

**YG ENTERTAINMENT
SUSTAINABLE
CONCERT REPORT**

**What are
Sustainable Concerts**

Concerts that are designed to reduce adverse impacts on the environment and society while promoting positive interactions between fans and artists.

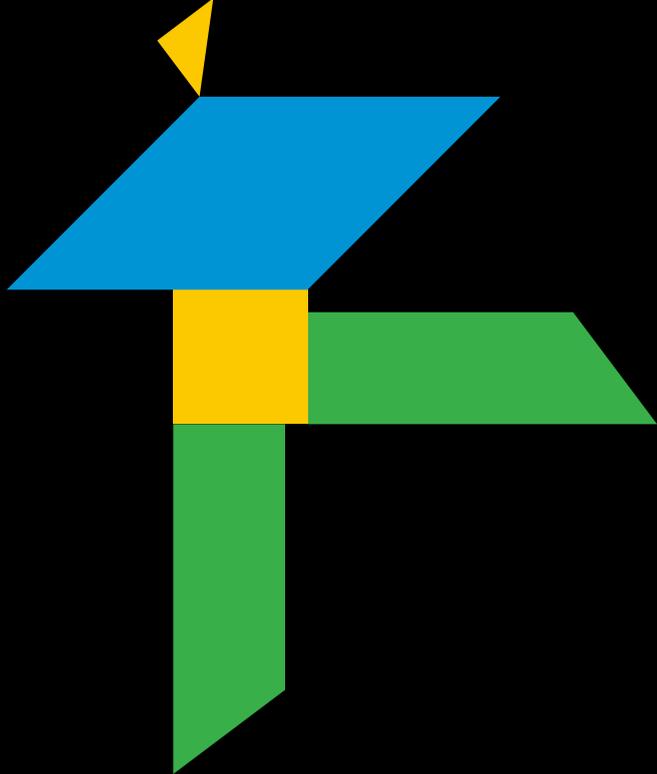
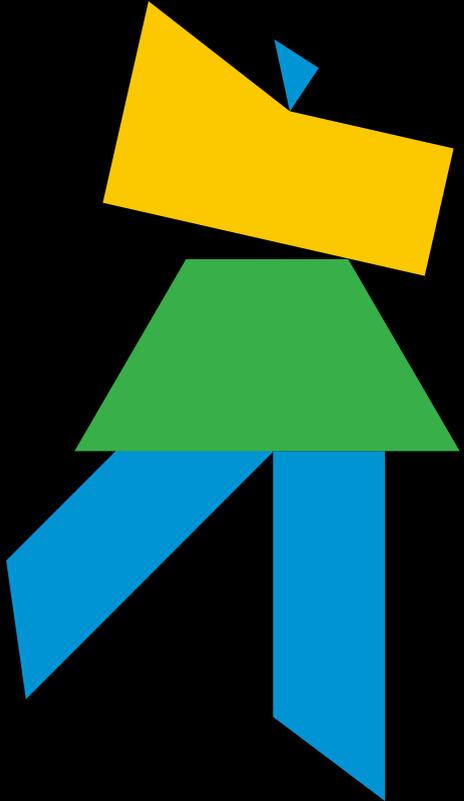
OUR FIRST STEPS TOWARD SUSTAINABLE CONCERTS

Background	05
Roadmap for Sustainable Concerts	06
Sustainable Concert Framework	07
Sustainable Concert Declaration	09
[BORN PINK] FINALE IN SEOUL: Embarking on Sustainable Concerts	13

BUILDING AND OPERATING SUSTAINABLE CONCERTS

THE SUSTAINABLE CONCERT MAP	17
GHG Emissions Management	19
Improving Concert Accessibility	33
Fan Engagement	49
Embracing positive and respectful content	57
Venue Safety Management	67
Reducing Environmental Impact of Concerts	77
Sustainable Concert Governance	83

OUR FIRST STEPS
TOWARD
SUSTAINABLE
CONCERTS



Background

Reasons for Pursuing Sustainable Concerts

Concerts are like festivals, stirring the emotions of many and inspiring action. They unite audiences with shared interests and can catalyze behavioral shifts. YG Entertainment aims to leverage the positive impacts of concerts to raise awareness and engage the public in environmental and social issues.

Recently, the sustainability of concerts has become a focal point in both the domestic and international entertainment sectors. There's an increasing emphasis on the environmental impacts of GHG emissions and concert-generated waste, as well as the importance of their management. Some international concerts have even begun undertaking environmental impact assessments. Concurrently, there is a growing trend toward "barrier-free" concerts, enhancing accessibility for disabled audiences.

In this context, YG Entertainment recognizes its environmental and social responsibilities and has decided to pursue sustainable concerts. The goal is to efficiently utilize resources to reduce carbon footprints and environmental burdens, share positive messages with fans and the public, and actively support the needs of socially vulnerable groups. This initiative represents a pivotal moment for the concert industry to incorporate environmental and social values into its planning and operations.

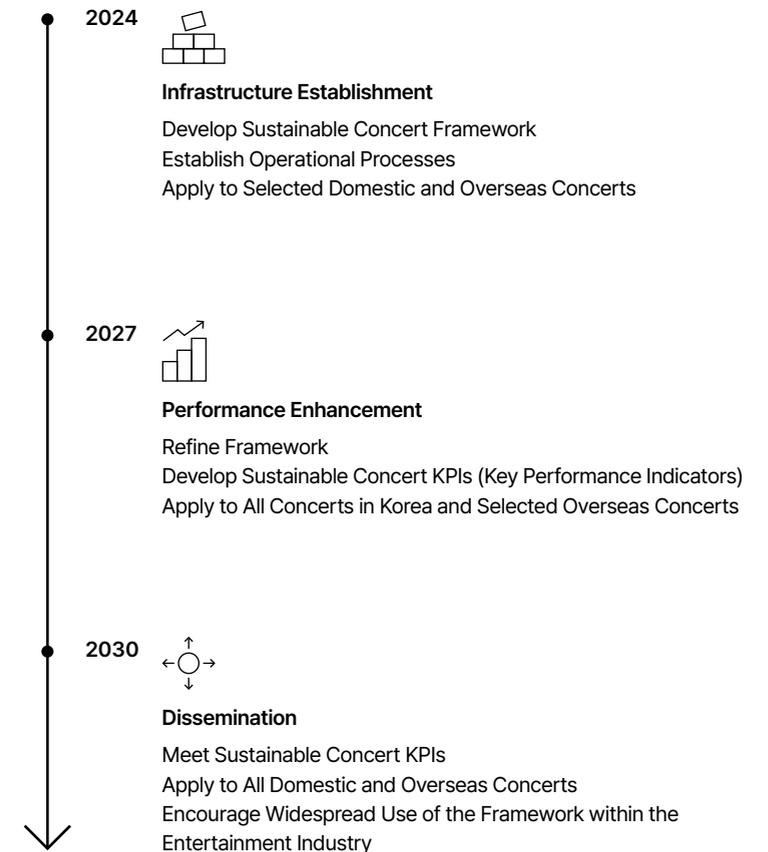
Sustainable Concert Initiative Progress



Roadmap for Sustainable Concerts

YG Entertainment has established the "2030 Sustainable Concert Roadmap," outlining its journey toward more sustainable concerts. This framework will progressively expand, considering the scale, characteristics, and locations of the concerts. By 2024, we aim to develop a framework and operational processes as a foundation. By 2027, we plan to extend the scope to all concerts in Korea and selected overseas performances. The primary goal of the roadmap is to ensure all concerts, both domestic and international, featuring YG Entertainment artists, become sustainable by 2030. Throughout this journey, we are dedicated to promoting the adoption of our sustainable concert framework within the entertainment industry, thereby fostering greater participation and awareness.

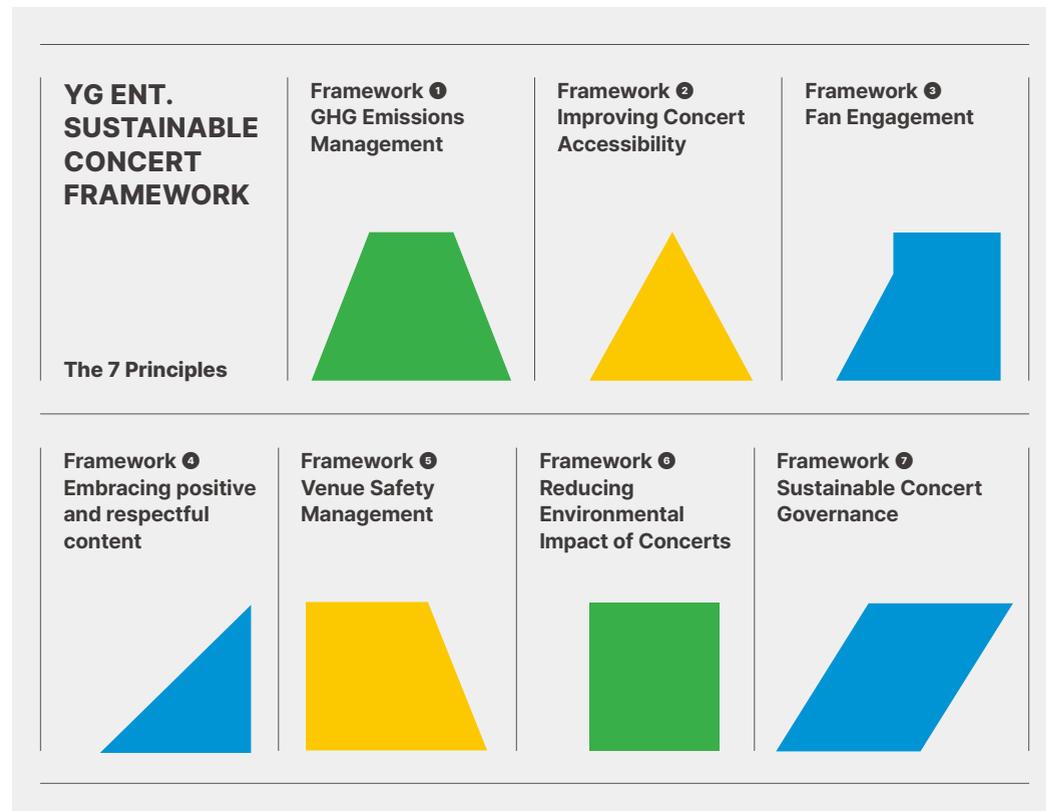
2030 Sustainable Concert Roadmap Goals



Sustainable Concert Framework

YG Entertainment has initiated targeted measures to mitigate the negative effects of concerts on the environment and society and to enhance fan and artist interactions. The initial step is the development of a sustainable concert framework, which includes seven principles: GHG management, improving concert accessibility, fan engagement, increasing content influence, venue safety management, reducing environmental pollution from concerts, and sustainable concert governance. Detailed plans have been developed for each principle, complete with a management system and a performance assessment checklist. The sustainable concert framework will be progressively applied to future YG Entertainment performances, with incrementally enhanced process and deepened knowledge.

Seven Principles Guided by the Framework



YG Entertainment Sustainable Concert Framework

YG Entertainment Sustainable Concert Framework encompasses seven guiding principles and a performance checklist for concerts. YG Entertainment aims to apply this framework progressively and engage a broad range of stakeholders, both domestic and international, to ensure the sustainability of its concerts.

Framework 01 | GHG Emissions Management

We will assess and manage the carbon emissions resulting from our concerts. Our goal is to minimize the environmental impact by reducing these emissions and ultimately achieving carbon neutrality.

Framework 02 | Improving Concert Accessibility

We are committed to making concerts accessible to all, enhancing the experience for every fan supporting our artists. This involves improving not just physical access to facilities but also the accessibility of concert information and content.

Framework 03 | Fan Engagement

We aim to ensure that all fans have fair access to concert tickets, safeguarding against distribution irregularities and abuse of power by concert staff.

Framework 04 | Embracing positive and respectful content

We prioritize the positive impact of our content on the public and society. Efforts will be made to amplify the positive effects of concerts through music and content that uphold intellectual property rights and celebrate diversity.

Framework 05 | Venue Safety Management

Our top priority is the safety of our fans, artists, and concert staff. We will proactively identify potential safety risks and respond promptly to emergencies, following our prepared manuals to ensure safe concert experiences.

Framework 06 | Reducing Environmental Impact of Concerts

We will implement various strategies to decrease water consumption and waste produced by concerts. By increasing recycling and reuse and seeking eco-friendly alternatives, we aim to minimize environmental pollution.

Framework 07 | Sustainable Concert Governance

We will establish decision-making and operational systems to support sustainable concerts. Our goal is to promote the concept of sustainable concerts worldwide through partnerships and collaboration.

SUSTAINABLE CONCERT DECLARATION



Why Sustainable Concerts Matters to us

At YG Entertainment, we are committed to creating a brighter future and are dedicated to organizing sustainable concerts, ensuring benefits for fans, artists, and all involved. We define sustainable concerts as events that aim to minimize adverse environmental and social effects while amplifying positive influences.

A concert is a special occasion that brings together countless people through the power of music. Music moves hearts and minds, and at YG Entertainment, we have contemplated for a long time how we can contribute to society through music and the soft power of today's entertainment industry.

We have given a lot of thought to catalyzing positive changes in our society through our concerts. Based on this, we will continue to identify the environmental and social impacts of our concerts and explore sustainable solutions to these impacts.

We believe sustainable concerts are critical for our future generations to continue to enjoy music through performance art as it is enjoyed today.

SUSTAINABLE CONCERTS, TOGETHER WITH FANS

At YG Entertainment, we have witnessed the significant impact of our fans' collective support for our performing artists. More than anyone else, we believe in the power of leading change by harnessing each and everyone's efforts. We ask that our fans actively join us on this journey to create an environment for sustainable concerts, and to realize meaningful impact through our individual actions. YG Entertainment will continuously refine our sustainable concert framework, welcoming feedback from all stakeholders, including fans, artists, and staff, to encourage the development of sustainable concerts both at home and abroad.

CEO | Yang Min-suk Hwang Bo-kyung



TAKING STEPS TOGETHER TOWARD SUSTAINABLE CONCERTS

Recent shifts in the entertainment industry toward climate change awareness, respect for human rights, and promotion of diversity highlight the critical importance of sustainability for both the planet and businesses. YG Entertainment has actively embraced this trend by integrating sustainable practices in shaping a vision for sustainable concerts. The sustainability of concerts—a space where dreams and happiness are shared between fans and artists—carries deep significance in fostering a better environment for future generations, including our fans. To realize this vision, YG Entertainment has thoroughly monitored our artists' concert practices both domestically and internationally and has studied guidelines on concert sustainability. Inspired by international artists' environmentally-conscious concerts, we sought to leverage YG Entertainment's unique strengths. Consequently, we developed the Sustainable Concert Framework, based on seven core principles. This framework was first implemented at the BLACKPINK [BORN PINK] FINALE IN SEOUL, part of BLACKPINK's world tour, in September 2023, and was partially applied later at the AKMU 2023 CONCERT [AKMUTOPIA] and the 2023 TREASURE CONCERT [REBOOT] IN SEOUL. Looking ahead, YG Entertainment plans to refine and expand this sustainable concert framework to more concerts, both in Korea and international. In our journey making sustainable concerts a reality, We witnessed challenges related to infrastructure and awareness within Korea. Organizing concerts that balance safety, accessibility, environmental consciousness, and diversity requires efforts beyond just our own. We are committed to working with all stakeholders, including venue operators, governments, artists, and fans, to create enjoyable and sustainable concert experiences. Moreover, YG Entertainment is committed to increasing support and engagement from fans to advance sustainable concert practices both locally and globally. This underlines our ongoing dedication to ensuring the safety of artists and staff, preserving the global environment for future concerts, and enhancing the happiness and well-being of our fans, who are vital to the entertainment industry. We deeply appreciate your continued interest in and support for YG Entertainment's initiatives.

Executive Tour Director, YG Entertainment | Jeung Chi Young

[BORN PINK] FINALE IN SEOUL : Embarking on Sustainable Concerts

Framework Implementation Process

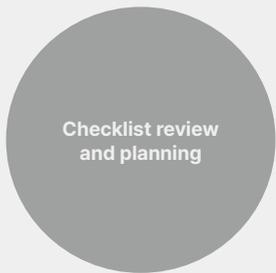
YG Entertainment introduced the sustainable concert framework for the first time at [BORN PINK] FINALE IN SEOUL, the concluding event of BLACKPINK's global tour. This concert was held at the Gocheok Sky Dome in Seoul from September 16 to 17, 2023, attracting an audience of approximately 35,000 fans from around the world, including Korea.

