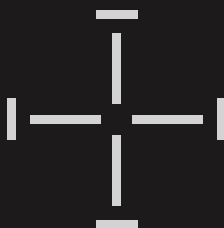
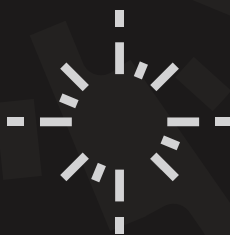
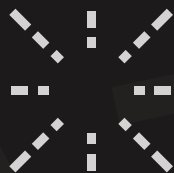


# YG ENTERTAINMENT SUSTAINABLE CONCERT REPORT

2026



E



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## CEO Message

### **Beyond the Power of Concerts: Creating Sustainable Concerts With Fans**

At YG Entertainment, we believe in the power of the connection between artists and fans. A concert comes to life when an artist's passion meets the support of fans, and that energy reaches far beyond the venue into the wider world. We believe this power can inspire positive change. The belief that small actions and shared understanding can help build a future is what first led YG Entertainment to pursue sustainable concerts.

Guided by this belief, YG Entertainment took its first step in 2023 by establishing the Sustainable Concert Framework. In 2025, we began applying this framework to selected shows on BLACKPINK WORLD TOUR [DEADLINE], testing and refining its practical implementation. In 2026, we further strengthened our approach by developing the Sustainable Concert Venue Standard, providing a more systematic framework for bringing sustainability into the venue where concerts take place.

Under our 2030 Sustainable Concert Roadmap, YG Entertainment aims to gradually expand the application of the Sustainable Concert Framework across by all YG artists.

Beyond concert operations, we are also looking closely at the venues to foster more sustainable concert environment. Through these efforts, we aim to ensure that the moments shared between artists and fans continue to create impact in a more responsible way. Sustainable concerts cannot be achieved by YG Entertainment's efforts alone. It is a collective efforts of everyone who loves live music.

YG Entertainment will continue to listen closely to the voices of fans, artists, concert staff, and other stakeholders, as we work to ensure that the power of concerts resonate longer and reach further.

We look forward to your continued engagement and support as we continue this sustainable journey.

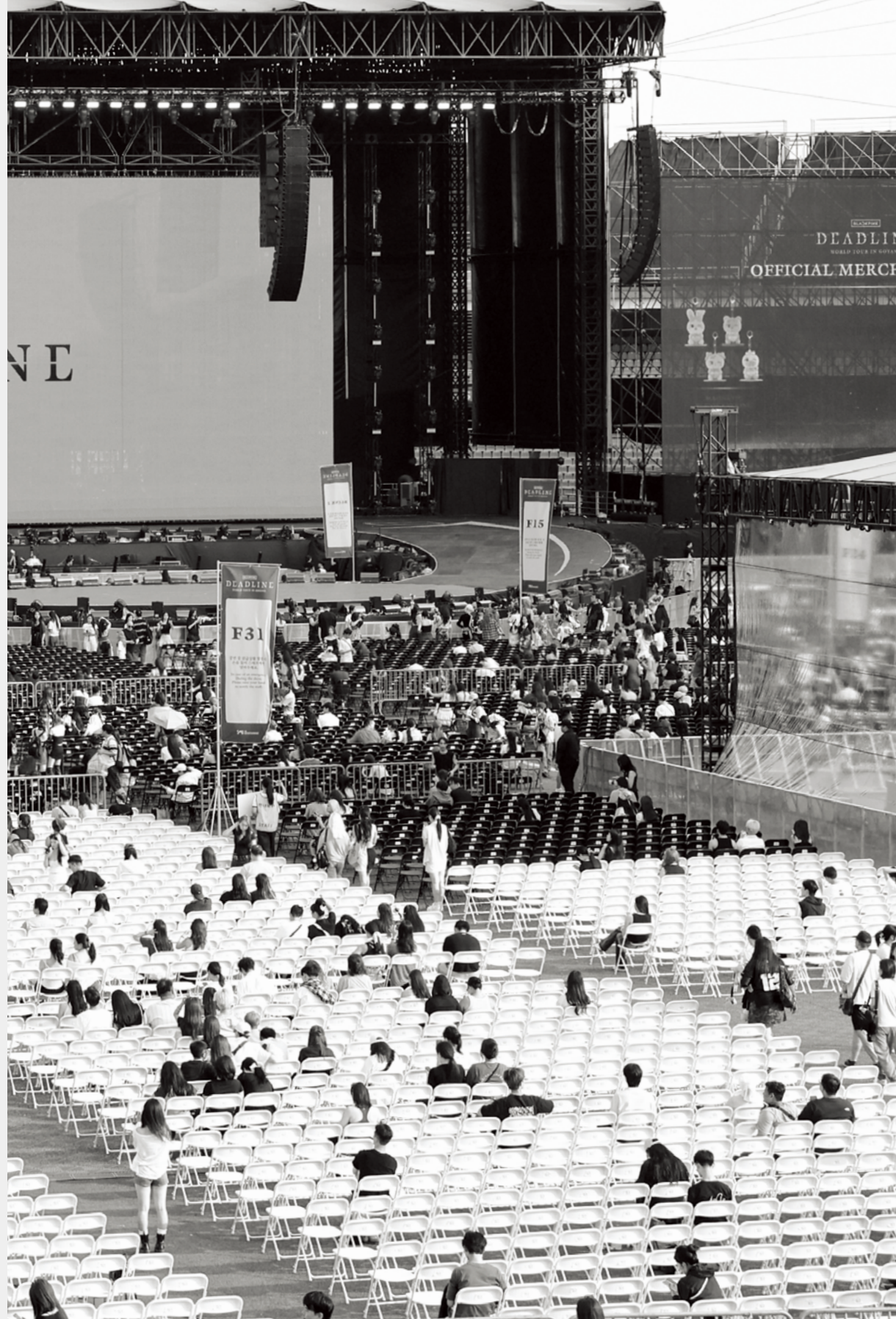
Thank you.

CEO Yang Min-suk



**OUR  
SUSTAINABLE  
CONCERT  
MANAGEMENT  
SYSTEM**

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## Why Sustainable Concerts Matter

Concert stages are evolving beyond spaces for entertainment into platforms that can shape audience awareness and inspire action. As this shift continues, environmental and social considerations are becoming increasingly important across all aspects of concert planning and operations.

As K-pop's global influence continues to expand, addressing the environmental and social impacts of concerts has become an important responsibility for the entertainment industry. In response, since 2023, YG Entertainment has been taking meaningful steps toward making changes. We began measuring carbon emissions from audience travel and contribute to environmental protection by purchasing Peace Renewable Energy Credits (P-RECs), international renewable energy certificates that support peace in conflict-affected regions. We are also working to improve venue accessibility by assigning dedicated staff to assist audience members with disabilities.

YG Entertainment believes that sustainable concerts represent the future of the entertainment industry and can serve as a powerful catalyst for positive social and environmental change. Committed to creating a better future, YG Entertainment will continue to advance sustainable concert framework and fulfil our responsibility to create a long-term impact for society.

## Sustainable Concert Roadmap Progress

Guided by the 2030 Sustainable Concert Roadmap, YG Entertainment continues to expand its scope and impact of sustainable concerts journey.

First introduced at BLACKPINK WORLD TOUR [BORN PINK] SEOUL in 2023, the Sustainable Concert Framework was extended to selected shows in the BLACKPINK WORLD TOUR [DEADLINE], gradually broadening its reach. In line with the roadmap, we aim to apply this framework to all YG concerts in Korea and abroad by 2030 and promote its broader adoption throughout the entertainment industry, helping drive change across the entertainment industry.

### 2030 Sustainable Concert Roadmap



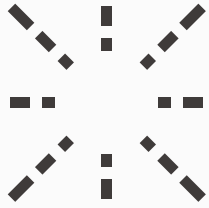
## Sustainable Concert Framework

YG Entertainment's Sustainable Concert Framework consists of seven principles designed to minimize the negative environmental and social impacts of concerts while enhancing their positive impacts, along with checklists for tracking progress under each principle.

To visually represent the seven principles, YG Entertainment developed a individual symbol for each principle, along with an integrated symbol that unites them together. Each symbol represents a core value of sustainable concerts, while the integrated symbol demonstrates how the seven principles come together to create a holistic sustainable concert experience.

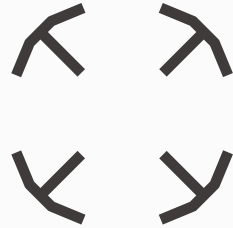
### YG Sustainable Concert Framework

01



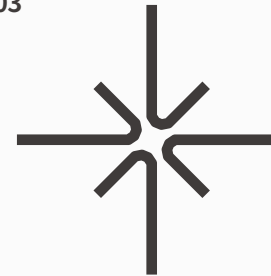
**GHG Emissions Management**  
Passion on Stage, Low Carbon  
Action Beyond it

02



**Improving Concert Accessibility**  
A Celebration  
Where Everyone Belongs

03



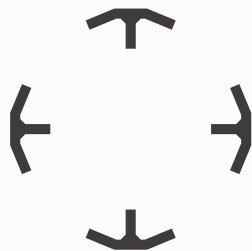
**Fan Engagement**  
A Fair Concert Culture  
That Respects Every Fan

04



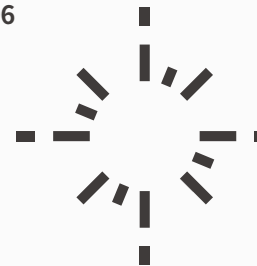
**Embracing Positive and Respectful Content**  
Music That Inspires Positive Change

05



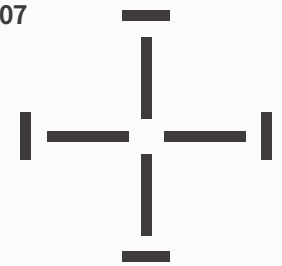
**Venue Safety Management**  
Protecting Every Exciting Moment  
with Safety

06



**Reducing Environmental Impact of Concerts**  
Lasting Memories, Minimal  
Environmental Impact

07

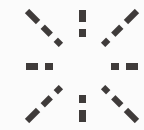


**Sustainable Concert Governance**  
Making Sustainable Concerts  
Together

Concerts are spaces where artists, fans, and producers each bring their own light. YG's seven principles of the Sustainable Concert Framework align those lights together in a shared direction, helping them shine brighter and reach further.

**YG Sustainability Identity**

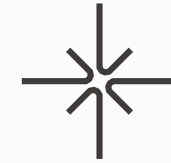
When all those who plan, produce, and take part in concerts comes together around these principles, a complete halo is formed. We translate this vision into seven individual symbols and one integrated symbol that unites them all—together forming our Sustainability Identity.



**GHG Emissions Management**  
Light gradually narrows as it converges.



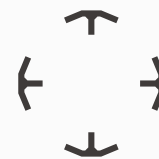
**Improving Concert Accessibility**  
Different angles coexists within a unified form.



**Fan Engagement**  
Light gathering toward the center from different directions.



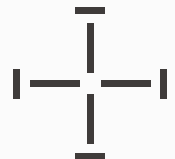
**Embracing Positive and Respectful Content**  
Light fragments spreading from the center in multiple directions.



**Venue Safety Management**  
Light surrounding and safeguarding the center.



**Reducing Environmental Impact of Concerts**  
Light gathering toward a shared goal.



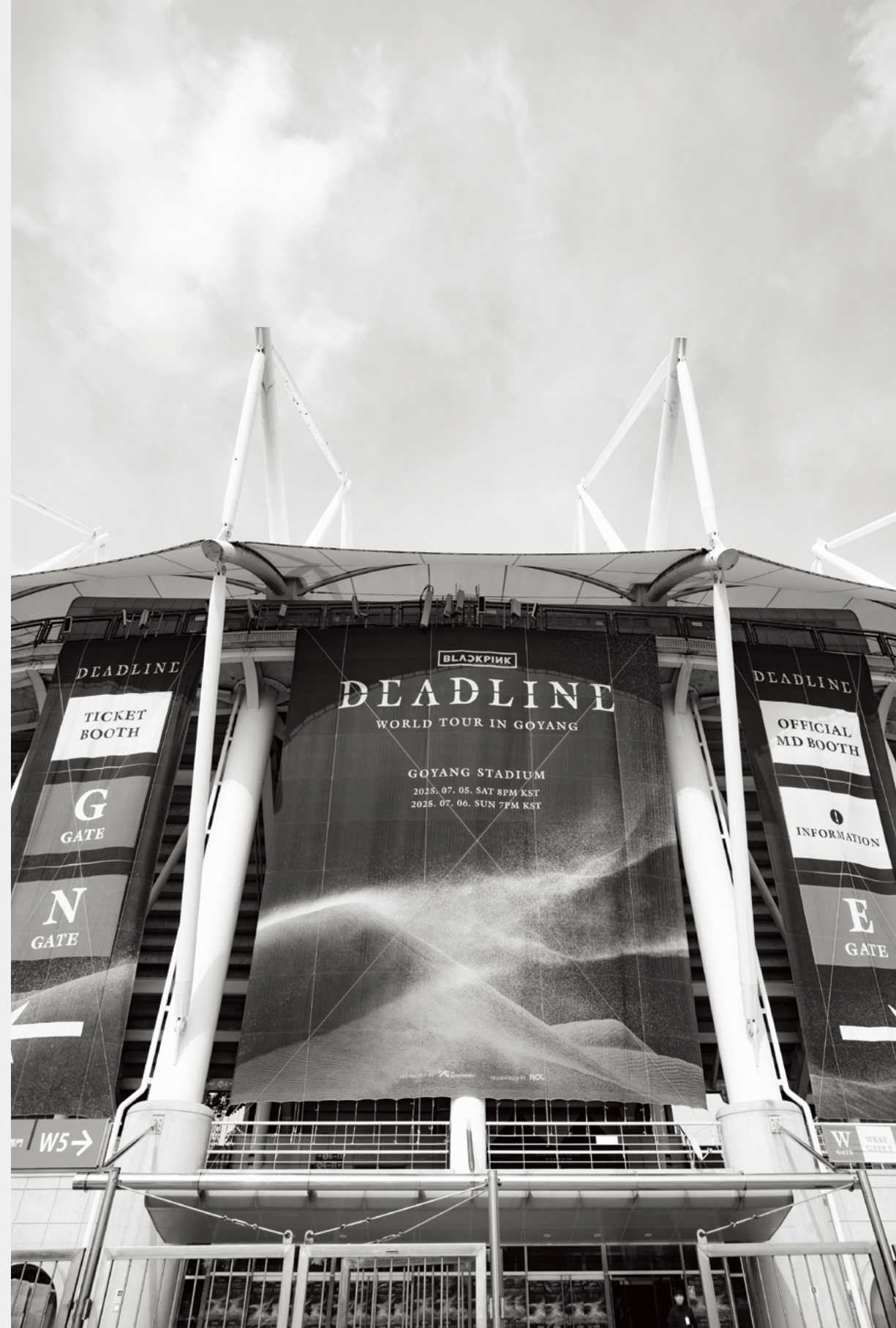
**Sustainable Concert Governance**  
Light encompassing the entire form.





**OUR NEXT  
CHAPTER FOR  
SUSTAINABLE  
CONCERTS**

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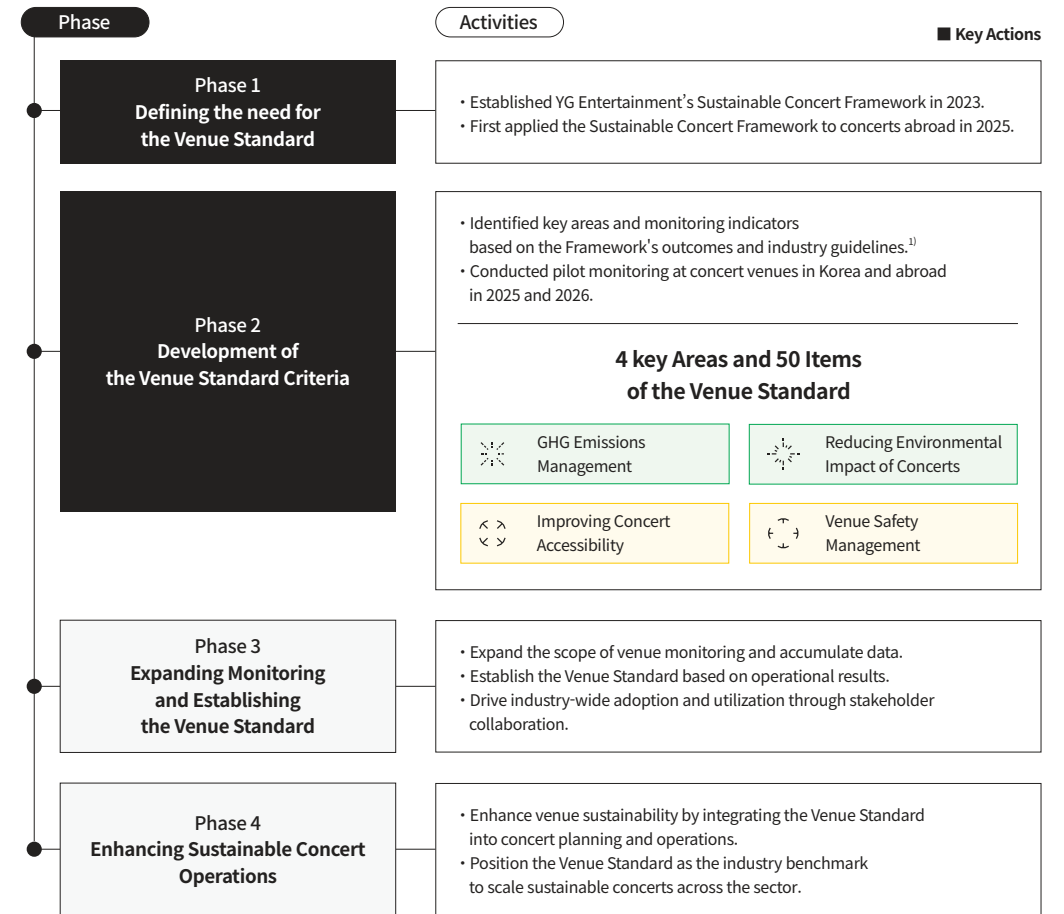


# What is the Sustainable Concert Venue Standard?

Since developing the Sustainable Concert Framework in 2023, YG Entertainment has pursued a range of initiatives to advance sustainability across its concert operations. In doing so, we found that sustainable concerts cannot be achieved by the organizer alone; they are also significantly shaped by the facilities and infrastructure available at each venue. Notably, key areas such as waste management, energy management, and audience amenities require venue-level operating systems to implement sustainable concert initiatives effectively.

In response, YG Entertainment developed its Sustainable Concert Venue Standard to assess the sustainability of venue operations. The Standard consists of monitoring indicators designed to examine each venue’s operating conditions and infrastructure. By distinguishing areas that can be improved in collaboration with venues from areas that YG needs to address directly, we plan to use the Standard as a basis for gradually enhancing the overall sustainability of concert environments.

In 2025 and 2026, YG Entertainment conducted pilot monitoring based on the Standard at concert venues in Korea and abroad. Through this process, we aim to better understand venue conditions and continue enhancing our sustainable concert operating system. We also seek to build a practical foundation for extending sustainable venue operations across the entertainment industry.



## 2026 Pilot Monitoring Results

**Management Level** ● Excellent ◐ Moderate △ Needs Improvement

Venue Standard	Venue A	Venue B	Venue C	Venue D	Best Practices
GHG Emissions Management	△	●	●	◐	<ul style="list-style-type: none"> <li>Established an emissions roadmap aligned with government policies.</li> <li>Managed environmental performance in compliance with international standards.</li> <li>Powered operations with renewable energy to minimize the carbon footprint.</li> </ul>
Improving Concert Accessibility	△	◐	◐	●	<ul style="list-style-type: none"> <li>Assigned dedicated accessibility staff.</li> <li>Provided sensory-friendly spaces for diverse audience needs.</li> <li>Enhanced content inclusivity.</li> </ul>
Venue Safety Management	△	●	◐	◐	<ul style="list-style-type: none"> <li>Established a structured emergency response system</li> <li>Strengthened safety management in cooperation with external organizations.</li> </ul>
Reducing Environmental Impact of Concerts	◐	●	◐	◐	<ul style="list-style-type: none"> <li>Operated a resource circulation system driven by audience participation.</li> <li>Implemented a large-scale, on-site organic waste management system.</li> </ul>

1) MICE(Meetings, Incentives Travel, Conventions, Exhibitions/Events)

# Collaboration With Diverse Stakeholders

YG Entertainment has applied two frameworks to its concerts worldwide: the Sustainable Concert Framework, which guides the sustainability of concert operations, and the Venue Standard, which sets the benchmark for venue sustainability. Through this process, we found that sustainable concerts cannot be achieved by concert organizers alone but require collaboration with a wide range of stakeholders.

To deliver tangible outcomes, such as minimizing environmental impacts during concerts and ensuring audience safety, both effective concert operating systems and appropriate venue infrastructure must be in place. Based on the Venue Standard, YG Entertainment will strengthen engagement with key stakeholders, including concert partners, venues, fans, and broader society.

YG Entertainment will continue to enhance the implementation of sustainable concerts through collaboration and promote the wider adoption of sustainable concert practices across the industry.

**Collaboration with Concert Partners**

We establish a Venue Standard-based decision-making system across the entire process of concert planning, production, and operations, while embedding sustainability into day-to-day work through cross-functional collaboration.

1

**Collaboration with Fans**

We communicate a range of sustainability messages and develop participatory activities and content for fans, raising awareness of environmental and social issues and encouraging behavioral change.

2



**Collaboration with Venues**

We share Venue Standard assessment results with venues and discuss practical areas for collaboration on sustainable concert infrastructure and operations, taking each venue's conditions into account.

3

**Collaboration with Broader Society**

We share our experience of sustainable concerts with broader society and engage in dialogue to support the wider adoption of sustainable concerts and help build the institutional foundation that underpins them.

