

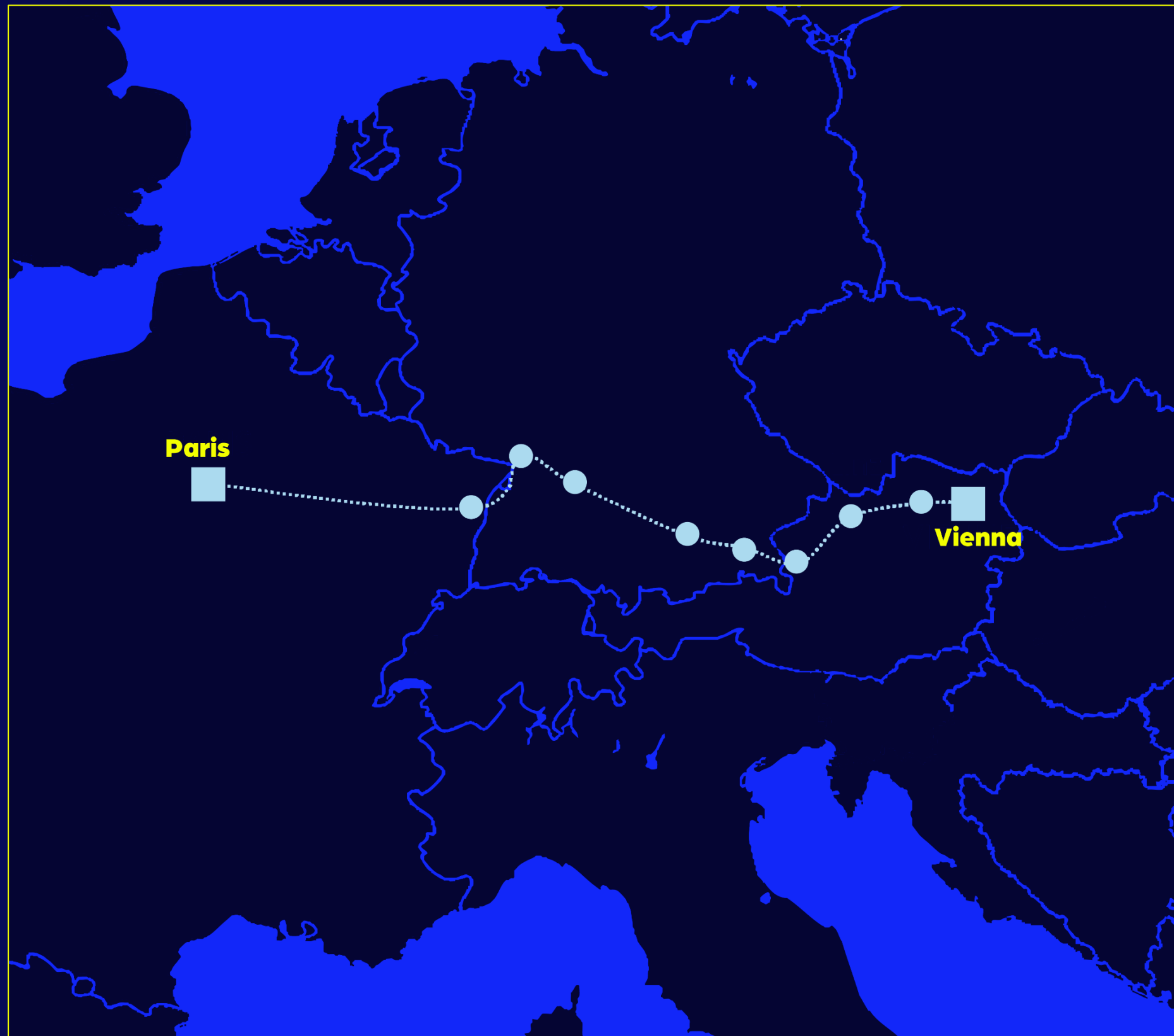


Sound and Sustainability

Christophe Piette – CEO Groupe Novelty

From Idea to Performance – Vienna 2025

THE TRAIN STORY - THE PRICE OF A GREEN TRIP



- ▶ 25 kg of CO₂, €700, 15 hours by train.
Or 550 kg CO₂, €300, 3 hours by plane.



