

**ATRESMEDIA CORPORACIÓN
DE MEDIOS DE COMUNICACIÓN,
S.A. AND SUBSIDIARIES**



CONSOLIDATED MANAGEMENT REPORT
FOR 2020

Business performance and situation of the group

The Atresmedia Group, through its TV and radio arms, produces and distributes audiovisual and radio content of interest for a wide variety of audiences, in which it inserts the spaces it sells to advertisers for their advertising campaigns. Atres Advertising markets these spaces among advertisers, providing the Group with its main revenue source. Atresmedia also engages in other related activities. Through Atres Advertising itself and also through Smartclip, it sells various types of advertising on internet, which it inserts in proprietary web pages, in its VOD (video on demand) offering through Atresplayer or third-party supports. Thanks to all these activities, Atresmedia is the leading seller of advertising in



Spain, with a share of the total advertising market of over 18%.

The Group is also involved in other businesses that are not advertising-driven, such as the sale of content produced by the Group to other television networks or VOD platforms, both individually and packaged as complete channels. In a bid to bolster its third-party content creation and production capabilities, it created Atresmedia Studios, whose business was transferred in 2020 to two newly created companies, Buendía Producción, S.L. and Buendía Estudios, S.L. These companies were set up jointly with Telefónica with the aim

of becoming the largest creator of Spanish-language content, distributing their products across the globe. Lastly, Atresmedia complies with its statutory obligations to fund European audiovisual works (set out in the Spanish Audiovisual Act, Ley General Audiovisual) through its producer, Atresmedia Cine.

2020 began amid economic uncertainty and rapidly changing patterns of audiovisual consumption. The COVID-19 crisis led to a dramatic change, speeding up many of the trends envisaged in previous years and exacerbating the economic and business crisis for the vast majority of Spain's businesses.

After 2019 began showing signs of Atresmedia's macroeconomic environment losing steam; e.g. flat advertising spend despite 2% overall growth of the economy, 2020 featured an abrupt and sudden deterioration. Spanish gross domestic product (GDP) contracted 11%, with certain service sub-sectors, such as trade, transport and catering (-20.4%) and arts, entertainment and other services (-31.5%), hit particularly hard. The unprecedented economic downturn led to the largest contraction by GDP in peacetime history, impacting on companies' advertising budgets.

According to Infoadex data, all media were affected by this unique crisis, with the first ever slump in the digital category (-5.3% for the year). Other media run by Atresmedia were also affected, with TV down 18.4% and radio down 22.9%. All sectors in television showed declines, but performances were mixed, affected to a greater or lesser extent by the crisis caused by the pandemic. Telecommunications was only down slightly, while investment in other sectors such as beverages and automotive fell by more than a third from the year before.

That said, the drop in advertising spend was due exclusively to the contraction in demand, as TV and digital media audiences overall rose sharply, driven by lockdowns and the fewer entertainment options available outside the home.

TV consumption bucked the downward trend of recent years, growing 8% year-on-year to an

average of 240 minutes. Looking strictly at TV consumption and adding minutes of other uses (e.g. native digital streaming), Spaniards spent an average of 269 minutes in front of their TV sets. This shows that TV was still the leading communication media in the home and that the convergence between other entertainment options with TV is a reality.

Alongside these two factors, one of the year's biggest phenomena was the widespread use of streaming platforms as another way to consume content at home. 2020 featured the arrival of new international platforms in Spain, such as Disney Plus, but also changes in distribution windows, with films designed for the silver screen premiering on conventional television, exclusively via proprietary platforms. The boom of streaming consumption and the growing propensity to pay for quality content opened up a new growth channel for Atresmedia, which saw the subscriber base of its paid version of the Atresmedia platform blossom.

Against this challenging backdrop, Atresmedia's businesses and activities weathered greater or lesser impacts depending on the health situation at any given time and the measures taken to stop the spread of the virus:

- There were no interruptions in Atresmedia's TV and radio broadcasts. A raft of measures were taken promptly to ensure that business continued

as usual and that the quality of its broadcasts was maintained, while paying special attention to protecting the health of its employees and external partners. A work-from-home model was instituted in a large number of areas, which worked and is still working extremely well. In other areas, such as news and current affairs programmes, employees had no choice but to physically go to work. In these cases, strict protocols were put in place immediately to minimise the risk of spread. Overall, the effect was positive and underscores the organisation's ability to adapt to unforeseen circumstances.

- Programme production was hurt considerably during the strict lockdown period, but resumed as restrictions were eased. This activity is now back to normal, while all the safety and precautionary measures needed in the current situation are still in place. Production delays in some content had no impact, nor is any expected, on our channels' programming offer beyond some temporary adjustments that had to be made at the height of the pandemic.

- TV consumption rose sharply, as explained previously. The lockdown itself, let alone people's thirst for information, led to the highest ever levels of consumption of free-to-air (FTA) television on record. Figures show that FTA is still the TV option of choice among the entire population, including younger people, for entertainment and news. Atresmedia played a major role, ranking

among the leaders in news and still far and away the top medium for following breaking news.

- From mid-March to summer, the advertising market suffered its steepest falls ever. After that, a somewhat better health situation and ease in confinement measures helped economic activity and advertising gain momentum. This had a major impact on the Group's revenues as despite diversifying sources in the recent years advertising is still its core business.

This prompted Atresmedia to undertake major adjustment measures to mitigate the negative impact of the economic effects of the pandemic on the Group's operating performance and financial situation. There were cutbacks in virtually all expense items, especially programming and employee bonuses. The Group saw no need to avail of any of the government's extraordinary measures to protect jobs and provide financial assistance to companies. Atresmedia believes that no matter how serious the situation becomes, it will be temporary and its business fundamentals remain intact. Without losing sight of its long-term plans, investments were adjusted to the new paradigm.

Towards the end of the year, the Group carried out a voluntary redundancy plan in response to the need to offer alternatives to the Group's most senior employees and increase staff turnover. A total of 110 employees signed up.



Lastly, out of caution and to bolster Atresmedia's financial position, the Board of Directors decided to withdraw the item on the agenda for the 2020 General Meeting regarding the distribution of 2019 profit, which included payment of a dividend of EUR 0.25 per share, for a total of EUR 56,433. This decision was ratified by shareholders at the new General Meeting held in October.

Atresmedia Televisión's channels upped their market shares considerably over the course of 2020, from 26.2% in the first quarter to 26.9% in the fourth. Average share for the year was 26.3%. The commercial target audience; i.e. the most attractive for advertisers, followed a similar trend, but with higher shares, rising from 27.6% to 28.0% in the same quarters. This

positive trend extended into the early weeks of 2021, topping 27% in total individuals and 28% in the commercial target. Throughout last year, Atresmedia gave viewers what they demanded despite the extraordinary circumstances, which are still going on today. News programmes were the top choice for information due to their clarity, nearness and rigour, while entertainment programmes offered the type of content and quality demanded by the circumstances. All this was appreciated by the growing number of people tuning in to Atresmedia's channels.

Antena 3 achieved an average audience in total individuals (all day) of 11.8%, raising its share from 11.7% in the first quarter to 13.0% in the fourth, with a prime time share of 14.8%, the highest

of any channel. laSexta reported an average audience share in total individuals (all day) in 2020 of 7.0%, staying well ahead of its closest competitor. Its commercial target was 8.1%. The Group's complementary channels achieved a combined share of 7.5% in total individuals (all day) in 2020, in line with 2019, with a commercial target audience share of 8.3%.

Atresmedia Radio had an average of around 3.2 million listeners in the latest EGM survey (rolling year ended with the third 'wave' of 2020). Onda Cero held its number three ranking among generalist radio networks, with 1.8 million listeners. Turning to thematic radio stations, Europa FM had 1.2 million listeners and Melodía FM some 158 thousand.

At 31 December 2020, Atresmedia Digital had an average of 37.5 unique visitors a month, marking a 10% increase year-on-year. The television, radio, and atresplayer websites performed well, as did the native content sites (vertical content sites). According to figures from comScore, Atresmedia's website broke its record of 28 million unique visitors at 31 December 2020, making it the seventh most visited in Spain and maintaining its leadership in internet audiovisual rankings.

The Atresplayer on-line video player ended the year with an all-time high of 4.2 million unique users and 9 million registered users.

Atresmedia's share price closed in the red in 2020 mostly due to the health crisis caused by COVID-19. The shares ended 2020 at EUR 2.88/share, down 17.3% on the 2019 closing price (EUR 3.48/share). Meanwhile, the benchmark Ibex index closed at 8,073.70 points, down 15.5% from 2019. In the year's fourth quarter, both Atresmedia and the Ibex pared part of the losses accumulated since the start of the pandemic.

Revenue in 2020 totalled EUR 799.1 million, 18.4% less than in 2019. The decrease was the direct result of the downturn in the advertising market amid the pandemic-led crisis. Total revenue amounted to EUR 866.3 million, down 16.5% on 2019.

Operating expenses were 5.6% lower than the year before, amounting to EUR 826.2 million. This figure included extraordinary costs from the voluntary redundancy plan, for which a provision of EUR 36.5 million was recognised. Meanwhile, the carrying amount of Uniprex was written down by EUR 15.2 million. Stripping out these two impacts, recurring operating expenses were EUR 774.5 million; i.e. EUR 100.5 million (-11.5%) less than in 2019. The sharp decrease was the result of the cost-containment policy implemented immediately, which afforded the Group considerable savings without affecting its competitive positioning.

Operating profit in 2020 was EUR 40.1 million, or EUR 91.8 million excluding the two extraordinary

and non-recurring impacts described above. This was below the EUR 164.4 million of operating profit reported in 2019.

Profit before tax in 2020 totalled EUR 33.8 million, down from EUR 156.8 million, while net profit for the year was EUR 23.9 million, down from EUR 118.0 million in 2019.

Events after the reporting period

No significant event took place between the end of the reporting period and the date of authorisation for issue of the Group's financial statements.

Outlook for the Group

As noted throughout this report, the COVID-19 pandemic and its economic and social impacts were far and away the key theme of 2020. It looks set to remain that way for several more months given the current situation and the outlook at the beginning of 2021. Until there is any meaningful improvement in the health situation around the world through mass vaccinations and more effective treatments for the related illness, we are unlikely to see any major changes in lockdown policies, social behaviours or the overall economy.

On the bright side, the consensus is that the situation will improve as the year goes on and inroads are made in these areas. On the economic front, the crisis was the result of mass spreading of the virus and the lockdown



measures required to stop it. Therefore, the impact was uneven, hurting service sectors more closely related to human mobility. The threat is that if this continues it will ultimately have a greater impact on the rest of the sectors. This is why support policies to prevent the spread and help minimise the negative impact on production are crucial.

