

Corporate Policies

General Policy on corporate responsibility

ATRESMEDIA





A) Introduction: Corporate Responsibility at ATRESMEDIA

Within ATRESMEDIA, Corporate Responsibility (CR) is understood as the creation of a business model which, apart from bringing value to the Company and guaranteeing the required profitability and competitiveness, also contributes in an active, valuable, noticeable and positive manner to the progress of Society, building confidence and obtaining the support of our main interest groups: the audience, the employees, advertisers, shareholders, suppliers and Society at large.

In an effort to achieve this CR model, we have designed at ATRESMEDIA a Strategy of Corporate Responsibility which is guided by the corporate values of commitment, independence, quality, creativity, long-term vision, innovation, leadership and teamwork. But also by a series of lines of action based on management transparency, responsible communication, satisfaction of and attention to our main interest groups, the commitment towards innovation, talent retention and attraction and the protection of the environment.

Corporate Responsibility at ATRESMEDIA has been evolving since its implementation at the Company in 2004, in principle with a more charitable nature, focused on the implementation of punctual social actions, and has currently assumed a stable, strategic and transversal approach within the Company, with a more proactive and expansive approach, which has allowed the Group to adopt a leading role in the field of Corporate Responsibility within the sector and among the major listed companies.

B) Aim of the General Policy on Corporate Responsibility

The object of this General Policy on Corporate Responsibility is to keep our Interest Groups informed about the approach of ATRESMEDIA towards the different aspects that shape corporate responsibility, and to express the Corporate Responsibility Strategy of the Company, which is mainly aimed at bringing value to ATRESMEDIA and its stakeholders.

Specifically, the General Policy on Corporate Responsibility implemented by ATRESMEDIA describes the commitments undertaken by the Group, as well as the principles applied to appropriately develop each and every one of them. Such commitments are:

1. To produce and broadcast information and entertainment contents, that are responsible and accessible for Society as a whole.
2. To endorse a quality, honest and ethical advertising.
3. To support our employees as the core value of the Company.
4. To contribute to social progress and development.
5. To minimise environmental impact, raising the awareness of Society on Environmental care.
6. To enhance Corporate Governance.



7. To communicate corporate policies and values so that they span the entire length of the value chain.
8. To establish transparent relationships with the Interest Groups.

C) Principles of action

To develop the commitments undertaken by ATRESMEDIA in the most appropriate manner, always from the strictest respect of the Law and the applicable regulations, we have established the following principles of action, that will lead to the accomplishment of each and every one of our commitments.

1. To produce and broadcast information and entertainment contents, that are responsible and accessible for Society as a whole.

- **Quality and commitment.** We are aware of our influence on the opinion, the values and the behaviour of Society and, consequently, we must responsibly guarantee the quality of the contents broadcast by our channels and put the whole potential for communication of our media in the service of Society, to raise awareness of, and help to solve the problems faced by such Society.
- **Accessibility.** We strive to achieve that every person, irrespective of his/her visual or hearing impairment, may access our audiovisual and digital contents, wherever possible.
- **Veracity and Plurality.** We offer a truthful, plural and verified information, which allows citizens to form a free and informed opinion. To guarantee the exercise of a responsible and independent information, our news services are guided by a series of publicly stated codes of ethics that ensure the compliance with these principles.
- **Protection and promotion of human rights.** We endorse freedom of speech, pluralism and non-discrimination in our news and entertainment contents, and support the protection of human rights, recognized in the Universal Declaration of Human Rights and the different national and international statements and conventions of which Spanish is a party. We voluntarily abide by the principles included in the Code of Self-Regulation of Contents and Children issues, to ensure the protection of the most vulnerable audiences.

2. To endorse a quality, honest and ethical advertising.

- **Transparent and honest commercial management.** We promote a relationship with advertisers, agencies and media centres based on the principles of honesty and transparency.
- **Quality of Service.** We are committed to achieve a quality commercial offer, which ultimately seeks to support the proper development of the brands of our clients. To that effect, we will devote every effort to be attentive to their needs and offer them original products and formats, respectful towards the audience and with a great advertising efficiency.



- **Advertising Self-regulation.** We strive to maintain a rigorous and ethical approach in commercial communications, and to protect viewers from dubious responsibility practices. For that purpose we endorse and respect, always voluntarily, different self-regulation codes in force within the industry. Furthermore, we are members of the *Autocontrol* association.
- **Respect for human rights.** We are committed to guaranteeing that the advertising contents scrupulously respect human rights. We firmly reject those campaigns that foster violence or discrimination, encourage behaviours that undermine human dignity, or that are harmful for minors or any other minority group which deserves special attention.
- **Protection for children.** We pay special attention to achieve that the advertising products placed on those contents aimed at children audiences are appropriate for that public; to that effect, those programming slots aimed at that group are independently sold.
- **Commitment to Society.** We are committed to maintain an active portfolio of products that offer our clients the possibility to join actions aimed at social reasons, and to provide free advertising spaces to NGO's, provided that they comply with the charitable requirements established by the relevant internal protocol.