- ▶ That's €1,200 per ton of CO₂ avoided.
Sustainability sometimes hurts...
but it feels right.

BORN IN THE FIELD, RAISED IN THE INDUSTRY

- Grandson of farmers, agronomic engineer (Soils, Crop and ecosystems).

Always passionate about connecting earth, industry, and people.

- 1998: launched world's first "green" professional detergent within Unilever subsidiary.

- 2007-2021 GL events Trade Fair events- Focus on reducing carpet floors

2022 Fine Art Transportation at Chenue: switched Parisian fleet to HVO fuel → -450 t CO₂/year.

- Today: helping make live events more responsible across 15,000 projects per year and

Lower CO₂ footprint – Enhance Circular Economy

“Sustainability, for me, isn't a marketing trend — it's professional coherence.”

GROUPE NOVELTY : OUR HISTORY

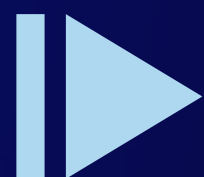
40+ years of expertise in live events and entertainment.

Family-founded, now a **European leader** in technical event services.

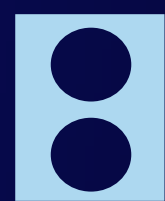
Largest AV and event equipment inventory in Europe.

Integrated expertise in **Video/Sound/Lighting/Power/Staging/Backline**.

A unique **'French touch'** backed by skilled teams and global reach.



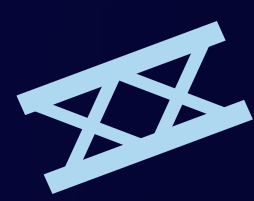
VIDEO



SOUND



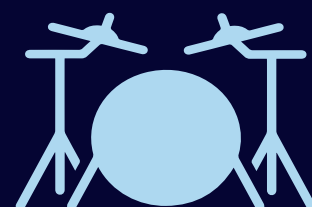
LIGHTING



TRUSS



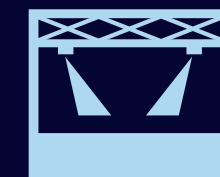
POWER



BACKLINE

SFX

SPECIAL EFFECTS



STAGES



DESIGN OFFICE



TECHNICAL
MANAGEMENT

OUR SKILLS AND KNOW-HOW

OUR BRANDS

novelty

Your trusted technical partner for corporate events, fashion shows, expos and everything in between.

De Préférence[®]

Spécialiste en ingénierie sonore



France's leading technical service provider for large-scale indoor and outdoor events.



Offers a comprehensive service of technical solutions in energy distribution and production.

On STAGE

Supplier of stages and event structures to some of the biggest shows in France.

teamagine

Scenographic research and development office.

DUSHOW

Live entertainment expert specialising in technical solutions for live events, television productions and fixed installs.

alabama

Provider of video projection, broadcast control, media server, LED display and image capture solutions to events in France, the Middle East, Africa and Asia.

DUSHOWTV

Lighting supplier for TV productions.

C17

C17 special effects

Specialist in stage effects for nearly 25 years.

BBS BACKLINE

Backline specialist supplying concert tours, festivals, TV shows, film shoots and more across Europe.

PLANETlive

Backline rental specialist and provision of rehearsal studios

POTAR

Artist-first pro AV for concerts, tours and festivals.

BEST AUDIO & LIGHTING

French distributor of leading AVL brands including Meyer Sound, Avid, Solid State Logic, Elation, Magmatic and Obsidian.

SEVAN

Technical consultations and rigging solutions.

