ISO 20121:2024 – EVENT SUSTAINABILITY MANAGEMENT SYSTEM POLICY
DYNAMIC LAUNCH EVENTS

Automobili Lamborghini S.p.A. | ISO 20121:2024, (§ 5.2)

The "Lancio Dinamico" or "Dynamic Launch" is the international event format through which Automobili Lamborghini S.p.A. ("Lamborghini") presents new models to media and/or dealers and/or selected guests through a driving and brand experience delivered within defined organizational and operational boundaries.

Lamborghini has established an event sustainability management system for Dynamic Launch events, structured with reference to ISO 20121:2024. The system applies to the design, planning and implementation of Dynamic Launch events organised by Automobili Lamborghini S.p.A. within its defined scope and boundaries and addresses the environmental, social and economic impacts, risks and opportunities identified as material through the assessment performed under the applicable management-system procedure, with reference to ISO 20121:2024 (§ 6.1.2).

The L/V-53 Experiential Marketing team maintains documented objectives and performance indicators for the management system. The annual “6.2 Goals and Actions Plan” is an internal management document that specifies, as applicable, the definition, baseline, target value, deadline, measurement boundary, data source and responsible function for each indicator (§ 6.2).

Within the defined scope of the management system, decision-making is guided by documented ISO 20121 procedures, KPIs and annual management review and by the values defined in the "4.5 Mission Statement - Dynamic Launch": Stewardship; Inclusion and Accessibility; Integrity; Transparency; Participation; and Legacy (§ 4.5).

The measures and management actions described below reflect the priorities identified through the documented event materiality analysis and additional measures included in the event sustainability management system. Their implementation and results are assessed within the stated event scope, measurement boundaries and reporting periods.

ENVIRONMENT

- **Circular economy and waste management** - implement and monitor documented waste prevention, material traceability and reuse measures within the event boundary. Waste quantities are recorded where quantities are supported by weighing records, waste-management documentation or another documented estimation methodology identified in the applicable procedure. Material information, including supplier-declared recycled content, is recorded as an unverified supplier declaration unless supported by chain-of-custody documentation, an applicable recognized standard or independent verification. It is not presented as independently verified where such verification has not occurred.
- **Climate change** - implement the event-specific mitigation and adaptation measures documented in the applicable Goals and Actions Plan and Improvement Plan. Monitor implementation through defined indicators and report results only where the methodology, baseline or comparator where

relevant, event boundary, data source, reporting period and relevant limitations are documented.

- **Protection of natural environments** - assess site-specific environmental risks during venue selection and implement documented operational controls for the identified risks within the event boundary. Record implementation, incidents and residual risks in accordance with the applicable procedure.

SOCIAL

- **Health, safety, wellbeing and gender equality** - identify occupational health and safety hazards and aspects affecting employee wellbeing, assess risks and implement documented preventive and protective controls within the event's defined health and safety boundary, recording their implementation in accordance with the applicable procedures. Implement and document the wellbeing and gender-equality measures defined as relevant to event personnel, monitor applicable indicators within the event scope, and implement corrective actions where required by documented procedures. Record implemented measures, participation data and corrective actions within the defined scope, measurement boundaries and reporting period.
- **Accessibility** - perform a documented accessibility assessment during event planning and implement the measures defined for identified and communicated accessibility needs within the event scope. Record available assistance and known residual limitations.
- **Diversity, equity and inclusion** - implement and document the specific measures defined for the event scope, intended to support equal opportunities and equal treatment, including, where relevant and reasonably feasible, catering that accommodates dietary requirements and religious observances declared by guests, and communication delivered in languages identified as appropriate during event planning. Any reported outcome will be limited to the indicators, population and reporting period assessed. Maintain accessible reporting channels and documented procedures for reporting, investigating and addressing potential discrimination.
- **Training and development** - provide documented training on environmental, social and governance topics relevant to assigned event responsibilities, recording content, attendance and, where applicable, documented learning outcomes.
- **Local procurement monitoring** - monitor procurement expenditure and the number of suppliers whose registered or operating location falls within the host territory defined in the applicable Goals and Actions Plan. Report results only against that stated definition, measurement boundary and reporting period.

GOVERNANCE

- **Communication and transparency** - communicate event performance information only where supported by documented sources. For each material claim, specify the methodology, measurement boundary, reporting period, baseline or comparator where relevant, known limitations, and whether the information is internally reviewed or independently verified.
- **Technical evaluation and supplier selection** - The event agency selection process includes the completion of an assessment questionnaire covering environmental, social and governance-related topics. The information provided is reviewed by the responsible business unit and considered alongside other technical, operational and commercial evaluation criteria in the selection of the final supplier. The appointed event agency may include

sustainability-related requirements or contractual clauses, where feasible and applicable in certain supplier selection within the event scope. The inclusion of such considerations or clauses is not presented as evidence of superior overall sustainability performance.

- **Participant experience evaluation** - evaluate participant experience using documented feedback indicators collected within the defined event scope and reporting period.
- **Ethics and compliance** - apply the Lamborghini Code of Ethics and applicable legal and compliance requirements, and require direct suppliers to adhere to the Business Partner Code of Conduct under the applicable contractual arrangements.
- **Sustainable development principles** - use the sustainable-development principles referenced in ISO 20121:2024 and recalled in the 4.5 Mission Statement as documented decision-making criteria within the defined scope of the event sustainability management system. External communication of performance is limited to the specific aspects assessed and supported by documented evidence, and does not imply an overall environmental or social benefit.
- **Stakeholder engagement** - identify and prioritize relevant stakeholder groups through the documented stakeholder-analysis process and record the engagement activities, issues raised and organizational responses.
- **Continuous improvement of the effectiveness of the event sustainability management system** - monitor selected economic, environmental and social event indicators through documented KPIs and review the results in accordance with the applicable management-system procedures. review the system at least annually based on monitored results, stakeholder feedback, lessons learned and identified non-conformities. Document, approve and track corrective and improvement actions through the annual management review and Improvement Plan.

This Policy provides the framework for setting the Dynamic Launch event sustainability objectives. These objectives, including defined responsibilities, timelines, targets and monitoring indicators, are documented in the dedicated Goals and Actions Plan. Progress against the documented objectives and indicators is reviewed at least annually to evaluate performance and identify, document and track appropriate corrective or improvement actions, supporting the documented review and, where identified as necessary, improvement of the management system's effectiveness. This does not constitute a claim of continuous year-on-year improvement in every environmental or social indicator.

This Policy is approved by L/V-53 Experiential Marketing Top Management, communicated to personnel involved in the management system and made available to interested parties through the company website. This policy describes the management procedures applied within the defined scope of Dynamic Launch events. It does not represent a claim that an event, vehicle or Automobili Lamborghini S.p.A. has an overall environmental or social benefit.

Sant'Agata Bolognese, 14/10/2026

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INTERNAL