To objectively evaluate the sustainability of the concert and identify areas for improvement, YG Entertainment engaged third-party experts for monitoring and assessment. In partnership with these specialists, we created a checklist tailored to assess the effectiveness of sustainable concerts against the framework's outlined principles. This led to a comprehensive two-day review during the concert, involving preliminary materials verification and on-site inspections, aimed at ensuring checklist compliance and devising strategies for enhancement based on our findings. Throughout this evaluation process, we refined the assessment indicators, eliminating the unnecessary ones and incorporating the essential. This event represented the initial step in our journey toward sustainable concerts, setting a precedent for the ongoing refinement and measurement of concert sustainability in future performances.

Sustainable Concert Checklist

구분	No.	관리 지표	평가/점검 방식	점검 방법 및 데이터 확인	합성/근거 자료 출처		
공연 접근성 지표	1	예매페이지나 회사 홈페이지 등에서 다국어서비스, 회원님들서비스(또는 다편역서비스), 자막서비스 등이 제공되고 있는가	· 예매페이지, SNS에서 제공되는 서비스 제공되고 있는지 · 회사 홈페이지, SNS에서 제공되는 서비스 제공되고 있는지 · 예매 당일 입장 신청 또는 계약 체결 시 위와 같은 요소를 고려하였는지 여부	· 다국어서비스, 회원님들서비스(또는 다편역서비스), 자막서비스 등의 운영 플랫폼에서 제공되고 있는지 여부 · 예매 당일 입장 신청 또는 계약 체결 시 위와 같은 요소를 고려하였는지 여부	· 공연 당일 홈페이지 확인		
	2	다국어서비스, 회원님들서비스(또는 다편역서비스), 자막서비스 등 서비스가 모바일 운영체제에서도 지원되고 있는가	· 예매 당일 입장 신청 또는 계약 체결 시 위와 같은 요소를 고려하였는지 여부	· 다국어서비스, 회원님들서비스(또는 다편역서비스), 자막서비스 등의 운영 플랫폼에서 제공되고 있는지 여부 · 예매 당일 입장 신청 또는 계약 체결 시 위와 같은 요소를 고려하였는지 여부	· 공연 당일 홈페이지 확인	한국형 웹 콘텐트 접근성 지침(한국 방송통신위원회) 모바일 접근성 지침(한국 방송통신위원회) 등 모바일 접근성 관련 지침(한국 방송통신위원회) 등 모바일 접근성 관련 지침(한국 방송통신위원회) 등	
	3	웹페이지에서 제공하는 모든 기능을 키보드만으로 사용할 수 있도록 구성되어 있는가	· 예매 당일 입장 신청 또는 계약 체결 시 위와 같은 요소를 고려하였는지 여부	· 다국어서비스, 회원님들서비스(또는 다편역서비스), 자막서비스 등의 운영 플랫폼에서 제공되고 있는지 여부 · 예매 당일 입장 신청 또는 계약 체결 시 위와 같은 요소를 고려하였는지 여부	· 공연 당일 홈페이지 확인		
정보 접근성	4	공연장 내 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가		
	이동	1	공연장내, 티켓소, 스태프 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장, 티켓소, 스태프 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장, 티켓소, 스태프 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장, 티켓소, 스태프 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장, 티켓소, 스태프 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가
		2	공연장 내 주차 구조물, 공연장 전이 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장 내 주차 구조물, 공연장 전이 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장 내 주차 구조물, 공연장 전이 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장 내 주차 구조물, 공연장 전이 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가	· 공연장 내 주차 구조물, 공연장 전이 출몰지와 공연장 간 이동하기 위해 도로 사용의 온실가스 배출량을 산정했는가
	공연장 에너지 사용	3	공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가
		4	공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가
	정보 제공	5	공연장 내 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가
		6	공연장 내 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가	· 장애인 접근성 시설이 마련되어 있는가
	배출량 산정	7	공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가
		8	공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가	· 공연장 내 조명 장치의 온실가스 배출량을 산정했는가
	폐기물	9	공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가
10		공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	· 공연장 내 폐기물 처리를 위한 온실가스 배출량을 산정했는가	

Before Concert



- Review progress against the preparation checklist
- Develop plans for sustainability-related activities

During Concert



- On-site monitoring by third party
- Implement sustainability-related activities

After Concert

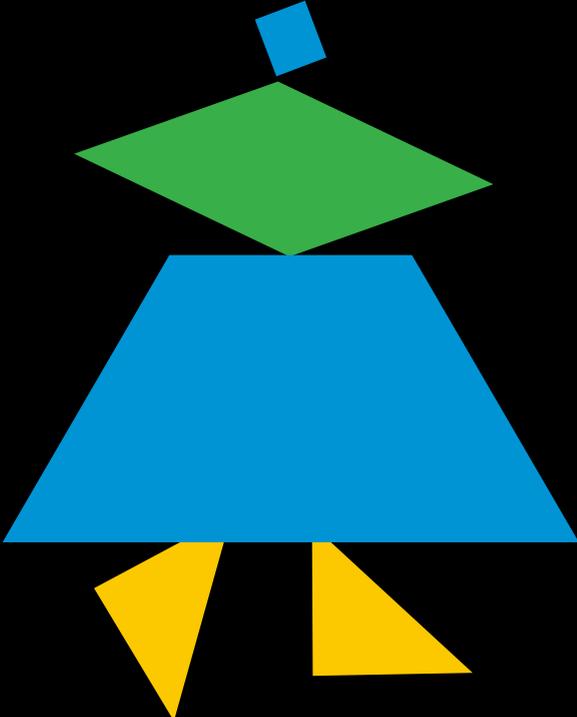
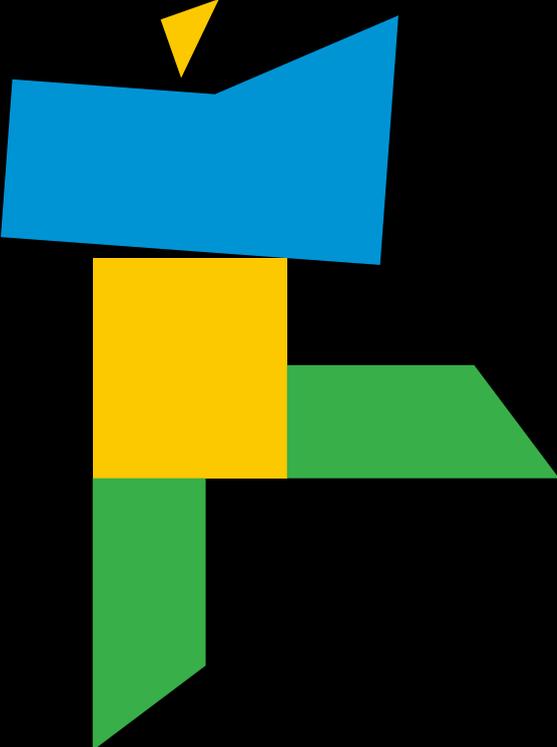


- Compile the findings from monitoring and assessment
- Analyze the results (limitations, improvements, etc.)



- Identify areas and tasks requiring improvement
- Preparation for reporting process

BUILDING AND OPERATING SUSTAINABLE CONCERTS



THE SUSTAINABLE CONCERT MAP

ZONE A: AUDIENCE TRAVEL

- 1 We measured the GHG emissions resulting from overseas audiences' travel. This involved conducting surveys through the application to estimate the emissions especially from international concert-goers' journeys.

ZONE B: WASTE DISPOSAL MANAGEMENT

- 2 To reduce pollution at the venue, we worked with a waste management service to set up waste sorting stations and developed a checklist for effective pollution management.

ZONE C: AUDIENCE SEATING

- 3 In line with our fan engagement efforts, we added more monitors throughout the venue to improve the audience's experience.

ZONE D: EVENT BOOTHS

- 4 We operated the YOUR GREEN STEP booth, offering surveys on audience travel GHG emissions through the application.
- 5 To enhance concert accessibility, we produced a guidance video for wheelchair accessible routes, a pioneering initiative in K-pop concerts, and introduced an accessibility staff system.
- 6 As part of our commitment to pursue sustainable concerts, we declared a Sustainable Concert Statement with the vision that concerts should be produced in a sustainable way, as a medium for fans and artists to share their dreams and happiness.



THE SUSTAINABLE CONCERT MAP

Since 2023, YG Entertainment has been developing and implementing a framework for sustainable concerts, applying these principles to concert held at home. "The Sustainable Concert Map" is a visual representation of our efforts to foster sustainability both within and beyond our concert venues. This map offers a visual guide to explore the YG Entertainment's sustainable concert initiatives

THE SUSTAINABLE CONCERT MAP

ZONE A: AUDIENCE TRAVEL

- 1 We measured the GHG emissions resulting from overseas audiences' travel. This involved conducting surveys through the application to estimate the emissions especially from international concert-goers' journeys.

ZONE B: WASTE DISPOSAL MANAGEMENT

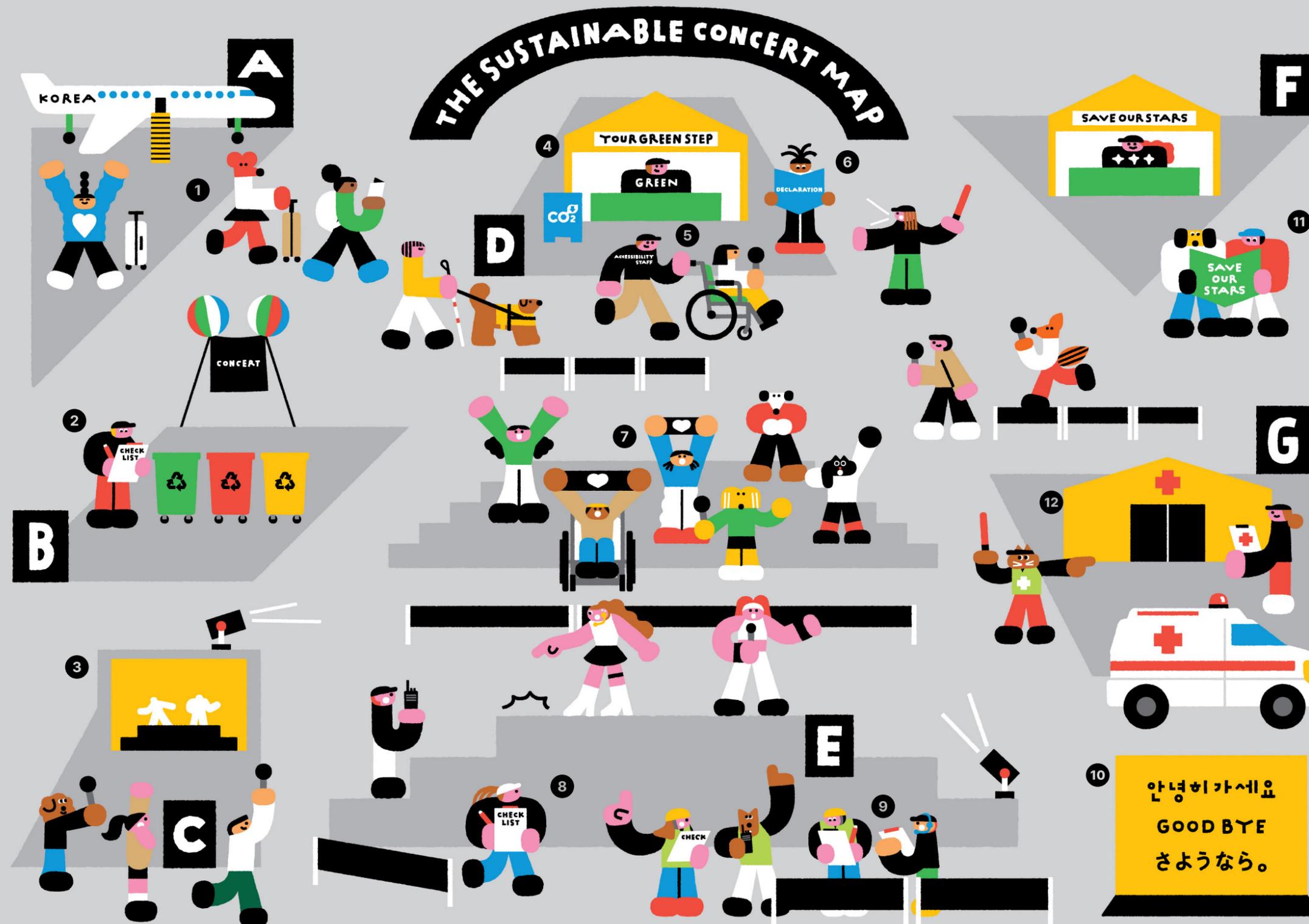
- 2 To reduce pollution at the venue, we worked with a waste management service to set up waste sorting stations and developed a checklist for effective pollution management.

ZONE C: AUDIENCE SEATING

- 3 In line with our fan engagement efforts, we added more monitors throughout the venue to improve the audience's experience.

ZONE D: EVENT BOOTHS

- 4 We operated the YOUR GREEN STEP booth, offering surveys on audience travel GHG emissions through the application.
- 5 To enhance concert accessibility, we produced a guidance video for wheelchair accessible routes, a pioneering initiative in K-pop concerts, and introduced an accessibility staff system.
- 6 As part of our commitment to pursue sustainable concerts, we declared a Sustainable Concert Statement with the vision that concerts should be produced in a sustainable way, as a medium for fans and artists to share their dreams and happiness.



Click on the number to be directed to the relevant page.

WHEELCHAIR SEATING

- 7 To ensure that our concerts are accessible to wheelchair users, we introduced a phone ticketing service to prevent non-disabled people from booking wheelchair seats and are reserved for those who need them.

ZONE E: STAGE AND VENUE MANAGEMENT

- 8 We appointed a content manager to amplify the positive impact of concert content by reviewing the youth-sensitive materials with a checklist, and reviewed stage presentations during the concert.
- 9 For venue safety, we implemented a safety management system and stationed specialized safety personnel responsible for stage equipment, lighting, video, sound, structures and audience security.
- 10 In effort to enhance the influence of concert content, we provided a multi-language exit guide that reflect diversity.

ZONE F: SAVE OUR STARS

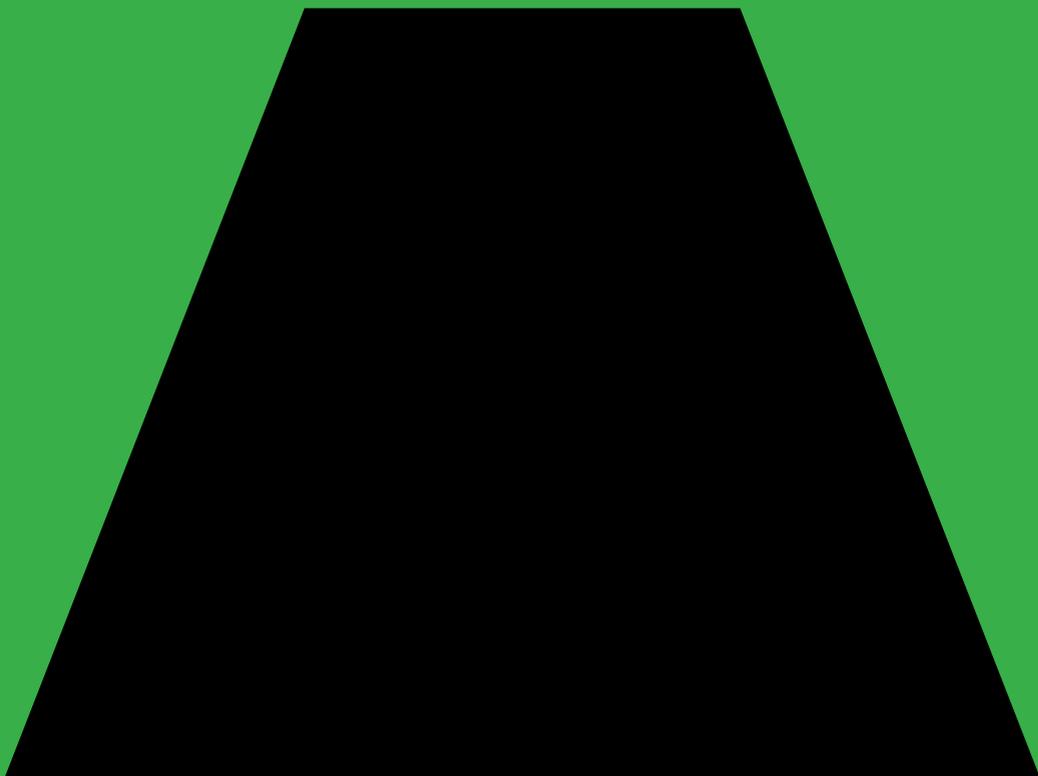
- 11 To amplify the influence of concert content, we distributed informational leaflets and operated the SAVE OUR STARS booth, aiming to inform audiences and the broader public about the importance of IP rights.

