

annual
2025
report

Six decades of empowering knowledge, capturing our performance, innovations, sustainability milestones, and the business divisions redefining global events and association management.

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About Kenes

60-year legacy, leadership & global presence

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Performance

2025 numbers, people, achievements & awards

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Divisions

Congress, associations, education & marketing

04

Innovation & AI

Technology driving next-gen congress delivery

05

Sustainability

ESG strategy, SDGs & Kenes Forest initiative

06

What's next

In Sustainability

123

Events
organised

220k

Participants

30

Countries

400+

Global
professionals

60

Years of legacy



60+ Years of Legacy

A Visual Identity Rooted in Excellence

Founded in 1965, Kenes Group has grown from a visionary start-up into one of the world's most trusted Professional Conference Organisers. A journey spanning six decades of resilience, innovation, and unwavering commitment to excellence.

Our visual identity tells that story at a glance.

The Swoosh: Excellence from Small Beginnings

The Kenes swoosh logo starting from a small point and growing outward embodies the founding principle on which the organisation was built: **excellence emerges from small beginnings**. It captures the arc of a company that began with a single bold vision and expanded, year by year, into a global network of professionals dedicated to advancing scientific and medical knowledge.

Six Decades of Impact

Over six decades, Kenes has navigated seismic shifts in technology, globalisation, and the nature of professional knowledge exchange. Through economic downturns, geopolitical uncertainty, and global crises, the organisation has not merely endured, it has adapted, innovated, and grown stronger.

Today, that legacy is carried forward by a global team of over 400 professionals across 11 offices worldwide, united by a shared mission: **Empowering Knowledge**.

About Kenes

Kenes Group is a global leader in professional congress organisation, association management, and medical education, with more than six decades of experience supporting scientific, medical, and professional communities worldwide.

Founded in 1965, Kenes has evolved from a visionary start-up into a trusted international partner, recognised for its operational excellence, strategic insight, and commitment to advancing knowledge exchange. Throughout its history, Kenes Group has played a central role in facilitating professional collaboration and the dissemination of research. Guided by its mission to Empower Knowledge, the organisation designs and delivers educational events, communities, and programmes that foster learning, innovation, and cross-disciplinary dialogue. These efforts have contributed to scientific advancement, professional development, and improved outcomes across multiple fields.

From its earliest days, Kenes Group has been at the forefront of transforming scientific meetings into global platforms for connection and impact. By bringing together experts, stakeholders, and decision-makers from around the world, the organisation has enabled countless collaborations and initiatives that extend far beyond the duration of a single event.

Adaptability and innovation have been defining strengths of Kenes Group. Over the years, the organisation has successfully navigated economic downturns, geopolitical uncertainty, and global crises, while continuously investing in new technologies, digital formats, and sustainable practices. This ability to evolve has allowed Kenes to remain relevant and resilient in a rapidly changing environment.

At the heart of Kenes Group's success are its people. With teams based across multiple regions, the organisation operates as a global network united by shared values, professional expertise, and a commitment to service. This strong internal culture, combined with deep understanding of both the strategic and human dimensions of events and education, underpins long-standing client relationships and consistent delivery quality.

Looking ahead, Kenes Group remains focused on the future. By strengthening partnerships, expanding innovative solutions, and continuing to invest in sustainability, technology, and talent, the organisation is well positioned to support associations and communities in navigating complexity and creating lasting impact in the years to come.

GRAND BALLROOM



Welcome to WCN 2025

XXVIII WORLD CONGRESS OF NEUROLOGY

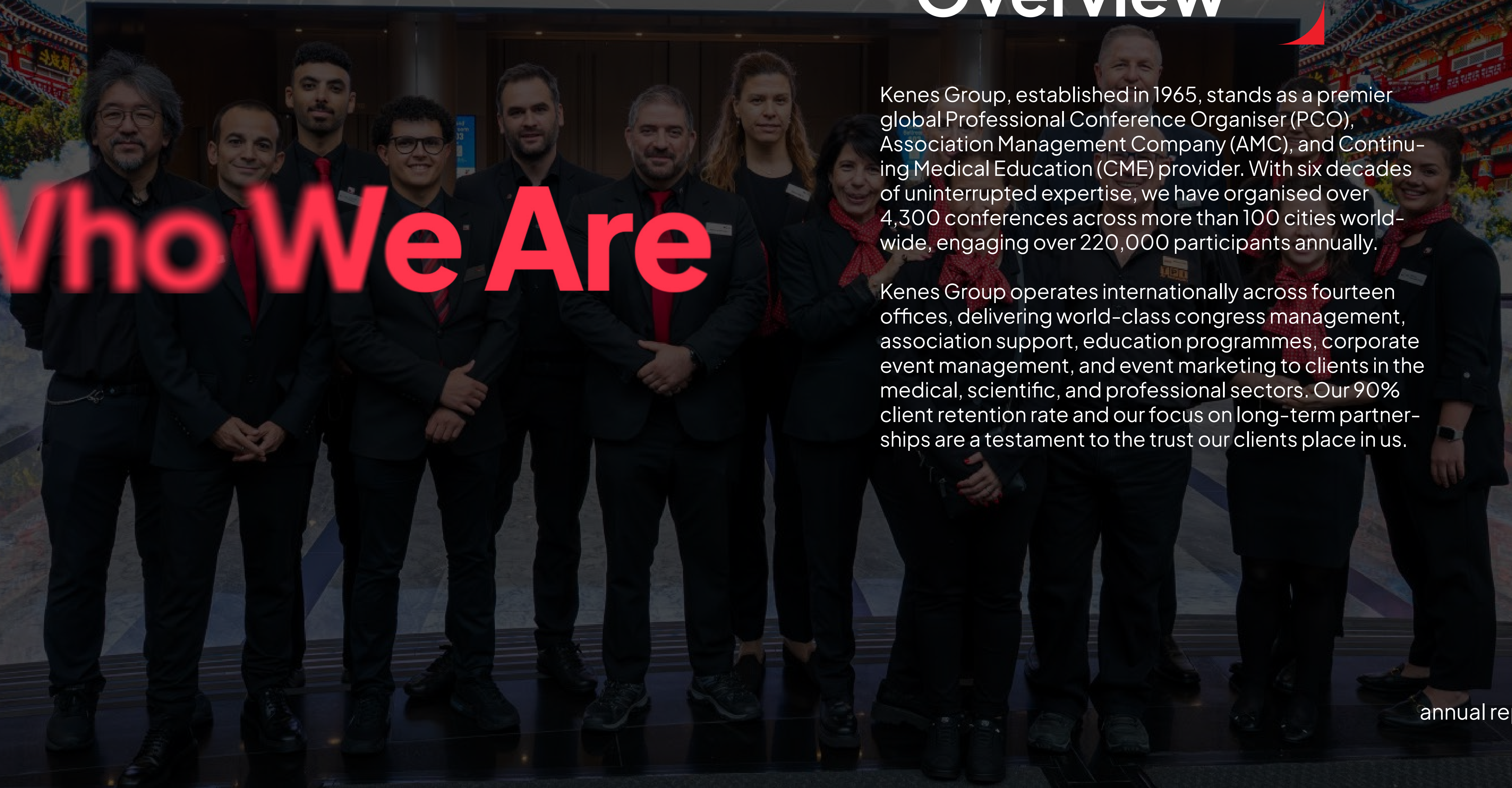


Company Overview

Kenes Group, established in 1965, stands as a premier global Professional Conference Organiser (PCO), Association Management Company (AMC), and Continuing Medical Education (CME) provider. With six decades of uninterrupted expertise, we have organised over 4,300 conferences across more than 100 cities worldwide, engaging over 220,000 participants annually.

Kenes Group operates internationally across fourteen offices, delivering world-class congress management, association support, education programmes, corporate event management, and event marketing to clients in the medical, scientific, and professional sectors. Our 90% client retention rate and our focus on long-term partnerships are a testament to the trust our clients place in us.

Who We Are



I am proud to present Kenes Group's 2025 Annual Report.

2025 has been a very successful year for Kenes Group, and one that fills me with tremendous pride. Above all, I am proud of our teams and of the way they continued to deliver with excellence, commitment, and passion across all parts of our business.

This is especially meaningful given the world we operate in today: A fast-paced, dynamic environment shaped on one hand by unprecedented technological acceleration, and on the other by geopolitical tension and conflicts.

In the face of this complexity, our teams remained focused on what they do best: delivering top-notch events, serving our association clients at the highest level, and providing digital and technological solutions that consistently exceed expectations.

Throughout the year, we continued to invest in innovation and in the advancement of AI-driven solutions. We introduced new products and services both for internal use and for our clients, always with the aim of improving efficiency, enhancing client experience, and staying ahead of a rapidly evolving market. We strongly believe that technology, and especially AI, will continue to play a major role in shaping the future of our industry, and Kenes is committed to being at the forefront of that transformation.

Sustainability also remains a core value for Kenes Group and an important part of how we think about the future. We continue to embed more responsible practices through our operations, our events, and the services we provide to clients. One initiative that reflects this commitment is the Kenes Group Legacy Forest, which symbolizes our intention to create a positive and lasting impact beyond the events we deliver. Alongside

our broader sustainability efforts, this initiative reflects our belief that business success and long-term responsibility must go hand in hand.

None of this would have been possible without our exceptional people. Our talent, engagement, and shared sense of purpose remain the foundation of our success. I am especially pleased that in 2025 our voluntary employee turnover stood at only 6%, a figure that reflects the strength of our culture and the commitment of our people around the world.


Kenes Group continues to grow as a global organisation with a diverse portfolio of services and solutions, but our DNA remains unchanged: family, quality, agile & flexible, dedicated & passionate, creative & innovative and sustainable. These values guide us in everything we do and allow us to continue building long-term relationships with our clients and partners.

I would like to take this opportunity to sincerely thank our employees for their dedication, our clients for the trust they have shown us over so many years, and our partners and suppliers for their collaboration and support. Our achievements are the result of a shared effort, and we do not take that trust for granted.

As we look ahead, we do so with confidence and optimism. The world around us may continue to evolve rapidly, but Kenes Group is well positioned to continue growing, innovating, and making a meaningful impact for the communities we serve. Enjoy reading our annual report.

As always, staying optimistic,

Ori Lahav,
CEO



Statement from the CEO



Statement from the Chairman

Kenes Group celebrated a legacy of 60 years in 2025. It was an opportunity for us to look back with pride. Yet if there is one lesson we learned from our history is the need to adapt and innovate in an ever-increasing pace.

The year was crowned as one of the more successful years in our history. We measure accomplishments by several criteria including our ability to innovate, cooperation and engagement of all stakeholders' partners – clients and providers alike. We assess success by the motivation and satisfaction of our greatest asset – our team.

We look at the impact we are making. We feel that we do what we do for a reason.

Our mission is to “to empower knowledge by acting as the world’s leading facilitator of meetings for the global exchange of professional, scientific, and medical information.”

We do not forget this beacon and focus on achieving it through a daily dedicated work as much as by way of innovating and strategic thinking.

The business environment, culture, and way stakeholders exchange knowledge have all changed drastically over the past years. The changes have become more rapid. We are seasoned veterans when there is a need to react and adapt quickly to swift changes in our business.

We possess valuable assets – the experience, expertise, and engagement of our team.

When I write these lines, the world is in unrest again. The day to day lives are disrupted. We are resilient and fully capable of working in an ever-changing and challenging environment.

Our resilience is derived from one source: We Care. Caring is the motivation behind our activities. The energy which always pushed us forward; it is because We Care.

These values were carried like a torch from one generation to another. Our mixture of talents – newcomers and seasoned veterans alike – has always been the engine behind our success.

Finally – sustainability. We carry a heavy responsibility to the next generations. We believe in a personal example as individuals as well as a company. We constantly look for ways to make our contribution towards a more soundness world.

To paraphrase Charles Darwin: “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

For us, innovation and adaptability are not a slogan. They are a way of living.