MUSIClive

Backline rental specialist and provision of rehearsal studios

OUR LOCATIONS

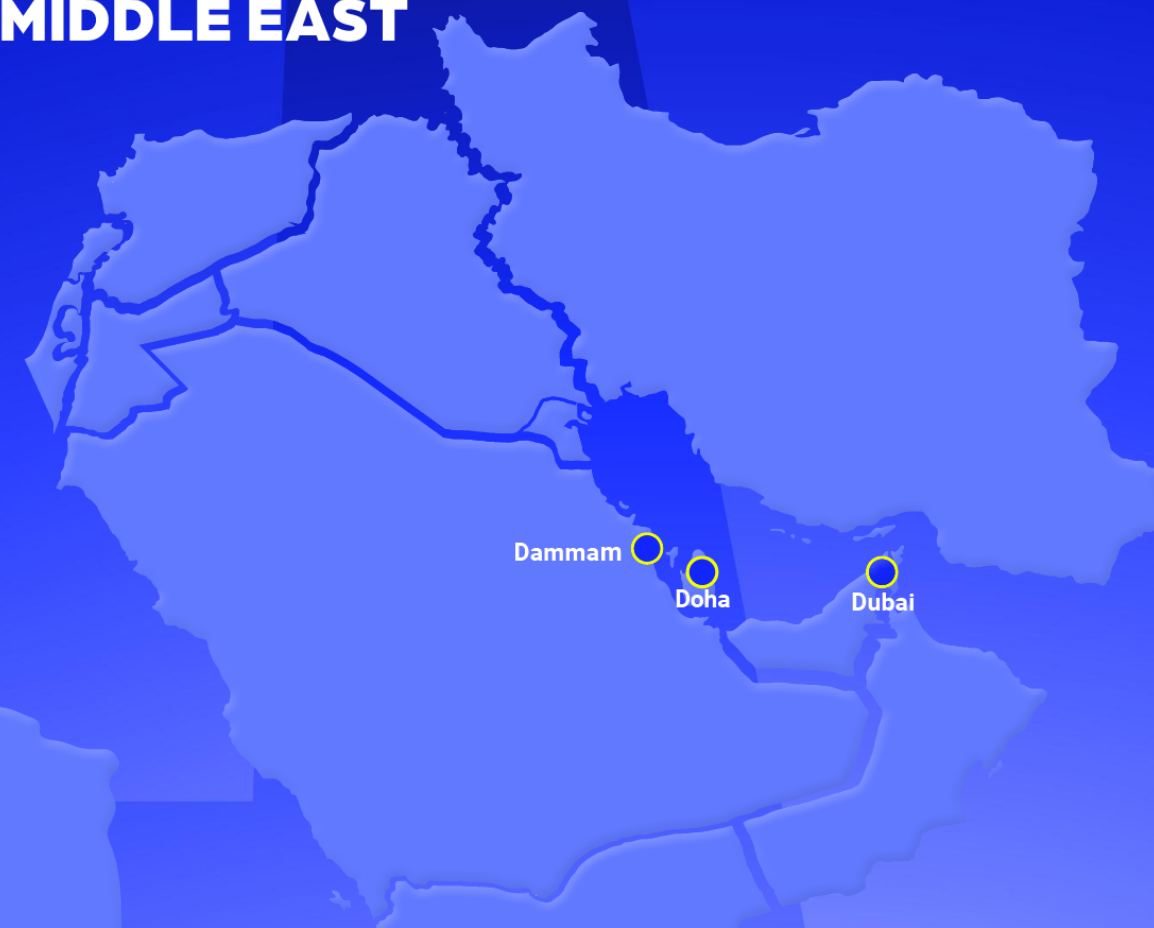
BORDEAUX • CAEN • CANNES • LYON • MARSEILLE
NANTES • NICE • PARIS • STRASBOURG • TOULOUSE

BARCELONA • BRUSSELS • DAMMAM • DOHA • DUBAI • LISBON
LONDON • MADRID • MARRAKECH • MILAN • MONACO • RIYAD

EUROPE



MIDDLE EAST



GROUPE NOVELTY'S KEY FIGURES



380M€

CONSOLIDATED
TURNOVER



300M€

TURNOVER IN
FRANCE³⁰



80M€

INTERNATIONAL
TURNOVER

OUR GOAL :

We aim to achieve a perfectly balanced revenue split
—
50% from domestic markets
and 50% from international operations.



