

WE ARE

EPIC

WELCOME TO

excel
LONDON

EXCEL LONDON

WHO WE



ARE

Since opening our doors in 2000, Excel London has continued its ever-evolving journey, to become one of **Europe's most iconic event destinations**.

From Global Exhibitions and Trade Shows to International Congresses, Conferences and Immersive Experiences, we host over **400 events a year**, welcoming **four million visitors** from around the world.

We're proud to be part of ADNEC Group and to call London's Royal Docks our home; a growing hub of entertainment, business, culture and innovation. With continued investment in the venue's capabilities, spaces, services and experiences, we are working in partnership with our event organisers to redefine what a venue can be.

OUR STORY

SO FAR...

 **2000**

Excel London opens

 **2010**

£165m investment to build London's International Convention Centre

 **2012**

Host venue for London Olympic & Paralympic Games

 **2020**

Nightingale Hospital and Vaccination Centre during Covid Pandemic

 **2023**

First venue to achieve Carbon Neutral PAS2060 Status

 **2025**

Opening of ICC Expansion & 25th Anniversary Year

 **2008**

ADNEC Group acquires Excel

 **2011**

The Aloft London Excel opens

 **2016**

£1.5m, state-of-the-art meeting and training venue opens

 **2021**

Double Tree by Hilton London Excel acquired

 **2024**

Opening of Immerse LDN, London's largest Immersive Entertainment District

 **2026 +**

Continued multi-million pound Destination Investment Plan

**AT THE HEART OF
EVERYTHING WE DO
AT EXCEL LONDON
IS A SHARED BELIEF
IN WHO WE ARE,
WHAT WE ARE TRYING TO ACHIEVE,
& HOW WE WORK TOGETHER.**