Dan Rivlin,
Executive Chair & Chief Vision Officer (EC & CVO)

Our Leadership



Gideon Rivlin
(1932–2021)
Founder



Dan Rivlin
EC & Chief Vision
Officer



Ori Lahav
Chief Executive
Officer



Avital Rosen-Topel
VP Business
Development



Limor Cunia
VP Clients
& Operations



Adi Ingber
Chief of Staff



Omri Peled
VP Marketing



Uzi Drori
Chief Information
Officer



Natan Lieber
Chief Financial
Officer



Louise Gorringer
VP Association
Management



Noa Sapir
AVP Original Events



Carolina Groenendal
AVP Digital
& Partnerships



Dr. Markus Preußner
Managing Director
INTERPLAN



Bruno Lichtinger
Managing Director
INTERPLAN



Sadik Caglar
Managing Director
Kenes M+



Jason Ng
Managing Director
Asia Pacific



60+ Years of Legacy

Founded in 1965, Kenes Group has grown from a visionary start-up to a world-renowned organisation, standing as a testament to resilience, innovation, and commitment to excellence. Over six decades, we have navigated shifts in technology, globalisation, and the nature of professional knowledge exchange, always placing our clients' success at the centre of everything we do.

Our Global Presence



Geneva
(Switzerland)

Tel Aviv
(Israel)

Sofia
(Bulgaria)

Amsterdam
(The Netherlands)

Madrid
(Spain)

**Hamburg, Berlin, Leipzig,
Munich** (Germany)

Istanbul
(Turkey)

Dubai (UAE)
Representative office

Bangkok
(Thailand)

Singapore
(Singapore)

Miami, FL
(USA)

Kenes Group operates as a global organisation, with an established presence across Europe, the Middle East, North America, and the Asia-Pacific region. With our Global Headquarters in Geneva and regional hubs strategically located in key international markets, our teams combine local expertise with global reach to support associations and events worldwide. This geographic footprint enables Kenes to deliver consistent quality, cultural understanding, and operational excellence, while remaining close to the communities and stakeholders we serve.



Our Group Entities

The Kenes Group family comprises a diverse portfolio of specialist companies and brands:

- Kenes Group: Professional Conference Organiser
- UNLOK: Continuing education and professional learning
- Kenes Association Management
- Kenes Marketing: Dedicated marketing and communications services
- INTERPLAN: Congress and event management services
- Kenes M+: Small to Mid size associations
- Kenes Asia: Regional operations across the Asia Pacific market



Professional Partners and Accreditation

Kenes Group maintains active memberships and accreditations with leading international industry organisations, including the International Association of Professional Congress Organisers (IAPCO), the International Congress and Convention Association (ICCA), the Professional Convention Management Association (PCMA), the American Society of Association Executives (ASAE), the European Society of Association Executives (ESAE), and the AMC Institute (AMCI). These affiliations reflect our commitment to high professional standards, ethical conduct, and continuous development within the global meetings and association management industry.

Participation in these organisations provides recognised accreditation, peer collaboration, and quality assurance, enabling trusted partnerships with professional congress organisers and industry partners worldwide and supporting reliable delivery across major international destinations.

Key milestones in professional accreditation and industry engagement include:

- 1972 Accredited member of the International Association of Professional Congress Organisers (IAPCO)
- 1975 Founding member of the International Congress and Convention Association (ICCA)
- 2012 First Professional Conference Organiser member of the Good Continuing Medical Education Practice Group
- 2016 Active membership in the Professional Convention Management Association (PCMA)
- 2018 Membership in the American Society of Association Executives (ASAE)
- 2024 Joined the United Nations Global Compact, the world's largest corporate sustainability initiative
- 2024 Membership in the AMC Institute

CME/CPD Accreditation & Commitment to Quality Standards in Medical Education



Kenes Group demonstrates a longstanding commitment to the highest standards in continuing medical education through rigorous accreditation and compliance practices.

→ **EACCME Trusted Provider Status**

Kenes Group is a Trusted Provider of the European Accreditation Council for Continuing Medical Education (EACCME®) to provide continuing medical education for physicians.

→ **Good CME Practice Group Membership**

Since 2012, Kenes Group has been a proud member of the Good CME Practice Group (gCMEp). This membership reflects our commitment to championing best practice in CME/CPD by delivering independent, transparent, and educationally robust programmes that align with international best practice principles and ensure educational integrity in all activities.



Mission, Vision & Values



Our Mission

Empowering Knowledge

Our mission is to empower knowledge and enable meaningful impact by designing and delivering world-class professional events, communities, and educational programmes.

Through collaboration, innovation, and integrity, we support global associations and stakeholders in advancing science, learning, and dialogue that drive positive change for professionals and the societies they serve.

We are dedicated to integrating sustainable business practices that positively impact the communities we serve, our operational partners, and our employees.

Digital Health

TOTAL HEALTH FUNDING 2018

ROCK HEAL+H

• \$30B in venture dollars invested in digital health since 2011.

• ~10% of overall VC funding

• Increase in average deal size

• 110 digital health companies acquired in 2018.

• IPO's return after a 3-year delay

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TOTAL VENTURE FUNDING

OF DEALS



Our Vision

AVERAGE DEAL SIZE



Source: Rock Health Funding Database
Only includes U.S. deals >\$2M

Reinventing professional knowledge exchange

A world where knowledge exchange is purposeful, inclusive, and creates lasting impact. We envision professional events and education as catalysts for continuous learning, collaboration, and progress that extend beyond a single moment and contribute to stronger communities, better outcomes, and a more resilient future.

Our Values



Kenes Group's values shape how we work, how we partner, and how we respond to a constantly evolving global environment.

→ **Agile and flexible**

We adapt quickly and thoughtfully to change, enabling us to respond to complexity, innovation, and shifting client needs with resilience and clarity.

→ **Daring and bold**

We are willing to challenge conventions, explore new ideas, and take informed risks that move our industry forward.

→ **Dedicated and passionate**

Our people are deeply committed to what they do, bringing energy, care, and professionalism to every project and partnership.

→ **Creative and curious**

We approach challenges with curiosity and creativity, continuously seeking better ways to design experiences, deliver knowledge, and create value.

→ **Cooperative and united**

Collaboration is central to our culture. We work as one global team, alongside our clients and partners, to achieve shared goals.

→ **Sustainable**

We act responsibly and with long term perspective, integrating sustainability into our operations, events, and decision making to create lasting positive impact.



Performance Highlights

2025 in Numbers

The following figures reflect Kenes Group's total business activity in 2025, as reported in our IAPCO Member Company Report and Annual Survey.

123

Total Events Organised

30

Countries with Events

30

Cities with Events

219,210

Total Participants

54,853

Abstracts Managed

64,981

Exhibition Net sqm Sold

153,144

Room Nights Handled

400

Permanent Staff (Dec 2025)

90%

of our 2025 events

were in the Health & Life Sciences sector (Medical, Med-Tech, Pharma & Bio-Tech), reflecting our deep expertise in serving the global medical and scientific community.

85%

of our clients are
international

and **90% are core clients** those who work with us for more than one event, demonstrating the exceptional depth and longevity of our client relationships.



Kenes Team at a Glance

In 2025, Kenes Group continued to grow as a diverse and global team dedicated to excellence in congress management and strategic association services.

- Total employees: **400+**
- Gender distribution: **71%** women / **29%** men
- New hires in 2025: **49**

Our people remain our strongest asset, and this growth reflects our commitment to attracting top talent while maintaining a supportive and inclusive workplace culture.

Diversity, Equity & Inclusion (DEI)



As a global Professional Conference Organiser with six decades of experience in scientific and medical association management, Kenes Group remains committed to fostering an environment where all individuals feel respected, valued, and empowered to contribute. DEI continues to be a guiding principle in how we work, how we engage with our communities, and how we design and deliver our events.

In 2025, we continued strengthening our DEI foundations across our global offices, ensuring fairness, equity, and inclusion in all aspects of our operations. Our people represent diverse cultures, backgrounds, and identities across our offices in Bulgaria, Israel, Spain, the Netherlands, Switzerland, Germany, Singapore and Turkey. This diversity enables richer perspectives, stronger collaboration, and greater innovation.

DEI principles are also integrated into our events, guiding how we design inclusive programmes, work with accessible venues, and collaborate with partners aligned with our values.

Training & Education



We remain deeply committed to continuous professional development and creating opportunities for our people to grow, learn, and thrive. In 2025, Kenes continued to invest in leadership development and continuous learning to strengthen organisational capability and support long-term growth. Employees across the organisation actively participated in structured learning and development initiatives, supported by Kenes Academy as the central platform for onboarding, internal training, and skills development. Leadership capability was further reinforced through dedicated development programmes and global team summits, while selected employees also represented Kenes at key external industry events and professional forums. These initiatives ensure that employees across all regions have access to consistent, high-quality training designed to support both personal and professional growth.

Well-Being & Team Welfare



In 2025, Kenes continued to invest in initiatives that promote employee engagement, well-being, and a strong sense of connection across the organisation. Team-building activities, global and local engagement initiatives, and corporate social responsibility efforts supported an inclusive and collaborative workplace culture.

Key highlights include:

- Enhancement of the Dare2Care programme with new initiatives supporting employee referrals and participation in CSR activities
- High employee engagement, with an engagement index of 7.9 and a survey participation rate of 91%

Kenes continued operating under a flexible hybrid working model, supporting both performance and work-life balance.

Mobility & Promotion



Internal mobility remains a key pillar of talent development and retention at Kenes. In 2025, the implementation of the Global Internal Mobility Policy provided clearer pathways for career progression across the organisation.

During the year, **33 employees** were promoted or transitioned into new roles, reinforcing our commitment to developing talent from within and supporting long-term career growth.

Our People: Employee Satisfaction Survey 2025

In 2025, Kenes Group commissioned an independent employee satisfaction survey conducted by KPMG. The results reflected a workforce strongly aligned with the company's mission and meaningfully more engaged than in the previous cycle with 85% of staff rated as moderately to highly engaged, up from 71% in 2023.

7.9 / 10

Engagement Index

85%

Moderately to Highly Engaged


+14pp


Improvement since 2023

Engagement Across Six Dimensions

Engagement Driver	2025	2023
Meaning and Values	8.7 ↑	8.6
A Receptive Work Environment	8.3 ↓	8.4
Engaging Management and Leadership	8.1	8.1
Wellbeing	7.8 ↑	7.6

People Priorities Adopted for 2026


- 

Expanded internal mobility: making career progression and role exploration more visible and accessible across the organisation.
- 

Strengthened recognition: establishing a consistent, values-led framework to ensure people felt genuinely appreciated for their contributions.
- 

Advanced fairness: undertaking a structured review of equity in pay and workload, with open communication of findings and actions.
- 

Deepened leadership transparency: increasing the regularity and openness of communication from senior leadership on strategy, performance, and direction.



Key Achievements & Awards

In 2025, Kenes Group continued to strengthen its role as a reliable and experienced global partner for scientific and professional associations. The teams worked closely with our clients to better understand their needs, their goals, and provided tailored solutions to achieve their goals and ensure success.

As a global PCO operating across multiple regions, Kenes Group has developed extensive know-how and hands-on experience in managing diverse markets, cultures, and regulatory environments. This broad exposure enables the organization to anticipate challenges, adapt quickly, and apply best practices from around the world, giving it a distinct competitive advantage in delivering high-quality, consistent results.

At the same time, Kenes Group strengthened its relationships with destination partners, suppliers, and industry stakeholders, helping to create more valuable and impactful events.

Another important achievement was the successful delivery of large-scale congresses that combined innovation with measurable results. These events not only brought together global communities of professionals and experts, but also introduced new formats, technologies, and engagement strategies to enhance the overall experience.

Building on this success, Kenes Group continued to introduce innovative session formats and advanced technologies to enhance both the participant experience and internal efficiency.

New approaches to content delivery, such as more interactive sessions, dynamic panel discussions, and digitally integrated formats, helped create more engaging and accessible congress experiences.

At the same time, the organization implemented AI-driven solutions to streamline operations and support its teams, improving productivity and decision-making processes.