Assuming success in tackling the pandemic and support policies, the outlook for a recovery in Group revenue is clearly positive. While economic recovery may be relatively slow, we operate in markets with high elasticity that could improve considerably. Moreover, since some of the adjustment measures implemented will stay

in place over time, there is plenty of scope for margin growth over the next few years.

While these matters are clearly important, there are also the underlying trends of our industry, which in some cases have accelerated because of the pandemic. There are always pessimists, but this exceptional situation has highlighted free-to-air television's social importance for news and entertainment. It has certain attributes that other alternatives have yet to surpass. Therefore, it has become even more evident that traditional television and radio adapted to the new environment will continue to be a major part of the Group's business.

It is specifically because of our ability to cater to viewers' tastes, advertisers' needs and available technology that we will be able to broaden our offering to viewers and advertisers alike. We had already been doing this with our advertising-based Atresplayer digital content offering. However, we reinforced our subscription-based premium offering, reaching 452 thousand subscribers at the end of 2020. The outlook is for further growth in the coming years, making this one of the cornerstones of our strategy.

Precisely because of connected TV technology, which has grown year in and year out, we are now offering advertisers targeted advertising as a complement to the broad coverage afforded by

public or FTA television. Targeted advertising is set to be a major revenue source in the coming years.

Content production and distribution is another key component of the Group's growth strategy and advancing quickly. We launched Atresmedia Studios just over two years ago for third-party content production. Then, around mid-2020, we set up Buendía Producción and Buendía Estudios together with Telefónica. The latter was a further step in the same direction, but is more ambitious and has an international reach.

Against this ever-changing backdrop, two constants have guided Atresmedia's management for years now. The first is cost discipline. Resource allocation is crucial for achieving efficiencies and managing a business that is vulnerable to swings in general economic activity. The second, and for the same reason, is financial breakeven thanks to a strong and healthy balance sheet and wide availability of liquidity to ensure business continuity even in adverse situations like in the spring of 2020.

Research and development activities

The Group does not directly carry out any research and development activities. However, it invests, on an ongoing basis, in all new technologies related to engineering, systems and content distribution. On this front, Atresmedia Corporación de Medios de Comunicación, S.A. has and uses state-of-the-

art technology, enabling it to be at the forefront in the deployment of digital activities and in the internet.

Acquisitions of treasury share

On 27 February 2020, with settlement of the second part of the remuneration plan, 118,750 shares were delivered to plan beneficiaries. On 26 April 2019, the first part of the plan was settled, with delivery of 118,754 shares to beneficiaries.

This delivery left 554,376 shares held in treasury, representing 0.246% of share capital. No changes have occurred since then.

Average supplier payment period

"Average supplier payment period" is the time elapsed between the delivery of the goods or the rendering of the services by the supplier and the actual payment of the transaction.

The statutory payment limit applicable under Law 3/2004, of 29 December, establishing measures to combat late payment in commercial transactions and the transitional provisions set out in Law 15/2010, of 5 July, was 60 days as from 2013.

The average supplier payment period in 2020 was 50 days.

Use of financial instruments and main financial risks

The Group uses financial instruments to hedge

the foreign currency risk on the purchases of broadcasting rights in the year.

At 31 December 2020, the Parent had entered into hedging instruments on its foreign currency asset and liability positions amounting to USD 33,072 thousand, at a weighted average exchange rate of 1.1880 (EUR/USD). The net fair value of these hedging instruments gave rise to a financial asset of EUR 17 thousand and a financial liability of EUR 1,108 thousand at year-end.

Also, interest rate swaps were arranged to fix the financial cost arising from the floating rates established in the syndicated financing agreement entered into in July 2017. Their fair value at 31 December 2020 was EUR 731 thousand, recognised as a non-current financial liability.

On 11 July 2018, the Parent carried out an issue of bonds for USD 200,000 thousand, with maturity at five years (USD 75,000 thousand) and seven years (USD 125,000 thousand), with semi-annual payment of coupons at a fixed rate of interest. Cross currency swaps have been entered into to hedge the risk of fluctuations of these issuances, resulting in a fixed exchange rate and half-yearly payments of coupons on the bonds and debentures at a fixed rate in euros. At 31 December 2020, the fair value of the derivative related to the bond issue was recognised as a net financial liability of EUR 10,669 thousand.



The Group's risk management and control system is reviewed and updated regularly in response to how the Group's businesses perform and evolve, to risks that actually materialise, to changes in the law, and to how the organisation itself changes and evolves.

This risk management and control system helps the management team to make the right decisions and address risk effectively. We identify and implement any controls and action plans necessary targeting known risks; this enhances

our ability to create value and minimises any impact of losses that actually materialise.

Risk analysis and control touches on all the Group's businesses and activities, and involves all our organisational units. This means that risk management and control is a corporate system in which the entire organisation is on alert. The system is headed and overseen by the Board, yet some of its functions are delegated to the Audit and Control Committee. Risk management also brings into play the coordinating role of

the Compliance Committee, and input from the Legal Affairs, in risk management and compliance control, Finance, related to financial risks and the controls comprising the system for internal control over financial reporting (ICFR), and, lastly, Internal Audit and Process Control, the coordination and oversight of the overall operation of the risk management system.

The Group has the necessary tools and organisation to ensure the effectiveness of the control procedures approved.



The Group's main financial risks are:

a) Foreign currency risk. Foreign currency risk is concentrated basically in payments in international markets to acquire broadcasting rights. To mitigate this risk, the Group enters into hedging instruments, mainly currency forwards.

b) Liquidity risk. The Group's liquidity policy

is to arrange credit facilities and short-term investments for sufficient amounts to cover funding requirements based on the outlook for the business.

c) Credit risk. The Group does not have significant credit risk since the average customer collection period is short and the advertising contract terms allow for bank guarantees to be required prior

to the launch of advertising campaigns. Cash placements are made and derivative instruments are arranged with institutions of recognised solvency.

d) Interest rate risk. The Group's borrowings are exposed to interest rate risk. Financing is arranged at interest rates tied to Euribor. To mitigate this risk, the Parent has entered into

interest rate swaps (IRSs) to reduce its exposure to variable rates.

e) Foreign currency cash flow risk. The Group uses cross currency swaps that swap capital and interest flows in dollars for other capital and interest flows in euros, fixing the exchange rate and half-yearly coupons of the debt from bonds and debentures at a fixed rate in euros.

Alternative performance measures

To comply with the European Securities Market

Authority (ESMA) guidelines on Alternative Performance Measures (“APMs”), the Group presents additional information to improve comparability, reliability and comprehensibility of its financial information.

The Group presents its earnings in accordance with the applicable financial reporting framework (EU-IFRSs), but the directors consider that certain APMs add useful financial information that should be considered when assessing its performance. Directors and management may also use these APMs in their financial, operational

and planning decision-making and to evaluate the Group’s performance. The Group provides the APMs it considers appropriate and useful for decision-making by users.

Total revenue: the sum of revenue and other operating income.

Thousands of euros	2020	2019
Revenue	799,116	978,693
Other operating income	67,184	60,713
Total revenue	866,300	1,039,406

Operating expenses: the sum of programme amortisation and other procurements, staff costs and other operating expenses.

Thousands of euros	2020	2019
Programme amortisation and other procurements	393,801	470,764
Staff costs	197,577	161,741
Other operating expenses	200,660	222,956
Operating expenses	792,038	855,461

EBITDA (Earnings before interest, tax, depreciation and amortisation): profit or loss from operations plus amortisation and depreciation, impairment and gains/(losses) on disposals of non-current assets.

Thousands of euros	2020	2019
Profit from operations	40,133	164,406
Amortisation and depreciation	19,028	19,587
Impairment and gains/(losses) on disposals of non-current assets	15,101	(48)
EBITDA	74,262	183,945

Net financial income/(loss): finance costs and income (financial result) plus net gains or losses in changes in the value of financial instruments at fair value and exchange gains or losses.

Working capital: current assets minus current liabilities. This a financial measure of the operational liquidity available to the Group.

Thousands of euros	2020	2019
Current assets	762,387	699,506
Current liabilities	495,495	486,287
Working capital	266,892	213,219

Any ratios between the APMs can also be considered an alternative performance measure.

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ATRESMEDIA

**CONSOLIDATED NON-FINANCIAL
STATEMENT
2020**

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1. LETTER FROM THE CHAIRMAN



We ask you - our audience, shareholders, advertisers, employees and suppliers - to join us, and look back on an unprecedented year. We learned lessons. We met challenges. Most important of all, we confirmed a fact: as a communications group, we are in the lead. And we are ready to stay there. Hard times lie ahead for Spain and the Spanish public. We will continue to be there for them. Our purpose and our belief as a company are now more meaningful than ever: we believe in thought; we believe in feeling. Even in our toughest year ever, we kept our business going and made sure Atresmedia's people and talent were seen and heard by the whole country - to keep people informed; to keep people entertained; to be there for them when we were most needed.

In 2020, the two key factors that shape our business behaved in strikingly opposite ways. On one hand, there was a spike in the use of audiovisual content in all its forms - linear television and radio, streamed content and pay-per-view content over the Group's websites. Yet, on the other, there was an unprecedented crash in advertising spend. Our advertisers are spending less because the economy has taken a hit from the pandemic - and mainly in the sectors that historically advertise the most, especially on television. Meanwhile, people are watching more television than ever - in a broad sense, encompassing both the traditional and the new broadcasting shopfronts - because they are

increasingly keen to keep themselves entertained and up-to-date with the news.

These two facets of reality were quite unexpected. Without a doubt, the wide difference between the scenario at the start of the year and the way things stood by the close is explained by the far-reaching impact on the real economy and on society of the pandemic. However, other trends that were already present continued and even strengthened: content streaming is now a fully entrenched form of consumption; technology has become part and parcel of advertising; and consumers increasingly demand more accurate news coverage and higher quality entertainment and fiction.

Ever willing to speak up for social causes and in line with our commitment to give voice to the public mood, in 2020 Atresmedia worked hard to raise awareness of how the economic and healthcare crisis hurts the most vulnerable - people on their own, families at risk of exclusion, or the homeless - and we called on society as a whole to come to their aid. Atresmedia news and entertainment programmes put themselves to this task more than ever before. We are proud of how our public service calling and our hard work contributed to soften the blows of this crisis.

Our audience and the industry strongly support our strategy and model, predicated on quality, innovation, respect and commitment. Atresmedia

was the leading news network again in 2020, earning the audience's trust in our journalists and our way of reporting and commenting on current events. The Group continued to fight fake news with a range of mechanisms that ensure that our current affairs coverage is credible and rigorous. This was a frontline issue this year, as society needed accurate news about the pandemic. We are proud that our journalist Vicente Vallés, the anchor of Noticias 2 on Antena 3, which he also produces and directs, was awarded the 2020 Francisco Cerecedo prize by the Association of European Journalists for his accurate and independent news coverage. The Madrid Press Association presented the "Best Journalist of 2020" accolade to Carlos Alsina, who produces and presents the Más de uno radio show on Onda Cero.