ZONE G: SAFETY MANAGEMENT TEAM

- 12 We partnered with an emergency patient transport service, set up a coordination system with nearby hospitals' emergency rooms, and deployed ambulances and emergency rescue teams on-site.

01

GHG EMISSIONS MANAGEMENT



01 GHG EMISSIONS MANAGEMENT

Participating in Climate Action through Low-Carbon Concerts

To address the escalating issue of climate change, YG Entertainment is dedicated to managing GHG emissions associated with our concerts. Significant emissions arise from activities such as transportation, energy consumption, and waste disposal during events. Thus, managing these emissions represents a crucial initial step in our climate action efforts. Additionally, concerts serve as a vital platform for reaching diverse audiences, and through artist engagement, we have the opportunity to escalate public awareness about environmental issues.

Several international artists have begun implementing strategies to reduce their concerts' GHG emissions, aiming for more sustainable and eco-friendly live events. These strategies include enhancing the use of renewable energy in venues, reducing overall energy consumption, and encouraging audiences to use public transportation. Moreover, the practice of measuring and reporting the environmental impact of concerts and tours is increasingly becoming the norm. Taking action to combat climate change, YG Entertainment presented 2040 Carbon Neutrality Roadmap in June 2023, which sets targets to achieve RE100 company-wide by 2025 and carbon neutrality by 2040. We acknowledge that achieving carbon neutrality is an extensive process that goes beyond merely reducing direct emissions; it accompanies efforts across our entire value chain. As part of our long-term commitment, YG Entertainment intends to progressively implement strategies to manage and reduce GHG emissions from our future concerts.



YG Entertainment's GHG Emissions Management System

Reducing GHG emissions is crucial for managing climate risk. Effective reduction requires active involvement of all relevant stakeholders, prompting YG Entertainment and its artists to take significant action. In response, we have established a three-step framework to manage the GHG emissions produced from our concerts.

1 Measuring GHG Emissions throughout the Entire Concert Process

We plan to calculate the GHG emissions from our entire concert process. This includes emissions from heating and cooling, lighting, stage equipment, and the transportation of artists, staff, and audiences.

2 Activities to Reduce Greenhouse Gas Emissions from Concerts

Our strategy for reducing emissions involves promoting activities that minimize unnecessary electricity consumption and advocating for low-carbon transportation options for artists, staff, and audiences.

3 Disclosure of Greenhouse Gas Emissions from Concerts

We plan to transparently disclose our GHG emissions. We will disclose GHG emissions by establishing unit and methodology standards suitable for concerts of various scales. Also, our aim is to share our methods for calculating emissions and detailing our reduction strategies and progress. This disclosure is part of our broader goal to contribute to the advancement of carbon emission calculation and reduction in the concert and entertainment industries.



YG Entertainment's Calculation of GHG Emissions from Concerts

YG Entertainment initially prioritized the measurement of emissions as a key step in managing GHG emissions. Due to lack of industry specific guidelines for measuring emissions for concerts, we developed a new methodology tailored for the [BORN PINK] FINALE IN SEOUL concert. We divided emission sources into four main categories for measurement: 1) Emissions from audience travel, 2) Energy consumption within and outside the venue, 3) Emissions from waste generated during the concert, 4) Emissions from electricity use during online concert streaming.

GHG Emissions from Audience Travel

We assessed the GHG emissions resulting from the travel and accommodation of the audience. This was achieved through direct engagement and data collection using a YOUR GREEN STEP booth set up at the concert venue, which operated for approximately two hours before the event started. Simultaneously, we conducted online surveys via the official YG Entertainment application. Over the course of the two-day event, we collected around 2,000 survey responses, which allowed us to estimate the GHG emissions associated with audience travel and accommodation comprehensively.

¹ Emissions from domestic travel within the originating country were not included in this survey.

What are amount of GHG emissions associated with Ms. Sun travels?

Ms. Sun, who lives in Zhenjiang, Jiangsu Province, China, used five different modes of transportation to travel approximately 1,187 km to attend the concert. Her journey resulted in GHG emissions totaling about 0.37tCO₂eq¹. The specifics of Ms. Sun's travel itinerary to the concert are as follows:

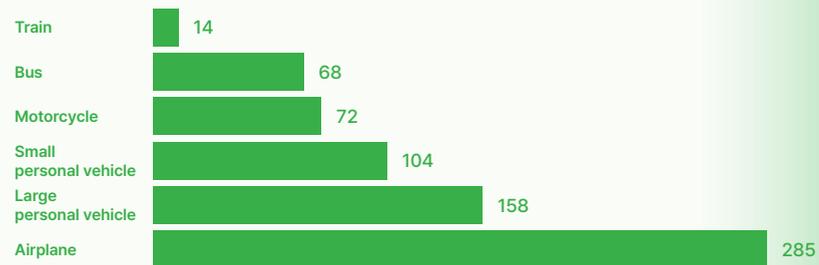
- ① Zhenjiang to Shanghai: By train (1 hour 15 minutes, 256 km)
- ② Shanghai Train Station to Shanghai Pudong International Airport: By subway (1 hour 30 minutes, 48 km)
- ③ Shanghai Pudong International Airport to Incheon International Airport: By plane (2 hours, 822 km)
- ④ Incheon International Airport to accommodation near Gongdeok Station: By the AREX (1 hour, 53 km)
- ⑤ Gongdeok Station to Gocheok Sky Dome: By bus (30 minutes, 8 km)

GHG EMISSIONS MEASUREMENT WITH YOUR GREEN STEP

In the concert process, the segment contributing most significantly to GHG emissions was identified as "audience travel." Given the substantial emissions typically associated with air travel—especially relevant for events attracting a large number of international audiences—we prioritized accurate measurement in this area. According to the European Environment Agency (EEA), carbon emissions from air travel are more than twice as high as other modes of transportation.

Passenger's GHG Emissions Per 1 Km Traveled

(Unit: g)



To calculate the GHG emissions from audience travel for the [BORN PINK] FINALE IN SEOUL, identifying the travel routes of over 30,000 audiences, particularly those from overseas was a significant challenge. After much contemplation, YG Entertainment collaborated with developers of a greenhouse gas calculation software and experts in emission calculations to create an online survey platform called "YOUR GREEN STEP."



Software for Calculating Carbon Emissions from Travel

We encouraged audiences to participate in the survey directly through the YG Entertainment application by sending out a link and prior notifications. A booth, equipped with five tablet devices, was set up at the concert venue on both days, allowing audiences to input their information directly into the software. To facilitate the survey process, at least three staff members were stationed at the booth at all times to provide assistance as needed. Starting operation two hours before the concert began, the booth saw a remarkably high participation rate from the audience. In total, 2,070 audiences completed the survey, of which approximately 35% were international visitors. Considering that international audiences constituted about 30% of the total audience, this indicates a well-balanced sample collection.

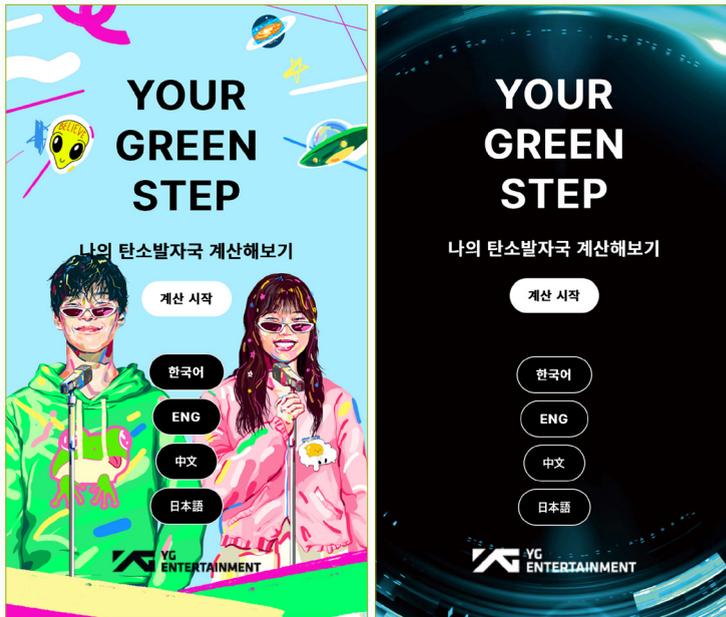


Participants at YOUR GREEN STEP Booth

Following [BORN PINK] FINALE IN SEOUL, the AKMU 2023 CONCERT [AKMUTOPIA] and the 2023 TREASURE CONCERT [REBOOT] IN SEOUL also conducted the YOUR GREEN STEP online surveys. Audiences were provided with the survey link through QR codes and were encouraged to participate by offering small gifts as incentives. This approach resulted in a higher participation rate compared to the direct booth participation used during the [BORN PINK] FINALE IN SEOUL. Moving forward, YG Entertainment plans to include YOUR GREEN STEP online surveys in future sustainable concerts to more accurately assess the audience's carbon footprint.

2023 YOUR GREEN STEP Operation Status

Concert Title	Date	Participants
[BORN PINK] FINALE IN SEOUL	Sep. 16 – 17, 2023	2,070 people
AKMU 2023 CONCERT [AKMUTOPIA]	Nov. 24 – 26, 2023	2,004people
AKMU 2023-2024 CONCERT TOUR IN BUSAN [AKMUTOPIA]	Dec. 2 – 3, 2023	1,407 people
2023 TREASURE CONCERT [REBOOT] IN SEOUL	Dec. 15 - 17, 2023	2,916 people



YOUR GREEN STEP Online Surveys for AKMU and TREASURE Concerts

GHG Emissions from Energy Usage

Substantial greenhouse gas emissions can result from using electricity generated by coal or natural gas power plants, or from relying on petroleum or city gas for heating and hot water supply during concerts. This is particularly true in regions that depend heavily on coal for power generation, where greenhouse gas emissions from electricity usage can far exceed those in regions with easy access to low-carbon energy sources like renewables. For the [BORN PINK] FINALE IN SEOUL, the breakdown of electricity and city gas usage, along with its sources, was as follows, provided by the Seoul Facilities Corporation, the venue operator.

Energy Source	Consumption	Usage
Electricity	474,314kWh	Stage & venue lighting, stage equipment, air conditioning, etc.
City Gas	7,568Nm ³	Hot water supply in the venue



Electricity Consumption for Lighting at the Venue

GHG Emissions from Waste Management

Greenhouse gas emissions from waste management were also considered in our calculations. The waste generated at concerts can result in wasteful use of resources, environmental pollution, and the release of harmful pollutants like sulfur dioxide and particulate matter during disposal processes. Larger concerts often produce significant waste, including PET bottles and plastic packaging from merchandise, highlighting the need for effective recycling or waste minimization strategies from the outset. Packaging materials should be recyclable or biodegradable where possible, and stage materials like steel bars or plastic should be either recycled or designed for recyclability to reduce GHG emissions.

To assess the waste recycling efforts at the [BORN PINK] FINALE IN SEOUL accurately, we gathered data on the types of waste generated from the recycling company. Due to the unavailability of general waste information from the Seoul Facilities Corporation, we estimated the GHG emissions with the assumption that all general waste was incinerated, using its total weight for the emission calculations.

Waste Types	Amount Generated	Location of Generation	Examples
General waste	2,254kg	Trash cans inside and outside the venue	Disposable food containers, used toilet paper, etc.
Plastic waste	360kg	Trash cans inside and outside the venue	Merchandise packaging, raincoats, etc.
Banners	134m ²	Outside the venue	PET materials



Waste Collection and Transportation Vehicles

Emissions from Online Concerts

GHG emissions from streaming online concerts were also factored into our calculations. This assessment considered the duration of streaming and the demographics of viewers, categorized by device and country.



Electricity consumption by device for online streaming

Source: International Energy Agency (IEA)



¹ Hourly electricity consumption of a tablet was estimated based on IEA data,

GHG Emissions Measurement Results

GHG emissions resulting from [BORN PINK] FINALE IN SEOUL totaled approximately 6,000 tons. Given that the concert was a two-day event, this averages to about 3,000 tons per day. The following details pertain to the calculation of these emissions, which have been reviewed by climate experts:

Category	Emissions (tCO ₂ eq)	Rate (%)	Sources of Emissions
Audience Travel	5,701	95.8	Total emissions from all audience travel, including air travel for international audiences
Energy Usage	239	4.0	Emissions from fuel usage (including venue air conditioning and heating) and electricity consumption
Waste Management	9.2	0.2	Emissions from the disposal of general/recyclable waste, including banners
Online Concerts	4.6	0.1	Emissions from device power usage during concert streaming
Total	5953	100	Total emissions for each category

What is the scale of GHG emissions?

How many trees would need to be planted to offset 6,000 tons of carbon dioxide?



One tree can absorb 8kg of GHG annually.

**750,000
Trees**

GHG EMISSIONS MEASUREMENT RESULTS FOR AKMU CONCERT

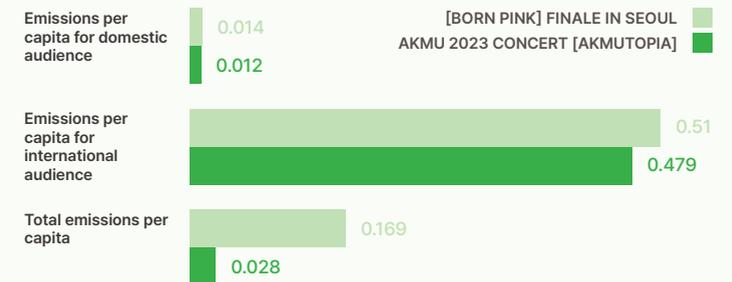
After the [BORN PINK] FINALE IN SEOUL, we measured the GHG emissions from AKMU 2023 CONCERT [AKMUTOPIA], which took place at the Grand Peace Hall of Kyung Hee University in Seoul from November 24 to 26, 2023. The results are as follows:

AKMU 2023 CONCERT [AKMUTOPIA]

Category	Emissions (tCO ₂ eq)	Rate (%)	Sources of Emissions
Audience Travel	274	95.8	Total emissions from all audience travel, including air travel for international audiences
Energy Usage	11	3.8	Emissions from fuel and electricity usage
Waste and Water	0.9	0.3	Emissions from the disposal of general waste
Total	5953	100	Total emissions for each category

Comparison of GHG Emissions between Two Concerts

(Unit: tCO₂eq/person)



When comparing GHG emissions data by standardizing emission sources for both concerts, we found no significant differences in per capita emissions from audience travel and accommodation between domestic and international audiences. However, a six-fold difference was observed in the total per capita GHG emissions. This discrepancy is attributed to the fact that international audiences accounted for about 3% of the total audience for the AKMU 2023 CONCERT [AKMUTOPIA], compared to approximately 30% for the [BORN PINK] FINALE IN SEOUL.

GHG Emission Reduction Efforts and Future Plans

Despite the presence of recycling bins throughout the Gocheok Sky Dome, the venue of [BORN PINK] FINALE IN SEOUL, we encountered challenges in ensuring proper separation and disposal of recyclable materials by category. To tackle this issue, we worked with a waste collection company to set up designated disposal facilities outside the venue, which contributed to reducing waste generation and emissions from waste disposal. Moving forward, we aim to enhance the arrangement of recycling bins, improve labeling, and provide prior notification in coordination with the venue operators to make recycling more accessible for the audience.

YG Entertainment recognizes that managing GHG emissions is crucial for the sustainability of concerts. Inadequate response to the current climate crisis could lead to significant risks, such as sea level rise and extreme weather events, which may impact not only venues but also the culture of concerts. Our initiative to calculate GHG emissions for K-pop artist concerts, a pioneering effort in the industry, marks a modest beginning. We hope this initiative will positively influence other concerts in the future. Looking ahead, YG Entertainment will not only refine our methods of measuring GHG emissions but also seek direct reduction strategies in collaboration with various stakeholders.