THIS IS DEFINED BY OUR VALUES



EPIC

EXCELLENCE

PASSION

IMPACT

CHARACTER

EXCELLENCE



**WE DELIVER
QUALITY
& EXCEED
EXPECTATIONS**



**WE EMBRACE
CHANGE,
ADAPT &
INNOVATE**



**WE STRIVE TO
BE THE BEST
AND DELIVER A
COMPETITIVE
EDGE**



**WE ENSURE
OUR
CUSTOMERS
ARE AT THE
HEART OF
EVERYTHING
WE DO**

PASSION



**WE TAKE
OWNERSHIP &
PRIDE IN WHAT
WE DO**



**WE ARE
PROBLEM
SOLVERS
WHO COMBINE
EXPERIENCE
WITH NEW
IDEAS**



**WE BRING
POSITIVE
ENERGY &
COMMITMENT
TO EVERYTHING
WE DO**



**WE ARE
FOCUSED,
RESILIENT &
DRIVE RESULTS**

IMPACT



**WE PRIORITISE
SUSTAINABILITY
AND FOCUS ON
CREATING
LASTING
CHANGE**



**WE EMBRACE
DIVERSITY
AND EMBED
INCLUSIVITY
INTO
EVERYTHING
WE DO**



**WE
COLLABORATE
OPENLY AND
EMPOWER
OTHERS**



**WE SUPPORT
AND
STRENGTHEN