For participants, these innovations included tools such as AI-generated session summaries, automated abstract review support, and content extensions like podcasts, enabling greater access to knowledge before, during, and after the events. Together, these advancements reflect Kenes Group's ongoing commitment to innovation, efficiency, and delivering added value to both clients and attendees.

Our people are at the heart of every success we achieved. Kenes Group is committed to fostering a workplace that is supportive and inclusive which is built on a foundation of trust, respect, and openness. This is supported by key insights and data related to diversity, equity, inclusion, belonging, and employee well-being.

We also place strong emphasis on continuous growth and development. Our Learning & Development initiatives include a wide range of opportunities, from leadership development programs to the integration of AI-enabled tools that enhance skills, efficiency, and adaptability across our teams.

AI, innovation and technology

AI

Our Chief Information Officer, Uzi Drori, puts it simply:

“

Innovation is about in-house developments that adapt to our uniqueness, efficiency and time-saving for our people, and the right technological implementations in events.

At Kenes Group, innovation is a mindset embedded across everything we do. With an in-house IT team of 20+ professionals and a dedicated, award-winning digital department, we design and build proprietary technology that responds to the unique demands of association management and congress delivery.

In 2025, we continued to push the boundaries of what is possible, expanding our technology suite, deepening our AI capabilities, and delivering smarter, more seamless experiences for the 220,000 delegates we support each year.

Our technology investments focused on four core impact areas:

- **Scientific content quality and accessibility**, supported by AI-powered tools such as the Abstract Submission Assistant, AI Session Summaries, Live AI Translation, and the AI Library, improving clarity, inclusivity, and access to scientific knowledge before, during, and after events
- **Operational efficiency and automation**, enabled through AI-driven communication tools including the AI MailBot, as well as digital ticketing and frictionless check-in solutions such as facial recognition badge printing and in-app badge collection.
- **Delegate engagement and networking**, delivered through platforms including Kenes Connect, Exhibitor Scheduler, and the K-Lead suite (Plus, Pro, and API), supporting meaningful connections and measurable value for delegates, exhibitors, and partners.
- **Digital and hybrid event delivery**, underpinned by robust, in-house platforms designed to support high-quality streaming, on-demand access, and global participation.



Our award-winning VirtuOz platform

continued to serve as the digital backbone of Kenes Group’s hybrid and virtual events, enabling multi-hall live streaming, session recording, and long-term on-demand access. In parallel, UNLOK further strengthened our role in outcome-driven medical education, supporting continuous professional development for healthcare professionals worldwide.

Looking ahead, Kenes remains committed to investing in AI-driven innovation and automation, including new tools currently in development to further reduce friction, support organising teams, and enhance the overall congress experience.



Major congresses milestone

In 2025, Kenes successfully delivered a series of flagship and milestone congresses, further demonstrating its operational excellence, adaptability, and strong commitment to quality. These high-profile events required careful planning, precise execution, and close collaboration with partners and stakeholders, often across multiple regions and time zones.

These achievements highlight the organization's ability to manage large-scale, high-impact events while maintaining the highest professional standards. They also reinforce Kenes Group's reputation as a trusted partner capable of delivering complex congresses that meet both strategic objectives and the expectations of global scientific communities.

Several congresses in 2025 such as ATTD, AD/PD, IFSO, ISAKOS, LUPUS and others, significantly exceeded expectations in terms of both delegate numbers and financial performance, setting new benchmarks for success.

These outcomes were achieved through a combination of early strategic planning, targeted marketing campaigns, and strong collaboration with partners and stakeholders. Kenes was able to identify and engage key audience segments more effectively, resulting in higher attendance and stronger participation. In parallel, the introduction of flexible participation options, enhanced sponsorship opportunities, and tailored industry engagement strategies contributed to increased revenue and overall profitability. Careful cost management, alongside operational efficiencies and the use of innovative technologies, further supported these strong financial results. Together, these factors enabled several congresses not only to meet their objectives but to surpass them, delivering exceptional value to clients and stakeholders.



LUPUS

AD/PD

ATTD

IFSO

ISAKOS

Client Satisfaction and KPIs

Client satisfaction remains at the core of Kenes Group's approach and is a key driver of its continued success. Kenes works in close partnership with its clients, fostering relationships built on trust, collaboration, and full transparency. By viewing clients as true partners rather than service recipients, Kenes ensures alignment of goals, open communication, and shared ownership of outcomes.

A strong emphasis is placed on transparency at every stage of the process. To support this, Kenes has developed a dedicated **client platform** that provides real-time access to data, reports, and key performance metrics. This enables clients to stay fully informed, make timely decisions, and maintain clear visibility over the progress of their projects.

This collaborative and transparent way of working not only strengthens relationships but also enhances efficiency,

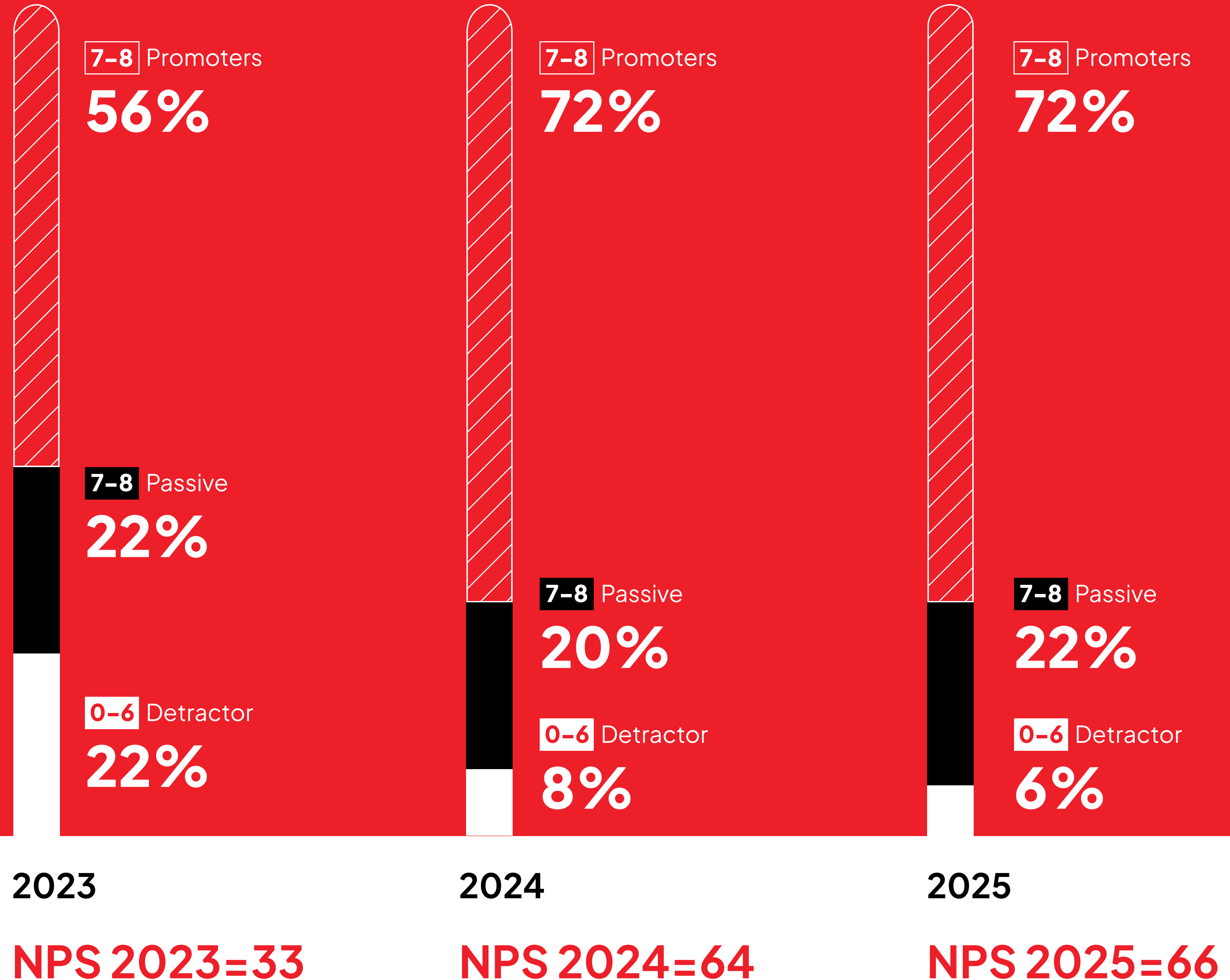
accountability, and overall satisfaction, ultimately contributing to the successful delivery of each congress.

In addition, Kenes conducts an annual **client satisfaction** survey to continuously evaluate performance and identify areas for improvement. The results of this year's anonymous survey were exceptionally positive, reflecting an outstanding level of trust in our teams and the strength of our partnerships. Clients consistently highlighted the reliability, professionalism, and dedication of Kenes teams, reinforcing the value of the long-term collaborative relationships we have built.

This strong foundation of trust, transparency, and partnership continues to be a defining factor in Kenes Group's success and in the consistent delivery of high-quality congresses worldwide.

NPS Score 25 vs 24 vs 23

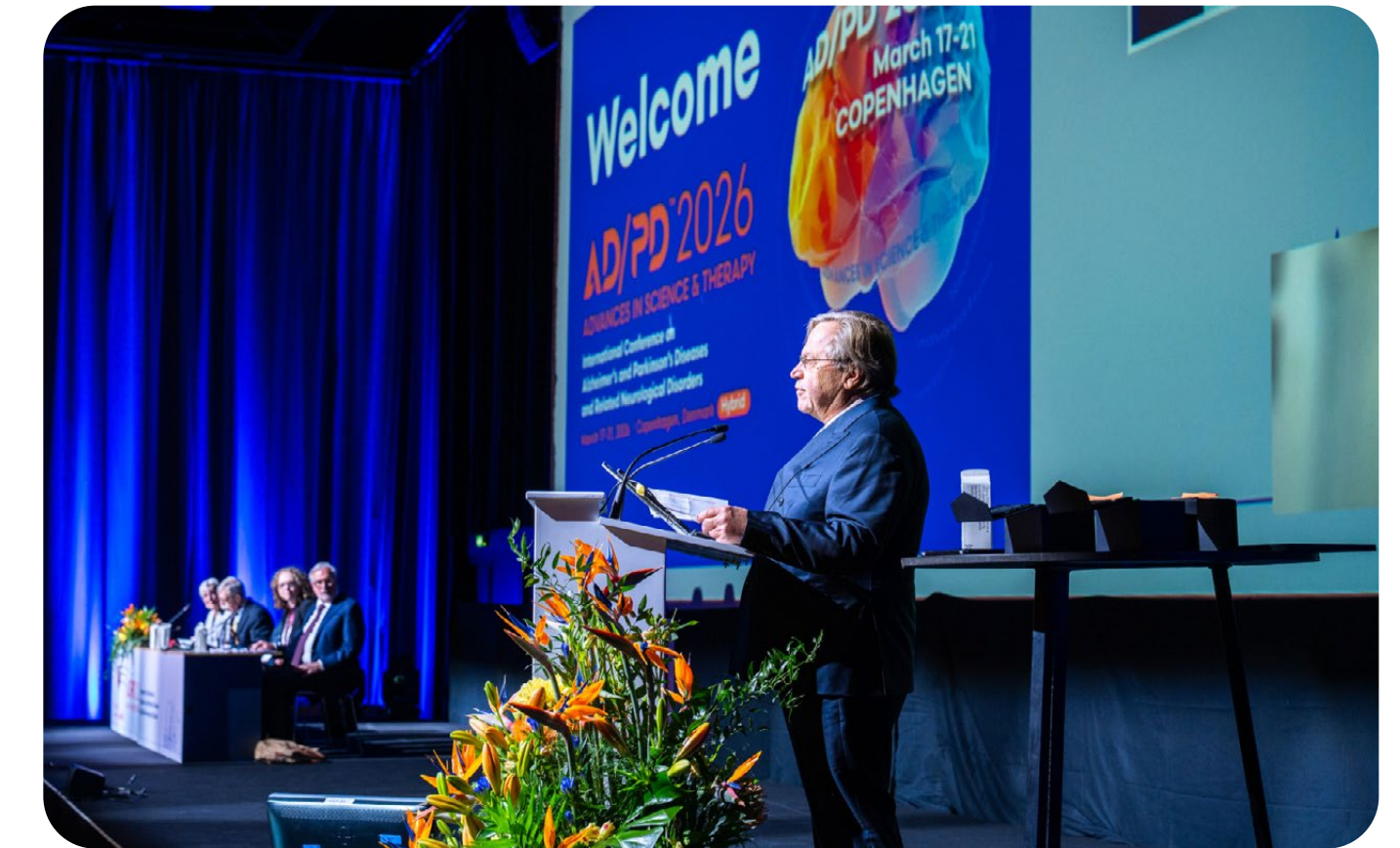
Net Promoter Score (NPS) is a widely used indicator of client satisfaction and loyalty. It is based on client feedback to the question of how likely they are to recommend an organisation to a peer or colleague. The score is calculated by subtracting the percentage of detractors from the percentage of promoters, resulting in a value between minus 100 and plus 100. A higher score indicates stronger client advocacy and long term relationship strength.