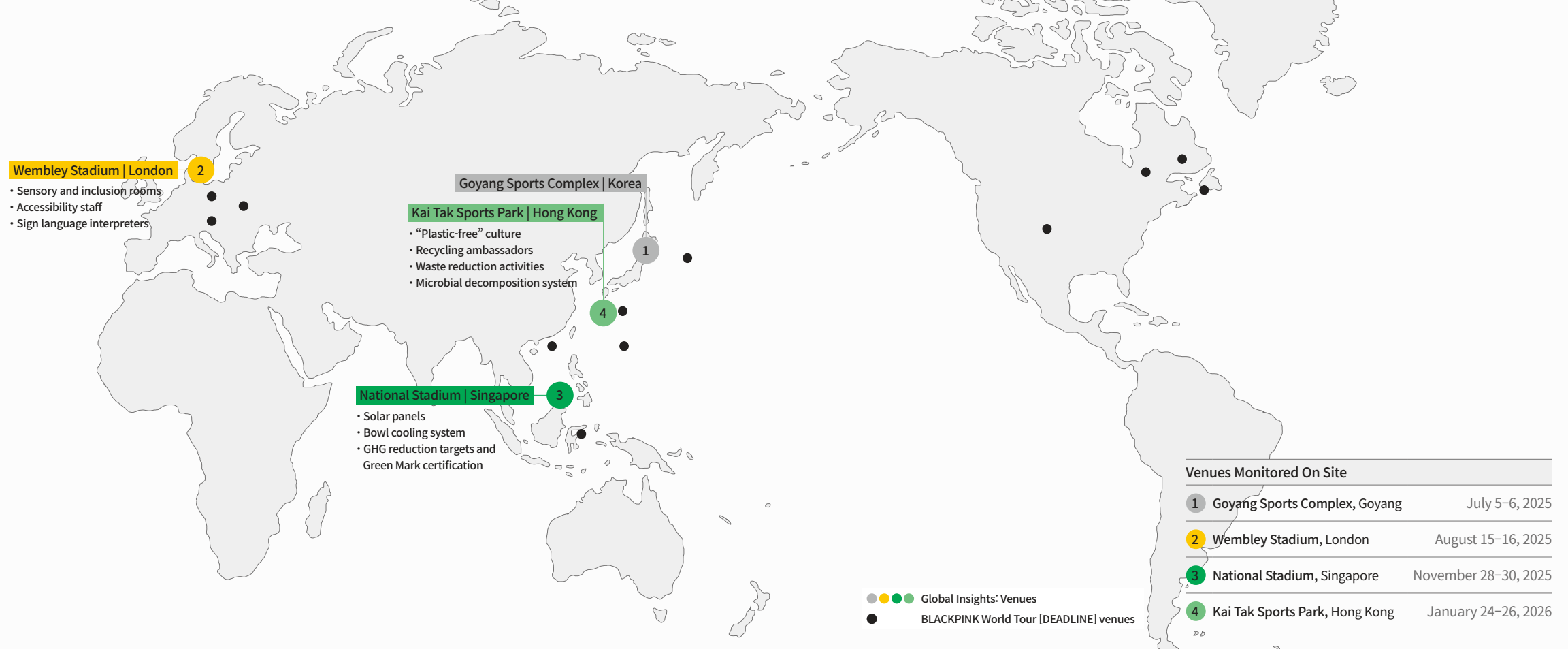
4

# Our Next Chapter for Sustainable Concerts

Through on-site monitoring across Europe and Asia, YG Entertainment gained valuable insights into the advanced environmental and social practices adopted by leading venues worldwide—from Wembley Stadium’s approach to accessibility, to Singapore National Stadium’s renewable energy infrastructure, and Kai Tak Sports Park’s circular resource management system.

## BLACKPINK World Tour [DEADLINE] | Insights from Global Venue Case Studies

To support the global expansion of sustainable concerts, YG Entertainment applied its Sustainable Concert Framework to selected international shows in BLACKPINK WORLD TOUR [DEADLINE].





## Global Insights

### 1 Wembley Stadium, London

#### **Redefining Accessibility**

Accessibility at concert venues isn't achieved just through arranging wheelchair seating or advancing physical infrastructure. To ensure that audiences with disabilities, elderly, and those with mobility challenges can truly enjoy a concert without inconvenience, it is essential to have well-trained on-site personnel who can respond effectively to a range of situations.

Our observations at Wembley Stadium show that accessibility goes beyond compliance with physical facility requirements. It also depends on the quality of on-site service delivered by dedicated staff. This audience-centered approach helps ensure that all attendees, including those with disabilities, can equally have a great concert experience.

Existing Approach	New Approach
Focus on physical infrastructure	Focus on service operations
<ul style="list-style-type: none"> <li>• Provide wheelchair-accessible seating</li> <li>• Install ramps and elevators</li> <li>• <b>Offer physical accommodations</b> such as accessible parking</li> </ul>	<ul style="list-style-type: none"> <li>• Assign dedicated accessibility staff</li> <li>• Provide real-time, tailored support</li> <li>• Support audience members with developmental disabilities or hearing impairments, <b>broadening accessibility beyond physical needs alone</b></li> </ul>

## INTERVIEW HIGHLIGHT

### Customer Engagement Team **People-Centered Operations for a Fully Accessible Experience**

Wembley Stadium operates a dedicated Customer Engagement Team that provides ongoing support for visitors. Throughout their visit, the team offers a Pushing & Chaperone Service for guests who need additional mobility support, helping them get to and from their seats as needed.

### Sensory and Inclusion Room **A Recovery Space for Sensory-Sensitive Audiences**

Wembley operates two sensory and inclusion rooms equipped with minimized auditory and lighting, enabling audiences with autism, ADHD, dementia, or other neurological conditions to help with sensory overload and stimulation during event. This critical accessibility initiative opens the concert experience to individuals who may previously have been unable to attend and missed the concert experience.

### Sign Language Interpretation **Achieving Inclusive Access to Content**

Wembley provides free British Sign Language interpretation services at all concerts held at the stadium. Also, by closely working with artists, interpreters learn the choreography in advance, allowing audiences with hearing impairment to engage with the performance's message and emotions. This extends beyond venue accessibility, making the concert content more accessible and inclusive.

I have been a dedicated member of the Wembley Stadium for the past 20 years. Currently, I coordinate sign language interpreters in Block 123, ensuring consistent provision at every concerts and events. I also support the arrangement of dedicated seating for audiences who require sign language interpretation, making sure these seats offer an clear view of the stage, performers, and interpreters at the same time.

Interview with  
a Customer Engagement  
Team Member  
- Sandra Brignull  
at the Block 123



Left | Customer Engagement Team

Top Right | Sensory Room for audience members with sensory sensitivities

Bottom Right | British Sign Language (BSL) Interpretation Service





## Global Insights

### ② National Stadium, Singapore

#### **Low-Carbon Concerts Begin with Venue Infrastructure**

Temporary, eco-friendly measures taken during concerts alone cannot fundamentally reduce the carbon footprint of a large-scale venue. Meaningful emissions reductions should be built into the infrastructure — through architectural and facility design that prioritizes energy efficiency.

Rather than taking into account energy usage as a secondary consideration, the National Stadium embedded renewable energy and energy efficiency into its infrastructure from the outset. This represents a facility-based sustainability embracing approach that enables ongoing carbon impact management at the venue level.

### GHG Reduction Targets **GHG Management Aligned with National Climate Policy**

The National Stadium manages its energy usage, facility operations, and overall maintenance based on greenhouse gas reduction targets, following the Kallang's roadmap integrated with national climate policy.

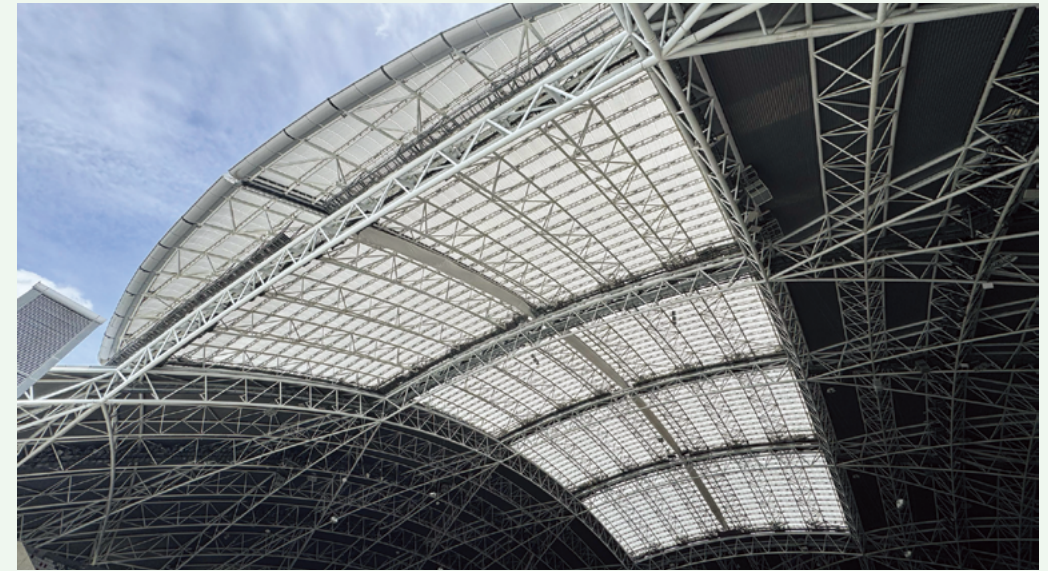
This is particularly significant as it means climate accountability is managed at the venue level, rather than on an event-by-event basis. Scope 2 emissions for FY 2023 totaled approximately 35,000 tons, with a roadmap in place to peak emissions by 2025, with phased reductions to follow.

### Solar PV Panels **Integrating Renewable Energy as a Main Power Source**

The National Stadium features large-scale solar panels covering 4,500m<sup>2</sup> (707 kW capacity) installed on its retractable dome roof, generating approximately 884,000kWh of electricity annually. The power generated is utilized to offset a portion of the venue's energy consumption. This enables the venue to maintain a low-carbon operating structure without additional measures from the concert organizers.

### Bowl-Cooling System **Maximizing Energy Efficiency Through Targeted Cooling**

Rather than cooling the entire stadium uniformly, the system focuses on air cooling to occupied seating areas. This reduces energy consumption by approximately 60% compared to conventional air conditioning, while maintaining audience comfort.



Solar Pv Panels



2023 SportSG Sustainability Report



Bowl-Cooling System

#### HIGHLIGHT

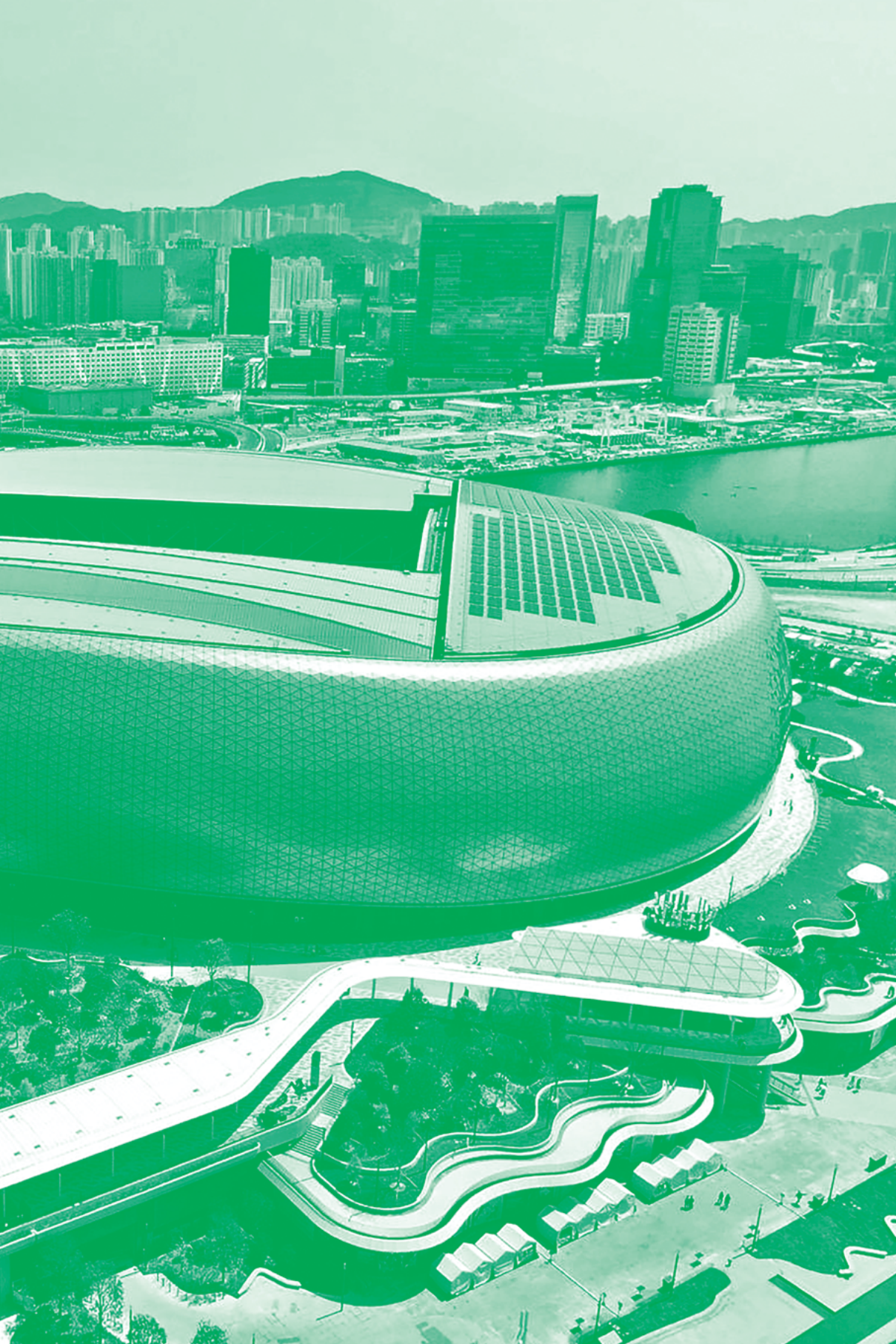
### BCA Green Mark Certification <sup>Green MarkGoldPlus Award</sup> - Climate Performance Management Aligned with National Green Building Standards

The National Stadium goes beyond setting greenhouse gas reduction targets. It manages facility performance in alignment with the Building and Construction Authority (BCA) Green Mark Certification system.

This reflects venue's efforts to improve operation across the entire venue — including energy efficiency, cooling systems, and overall facility management— in line with national green building standards.

The stadium has achieved the Green Mark Gold Plus rating under the Green Mark 2012 certification scheme.





## Global Insights

### ③ Kai Tak Sports Park, Hong Kong

#### Concerts Designed for Circular Resource Use

Waste generated at concerts remains an environmental burden when it is simply thrown away after each event. However, by adopting a circular waste management system, venues can be transformed into resource hubs that reuse, and redistribute materials, contributing meaningfully to the local community.

Hong Kong's Kai Tak Sports Park redefines waste as a resource within a closed-loop system. In this approach, audience participation, waste reduction initiatives, and microbial decomposition processes are integrated—demonstrating how circular structures can turn event-generated waste into valuable resources for sustainable reuse.

#### Kai Tak Sports Park's Resource Circularity Initiatives

1

#### Engagement

Recycling ambassadors stationed at entrances throughout the venue

2

#### Waste Reduction Activity

Beer-cup collection and recycling system, water stations, and biodegradable paper cups

3

#### Microbial Decomposition System

Organic waste processed through a large-scale microbial decomposition system installed inside the stadium

### Recycling Ambassadors On-Site Operation that Promote Audience Awareness

Kai Tak Sports Park maintains a dedicated team of recycling ambassadors to promote environmental awareness, educate visitors on proper waste sorting. The ambassadors are stationed at designated entrances to facilitate the immediate collection of useful waste and resources, supporting a more efficient circular waste management system.

### Waste Reduction Activities Approach to Waste Reduction Before Generation

Kai Tak Sports Park implements comprehensive measures to minimize waste before it is generated. Initiatives such as the use of biodegradable paper cups, the adoption of compostable paper food containers, cup collection systems, and the installation of recycling bins serve as structural strategies to reduce waste, further reducing reliance on single-use plastics. In addition, by actively promoting a “plastic-free” culture, across the entire venue, Kai Tak Sports Park has established itself as a strong advocate of sustainability.

### Large-Scale Microbial Decomposition System Turning Waste into Resources

Kai Tak Sports Park operates a large-scale microbial decomposition system within the venue to process organic waste generated on-site. The system converts paper containers and food waste into fertilizer, with an annual processing capacity of over 200 tonnes. Approximately 85% of the solid waste volume is effectively reduced and transformed into water vapor. It moves away from landfill and incineration, instead creating a resource flow where waste is returned to and reused within the local community.



Large-scale Microbial Decomposition System



Water Stations and Biodegradable Paper Cups

#### INTERVIEW HIGHLIGHT

### What impact have your efforts had on guests' behavior?

Audiences were initially hesitant, but when given clear guidance, most are willing to cooperate. These interactions create a positive ripple effect—when one person sorts their waste properly, others nearby tend to follow. While each action may seem small, repeated behaviors help build awareness and encourage more consistent recycling habits over time.

[Interview with Recycling Ambassadors | Simon & Alan](#)



## INTERVIEW HIGHLIGHT

Q. What were the key principles in shaping the venue's sustainable design?

Sustainability strategies are customized to each venue's characteristics, while aligning with government regulations and global standards such as Design Manual: Barrier Free Access and other international standards for Kai Tak Sports Park.

From the planning perspective, key considerations focus on both safety and user experience. These include ensuring multiple and safe exit routes, providing sufficient shades and rest spaces, and designing for smooth crowd circulation and overall comfort. Maintaining optimal attendance levels is also an important factor in delivering a safe and quality experience.

**Architect Interview:**  
**Janice Lau | Senior Associate and Architect at POPULOUS<sup>1)</sup>**



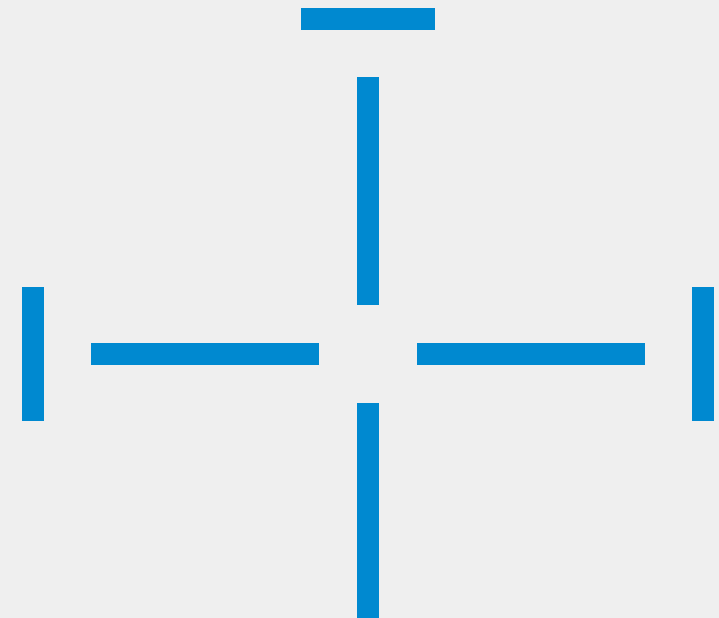
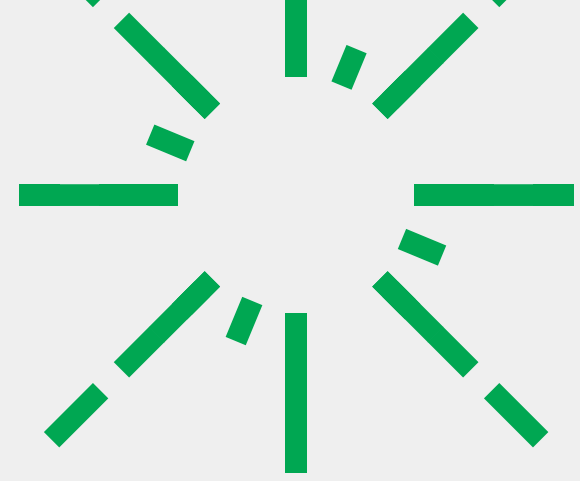
The venue also emphasizes long-term community engagement by collaborating with local artists, communities, and stakeholders in the design and operation process. Integrating green spaces was also a critical element of the overall plan, with a focus on incorporating and effectively utilizing landscaped areas within the venue.

<sup>1)</sup> Global architecture and design firm specializing in large-scale stadiums

A faint, light gray background graphic of a hand holding a globe, centered behind the text. The hand is positioned at the bottom, with fingers spread, and the globe is held above it. The entire graphic is semi-transparent and serves as a backdrop for the text.