Atresmedia is of course a leading news organisation, but this year – the toughest season so far – we also upped our game in entertainment, fiction and film. Our content was especially welcome amid the protracted lockdown. We achieved this with successful formats such as La Voz, Mask Singer and El Hormiguero 3.0, and original fiction content that brought to Spanish homes the most watched series of the year, such as Veneno, Mujer and Mi Hija. Supporting the arts and the film industry remained among our goals. Despite the crisis, Atresmedia Cine took part in a slew of projects and when the lockdown ended encouraged people to return to cinemas. Releases included Padre no hay más que uno 2,

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which became the highest-grossing film of the year in Spain.

On the corporate side, in 2020 we closed a highly attractive deal with our partner Telefónica, strengthening our position as a benchmark in content production and distribution with the creation of Buendía Estudios. In advertising – our main source of revenue – we continued to innovate and develop our tech to bolster our positioning in the digital world. We help each advertiser get a higher return on their investment by creating the campaign that best fits their communication needs.

The Atresmedia Group is aware that, as a media company, it is under a duty to the wider community. We are accountable as a major employer, as a major contractor of suppliers, and as an investment of choice for our shareholders.

In 2020, we continued to refine our Corporate Responsibility Master Plan by further integrating sustainability concerns with all levels of the organisation. For yet another year, Atresmedia was picked as a member of the FTSE4Good Ibx sustainability index, which lists the leading companies in corporate responsibility practices. We are proud to say that the company's efforts in transparency in reporting to stakeholders were recognised in the 'Transparency, credibility and good governance ranking'. We ranked highest among all communication groups assessed.

We continued to align closely with the United Nations Global Compact, the 2030 Agenda and the Sustainable Development Goals. We are aware that we can play a key role in achieving those objectives, and so we focus on initiatives that involve our internal and external audiences and the wider community. Our Compromiso Atresmedia initiatives and the efforts of Fundación Atresmedia – which in 2020 celebrated its 15th anniversary – are the Group's response to the global social and environmental challenges that we all face.

In the exciting journey that is our business I would like to acknowledge all those who help us to succeed, and without whom we would be unable to achieve our goals. This year, more than ever before, I thank and salute our employees. With perseverance and grit, they rose to the challenge and overcame exceptional difficulty. They kept the business going and upheld the standards of

excellence that are the hallmarks of our Group. And, with dedication and empathy, they took on corporate volunteer work to help those the pandemic has hit the hardest.

Our project as a global audiovisual group only makes sense in the light of the trust placed in us by our advertisers, for whom we remain the advertising venue of choice. Our role is to provide a safe environment in which advertisers' brands

can be displayed without risk facing a general audience. We must also make sure that ours is the right venue to advocate for our advertisers' social causes.

We thank our audience for choosing us, our content providers for their commitment to innovative creativity, and our shareholders for their continued support for our business model, which has become an industry benchmark.

And I personally thank our shareholders, audience, employees, advertisers and suppliers. I like to think that you partake not only in the Group's successes but also in its role as the compass of a society that, now more than ever, needs its media of communication to demonstrate trustworthiness, quality, accuracy, and human warmth.

José Creuheras

2. MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



In the document you are now reading, Atresmedia reviews the toughest year in its history. Nonetheless, drawing strength from a sense of purpose, from our strategy and from the talent of our people, we continued to serve society with quality entertainment and accurate news coverage.

The past year proved volatile in all spheres: healthcare, society, the economy, finance and politics. All of this shaped the media industry, which in any event had been undergoing major changes in recent years. In 2020, there was a huge shift in the advertising market and consumption habits. Society adapted to the constraints of the lockdown, a shrinking economy and new ways for people to relate to one another. An unprecedented decline in the economy led to the sharpest drop in GDP of the past 50 years. Advertising spend fell by 22% in the first few months of the year, and by 50% in April and May, when the lockdown was at its strictest. However, TV consumption bucked the downward trend of recent years, growing 8% year-on-year to an average of 240 minutes per day, per person.

Facing uncertainty and a weak economy, we were nonetheless able to respond swiftly and effectively. In the space of just a few months, our way of managing our people from day to day and our relationships with advertisers, shareholders and suppliers went through a major change. Yet

at all times we ensured that Atresmedia people were safe, that our business could continue and that our strategic aims remained achievable.

We cannot take stock of our business and operational performance in such an exceptional year without turning the spotlight on our role as part of the wider community. First, as a media organisation, we kept society accurately informed and provided entertainment and initiatives with a positive message, such as our Un Gran País campaign, which encouraged people by reminding them of our society's strengths and great potential. Secondly, we lent visibility to social causes that became all the more pressing in the midst of the pandemic. We helped mobilise aid to address emerging issues and difficulties. We continued to deliver on our commitment to job stability and employee safety. We made available all the healthcare measures required to enable our people to work safely. Furthermore, we continued business as usual with our suppliers of goods and services and content producers by creating specific protocols to ensure safety in all recordings and shoots.

Despite a tumultuous 2020, our results prove that over the year we worked on the right things - and our audience and advertisers trusted us accordingly. We ended the year with revenue of EUR 866.3 million, EBITDA of EUR 74.3 million and consolidated profit of EUR 23.9 million.

Our belief in our business model, guided by principles of quality, innovation and social sensitivity, continued to deliver strong results. Yet again, surveys showed we are perceived as the best media company across variables such as quality, variety and popular appeal in our content, and in our social sensitivity and viewpoint diversity. Our news coverage retained its high credibility among the public, and we topped the league table of Spanish media in the Reuters Institute's Digital News Report. We proved able to adapt our range of advertising solutions to new technologies and new consumption habits, as shown by our acquisition of H2H, a company that specialises in gathering and analysing data generated by platforms and social media influencers.

We are grateful for the milestone achievements of the year: every day, 22 million people chose our channels for news and entertainment, making us the Spanish communications group with the largest daily audience for our content; in addition, more than 3.5 million people tuned into our radio stations every day. Our international channels reached 54 million subscribers around the world.

Antena3's news programmes achieved a new record and were the market leaders for the third consecutive year with the highest viewing figures in 12 years. laSexta's news programmes also performed better than ever in the channel's history, with more than 1.2

Despite a tumultuous 2020, our results prove that over the year we worked on the right things and our audience and advertisers trusted us accordingly

million viewers. Pasapalabra, Spanish TV's most popular gameshow, premiered its new season on Antena 3 and became the absolute leader in the afternoon time slot. Mask Singer was the most-watched premiere of a TV entertainment show in the past eight years, while our current affairs and comment programme, Al Rojo Vivo, had its best ever year, drawing an average of more than a million viewers. These successes came in the year in which Antena 3 and Onda Cero celebrated their 30th anniversary, while our theme channels Neox and Nova completed their 15th year, culminating a long-term bet driven by commitment, quality and innovation.

Despite the strong performance of offline broadcasting, 2020 was undoubtedly the year of Atresmedia going digital. Our firmly established online platform ATRESplayer was joined by ATRESplayer Premium, the Group's subscription OTT for all-new, original and exclusive content, which achieved a record year for subscriber uptake, with 452,097 new subscribers. We premiered our original production Veneno, which became the smash hit of the year and one of the most-streamed series of 2020, drawing close to 450,000 viewers and winning the Iris Critics Prize and

the Premio Ondas for best female actor. During the pandemic, Atresmedia's radio stations took on an unprecedented challenge to stay on air to the same standards of quality. The stations bolstered their digital environment by launching the new Onda Cero app that provides an accessible and customisable shopfront for listeners to choose their preferred content and options.

Another highlight was our alliance with Telefónica for the launch of Buendía Estudios, a content production and distribution company that aims to become the benchmark studio for Spanish-language content production for the domestic and international market. Elsewhere, Atresmedia Diversificación now represents a growing percentage of the Group's revenue and profit through recovery of its Media-for-Equity investments. In the midst of a global pandemic Atresmedia proved that it is worth taking risks on new and different business models that can provide fresh options in challenging and uncertain times.

At Atresmedia, we believe we are doing our job right only if we meet the expectations of our stakeholders and raise awareness of

social causes that demand our full attention and action. We have a proven ability to communicate, to draw an audience and to exert an influence. For this reason, we must use our power of communication responsibly - not merely to keep people informed and entertained, but also to build a better, more

educated society. The constraints of remote work proved to be no barrier to our continuing and even increasing our role in awareness-raising and social action through the initiatives of Compromiso Atresmedia, our corporate volunteering programme, and the activities of the Atresmedia Foundation.

It is my hope that we shall be able to continue to play a role in the recovery from this crisis that affects us in so many ways, and at every turn requires us to do our best.

Silvio González



ATRESMEDIA

3. THE YEAR AT A GLANCE

FINANCIAL RESULTS

€866.3 M
TOTAL REVENUE
(-16.6% vs. 2019)

€23.8 M
NET PROFIT
(-79.8% vs. 2019)

€74.3 M
EBITDA
(-59.6% vs. 2019)

€807.9 M
AUDIOVISUAL
REVENUE
(-16.3% vs. 2019)

€67.0 M
RADIO REVENUE
(-19.4% vs. 2019)

CORPORATE DIMENSION

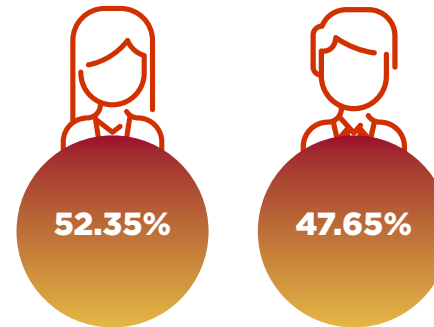
50/60
RECOMMENDATIONS OF THE CNMV GOOD
GOVERNANCE CODE COMPLIED WITH

LEADER IN THE RANKING
"TRANSPARENCY, CREDIBILITY
AND GOOD GOVERNANCE"

AMONG THE 21 MEDIA GROUPS ASSESSED

HUMAN TEAM

2,407 employees
(-5.75% vs. 2019)



234
EMPLOYEE TRAINING
ACTIONS
(-42.6% vs. 2019)

10,660
TRAINING HOURS
(-71.08% vs. 2019)

56.88%
NEW WOMEN HIRES
(+1.6% vs. 2019)

84.25%
PERMANENT
CONTRACTS
(+0.3% vs. 2019)

44 employees
WITH SOME LEVEL OF DISABILITY
(-2,2 vs 2019)

SOCIAL CONTRIBUTION

€18.6M
OF GIFTED TV, RADIO AND DIGITAL
ADVERTISING CAMPAIGNS
(+25,01% vs 2019)

4,309 hours
OF CORPORATE VOLUNTEERING
(+125% vs 2019)

18,107 showings
OF ATRESMEDIA
COMMITMENT CAMPAIGNS
(-3,16% vs 2019)