Awards & Recognition

IAPCO Membership & Industry Engagement

In 2025, Kenes Group maintained its active IAPCO membership, demonstrating continued compliance with the organisation's rigorous professional standards. Our teams contributed to the global meetings industry through speaking engagements, panels, and leadership participation at major international forums, including IMEX, PCMA Convene4Climate, IBTM Association Leaders Forum, ICCA Future of Healthcare Meetings, Pharma Forum EMEA, IAPCO EDGE Seminars, AMCs Engaged and AMCI Annual Meeting, Associations World Congress, and Impact Dialogues.



Industry Recognition

Kenes Group's commitment to innovation, quality, and sustainability continues to receive strong external recognition. In 2025, Kenes received the **IAPCO Innovation Award** for AI-Powered Simulation Training, highlighting leadership in applying technology to meaningful educational outcomes.

The Group was also awarded the **Eventex Gold Medal** for the second consecutive year in the PCO category, alongside an **Eventex Bronze Medal** for sustainability excellence. Additional recognition for brand and digital innovation, as well as individual professional achievements, further reflects the strength and expertise of our teams.

World Leaders in Medical & Scientific Events

Kenes Group is the only accredited Professional Conference Organiser (PCO) dedicated to medical and scientific congresses. Our partnerships span decades, with more than 100 long-term clients, including leading healthcare and research organisations and associations. Our reputation for excellence has been recognised globally.

Case Studies & Success Stories

ATTD 2025 Success Story

The International Conference on Advanced Technologies and Treatments for Diabetes (ATTD) marked another outstanding milestone in its continued growth, further strengthening its position as one of the leading global meetings in the diabetes field. With nearly 5,500 delegates from more than 135 countries, the event brought together experts, clinicians, researchers, and industry professionals to engage with the latest advancements driving revolutionary changes in diabetes care.

The congress delivered a highly dynamic and forward-looking program, featuring cutting-edge research, impactful clinical updates, and innovative session formats designed to enhance interaction and knowledge exchange. Strong collaboration between the scientific leadership, industry partners, and Kenes – responsible for end-to-end operational management across logistics, technical delivery, marketing, and delegate services – ensured a seamless and high-quality experience throughout. Industry engagement and financial performance were equally strong, driven by expanded partnerships, strategic sponsorship activation, and tight alignment between scientific content and commercial needs.

Enhanced digital tools and hybrid elements, developed and delivered by Kenes further extended the congress's reach and accessibility beyond the physical venue. ATTD 2025 stood out as a highly successful edition – defined by strong growth, scientific excellence, and operational strength, and Kenes Group is proud to remain a committed partner in supporting its continued global impact in the years ahead.

AD/PD 2025 Success Story

The AD/PD Conference has firmly established itself as the premier annual event in the field of neurodegenerative diseases, attracting leading medical and scientific professionals from around the world. As one of the initiators of AD/PD, Kenes Group has been instrumental in building the conference into what it is today: a gathering that is unique in combining rigorous academic quality with an interactive, collegial atmosphere.

The success of each edition rests on several enduring strengths:

- A high-quality scientific program covering the most recent research, developments, and treatments – curated by the scientific leadership to ensure relevance, rigour, and timeliness.
- A multidisciplinary mix of participants representing both clinical investigators and basic scientists, as well as established experts and emerging young talent.
- An International Scientific Advisory Board spanning a broad range of expertise in AD/PD and related neurological disorders.
- A deliberate effort – reflected in Kenes' careful attention to programme flow, venue selection, and social programme design – to foster an environment that encourages interaction, exchange of ideas, and meaningful networking.
- Junior Faculty Awards, intended to encourage attendance and recognition of young scientists.

EAPS 2025 Success Story

The 11th Congress of the European Academy of Paediatric Societies (EAPS 2025) marked an exciting new chapter as EAPS transitioned into an annual event, continuing its tradition of uniting the global paediatric community around groundbreaking science, education, and collaboration.

Gathering more than 1,700 participants from over 100 countries, the congress offered its most comprehensive programme yet - developed in collaboration with leading European paediatric societies and spanning sub-specialties from neonatal care to adolescent medicine. Specialists from around the globe led sessions highlighting new discoveries, therapeutic innovations, and cutting-edge research, while hands-on workshops and interactive formats helped translate scientific knowledge directly into clinical practice. Young paediatric talent was given a global stage to present their work alongside the international community.

Among the innovations enhancing the submission experience, Kenes Group's AI Abstract Assistant provided real-time, AI-powered feedback on clarity, structure, and scientific rigour - helping both first-time and experienced submitters put forward their strongest work.

Underpinning the congress experience was a suite of technology innovations designed and managed by Kenes Group to reduce friction and maximise engagement:

- **Facial recognition badge printing** eliminated registration queues, enabling delegates to check in instantly upon arrival.
- **Digital e-tickets** stored in the congress app streamlined access to workshops and events, removing the need for printed vouchers entirely.
- **E-Posters**, accessible via onsite stations and the congress app, gave research greater visibility long after individual presentation slots had ended.
- **Live AI-powered translation** in Spanish, French, and Mandarin Chinese made select key sessions accessible to a broader international audience, reinforcing EAPS's commitment to inclusivity and global reach.



The results reflected the strength of the overall experience:

90%+ agreed the congress improved their professional competencies and met their expectations

85%+ intend to make changes to clinical practice based on what they learned

96% would attend a future EAPS congress, and **91%** would recommend it to others

62% were first-time attendees - a strong indicator of the congress's growing reach



Strong desire for innovation, hands-on learning, AI, and practical case-based formats emerged as clear community priorities - valuable signals for shaping the programme's continued evolution.

Client satisfaction KPIs



Business Divisions Overview

Congress Management



Congress Management remains the cornerstone of Kenes Group’s operations and a key driver of its global reputation. In 2025, the division continued to deliver complex, large-scale medical and scientific congresses worldwide, supporting international associations with end-to-end planning, execution, and strategic advisory services. Operating across multiple regions and regulatory environments, the Congress Management team combined operational excellence with innovation, digital solutions, and deep scientific expertise to deliver high-quality events that facilitate knowledge exchange, collaboration, and professional advancement. A strong focus on client partnership, risk management, and long-term planning ensured consistent delivery across diverse event portfolios.

Throughout the year, the division continued to integrate advanced digital tools, AI-enabled solutions, and sustainable practices into congress delivery, enhancing delegate experience, operational efficiency, and accessibility. Close collaboration with destinations, venues, faculty, and industry partners further strengthened Kenes Group’s ability to deliver resilient, future-ready events in a dynamic global environment.

With decades-long client relationships and a proven ability to manage congresses of varying scale and complexity, Congress Management remains central to Kenes Group’s mission of empowering knowledge and advancing medical and scientific communities worldwide.



Association Management (KAM)



People & Capability

A high-performing, engaged team remains central to the KAM value proposition. In 2025, Kenes strengthened its people practices through enhanced onboarding, learning integration with Kenes Academy, and structured engagement initiatives designed to support alignment, collaboration, and professional development across the division.

Team engagement remained strong, with an **employee satisfaction score of 7.6**, an **82% survey response rate**, and **voluntary turnover of 4.8%**, underscoring workforce stability and retention.

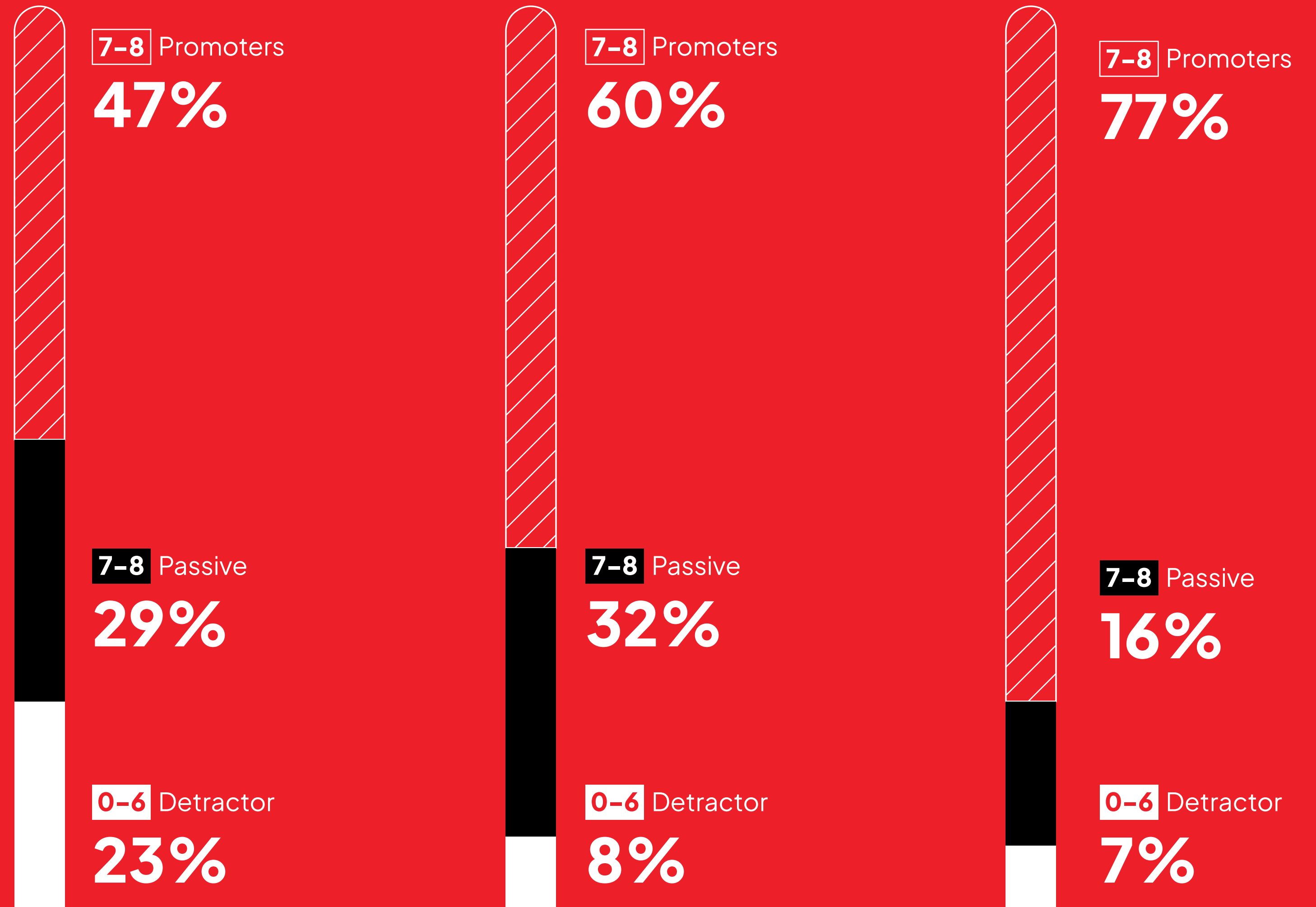


Growth & Business Development

Growth efforts in 2025 were increasingly targeted and proactive. The division strengthened its presence in the United States through active engagement with AMCI and ASAE, while continuing to reinforce its leadership position in Europe through ESAE and AWC. A strategic partnership with **Bostrom** further extended KAM's reach in the North American market. Alongside new client acquisition, a strong focus was placed on expanding service depth with existing clients.