# **OUR SUSTAINABLE CONCERT ACTIVITIES**

<b>GHG Emissions Management</b>	<b>48</b>
<b>Improving Concert Accessibility</b>	<b>58</b>
<b>Fan Engagement</b>	<b>66</b>
<b>Embracing Positive and Respectful Content</b>	<b>74</b>
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<b>Reducing Environmental Impact of Concerts</b>	<b>86</b>
<b>Sustainable Concert Governance</b>	<b>94</b>



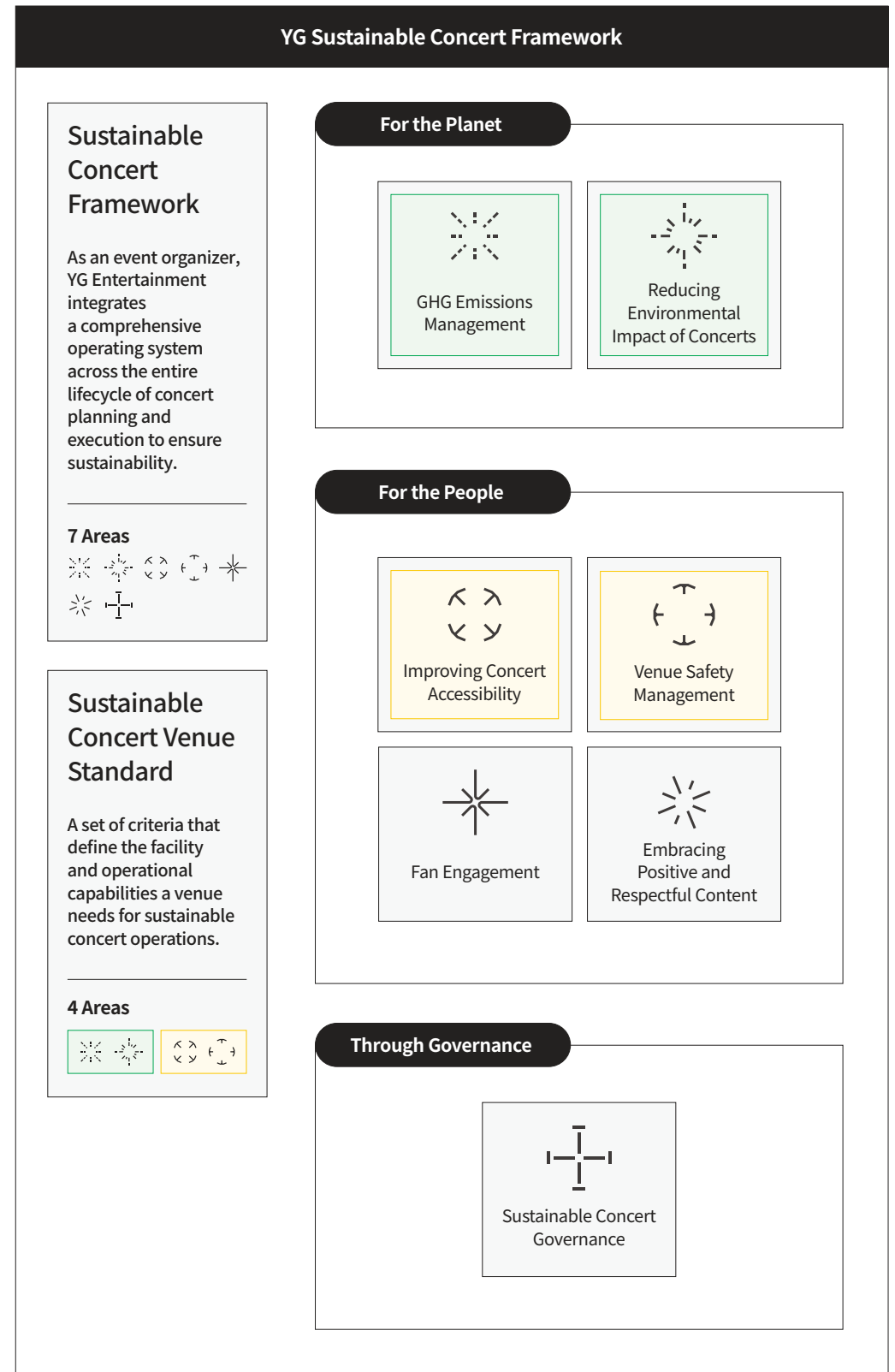
## Our Sustainable Concert Activities

### YG Entertainment's Efforts Toward Sustainable Concerts

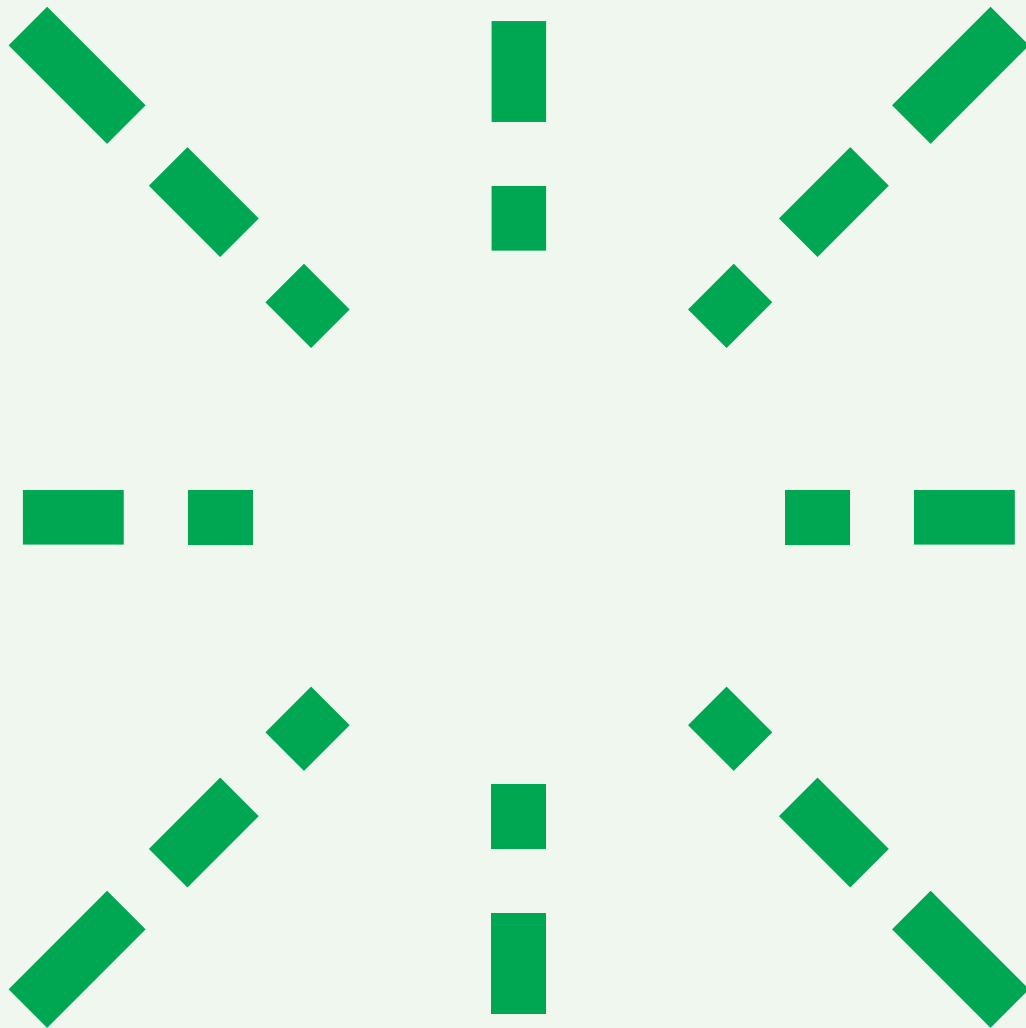
Acknowledging that the implementation of sustainability practices varies depending on the concert environment, YG Entertainment has distinguished between elements under organizer's direct control and those that require venue-level support. By establishing venue-related requirements as the 'Venue Standard,' YG Entertainment ensures a stronger foundation for sustainability from the venue selection and concert planning.

This section highlights YG Entertainment's ongoing commitment to sustainable concerts to date, focusing on areas for proactive action. It presents major milestones achieved under the Sustainable Concert Framework since its launch in 2023, categorized by key areas, along with outcomes achieved through close collaboration with external partners.

A selection of these practices has already been implemented at leading global venues. Moving forward, YG Entertainment plans to actively engage with venue operators to scale their adoption. Refined through trial and error during early implementation phases, these practices have been fully optimized for real-world concert environments. YG Entertainment will continue to advance its sustainable concert operations through collaboration with diverse stakeholders.



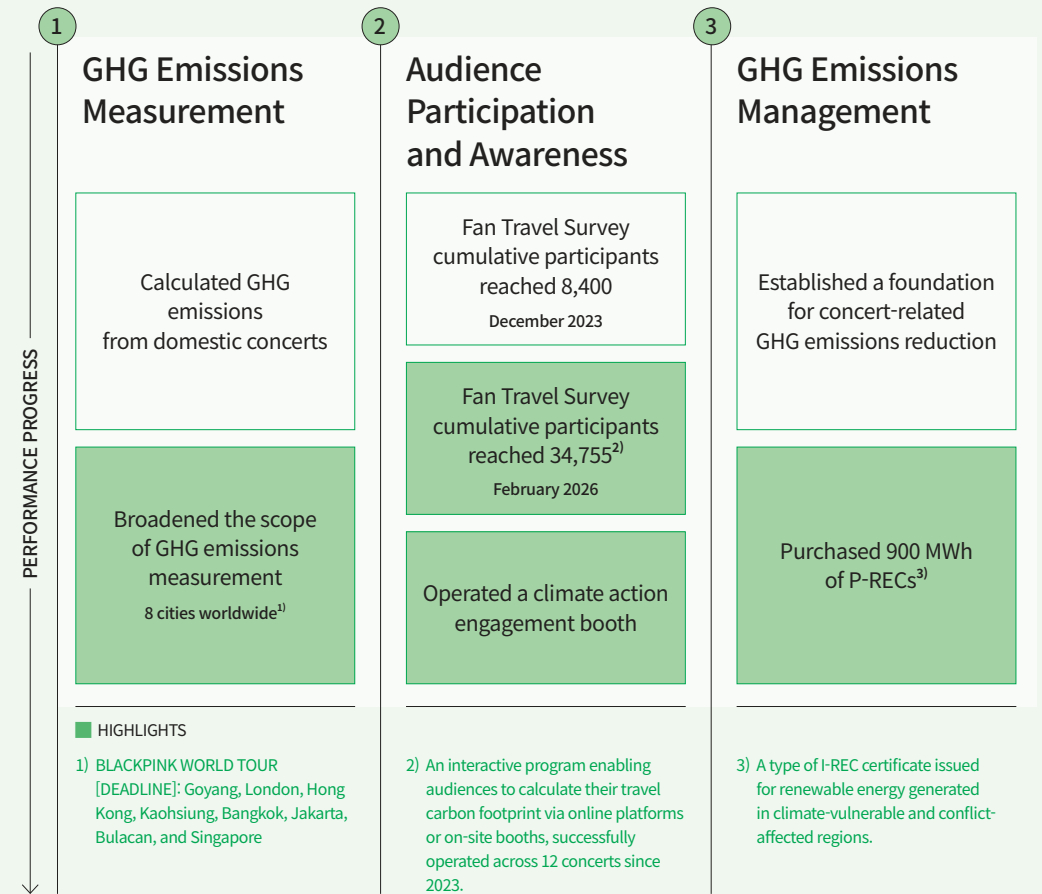
# Turning Concert Energy Into Low-Carbon Action



## HIGHLIGHT

YG Entertainment systematically measures and manages GHG emissions from its concerts, helping build a more sustainable concert culture.

Corresponding UN-SDGs



## Measuring GHG Emissions From Concerts

YG Entertainment continues to strengthen its framework for calculating GHG emissions from concerts as part of its efforts to advance sustainable concert practices in Korea and promote across the entertainment and live event industries in Korea and globally.

Since first measuring concert-related GHG emissions for BLACKPINK WORLD TOUR [BORN PINK] in September 2023, we have progressively expanded the scope and methodology of our emissions assessment. In 2023, our analysis focused on concerts held in Korea, measuring direct energy use from concert operations and emissions associated with audience travel.

For BLACKPINK WORLD TOUR [DEADLINE] in 2025, we expanded the scope to eight cities across six countries. In Goyang, London, and Hong Kong, we further broadened the measurement boundary to include audience travel and accommodation, equipment transport, and waste management. Through these efforts, we continue to enhance our emissions calculation framework beyond direct emissions to including key indirect emissions across the concert value chain.

### GHG Emissions Across the Concert Lifecycle

① Fan travel (incl. select accommodations)<sup>1)</sup> + ② Venue operations<sup>2)</sup> + ③ Other<sup>3)</sup>

### BLACKPINK WORLD TOUR [DEADLINE] GHG Emissions by Major City (Share)

Unit: tCO<sub>2</sub>eq

City	Fan travel (incl. select accommodations)	Venue Operations	Other	Total
Goyang	15,048 (99.56%)	58 (0.39%)	9 (0.06%)	15,115
London	49,273 (99.88%)	24 (0.05%)	34 (0.07%)	49,331
Hong Kong	37,199 (98.39%)	607 (1.61%)	- <sup>4)</sup>	37,806

1) Estimated by scaling up the travel and accommodation data collected from participating audiences to reflect the total attendance size.

2) Includes electricity required for venue operations, generator fuel consumption, etc.

3) Includes equipment logistics, staff travel, waste generation, etc.

4) Data unavailable for Hong Kong.

### ① Fan Travel (incl. select accommodations)

In all three cities, fan travel and accommodation accounted for the largest share of total emissions, at 98% to 99%. Across all three cities combined, air travel represented approximately 84% of total emissions, while ground travel by car, bus, and other modes accounted for about 14%, and accommodation for around 2%. This indicates that emissions from accommodation were relatively limited compared with those from audience travel. Since emissions from audience travel and accommodation are estimated using survey samples, a degree of uncertainty exists. To improve the accuracy within this category, YG Entertainment will continuously refine its sampling methodology and strengthen validation to ensure the reliability of survey responses.

### ② Venue Operations

Electricity consumption for venue operations varied significantly by city. For instance, Hong Kong recorded higher venue-related GHG emissions than London. This is primarily attributed to distinct operational boundaries and conditions, such as structural layouts (indoor vs. outdoor), seasonal climate factors, the share of renewable energy in the local grid, and the reliance on on-site diesel generators.

### ③ Other

Emissions from equipment transport, staff business travel, and waste remained relatively low. However, YG Entertainment is stepping up efforts to expand its emission accounting boundaries, focusing first on highly quantifiable metrics. Despite data collection limitations at some overseas locations, we continue to strengthen cooperation with international venue operators to enhance data coverage.

### Building a Concert-Specific GHG Management System

Greenhouse gas (GHG) emissions in the concert industry have distinct characteristics that set them apart from other industries. Concerts operate as project-based events that involve rapid setup, execution, and dismantling within a short period. They rely on high-powered lighting, sound, and video equipment, resulting in highly fluctuating power loads during shows. Moreover, global tours are affected by differences in each country's energy mix and venue infrastructure. Emissions are further influenced by a wide range of value chain activities, including equipment transport, stage production, waste disposal, and travel and accommodation for audiences and staff, which makes it complex to assess the holistic carbon impact of concerts.

To address these industry-specific characteristics, YG Entertainment is expanding the scope of GHG emissions measurement and enhancing its management system as part of its efforts to contribute to the low-carbon transition and foster the widespread adoption of sustainability across the entertainment and concert industries, both in Korea and globally.



## Managing GHG Emissions From Concerts

### Fan Travel | YOUR GREEN STEP

Fans travel to concerts in many different ways, from airplanes to subways. Among the carbon emissions generated by concerts, the largest share comes from audience travel.

In collaboration with Use for tomorrow, Inc., YG Entertainment created YOUR GREEN STEP, a booth and program that allows audiences to see the impact of their travel. By entering their mode of transportation online or at an on-site booth, fans can instantly check the carbon emissions generated by their journey and receive guidance on how they can reduce environmental impact in the future.

Since its first operation at the BLACKPINK WORLD TOUR [BORN PINK] in 2023, YOUR GREEN STEP has been offered at 12 occasions, including TREASURE, BABYMONSTER, and AKMU concerts, with a total of 34,755 participants. YG Entertainment also ran overseas on-site booths in London in 2025 and Hong Kong in 2026, engaging with international fans in person.

#### HIGHLIGHT

### Our Approach to Managing Fan-Travel Emissions

Based on data collected through YOUR GREEN STEP, YG Entertainment has developed a step-by-step management approach that takes considers both the level of control and the feasibility of implementation.

To achieve practical emissions reductions, we are prioritizing areas where meaningful improvements can be implemented in the near term. Key initiatives include encouraging audiences to shift to lower-carbon ground transportation by operating shuttle bus services, improving access to public transportation, and collaborating with local governments to secure dedicated bus parking areas near concert venues. Air travel, which represents the largest share of audience travel emissions, we plan to gather more comprehensive travel-related data to enhance the accuracy of emissions measurement and build a solid foundation to support future reduction strategies.



### Climate Action Booth: BLACKPINK × British Embassy Seoul

In 2021, BLACKPINK served as ambassadors for the 26th United Nations Climate Change Conference (COP26), delivering messages to young people around the world on the urgency of the climate challenge and the importance of collective action. As they learned more about climate change, they also encouraged fans to engage in climate action. In recognition of these efforts, BLACKPINK members were awarded honorary MBEs by King Charles III in 2023.

At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG in 2025, the British Embassy in Seoul in collaboration with YG Entertainment operated a climate action booth, which provided fans with an opportunity to learn about BLACKPINK's climate advocacy activities.

The booth was designed to help fans better understand climate change issues and inspire climate-friendly actions in their daily lives. As part of YG Entertainment's concert-related emissions management efforts, it served as a platform to raise environmental awareness among fans and encourage voluntary participation.



British Embassy Seoul Booth at BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG

## Venue Operations | YG Entertainment's Efforts Toward Low-Carbon Concerts

YG Entertainment is taking various steps to manage GHG emissions across concert operations. As part of these efforts, we introduced BLACKPINK WATER to reduce the environmental impact associated with waste generation and disposal.

We also reviewed additional measures to reduce GHG emissions, including installing renewable energy facilities, improving efficiency of venue equipment, and the use of ESS-based generators. However, short-term implementation faces limitations due to domestic infrastructure constraints, cost-effectiveness, and operational stability. Because many of these measures depend heavily on venue infrastructure, long-term collaboration with venues and key stakeholders will be essential.

In addition, we collected and analyzed electricity consumption data from seven venues during BLACKPINK WORLD TOUR [DEADLINE] to measure GHG emissions across concert operations. The analysis showed distinct variations in electricity usage across locations.

These differences reflect each venue's structural characteristics and operating conditions. For instance, indoor dome venues generally recorded higher electricity usage, owing to the energy required for climate control and operation of entire building, while outdoor stadiums showed relatively lower power loads. Other contributing factors included venue-specific elements such as renewable energy adoption levels, the scale of the facilities, and the timing and season of the concerts.

### CASE

## Venues Powered by Renewable Energy

London's Wembley Stadium sources 100% of its electricity from renewable energy through an agreement with a wind farm in Scotland.



Source | Wembley Stadium website

Singapore's National Stadium has installed solar panels across approximately 4,500 m<sup>2</sup> of its building exterior, generating roughly 884,000 kWh of electricity annually.



Source | National Stadium website

Japan's Tokyo Dome utilizes renewable electricity backed by non-fossil certificates, aligning with the decarbonization policy of its parent company, Mitsui Fudosan Group.



Source | Tokyo Dome website

## Taking Action Through P-RECs

As part of its efforts to help reduce GHG emissions, YG Entertainment utilized Peace Renewable Energy Credits (P-RECs), an innovative renewable energy certificate. We purchased 900 MWh of P-RECs, an amount equivalent to the total electricity consumed over two days at the Gocheok Sky Dome during the BLACKPINK WORLD TOUR [BORN PINK]<sup>1)</sup>

To assess the overall coverage of this purchase, we analyzed venue electricity data from the BLACKPINK WORLD TOUR [DEADLINE]. Using Singapore—the venue with the highest externally purchased electricity consumption, at 85.43 MWh per day—as the benchmark<sup>2)</sup>, total electricity consumption across all concerts (27 days) was estimated at approximately 2,307 MWh.<sup>3)</sup> The 900 MWh of P-RECs purchased represents approximately 39% of this estimate.

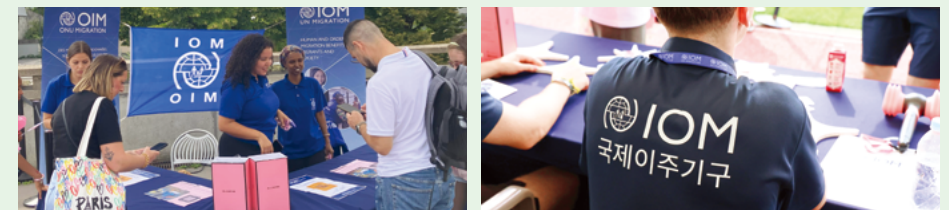
This initiative was carried out through an agreement with the International Organization for Migration (IOM), a UN-affiliated organization, as part of YG Entertainment's efforts to create social impact by supporting infrastructure development in regions with limited access to renewable energy. P-RECs are certificates for renewable electricity generated in conflict-affected regions, with proceeds reinvested into local energy independence and infrastructure.

Funding from YG Entertainment's P-REC purchase will be invested to install solar power systems and battery energy storage facilities at Dr. John Garang Memorial University in Bor, South Sudan. These facilities are expected to support a stable and reliable power supply, while accelerating the region's transition to clean energy and reducing local GHG emissions.

### HIGHLIGHT

## P-REC Education and Engagement Booth

At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG and PARIS, International Organization for Migration (IOM) in collaboration with YG Entertainment operated a P-REC education and engagement booth. The initiative helped audiences understand how P-RECs contribute to energy independence and support peacebuilding in conflict-affected regions.



- 1) Total electricity consumption over two days at Gocheok Sky Dome (an indoor venue) during the BLACKPINK WORLD TOUR [BORN PINK] was 474.3 MWh, averaging approximately 237 MWh per day.
- 2) Calculated using data exclusively from venues operating on externally purchased grid electricity. This excludes locations among the seven studied cities that utilized independent on-site power generation (e.g., diesel generators), as specific consumption data for those facilities was unavailable.
- 3) Calculated for concerts held in 2025, covering 14 cities and 27 concert days. This excludes Tokyo and Hong Kong concerts, held in January 2026.

## INTERVIEW HIGHLIGHT

Q. What brought you to the BLACKPINK concert, and what are your thoughts on sustainable concerts?

We've been planning a London trip for years, and when we heard BLACKPINK was coming, we had to come. I think the artists play a bigger role than NGOs in raising environmental awareness, especially among younger generations. Social issues like the environment can often feel complex, but when artists talk about it, more people begin to take interest.