3. Support of our employees as the core value of the Company

- **To guarantee the welfare and professional development of our employees.** Our intention is that all professionals in the Group are proud to work at ATRESMEDIA. For this reason, and to ensure the satisfaction, welfare and professional development of our human capital, we have implemented a Human Resources Policy which guarantees competitive and motivating working conditions, as well as an environment of dialogue, conciliatory and respectful of differences. The commitment to education, talent retention and attraction, equality and reconciliation of working and family life are among the basic principles that guide our human resources strategy.
- **Non-discrimination.** Discrimination of any kind, on the basis of gender, race or sexual orientation, religious beliefs, political opinions, nationality, social origin, disability or any other circumstances that might lead to discrimination are not tolerated at ATRESMEDIA.
- **Encouragement of ethical behaviour among the individuals that form part of our Company.** We endorse ethics, honesty and trustworthiness among those individual that are part of the Company. For that purpose, we have implemented a Code of Behaviour, which is binding upon all the employees, and which tries to prevent any incident involving corruption, bribery or fraud, as well as any action that might negatively influence the interests and the reputation of ATRESMEDIA.
- **Strict compliance with the ILO recommendations.** At ATRESMEDIA we try to watch over the compliance with the recommendations issued



by the ILO, especially those related to children labour, and no practice against this and other principles is admitted.

4. Contribution towards the progress and development of Society

- **Incorporation of the Atresmedia Foundation to foster the welfare and the rights of children and young people.** Through the incorporation of the ATRESMEDIA Foundation in 2005, we have devoted human and material resources towards the development and effective implementation of projects and activities that benefit children and young people and, especially, to disseminate knowledge and facilitate experiences that allow children to live more happily and become better citizens.
- **Social awareness through the media managed by ATRESMEDIA.** We create long-term projects that strive to obtain positive and tangible solutions to certain problems of concern to Society, such as road safety, healthy lifestyle habits, environmental protection, promotion of scientific research or the defence of intellectual property, among others. With this aim, we put at the disposal of these social causes all the communication power of those media that form part of our Group, so that Society as a whole gets involved and sensitized towards the reflection about, and the resolution of, these problems.
- **Active cooperation with non-profit organisations.** We engage in causes that exercise a high social impact, starting awareness campaigns in cooperation with non-profit organisations, to achieve a greater financial and social support for the causes they promote.
- **Promotion of voluntary activities among our employees.** We assign specific resources to foster voluntary activities among our employees and their families, to put the skills and capabilities of the human capital of ATRESMEDIA at the service of Society. We get actively involved in the promotion and spreading of voluntary work through our media.

5. To minimise environmental impact, raising the awareness of Society on Environmental Protection

- **Reduction in environmental impact generated by our operations.** Even though the activities of ATRESMEDIA have no significant environmental impact, our operations are gradually reducing their environmental impact, fostering energy efficiency and the use of resources, the minimisation of resources and pollutants, and supporting the fight against climate change, as reflected in the **Environmental Policy** of the Company.
- **Environmental awareness of Society via our Media.** We try to extend to Society our spirit of environmental protection, through the divulging of information and awareness campaigns through our media, to sensitize Society about the importance of an environmentally responsible behaviour.



6. Enhancement of Corporate Governance

- **ATRESMEDIA has designed a global Corporate Governance scheme**, which affects and includes all the areas of the Company and guarantees the appropriate operation of the management and administration bodies and their control, as well as an on-going and transparent relationship of the Group with its viewers and listeners, institutions and supervisory bodies, employees, shareholders, investors, etc.
- **The Corporate Governance Policy**, which has been approved by the Board of Directors, includes the Good Governance practices of ATRESMEDIA, as well as those principles on which they are based, namely: the compliance with legal regulations, both external and internal, and their on-going adaptation to the recommendations in this respect; equal treatment of shareholders; quality and efficiency of the operation and the performance of the Board of Directors, its committees, as well as transparency.
- **The Audit and Control Committee is devoted** to the monitoring of the compliance with the Corporate Governance regulations and, specifically, the periodical assessment of the appropriateness of the Corporate Governance system of the Company for the aims for which it was established, so that it actually meets its duty to guarantee the appropriate operation of the Group and its transparency, promoting social interest and bearing in mind, as appropriate, the legitimate interests of the interest groups.
- **The Appointments and Remunerations Committee contributes** to the definition and divulging of the remuneration policy applicable to senior managers and directors, and supervises the enforcement of the resolutions adopted by the Shareholders' General Meeting in this respect. The committee is also actively involved in the shaping of the Board of Directors and the selection of those individuals who enter the Board, thus ensuring that they meet all the personal and professional requirements that make them especially suitable for the performance of their office.