During the year, KAM secured four new clients — IEA, InSiGHT, AORTIC, and IGCS, supported by a robust proposal pipeline and disciplined commercial framework.

NPS Score 25 vs 24 vs 23



2023

NPS 2023=24

2024

NPS 2024=52

2025

NPS 2025=70

What Our Clients Say

The following feedback was gathered through our anonymous 2025 client satisfaction survey:

“

Ease of working with Kenes, experience in managing associations, event planning, which makes running our association much easier knowing we have a partner we can rely on.

“

Genuinely understands our Society and is always trying to assist progression with innovative ideas and commitment to the mission of our society.

“

Genuinely shares the core passion and vision with members of our council and society. The positive approach and ‘can-do’ attitude inspires others and generates energy in our work.

“

Good relationship. Availability, transparency, ability to listen, and flexibility for changes.

“

Proactive approach, creative solutions, aware of our group’s needs.

“

Professionalism, expertise, and efficiency.

Highlights & Initiatives



In 2025, Kenes Association Management continued to expand the scope and impact of its work beyond core operational delivery. A key milestone was the onboarding of the **International Epidemiological Association (IEA)** as a major new client, representing a strategic addition to the portfolio and reinforcing Kenes' growing reputation within the global scientific community.

Throughout the year, the team supported clients in strengthening awareness, advocacy, and legacy initiatives through coordinated campaigns and targeted outreach

aligned with public health priorities. In parallel, KAM played an active role in the development of clinical guidelines and policy documents across multiple disciplines, contributing to outputs that influence professional standards and practice beyond the events calendar.

Strengthening member communities remained a central focus, with tailored engagement programmes designed to foster connection, knowledge exchange, and long-term participation. Educational activity also continued to expand, encompassing webinars, digital learning,

workshops, and specialist programmes developed in close collaboration with clients to address identified knowledge gaps and reach diverse, global audiences.

Investment in early-career professionals formed an important part of this work, with dedicated initiatives launched and expanded to support mentorship, skills development, and engagement among the next generation of leaders within the communities served.

Original Events

A year of growth

Overview

In 2025, the Original Events (OE) division delivered a strong performance, reinforcing its role as an innovation engine within Kenes Group.

Six conferences were delivered across five countries, welcoming a combined 3,581 participants and serving highly specialised professional communities. The majority of the portfolio recorded year-on-year growth, with standout performances from the International Conference on Lymphocyte Engineering (ICLE) and the Cardiovascular, Renal, Metabolic, Liver, and Obesity Conference (CaReMeLO), the latter becoming the division's largest event to date.

Two established conferences, World Hospital at Home Congress (WHAHC) and ICLE, successfully completed their lifecycle transition into the Business Unit portfolio, reflecting their maturity and long-term sustainability.

At the same time, OE continued to invest in future growth, laying the foundations for new event brands and formats.



Portfolio Highlights



CaReMeLO (Warsaw) emerged as the flagship OE event, attracting 1,170 participants in its second edition and achieving double-digit growth. The conference's success confirmed its position as a leading platform within its field and highlighted its potential for future expansion.



WHAHC (Vienna) continued to demonstrate sustained demand, supporting its evolution into a more frequent and scalable format.



ICLE (Munich) delivered the highest growth rate in the portfolio and concluded its OE lifecycle, transitioning into the Business Unit after establishing a strong international footprint.



ARISE (Washington, DC) strengthened its position as a leading forum for regulatory and scientific dialogue, convening academia, industry, and regulatory institutions and reinforcing its relevance within highly specialised professional ecosystems.



G4I (Govtech 4 Impact) is a global platform that brings together governments, industry, and innovators to explore how digital transformation can improve public service delivery and create real societal impact. It serves as a meeting point for leaders across sectors to share practical solutions, foster partnerships, and drive the future of efficient, citizen-centric governance.

Innovation, Partnerships & Impact

Across the portfolio, Original Events continued to focus on delivering platforms that enable scientific exchange, regulatory dialogue, and policy engagement in areas where global coordination is critical. Events addressed topics spanning clinical medicine, cell therapy, digital governance, and emerging technologies, with geographic reach across Europe, Asia, and North America.

Strategic partnerships also played an increasing role in OE's model, including long-term collaborations that anchor events within broader city, sector, or ecosystem strategies.

Outlook

Looking ahead, the OE portfolio will focus on scaling its strongest brands while continuing disciplined exploration of new concepts. In 2025, the division refined a structured, evidence-driven approach to new event development, ensuring that future initiatives address clear gaps in the global conference landscape and demonstrate long-term potential. Several new concepts are currently under evaluation for future launch, supporting sustainable growth beyond the existing portfolio.



UNLOK EDUCATION

In 2025, UNLOK Education built on its 2024 momentum by expanding specialty coverage, launching new partnerships, and introducing AI-powered and mobile learning formats. The platform grew to 21,000+ registered healthcare professionals (HCPs) across 140+ countries. Key milestones included the launch of AllergyPro, the first full year of UNLOKall (with CaReMeLO and ICLE), 70+ live events, and over 7,800 podcast downloads across seven seasons.



4 STEPS. 4 DAYS.

Summary of UNLOK Education's Activities in 2025



Specialty Hubs & Community Growth

UNLOK's multi-specialty learning ecosystem continued to grow in 2025. Established communities in diabetes (ATTD), neurology and neurodegeneration (AD/PD™), autoimmunity, microbiome, paediatrics (WSPID), hospital-at-home care (WHAH), and papillomavirus science (IPVS) remained active hubs for year-round professional development. New specialty additions - notably allergy - further broadened the platform's reach into clinical practice.

AllergyPro — New Client Partnership

In 2025, the Kenes Digital Education team launched AllergyPro, a dedicated learning portal for healthcare professionals working in allergy treatment. Since its launch in May 2025, the platform achieved strong early adoption:

- **1,540** registered learners by March 2026 - just eleven months after going live
- **24** learning activities available at launch
- Three interactive online courses with particularly high engagement, two attracting **240+** enrolments each

1,000
registered GPs

UNLOKall – First Full Year in Partnership with CaReMeLO, and new collaboration with ICLE

UNLOKall – the cross-specialty, CME-accredited platform for general practitioners (GPs) launched in 2024, completed its first full year of operation in 2025. Working in close partnership with CaReMeLO, the platform reached 1,000 registered GPs, offering multidisciplinary content designed to translate evidence-based knowledge directly into everyday clinical practice. A new webinar series, in collaboration with ICLE, launched with the aim to bridge the gap between lymphocyte engineering and family physicians.

Live Events & Congress Integration

In 2025, UNLOK powered more than 70 live events across its congress-integrated learning communities. All live webinars, symposia, and virtual events were subsequently repurposed as accredited, on-demand e-learning activities, maximising the educational lifecycle of each piece of content.

Podcast Expansion

Podcasting continued its rise as a preferred channel for medical learning. In 2025, UNLOK produced three new seasons of its ATTD podcast in a single year – alongside new podcast series for WSPID and IPVS – bringing the total number of episodes to a record high. Content is translated, accredited, and available on demand, reaching clinicians across geographies and time zones.

3
new podcast seasons

70+
live events

Key Highlights & Programme Achievements



IAPCO Innovation Award 2025 - UNLOK Education received the IAPCO Driving Excellence Innovation Award 2025, recognising its AI-powered training course as groundbreaking in the field of medical education.



Three podcast seasons of ATTD produced in a single year - an editorial milestone reflecting the depth of congress-integrated content strategy.



70+ live events delivered - spanning webinars, virtual symposia, journal clubs, mentorship programmes, and expert panels.



70 online courses available - providing a rich, structured catalogue of accredited learning across all specialty hubs.



AllergyPro launched successfully, with 1,540 learners registered within its first eleven months.



UNLOKall reached 1,000 registered General Practitioners in its first full year of operation with CaReMeLO.



Avatar-led learning and mobile microlearning introduced as innovative new formats at scale.



AI-powered video summaries and avatar-based virtual presenters used to modernise congress content delivery.

UNLOK Growth Highlights

The UNLOK platform saw strong momentum in 2025, surpassing 21,000 registered HCPs globally, with new registrations growing 63% year-on-year. Learner access expanded to 140+ countries, reinforcing UNLOK's position as a truly global education platform.

New initiatives gained rapid traction – AllergyPro attracted over 1,500 learners within its first 11 months, while the CaReMeLO GP programme reached 1,000 registered participants in its first full year.

Content engagement remained high, with 7,800+ podcast downloads, 70+ live events delivered, and 70 accredited online courses available on demand.

The UNLOK learner community continued to reflect a truly global reach, with learners spanning Europe, the Americas, Asia-Pacific, Oceania, and Africa – with European HCPs representing the largest share.

21,000
registered HCPs

140+
countries

70+
live events

1,000
registered
participants

7,800+
podcast
downloads

70
online
courses

Innovations & New Educational Offerings

Avatar-Led Learning & AI-Powered Video

In 2025, AI-generated avatar presenters replaced traditional slide-based presentations in virtual events, used in introductory and session-framing roles. A CaReMeLO pilot drew 180 registrations, and the format is now expanding across other communities. **Microlearning for Mobile – Bite-Sized Learning at Your Fingertips**

The Digital Education team launched mobile-optimised microlearning delivered through swipeable cards blending text, visuals, GIFs, audio, video, and avatar-led explanations. Modules completable in under three minutes were piloted for UNLOKall and are being scaled across other hubs. **AI-Powered Simulation Training (IAPCO Award Winner)**

UNLOK's award-winning 15-minute simulation course uses emotional recognition and generative AI to give healthcare professionals real-time feedback on sensitive clinical communications. Originally developed for ATTD, the format is being adapted for additional specialties. **AI Video Library with Smart Summaries**

UNLOK's AI-powered video library automatically generates captions, translations, and intelligent summaries, allowing clinicians to navigate long congress recordings and extract key insights in minutes, a significant productivity benefit for time-constrained HCPs. **KOL Spotlight Interviews & Expert Panels**

UNLOK expanded its roster of KOL spotlight interviews, Meet the Expert panels, and mentorship content, giving learners direct access to globally recognised clinicians on emerging clinical challenges.

Impact on Clients and Learners

Translating Education into Clinical Practice

The core mission of UNLOK Education is not simply to deliver content - it is to change clinical behaviour and improve patient outcomes. Feedback consistently demonstrates that UNLOK learners intend to - and do - apply what they learn. As one clinical collaborator reflected following a UNLOKall session:

Patient advocates and learners from across the globe echoed this impact. A learner from Pakistan - a person living with Type 1 diabetes and a dedoc scholarship recipient - described how UNLOK courses meaningfully strengthened her knowledge and advocacy capacity:



“

Ease of working with Kenes, experience in managing associations, event planning, which makes running our association much easier knowing we have a partner we can rely on.

Dr Ana Cebrian, UNLOKall Faculty

“

I have attended two ATTD conferences and completed courses through UNLOK Education. These experiences have been extremely valuable in strengthening my knowledge and advocacy work, and I greatly appreciate all that ATTD offers, from free courses to informative webinars.

Sobia, Pakistan (Patient Advocate & UNLOK Learner)

Client Value: From Congress to Continuous Engagement

For societies and industry clients alike, UNLOK delivers value well beyond the congress floor. By converting live sessions into on-demand accredited content, producing branded learning hubs, and enabling ongoing learner engagement between annual meetings, UNLOK helps client organisations:

Maintain year-round visibility and relevance with their professional communities



Attract independent educational grants and industry support for accredited programmes



Extend the scientific impact of their congresses across 140+ countries



Demonstrate measurable educational outcomes to members, funders, and regulators





Kenes Marketing

Key Highlights

2025 was an exceptional year for Kenes Marketing, with the department surpassing its revenue target and **reaching 154% of goal**- a result that reflects both strong commercial execution and meaningful operational transformation.