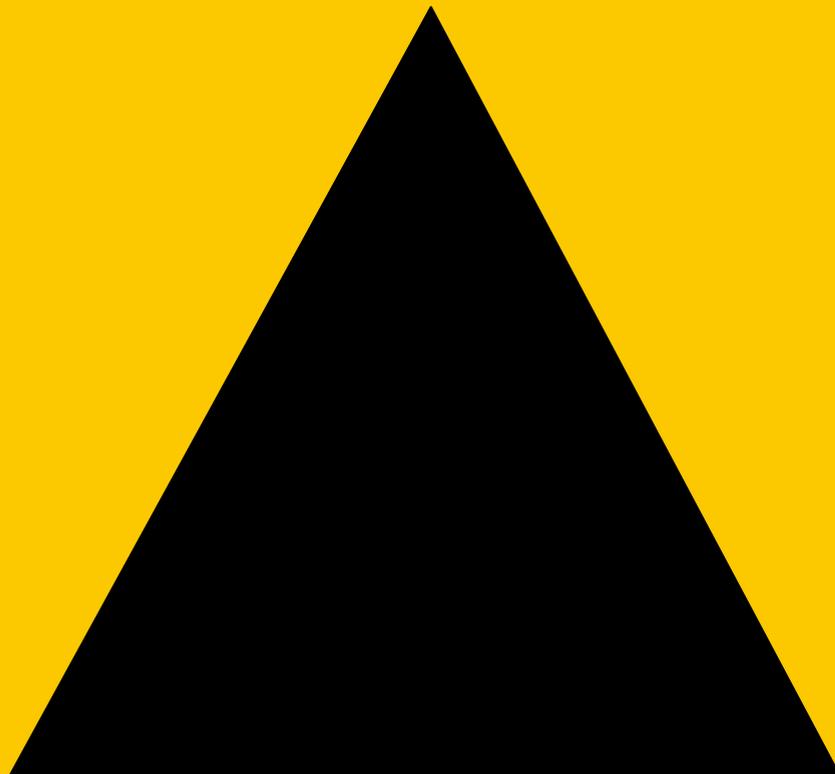
Separate Recycling Bins Operated by the Waste Collection Company

GHG Emission Management Checklist

No.	Checklist	YES	NO
1	Have GHG emissions from audience, artists, and staff travel been calculated?	YES	NO
2	Have GHG emissions from venue energy consumption been calculated?	YES	NO
3	Have GHG emissions from online concert streaming been calculated?	YES	NO
4	Have GHG emissions from transporting concert facilities, equipment, and supplies been calculated?	YES	NO
5	Have GHG emissions from audience, artists, and staff accommodations been calculated?	YES	NO
6	Have GHG emissions from waste disposal been calculated?	YES	NO
7	Have measures to reduce GHG emissions from concerts been implemented?	YES	NO
8	Have GHG reduction levels compared to previous concerts been calculated?	YES	NO
9	Have GHG emissions undergone third-party verification?	YES	NO

02

IMPROVING CONCERT ACCESSIBILITY



02 IMPROVING CONCERT ACCESSIBILITY

Why we are trying to make concert accessible to everyone.

Concert accessibility ensures that all individuals can access concert-related information, facilities, and content without encountering barriers. Despite global success of K-pop, some fans face challenges or are unable to attend concerts due to disabilities. In South Korea, there is increasing awareness and public demand for better accessibility at concerts for individuals with disabilities.

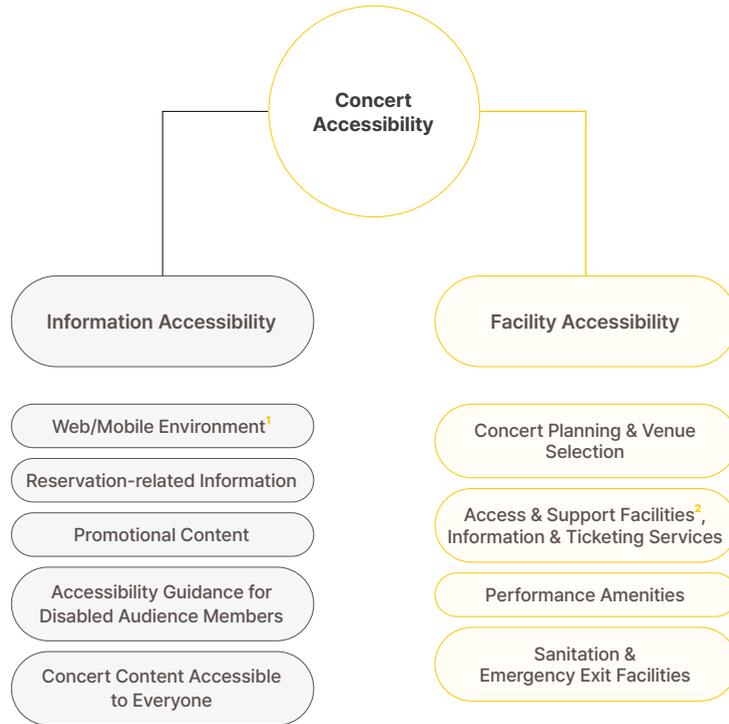
Internationally, efforts to enhance concert accessibility are well underway. For example, in the United Kingdom, many theaters employ staff specifically trained to assist disabled audience members. In the United States, regulations provide detailed requirements for wheelchair-accessible seating in concert venues under disability laws.

As a leader in the K-pop entertainment industry, YG Entertainment has introduced an accessibility manager system and developed services to facilitate ticketing for disabled audiences. These efforts are part of our commitment to making concert accessibility a core component of our sustainable concert framework, which includes systematic inspection and management to ensure inclusivity and accessibility for all fans.



YG Entertainment's Concert Accessibility Management System

To guarantee accessibility at every phase of the concert experience, from ticket reservation to venue entry, we systematically tackle it by categorizing into "information accessibility" and "facility accessibility."



Information accessibility management ensures that all essential information pertaining to ticket booking and attending the concert are available in formats accessible to all. This includes verifying that information about access routes for disabled audiences and available support services is adequately provided. Facility accessibility management focuses on ensuring that facilities such as parking areas, elevators, and ticket booths are easily accessible to all audience members, eliminating any barriers. This aspect requires continuous supervision, including the installation and upkeep of facilities by the venue.

1
Provides screen reader services, captioning services, and similar aids on the ticket reservation webpage or company website.

2
Includes the availability of parking spaces, clear access and travel routes to and from the main entrance, and functioning elevators.

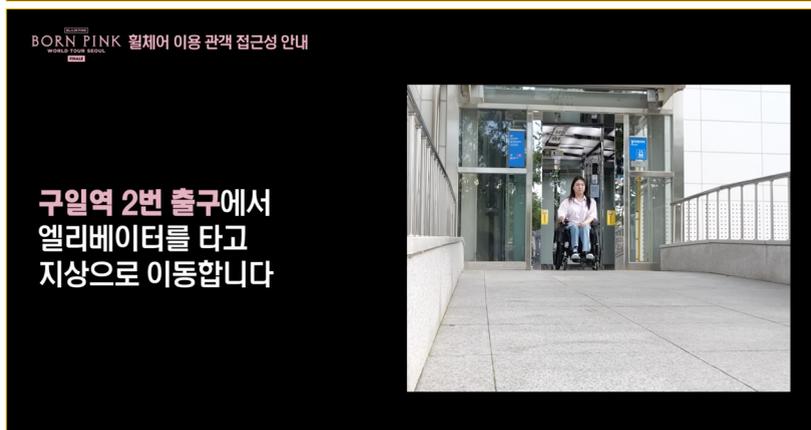
Accessibility Support During Ticket Reservation

For the [BORN PINK] FINALE IN SEOUL, we established a dedicated phone reservation service to ensure wheelchair seats were reserved exclusively for those who needed them, thereby preventing non-disabled individuals from occupying these seats. Additionally, we facilitated the reservation of companion seats adjacent to wheelchair spaces to accommodate those who are accompanied. To assist visually impaired audiences, we provided a "Detailed Notice for Visually Impaired" at the bottom of the reservation webpage. This text-based service, designed to be read by a voice reader, aims to enhance concert accessibility.

"Detailed Notice for Visually Impaired" at the reservation webpage

공연정보	판매정보
<시각장애인용 상세 공지>	
[일반 예매 안내]	
<p>예매 기간: 2023년 9월 1일(금) 19:00(KST) ~ 2023년 9월 16일(토) 공연 → 9월 15일(금) 17:00(KST)까지 2023년 9월 17일(일) 공연 → 9월 16일(토) 11:00(KST)까지</p> <p>일반 예매는 선예매 매수를 포함하여 회차 당 1인 4매까지 예매 가능합니다. (예매 가능 매수를 초과한 경우 최초 예매 수량을 제외한 티켓은 사전 통지 없이 취소 처리됩니다.)</p> <p>일반 예매는 선예매 종료 후 잔여/취소 좌석에 한해 오픈 예정이며, 예매 마감 전까지 구매 가능합니다. 본 공연은 만 7세 이상 관람가로, 관람 연령 미만은 티켓 소지 및 보호자 동반 여부와 상관없이 입장이 불가하오니, 예매 시 참고하시기 바랍니다.</p> <p>티켓 예매 시 반드시 본인 명의의 인터파크 ID를 개설 바랍니다. 만 14세 미만 고객도 본인 명의의 인터파크 ID로 예매해야 합니다. 가족 명의 ID로 예매한 만 14세 미만 예매자의 경우, 예매자가 만 14세 미만 실관람자의 가족관계임을 증명할 경우에 한해 공연장 입장을 허용합니다. 티켓 수령 시 '예매자의 실물 신분증', '예매 내역서', '실관람자의 실물 신분증', '실관람자와 수령인의 가족관계를 증명할 수 있는 원본 확인서(주민등록등본 또는 가족관계증명서 1부)'를 모두 지참해 주시기 바랍니다. (가족 명의 ID에 대한 안내 사항은 일반 예매에 한하여 적용되며, 가족 관계 외 타인의 대리 수령은 불가합니다.) 취소마감시간 이후로는 어떠한 사유로도 티켓 환불이 불가합니다.</p>	
* 예매/취소	
<p>판매 상황에 따라서 시야 방해로 판매가 제한되었던 일부 좌석을 오픈할 수도 있습니다. 천재지변이나 주최 측의 사정으로 공연이 취소될 경우, 구매 금액은 취소 수수료 없이 전액 환불됩니다. 글로벌 페이지는 PC로만 예매가 가능합니다.</p>	

While wheelchair seats were made accessible to all disabled audiences, including those with visual, hearing, and developmental disabilities, we acknowledge the oversight in failing to provide prior notice on the reservation webpage. Consequently, some visually impaired and developmentally disabled audience members had to purchase regular seats, experiencing inconvenience. We will rectify these issues in future concerts. YG Entertainment is dedicated to enhancing our accessibility support services to accommodate all guests with disability from the ticket reservation phase.



Accessibility Guide Video for Visually Impaired and All Audiences

Accessibility Guide Video for Wheelchair Users

For the [BORN PINK] FINALE IN SEOUL concert, YG Entertainment created an accessibility guide video for wheelchair users, marking a first in the history of K-pop concerts. Available on YouTube, this video offers comprehensive guidance on accessing the venue, including specific routes for personal vehicle and public transportation. It illustrates the journey of a wheelchair user traveling to and entering the venue, detailing the locations of key facilities such as accessible restrooms along the way.



Accessibility Guide Video for Visually Impaired and All Audiences

¹
YG Entertainment Sustainable Concert Survey
Target Audience: Weverse Community Members (BLACKPINK, TREASURE, AKMU)
Survey Period: Wednesday, January 17, 2024, to Monday, January 22, 2024

In a recent YG Entertainment Sustainable Concert Survey¹, over 80.9% of respondents positively acknowledged that "the accessibility guide video provided detailed routes and guidance." However, some deficiencies were identified during on-site and post-event evaluations. Specifically, some routes featured in the accessibility video were found to be obstructed on the day of the concert. For future events, we plan to publish accessibility guide videos on the reservation webpage and the YG Entertainment website, ensuring a broader audience is well-informed in advance. Additionally, we will commit to regularly verifying that the actual conditions at the venue align with the information provided in the video guides.

ACCESSIBILITY GUIDE VIDEO FEATURING ARTISTS AND FANS

In preparation for the 2023 TREASURE CONCERT [REBOOT] IN SEOUL at the KSPO DOME, we produced an accessibility guide video and released it on YG official YouTube channel. In collaboration with the Korea Blind Union, we designed the routes and featured visually impaired audiences to accurately reflect the needs of disabled audiences. Furthermore, the guide narration, provided by members of TREASURE, not only improved accessibility but also significantly increased public interest.



Accessibility Guide Video for Visually Impaired and All Audiences

2023 TREASURE CONCERT

REBOOT IN SEOUL

KSPO DOME
2023.12.15 FRI 8PM | 12.16 SAT 6PM | 12.17 SUN 5PM(KST)

접근성 안내 요청

[접근성 안내 요청 방법]

- 본 공연장에는 접근성スタッフが 상주하고 있습니다.
- 접근성 스태프는 지정된 접근성 안내 조끼를 착용하고 있으며, 공연 시작 2시간 전부터 공연 종료 후 까지 이동 지원 및 좌석까지 관객을 안내합니다.
- 이동 지원 및 접근성 안내가 필요하신 관객은 아래 응답을 작성하여 제출해주시기 바랍니다.

[How to Request Accessibility Staff]

- Accessibility staff will be on site during the concert.
- Accessibility staff will be wearing a designated vest and are available to provide mobility assistance and escort to your seats from two hours before showtime.
- Accessibility services will be provided upon request, for assistance please complete and submit the response below.

성함을 알려주세요. *

NAME

단답형 텍스트

Accessibility Guide Request Survey

To identify accessibility needs of disabled audiences, a survey was embedded in the accessibility guide video. This survey enabled individuals to indicate required accessibility support, such as support for pre- and post-concert transportation, seating assistance, and rental of hearing protection headphones. This facilitated the identification of the number of disabled audiences and their specific needs, allowing for the allocation of accessibility support staff and the preparation of requested items accordingly.

Introduction of an Accessibility Manager System

YG Entertainment introduced an accessibility manager system for the [BORN PINK] FINALE IN SEOUL concert. These accessibility managers are trained staff assigned to assist disabled audiences, including those in wheelchair seating, helping them navigate and move around the venue. To ensure their proficiency, we sought advice from organizations specializing in disability services and collaborated closely with them.

The accessibility managers, identifiable by their "Accessibility Staff" vests, were positioned along designated routes for disabled audiences. They provided assistance throughout the entire concert process, from arriving at the parking areas, entering the venue, using facilities, to exiting the venue and returning to their vehicles in the parking lot. Additionally, disabled audiences were notified about the availability of accessibility manager in advance and were given contact details through informational texts, ensuring that any audience requiring assistance could reach out to an accessibility manager.



Accessibility Managers Assisting with Elevator Use

INTERVIEW WITH AN ACCESSIBILITY MANAGER AT THE CONCERT

Q. How was your experience working as an accessibility manager at the concert?

A. My previous experience mostly involved managing accessibility at theater performances. This concert was a unique opportunity for me, especially in creating an accessibility video guide for the first time. I find it profoundly meaningful to produce such material for a K-pop artist's concert, given its worldwide audience.

Q. Can you describe your responsibilities as an accessibility manager?

A. For this concert, five accessibility managers and staff were assigned: two for the parking lots, one for the ticket booth, and two for the concert hall. Once the concert began, we all were positioned inside the venue to assist disabled audiences as needed. We had informed disabled audiences in advance about our presence and advised them to signal us by raising their hands in case of emergencies. During the concert, we provided hearing protection headphones to visually impaired audiences sensitive to noise and offered guidance on restroom facilities.

Q. After the concert, did you identify any areas that could be improved?

A. I recognized the need for a more structured system and specific authority to oversee venue accessibility, ideally someone with expertise in concert accessibility. For future concerts, it would be beneficial to consider accessibility thoroughly from the planning stages. Most importantly, concert organizers should actively listen to the feedback from disabled audiences and be open to incorporating their suggestions. This will require precise assessments and improvements to on-site conditions.