€ 500,000
OF DONATIONS TO
FUNDACIÓN ATRESMEDIA

18,316
HOURS SUBTITLED ON THE WEB
(+22,5% vs 2019)

20
INTERESTS IN START-UPS
(+33% vs 2019)

ENVIRONMENTAL CONTRIBUTION

CDP score B list
(C IN 2019)



127,513 GJ
OF ENERGY
CONSUMPTION
(-2,1% vs 2019)



2,393.2 tCO2
SCOPE 1 AND 2
EMISSIONS
(-76,2% vs 2019)



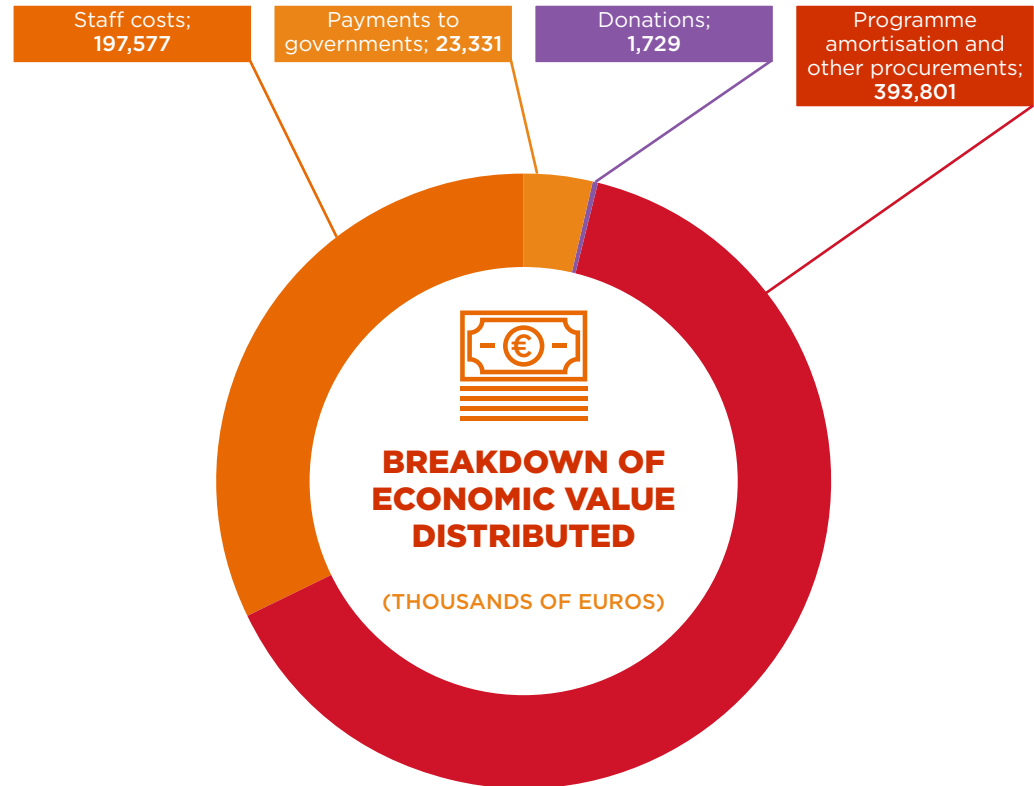
42,556 litres
OF WATER
CONSUMED
(-15.9% vs. 2019)

**Premiere of the “Natural”
special-interes
programme on laSexta**

ECONOMIC VALUE GENERATED AND DISTRIBUTED

ECONOMIC VALUE GENERATED
€866.3 M

ECONOMIC VALUE DISTRIBUTED
€616.4 M



4. ABOUT THIS REPORT

The non-financial statement was prepared pursuant to the requirements of Law 11/2018, of 28 December 2018, on non-financial and diversity information, approved on 13 December 2018 by the Spanish Congress of Deputies, amending the Spanish Commercial Code, the consolidated text of the Spanish Companies Act (texto refundido de la Ley de Sociedades de Capital) approved by Royal Legislative Decree 1/2010, of 2 July, and Spanish Audit Law 22/2015, of 20 July, on disclosures of non-financial and diversity information (from Royal Decree-Law 18/2017, of 24 November).

It also considered the European Commission guidelines on non-financial reporting (2017/C 215/01) arising from Directive 2014/95/UE, Preparation also followed the core option of the Global Reporting Initiatives Sustainability Reporting Guidelines (GRI Standards), and the GRI G4 Media Sector Supplement.

Through the non-financial statement, Atresmedia reports on environmental, corporate governance, employee-related, social and human rights matters that are relevant for the Company in carrying out its business.

Questions regarding report content and the definition process may be sent to responsabilidad.corporativa@atresmedia.com or to Atresmedia Corporación, Av. Isla Graciosa 13, San Sebastián de los Reyes, 28703 (Madrid), which is the Group's main address.

Background of the COVID-19 pandemic: On 11 March 2020 the World Health Organisation declared that the public health emergency triggered by the coronavirus (covert-19) outbreak was an international pandemic. Three days later, on 14 March 2020, the Spanish Government decreed a state of emergency as a result of the healthcare crisis. The swift pace of events in Spain and internationally drove an unprecedented healthcare crisis that impacted business performance and the economic environment at the macro scale. The effects of this background on Atresmedia's performance indicators and specific targets are described in the relevant sections of this report.

Materiality: The content of this report was selected partly on the basis of a materiality assessment conducted in late 2020. Our assessment considered external sources (sustainability standards, industry peers, investment funds, industry reports and research) and consultations carried out internally (Group employees) and externally (academia, financial sector, customers, users, civil society). By way of a new element, some of our sources looked specifically at key aspects of the ongoing pandemic.

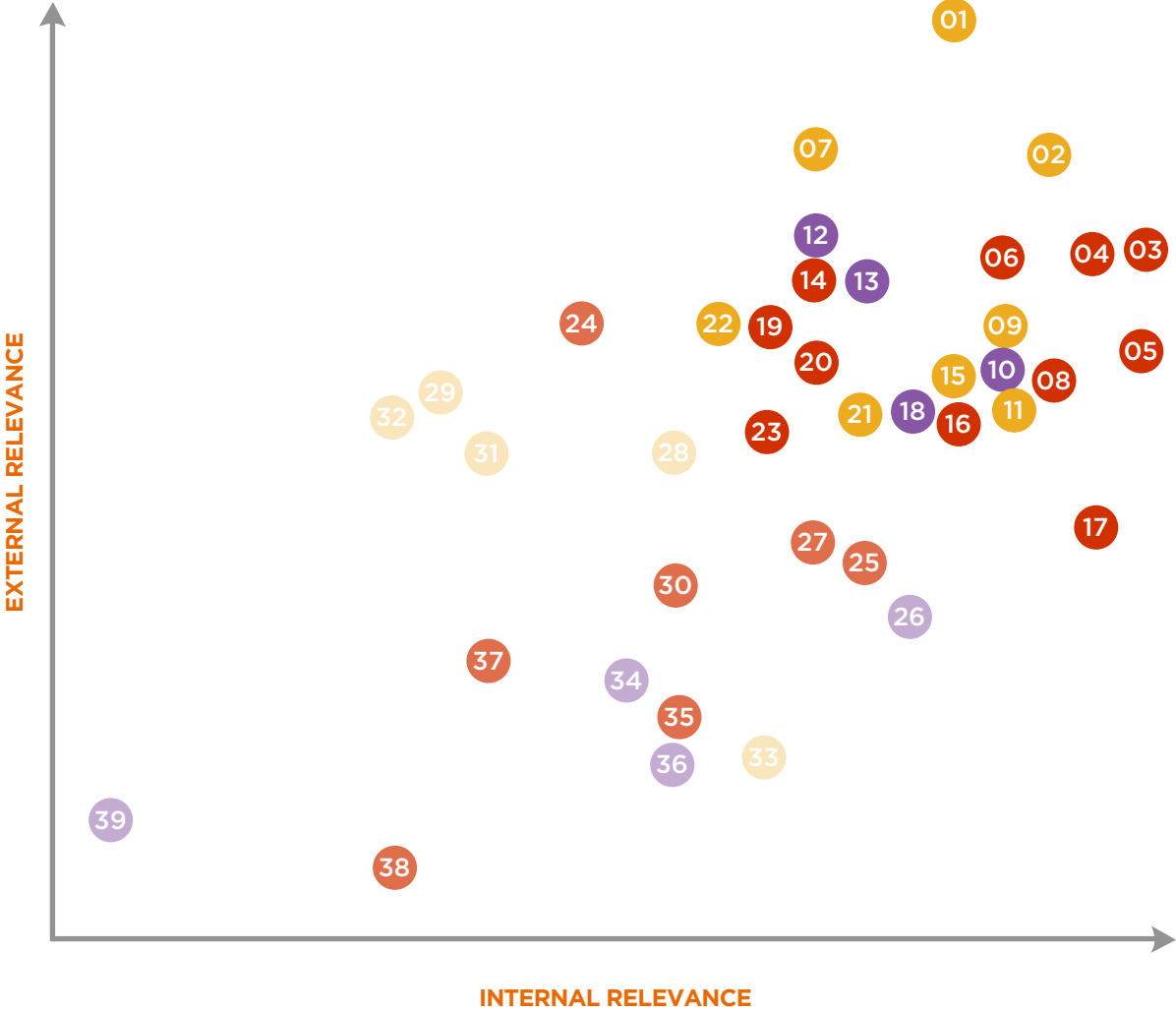
All relevant material topics were analysed to identify how they relate to the specific content and indicators included in the new GRI G4 Standards. Atresmedia selected those disclosures that truly respond to the interests of

stakeholders and its own strategy. As a result of the consultation process, it was also determined that, given the nature of its operations, the specific characteristics of the industry and the Group's activity, the contents of Ley 11/2018 (a statute addressing non-financial reporting requirements) on noise and light pollution, the circular economy, food waste, biodiversity, and the impact on protected areas are not considered material.

COVID-19 sharply increased the materiality of some topics. The key results of the materiality assessment showed that the most material topics in 2020 were: integrating corporate responsibility with day-to-day management; fact-checking and fighting fake news; keeping a financial balance; involving the Board in handling ESG matters; and managing information security.

As to changes in materiality with respect to 2019, some priorities remained very much in place: taking a responsible approach to news coverage and advertising and entertainment content (values such as reputation, inclusiveness, independence, accuracy, protecting children, innovation), and information security. There was a slight increase in the materiality of environmental management due to growing global awareness. Hence, environmental issues are now a material topic alongside fact-checking and the fight against fake news (the most material topic), human rights, financial balance, business model

review and investor relations. The broad topics of integration of corporate responsibility with the business and the governance model evolved towards more specific concerns as a result of the maturity achieved by the sector and the company in recent years. Looking at the lower end of the matrix, we reviewed key specific points of human resource management that had so far not been dealt with individually, such as work-life balance, non-discriminatory culture, integration of people with disabilities, and employee engagement with operational changes.