7. To communicate corporate policies and values so that they span the entire length of value chain

- **Fairness, transparency, objectiveness and independence in the relationships with our suppliers of goods and services.** We maintain a fluent and transparent dialogue with our suppliers, to optimise the supplies and contracts of the Company. Our award procedures are based on the principles of fairness, transparency, equal treatment and objectiveness. In the context of the processes related to the purchase of goods or the contracting of services, we guarantee a full independence vis-à-vis any personal, family or financial relationship that might raise any doubt as far as the criteria and principles of independence in the selection are concerned.



- **Sustainability of our purchasing processes.** We have included a series of sustainability criteria in our purchases of goods and services, with a special emphasis on environmental criteria, provided that financial and quality demands allow it.
- **Commitment shared with our suppliers.** We share the corporate policies of ATRESMEDIA with our supplier companies, through the execution of agreements to abide by such policies, so that all the suppliers of the Group work in accordance with the same values and quality standards and the same social commitment as ATRESMEDIA.

8. To establish transparent relationships with the Interest Groups

- **Fluent and active channels for dialogue with our interest groups.** Interest Groups are all those individuals, organisations or institutions that influence, or may be influenced by, the decisions of the Group. In the light of these and other concerns, among the core elements of Corporate responsibility at ATRESMEDIA, transparency and a fluent dialogue with our main Groups of Interest should be pointed out. For that reason, we have established at ATRESMEDIA a series of efficient communication channels, that are suitable for each Interest Group and allow us to obtain their views, requirements and interests, and to meet their demands and expectations, integrating those that may boost competitiveness and reinforce the prestige, influence and profitability of the Company.
- **Transparent, reliable and balanced corporate information.** We divulge significant, complete and reliable information on the financial and non-financial performance of the Group, and this information is subject to the appropriate internal and external verification processes, that guarantee the maximum trustworthiness of the information published for our Interest Groups. This principle of balance governs our communications and, consequently, we inform our Interest Groups about our successes, but also about our failures.
- **Active participation in the major national and international organisations and forums related to corporate responsibility.** An active dialogue with Interest Groups also entails the participation in forums, associations and initiatives, both at national and international level. For that purpose, ATRESMEDIA attends the major forums on corporate responsibility, both at national and international level, in an effort to exchange experiences and good practices with other leading organisations in the field of sustainability, so that our corporate responsibility strategy is boosted and improved.

D) Mechanisms for the monitoring, control and implementation of the General Policy on Corporate Responsibility

The Board of Directors of ATRESMEDIA, which is the top governing body of the Company, will be responsible for the approval of the strategy and the policy on



Corporate Responsibility, and one of its committees, the Audit and Control Committee, is also in charge of its supervision. Additionally, to guarantee the transversal nature of Corporate Responsibility at the Company, we have also established a Corporate Responsibility Committee which fosters, at internal level, the implementation of the different objectives, keeping the management and administration bodies of ATRESMEDIA duly informed about its progress.

E) Construction, approval and dissemination of this Policy

This Policy **should be construed and applied** within the frame of the legal regulations in force, the recommendations included in the Code of Good Governance of Listed Companies, the corporate bye-laws and the internal rules of corporate governance approved by the Company (the Regulations of the Board of Directors, the Regulations of the Shareholders' general Meeting, the Internal Regulations for all Stock market-related Issues and the Code of Conduct), the Corporate Policy and any other protocols that implement any of the aforementioned regulatory texts, specify their application and guarantee their compliance.

Furthermore, **it is complemented** by the following policies:

- Responsible Advertising Policy
- Human Resources Policy
- Social Commitment Policy
- Environmental Policy

The Policy has been **approved by the Board of Directors** of the Company on 21st October 2015, following the favourable report prepared by the Audit and Control Committee, and has been published on the corporate website of the Company.

This policy, along with its complementary policies, will be available on the **corporate website** (www.atresmediacorporacion.com), under the heading "Corporate Responsibility" as well as in the "Shareholders and Investors/Corporate Governance" section, along with the Corporate Bye-Laws of Atresmedia, the internal regulations on corporate governance and other corporate policies.