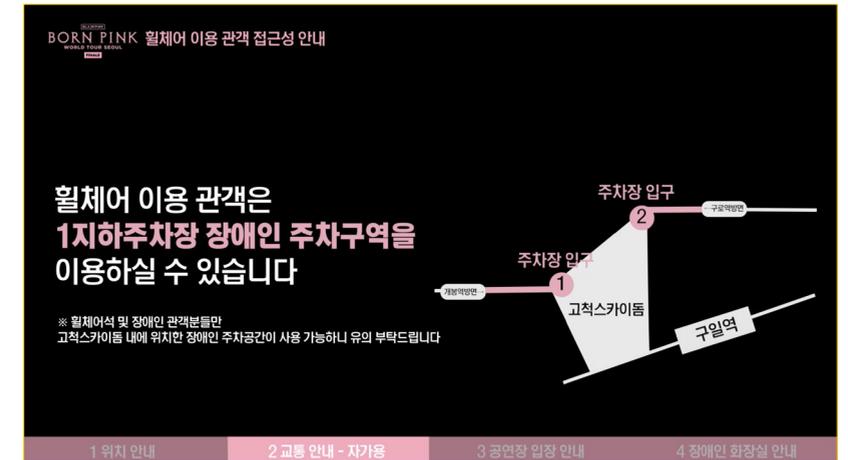
Accessibility Support through Venue Facilities

For the [BORN PINK] FINALE IN SEOUL concert, YG Entertainment designated an elevator specifically for wheelchair users to enhance accessibility. Accessibility manager was stationed by the elevator at all times to ensure its safe use by those who needed it and to prevent access by other audiences. However, the reliance on a single dedicated elevator led to significant wait times on the day of the concert. This challenge is attributed to the structural limitations of the venue and requires a collaborative effort between facility operators, the entertainment industry, and relevant government bodies to resolve. Going forward, YG Entertainment is committed to improving mobility for people with disabilities through partnerships with relevant organizations.

We also informed wheelchair users and other disabled audiences about the designated parking area in underground parking lot 1 of the Gocheok Sky Dome through informational texts and an accessibility guide video. Despite these efforts, there were issues in managing parking facilities for disabled audiences, particularly when disabled audiences' vehicles were not visibly marked. For instance, a wheelchair user was delayed entry into the parking lot for 40 minutes because their vehicle did not display a visible disabled registration. In response, for future concerts, we aim to better coordinate with security services to ensure vehicles transporting disabled audiences are allowed into the parking lot promptly, regardless of disability markings.

Operation of a Dedicated Counter for Wheelchair Audiences

To assist wheelchair users in easily collecting their tickets, we set up a dedicated counter specifically for their assistance, stationed by an accessibility manager. Leveraging the disability-friendly counter at the Gocheok Sky Dome, we equipped it with a lowered desk designed to serve audiences at eye level, ensuring ample space for wheelchair users to comfortably receive their tickets.



Parking area introduced in the accessibility guide video

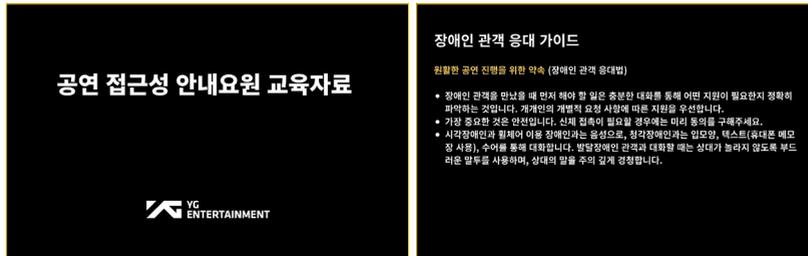


Wheelchair user assistance counter staffed by an accessibility manager

Pre-Concert Training for Accessibility Managers and Staff

Before the concert, we conducted training sessions for accessibility managers and ushers to prepare them for assisting disabled audiences effectively. These sessions covered the identification of major audience routes, wheelchair seating arrangements, locations of accessible restrooms, assignments and responsibilities of accessibility staff, understanding various types of disabilities, and providing guidance on mobility support.

Training materials for accessibility staff



Accessibility Management Schedule

Saturday, September 16, 7 PM (KST)

13:50 Accessibility staff meeting and training	16:30 Audience entry
14:30 Assistance and guidance for disabled audiences' movement	19:00 Start of the concert
15:00 Ticket booths open	20:45 Assistance for audience exit after the concert

Assignment of Accessibility Managers and Ushers

Saturday, September 16, 7 PM (KST)

Before the concert

- 1 person at the club entrance to the parking lot on the 1st basement floor
- 1 person at the 3rd base infield ticket box
- 1 person at the central entrance C
- 1 person at the aisle 5 of the concert hall
- 1 person at the aisle 9 of the concert hall

During the concert

- 1 person at the aisle 3 of the concert hall
- 1 person at the aisle 5 of the concert hall
- 1 person at the aisle 8 of the concert hall
- 1 person at the aisle 10 of the concert hall
- 1 person at the central entrance C hallway

After the concert

- 1 person at the central entrance C hallway
- 1 person at the aisle 5 of the concert hall
- 1 person at the aisle 8 of the concert hall
- 1 person at the concert hall elevator
- 1 person at the elevator on the 1st basement floor

Collective Efforts to Improve Concert Accessibility

Improving concert accessibility requires collective efforts beyond just the organizers; it demands collaboration across the entire performance industry. Key to this is the expansion of barrier-free (BF) venues, ensuring that concerts are enjoyable and comfortable for all audiences. By increasing the number of barrier-free venues, we move closer to achieving the sustainable concerts envisioned by YG Entertainment. We hope this report serves as a catalyst for improving concert venue accessibility throughout Korea.



Wheelchair seating inside the Gocheok Sky Dome

What is Barrier-Free (BF) Certification?

Barrier-Free (BF) certification is a system where accredited organizations evaluate and confirm that the planning, design, construction, and management of facilities and areas are conducive to ensuring that children, the elderly, people with disabilities, pregnant women, and individuals with temporary disabilities can access, use, and navigate spaces without difficulties. Under the Act on the Guarantee of Convenience Promotion of Persons with Disabilities, Senior Citizens, Pregnant Women and Nursing Mothers, concert venues exceeding 500m² in floor area are required to obtain BF certification.

Concert Accessibility Management Checklist

No.	Checklist	YES	NO
1	Have web/mobile accessibility features been implemented on ticket reservation pages and the company website?		
2	Are alternative ticketing services available for individuals who encounter difficulties with online booking?		
3	Is detailed accessibility information for disabled audiences clearly provided within the concert venue?		
4	Were accessibility factors considered during the concert planning and venue selection stages?		
5	Are access and intermediary facilities at the venue operated with accessibility in mind?		
6	Are information and ticketing services at the venue operated with accessibility in mind?		
7	Are performance amenities at the venue operated with accessibility in mind?		
8	Are sanitary facilities at the venue maintained and operated with accessibility in mind?		
9	Are evacuation procedures and facilities at the venue operated with accessibility in mind?		
10	Are there services in place to ensure all audiences can equally understand and enjoy the concert content?		



03 FAN ENGAGEMENT



03 FAN ENGAGEMENT

Concerts Ensuring Fan Protection and Participation

Concerts are not just events but are brought to life through the continuous participation of fans. At YG Entertainment, we believe that it is of paramount importance to protect fans' rights as concert participants and to ensure their ongoing involvement.

Ticket scalping has become an increasingly serious issues, causing harm without adequate regulations or measures in place to tackle online ticket resales. This lack of enforcement poses significant challenges for everyone involved in the concert industry, including our audience.

In response, YG Entertainment commits to preventing ticket scalping to ensure that seats meant for fans are not misused.

We also recognize the importance of addressing issues such as restricted views which can detract from the concert experience, despite fans' efforts to secure tickets. Our goal is to ensure every concert audience has a fulfilling experience.

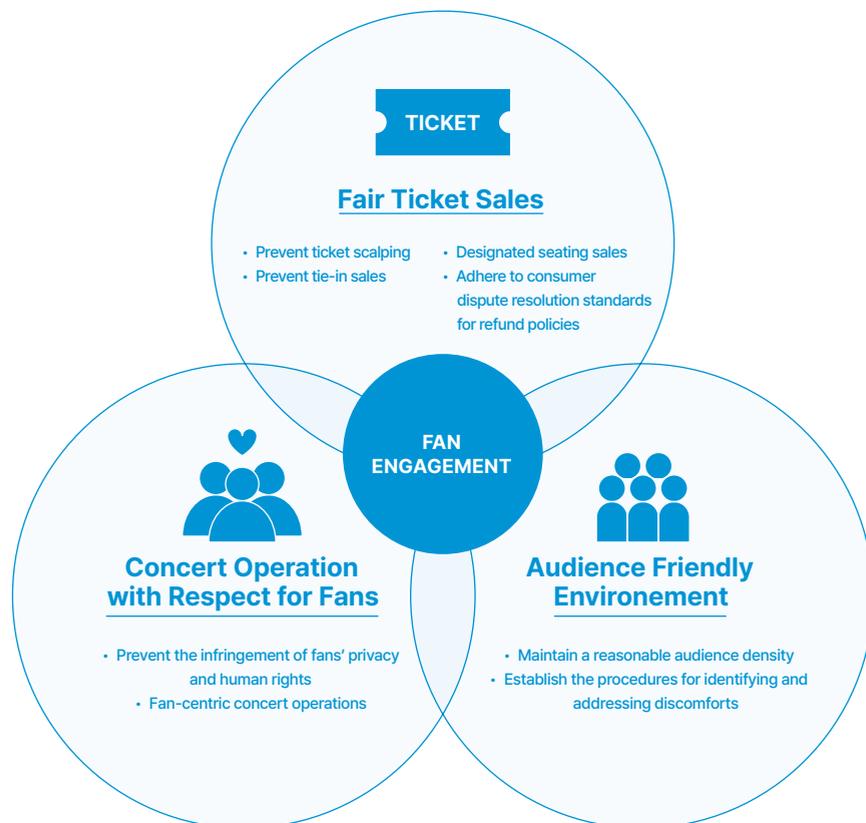
Fan engagement aims to provide equal opportunities for concert participation by ensuring fair ticket transactions.

We also continuously evaluate our concerts to ensure they maintain high quality and satisfaction levels, engaging fans from start to finish without compromising their rights.



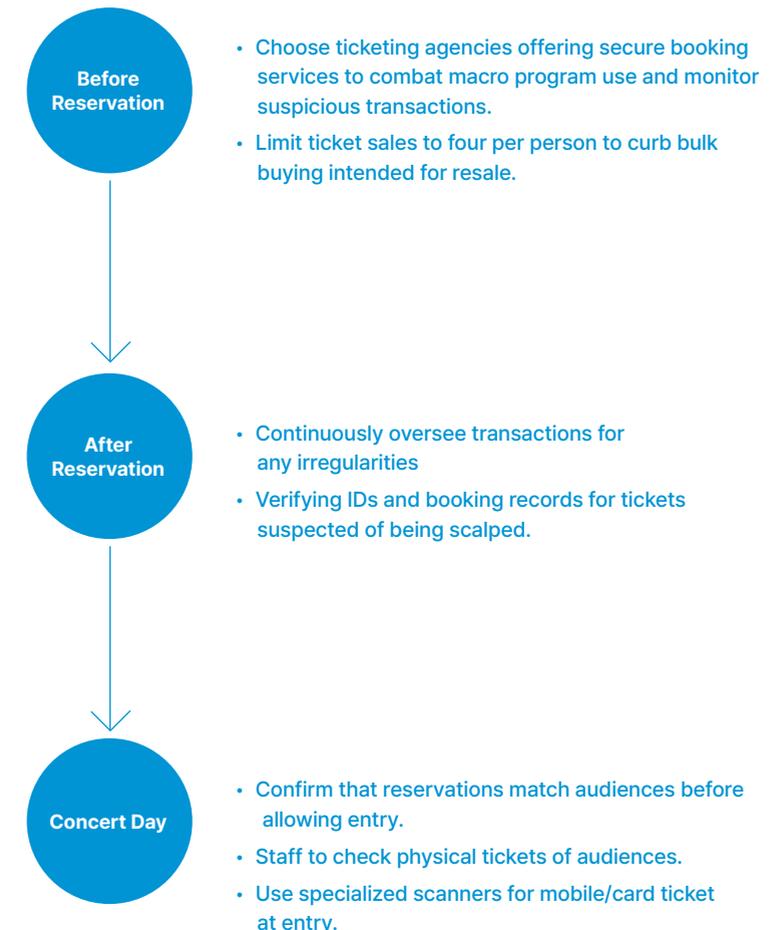
YG Entertainment's Fan Engagement Management System

Fan engagement at YG Entertainment is systematically managed through three key aspects: fair ticket sales, audience friendly environment, and concert operation with respect for fans. This approach is designed to foster deeper fan engagement and guarantee a more satisfying concert experience. To guarantee fair ticket sales, comprehensive measures are necessary to combat ticket scalping from multiple angles. This includes establishing and transparently communicating clear ticket pricing policies. To enhance audience-friendliness, we commit to identifying and addressing any aspects of audience discomfort, ensuring our concerts are enjoyable for all audiences. Moreover, respecting fans during concert operations is crucial; this involves maintaining order during venue entry and other processes without infringing on fans' rights, and creating fan-centric concerts by organizing diverse and safe on-site events.



Measures to Prevent Ticket Fraud

Ticket scalping, facilitated by macro programs that rapidly transmit vast amounts of information, is becoming increasingly common. This was anticipated to be particularly severe for the [BORN PINK] FINALE IN SEOUL concert, the final stop of the world tour, where tickets purchased at face value were expected to be resold at higher prices. To combat this, appropriate measures were taken before ticket sales, after ticket reservations were made, and on the day of the concert to prevent such fraudulent activities.

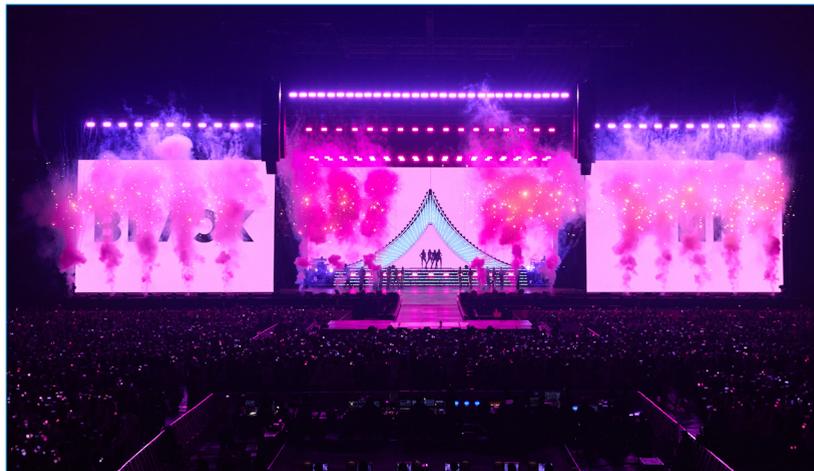


Fair Ticket and Merchandise Sales

We ensured that ticket buyers were not compelled, either directly or indirectly, to purchase concert merchandise, such as light sticks, as a condition of attending the concert. Additionally, we took steps to prevent fraudulent practices, including tie-in sales. A clear refund policy was established, offering full refunds of the ticket price without cancellation fees in the event of concert cancellations due to unforeseen circumstances or reasons attributable to the organizers. This policy was clearly communicated to our audience through the ticket reservation page.

Enhancing Audience Friendly Environment

To enhance the concert experience for our audience, we focused on creating a comfortable viewing environment. This included enlarging screen sizes to ensure visibility for more audiences and elevating the stage to improve sightlines, considering the audience's height and viewing angles. We also conducted continuous monitoring of audience reactions during the concert, making immediate adjustments as necessary. Looking ahead, we plan to develop more comprehensive guidelines for concert monitoring to ensure an even more satisfying and friendly audience experience.