Revenue growth was underpinned by robust product sales and optimised marketing expenditure, but the story behind the numbers is one of structural improvement.

**154 %
goal reaching**

A major restructure of PPC and content operations centralised media buying, creating greater efficiency and freeing the Social Media team to focus on higher-impact content generation. Organisational enhancements across Marcom and Clusters, combined with the integration of KI Events into the OE team, strengthened cross-functional alignment and improved day-to-day collaboration. Together, these changes not only drove 2025 performance but established a scalable foundation for the strategic ambitions planned for 2026.



Innovation



Innovation was a defining theme of 2025, as Kenes Marketing accelerated its adoption of data-driven and AI-powered capabilities across both strategy and content.

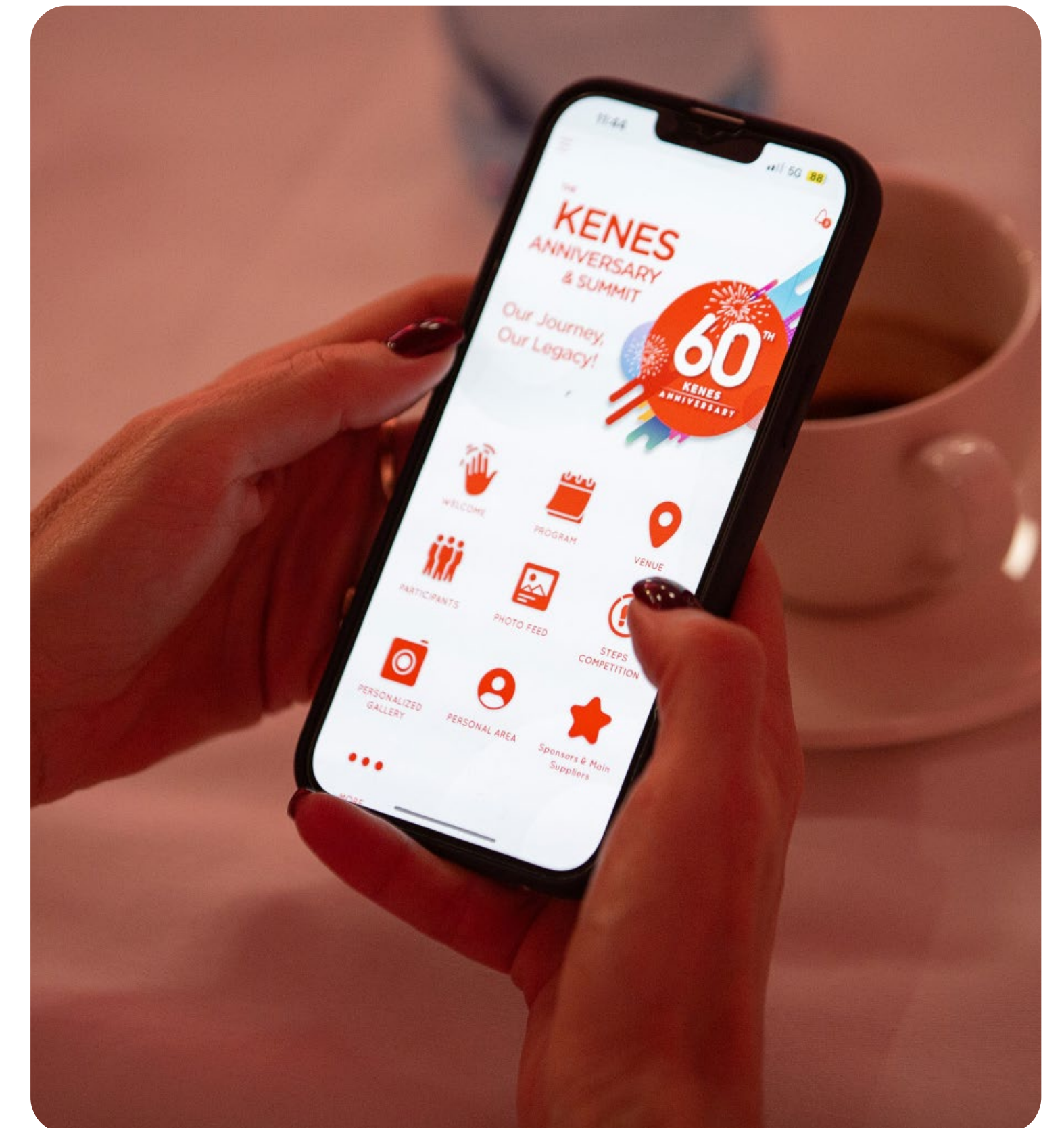
A landmark development was the introduction of advanced audience segmentation, which translated directly into measurable performance gains. Segmented email campaigns delivered an uplift of over 20% in open rates compared to non-segmented sends, alongside improved conversion rates across multiple marketing channels. Beyond the numbers, segmentation enabled more relevant and personalised messaging and significantly sharper targeting - marking a step change in how the team reaches and engages its audiences.

In parallel, Kenes Marketing began embedding AI-powered content generation into its core workflows. Pilot initiatives included the creation of podcast content derived directly from congress recordings, and the production of article-style editorial content generated from automated session transcript analysis. These early-stage programmes demonstrated the potential to dramatically scale content output without compromising quality, pointing towards a future of more personalised, automated, and high-impact marketing across the Kenes portfolio.

Underpinning all of this is the breadth of services the department delivers. Kenes Marketing supports the full marketing cycle of every event- congress websites and mobile



apps, social media management, onsite marketing services, video and graphic creation and editing, database building, strategic marketing planning, and product innovation — all aimed at creating a leading experience for both clients and delegates. The department also serves Kenes' internal MarCom needs and works closely with Business Development, Association Management, and Digital Education to support their objectives across the group



INTERPLAN Congress, Meeting and Event Management AG is a Munich based Professional Congress Organiser founded in 1969. Over more than five decades, the company has grown into a leading European PCO, with over 120 employees across four offices in Germany, located in Munich, Hamburg, Berlin, and Leipzig

INTERPLAN has organised more than **3,500 national and international medical and scientific congresses** and delivers a full range of congress services, including project planning, digital, hybrid and live formats, venue and date research, financial management, abstract handling, and comprehensive coordination of participants, speakers, exhibitors, sponsors, accommodation, websites, and marketing. With a strong focus on sustainable, transparent, and client centred delivery, INTERPLAN specialises in fully integrated congress solutions for the scientific and medical sectors.

In 2025, INTERPLAN further strengthened its position as a responsible and socially engaged Professional Conference Organiser, integrating sustainability, social impact, and employee engagement into both its operations and client services. This focus reinforced INTERPLAN's role as a trusted partner for organisations seeking high-quality event delivery aligned with responsible business practices.





2025 Highlights



Sustainability and social responsibility were supported by dedicated internal structures, including an active Sustainability Group comprising **seven team members**, with **0.5 FTE allocated to CSR coordination**, ensuring continuity and strategic oversight of initiatives across the organisation.



Employee engagement remained strong, with teams contributing over **200 hours of voluntary involvement** throughout the year, reflecting a culture of participation and shared responsibility. The continued expansion of **Social November** further embedded social impact into INTERPLAN's annual rhythm, bringing teams together across locations to support multiple social initiatives through hands-on engagement during the pre-Christmas period.



Environmental responsibility was also addressed at local level through initiatives such as **clean-up activities in Hamburg and Munich**, which combined tangible environmental impact with team collaboration and awareness-building.

Client Impact & Value

INTERPLAN's approach delivered clear value to clients, particularly those operating in increasingly ESG-driven environments. Advisory and consulting support related to sustainable and responsible event delivery helped clients align their congresses and meetings with evolving CSR expectations.

Visible social engagement and active employee involvement strengthened client trust and credibility, contributing to positive stakeholder perception and reinforcing INTERPLAN's reputation as a values-driven, reliable partner within the event and congress industry.

Outlook

Looking ahead, INTERPLAN remains committed to advancing responsible event management by deepening the integration of sustainability, social impact, and employee engagement across its portfolio. This continued focus supports long-term client partnerships and positions the entity to respond effectively to growing expectations around responsible business conduct in the global meetings sector.





Kenes M+

Overview & Positioning

Kenes M+ is a specialist Professional Congress Organiser based in Istanbul, Turkey, with over 15 years of experience delivering international medical and scientific congresses. Kenes M+ was launched in 2016 to provide agile and cost effective Professional Congress Organiser services for small to mid size medical and scientific associations, including niche sub specialty meetings. The unit focuses on delivering streamlined, high quality solutions tailored to the specific needs and scale of growing organisations.

Operating with a lean, highly experienced team, M+ manages a diversified global portfolio and serves as a full service congress management unit within Kenes Group. In addition to congress management, the team provides association management, destination management, and in house media services, drawing on the wider Kenes Group network.

In 2025, M+ continued to act as a trusted partner for international associations, delivering congresses across four continents and strengthening long-term client relationships while expanding into new geographies and disciplines.

2025 Highlights



During the year, M+ delivered 12 international congresses, welcoming more than 8,000 delegates worldwide, with several flagship congresses achieving record or near-record attendance. The business remained profitable and operationally resilient, supported by a stable, experienced team and a strong multi-year client pipeline.

Strategic Milestones

Record-breaking congress delivery

including ISPN in Lyon and AEPC in Hamburg, reinforcing M+’s reputation for scale, quality, and consistency

Expansion into new markets and regions

with congresses delivered across Europe, North America, Africa, and Oceania

Onboarding of new multi-year clients

strengthening the long-term portfolio and future visibility

First non-medical association contract secured

marking a strategic expansion beyond the healthcare sector and opening a new business vertical

Client Impact & Value

M+'s ability to manage complex international congresses across diverse geographies is underpinned by long-standing client relationships, deep operational expertise, and strong continuity within project teams. This stability translates into high levels of client trust, efficient delivery, and the ability to grow congresses across successive editions.

Across its 2025 portfolio, M+ supported scientific exchange, professional education, and global collaboration in fields ranging from paediatric cardiology and oncology to neurorehabilitation and tissue engineering, contributing directly to the missions of the associations it serves.

Outlook

Looking ahead, Kenes M+ enters 2026 with a strong forward pipeline and a sharpened commercial focus. Several new congresses are confirmed to launch in the coming years, further expanding the geographic footprint. Continued investment in digital capabilities, business development, and sector diversification positions M+ for sustainable growth and reinforces its role as a key contributor to Kenes Group's global operations.



Kenes Asia

Overview & Positioning

In 2025, Kenes Asia managed a diverse portfolio of international and regional congresses. Its role extended beyond operational delivery to include advisory support on market positioning, audience development, and long term community building, reinforcing its position as a trusted partner for associations operating in or entering the Asia Pacific market.

**global standards and
innovative approaches**

Kenes Asia serves as the Asia Pacific regional hub of Kenes Group, delivering high impact scientific and medical congresses across key markets including Southeast Asia, East Asia, and Australia. As an experienced Professional Congress Organiser, the team combines deep regional expertise with global standards and innovative approaches to support international associations in expanding their reach and engagement across the region.

2025 Highlights & Key Milestones

During the year, Kenes Asia delivered **eight congresses** across the Asia Pacific region, engaging approximately **4,900+ delegates** and attracting participants from **48 countries**, demonstrating strong international reach.