Our expertise in action at the Olympic Games

<https://youtu.be/lczDiknIUfY>

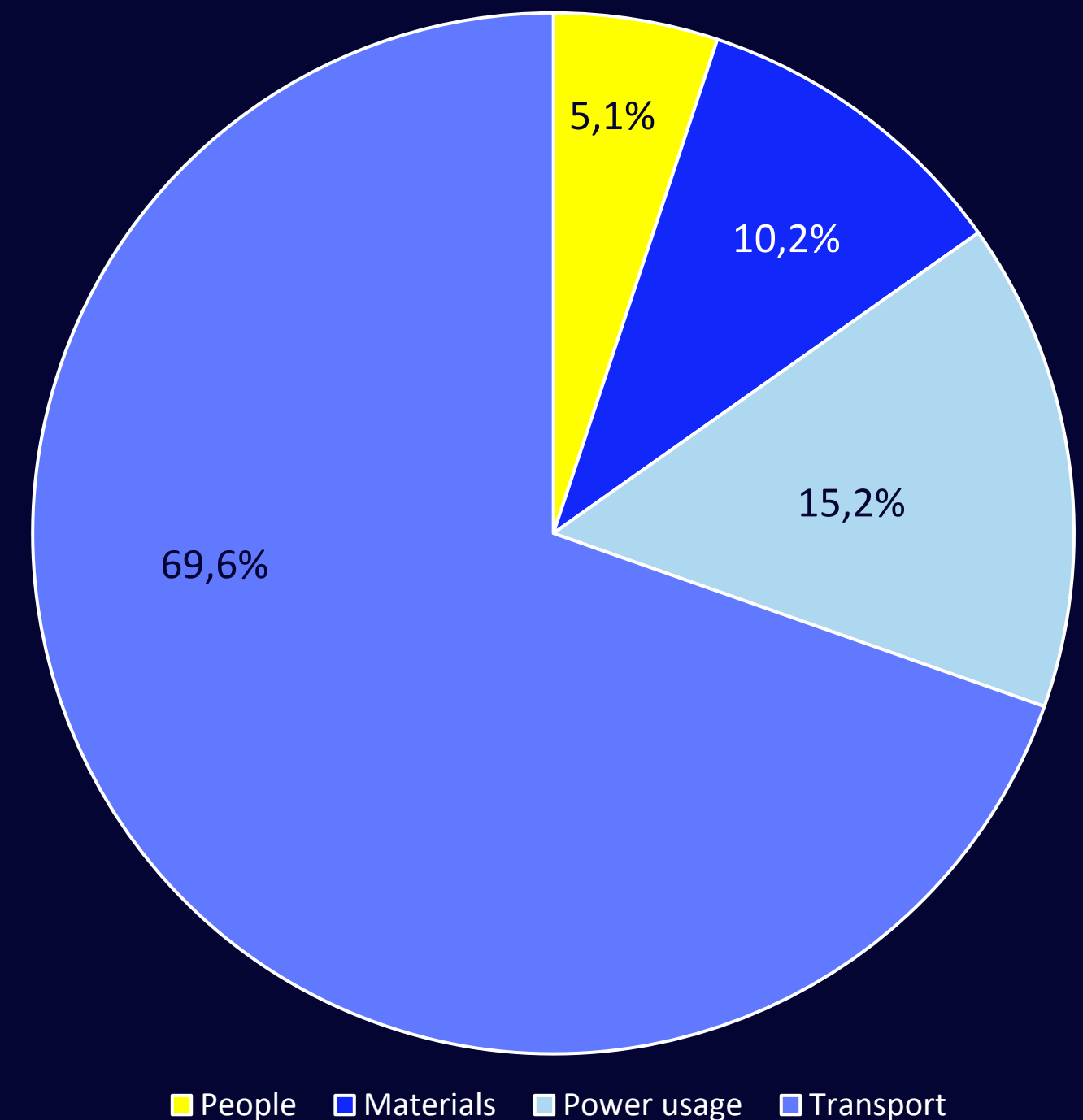
CAN LIVE SOUND EVER BE SUSTAINABLE?