THE
COMMUNITIES
WE'RE PART OF**

CHARACTER



**WE ARE ONE
TEAM MADE
UP OF DIVERSE
PERSONALITIES
AND
PERSPECTIVES**



**WE HAVE FUN,
CONNECT
WITH EACH
OTHER AND
CELEBRATE
SUCCESS**



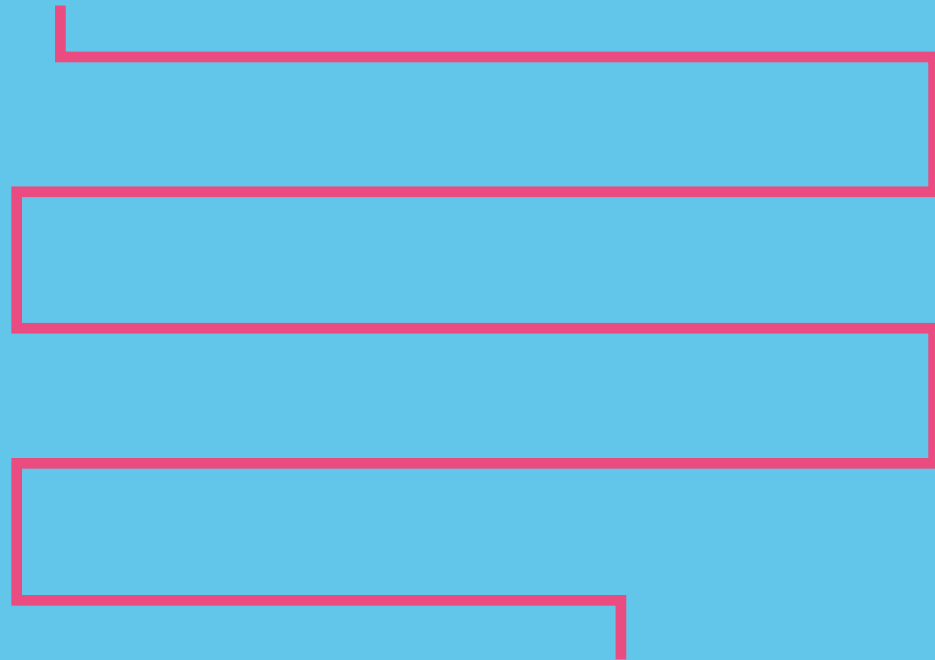
**WE VALUE,
RESPECT
AND TAKE
THE TIME TO
UNDERSTAND
EACH OTHER**



**WE ARE
CONFIDENT,
COMPASSIONATE
AND KIND**

It is these values that guide us on our mission, to be...

THE BEST EVENT
 **DESTINATION**



IN THE WORLD

In order to deliver our purpose

TO CONNECT
LIVES



PURPOSE PYRAMID

Our **Purpose Pyramid** provides a clear foundation for how we operate and deliver value, both internally and externally.

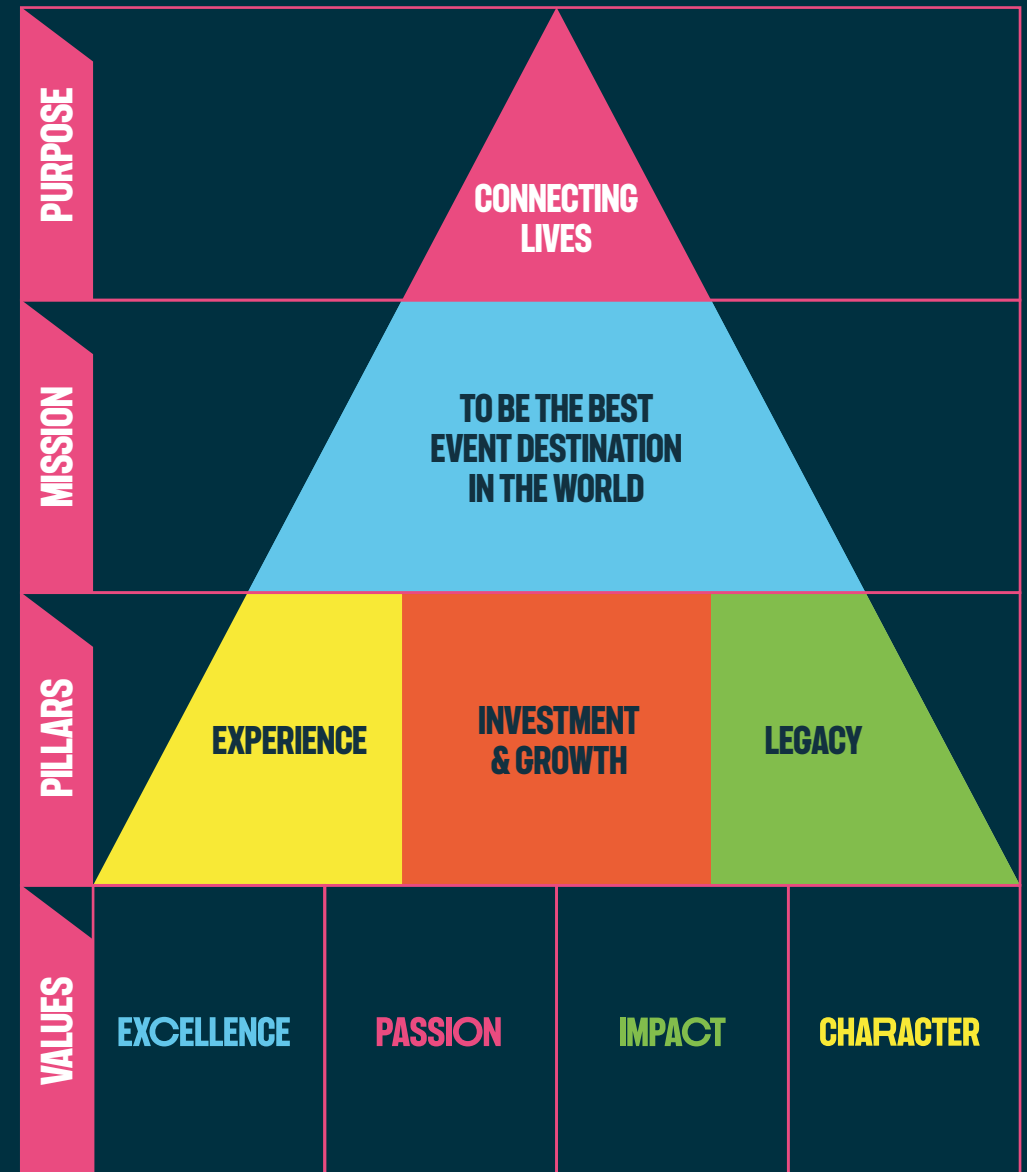
At the top is our Purpose - **To Connect Lives** - our common goal, driving everything we do.