Major congresses delivered in 2025 included:

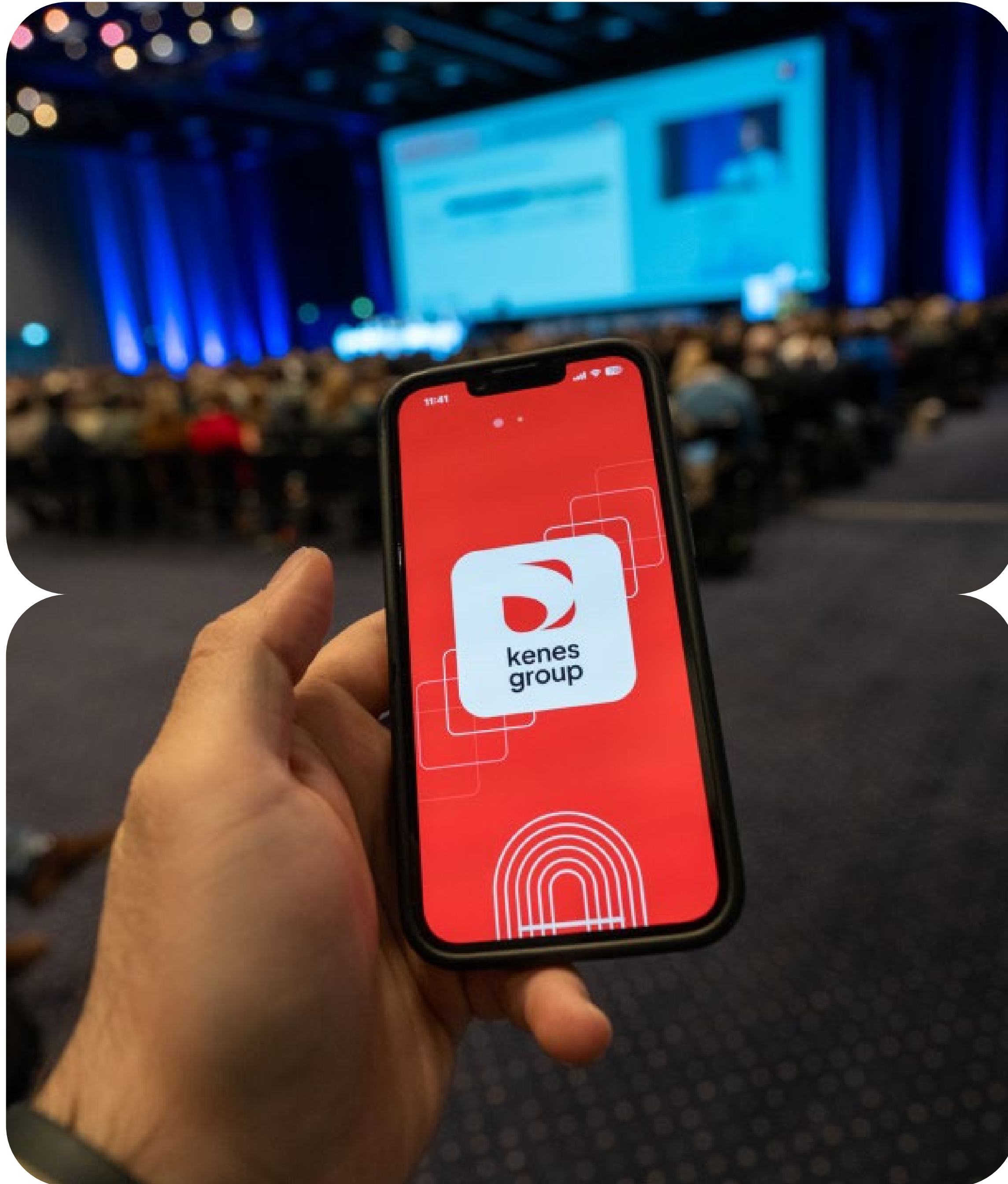
12th Asia Pacific Intensive Care Symposium (APICS) 2025, welcoming 1,200+ delegates

33rd Asian Society of Cardiovascular and Thoracic Surgery (ASCVTS) 2025, with 1,600+ delegates

25th Annual Congress of the Parenteral and Enteral Nutrition Society of Asia (PENSA) 2025, attracting 850 delegates



These events consistently met or exceeded attendance and engagement expectations, reinforcing Kenes Asia's reputation for reliable delivery and strong regional insight. Notably, **APCMV (November 2024)** marked a transition from a single engagement to a core PCO partnership, with continued collaboration confirmed for **APCMV 2027 in Gold Coast, Australia**.



Key Results & Growth Indicators

In 2025, Kenes Asia recorded continued growth across both new client acquisition and repeat business, reflecting strong client satisfaction and long term trust. The regional portfolio expanded further, driven by increased demand from international associations seeking to establish or scale their presence within Asia Pacific.

Positive delegate feedback and high retention levels supported sustained event growth, alongside the achievement of key performance benchmarks across attendance, engagement, and overall delivery quality.

Innovations Introduced

To enhance delegate experience and event impact, Kenes Asia introduced several innovations during 2025, including:

- A mobile event application to streamline programme access and communications
- An AI powered translator to support multilingual accessibility
- A social media wall to increase real time delegate engagement
- An AI photo booth to enrich on site interaction and experience
- Inclusive pricing strategies to enable greater participation from low and middle income regions

Client Impact & Notable Outcomes



These initiatives delivered tangible value for both delegates and partner societies. Technology driven touchpoints increased engagement, while improved accessibility broadened participation across diverse geographies. Collectively, these efforts strengthened the value delivered to partner organisations, supporting both community development and revenue generation.

Looking ahead, Kenes Group recognizes that the environment in which we operate continues to evolve rapidly, shaped in part by ongoing geopolitical and economic challenges. These external factors can have a direct impact on international participation, travel patterns, cost structures, and overall event planning. As a result, agility, foresight, and strong collaboration with clients and partners will remain essential in successfully navigating this dynamic landscape.

In response, Kenes will continue to focus on strengthening its strategic foundations and investing in key areas that ensure long-term resilience and growth. This includes further enhancing and expanding our global strategic partnerships, as well as continuing to develop our digital and hybrid capabilities to provide more flexible and accessible congress experiences.

**long-term resilience
and growth**

2026

Future Strategic Priorities

Sustainability will also remain a core priority, with continued emphasis on ESG principles and the creation of meaningful legacy initiatives that extend the impact of our events beyond the congress itself. At the same time, we will maintain ongoing investment in our people, processes, and technology, ensuring that our teams are equipped with the tools, skills, and systems needed to operate efficiently and deliver at the highest level.

Equally important, Kenes is committed to supporting its clients in navigating an increasingly complex environment, providing guidance, innovation, and tailored solutions to address evolving industry and economic challenges. Through this forward-looking approach, we aim to continue delivering value, stability, and excellence in an ever-changing world.

In 2025, Kenes Asia managed a diverse portfolio of international and regional congresses. Its role extended beyond operational delivery to include advisory support on market positioning, audience development, and long term community building, reinforcing its position as a trusted partner for associations operating in or entering the Asia Pacific market.



“

As we look to the future, I am confident in our ability to continue building on the strong foundation we have established. The strength of our partnerships, the dedication of our teams, and our shared commitment to excellence position us well to navigate an increasingly complex and changing environment.

We will continue to evolve with purpose, strengthening collaboration with our clients, embracing innovation, and investing in the capabilities that will shape the next generation of congress delivery. While challenges will remain, they also create opportunities for us to grow, adapt, and deliver even greater value.

As leading the Business Unit, I remain fully committed to ensuring that we move forward with clarity, agility, and confidence. Together with our clients and partners, we are well prepared to meet the future and continue delivering impactful, meaningful, and successful congresses worldwide



Kenes Group Sustainability Report

Sustainability Strategy & Governance

Sustainability mission & vision

At Kenes Group, we are committed to integrating sustainable business practices that go beyond slogans and result in useful achievements, in our ways of working inside and outside.

Our Sustainability Vision

Each of our actions will have a positive impact on our employees, communities, and events – anywhere in the world.

Kenes Sustainability Goals 2025

In 2025, Kenes Group strengthened its' commitment to sustainability by embedding responsible practices across our operations, events, and all organisation. Throughout the year, we delivered measurable progress as follows:

1

Sustainability Knowledge & Behaviour

We expanded sustainability awareness and engagement across the organisation. Employee led initiatives including the Sustainability Dream Team drove increased participation in internal programmes, and sustainability considerations became a standard part of event planning and community involvement. Staff engagement levels and participation rates rose significantly compared to previous years.

2

ESG Integration into Business Strategy

We started incorporating ESG principles into core business processes, influencing procurement, vendor selection, supply chain management, and risk assessment. A growing share of our preferred suppliers now meets sustainability and social responsibility criteria, reflecting a more structured and accountable approach to responsible sourcing.

3

Diversity, Equity & Inclusion (DEI)

We reinforced DEI baselines across the organisation and expanded training and resources that support inclusive leadership and equitable practices. Offices and event teams reported higher levels of awareness, confidence, and application of DEI principles in daily operations and client facing work.

4

Sustainable Event Operations

Sustainable practices became more deeply embedded in daily operations and event delivery. Waste reduction measures, recycling programmes, paperless solutions, and responsible travel practices were implemented across the majority of congresses. Healthier and plant based catering options were adopted more widely.

5

Employee & Stakeholder Engagement

Participation in sustainability training and programmes increased across teams and regions. Educational initiatives, awareness campaigns, and hands on activities strengthened engagement and helped build a shared culture of responsibility among employees, partners, and clients.

2025 Highlights and measurable data

In 2025, Kenes Group moved from establishing sustainability frameworks to embedding sustainability as a shared responsibility across employees, clients, partners, and communities. This shift was reflected in stronger collaboration, practical implementation, and measurable outcomes across events and operations. Key initiatives included the launch of the **Kenes Forest**, translating responsibility for travel-related emissions into tangible environmental action through ecosystem restoration and tree planting in Tanzania. Sustainability was further integrated into event planning and delivery through closer collaboration with clients, venues, and suppliers, encompassing sustainable venue selection, waste-reduction programmes, food donation partnerships, and travel carbon-offsetting options.

Employee engagement remained central to this progress, with global teams participating in training, volunteering, and awareness initiatives that fostered a culture of shared purpose and aligned personal contribution with corporate values. Internal ESG capability was also strengthened through professional certification in ESG implementation and reporting, supporting evidence-based decision-making and performance tracking.

Key sustainability outcomes in 2025 included

- **90% of events** committed to SDGs and sustainability principles
- **50% of events** implemented measurable sustainability initiatives
- **76% of congresses** offered travel carbon-offsetting options
- **70%+ of events** included social responsibility activities
- **2,400+ trees** planted through the Kenes Forest initiative
- **66,800+ kg of CO₂** offset from employee flights to date

899.5 t CO₂

Employee travel generated an estimated 899.5 t CO₂, reflecting increased event activity compared to 2024

315,000 kWh

Estimated annual office energy consumption of 315,000 kWh, with at least 70% renewable energy

32.6 tonnes

Estimated waste generation of 32.6 tonnes, with 40% recyclable and 20% compostable

522 m³

Estimated water consumption of 522 m³, with water-saving measures delivering approximately 35% reduction compared to standard office environments

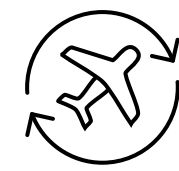
While total emissions increased due to organisational growth and higher event volumes, the per-employee carbon footprint remained broadly stable, supported by hybrid working policies and sustainable office practices.