Audience Interview:  
Pekka Mertala,  
Iitu and Okko Vähämetsä  
from Oulu, Finland



## INTERVIEW HIGHLIGHT

Q. How does BLACKPINK's move toward supporting the clean energy transition through P-RECs signal a broader shift in the live entertainment and events industry?

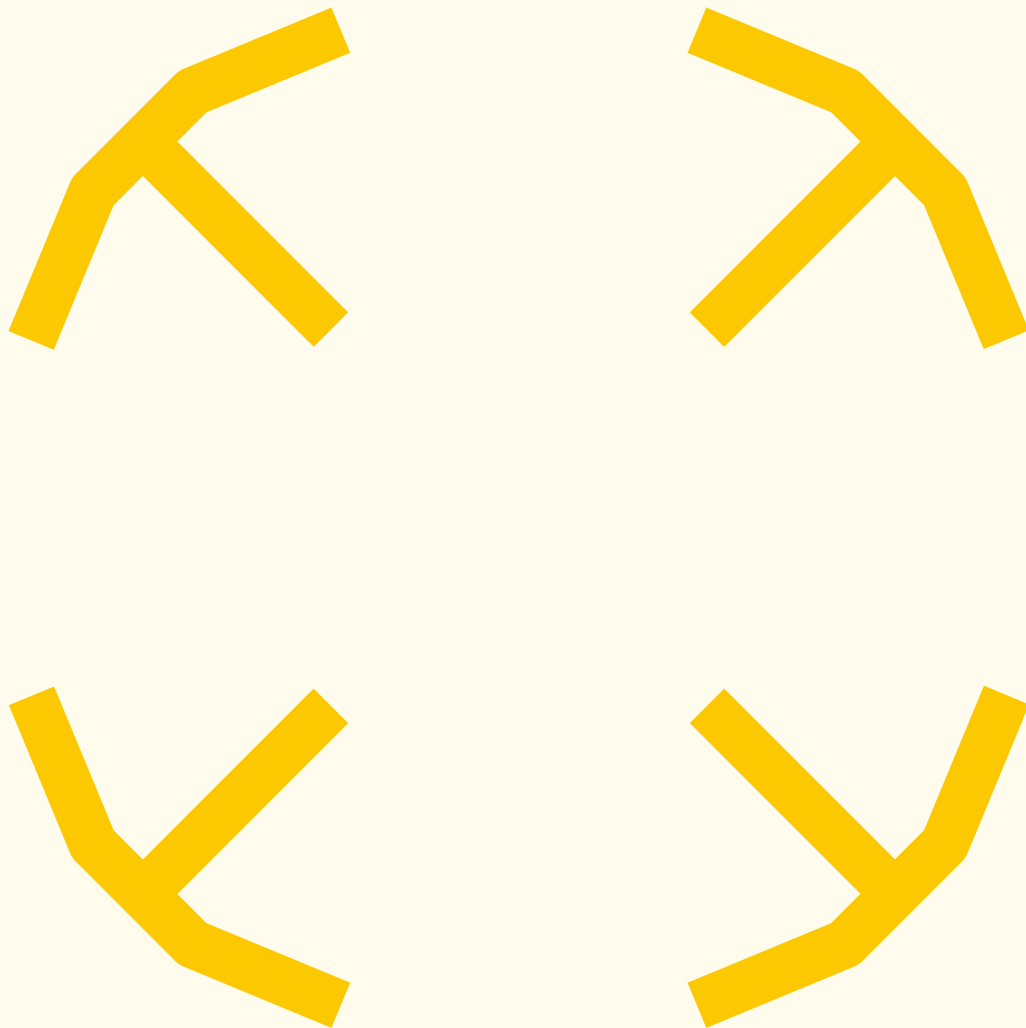
YGE's P-REC purchase - which funded the solar electrification of a university in Bor, South Sudan - is an important example of a company using its REC purchases to drive social impacts that align with its values and core goals, such as youth engagement and education. This can serve as a powerful signal to other actors in the live entertainment and events space, and beyond, about the potential for using sustainability solutions to advance both environmental outcomes and meaningful social impact.

Stakeholder Interview:  
David Mozersky,  
Energy Peace Partners<sup>1)</sup>

1) U.S.-based nonprofit organization that advances peace and sustainable development by bringing renewable energy and climate finance solutions to fragile and conflict-affected regions.



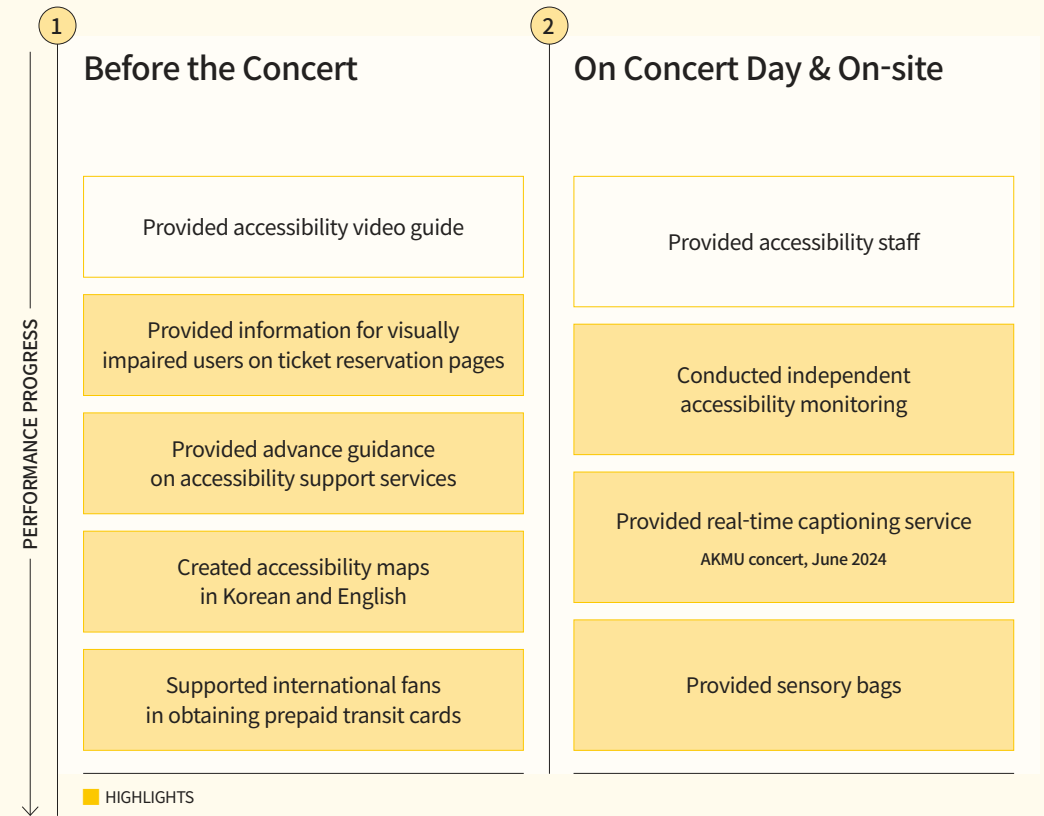
# A Celebration Where Everyone Belongs



## HIGHLIGHT

Everyone should be able to enjoy concerts without barriers. YG Entertainment continues to expand its efforts to make concerts more accessible, ensuring that concert information, facilities, and content are accessible to everyone.

### Corresponding UN-SDGs



## Before the Concert: Making Concert Information More Accessible

### Information Accessibility Management

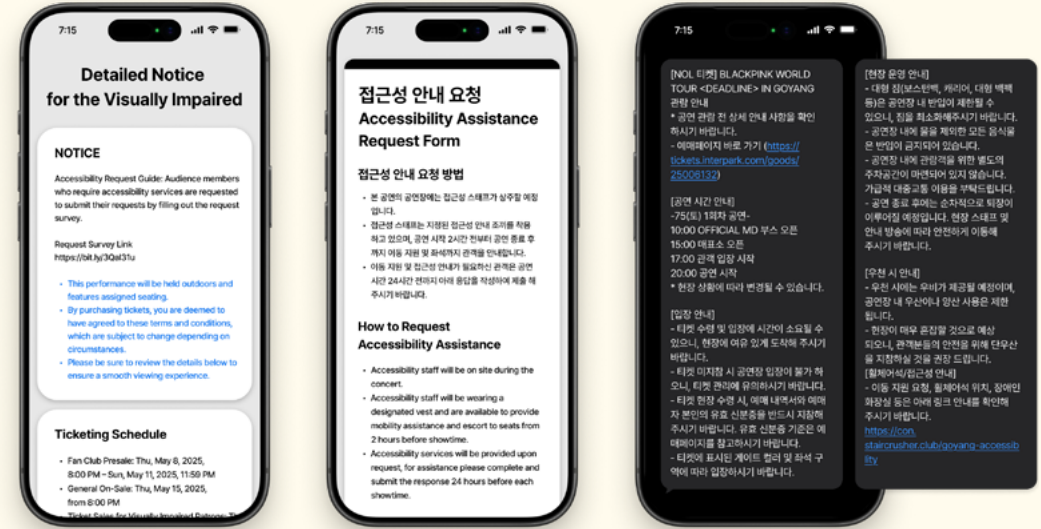
YG Entertainment is taking steps to improve accessibility and ensure that all fans, regardless of disability, can fully experience the excitement of concerts.

For visually impaired audiences, we provide information on ticket booking pages that can be read by screen readers. Information on ticketing schedules, wheelchair seating reservations, and how to request accessibility support can all be accessed through assistive devices. Audience members who need on-site accessibility support can also submit an Accessibility Assistance Request Form through the booking page, and can receive information via text message before the concert.

For audience members with limited mobility, we created accessibility maps covering the area around the venue. These maps provide information in Korean and English on accessible routes including ramps and elevators at nearby restaurants, convenience stores, and restrooms. For BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, we included an accessibility information link in booking confirmation text messages, enabling audiences to easily access relevant information before the concert.

For international fans visiting Korea, we provided guidance on obtaining prepaid transit cards from kiosks at Incheon Airport and convenience stores, along with directions to the venue. We also provide accessibility guide videos showing routes from public transit stops to major concert venues, with narration for visually impaired audience members, helping create a concertgoing experience that minimizes inconvenience from arrival to departure.

### Pre-Concert Accessibility Information

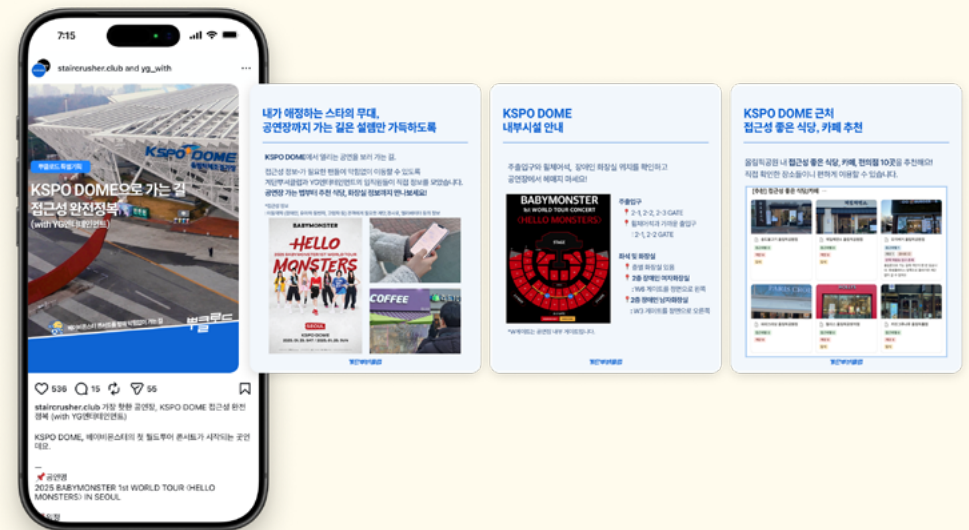


Information for Visually Impaired Users on Ticket Booking Pages

Guidance on Accessibility Assistance Requests

Accessibility Information Text Messages

### Accessibility Map

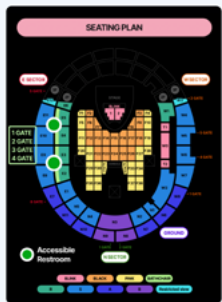


## Developing Accessibility Maps

In a joint collaboration with Stair Crusher Club, an accessibility-focused navigation service, YG Entertainment developed and distributed accessibility maps. For BABYMONSTER [HELLO MONSTERS] IN SEOUL in January 2025, YG Entertainment staff participated in assessing the accessibility of wheelchair-friendly amenities, restaurants, and cafes near KSPO DOME, and the findings were used to develop the accessibility maps.



### Goyang Stadium Accessible Restrooms and Facilities



- Main Entrance**
  - Nearest to the wheelchair seats
  - EAST GATES 1-4
- Goyang Stadium Accessible Restrooms**
  - Near sections E3-E2
  - Near sections E4-E5
- Sono Arena Accessible Restrooms**
  - 1F near 1-2 entrance
  - 1F next to CU



계단부하물림

Accessibility Map for BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG



## On Concert Day: Supporting Audiences On-Site

### Lowering Barriers to Concert Access: Efforts to Improve Accessibility

From two hours before the concert begins until audiences leave the venue, YG Entertainment provides support through accessibility staff who offer mobility and seating assistance. Accessibility staff complete training in advance addressing a range of accessibility needs and providing mobility assistance, enabling them to offer timely support when needed.

To create concerts enjoyable for everyone, YG Entertainment continues to improve accessibility by identifying audience needs, learning from new situations, and applying those insights on-site. For instance, we provided real-time captioning service at AKMU's 10th anniversary concert [10VE] in June 2024 and introduced sensory bags for audience members with sensory sensitivities at BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG in July 2025.



Real-Time Captioning Service



Sensory Bags

### Independent Accessibility Monitoring

In June 2024, YG Entertainment conducted accessibility monitoring at AKMU's 10th anniversary concert [10VE] in collaboration with MUUI. A monitoring group consisting of six people with disabilities reviewed the entire concert experience, from the ticket booking process and arrival at the venue to the end of the show. The monitoring results identified areas for improvement in the following two stages.

### Monitoring Results

#### Step 1

#### Booking Process

The web and mobile ticket booking systems offered multilingual services, however several areas for improvement were identified, including screen reader and alternative text support, keyboard navigation, and accessibility inquiry channels.

In response, YG Entertainment improved the accessibility of pre-concert information for concerts by providing information for visually impaired users, adding a function to request accessibility staff, and including links to accessibility information in booking confirmation text messages. We also strengthened information delivery system to better meet diverse user needs.

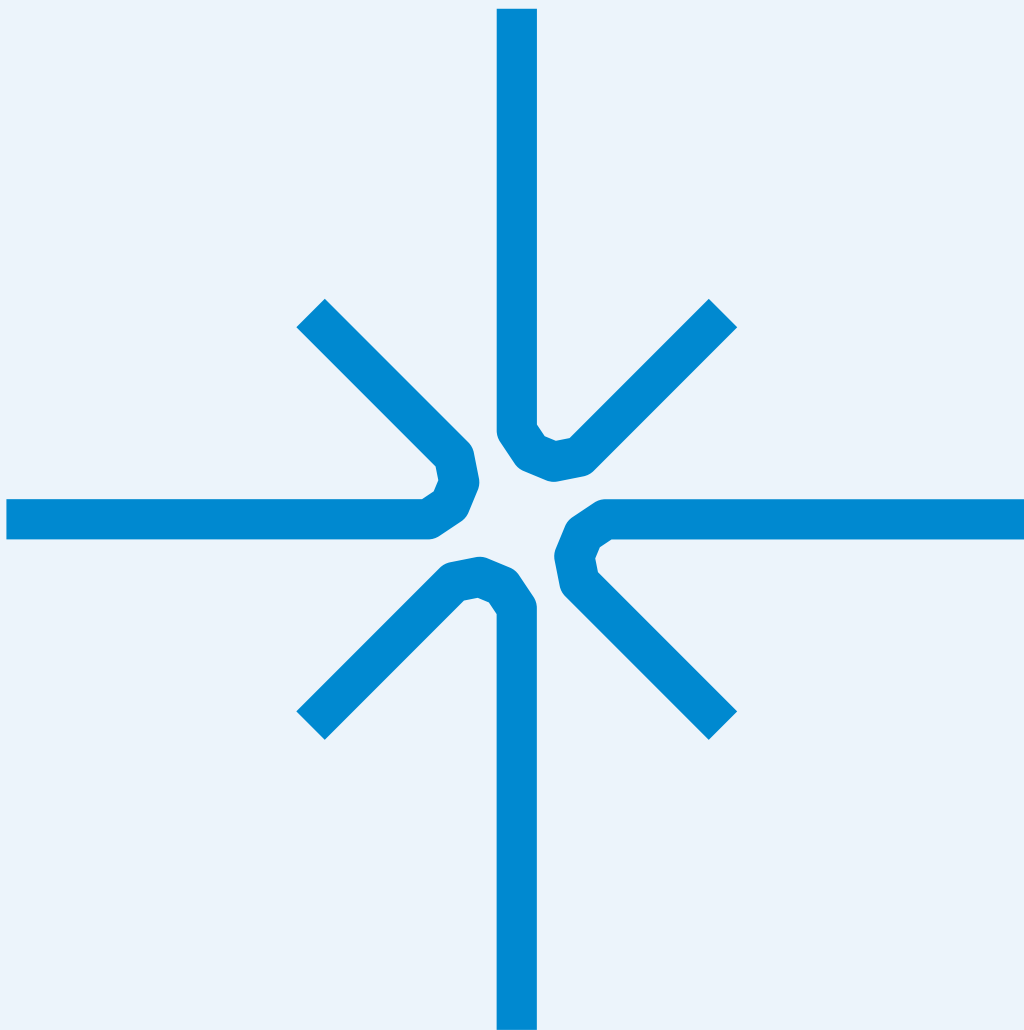
#### Step 2

#### On Concert Day

On-site assistance from staff and the management of accessible restroom received positive feedback, while the need provision on-site information was identified in areas such as drop-off and pick-up zones, accessible routes, elevator locations, braille and large-print materials, and evacuation procedures.

In response, YG Entertainment enhanced on-site provision by assigning and training accessibility staff. We also expanded audience support measures, including accessibility maps, real-time captioning, and sensory bags, to improve access to information and enhance the concert experience.

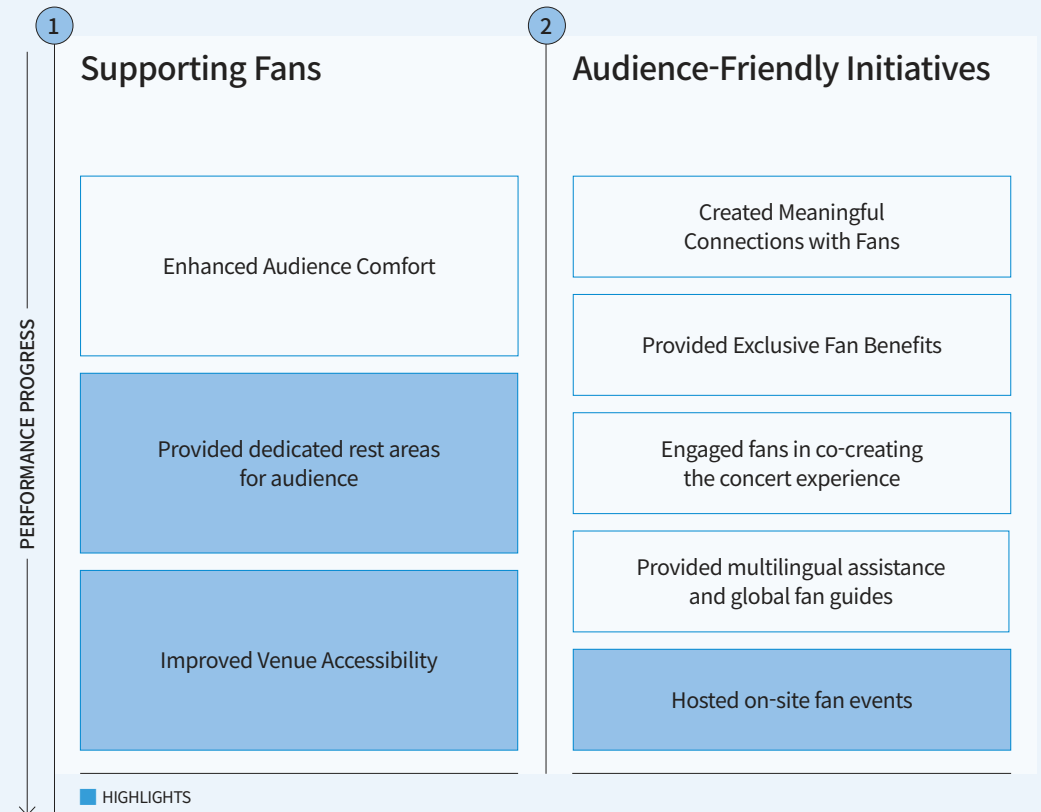
# Promoting a Fair Concert Culture for Fans



## HIGHLIGHT

YG Entertainment has established an operational framework that safeguards the rights and interests of fans throughout its concerts, enabling audiences to fully immerse themselves in the experience.