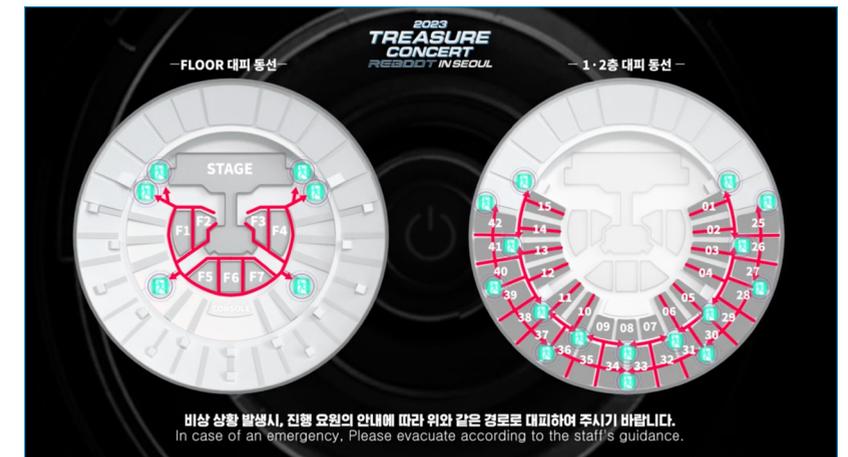


Large screens installed on both sides of the stage

Concert Operation with Respect for Fans

YG Entertainment ensures a reasonable audience density (4 persons/1m²) within the venue by maintaining ongoing communication with venue operators. Our commitment extends to enhancing audience visibility and immersion, which includes refraining from selling seats in areas with significantly restricted views. In standing areas, which demand considerable physical effort, we provide hydration as needed through continuous monitoring and adjust the number of restrooms according to the gender ratio of the audience to significantly reduce waiting times. To streamline entry and reduce congestion at ticket booths, we have adopted mobile ticketing and ticket scanning systems. We ensure that all seating information, including wheelchair accessibility, is communicated to audiences in advance before ticket reservations. Additionally, we continuously monitor weather conditions, and in case of safety risks such as deteriorating weather, we distribute instructions in coordination with relevant departments or opt to close event booths early. Moreover, for each concert, we produce an emergency evacuation video and broadcast emergency evacuation routes and instructions before the concert begins, ensuring that everybody is prepared for any situation.

Emergency evacuation routes and instructions video

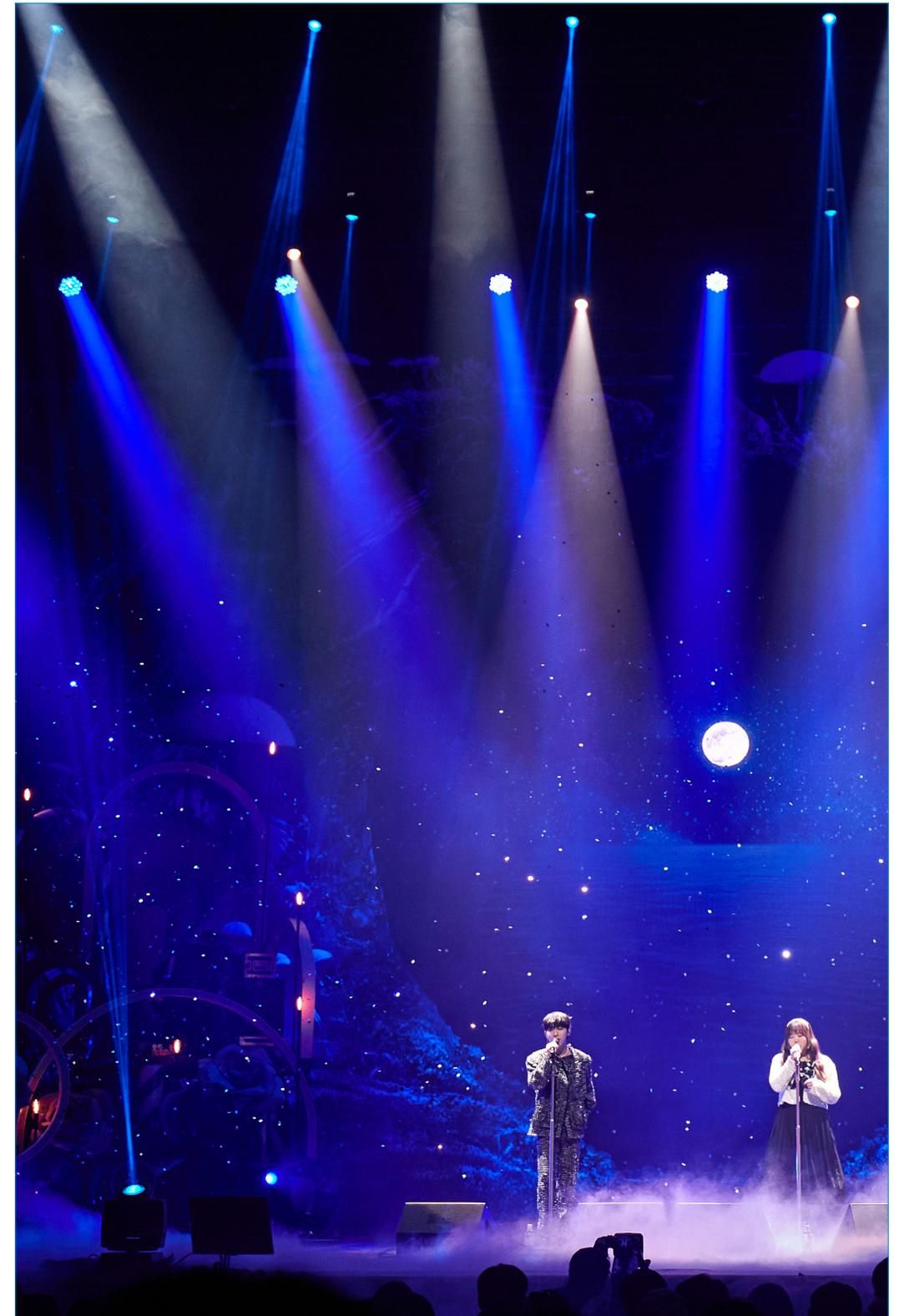


Protection of Fan Rights and Privacy

We ensure that employees responsible for managing personal information during the ticket distribution and validation processes receive training to prevent breaches of personal data. We also monitor changes in privacy policies and regulations of ticket agencies to protect fans' personal information. Moreover, aiming to improve customer service and reduce inconvenience in fan interactions, we provide staff with training sessions focused on the objectives of security and maintaining order.

Fan Engagement Management Checklist

No.	Checklist	YES	NO
1	Have actions been taken to block macro users before ticket reservations?	YES	NO
2	Is there ongoing monitoring to prevent ticket scalping after reservations?	YES	NO
3	Are tickets sold in a fair manner, preventing tie-in sales?	YES	NO
4	Is the ticket refund policy in alignment with consumer dispute resolution standards?	YES	NO
5	Are audience seating arrangements kept within a reasonable density?	YES	NO
6	Are there procedures in place to identify and address issues during the performance?	YES	NO
7	Was the inspection of audience belongings during entry reasonable and not excessive?	YES	NO
8	Was the collection of audience personal information during entry kept to a necessary minimum?	YES	NO
9	Were fans' needs and comfort adequately considered in the management of on-site event booths?	YES	NO
10	Have steps been implemented to reduce fans' waiting times effectively?	YES	NO



04

EMBRACING POSITIVE AND RESPECTFUL CONTENT

04 EMBRACING POSITIVE AND RESPECTFUL CONTENT

Concerts with Positive Content

The impact of concert content is increasingly recognized. While previous interest might have focused on artists' personal social activities, there's a noticeable shift towards embodying social values in their performances. This has led to an active movement to incorporate aspects such as racial diversity into concerts, though there are rising concerns about the potential negative impacts of concert content on society. Safeguarding content as intellectual property is crucial for maintaining its quality and ensuring continuity. Thus, protecting the intellectual property associated with concerts is a significant step towards fostering a healthy cultural ecosystem and achieving sustainable concerts. YG Entertainment is dedicated to producing concert content responsibly, with sustainability as a goal. We recognize the extensive impact our concert content can have and endeavor to create and oversee it in a positive manner that meets fan expectations. Furthermore, as a leader in the K-pop industry, we are committed to promoting a culture that values intellectual property rights, acknowledging the contributions of all content creators.

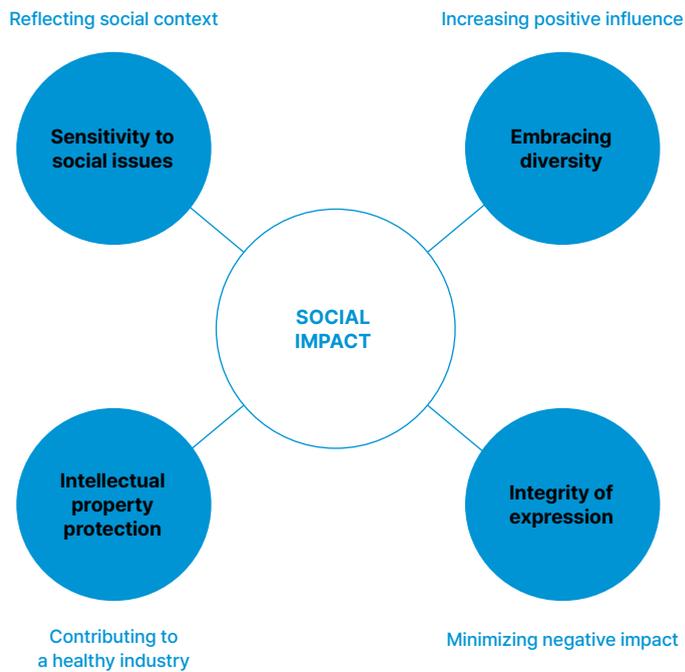


YG Entertainment's Content Management Framework

YG Entertainment's management of content includes the artists' performances—encompassing song lyrics, choreography, and stage remarks—as well as other elements such as images, videos, costumes, and stage setups. Understanding the societal impact and the contributions to the industry through concert content, YG Entertainment has established a comprehensive content management framework.

Embracing diversity involves fostering inclusivity among concert audiences, performers, and throughout various performances.

Ensuring the integrity of expression and sensitivity to social issues means establishing procedures to ensure concert content remains appropriate and respectful, aiming to minimize negative social impacts by thoughtfully reflecting current social contexts. Intellectual property protection entails safeguarding intellectual property rights fundamental to the entertainment business, including concerts. This also means implementing rigorous management practices to prevent infringement of others' rights.



Pre-Concert Assessment for Positive Content

Concert content, which forms the core of the concert, has the potential to significantly influence the audience and society at large. In response, YG Entertainment has taken steps to minimize negative elements and embed constructive messages right from the preparatory stages, exemplified by the [BORN PINK] FINALE IN SEOUL.

During the 2023 TREASURE CONCERT [REBOOT] IN SEOUL, we conducted thorough reviews of VCR videos and other in-house content through a prior inspection process. Every piece of content, from initial creation to final production, was scrutinized to ensure its appropriateness and alignment with positive messaging before being integrated into the concert.

Pre-Concert Review Process for In-house Content

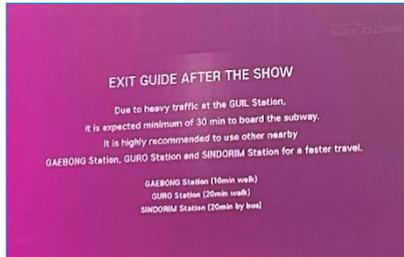


Inclusive Concerts Embracing Audience and Participant Diversity

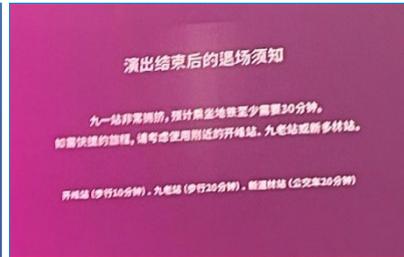
Concert content has a direct influence, while the composition of the concert indirectly communicates the broader message of the event. YG Entertainment is committed to showcasing an inclusive concert culture that values the diversity of its audiences and participants, incorporating people from various backgrounds into the concert's composition.

To facilitate seamless coordination with bands consisting entirely of foreign nationals, substantial time was set aside for consultations with the artists well in advance. Instructions and essential information related to the concert were provided to the audience in key languages such as Korean, English, and Chinese. This approach cultivates an environment where audiences from different nationalities and linguistic backgrounds can come together to enjoy the concert experience.

Exit Guide in English



Exit Guide in Chinese



Moreover, during the BLACKPINK [BORN PINK] WORLD TOUR concert in Riyadh, Saudi Arabia, we carefully considered the local culture, customs, and religious practices. We prepared greetings in the local language, tailored the artists' and performers' stage attire to be more conservative, adjusted speaker volumes during Islamic prayer times, and modified certain choreography elements, such as removing pole dancing and limiting physical contact between male and female performers. To preemptively address any concerns, we engaged in continuous discussions with the local promoter in Saudi Arabia.



Stage costume modification considering local culture and customs (left: original costume, right: modified costume)

PROTECTING INTELLECTUAL PROPERTY RIGHTS FOR A SUSTAINABLE CONCERT CULTURE

In pursuit of amplifying its positive societal impact and nurturing a healthy ecosystem within the concert industry, YG Entertainment implemented concrete measures during the [BORN PINK] FINALE IN SEOUL.

We established protocols early in the concert preparation phase to

safeguard the rights of creators and launched a campaign on the concert day to raise awareness among the public about the importance of intellectual property rights.

Careful measures were taken to ensure that [BORN PINK] FINALE IN SEOUL respected the intellectual property rights of all creators involved. This included comprehensive checks by everyone involved in the creative aspects of concert production and direction to prevent any infringement of third-party rights.

In an effort to cultivate a cultural ecosystem where intellectual property rights are respected, safeguarding YG Entertainment's intellectual property and promoting this culture across the industry were prioritized. To this end, YG Entertainment devised strategies to combat counterfeit

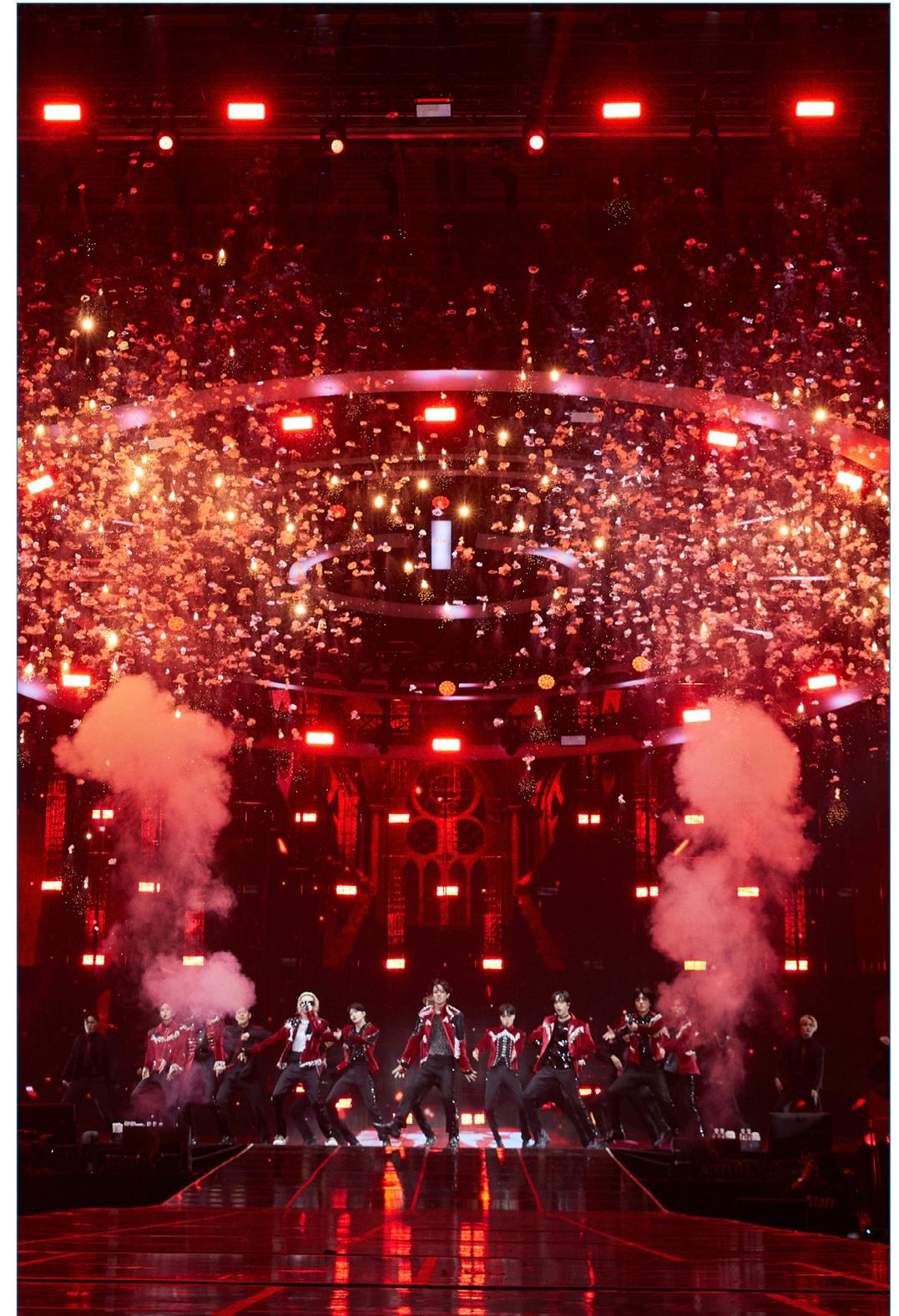
merchandise ahead of concerts and drafting a manual detailing specific anti-counterfeiting procedures. During the concerts, efforts to protect intellectual property rights were intensified through collaborations with the Patent Office and the Korean Intellectual Property Protection Agency. Additionally, the SAVE OUR STARS booth was established at the venue to run a campaign advocating for intellectual property respect among concertgoers.