Supporting this is our **Mission - To be the Best Event Destination in the World** - the guiding principle that shapes our aspirations and defines our standards.

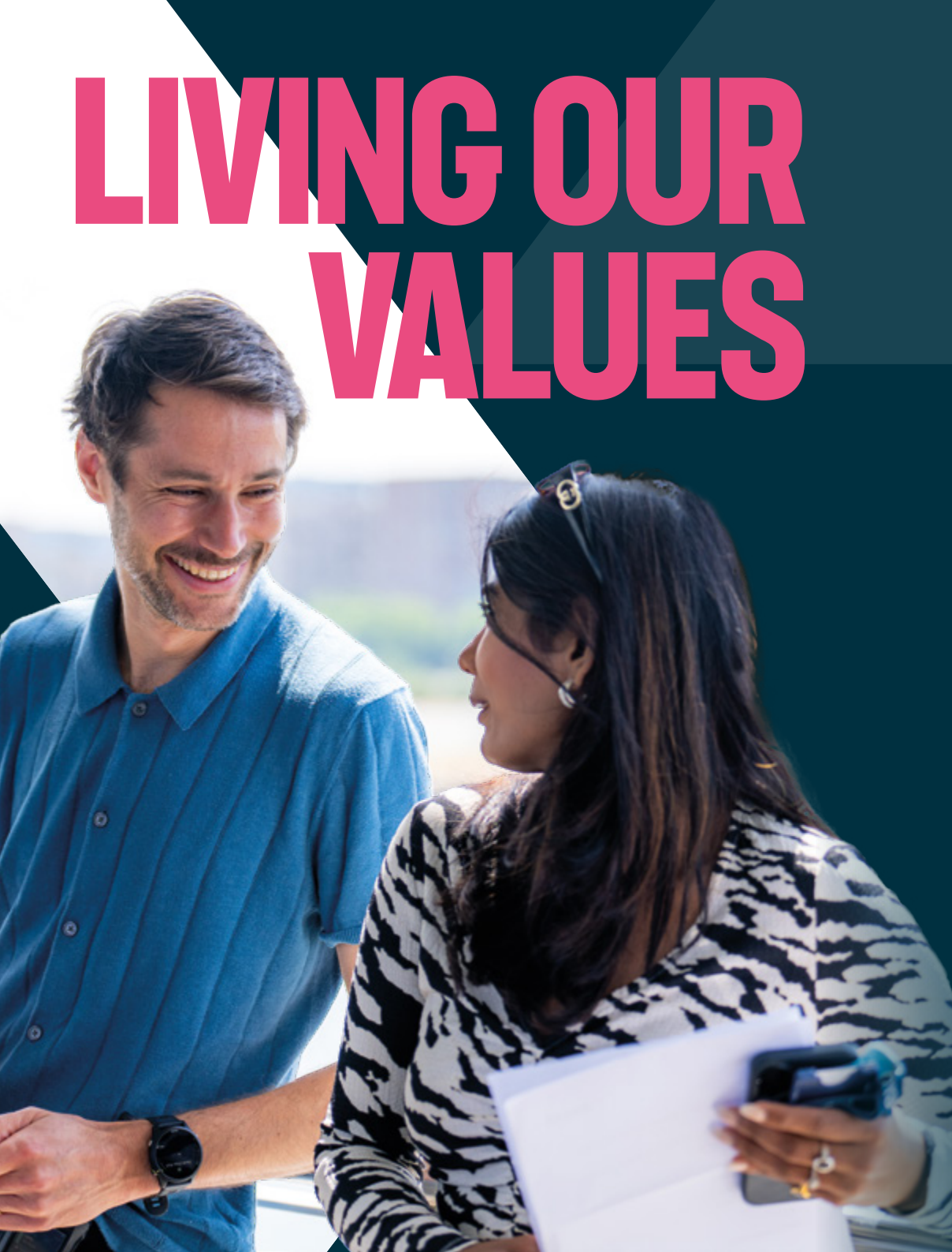
To achieve this, we focus on three **Strategic Delivery Pillars - Experience, Investment & Growth and Legacy** - ensuring we remain strategic, innovative, resilient and future-ready.

At the foundation are our **Values - Excellence, Passion, Impact and Character** - which define how we work together and deliver for our customers, our communities and each other, every day.

Together, this pyramid connects our daily actions with our long-term ambitions, empowering every part of the business to help deliver our mission and purpose.



LIVING OUR VALUES



Bringing our values to life is part of every day at Excel London. Whether you're on the show floor, behind the scenes, or leading a team, these values are tools you can use to guide your work, shape our culture, and help us all deliver our mission and achieve our purpose.

In your team:



Collaborate with kindness, support each other, and celebrate shared success

As a leader:



Coach and grow your team through values-driven leadership, setting an example of character and excellence

In your work:



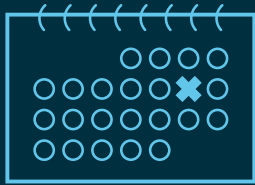
You can use the values to approach challenges, support customers, and drive continuous improvement

CELEBRATING OUR VALUES

Here are just some of the ways you can expect to see and hear about our values in action:



Internal
storytelling and
newsletters
featured via
The Excel Hub



Town Halls,
away days and team
gatherings that
bring us together
throughout the year



Recruitment,
Training and
new starter
onboarding



Team-led
initiatives
supporting
customer service,
sustainability,
innovation,
and inclusion



The EPIC Awards
and upcoming
Values Recognition
Programme (2026)



Staff surveys and
appraisals that link
performance and
feedback to our
values



These values were created for us, by us.

Throughout the process we **listened** to each other's **ideas**, **feedback** and **vision** for who we are and who we want to be – through our **annual survey** to our **values workshops**. Together, we've defined values that are both true to us today and **aspirational** for the future.

Whether you're just starting your journey with us or have been part of the team for years, these values are the **foundation of our success**.

They reflect the **standards** we hold ourselves to, the **energy** we bring to our work, the **impact** we strive to make, and the **character** we carry into every interaction.

**TOGETHER
WE ARE**

EPIC



#CONNECTINGLIVES

Part of **ADNEC GROUP**