Corresponding UN-SDGs

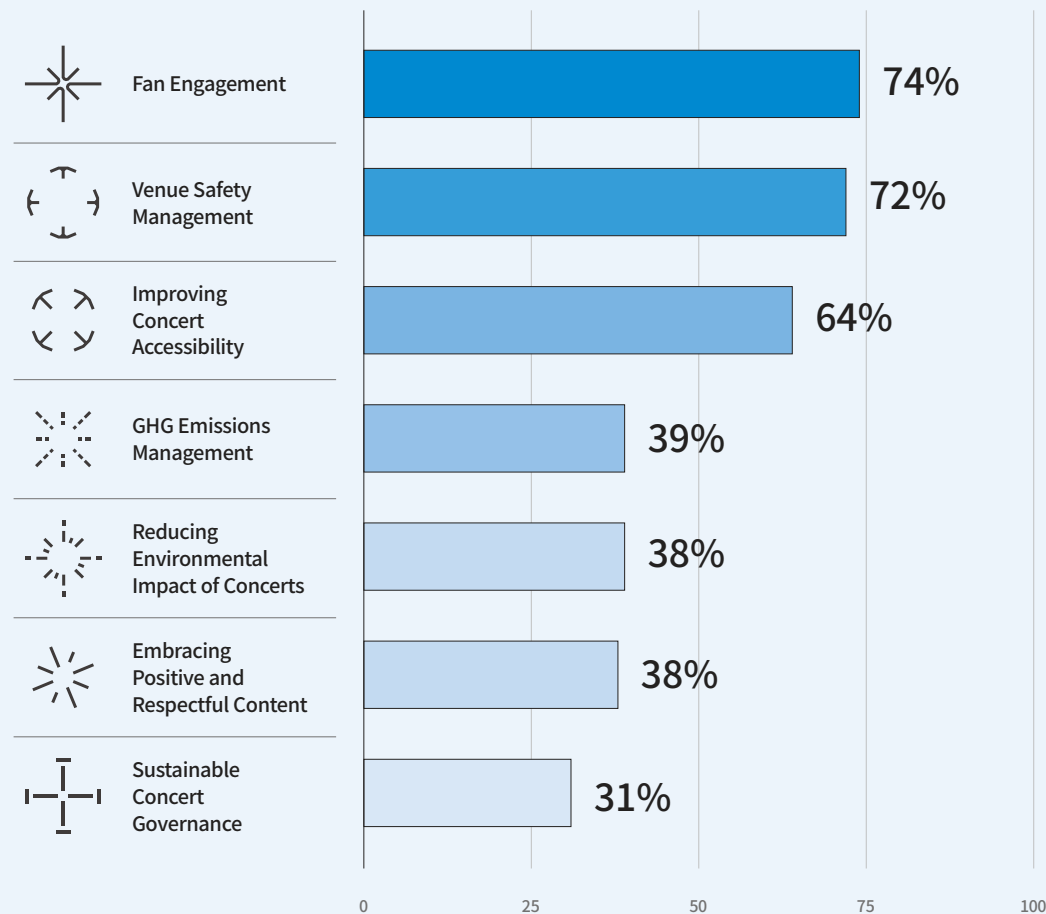


## Promoting a Fair Concert Culture for Fans

### Fans' Voices: Insights From the YG Sustainable Concert Survey

In YG Entertainment's 2023 Sustainable Concert Survey, fans identified Fan Engagement as the most important principle of a sustainable concert. In response to this, YG Entertainment placed greater emphasis on fan engagement and continues to enhance the concert experience and strengthen connections with fans.

#### Q. Which of the seven principles of sustainable concerts do you consider most important?



### Audience Rest Areas

YG Entertainment operates audience rest areas to help prevent discomfort and safety risks that can result from sudden weather changes, such as extreme heat.

For AKMU [10VE] in June 2024, TREASURE [REBOOT] in August 2024, WINNER [IN OUR CIRCLE] in July 2025, and TREASURE [PULSE ON] in October 2025, dedicated rest areas were created based on venue conditions. To help audiences stay comfortable during hot weather, outdoor rest areas were equipped with shade canopies and large cooling fans.



Top | Audience Rest Area at WINNER [IN OUR CIRCLE] in July 2025

Bottom | Audience Rest Area at AKMU [10VE] in June 2024

**Improving Venue Accessibility**

To alleviate traffic congestion and enhance audience convenience at large-scale concerts, YG Entertainment provided dedicated shuttle and loop bus services.

For BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, we introduced a shuttle package linked to ticket purchases. In addition to routes from Hapjeong Station in Seoul, we operated round-trip routes from major cities across Korea, including Daejeon, Gwangju, Daegu, and Busan, improving accessibility for fans traveling long distances. We also offered a loop bus between Goyang Sports Complex and GTX KINTEX Station, with schedules announced in advance through our official social media. These measures ensured travel more convenient for the audience while reducing traffic congestion around the venue and promoting the use of public transportation.

**순환버스 운영 안내**

공연 당일, 고양종합운동장 내 주차는 불가합니다.  
대중교통 이용을 권장드리며, 편의를 위해 GTX 킨텍스역 ↔ 고양종합운동장 구간 순환 셔틀버스를 운영하오니 적극 활용 바랍니다.  
※ 대중교통카드 지참 필수 ※

	상행 GTX 킨텍스역 → 고양종합운동장	하행 고양종합운동장 → GTX 킨텍스역
시간	15:00 ~ 공연 전	공연 종료 후 ~ 24:00 *현장 상황에 따라 변동 가능
소요 시간	5분	7 ~ 10분
배차 간격	5 ~ 10분 *현장 상황에 따라 변동 가능	
위치	킨텍스역 1번 출구 "현대모티스튜디오고양"	대화중학교 고양종합운동장

Notice on Loop Shuttle Bus Service Between GTX KINTEX Station and Goyang Sports Complex

**On-Site Fan Events**

At TREASURE TOUR [PULSE ON] IN SEOUL 2025-2026, YG Entertainment held "Hangawi" TEUME Festival to celebrate the Chuseok holiday, with a range of events designed to make the concert experience even more special for fans.

- ① Yunnori With KRUNK: Fans enjoyed 1-on-1 matches of Yunnori (a traditional Korean board game) with YG's mascot KRUNK for a chance to win special prizes.
- ② Lucky Songpyeon Wheel: Fans participated in the event's dress code spun a prize wheel named after Songpyeon to win various giveaways.
- ③ Wish Moon: Fans wrote down their heartfelt holiday wishes and messages of support for the artists on a giant moon display.
- ④ Open the Lucky Pouch: By scanning on-site QR codes, fans could digitally open a traditional lucky pouch (Bokjumeoni) to unlock exclusive, unreleased photos.
- ⑤ Triple the Fun: A first-come, first-served entry event was held for fans who booked tickets for all three shows.



Instagram Posts: "Hangawi" TEUME Festival

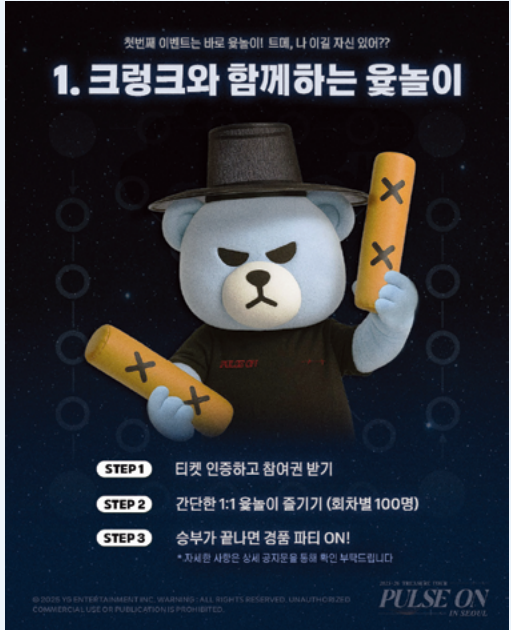
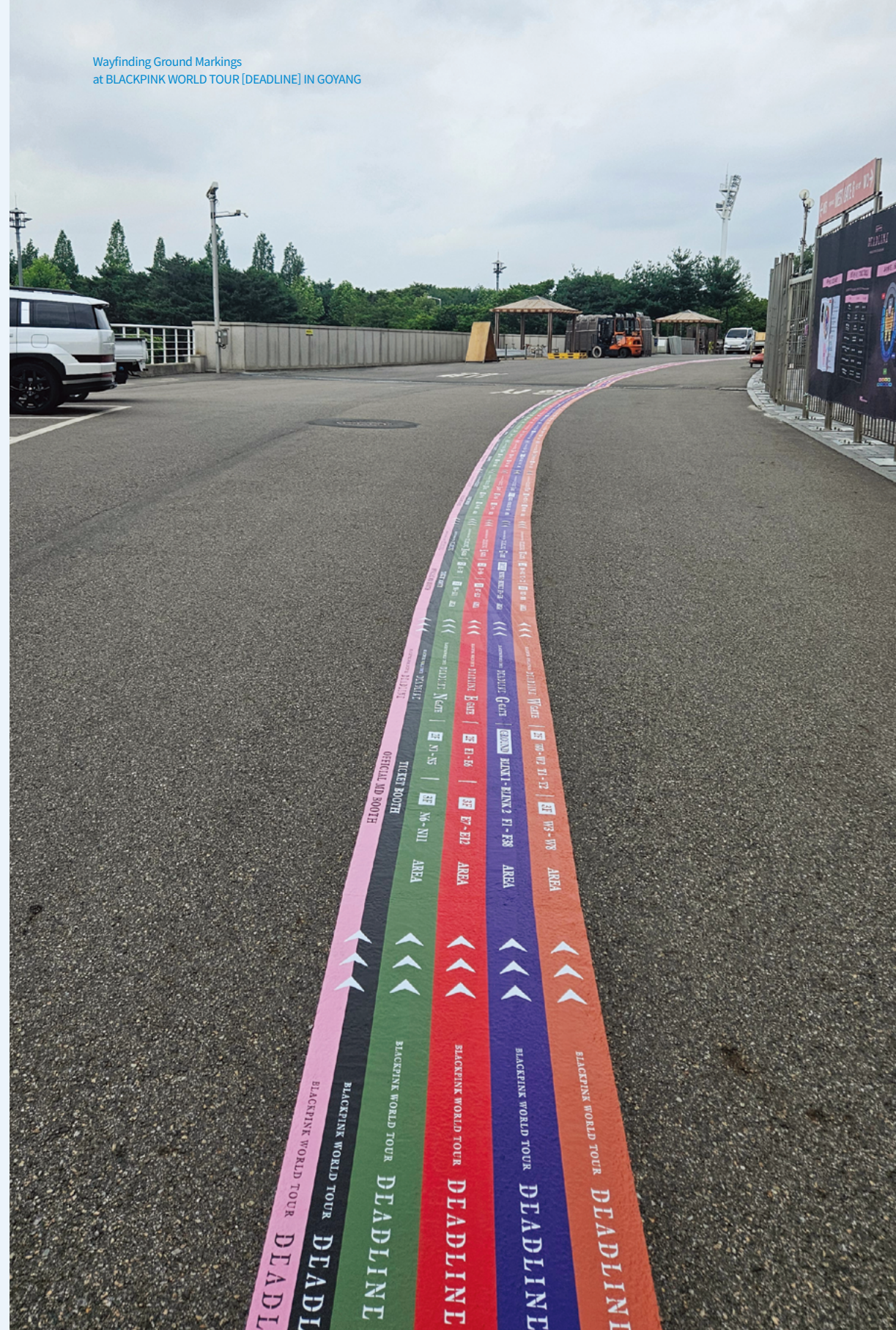




Photo Zone Outside the Venue  
at BLACKPINK WORLD TOUR [DEADLINE] IN SINGAPORE

Wayfinding Ground Markings  
at BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG



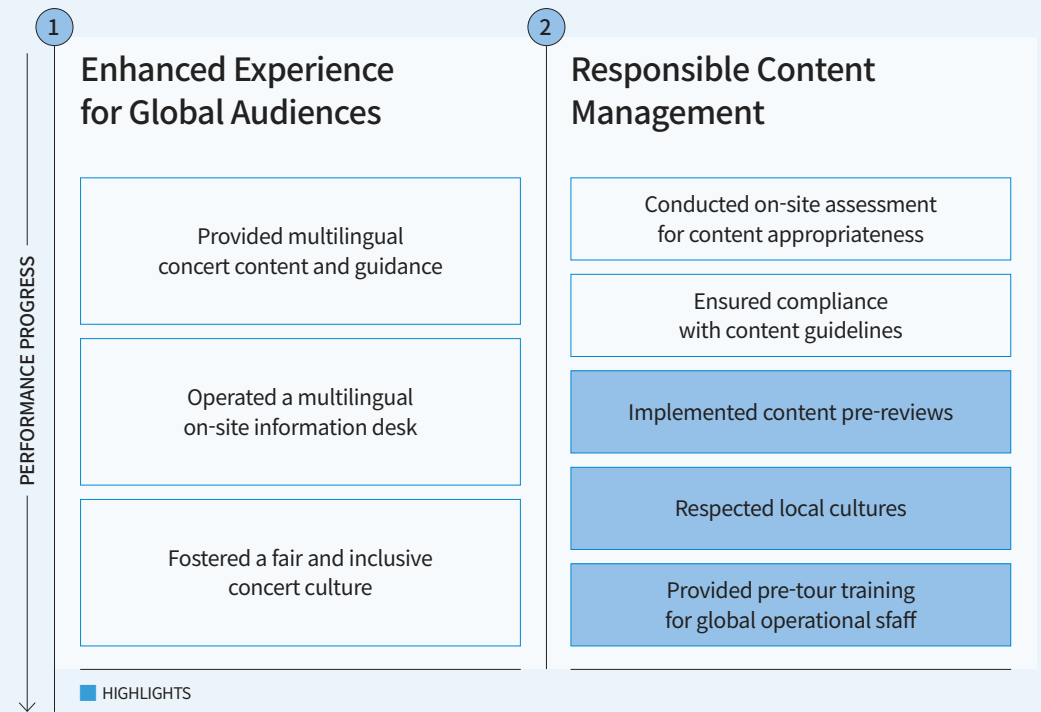
# Music That Makes a Positive Impact on the World



## HIGHLIGHT

YG Entertainment is dedicated to creating inclusive concert environments where everyone — across all races, genders, or generations— feels safe and welcome. We respect local cultures, stay conscious of social issues, and reject all forms of hate or discrimination. Through the power of our concerts, we connect with global audiences to deliver positive messages and inspire meaningful change.

### Corresponding UN-SDGs



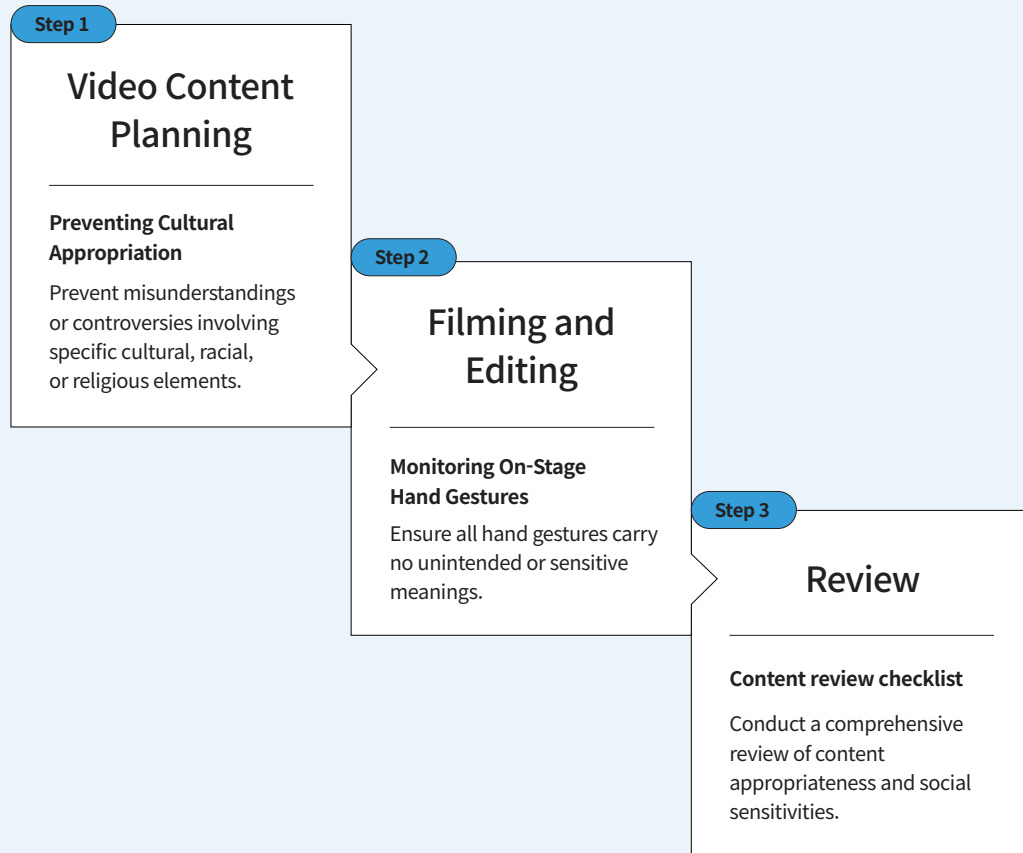
# Responsible Content Management

## On-Site Review of Content Appropriateness

YG Entertainment monitors and evaluates content appropriateness directly on-site during concerts. Our internal reviews focus on four areas: diversity and inclusion, issue sensitivity, intellectual property protection, and appropriateness of expression. The insights gained from these evaluations are integrated into our continuous improvement initiatives. In 2025, we conducted on-site monitoring at three events, including two TREASURE concerts and one BABYMONSTER concert.

## Content Pre-Review

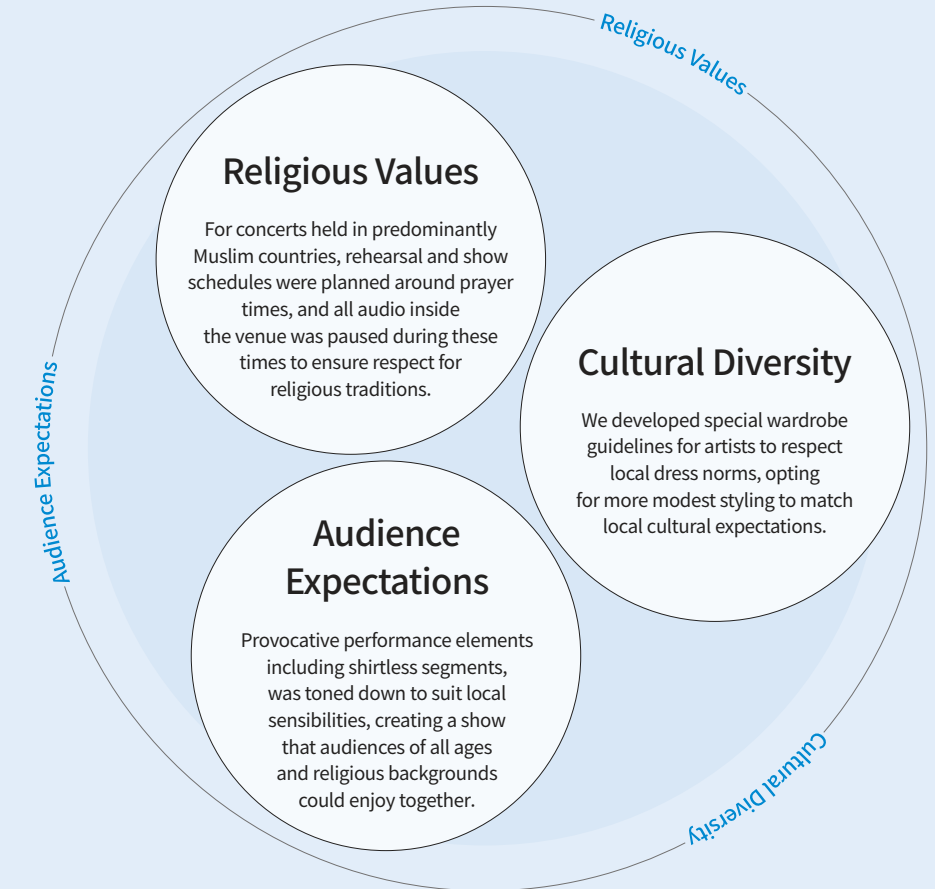
YG Entertainment operates multi-stage pre-review framework for all self-produced content, panning from initial planning to final approval including concert VCRS and behind-the-scenes videos. Throughout production, we ensure legal and ethical compliance while carefully considering diverse cultural context to deliver content that fans can trust.



## CASE

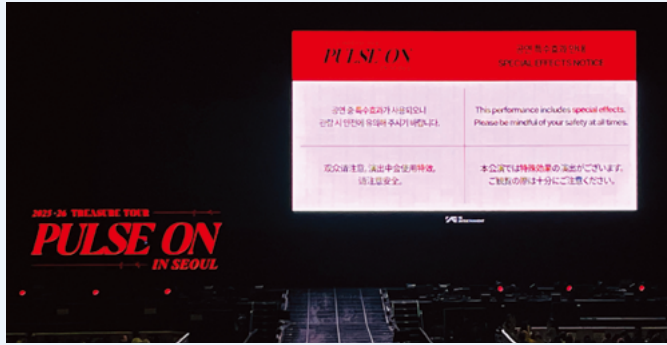
### Concert Operations with Respect for Local Culture

From the planning stage of each concert, YG Entertainment prioritizes to local religious practices and cultural sensibilities, helping global fans connect more deeply with the content. At BLACKPINK WORLD TOUR [DEADLINE] IN JAKARTA, we demonstrated this commitment by respecting local culture across three key areas.

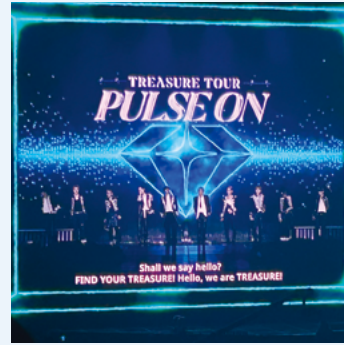


## Multilingual Support for Concert Content and Guidance

To ensure global fans can share the concert experience regardless of their native language, YG Entertainment provides real-time multilingual subtitles for concert content. Important announcements are also provided in multiple languages, including English and Chinese, helping fans from around the world to navigate the venue with ease. The purpose of this service is to deliver the full emotional resonance of the concert without language barriers.



