

# SUSTAINABILITY STRATEGY

## ESG Framework

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## OVERVIEW

At Cirque du Soleil Entertainment Group (CDSEG), 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. Cirque's newly adopted sustainability strategy is based on four pillars and gives our work clear direction to focus on the objectives that we have set for ourselves.

Since 2024, the deployment of our strategy has been centered around the operationalization of our ESG Framework, with its 4 pillars and 13 material topics. In doing so, we aim for an effective ESG risk management culture, meaningful and impactful social and environmental initiatives, and dynamic engagement with our partners and community.

### The Pillars of Our Engagement



#### ENVIRONMENT

Reducing the environmental impact of our activities



#### OUR PEOPLE

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



#### PARTNERSHIPS & COMMUNITY

Making responsible choices in procurement and partnership While advocating for positive change in our communities



#### RESPONSIBLE GOVERNANCE

Assuring the proper governance of our operations by demonstrating accuracy and transparency in our business records



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## ENVIRONMENT

### Material issues

*GHG Emissions & Decarbonization*

*Sustainable Use of Resources*

*Climate risk management*

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

- Greenhouse gas (GHG) management
- Sustainable use of resources
- Residual and hazardous waste management
- Employee education and awareness building.

They are applied to all of 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.

### Quantifying Emissions and Advancing Decarbonization

Building on the insights gained from our carbon footprint and in alignment with our partners' environmental targets, we are now expanding our focus to include upstream and downstream emissions. We are actively exploring reduction opportunities within Scope 3 emissions through transportation, responsible waste management, circular economy initiatives, and further energy efficiency improvements. These efforts reflect our holistic approach to decarbonization, recognizing that meaningful climate action requires addressing emissions throughout the entire value chain.

Our commitment is clear: to continue refining our emissions quantification processes, set reduction targets grounded in scientific evidence, and implement innovative solutions that drive us toward a low-carbon future. Together with our partners and stakeholders, we are dedicated to making a positive impact on the environment while delivering exceptional experiences.

### Sustainable use of resources

We produce a considerable number of costumes every year. To reduce the environmental impact of our activities, we have created a process called APTO (Artistic, Performance, Technical, and Operational) 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 from the outset to optimizing truck loading. In addition to considerably reducing our environmental impact, this project has enabled us to save significantly on production costs.

We are actively engaged in seeking innovative solutions to improve the life cycle of our costumes by partnering with leaders in textile circularity. Since 2024, we have set up a Green Material Library to give a second life to our textile offcuts. Our objective going forward is to significantly reduce the volume of costumes and production scraps that are disposed through the formalization of remanufacturing, recycling, and repurposing cycles.





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## OUR PEOPLE

### Material issues

*Diversity, Equity & Inclusion*

*Talent Management*

*Health, Safety & Wellness*

At Cirque du Soleil Entertainment Group (CDSEG), our employees, artists, and artisans are the heart and soul of everything we do — the driving force behind our global reputation. We recognize that their work environment profoundly impacts not only their professional performance but also their overall quality of life, family well-being, and health. That's why we are deeply committed to fostering a workplace that is open, safe, inspiring, and welcoming — a place where creativity flourishes and everyone feels valued and supported.

### Diversity, Equity, & Inclusion

DEI has been a part of Cirque du Soleil's DNA since the very beginning. Over the past few years, our DEI efforts have been focused on:

Formalizing an Employee Council named Mozaik and a Diversity, Equity & Inclusion Executive Council

- Founding member of a DEI community of practice in Montreal with over 15 participating companies
- Offering training workshops on inclusive leadership and unconscious bias
- Supporting and engaging with DEI-positive organizations such as Montreal and Las Vegas Pride
- Supporting our Talent from historically underrecognized communities through groups such as DEI ERG and employee sounding boards.

We owe the success and influence of CDSEG to all our employees, artists, and artisans... and we are proud to share that we have more than 3,200 employees worldwide, representing over 80 nationalities and speaking more than 40 different languages.

### Talent Management

At Cirque, we strive to offer our people a meaningful and human employee experience — from their very first day on through each and every key milestone in their journey.

Our approach focuses on ongoing dialogue, growth, and recognition. We believe progress is fueled by sincere and constructive exchanges that strengthen engagement; every person matters, and together we evolve our culture and impact. We have several programs that celebrate individual and team contributions through programs and initiatives that highlight important moments—whether it's service anniversaries, collective achievements, or events that bring us together.







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### Health, Safety, & Wellness

Given the nature of our business, we have developed a deeply ingrained health and safety culture that permeates every aspect of our operations, making employee well-being a constant priority. Over the years, numerous initiatives have been launched to support a healthy work-life balance, such as offering telework options, an Employee Assistance Program, and access to healthcare specialists on-site.

At Cirque du Soleil, we strive to be a competent, responsible organization and a benchmark for health and safety in the entertainment industry. Health and safety are of the utmost importance in our management, operational, and creative practices. As such, we adhere to the following principles:

- Establish, harmonize, and promote strong health and safety practices by adopting a risk management approach that meets the highest standards
- Engage our employees and artists in maintaining a safe environment while putting their creative strengths to use
- Provide each person with the tools and knowledge necessary to make health and safety a priority at all times.