- 60–80% of event emissions = transport & logistics.
- 15,000+ events/year → massive travel footprint.
- Electricity, diesel, single-use packaging, equipment turnover.

**“We are part of the problem.
So we must be part of the solution.”**

**Being Humble but Do not deviate our
trajectory**

CO2 Emissions Breakdown



TURNING AWARENESS INTO ACTIONS

- 1 Measure: Total Footprint & Events Impact thanks to Climeet carbon calculator.
- 2 Experiment: Support M.A.T.R.I.C.E Project / Ekhoscènes → pilot tours testing eco-models.
- 3 Transition: HVO fuel, fleet renewal, low-energy equipment.
- 4 Include: gender equality, diversity, local employment.

“Our actions speak louder than words.”

Measuring Before Acting: The Climeet Case Study

“Before you can lose weight — you have to step on the scale.”

1 *Understand — From global to local impact**

Global FootPrint is under consideration for total of the group

Novelty, supporting major luxury clients, measure its FP : ~ 14,000 tons of CO₂ /year.

2 *Measure — Know your footprint**

Using Climeet, our carbon calculator for live events, we’re using a full carbon accounting model to track energy, logistics, and production emissions.

3 **Act — From company footprint to event footprint**

We are now moving from measuring to decarbonation actions and advice decision-making.

 Because sustainability isn’t abstract — it’s measurable, comparable, and improvable.

Do not forget that we are humble and at the very beginning of our long journey

CONCRETE CASE | M.A.T.R.I.C.E PROJECT

Acting together for a more responsible live performance industry

Our CSR Commitment

Dushow | Groupe Novelty is supporting Ekhoscènes on the M.A.T.R.I.C.E project, a collective initiative aimed at reducing the environmental impact of touring.

Goal: to invent new models of live production and distribution that combine technical innovation with sustainability.

A Structured Approach

- Phase 1 : Data collection and carbon footprint assessment of tours
- Phase 2 : Pilot tour experiments starting next year
- Outcome : Identification of transition levers for the entire sector

Their Vision

To contribute to a future where live performance merges creativity, responsibility, and environmental performance.

PEOPLE & SKILLS — BUILDING A SUSTAINABLE WORKFORCE

OUR CHALLENGE

Attracting and keeping technical talents — in our warehouses, on the road, and on the field.
Essential jobs, hard to fill, requiring passion, precision, and transmission.

OUR ACTIONS

- • 16% apprenticeships and work-study contracts — a long-term investment in future teams.
- POEC programs opening technical careers to job seekers and newcomers.
400 h training + 2 weeks in warehouse in cooperation with France Travail
- GEIQ RSE partnerships enabling people far from employment to qualify and join the industry.
18 months (20% in training, 80% in warehouse)
With GEIG/POEC ~100 people trained and integrated through inclusion programs in the last 4 years.