Multilingual Notice on Special Effects at TREASURE TOUR [PULSE ON] IN SEOUL



Real-Time Multilingual Subtitles for Concert Content at TREASURE TOUR [PULSE ON] IN SEOUL

## Multilingual Information Desk for Global Audiences

During BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, YG Entertainment operated a multilingual information desk to ensure that fans from around the world can seamlessly enjoy the concert. The desk provided support in four languages: Korean, English, Japanese, and Chinese. This allowed international fans to check the concert schedule, directions around the venue, operational updates, and other essential information without the constraint of language barriers.

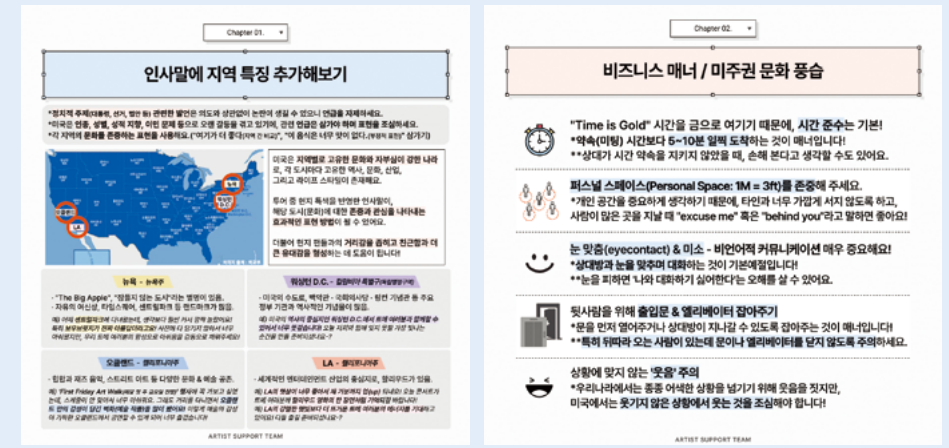
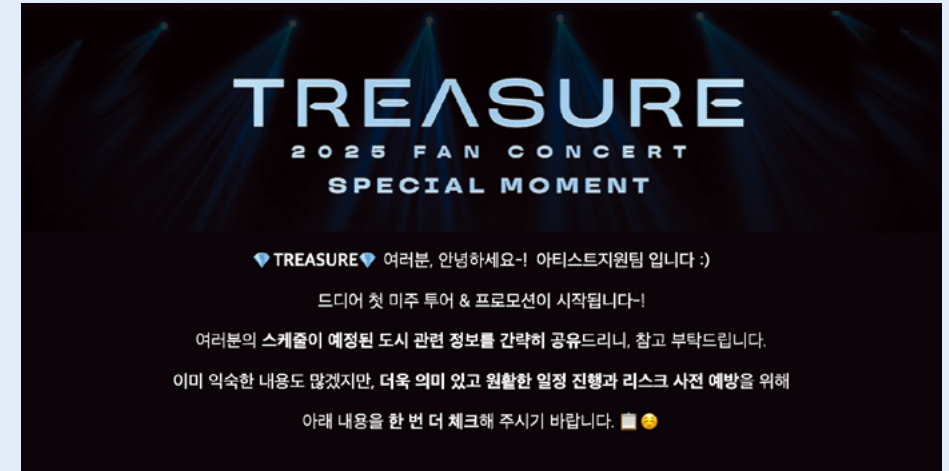


Multilingual Information Desk at BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG

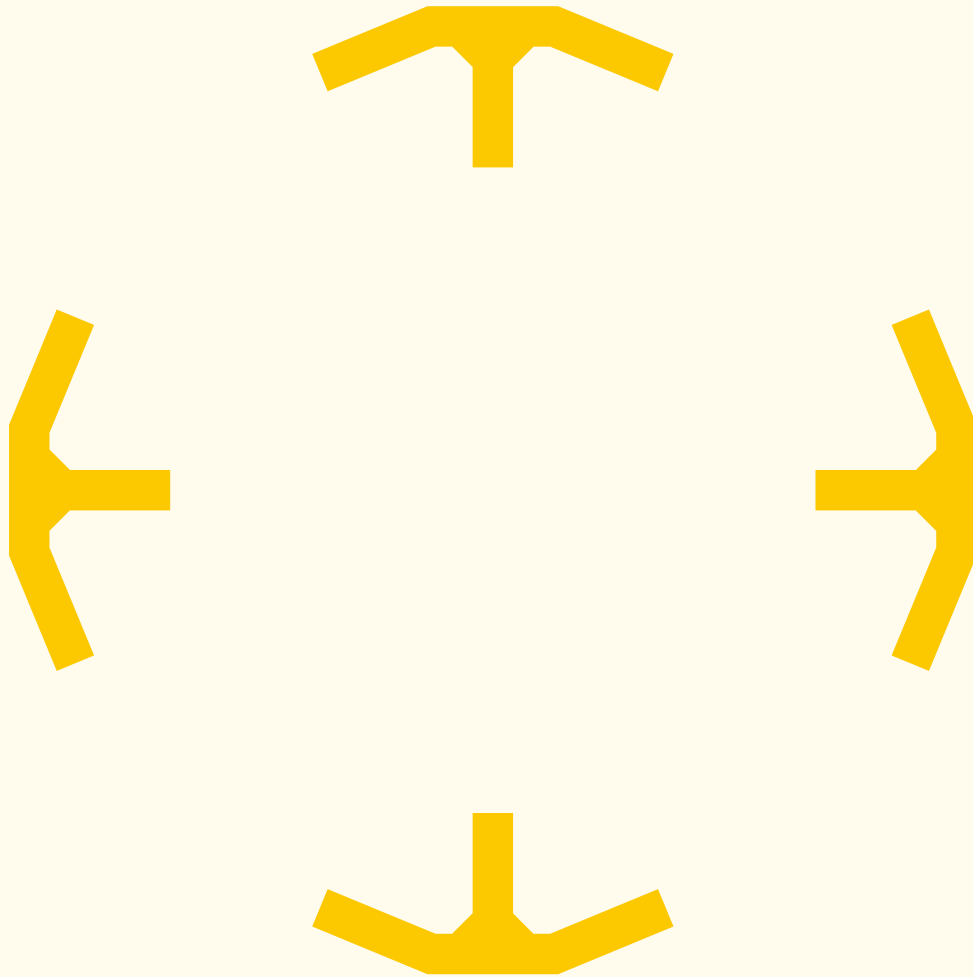
## CASE

### Global Tour Essential Guide

The Global Tour Essential Guide delivers practical guidance, ranging from local customs and communication tips to on-the-ground safety protocols. It also shares in advance country-specific political and social sensitivities, along with cultural taboos, helping artists feel prepared when performing abroad, connect more deeply with local fans, and complete the tour successfully.



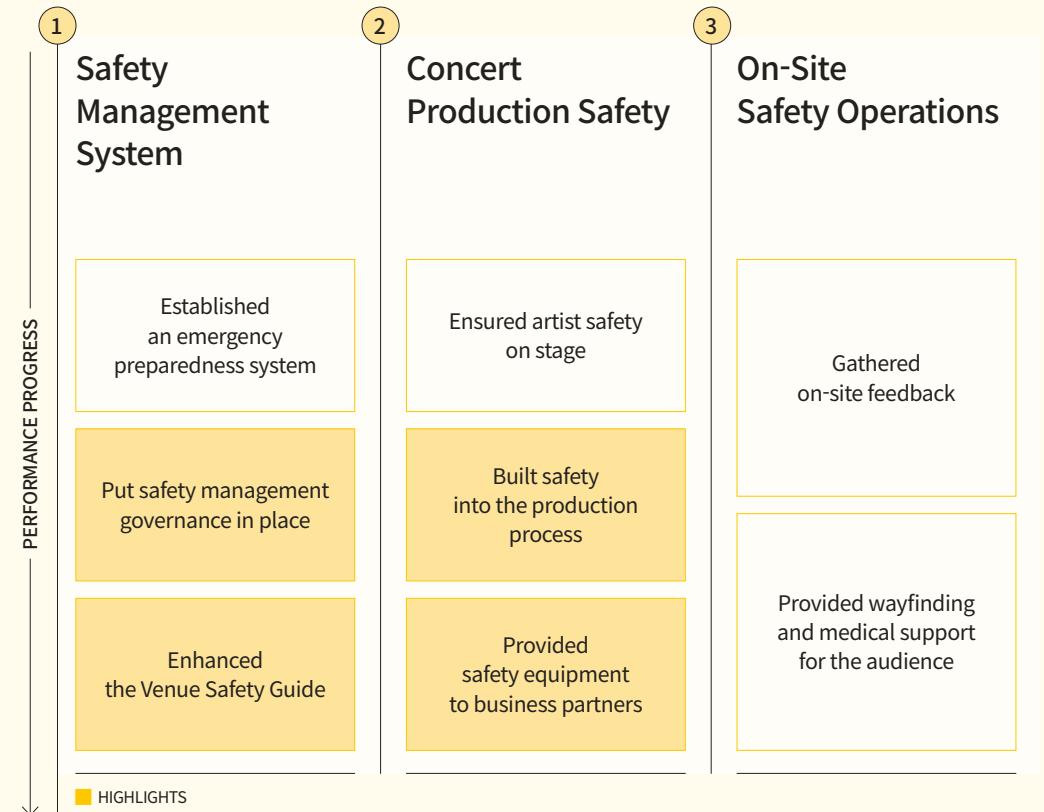
# Keeping Every Exciting Moment Safe through a Seamless System



## HIGHLIGHT

The memorable concert begins with a safe environment. To help audiences, artists, and concert staff feel secure and focus fully on the performance, YG Entertainment has established a safety management system covering the entire concert process, from planning to on-site operations.

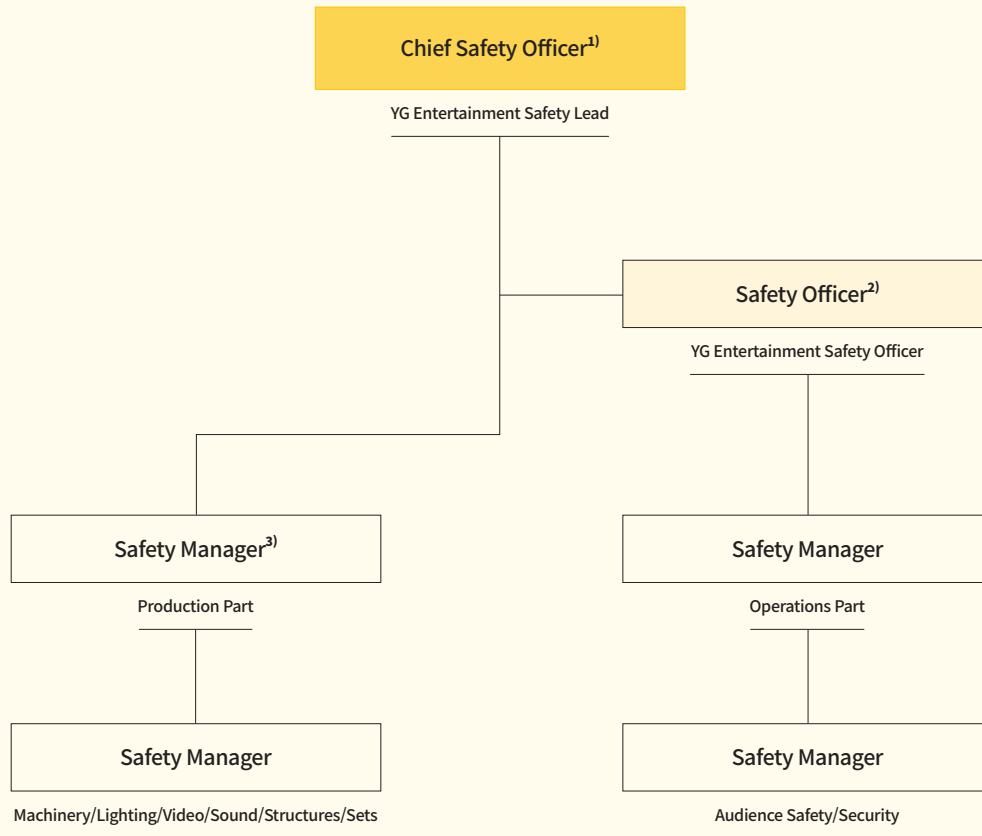
### Corresponding UN-SDGs



## Establishing a Safety Management System

### Safety Management Governance

For every concert, YG Entertainment appoints a Chief Safety Officer and a dedicated safety team with clearly defined responsibilities and authority. From the planning stage, we establish an emergency response network to handle unexpected incidents, natural disasters, and other emergencies. Through this proactive preparation, we create a safe environment where both audiences and artists can fully focus on the performance.



- 1) Chief Safety Officer: Leads overall on-site safety management for each projects and concerts.
- 2) Safety Officer: Appointed under legal requirements (Occupational Safety and Health Act).
- 3) Safety Managers: Provide operational support for projects and concerts.

### Maintaining and Enhancing the Venue Safety Guide

YG Entertainment applies consistent safety standards across all concerts through Venue Safety Guide. Since its first publication in 2024, we have continuously updated the guide to make it more practical, reflecting on-site feedback, refining safety inspection items, and improving management procedures.

In the latest version, we reinforced response protocols for external factors such as weather and site conditions. Specifically, it defines criteria for halting operations or performances in response to severe weather hazards, including strong winds, precipitation, extreme heat or cold, fine dust, and lightning. Aligned with relevant laws and established safety regulations, this framework covers from concert preparation to live operations. We will continue to update the guide to serve as an effective, operational resource.



Venue Safety Guide

# Concert Production Safety


## Building Safety into the Production Process

YG Entertainment places safety first at every stage of concert production, from stage setup to dismantling and load-out. At every venue, we conduct risk assessments to identify and address potential hazards before incidents occur.

To ensure safe work environment for partner companies' personnel, YG Entertainment provides essential personal protective equipment (PPE), including safety helmets and metatarsal safety shoes. Together with all personnel on-site, we work to create a safe, zero-accident concert environment.

### Safety Inspection

Assesses compliance with on-site standards and immediately addresses hazards



Concerts Risk-Assessed in 2024

**Total: 5**

Concerts Risk-Assessed in 2025

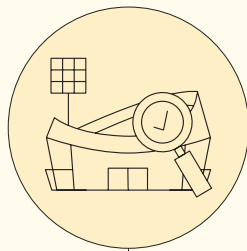
**Total: 5**

**100%**

of identified hazards corrected

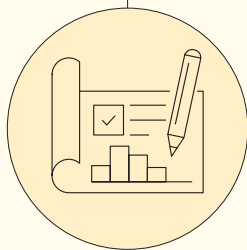
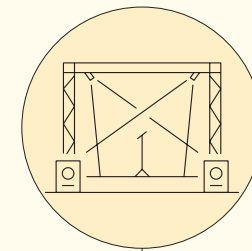
### Stage Structural Review

Verifies stage structural safety through expert inspections



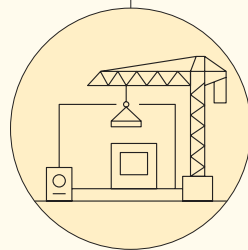
### Main Show

Manages entry and exit routes and backstage safety



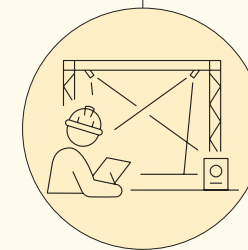
### Concert Safety Plan

Establishes a dedicated team and emergency response system



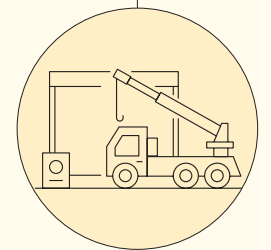
### Stage Equipment Installation (D-4)

Provides worker safety training and inspects personal protective equipment



### Technical Rehearsal

Performs final checks for stage equipment malfunctions and design flaws

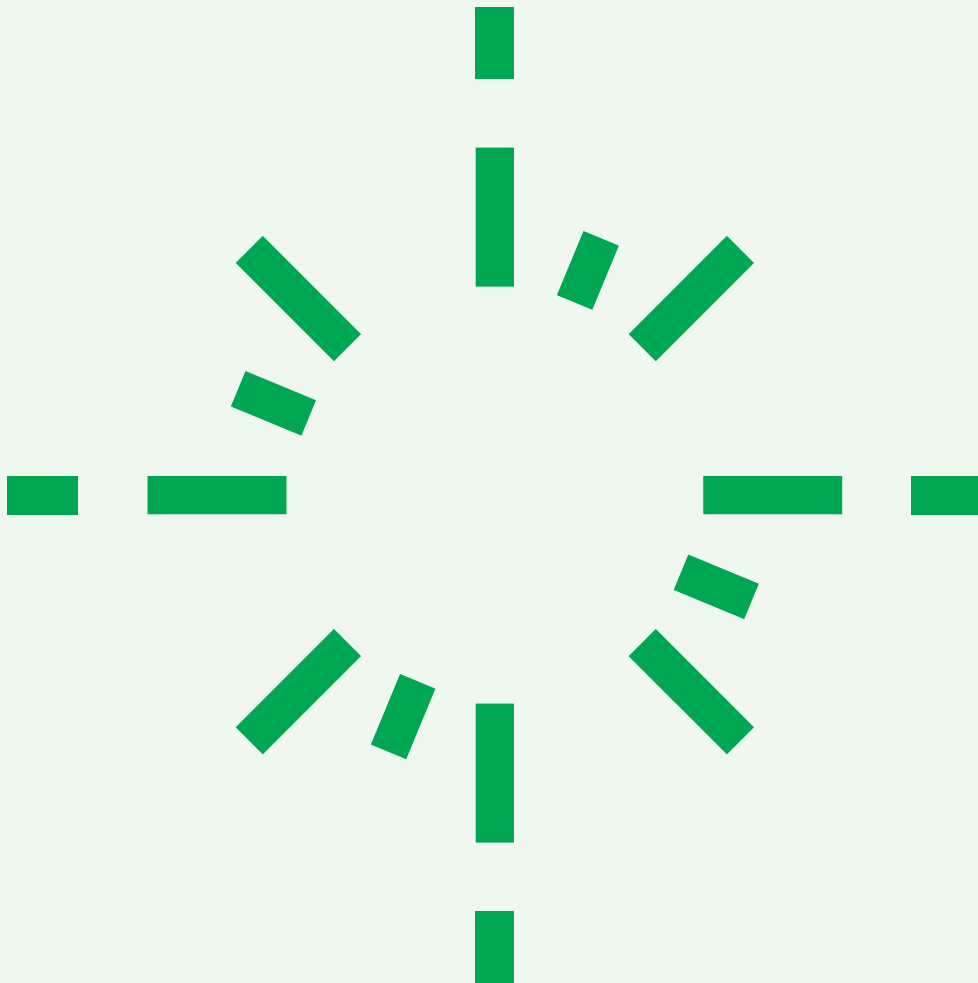


### Stage Equipment Dismantling and Load-Out

Oversees equipment dismantling and inspects residual materials to prevent accidents



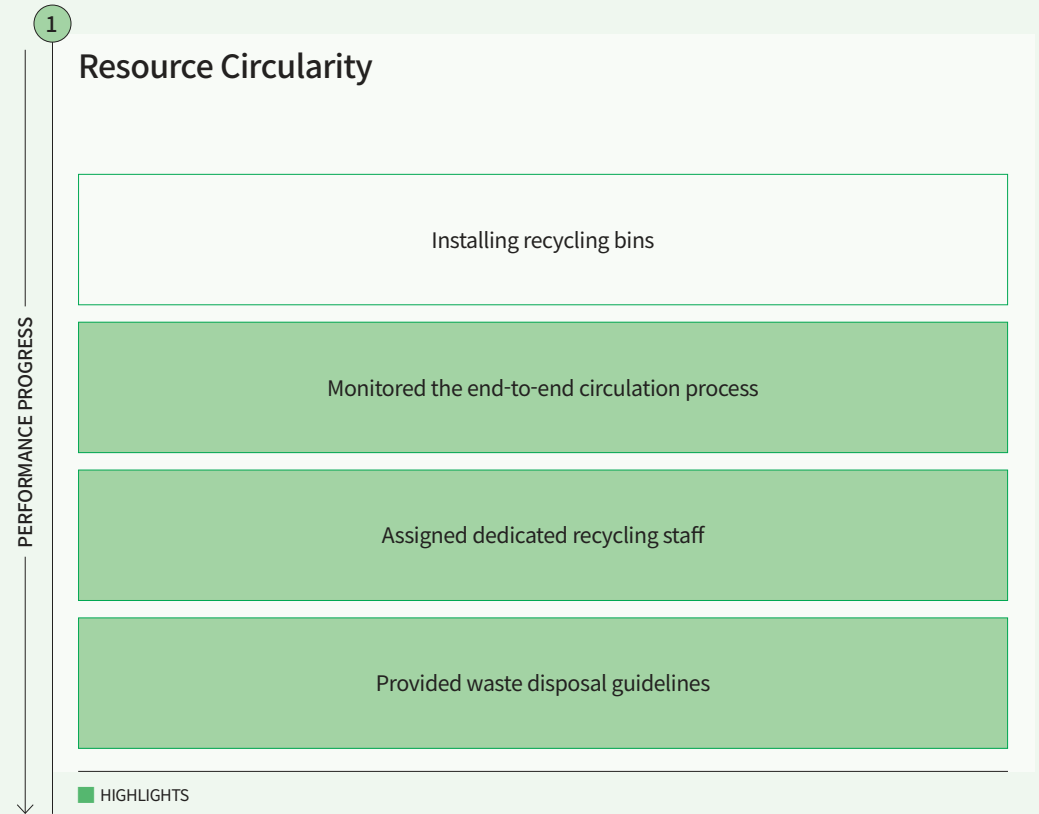
# Deeper Resonance, Minimal Environmental Impact



## HIGHLIGHT

YG Entertainment is creating a more sustainable concert environment by reducing the waste generated during concerts and by measuring and managing materials so they can be reused and recycled.