Domains	Matrix hierarchy	Topics	NFS content (section)
Integration of CR with management	○ 4	Board involvement in ESG management	Corporate governance
	○ 8	Good governance	Corporate governance
	○ 16	Compliance	Compliance
	○ 20	Responsible tax policy	Compliance with tax obligations
	○ 19	Internal organisation of CR	Atresmedia purpose, mission and values
	● 37	Integration of ESG risks with the company's overall risk management	Risk prevention, control and identification/ESG risk model
	○ 5	Information security	Risk prevention, control and identification/Cybersecurity and responsible data management
	○ 3	Financial balance	The year at a glance
	○ 6	Business adaptation and rethinking	Business model and strategy
	○ 17	Brand value and industry leadership	Business model and strategy
	○ 23	Investor Relations	Atresmedia's impact on the environment
	● 24	Stakeholder dialogue and meeting expectations	Atresmedia's impact on the environment
	● 35	Supply chain management	Suppliers, producers and distributors
	● 38	Cooperation with suppliers and subcontractors	Suppliers, producers and distributors
	● 30	Promoting community development initiatives and creating opportunities	Communities
	○ 14	Community campaigns and initiatives	Communities
● 27	Environmental commitment	Natural environment	
● 25	Protection and advocacy of human rights	Communities/Human rights	

Domains	Matrix hierarchy	Topics	NFS content (section)
People and employment	○ 10	Engagement and management of human talent and capital	Employees
	○ 18	Culture of equality, inclusion and non-discrimination in the workplace	Employees/Supporting equality, diversity and work-life balance
	● 26	Culture of diversity and integration of people with disabilities	Employees/Supporting equality, diversity and work-life balance
	○ 13	Work-life balance	Employees/Supporting equality, diversity and work-life balance
	● 34	Engagement	Employees/Career development
	○ 12	Occupational safety, health and welfare	Employees/Safe and healthy workplace
	● 36	Change in operating model	Employees
	● 39	Dialogue with employees (collective agreements and unions)	Employees/Stable employment and rewarding working environment

Domains	Matrix hierarchy	Topics	NFS content (section)
Impact on society of content creation, production and broadcasting	○ 2	Reputation of news content (independence, ethics, objectivity and viewpoint diversity)	Customers and users: advertisers and audience
	○ 1	"Fake news" and fact-checking	Customers and users: advertisers and audience
	○ 22	Impartiality safeguards	Customers and users: advertisers and audience
	○ 21	Reputation of entertainment content (quality, ethics and responsibility)	Customers and users: advertisers and audience
	○ 11	Child protection	Customers and users: advertisers and audience
	● 32	Specific programming related to social issues	Communities/Compromiso Atresmedia
	● 29	Diversity and inclusiveness in content creation	Customers and users: advertisers and audience
	○ 15	Ongoing content updating and innovation	Business model and strategy
	○ 9	Innovation and development of new technologies for content distribution	Business model and strategy
	● 33	Customer experience when using the platforms	Business model and strategy
	● 28	Accessibility	Customers and users: advertisers and audience
	○ 7	Responsible advertising (ethical, truthful, honest and legal)	Customers and users: advertisers and audience
	● 31	Medialiteracy	Customers and users: advertisers and audience

* Highlighted topics are the most material and rank in the matrix at the highest levels of internal and external materiality.

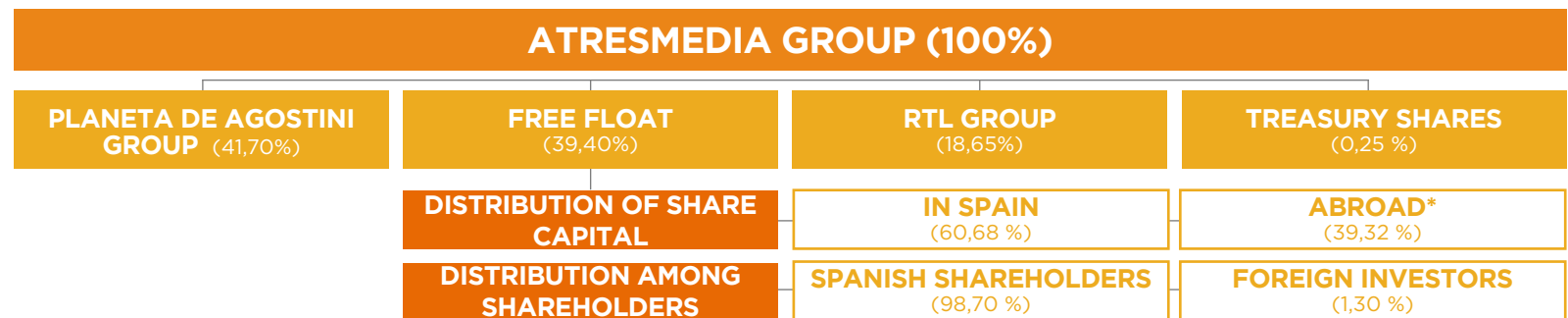
5. ABOUT US

Atresmedia is Spain's leading communications group, with operations in the television, radio, digital, film and audiovisual production sectors. The Group implements its strategy through various business divisions: Atresmedia Televisión (Antena 3, laSexta, Neox, Nova, Mega and Atreseries), Atresmedia Radio (Onda Cero, Europa FM, Melodía FM), Atresmedia Digital

(Smartclip, ATRESplayer, H2H and own websites), Atresmedia Publicidad (advertisement and commercial field), Atresmedia Diversificación (businesses and activities that do not depend on the advertising market) and Buendía Studios (film, fiction and entertainment production for third parties). They all share the core values of quality, innovation, commitment, plurality and

commitment to the industry, which govern all their activities and enable them to fulfil their purpose as a company, as well as their mission and vision.

Atresmedia Corporación is a listed company that currently displays the following shareholder structure:



*Stake > 1%: Germany, United States, United Kingdom, Belgium, Luxembourg and France



Most of our shareholders are small investors. 94.05% of Spanish shareholders and 90.60% of foreign shareholders hold 1 to 1,000 shares; these positions combined account for only 5.59% of total share capital admitted to trading

The two shareholders with significant shareholdings are:

SHAREHOLDER	ACTIVITY	BOARD PRESENCE
Planeta De Agostini Group ¹	The group emerged from a strategic alliance between the Planeta Group and De Agostini. Its goal is to entrench its leadership in publishing, explore new economic sectors and, in particular, to become a major player in audiovisual media.	Mauricio Casals Aldama, Marco Drago and Carlos Fernández Sanchiz ² .
RTL Group ³	RTL is the European leader in the entertainment market, with 67 television channels, 8 video-on-demand (VOD) platforms and 30 radio stations. Headquartered in Luxembourg, the company has radio and television interests in Germany, France, Belgium, the Netherlands, Luxembourg, Spain, Hungary, and Croatia. It also produces content, which it distributes to all continents, and has interests in several digital video businesses. RTL's shares are listed on the Frankfurt and Luxembourg exchanges.	Elmar Heggen and Nicolas de Tavernost.

¹ Grupo Planeta de Agostini, S.L. has an ownership interest through its wholly owned subsidiary GRUPO PASA CARTERA, S.A.U.

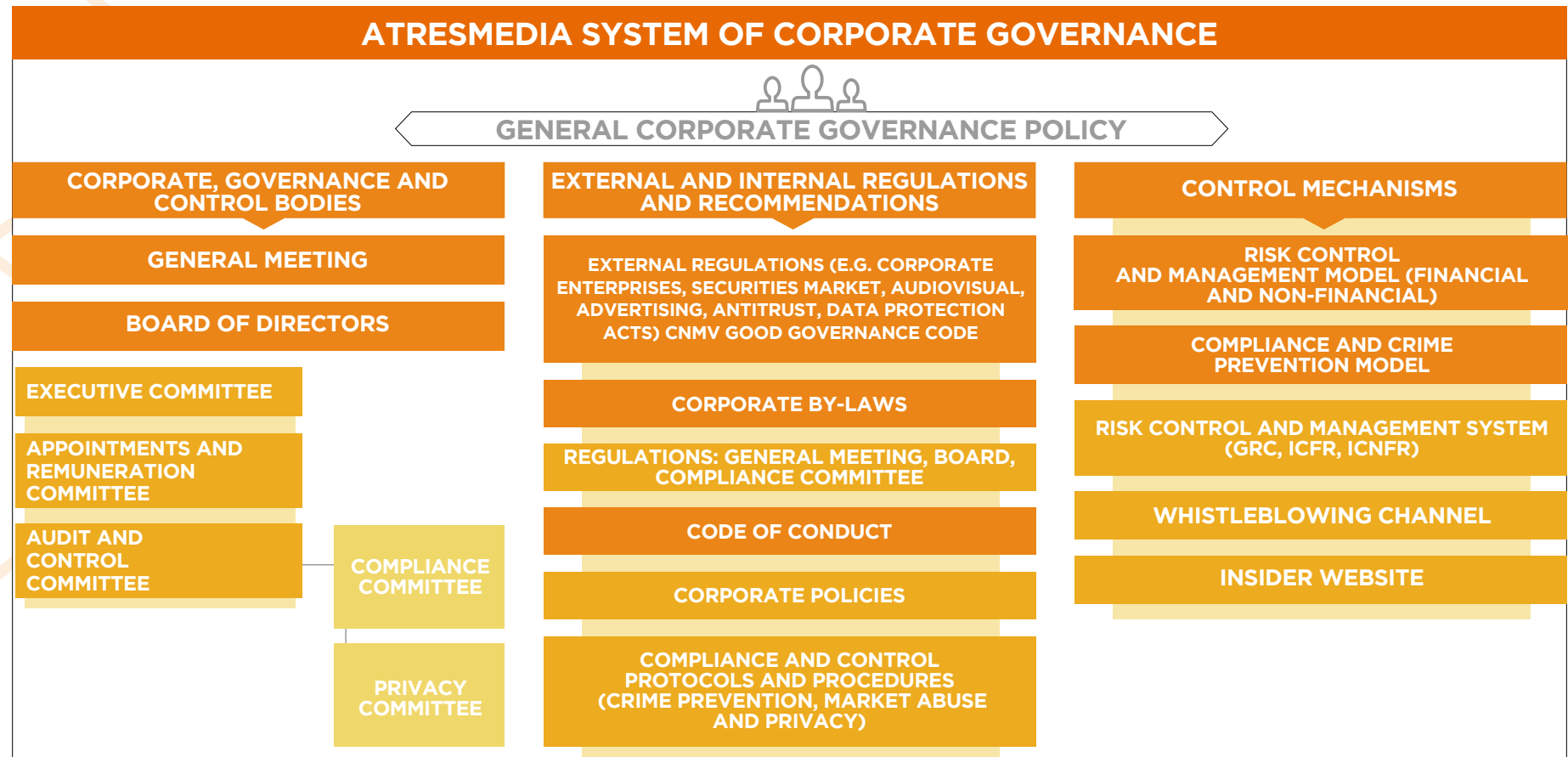
² The chairman, José Creuheras Margenat, is a proprietary executive director appointed at the proposal of the Planeta De Agostini Group. Pursuant to Article 529(1) of the Ley de Sociedades de Capital (Spanish Companies Act), he qualifies as an executive director.