90%



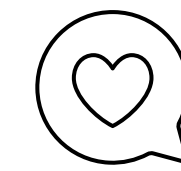
of events committed to SDGs and sustainability

76%



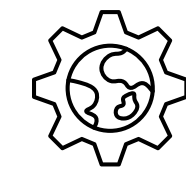
congresses offered travel carbon offsetting

70+%

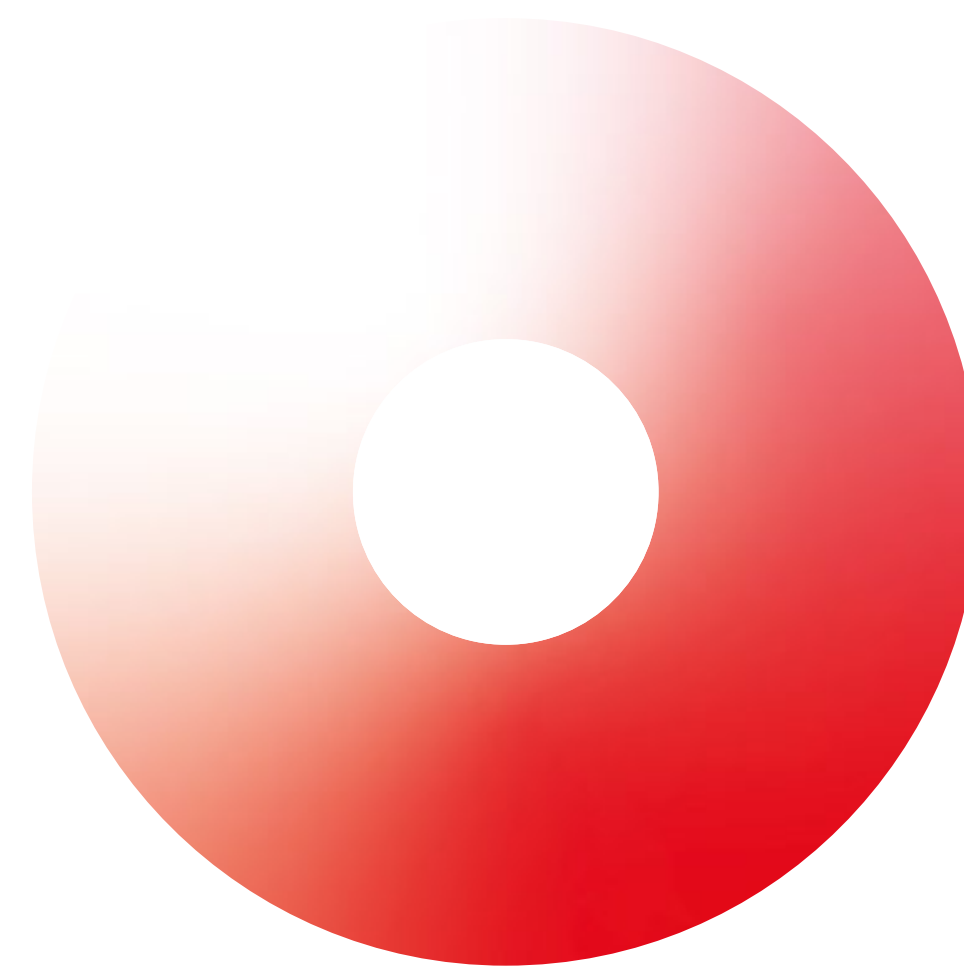


had social responsibility activities

50%



had measurable initiatives and activities



Corporate Social Responsibility and Community

Kenes Group's commitment to social responsibility is brought to life through **Dare2Care**, our ongoing CSR programme that engages employees across all global and local offices in charitable, environmental, and community initiatives throughout the year. From volunteering and fundraising to local environmental action, Dare2Care reflects our belief that meaningful impact begins with people, and that business success and social responsibility must go hand in hand.

In 2025, global teams continued to volunteer, donate, and participate in locally led projects that foster a culture of shared purpose and community connection. Across our offices worldwide, dozens of initiatives took place throughout the year – the examples below offer just a glimpse of the breadth and spirit of this engagement.



Amsterdam



In spring 2025, the Amsterdam team took part in a community clean-up of Westerpark, contributing their time to improving one of the city's best-loved green spaces. The initiative brought the team together in a practical act of environmental stewardship, reinforcing the connection between everyday actions and broader sustainability values.



Bulgaria



The Sofia team visited a local dog shelter housing more than 1,300 animals, many of whom have limited opportunities for outdoor activity due to understaffing. Team members spent several hours walking dogs, providing food, and offering

care and attention to the animals. The visit was coordinated by a colleague who volunteers at the shelter regularly, and was a meaningful expression of the team's commitment to animal welfare and community engagement.

Tel Aviv



For the second consecutive year, the Tel Aviv office marked Earth Day with its annual Bazaar and Donation Drive. Employees were invited to bring clothing and books in good condition, which were exchanged among colleagues or donated to a local non-profit organisation. The initiative promoted circular-economy principles and reinforced a culture of conscious consumption and community generosity.

Alignment with SDGs



Kenes Group aligns its sustainability strategy and corporate social responsibility approach with the United Nations Sustainable Development Goals (SDGs). Our activities are guided by all 17 SDGs, with a particular focus on four goals that are most closely linked to our operations, values, and impact across events, education, and communities.





SDG 3: Good Health and Well Being

Kenes Group supports health and well being through its people practices and through the medical and scientific events it delivers, whether online or onsite. Our work contributes to improved access to healthcare knowledge, research dissemination, and professional development globally.

Relevant SDG targets:

- 3.8 Access to quality healthcare services
- 3.b Research and development of vaccines and medicines
- 3.d Strengthening health capacity and training in developing countries

Kenes Group is committed to:

- Ensuring access to quality healthcare services for employees
- Supporting medical and scientific research through the delivery of effective congresses and educational programmes
- Promoting health financing, training, and collaboration through partnerships with associations and the pharmaceutical industry
- Strengthening capacity in developing countries through travel grants and targeted educational initiatives



SDG 4: Quality Education

In line with our mission to empower knowledge, Kenes Group advances lifelong learning through professional events, communities, and educational programmes that support collaboration and global knowledge exchange.

Relevant SDG targets:

- 4.5 Elimination of discrimination in education
- 4.7 Education for sustainable development and global citizenship
- 4.c Increasing the supply of qualified educators in developing countries

Kenes Group is committed to:

- Delivering education that enhances knowledge, competence, and professional performance
- Facilitating the global exchange of medical and scientific expertise
- Providing accessible, high quality learning opportunities across geographies and formats
- Promoting continuous learning for clients, communities, and employees



SDG 5: Gender Equality

Kenes Group promotes equality and non discrimination across its workforce, partner network, and events, and supports inclusive participation and leadership within the communities it serves.

Relevant SDG targets:

- 5.1 Ending discrimination against women and girls
- 5.5 Ensuring full participation in leadership and decision making

Kenes Group works to:

- Enforce and monitor gender equality across employees, delegates, and clients
- Create inclusive and accessible environments across offices and events
- Encourage greater representation of women in leadership and committee roles
- Support diverse programmes, speakers, and perspectives
- Set and track inclusivity goals in collaboration with clients



SDG 12: Responsible Consumption and Production

Kenes Group advances responsible consumption and production through sustainable event delivery and efficient office operations.

Relevant SDG targets:

- 12.3 Reduction of food waste
- 12.5 Waste reduction and recycling
- 12.6 Adoption of sustainable business practices and reporting
- 12.7 Sustainable public procurement

Kenes Group is committed to:

- Reducing single use materials across events and offices
- Implementing food recovery and donation programmes
- Expanding recycling and waste management solutions at events
- Measuring and reducing the carbon footprint of key activities and reporting progress against defined targets

UN Global Compact and ISO 21021 certification, Net Zero Carbon Events pledge

In 2025, Kenes Group strengthened its position as a sustainability leader in the global events industry by moving from strategy to full-scale implementation and continuous improvement. Building on the foundations established in 2024, sustainability initiatives were further embedded across offices and events worldwide.

Following **ISO 20121:2024 certification**, 2025 marked our first full year operating under an integrated Event Sustainability Management System. A successful surveillance audit reaffirmed compliance and demonstrated continued progress in embedding sustainable practices throughout event planning and delivery, reflecting our commitment to consistently high standards of responsible event management.

Operational performance was enhanced through targeted actions focused on waste reduction, energy efficiency, water conservation, sustainable procurement, and carbon footprint

mitigation. These efforts were supported by improved internal guidelines, stronger data collection, and closer collaboration with suppliers, venues, and clients.

Kenes Group's sustainability approach remains aligned with the **United Nations Sustainable Development Goals and the Ten Principles of the UN Global Compact**. In 2025, engagement with the UN Global Compact Academy was expanded, strengthening employee participation and integrating sustainability learning into professional development.

Progress toward **Net Zero events by 2030** continued through emissions tracking, carbon footprint measurement, and the expansion of low-impact event solutions. Sustainability is now firmly embedded in Kenes Group's business strategy, guiding decision-making, shaping services, and supporting responsible, long-term growth across the global events community.



United Nations
Global Compact

Global Offices Sustainability practices

In 2025, sustainability became firmly embedded in the daily operations of all Kenes Group offices, evolving from a strategic framework into a culture of shared responsibility and continuous improvement. Across locations, teams contributed to global sustainability goals through local actions, community partnerships, and environmentally responsible workplace practices.

Efforts focused on waste reduction, energy efficiency, responsible procurement, and resource conservation, including reduced single-use materials, improved recycling systems, and increased adoption of digital and energy-saving behaviours. These practices, reinforced by the 2025 ISO 20121 surveillance audit, demonstrate Kenes Group's continued commitment to high standards of sustainable office and event management.



Dare
to
Care

Kenes Sustainability Task Force Groups



In 2025, the Kenes Sustainability Task Force Groups continued to play a key role in advancing the Group’s sustainability agenda. What began as a volunteer initiative has evolved into a cross-departmental network supporting the development, implementation, and monitoring of environmental and social initiatives across operations and events.

Throughout the year, the Sustainability Dream Team contributed to embedding sustainability into business practices by supporting initiatives related to responsible event delivery, employee engagement, DEI integration, and circular-economy approaches. Their work also included contributions to flagship programmes such as the Kenes

Forest initiative, as well as coordination of global awareness activities including Earth Day.

In parallel, the Kenes Associations Management (KAM) Sustainability Group reached a significant milestone with the finalisation of the KAM Sustainability Package. Designed as a practical, step-by-step framework, the package supports associations in embedding sustainability into their operations and events through accessible tools, clear priorities, and simple progress-tracking indicators. Together, these efforts reinforce sustainability as an integral and actionable part of Kenes Group’s service offering and organisational culture.



Sustainability Goals in 2026

In 2026, we will continue strengthening our commitment to responsible, future-focused growth by advancing six strategic sustainability priorities. Together, they outline our path toward deeper integration, stronger accountability, and greater positive impact across all operations and events.

1

Embed ESG Into Core Strategy - further integrate ESG principles into business decision-making, supply chain management, and vendor partnerships, supported by regular performance reviews and clear ESG metrics.

2

Empower Sustainable Knowledge & Culture - I expand internal sustainability education, encourage employee-led initiatives, and continue embedding sustainable practices into event planning, community engagement, and daily operations

3

Strengthen Diversity, Equity & Inclusion - reinforce DEI across our offices and events by raising awareness of our DEI baselines, integrating DEI indicators into ESG reporting, and providing training that supports inclusive leadership and equitable supplier practices.

4

Enhance Transparency & Certification - maintain ISO 20121 certification, conduct materiality and stakeholder assessments, and advance toward publishing sustainability or ESG reporting aligned with recognised global frameworks.

5

Accelerate Carbon Reduction & Net-Zero Progress - advance our Net-Zero pathway by expanding Scope 1, 2, and 3 emissions tracking, engaging suppliers, and implementing carbon accounting systems aligned with global standards such as the GHG Protocol and Science-Based Targets.

6

Advance Long-Term Impact & Legacy - design events and initiatives that create lasting environmental and social value, including regenerative practices, community investment, and legacy projects that strengthen local resilience and wellbeing.

ESG and sustainability Roadmap for 2026–2028



2026 H1

Continue ESG integration and measurement in all operations, track Scope 1, 2, 3 emissions. Start conducting DEI baseline measurement.



2026 H2

Supply chain mapping and ESG risk management full integration. Launch Materiality assessment process.



2027 H1

Full Materiality assessment and stakeholders mapping, 1st full ESG voluntary reporting. Continue Net Zero full integration.



2027 H2

ESG performance optimization and gap analysis. Internal and external social impact metrics development. ISO 20121 certification renewal.



2028 H1

Net Zero and decarbonization strategy with Scope 3 emissions plan. Public reporting via GRI, CSRD or similar and complete ESG public report.



2028 H2

Review and update ESG strategy to align with European Commission sustainability directives (CSRD, ESRS). Develop a 3-year ESG strategy integrating regulatory requirements, stakeholder input, and business objectives.



kenes
group

WORLD
HOSPITAL
HOME

Powered by people,
driven by innovation.