Corresponding UN-SDGs



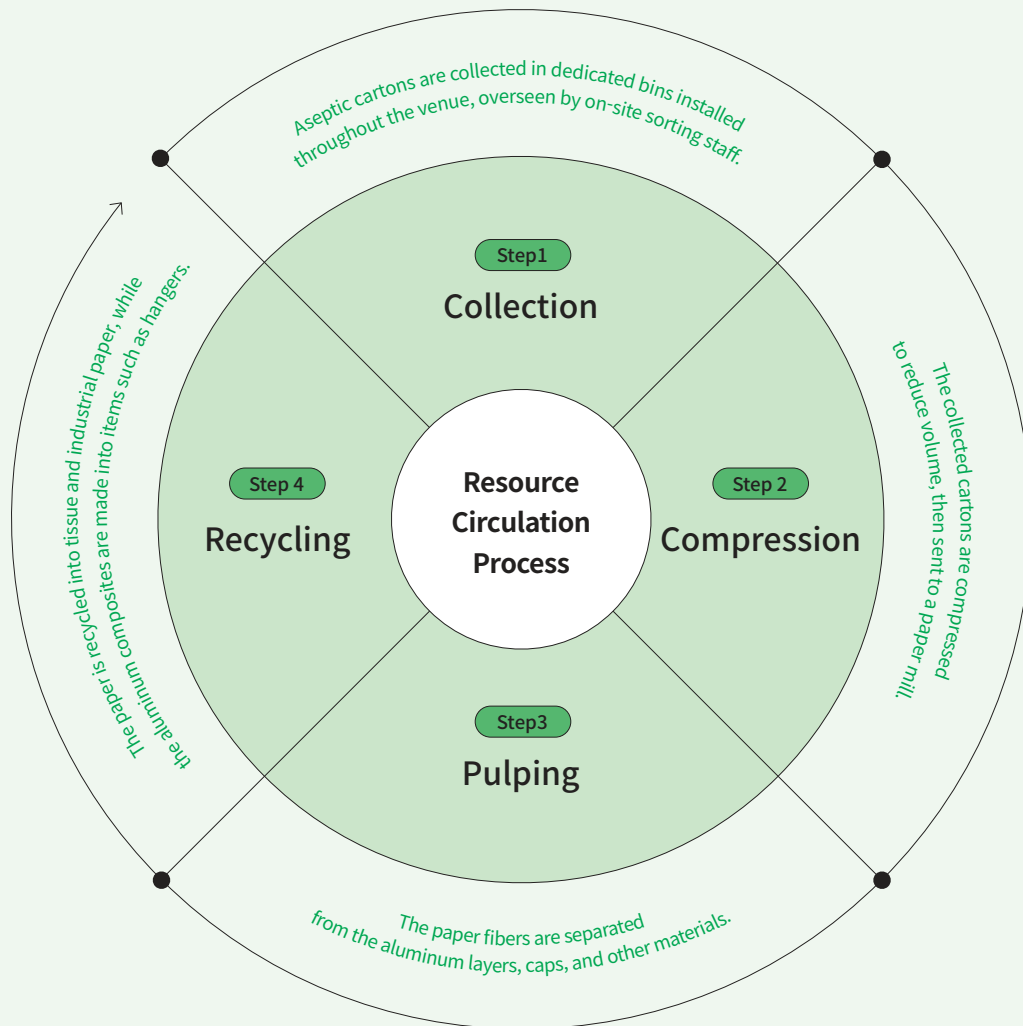
## Resource Circularity

### **BLACKPINK WATER**

For BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, YG Entertainment partnered with Tetra Pak and iCOOP Natural Dream to launch "BLACKPINK WATER", water packaged in aseptic cartons featuring BLACKPINK's signature colors. The paper used for the cartons is FSC-certified, meaning it comes from responsibly managed forests, and the caps are made from sugarcane-based materials.

### **Resource Circulation Process**

When properly sorted for recycling, used aseptic cartons are saved from disposal. They can be integrate into a resource circulation process and be repurposed into new products. YG Entertainment monitors this process and continues to explore ways to enhance material circularity.



## Audience Engagement Campaign

At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, Tetra Pak in partnership with YG Entertainment operated the “Be a BLINK, Make the Right Move” campaign booth. Through an aseptic carton sorting activity and a quiz, the campaign walked visitors through the proper recycling steps: rinsing, unfolding, and placing cartons in a dedicated collection bin. As a reward, participating visitors received a custom recycling bin designed for everyday use.



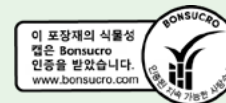
### HIGHLIGHT

## BLACKPINK WATER A Lighter Choice, Created Together

**1**  
The paper used for the aseptic cartons is FSC-certified, and the caps are made from sugarcane-based materials.



● BLACKPINK WATER Cap



● Aseptic Carton Paper

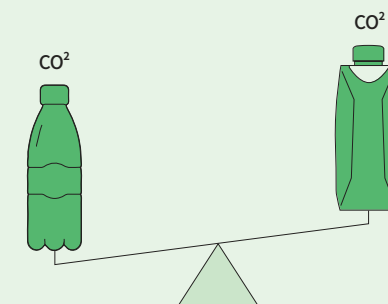


● Aseptic Carton Sorting Label



**2**  
Dedicated collection bins were installed at the venue, and the collection and disposal process was managed by a specialized recycling partner to maximize material circularity.

**3**  
Across production and disposal, aseptic-carton water generates significantly lower GHG emissions, approximately 2.2 times less than bottled water.



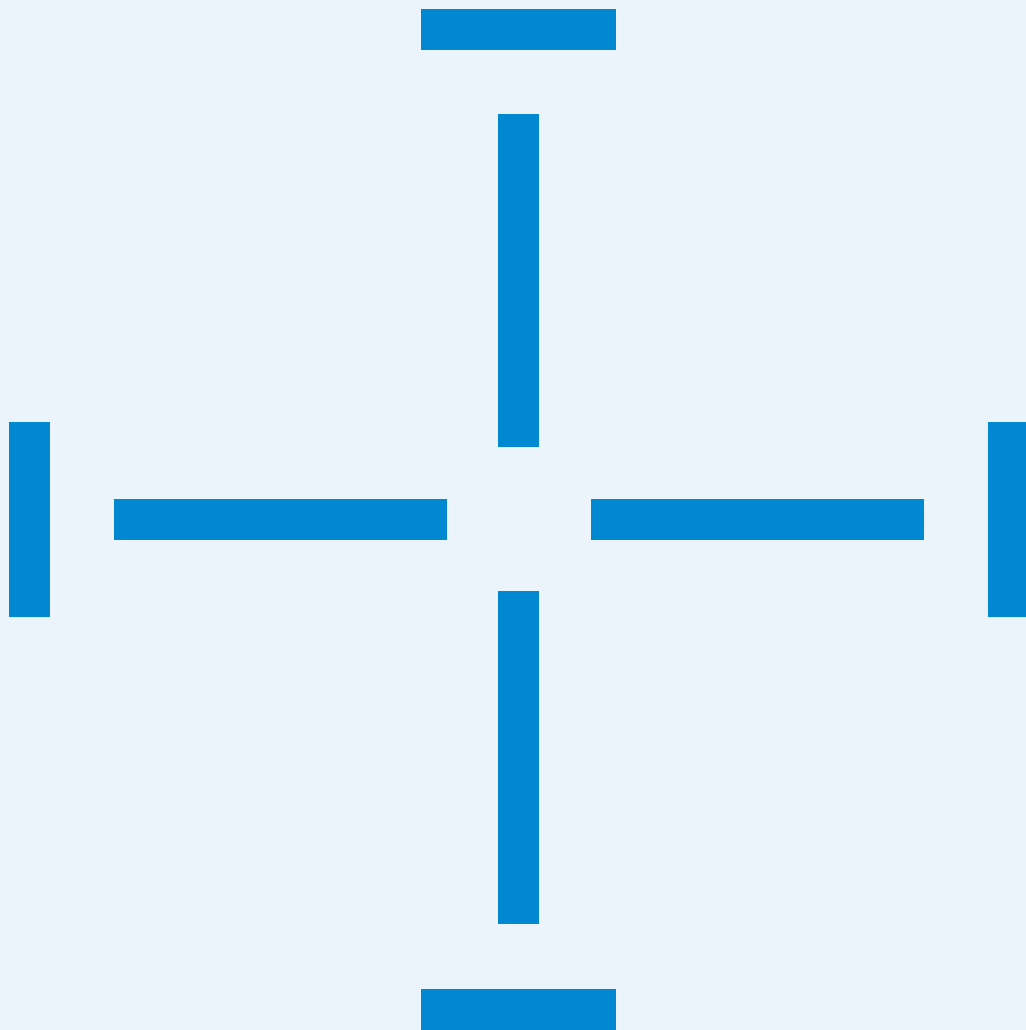
## Improving the Waste Management System

Proper waste sorting can be challenging in large-scale concert venues. At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, YG Entertainment addressed this by displaying Waste Disposal Guidelines, allocating dedicated recycling staff, and placing sorting bins throughout the venue.

To prevent the raincoats distributed during wet weather from being discarded improperly, we also installed raincoat collection bins at the venue and nearby subway stations. Through these efforts, we are gaining a more precise understanding of waste streams, utilizing this data to manage waste more effectively.



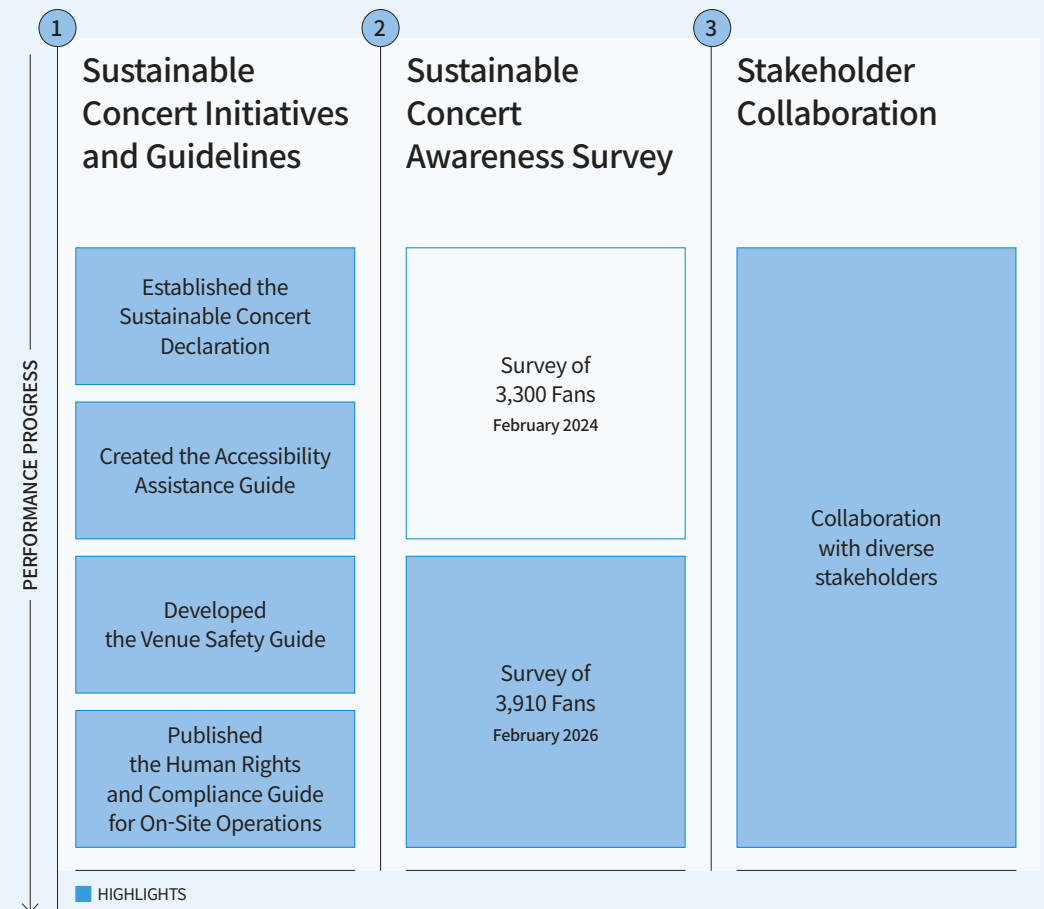
# Sustainable Concerts: Shaping Our Shared Vision



## HIGHLIGHT

YG Entertainment aims to advance the shift toward sustainable K-pop concerts through a systematic internal implementation structure.

Corresponding UN-SDGs



## Sustainable Concert Governance

### Sustainable Concert Declaration

As committed to a better future, YG Entertainment is working to create sustainable concerts for fans, artists, and everyone who helps bring concerts to life. Our sustainable concerts are designed to minimize negative environmental and social impacts while maximizing positive experience.

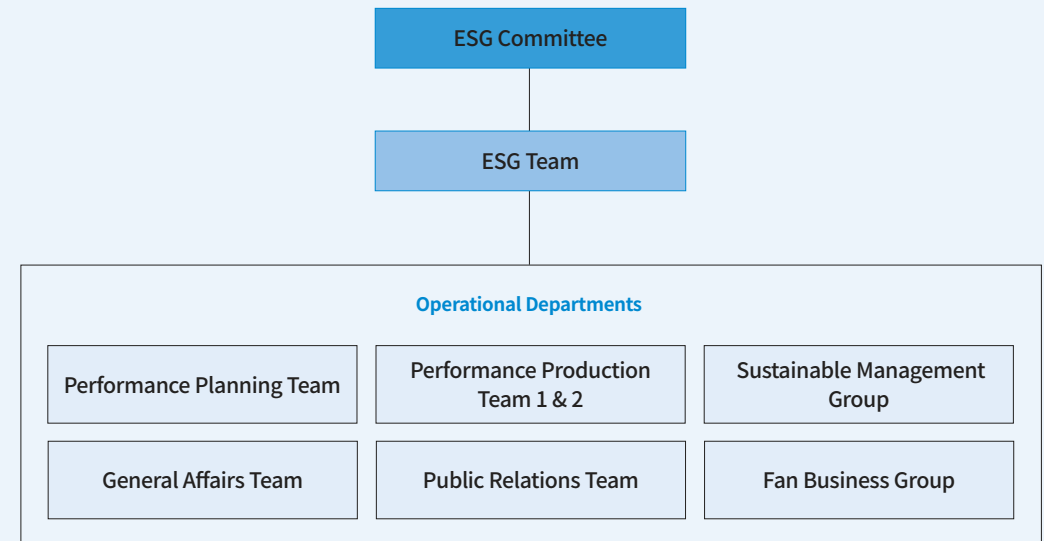
#### Why Sustainable Concerts Matters

Concerts are special moments that bring so many people together through music. YG Entertainment has long reflected on how the power of music to move people and the positive influence of today's entertainment industry can contribute to society. We began exploring how concerts can serve as a platform for driving positive change.

As part of its work on sustainable concerts, YG Entertainment will identify the environmental and social impacts of its concerts and seek solutions to address them. We believe sustainable concerts are an important step toward passing on to future generations the concert experience and the joy of music we share today.

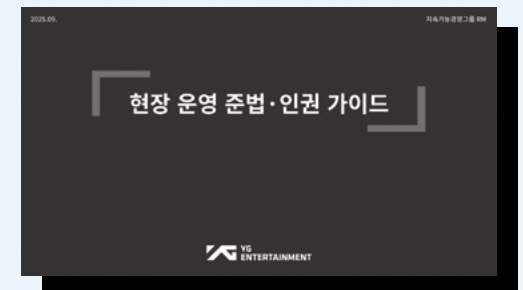
### Sustainable Concert Governance Structure

YG Entertainment's sustainable concerts are led by the ESG Team under the oversight of ESG Committee, implemented in close collaboration with the Concert Business Group and relevant operational departments. To embed sustainability across the entire concert process, from planning to completion, teams across diverse functions work closely together at every stage of the process.



### Sustainable Concert Operating Guidelines

To systematically advance sustainable concerts, YG Entertainment has established and implemented guidelines for on-site operations. These include the Accessibility Assistance Guide for Concert Staff and the Human Rights and Compliance Guide for On-Site Operations, which help staff in strengthening on-site governance. Through these guidelines, YG Entertainment works foster safe and fair environment for everyone involved in concerts.



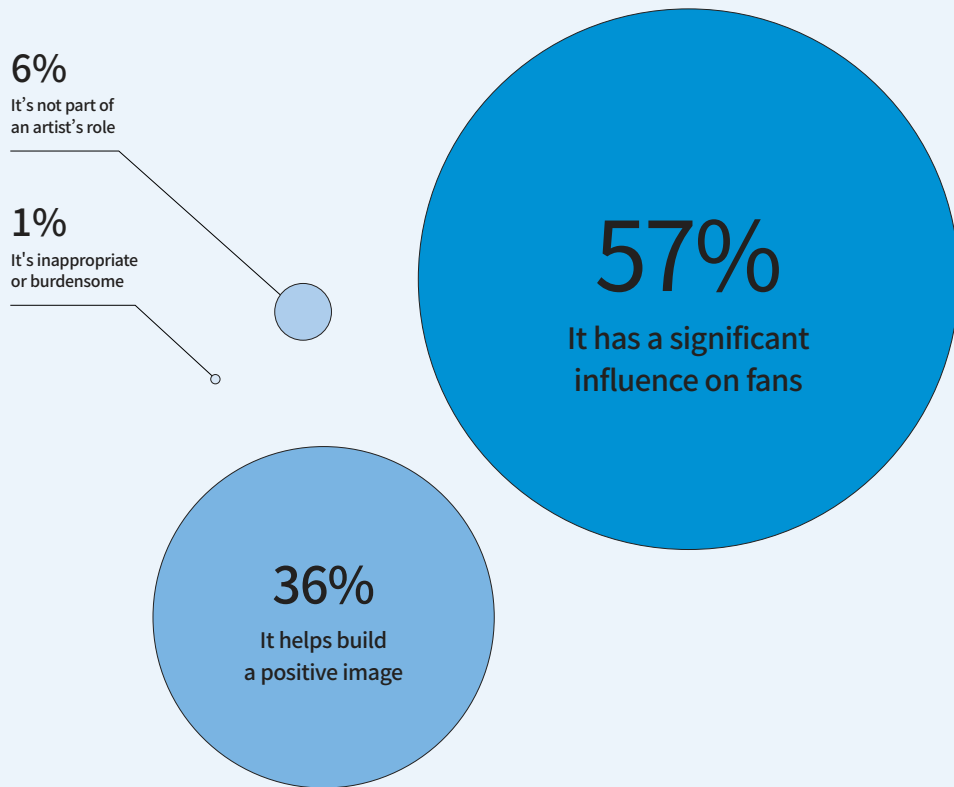
# Sustainable Concert Awareness Survey

## Creating Sustainable Concerts With Fans

As YG Entertainment continues to shape its approach to sustainable concerts, fans remain an important stakeholder voice. In 2025, we conducted audience surveys by three artists—BLACKPINK, TREASURE, and BABYMONSTER—to better understand awareness and expectations around sustainable concerts. A total of 3,910 fans participated, including 1,605 in Korea and 2,305 internationally. Through each artist’s Weverse platform, we gathered a balanced range of views from fans in Korea and around the world.

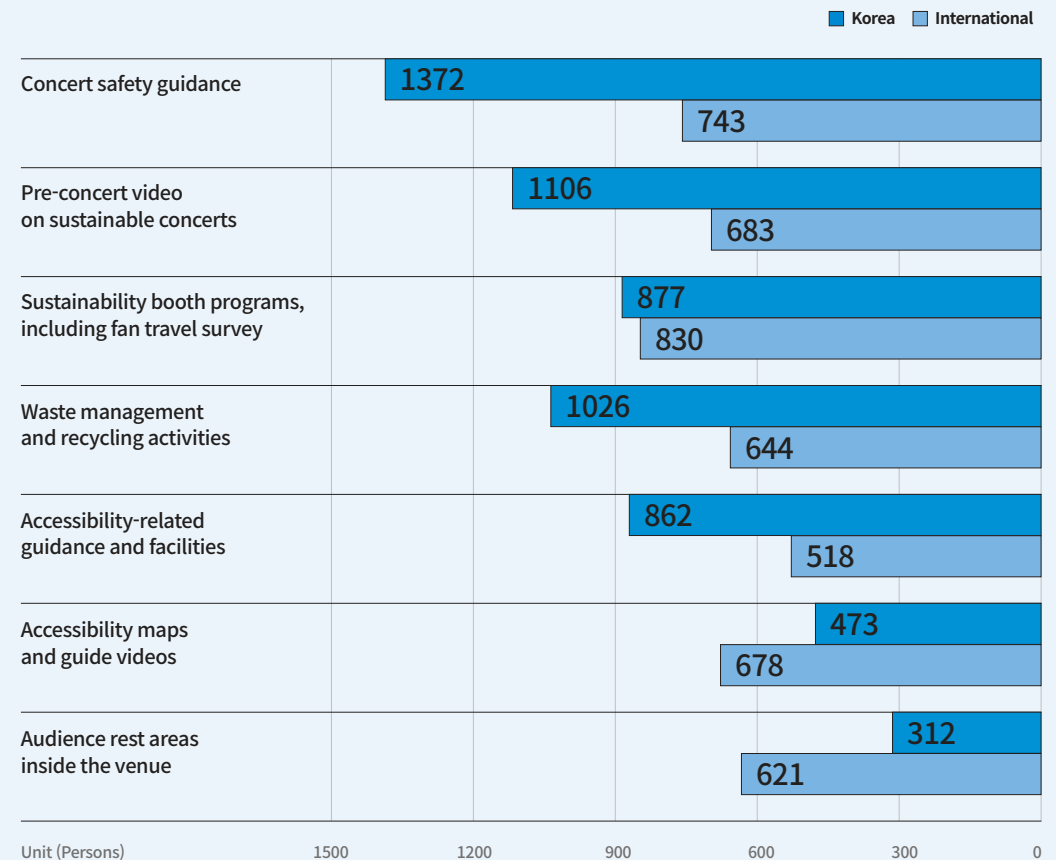
The survey found that approximately 93% of fans believe artists’ environmental and social messages can have a positive impact on their attitudes. This suggests that artists’ messages can go beyond simple communication and lead to broader shifts in awareness and behavior across fan communities.