³ RTL Group, S.A. (controlled by Bertelsmann, A.G.) has an ownership interest through UFA FILM UND FERNSEH GMBH, which is the direct shareholder of Atresmedia Corporación.

5.1 ABOUT US >> CORPORATE GOVERNANCE

The corporate governance and decision-making system is based on the **Corporate Governance Policy** and comprises the governance and management organs, subject to statutory provisions that ensure that those organs function properly, are suitably controlled, and interact appropriately with stakeholders. Further information on this system is provided in the Annual Corporate Governance Report (ACGR).

Components of Atresmedia's corporate governance system:





The 2020 Annual Corporate Governance Report provides a detailed description of the **structure and operation of the entity's governing bodies**, their composition, the entity's shareholder body, related party transactions, the risk management and control model, the conduct of the general meeting and the extent of compliance with the recommendations of the Code of Good Governance for Listed Companies.

In 2020, the Atresmedia system of governance adapted its rules of functioning and immediately rose to the challenge of the exceptional situation brought about by the COVID-19 pandemic so as to ensure ongoing normal operation. Key **highlights** included:

- **Board and committee meetings** were held via **videoconferencing**, and on two occasions **resolutions were passed by means of the written procedure** without a meeting.
- In June 2020, the **Audit and Control Committee held an extraordinary meeting** for the sole purpose of reviewing the impact of the pandemic on the financial statements.

On 29 April and 21 October 2020, ordinary **General Meetings** of shareholders were held using remote communications exclusively. At the **first** General Meeting, which addressed the usual agenda for an AGM (approval of financial statements, re-election of statutory auditor, advisory vote on the remuneration

report, and so forth), the initial proposed distribution of 2019 profit – which had been drawn up before the state of emergency was declared and before director pay policy for 2019-2021 was modified – was withdrawn. The **second** General Meeting dealt exclusively with the distribution of the outstanding portion of last year's profit. To ensure that all shareholders were treated fairly, we made the rules governing remote attendance more flexible and widened the scope of information channels. Following Recommendation 7 of the Spanish Code of Good Governance, the proceedings of General Meetings were broadcast over the corporate website.

In 2020, we conducted an **in-depth assessment of the Atresmedia System of Corporate Governance** to identify the **new requirements under the Code of Good Governance for Listed Companies**, which was reformed by the Comisión Nacional del Mercado de Valores (CNMV, Spain's securities market regulator) in June 2020, and improved the system accordingly. As a result of this assessment, at its meeting of 16 December 2020 the Board of Directors introduced the following **measures** to align with the recent reform:

- Widen our **policy on communications with shareholders and investors** to include specific and distinct content on financial, non-financial and corporate matters (Recommendations 4 and 54).
- Modify our **director selection policy** to include an age diversity parameter, encourage the emergence of a large number of female senior executives at Atresmedia and set a target of 40% women directors by year end 2022 (Recommendations 14 and 15).
- Open up the **whistleblower channel**, which was formerly internal only, to allow third-party access by shareholders, suppliers and contractors, and include the possibility of anonymous whistleblowing in certain cases (Recommendation 42).

On 24 February 2021, following reports from the relevant committees, the Board decided

At year-end 2020, Atresmedia complied with 50 of the 60 recommendations applicable to it of the 64 current recommendations of the Code of Good Governance for Listed Companies (see section G of the 2019 ACGR). Most of the recommendations that were only partially complied with as at 31 December 2020 will be fully complied with in 2021 after modification of our internal rules of corporate governance

to modify the above policies and, in addition, the policies listed below: General risk policy (to reflect the integration of ESG risks with the company's risk map), corporate responsibility (to include the new mechanisms for oversight of non-financial reporting) and corporate governance (to reflect the scope of the recent reform of the Spanish Code of Good Governance and add the internal rules and good practices already implemented by Atresmedia after the original adoption of the policy in 2015). These policies are available for reference on the corporate website.

Moreover, if it were required to adapt the company's articles of association, general meeting regulations, board regulations, director pay policy or any other internal rules of a similar or equivalent rank, the Board will, at the appropriate time, lay before the shareholders at a General Meeting a proposed resolution to

implement the changes, or, as the case may be, will inform the shareholders of any earlier implementation.

The Company follows Recommendation 36 of the Good Governance Code and evaluates the performance of the governing bodies every three years with the assistance of an independent external advisor. The evaluation for 2019 was performed with the assistance of a qualified independent expert. The evaluation for 2020 was conducted internally, with the assistance of the Secretary of the Board of Directors. It was based on individual questionnaires filled out by the directors, on corporate documentation and on the Board of Directors' and Board committees' activity reports for 2020.

The results of the comprehensive review are set out in a report to the Board of Directors, which

includes an action plan containing specific proposals for improvement. The ACGR reports on the proposals of the Plan implemented in 2020, highlighting the drafting of the Atresmedia Corporate Governance System Handbook, the increased participation of the highest-ranking executives at Board meetings (to improve the quality of information directors receive on the various business areas and strategy) and the approval of a skills matrix for the Board and Board committees as a reference for the director selection process and the composition of the company's collegial governing bodies.

These meetings addressed the following issues related to governance, compliance and corporate responsibility:

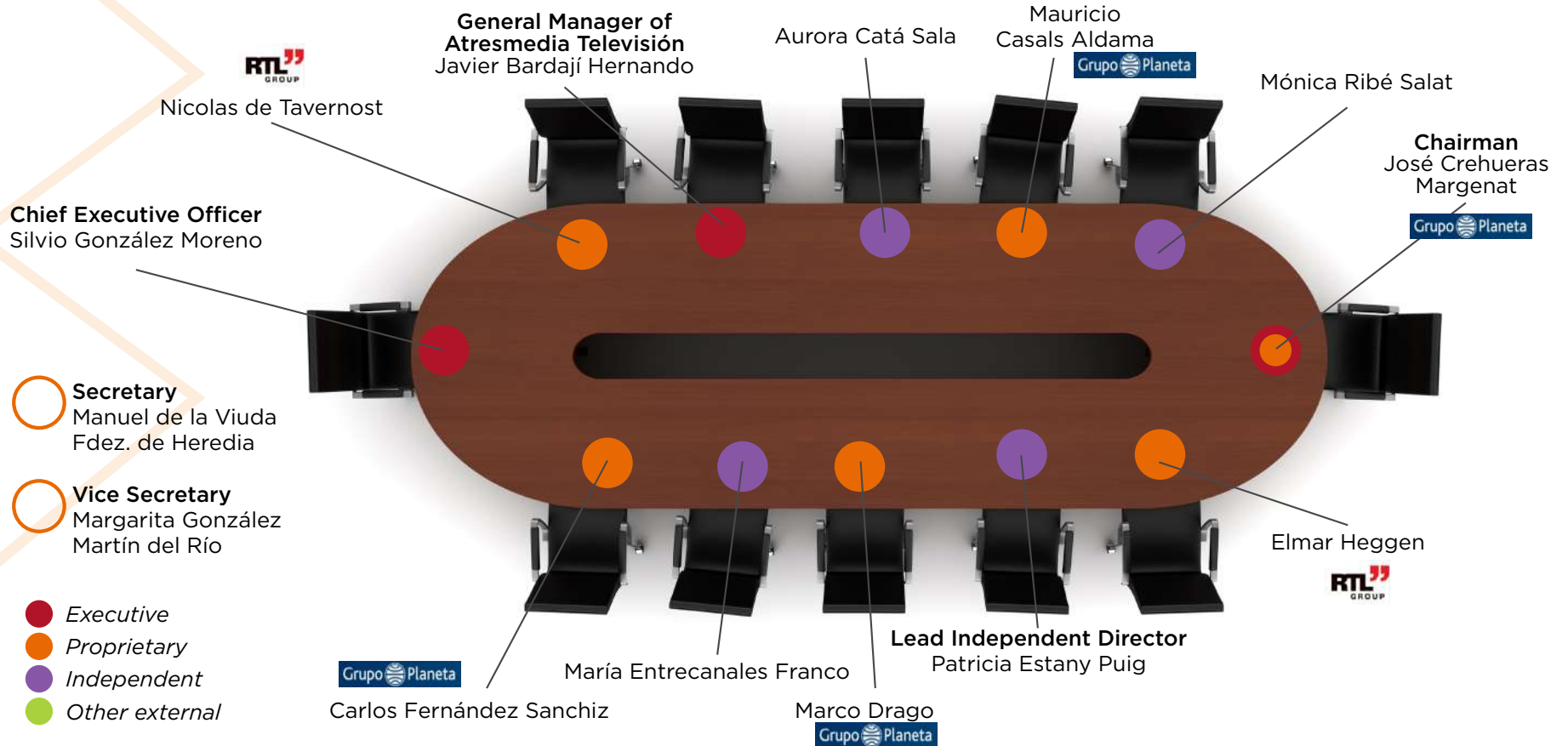
<p>REPORT AND APPROVAL OF THE 2019 ACGR</p> <p>FEBRUARY 2020</p>	<p>REPORT AND APPROVAL OF THE 2020 ADRR</p> <p>FEBRUARY 2020</p>	<p>ADHERENCE TO THE SPANISH TAXATION AUTHORITIES' CODE OF BEST TAX PRACTICE AND AMENDMENT OF ATRESMEDIA CORPORACIÓN'S CORPORATE TAX POLICY</p> <p>APRIL 2020</p>
<p>APPROVAL OF THE ANTI-CORRUPTION POLICY BY THE COMPLIANCE COMMITTEE AND REPORTING OF THE CONTENT TO THE BOARD OF DIRECTORS</p> <p>JUNE AND DECEMBER 2020</p>	<p>AUDIT COMMITTEE REPORTS ON THE COMPLIANCE COMMITTEE'S ACTIVITY</p> <p>JUNE AND DECEMBER 2020</p>	<p>EXECUTIVE REPORT TO THE BOARD OF DIRECTORS ON THE REFORM OF THE CNMV'S GOOD GOVERNANCE CODE OF LISTED COMPANIES</p> <p>JULY AND DECEMBER 2020</p>
<p>REVIEW OF THE RISK AND CONTROL MODEL AND INTEGRATION OF ESG RISKS</p> <p>DECEMBER 2020</p>	<p>OVERSIGHT OF DIRECTOR AND AUDITOR INDEPENDENCE</p> <p>FEBRUARY 2020</p>	<p>AUTHORISATION FOR ISSUE OF THE NON-FINANCIAL STATEMENT</p> <p>FEBRUARY 2020</p>



The company's efforts in transparency and commitment in reporting to stakeholders were recognised in Compromiso Empresarial's 'Transparency, credibility and good governance ranking'. Atresmedia achieved the highest ranking of the 21 private listed and unlisted communication groups assessed

Board of Directors

At 31 December 2020, the Board of Directors comprised 12 directors, 4 of whom were **women** (more than 30% of the total membership). The **average age** was 61. The **type, diversity of skills and representation of proprietary directors representing major shareholders** were as follows:



	DIVERSITY OF MANAGEMENT BODIES							
	Executive		Proprietary		Independent		Women	
Board of Directors	3	25%	5	41.67%	4	33.33%	4	33.33%
Executive Committee	2	40%	2	40%	1	20%	1	20%
Audit and Control Committee	-	-	2	40%	3	60%	3	60%
Appointments and Remuneration Committee	-	-	2	40%	3	60%	3	60%

In terms of diversity of skills, Atresmedia's directors have the full range of knowledge required by the Group's activity. All boast solid careers in management and strategy, with most having experience in the media sector. Some directors have broad experience in finance, risk and insurance and several are experts in non-financial management and sustainability.