OUR CONVICTION

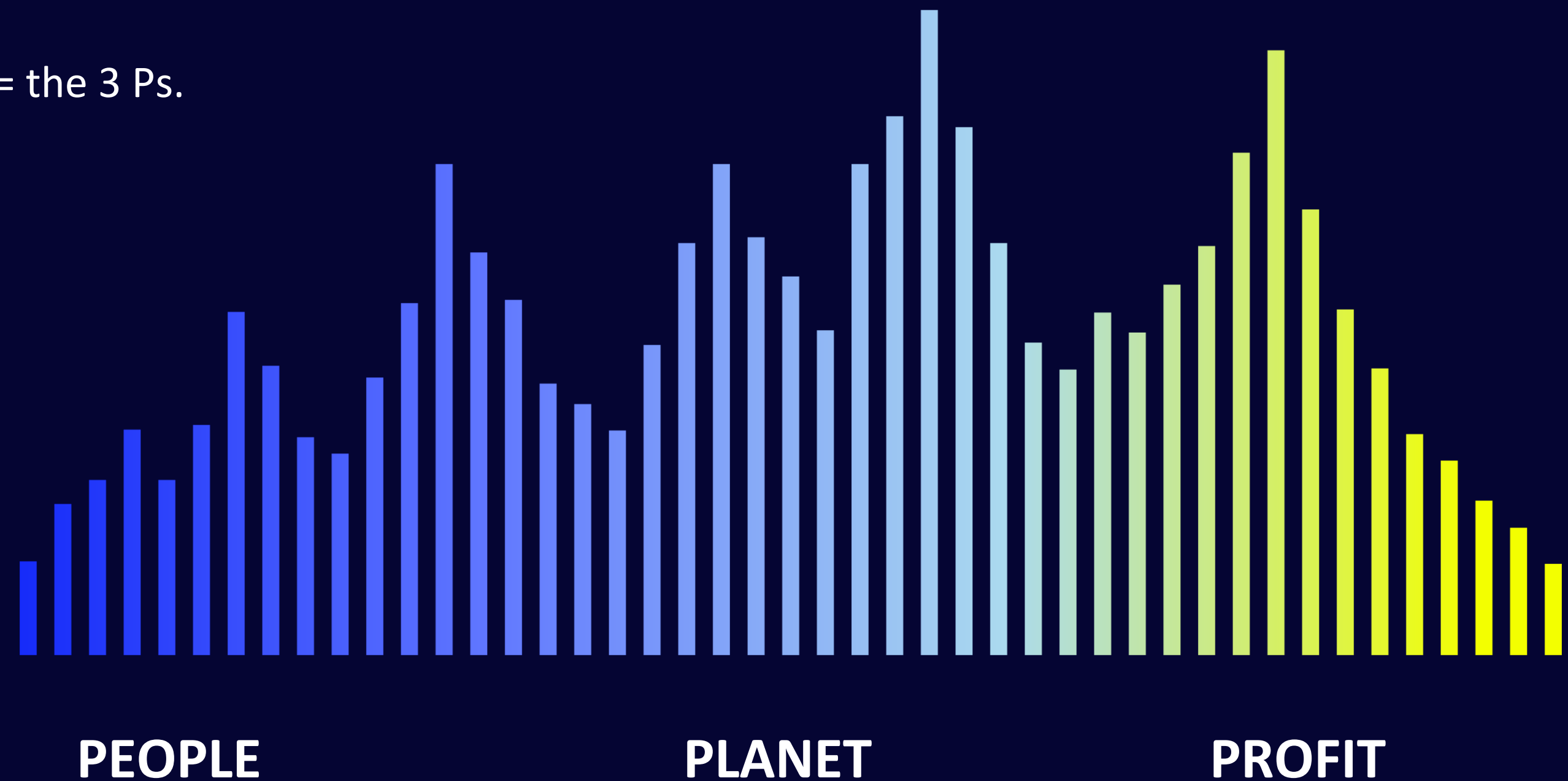
We invest in people the same way we invest in technology.

No sustainability without inclusion. 🌱

IF SUSTAINABILITY HAD A SOUND...

“...it would be harmony.”

- Balance between People, Planet & Profit = the 3 Ps.
- Let's play in tune — together.



**“Tomorrow’s best sound won’t just be heard —
it’ll be responsible.”**



“Thank you — and let’s make our industry sound better, live better.”