75 tons, representing a reduction of over 53% over the last five years.



¹ These figures were determined using a GHG calculation tool updated in 2019 by a specialized firm using factors from the GHG Protocol, Defra, and the Canadian national inventory report. We are constantly striving to refine our GHG emission calculation formulas to achieve more representative results that can better guide our decision making.

CIRQUE DU SOLEIL®
ENTERTAINMENT GROUP