	BY AGE	
	No	% of total
Under 50	1	8.33%
Between 50 and 60	5	41.67%
Over 60	6	50%
Average age	61	

	BY NATIONALITY	
	No	% of total
Spanish	9	75%
Foreign	3	25%

2020 skills diversity	No. of directors (2020)
Average	10
Finance/risks	8
Management	12
Strategy	12
Governance and sustainability	9
Insurance	2
International experience	8

5.2 ABOUT US >> ATRESMEDIA'S PURPOSE, MISSION, VISION AND VALUES



In 2020, Atresmedia fulfilled its corporate purpose more than ever and rose to one of the toughest challenges in its history. In the awareness of the public-service role that we owe to society, we kept going throughout the entire pandemic. We reinforced health and safety measures at our sites, TV sets and shoots, and our creativity, people and talent were seen and heard by the whole country – to keep people informed; to keep people entertained; to be there for them when we were most needed

In 2018, Atresmedia carried out a process of discovering its corporate purpose so as to put into words the Group's raison d'être. The result of the process was **"We believe in the power of reflection and emotion."** Everyone at Atresmedia is convinced that the news and entertainment content produced and disseminated by the Group generates reflection and emotion, helping to drive a positive impact on society. The purpose was implemented in 2019 via internal dissemination through communications with the Board of Directors, the Management Committee, the Corporate Responsibility Committee and employees. Externally, it was included in the full

structure of corporate policies, press releases, communications to the CNMV and presentations to advertisers and audiences.

Throughout the healthcare crisis, Atresmedia strengthened its commitment to society by delivering on our model based on high quality, responsible content, accurate and thoroughly fact-checked news coverage, and positive messages, such as our Un Gran País campaign in support of industries and businesses that were hard hit by the pandemic, while encouraging the public by reminding them of the strengths and potential of our society.

The corporate purpose embodies the mission, vision and values that govern the activity of Atresmedia:



Our role as a media organisation

From the outset of the COVID-19 pandemic, Atresmedia has borne in mind its social responsibility as Spanish audiovisual group. Throughout the crisis, the Group tirelessly kept up its news coverage and quality programming, and launched a range of campaigns and actions in support of Spanish society in these difficult times (see [6.2.2 Compromiso Atresmedia](#)).









Through its television channels, Atresmedia reaches more than 22 million people every day, and more than 3 million listeners over its radio stations. Given these figures, and in the awareness of its public-service role, the Group believes that its main responsibility is to support society by communicating responsibly, offering widely varied quality content, comprehensive news coverage with a diversity of viewpoints, and entertainment for all audiences, while lending a voice to social causes so as to raise public awareness and encourage action.

With this in mind, we designed and drew up the General Corporate Responsibility Policy in 2010, which was updated in 2019. To comply with the

recommendations of the new Good Governance Code for Listed Companies published in 2020, the General Corporate Responsibility Policy will be reviewed in 2021 and approved by the Atresmedia Board of Directors in February. This policy is supervised and controlled by the Audit and Control Committee and is further supplemented by our policies on responsible advertising, human resources and the environment, all of which were revised in 2019 and regulate non-financial matters

that impact, or have the potential to impact, the Group's activities.

The [General Corporate Responsibility Policy](#) (General CR Policy) sets out the Group's commitments and the guiding principles for delivering on them in the right way. These commitments and principles complement the Company's strategic priorities, and guide the actions taken to achieve them:

2019 GENERAL CORPORATE RESPONSIBILITY POLICY		
	COMMITMENTS	PRINCIPLES OF ACTION
	C1 To produce and broadcast responsible news and entertainment content that is accessible for all society	Quality, commitment, accessibility, accuracy, viewpoint diversity; and protection of and advocacy for human rights
	C2 To promote high quality, honest and ethical advertising in all our media	Honest and transparent business management, service quality, efficiency and innovation, advertising self-regulation, respect for human rights, child protection, and commitment to wider society
	C3 To support our employees as the company's main asset	Provide quality employment and a rewarding work environment, promote equality, diversity and work-life balance, guarantee labour rights and promote ethical behaviour among the people who are part of our Company.
	C4 To help society progress and develop	Commitment to achieving the United Nations Sustainable Development Goals, social awareness through the media channels of Atresmedia, active collaboration with non-profits, promotion of corporate volunteering among our employees, and creation of Fundación Atresmedia to promote the welfare and rights of children and young people
	C5 To minimise environmental impact and raise awareness in society about caring for the environment	Reduce the environmental impacts of our operations and raise society's environmental awareness through our media outlets
	C6 To strengthen corporate governance	Comprehensive corporate governance system, corporate governance policy, Audit and Control Committee and Appointments and Remuneration Committee
	C7 To transmit the corporate policies and values throughout the value chain	Fairness, transparency, impartiality and independence in relations with our suppliers of goods and services, sustainability in our procurement processes, and shared commitment with our suppliers
	C8 To establish transparent relations with stakeholders	Channels for fluid and active dialogue with our stakeholders, transparency, truthfulness and balance in corporate reporting, and active involvement in Spanish and international corporate responsibility forums and organisations.

The main changes in the General CR Policy with respect to the previous version were the inclusion of Atresmedia's corporate purpose as the framework of CR strategy, a reinforced commitment to the protection of children, the introduction of new tools in support of equality and ethics in human resources, express mention of the UN SDGs, and the inclusion of our social commitment policy.

In 2021, we plan to make further changes to the General CR Policy to specify methods for monitoring compliance with corporate policies and mechanisms to oversee non-financial risks, including business ethics and conduct risks.

As a result of COVID-19, the Corporate Responsibility Committee, which is in charge of implementing the Atresmedia CR strategy, held no in-person meetings in 2020; however, committee members kept in touch and performed their duties remotely. This internal organisation is complemented by the 2018-2020 CR Master Plan, which Atresmedia continued to execute throughout the year. In 2020, owing to the pandemic, some actions under the Plan were postponed to 2021, when it is expected that they will be completed. However, the following actions were completed even in spite of the pandemic:

Atresmedia's Corporate Responsibility Committee is comprehensive in its concerns and consultative and advisory in its nature. Committee members include representatives drawn from Human Resources, Operations Management, General Services, Internal Audit, Corporate Governance, Advertising, Radio and Television Content, News and Current Affairs, Suppliers and Strategy

- Identifying non-financial risks and including them on Atresmedia's risk map (see [5.5.2 ESG risk model](#)).
- Promoting diversity through a comprehensive disability management strategy at Atresmedia (see [6.3.6 Supporting equality, diversity and work-life balance](#)).

Our progress in delivering on the commitments under the General CR Policy is reported in this Non-Financial Statement and on our [corporate responsibility](#) website, which we update on a rolling basis. In addition, a "Non-financial scorecard" is attached to this report as an appendix.

For yet another year, Atresmedia was picked as a member of the **FTSE4Good Ibex** sustainability index, which lists the leading companies in corporate responsibility practices. The index evaluates and scores environmental, social and corporate governance performance. The threshold score for a listing on the index is 3.1, while the maximum score is 5. In 2020, **Atresmedia's average score was 4.8.**

In a bid to further integrate Corporate Responsibility in the Company and acquire and share good practices, Atresmedia is actively involved in Forética, Fundación SERES, the Global Compact and the Responsible Media Forum, all benchmark entities that promote integrating social, environmental and good governance aspects into companies' strategy and management.

5.3 ABOUT US >> MARKET LANDSCAPE



While 2020 began in a context of economic uncertainty and increasingly swift change in the patterns of audiovisual consumption, the COVID-19 crisis brought about a further far-reaching shift. The pandemic was a key factor in speeding up trends that had already emerged in recent years and accentuating the economic crisis for broad swathes of the Spanish business fabric.

In 2019, there were signs of sluggishness in Atresmedia's macro-economic environment – despite 2% GDP growth, advertising spend remained flat. Then, in 2020, there was a sharp and sudden crash. Spanish gross domestic product (GDP) contracted 9.1%, with certain service sub-sectors, such as trade, transport and hospitality (-20.4%) and arts, entertainment and

other services (-31.5%), hit particularly hard. An unprecedented decline in the economy led to the sharpest drop in GDP ever seen in peacetime. Advertising spend fell by 22.2% in the first nine months of the year, and by 50% in April and May, when the lockdown was at its strictest.

All media were affected by this unique crisis, with

the first ever slump in the digital category (-5.3% for the year). Other media run by Atresmedia were also affected, with TV down 18.4% and radio down 22.9%, according to Infoadex figures.

TV consumption bucked the downward trend of recent years, growing 8% year-on-year to an average

The drop in advertising spend was due exclusively to the contraction in demand, as TV and digital media audiences overall rose sharply, driven by lockdowns and the fewer entertainment options available outside the home

of 240 minutes per day, per person. Looking strictly at TV consumption and adding minutes of other uses (e.g. native digital streaming), Spaniards spent an average of 269 minutes in front of their TV sets. This reflects two facts that firmly took shape in 2020: TV is still the leading communication media in the home; and the convergence between other entertainment options with TV is now a reality.

The combination of these two factors gave rise to one of the key trends to emerge this year: streaming platforms becoming entrenched as a ubiquitous choice of content consumption at home. International platforms, such as Disney Plus, set up a presence in Spain, and distribution windows underwent a major shift: films that formerly would have premiered in theatres or on conventional television are now screened for the first time, and exclusively, on streaming platforms.

The boom of streaming consumption and the growing propensity to pay for quality content opened up a new growth channel for Atresmedia, which saw the subscriber base of its paid version of the Atresmedia platform blossom.