Our prevention efforts will allow our employees and artists to continue to be creative and perform proudly in a safe and stimulating environment.

These measures demonstrate Cirque du Soleil's commitment to ensuring that health and safety are not just policies but integral to the daily lives of its employees.



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## PARTNERSHIPS & COMMUNITY

### Material issues

*Sustainable Procurement*

*Partnerships & Strategic Alliances*

*Community Engagement & Philanthropy*

*Customer Experience & Wellbeing*

Our company is dedicated to fostering strong community engagement and meaningful philanthropy, ensuring that we give back and contribute positively to the places where we perform. We build strategic partnerships and alliances that align with our values, enabling us to collaborate effectively with local organizations, artists, and suppliers. Through sustainable procurement practices, we prioritize responsible sourcing to minimize our environmental impact while supporting ethical and diverse suppliers.

### Choosing the Best Partners

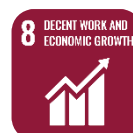
Our partners and suppliers are essential to our activities and, therefore, to our success. We select them not only for the quality of their products and services, but also for the social and environmental responsibility values they share with us. By harmonizing and aligning our practices with them, we can increase the positive impacts of our actions exponentially and contribute to the overall improvement of our environment.

With our [Sustainable Procurement Policy](#) and [Supplier code of conduct](#) 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 ESG approach. With regard to our partners, our values are clearly articulated through our numerous collaborations, including our long-standing partnership with MGM Resorts International in Las Vegas.

See our latest report on our [Fight Against Child Labor and Forced Labor in Supply](#).





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### Sharing Our Expertise

In each city visited by our big top and arena shows across the world, we donate up to 500 show tickets to organizations that work with at-risk youth. For many of these young people, this is often their very first experience with this type of live performance, and it can ignite in them a passion for the performing arts. It's our way of passing on our love for entertainment to future generations.

### Building Community Relationships

Over the years, Cirque du Soleil has developed strong relationships and ties with the communities across the globe that welcome and host its performances. These long-lasting partnerships we have established play a crucial role in supporting our operations. But our ties with the markets we visit extend far beyond mere operational support. They also allow us to contribute and give back to the communities that host us through programs and activities that primarily target at-risk and disadvantaged youth, a charitable cause that is a natural fit for a company founded by street performers.

### Our social commitment

We follow a community impact program dedicated to empowering disadvantaged youth and supporting the arts community, fostering positive change and growth. In 2024, we renewed our partnerships with Canada's National Circus School, Tohu, and Resto Saint-Michel to promote circus arts and fight food insecurity.

#### *Les Petits Rois*

Les Petits Rois (LPR) is a Montreal-based foundation that aims to improve the future of young people living with intellectual disabilities and autism spectrum disorders by promoting their education and development throughout all the stages of their lives. Since 2023, Cirque has collaborated with LPR, offering internship experiences to help young people develop their learning and independence in a work environment.

#### *One Drop*

Established in 2007, [One Drop Foundation](#) aims to ensure that communities around the world have access to safe water, sanitation, and hygiene. Cirque has supported One Drop for over 15 years, including many generous contributions, fundraising events, and employee engagement initiatives. These contributions include the annual One Night for One Drop philanthropic event in Las Vegas, which has raised more than \$100 million.



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# Responsible Governance

## Material issues

*Ethics, Integrity & Compliance*

*Corporate Governance*

*Data Privacy & Security*

We foster a culture of integrity, transparency, and accountability, ensuring that every member of our team acts responsibly and respectfully toward colleagues, audiences, partners, and communities. Guided by a clear Code of Ethics, we promote a safe, inclusive, and equitable environment that reflects our core values and artistic spirit. Our governance framework is designed to maintain strong oversight, manage risks effectively, and align our business practices with social and environmental responsibility. Through these commitments, we strive not only to entertain but also to make a positive and lasting impact on society.

## Championing Corporate Integrity

Ethical corporate governance is the backbone of Cirque's integrity, ensuring that business practices are conducted with transparency, accountability, and respect for all stakeholders.

In 2024, we updated our [Code of Ethics](#) to reflect the latest global standards and best practices. These updates included enhanced guidelines on sustainability, diversity and inclusion, supply chain management, and responsible corporate behavior. The revised code reaffirms Cirque du Soleil's commitment to ethical decision-making and reinforces our dedication to maintaining the trust of our customers, employees, and business partners.

## Navigating Change

The ESG regulatory landscape has evolved rapidly over the past few years, with new standards and requirements being introduced on a frequent basis.

Consequently, Cirque du Soleil has taken a proactive approach to evaluating new ESG regulations by continuously monitoring emerging legislative developments and industry trends across the markets in which we operate.

This vigilant assessment process enables us to swiftly determine our regulatory obligations and to integrate relevant changes into our practices. By embracing these shifts with agility and foresight, Cirque du Soleil not only stays ahead of compliance requirements but also positions us as collaborative corporate citizens, enabling the development of new business practices based on data availability and accuracy.



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