SAVE OUR STARS booth



Checklist for Embracing positive and respectful content

No.	Checklist	YES	NO
1	Are specific goals and plans in place to foster diversity within the concert?	YES	NO
2	Have training sessions been conducted to enhance the understanding of racial/ethnic/cultural diversity among organizational members and key personnel?	YES	NO
3	Is there any explicit or implied discriminatory content within the concert material?	YES	NO
4	Are pre-inspection procedures established to safeguard the integrity of concert's content expression?	YES	NO
5	Does the content involve explicitness, violence, or potential imitation risks?	YES	NO
6	Does the concert address or touch upon socially sensitive topics?	YES	NO
7	Have actions been implemented to avoid infringing on third-party intellectual property rights?	YES	NO
8	Are there strategies in place to protect the company's own intellectual property rights?	YES	NO



05

VENUE SAFETY MANAGEMENT



05 VENUE SAFETY MANAGEMENT

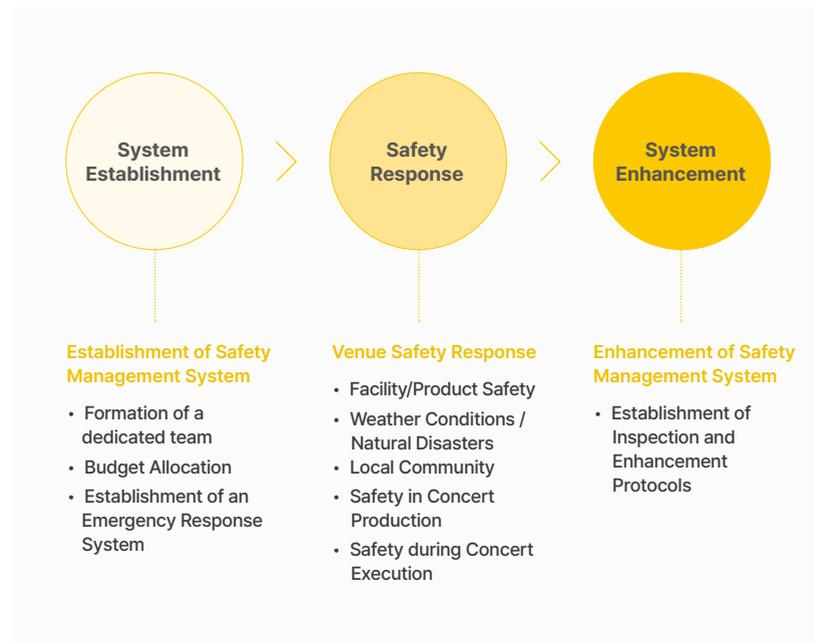
Safety: A Cornerstone of Concerts

From the planning phase through operation and the dismantling process, every aspect of organizing a concert entails numerous risks. In a concert held in 2022, a tragic incident during the dismantling of a stage resulted in a worker's death. To prevent such tragedy, laws such as the Serious Accidents Punishment Act and the Public Performance Act are in place to ensure safety compliance at concert venues. Moreover, these venues, being spaces where large crowds congregate, are prone to emergencies like fires and overcrowding. Ignoring safety protocols and mishandling emergencies at venues can lead to grave consequences. For instance, an event in the UK in 2022 saw three individuals sustain severe injuries due to a crowd surge towards the exits. The aftermath of Itaewon crowd crush in October 2022 heightened South Korea's focus on crowd safety management, leading to the categorization of "crowd accidents" as a critical type of crisis that venues and stadiums must be equipped to handle. At YG Entertainment, our goal is to create concerts where every participant, from fans to staff, can safely enjoy the experience in a manner that meets societal expectations. Accordingly, we have integrated venue safety as a core principle within our sustainable concert framework, committing to thorough inspections and management practices to uphold this standard.



YG Entertainment's Venue Safety Management System

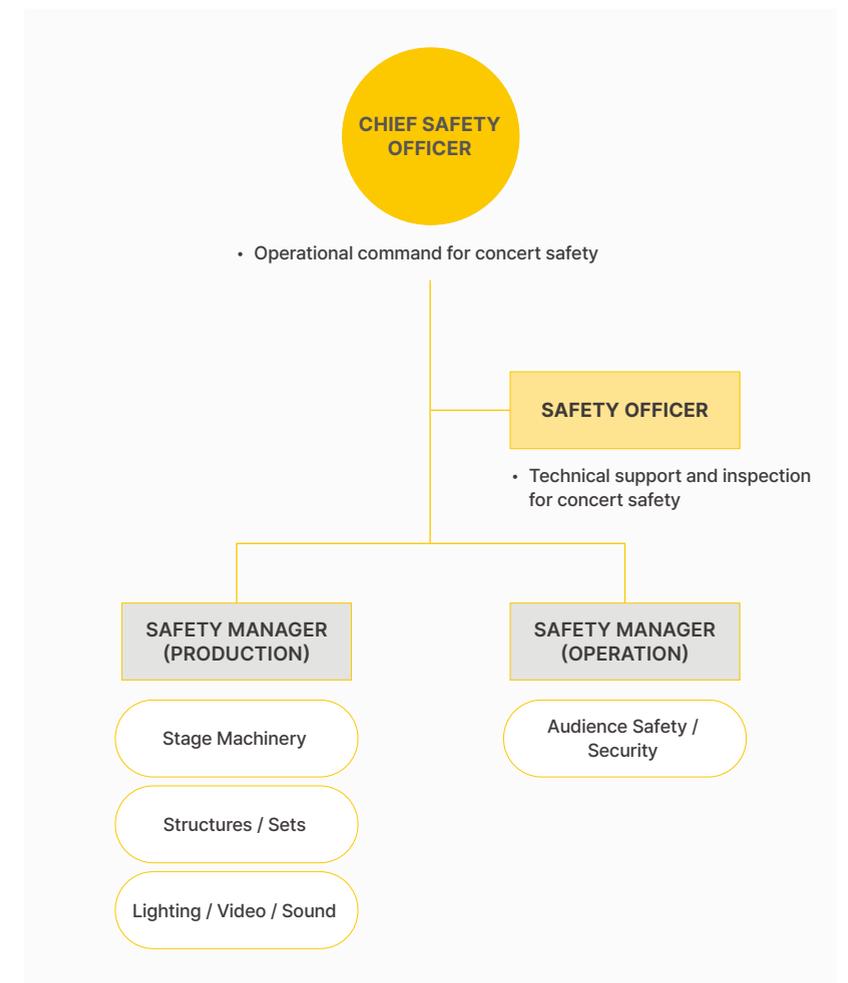
The processes of stage production and dismantling are complex, time-sensitive operations that involve a wide array of stakeholders, from employees to contracted workers. Considering the intricate nature of these tasks and the imperative of ensuring safety, YG Entertainment has developed a comprehensive venue safety management system. This entails organizing a structured safety management team, allocating the necessary budget, and creating an emergency response system. Venue safety response includes preemptively addressing various hazards and risks that could arise during stage installation and dismantling, as well as preventing crowd crushes. To streamline our approach to venue safety, we've divided our response strategies into two categories: "risk type-specific response" and "concert stage-specific response." This differentiation allows for more targeted management of venue safety concerns. Improving the safety management system is an ongoing task that includes identifying potential areas for enhancement based on our responses to venue safety and implementing the necessary adjustments. Our commitment to venue safety is ongoing, underpinned by stringent inspection and improvement efforts to ensure the well-being of all involved.



Establishment of a Safety Management System

Under the Serious Accidents Punishment Act, business owners and executives must designate qualified individuals for safety management roles and assign specific responsibilities aimed at preventing serious accidents. To avert significant accidents during the [BORN PINK] FINALE IN SEOUL, YG Entertainment enlisted a range of specialized staff responsible for venue safety management, including security companies, ushers, and safety monitoring personnel. Our experience with concert monitoring highlighted the importance of defining criteria for allocating safety management personnel in proportion to the audience size to enhance the efficacy of safety operations. For upcoming concerts, we plan to refine our safety management system, focusing on the strategic deployment of sufficient safety personnel to ensure a secure event environment for all audiences.

Organizational Chart of Venue Safety Management



Establishment of an Emergency Response System

Emergencies such as terrorism, typhoons, and earthquakes can occur unexpectedly and anywhere, with venues hosting large gatherings being particularly at risk of sustaining significant damage from such incidents. In response, YG Entertainment has integrated simulated emergency drills into our technical rehearsal schedule and partnered with venue operators to conduct evacuation drills based on realistic scenarios during concert days. The presence of emergency medical personnel and ambulances on-site, along with a structured cooperation system with nearby medical facilities, is crucial. To this end, YG Entertainment has formed partnerships with emergency medical transportation services and established a responsive system with nearby hospital emergency departments. Ambulances were strategically positioned outside the venue throughout the concert, complemented by an emergency medical technician stationed at the venue's medical office. Looking ahead, we plan to develop specific guidelines for the allocation of emergency medical staff relative to the number of audiences and tailor our medical office's operations to further refine the efficiency of our emergency response system.

Operational medical office within the venue



Emergency medical equipment within the venue



Audience Safety Management

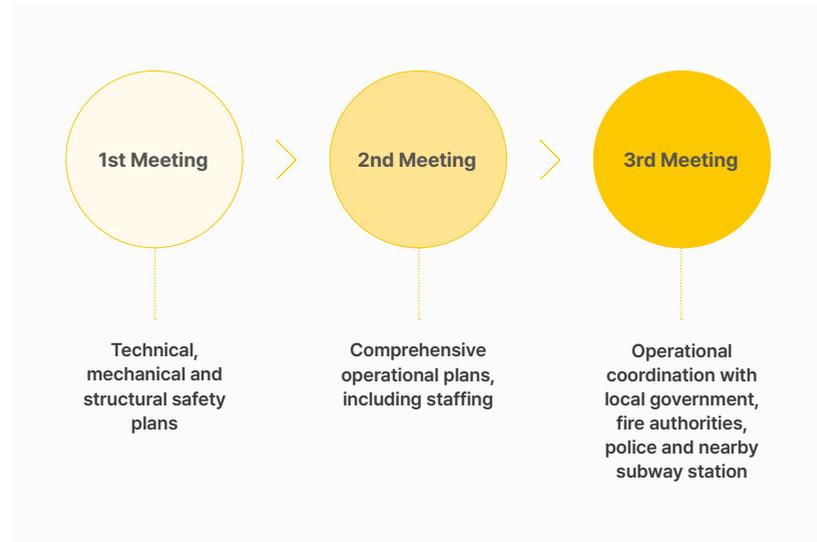
To mitigate the risk of overcrowding and ensure a safe entry for the audience, YG Entertainment stationed guides at major entrances. After the conclusion of the concert, measures were implemented to manage exit pathways and guide the audience's departure by zones, aiming to prevent congestion. Nonetheless, variations in the layout of venue zones led to different exit speeds, resulting in congestion in certain areas. Moreover, adverse weather conditions further delayed exits through certain gates. For future concerts, we intend to offer detailed guidance on exit routes by zone through electronic displays, ensuring a more organized departure. We will also develop strategies to guarantee the safe movement of the audience, addressing potential issues proactively to enhance overall safety.



Audience exiting according to instructions after the concert

Establishment of Safety Measures through Pre-Concert Meetings

In the three weeks leading up to the stage setup for the [BORN PINK] FINALE IN SEOUL, YG Entertainment held three pre-concert meetings with the venue operator to lay down safety protocols. The third meeting was especially significant, with the involvement of local government officials, fire authorities, police, and representatives from the nearby subway station to discuss operational specifics for the concert. These discussions covered traffic safety management on the day of the concert and strategies for crowd control in areas prone to congestion. Additionally, to proactively identify and inspect potential hazards and risks during the concert, a comprehensive communication network was established. This network included representatives from city hall, the district office, the police station, fire authorities, the venue, and the security company. A real-time chat room was also set up to facilitate swift communication and response to any hazards and risks identified on-site. Despite these preemptive efforts to secure safety measures, areas requiring improvement were recognized during the concert's production and dismantling stages. Moving forward, we are committed to addressing these issues as a priority for future concerts, enhancing our safety protocols and ensuring a safer environment for all audiences.



Regular Risk Assessment

Since the first half of 2022, YG Entertainment has conducted regular risk assessments for all domestic concerts it hosts. The risk assessment for the [BORN PINK] FINALE IN SEOUL took place from September 13 to 18, 2023, adhering to our established risk assessment procedures. This involved gathering feedback from employees and carrying out on-site inspections for a thorough evaluation, as well as identifying potential hazards and risks to formulate strategies for their mitigation.

Evaluation of hazards and risks and reduction measures

5_위험성평가 사진

○ 평가내용: 무대 후면 가설물 관리(작업 발판, 가설계단 외)

유해 위험 요인

가설물 작업 발판 내 최대 적재하중 표지판 및 가설 계단 추락 경고문 미 부착하여 최대적재하중 초과로 인한 무너짐 위험 및 추락 위험

분류	현재 안전보건조치	현재위험성		
		가능성	중대성	위험성
작업 환경적요인	가설물 최대적재하중 미 부착 및 경고문 미 부착	2	4	8 (보통)

감 소 대 책

감 소 대 책	개선후 위험성
작업 발판에 최대 적재 하중이 표기된 표지판을 부착하고 계단주의 등 경고문 부착하여 근로자 주지	4 (낮음)

산업안전보건기준에 관한 규칙 제70조(사스물배계의 조립 작업 시 준수사항)
필수-작업발판에 최대적재하중이 표기된 표지판을 부착하고 근로자에게 주지 필요

Venue Safety Guide

In June 2023, YG Entertainment introduced a venue safety guide aimed at preventing industrial accidents and ensuring the safe operation of concert projects. This comprehensive guide includes venue safety management procedures, safety compliance standards, and a manual for addressing serious accidents. It was initially applied during the [BORN PINK] FINALE IN SEOUL concert. YG Entertainment is dedicated to regularly updating and refining this safety guide to reflect any changes in relevant laws and regulations, continually enhancing our commitment to safety.

Venue Safety Management Process



Venue Safety Management Checklist

No.	Checklist	YES	NO
1	Is there adequate staffing and organization in place for effective safety management?		
2	Has the emergency response system effectively established?		
3	Have potential hazards and risks related to concert production been appropriately identified and managed?		
4	Are safety training sessions for operational personnel conducted comprehensively?		
5	Are safety and health regulations being followed, with proper inspections carried out?		
6	Are trained safety management personnel adequately deployed to ensure the safety of the audience?		
7	Do we have the necessary facilities and equipment to ensure audience safety, and are they all in working order?		
8	Are disaster prevention facilities and equipment kept in condition ready for use?		
9	Are mandatory safety inspections for venue facilities conducted thoroughly and properly?		
10	Have sufficient measures been taken to assess and mitigate the impact on local residents regarding traffic, noise, vibrations, light pollution, waste, and overcrowding near the venue?		