### Q. How do you feel about artists showing awareness of environmental and social issues?



Fans also shared that concert safety guidance, pre-concert videos on sustainable concerts, and sustainability related booth programs - such as the fan travel survey (YOUR GREEN STEP) helped them better understand what sustainable concerts look like in practice. YG Entertainment will continue to expand these initiatives and actively promote sustainable concerts.

### Q. What made you feel that the concert considered environmental and social impacts?<sup>1)</sup>



1) Multiple responses allowed

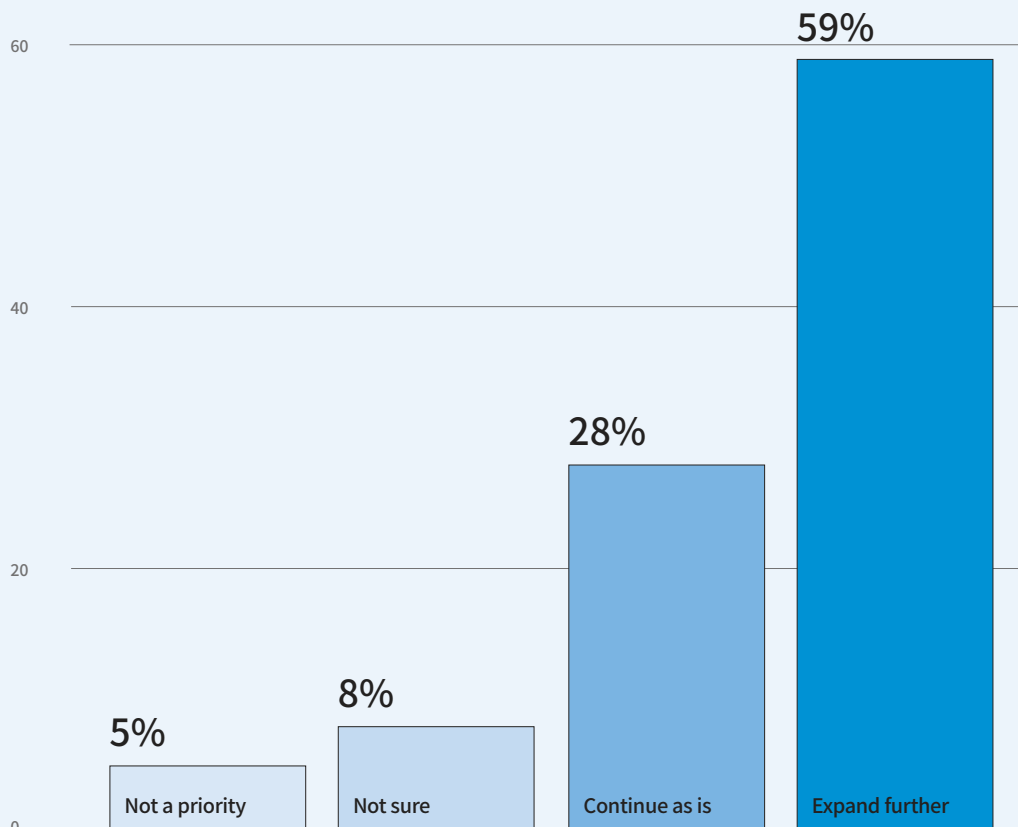


### Creating Sustainable Concerts With Fans

Approximately 87% of fans said they hope sustainable concerts will continue or expand in the future. This indicates that fans have strong expectations for concerts that take environmental and social impacts into account while still allowing them to enjoy the performance.

Building on this feedback, YG Entertainment will continue to promote sustainable concerts together with fans.

### Q. What are your thoughts on continuing sustainable concerts at YG Entertainment in the future?



### Promoting Sustainable Concerts

YG Entertainment is expanding its collaboration and engagement with a wide range of stakeholders, including international organizations and academia, to share case studies of its sustainable concerts and help shape global standards. Through future case-studies, academic research, and panel participation, we will continue to systematically develop a sustainable concert model for the K-pop industry.

Date	Stakeholder Type	Activities
May 2026	Academia/ Research Institutions	Presented sustainable-concert case studies at the 2026 Spring Conference of the Korean Academic Society of Business Administration
Mar 2026	Government/ International Organizations	Presented case studies at the 2026 Global Network Programme hosted by the UK Foreign, Commonwealth & Development Office
Sep 2025	Government/ International Organizations	Presented P-REC use cases at the IOM Roundtable on Carbon Finance
Aug 2025	Academia/ Research Institutions	Presented sustainable-concert case studies at the CSR+ESG Conference, co-hosted by the Korean Academic Society for Public Relations and the Chinese University of Hong Kong
Aug 2025	Academia/ Research Institutions	Published "ESG Management in the K-pop Industry: A Case Study of YG Entertainment's Sustainable Concerts" in Korean Management Consulting Review (2025)
Nov 2024	Academia/ Research Institutions	Presented sustainable-concert case studies at a special session of the Korean Society of Strategic Management's Fall Conference
Oct 2024	Industry	Presented case studies to Yuhan-Kimberly's I&D Committee under the title "Diversity and Accessibility From YG's Perspective"
Jul 2024	Industry	Presented sustainable-concert case studies at the 2024 Korea Forum
Feb 2024	Government/ International Organizations	Presented sustainable-concert case studies at the Sustainable K-pop Ideathon, co-hosted by the British Embassy in Seoul and YG

# APPENDIX

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<b>Performance</b>	<b>110</b>
<b>About This Report</b>	<b>116</b>

# Factbook

## Concert GHG Emissions<sup>1)</sup>

### GHG Emissions from Domestic Concerts<sup>2)</sup>

2024 AKMU 10th ANNIVERSARY CONCERT [10VE]			
Category	Emissions(tCO <sub>2</sub> eq)	Share(%)	Emission Source
Audience Travel	502.8	89.25	Emissions from audience travel and accommodation, including air travel by international attendees
Venue Operations	56.1	9.96	Emissions from electricity use and fuel consumption for venue heating and cooling
Waste Disposal	1.6	0.29	Emissions from general waste treatment
Equipment Transport	2.8	0.50	Emissions from fuel use, including diesel and gasoline, for concert equipment transport
<b>Total Emissions</b>	<b>563</b>	<b>100</b>	Sum of all categories
<b>Emissions per Person</b>	<b>0.03</b>		

2024 TREASURE RELAY TOUR [REBOOT] FINAL IN SEOUL			
Category	Emissions(tCO <sub>2</sub> eq)	Share(%)	Emission Source
Audience Travel	3,228.7	98.10	Emissions from audience travel and accommodation, including air travel by international attendees
Venue Operations	53.8	1.63	Emissions from electricity use and fuel use for diesel generators and special effects, including CO <sub>2</sub>
Waste Disposal	5.6	0.17	Emissions from treatment of general and recyclable waste, including banners
Equipment Transport	3.1	0.09	Emissions from fuel use, including diesel and gasoline, for concert equipment transport
<b>Total Emissions</b>	<b>3,291</b>	<b>100</b>	Sum of all categories
<b>Emissions per Person</b>	<b>0.18</b>		

2024 [BABYMONSTER PRESENTS : SEE YOU THERE] IN SEOUL			
Category	Emissions(tCO <sub>2</sub> eq)	Share(%)	Emission Source
Audience Travel	1,322.5	99.39	Emissions from audience travel and accommodation, including air travel by international attendees
Venue Operations	7.2	0.54	Emissions from electricity use and diesel generator use
Waste Disposal	0.6	0.05	Emissions from treatment of general and recyclable waste, including banners
Equipment Transport	0.4	0.03	Emissions from fuel use, including diesel and gasoline, for concert equipment transport
<b>Total Emissions</b>	<b>1,331</b>	<b>100</b>	Sum of all categories
<b>Emissions per Person</b>	<b>0.24</b>		

2025 BABYMONSTER 1st WORLD TOUR (HELLO MONSTERS) IN SEOUL			
Category	Emissions(tCO <sub>2</sub> eq)	Share(%)	Emission Source
Audience Travel	1,110.9	93.27	Emissions from audience travel and accommodation, including air travel by international attendees
Venue Operations	74.7	6.27	Emissions from electricity use and fuel consumption for venue heating and cooling
Waste Disposal	3.4	0.28	Emissions from treatment of general and recyclable waste, including banners
Equipment Transport	2.2	0.18	Emissions from fuel use, including diesel and gasoline, for concert equipment transport
<b>Total Emissions</b>	<b>1,191</b>	<b>100</b>	Sum of all categories
<b>Emissions per Person</b>	<b>0.11</b>		

1) Individual figures may not sum to the totals shown due to rounding.

2) **Audience travel:** For concerts with a large proportion of international fans, this includes long-haul flights and accounts for the majority of total emissions.

**Venue operations:** Electricity and fuel used at the venue, including diesel for generators

**Waste disposal:** Includes water treatment at the venue

**Equipment transport:** Fuel used by vehicles transporting concert equipment

2025 TREASURE TOUR [PULSE ON] IN SEOUL			
Category	Emissions(tCO <sub>2</sub> eq)	Share(%)	Emission Source
Audience Travel	6,494.2	99.46	Emissions from audience travel and accommodation, including air travel by international attendees
Venue Operations	26.1	0.40	Emissions from electricity use and fuel use for diesel generators and special effects, including CO <sub>2</sub>
Waste Disposal	6.9	0.11	Emissions from treatment of general and recyclable waste, including banners
Equipment Transport	2.3	0.03	Emissions from fuel use, including diesel and gasoline, for concert equipment transport
Total Emissions	6,530	100	Sum of all categories
Emissions per Person	0.29		

2025 BLACKPINK WORLD TOUR (DEADLINE) IN GOYANG			
Category	Emissions(tCO <sub>2</sub> eq)	Share(%)	Emission Source
Audience Travel	15,047.7	99.58	Emissions from audience travel and accommodation, including air travel by international attendees
Venue Operations	58.4	0.39	Emissions from electricity use and fuel consumption for venue heating and cooling
Waste Disposal	2.6	0.02	Emissions from treatment of general and recyclable waste, including banners
Equipment Transport	3.2	0.02	Emissions from fuel use, including diesel and gasoline, for concert equipment transport
Total Emissions	15,112	100	Sum of all categories
Emissions per Person	0.20		

### GHG Emissions from International Concerts (BLACKPINK WORLD TOUR [DEADLINE]<sup>1)</sup>)

Location	Concert Days	Venue Operations (tCO <sub>2</sub> eq) <sup>2)</sup>	Audience Travel (tCO <sub>2</sub> eq)	Total(tCO <sub>2</sub> eq)
London <sup>3)</sup>	2	58.0	49,273.4	49,331
Hong Kong	3	606.9	37,198.9	37,199
Kaohsiung	2	228.6	-	229
Bangkok	3	69.6	-	70
Jakarta	2	87.5	-	88
Bulacan	2	44.2	-	44
Singapore	3	126.8	-	127

1) Measurement scope: BLACKPINK WORLD TOUR [DEADLINE] (2025-2026)

2) Electricity and fuel used at the venue, including diesel for generators

3) For the London concerts, the emissions calculation included audience travel, the artist's international travel, and freight transport.

## Concert Carbon Footprint

### Overview of the Audience Carbon Footprint Calculator (YOUR GREEN STEP)

Year	Artist	Concert	Location	Participants
2025 – 2026	BLACKPINK	BLACKPINK WORLD TOUR <DEADLINE>	Hong Kong	3,163
			London	5,075
			Goyang	6,702
2025	TREASURE	2025-26 TREASURE TOUR [PULSE ON]	Seoul	5,507
	BABYMONSTER	2025 BABYMONSTER 1st WORLD TOUR <HELLO MONSTERS>	Seoul	1,087
2024	TREASURE	2024 TREASURE RELAY TOUR [REBOOT]	Seoul	1,051
	BABYMONSTER	[BABYMONSTER PRESENTS : SEE YOU THERE]	Seoul	1,677
	AKMU	2024 AKMU 10th ANNIVERSARY CONCERT [10VE]	Seoul	2,516
2023	TREASURE	2023 TREASURE CONCERT [REBOOT]	Seoul	2,899
	AKMU	AKMU 2023 CONCERT [AKMUTOPIA]	Busan	1,402
Seoul			1,981	
2023	BLACKPINK	BLACKPINK [BORN PINK] FINALE IN SEOUL	Seoul	1,695
<b>Cumulative Participants</b>				<b>34,755</b>

## Concert Waste Generation

### Waste Breakdown: BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG<sup>1)</sup>

Item	Waste Generated(kg)	Share(%)
Mixed Cans	595	9
PET Bottles	1,040	15.8
Plastic Waste	3,570	54.3
Aseptic Cartons	12	0.2
Waste Paper	1,360	20.7
<b>Total</b>	<b>6,577</b>	<b>100</b>

1) Measurement scope: BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, July 5–6, 2025

# Performance

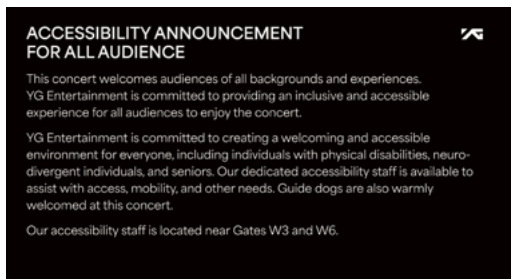
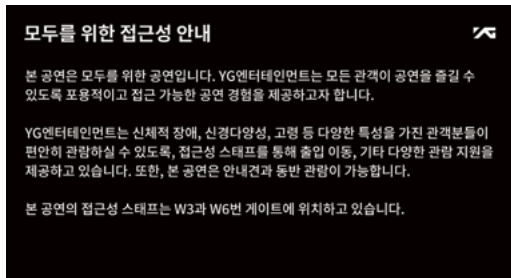
Framework	Activities
-----------	------------

**Improving Concert Accessibility** Creating Accessibility Video Guides  
 YG Entertainment has created accessibility video guides for major concert venues in Korea, including Gocheok Sky Dome and KSPO DOME, to help all attendees navigate the venues more easily.



## Accessibility Announcement for All Audience

Before concerts begin, YG Entertainment provides the Accessibility Announcement for All video in Korean and English. The video explains the accessibility support available at the venue, including wheelchair-accessible seating, mobility assistance, and the locations of accessibility staff.



Framework	Activities
-----------	------------

**Fan Engagement** Creating a Fair Concert Culture With Fans  
 YG Entertainment fosters a fair concert environment by blocking macros and bots during ticket booking, using CAPTCHA verification and randomized ticket release times, limiting the number of tickets each person can purchase, operating post-sale monitoring and reporting channels, and conducting ID checks and thorough ticket inspections on concert day.



## Care Inside and Outside the Venue

Before entry, YG Entertainment minimizes congestion and wait times by assigning sufficient staff and providing clear wayfinding. During the concert, we create a comfortable viewing environment with larger screens and adjustments to stage height and viewing angles.



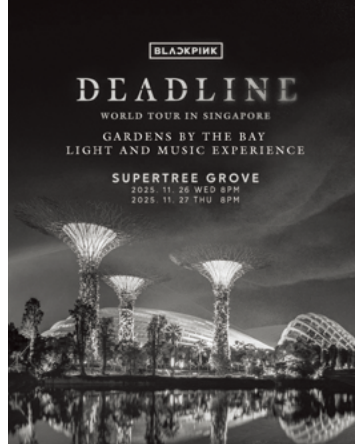
## Campaign to Eliminate Ticket Scalping and Other Unfair Transactions

At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG in July 2025, YG Entertainment took part in a campaign organized by the Korea Creative Content Agency and the Music Concert Industry Association of Korea. Through fan participation programs and online activities, the campaign raised awareness of fair ticketing and responsible music consumption.



Framework	Activities
-----------	------------

**Fan Engagement** **BLACKPINK: Color the City**  
 At BLACKPINK WORLD TOUR [DEADLINE] IN KAOHSIUNG and SINGAPORE, YG Entertainment extended the excitement of the concerts across each city with pink lighting and photo zones at major landmarks, creating special experiences for fans.



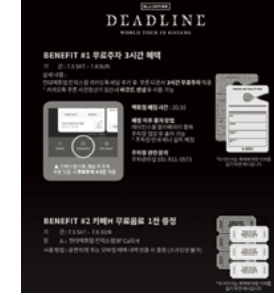
**“Our First Step” — Special Moments With Fans**

At BABYMONSTER 1st WORLD TOUR [HELLO MONSTERS] IN SEOUL, YG Entertainment held six participatory events themed “Our First Step.” In particular, the “First Concert With Mom and Dad” event made the concert a shared family experience for teenage fans.

Event Title	Target Audience
A Special First for Everyone	2025 CSAT examinees & college graduates
Reliving the First Fan Meeting	Fans who attended the 2024 fan meeting
First Concert With Mom and Dad	Families purchasing two or more tickets
Anyone Been to a YG Concert?	Fans who attended a YG concert in Korea in 2024
All the Way from Outside Seoul	Fans traveling from outside Seoul
Celebrating January Birthdays	Fans born in January

Framework	Activities
-----------	------------

**Fan Engagement** **Value-Added Experiences Beyond the Ticket**  
 At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, YG Entertainment partnered with Hyundai Department Store KINTEX to enrich the concert experience by offering a range of benefits, including complimentary beverages and restaurant discounts.



**Support Services for International Fans**

For the North American shows of BLACKPINK WORLD TOUR [DEADLINE], YG Entertainment collaborated with Google Maps to provide support services for international fans, including real-time traffic information, optimal routes, and nearby amenities. Google Maps’ Street View icon, Pegman, was redesigned in the shape of BLACKPINK’s light stick, making even the journey to the venue part of the fan experience.



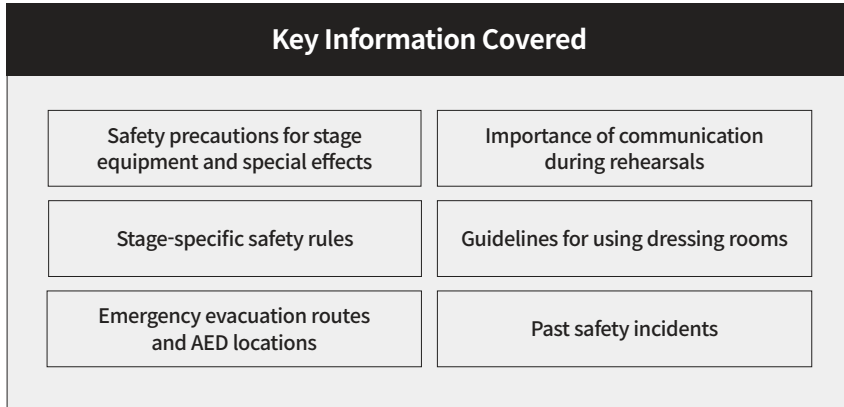
**A Stage Created With Fans**

Through a range of programs—including on-stage photo sessions, fan participation events, and light-stick displays—YG Entertainment created opportunities for fans to become part of the concert.



Framework	Activities
-----------	------------

**Venue Safety Management** **Ensuring Artist Safety on Stage**  
 YG Entertainment created customized safety guides tailored to each group's performance style and production format, outlining key safety rules that artists can easily recall on stage.



**On-Site Feedback and Response**

Through feedback channels for all on-site concert workers and communication channels with the local community, YG Entertainment responds quickly to hazards and safety risks. At BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG, 38 of the 40 complaints received were addressed immediately on-site.

**Emergency Preparedness System**

YG Entertainment conducts joint emergency drills with venue operators to prepare for emergencies such as fires and power outages. The Chief Safety Officer assigns roles and oversees the drills. On the day of the concert, evacuation guidance videos and notices are provided to help audience members identify evacuation routes in advance.

Framework	Activities
-----------	------------

**Venue Safety Management** **Audience Wayfinding Guidance**  
 To prevent crowding and ensure safety inside the venue, YG Entertainment provided wayfinding guidance through gate banners, floor markings, and other signage. Before the concert, we also shared information about entrance gates and routes through the venue on social media.



**Medical Support for Audiences**

To prepare for emergencies such as injuries or heat exhaustion during the concert, YG Entertainment operated on-site medical stations and ambulances staffed by qualified emergency medical technicians and support personnel. For BLACKPINK WORLD TOUR [DEADLINE], we increased the number of medical support facilities to three to enable a faster response.



**Engaging With Local Communities**

YG Entertainment works to minimize inconvenience to nearby residents when hosting concerts. In preparation for BLACKPINK WORLD TOUR [DEADLINE] IN GOYANG in July 2025, we engaged with the local community by putting up information banners and providing complimentary waste bags to local residents.



# About This Report

## Report Overview

This is YG Entertainment's second Sustainable Concert Report. It outlines the results of applying the Sustainable Concert Framework checklist—introduced in the [2024 Sustainable Concert Report](#) and built on seven core principles—to concerts held in Korea and overseas over the past two years. YG Entertainment remains committed to advancing sustainability across its concert operations and will continue taking concrete actions to drive meaningful progress.

## Reporting Period and Scope

This report covers concerts held between 2024 and 2026 that were planned and operated in accordance with YG Entertainment's Sustainable Concert Framework and YG Venue Standard.

## 2024–2026 Sustainable Concerts

### **BLACKPINK**

- BLACKPINK WORLD TOUR <DEADLINE>

### **TREASURE**

- 2025-26 TREASURE TOUR [PULSE ON]
- 2025 TREASURE FAN CONCERT [SPECIAL MOMENT]
- 2024 TREASURE RELAY TOUR [REBOOT]

### **BABYMONSTER**

- 2025 BABYMONSTER 1st WORLD TOUR <HELLO MONSTERS>
- [BABYMONSTER PRESENTS : SEE YOU THERE]

### **AKMU**

- 2024 AKMU 10th ANNIVERSARY CONCERT [10VE]

### **2NE1**

- 2024-25 2NE1 CONCERT [WELCOME BACK]

## **Inquiries**

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## **Publication Date**

May 2026



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