06

REDUCING ENVIRONMENTAL IMPACT OF CONCERTS



06 REDUCING ENVIRONMENTAL IMPACT OF CONCERTS

The Importance of Waste and Water Consumption Management in Concerts

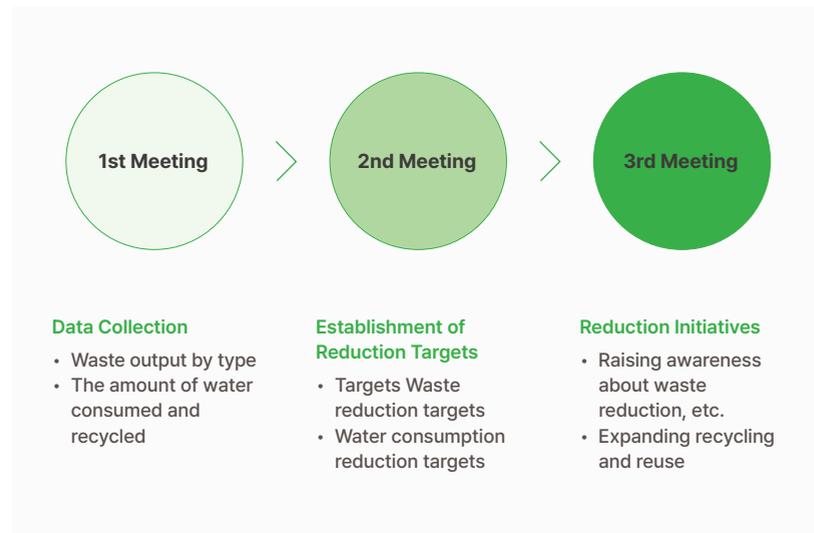
After the excitement of a concert subsides, what's left is often a considerable amount of waste, highlighting the need for effective waste management to achieve sustainability. YG Entertainment is committed to this principle, recognizing that managing the waste produced during concerts is crucial for minimizing environmental impacts. The concert industry has made strides towards reducing waste, introducing alternatives to single-use plastic water bottles and promoting upcycled merchandise among other initiatives. In line with these efforts, YG Entertainment actively manages waste output from concerts. We aim to accurately measure waste generation, advance reduction initiatives, and transparently share output data to foster sustainable concerts. Additionally, managing water consumption effectively is critical, particularly in areas facing severe water scarcity. For our international concerts, we focus on measuring and minimizing water usage as part of our commitment to sustainability.



YG Entertainment's Waste and Water Management Framework

Waste is meticulously categorized based on disposal techniques, necessitating the measurement of waste output by its type. With these metrics in place, we set specific reduction targets and embark on initiatives to meet these objectives. These efforts include educating the audience about reducing waste and encouraging recycling or reuse practices.

For water management, the consumption by the audience, artists, and staff during the concert is accurately recorded. This data is crucial for establishing water consumption reduction goals. Subsequently, strategies to decrease water usage are implemented, aiming to meet these established targets.

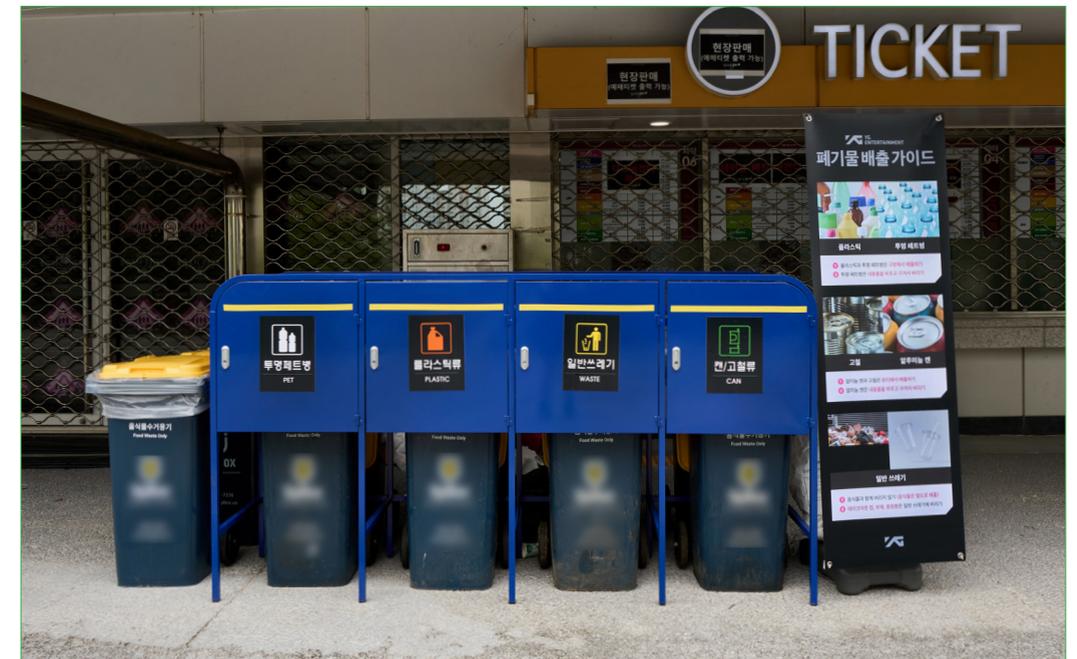


Measurement and Management of Waste Output

For the [BORN PINK] FINALE IN SEOUL concert, YG Entertainment undertook the task of measuring waste output, categorizing it into general waste, recyclable waste, and food waste. In partnership with a waste collection company, separate disposal facilities were positioned at three strategic locations around the venue to gather and analyze waste data. Despite these efforts, challenges in accurately measuring waste emerged due to improper segregation outside these specific areas.

To address this issue, plans include expanding the installation of designated disposal facilities at future concerts. Building on our initial efforts to measure waste output, YG Entertainment is committed to setting waste reduction goals for upcoming concerts. Our focus will be reducing overall waste production and enhancing recycling initiatives to support a more sustainable concert environment.

Separate disposal facilities installed outside the venue



Measurement and Management of Water Consumption

In collaboration with the Seoul Facilities Corporation, the managing entity of the Gocheok Sky Dome, YG Entertainment measured the total water consumption for the [BORN PINK] FINALE IN SEOUL concert which recored at approximately 693 liters. This initial estimate serves as a valuable reference for understanding water usage during our concerts, guiding us in setting benchmarks for water consumption reduction in future concerts. Furthermore, we are committed to developing educational programs and advocacy campaigns focused on water conservation. Our goal is to enhance awareness among both our staff and concert audiences about the importance of saving water. Additionally, we will explore and implement further measures specifically designed for regions experiencing significant water stress.

Waste and Water Consumption Measurement Results

Category	Unit	Output/Consumption
General waste	kg	2,614
Recyclable waste	Cans/metal	3.5
	Plastic	80
	Paper	40
Food waste	L	180
Used banners	m ²	3,257
Water	L	693

Checklist for Concerts' Environmental Impact Management

No.	Checklist	YES	NO
1	Was the total amount of waste generated during the concert accurately measured?	YES	NO
2	Was the volume of recycled materials, sorted by type, accurately recorded?	YES	NO
3	Were efforts to reduce waste the concert undertaken, and was the impact of these activities measured?	YES	NO
4	Were measures to encourage recycling or reuse among concert audiences put into place?	YES	NO
5	Did an independent third party verify the reported figures for waste generation and reduction?	YES	NO
6	Was the overall water consumption during the concert accurately calculated?	YES	NO
7	Was the volume of water reused or recycled during the concert determined?	YES	NO
8	Were water conservation efforts implemented, and was the total water saved quantified?	YES	NO
9	Did an independent third party verify the reported figures for water consumption and conservation?	YES	NO

07

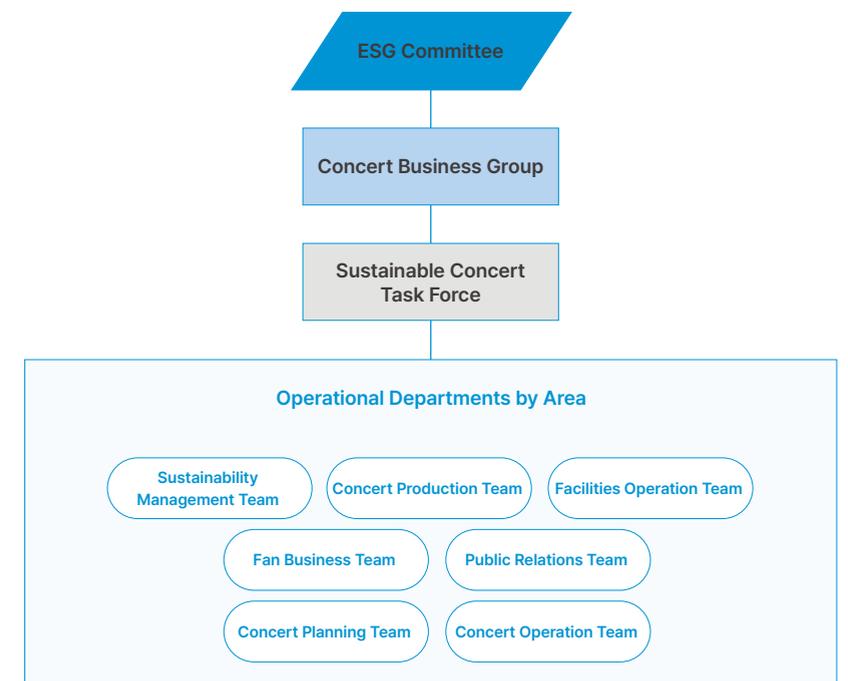
SUSTAINABLE CONCERT GOVERNANCE



07 SUSTAINABLE CONCERT GOVERNANCE

Systematic Advancement of Sustainable Concerts

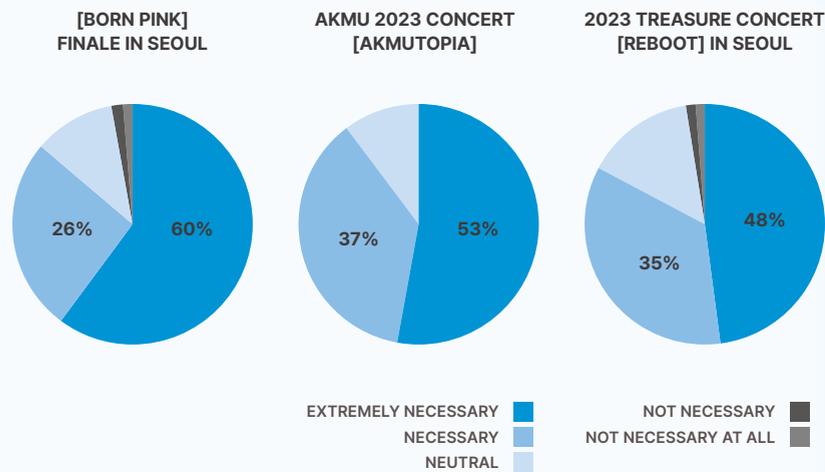
YG Entertainment is dedicated to fully implementing its sustainable concert framework by 2030. Our critical objective is to champion sustainable concerts and establish a comprehensive system to support them. We plan to systematically advance sustainable concerts by forming a dedicated task force, which includes members from YG's Sustainable Management Group and Live Performance Group. Furthermore, we are in the process of setting up a sustainable concert governance structure, which will be tasked with reviewing and executing the strategic direction for sustainable concerts under the guidance of the ESG committee. As a pioneer of sustainable concerts in the K-pop industry, we not only aim to develop an internal system but also to inspire a broader movement within the concert and entertainment sector. By advancing our framework and engaging in strategic partnerships, YG Entertainment seeks to make sustainable concerts a shared goal across the industry.



SURVEY ON SUSTAINABLE CONCERT AWARENESS

Following the [BORN PINK] FINALE IN SEOUL concert, YG Entertainment extended its sustainable concert initiatives to include the AKMU 2023 CONCERT [AKMUTOPIA] and the 2023 TREASURE CONCERT [REBOOT] IN SEOUL. After these concerts, we conducted a survey on sustainable concert practices, engaging over 3,300 fans who attended the concerts through each artist's Weverse community.

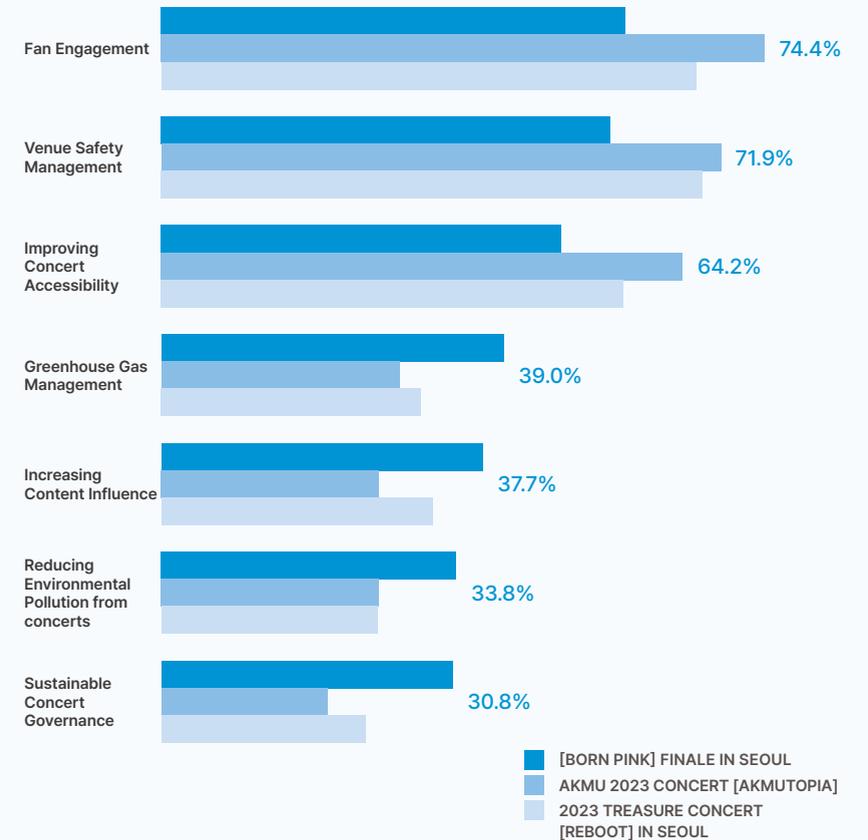
What are your thoughts on the necessity of sustainable concerts?



When surveyed on the need for sustainable concerts, over 80% of fans indicated they found the to be "extremely necessary" or "necessary." This reflects a strong alignment with YG Entertainment's emphasis on the importance of sustainability in concerts. With this overwhelming agreement, YG Entertainment will continue its dedication to championing sustainable concert initiatives.

In terms of ranking the seven principles of the sustainable concert framework, fans' top three choices are as follows. The figures on the right-hand side represent the average response rates from the three surveys.

Fans' Ranking of the Seven Principles of Sustainable Concerts



Fans identified fan engagement, venue safety management, and improving concert accessibility as the top priorities among the principles. The surveys sought to understand the importance fans place on each principle, not to dictate the order of implementation. YG Entertainment plans to focus more on the principles highly valued by fans and work towards achieving broader consensus on principles that were ranked lower in importance.

About This Report

Report Overview

This report represents the first documentation of YG Entertainment's pursuit of sustainable concerts. YG Entertainment has developed checklists centered around the seven principles of sustainable concerts, encapsulated within the 'YG Entertainment Sustainable Concert Framework.' Includes herein are the results from the framework's initial implementation at the BLACKPINK Seoul concert in September 2023. YG Entertainment is dedicated to applying this framework for the future concerts by its artists, aiming for continuous improvement of its concert sustainability practices.

Reporting Period and Scope

This report encompasses the initiatives under the YG Entertainment Sustainable Concert Framework developed in 2023, detailing the full implementation of the framework during the [BORN PINK] FINALE IN SEOUL on September 16-17, 2023. It also includes selected activities from the AKMU 2023 CONCERT [AKMUTOPIA] and the 2023 TREASURE CONCERT [REBOOT] IN SEOUL.

For inquiries regarding this report, please contact us via:

Address: 7, Huiujeong-ro 1-gil, Mapo-gu, Seoul 04028
YG Entertainment ESG Team

Email: ygent@ygmail.net
Tel: +82-2-3142-1104

Publication Date

March 2024