In this volatile and challenging environment, Atresmedia strengthened its commitment to offer audiences high quality news coverage and entertainment whatever the surrounding circumstances. When most needed, we fulfilled our duty to keep people informed, and during the months when the lockdown was at its strictest we continued to produce entertainment and fiction programming. So even in tough times, when costs had to be cut back and finances optimised to an extent never seen before, Atresmedia achieved its corporate purpose of encouraging its audiences to feel and think.

5.4 ABOUT US >> BUSINESS MODEL AND STRATEGY

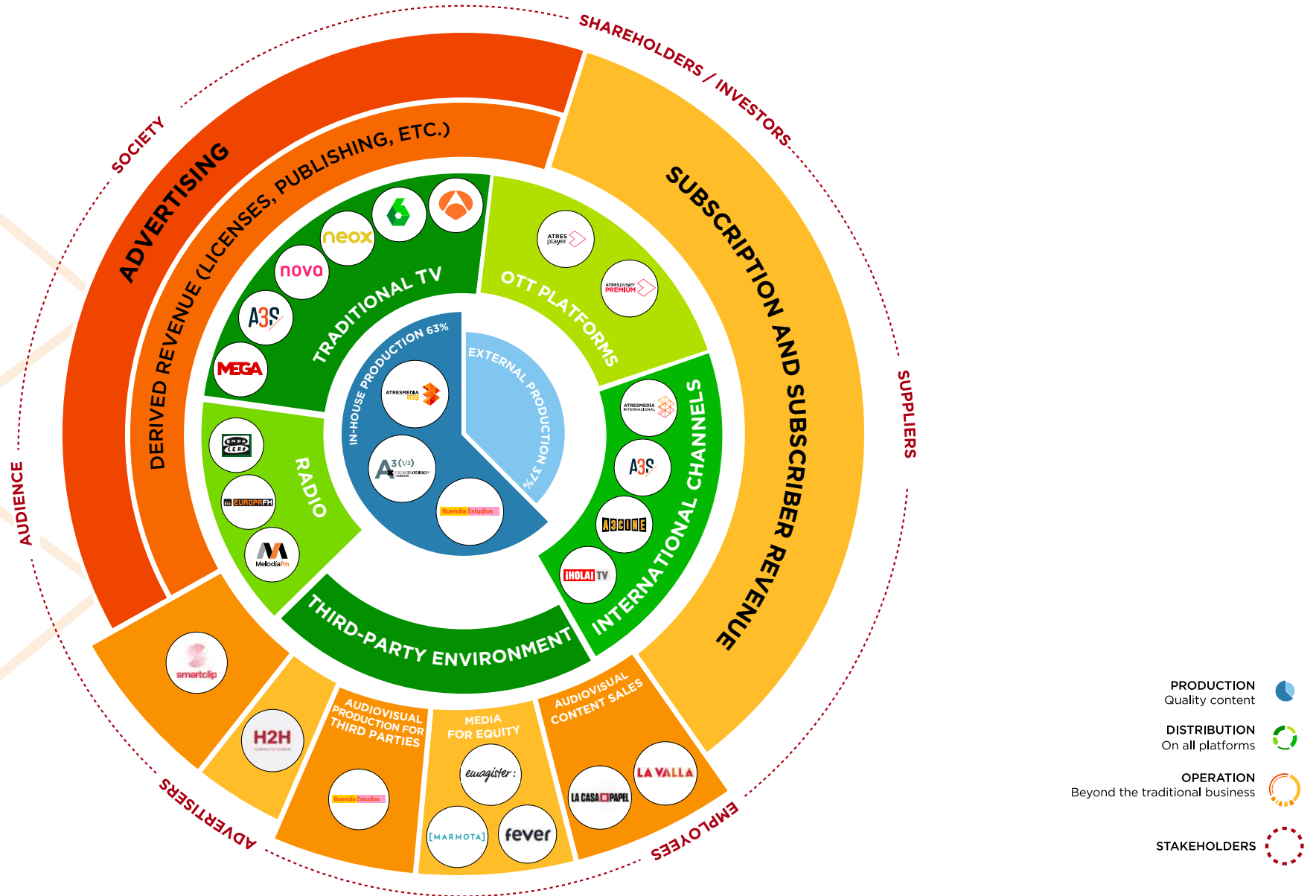
Through its television and radio divisions, Atresmedia creates, produces and broadcasts attractive, innovative and high-quality content on its conventional channels and over its ATRESplayer and ATRESplayer Premium OTTs. Audiovisual content lies at the heart of Atresmedia's business model. Based on that foundation, we generate advertising-driven revenue via Atresmedia Publicidad - the Group's main revenue source - and build up increasingly significant revenue streams from content sales and online subscriptions.

For instance, in 2020 Atresmedia partnered with Telefónica to launch **Buendía Estudios**, a major venture that aims to become the leading Spanish-language content creation and production studio worldwide.

Atresmedia relies on **Atresmedia Diversificación** to engage in businesses that are not solely reliant on conventional advertising. This includes the management of publishing rights and copyrights, our international business and the Group's involvement in the private equity sector.

The Group is also involved in the film industry by complying with its legal obligations under Spain's Audiovisual Communications Act. Here it focuses its activity through its film production and distribution division, **Atresmedia Cine**.

Under its **Compromiso Atresmedia** brand name and **Fundación Atresmedia**, the Group lends visibility to social causes and supports positive changes in society; this is one of the Group's most valued attributes among audiences and advertisers.



Strategic plan

In 2018, Atresmedia set itself three strategic priorities, which were implemented in 2019 by means of several action plans. Even in the fast-changing environment of 2020, Atresmedia was able to uphold its **strategic priorities**, thus demonstrating the long-term viability of its goals:

1. Retaining and expanding our **core TV and radio business**
2. Leveraging our **content creation** capability
3. Building a **diversified and end-to-end business**

In 2020, even despite the pandemic, Atresmedia proved able to take **agile** operational and day-to-day decisions as demanded by the emerging circumstances while continuing to implement projects within the Group's **strategy**.

Towards the end of 2019, when monitoring its strategic progress, the Company identified **50 strategic projects** across three major areas: **Transformation, New Businesses and Savings**.

Highlights in 2020 included:

- **Expansion of ATRESplayer Premium** to add exclusive original content to its catalogue as a boost to its value proposition.
- Strategic alliance with Telefónica to **launch Buendía Estudios** to create and produce Spanish-language audiovisual content for the worldwide market.



Throughout 2020, we launched 76% of projects identified to implement the strategic plan. By year-end, more than 60% of those were completed or at an advanced stage

- Further development of **addressable, personalised advertising** on television.
- Entry into the influence marketing industry via the **acquisition of Human to Human (H2H)**, a firm that specialises in gathering and analysing data generated by platforms and influencers.

Atresmedia tracks progress towards this strategy using a set of KPIs to measure each of the objectives and detect any deviations from the plan:

KPI	2018	2019	2020	KPI	2018	2019	2020
Share of TV audience (Kantar)	26.8%	26.2%	26.3%	% Own production vs. total programming (weighted by audience)	60%	62%	63%
Share of TV ad spend (Infoadex)	40.5%	40.7%	40%	Average no. of unique visitors - Total Group (million) (Comscore)	18.9	24.4	26.9
Power Ratio	1.52	1.55	1.53	No. of pages viewed - Total ATRESplayer (PC only) (million) (Comscore)	16	13.6	12.5
Change in cost/GRP - Atresmedia (€)	878	856	745	No. of pages viewed - PC only (million) (Comscore)	45	52.6	58.8
Audience share for Atresmedia Radio - 12-month periods (EGM)	16.5%	14.5%	13.9%	% of international revenue	2.8%	3.1%	3.9%
Audience share for Atresmedia Radio - waves (EGM)	17%	14.4%	13.3%	No. of paid subscribers to Atresmedia channels (million)	56	59	54
Share of radio ad spend (internal estimate)	17.6%	17.5%	18.3%	% of non-traditional revenue	13%	18%	17.1%
Revenue per listener Quarter (€)	19.97	22.8	19.7	No. of M4E investees	16	15	20

Atresmedia: Data-driven group

Atresmedia became a **data-driven group** in 2019. In other words, it bases tactical and strategic decisions on the data generated by its operations. Atresmedia fully unlocks the value of the security infrastructure and systems already in place, becoming a benchmark in the **responsible use of information** to provide a **better experience for our users and advertisers**.

As a cross-cutting function, Data & Analytics offers solutions and improvements across all areas of the company and generates new decision-making support models at both user (audience) and customer (advertiser) level. The key roles of this division are:



RECOMMENDING ATRESPLAYER CONTENT

The content recommender aims to increase user engagement by suggesting personalised content based on the viewing history of each viewer.

We use **business intelligence (BI) tools** to analyse historic data for **forecasting purposes**. The tools use multiple information sources from around the Group. To encourage greater self-management and self-analysis without resorting to IT departments, Atresmedia applies a **self-service business intelligence approach**. In 2020, we completed the first two phases of the self-service BI project, which enables digital business



OPTIMISING DIGITAL ANALYTICS

We have devised new metrics and analytical approaches focused on the user and based on new working methodologies. This ongoing project culminated in 2020 with the implementation of new tools and approaches, giving rise to a new analytical ecosystem that is more modular, scalable, flexible and autonomous.

areas to be self-sufficient and access the data they need to make **tactical decisions in their day-to-day operations**. The self-service BI environment lets users extract insights and KPIs and simulate scenarios: these are key functionalities for assessing **strategic decisions**.

Meanwhile, the circumstances of the pandemic led to further entrenchment of **Agile work**



PERSONALISED DIGITAL ADVERTISING

Bespoke advertising within the Group's digital environments, showing spots that are fully aligned with the current tastes and needs of users. This is also applied to our advertising management models, with affinity segments created among audiences based on the programmes they view in ATRESplayer, thus making our campaigns more effective. Affinity segments are delimited based on ATRESplayer viewing data combined with analytics of page views throughout the entire Atresmedia digital ecosystem.

approaches, which were implemented since the division was first started up. These methods are based on teamwork and **quick adaptation to business needs**. One of the features of Big Data technology is its **native scalability**. This meant that video recommendation and user analytics systems were unaffected by the rapid growth of the Atresmedia digital platform user base throughout the months of lockdown.

5.4.1 ABOUT US >> LINES OF BUSINESS



Atresmedia Televisión: relevance and leadership in news, entertainment and fiction

Atresmedia Televisión aims to provide a diverse, innovative and high-quality range of news and entertainment content which, by becoming our viewers' first choice, will offer the value that advertisers are after

The Television Division brings in **75% of the Group's total revenue** and features **six channels**: Antena 3 and laSexta (general interest) and Neox (young audiences), Nova (women), Mega (men) and Atreseries (fiction series). When designing its programming schedule, Atresmedia is guided by quality, innovation, plurality and diversity while allowing itself to be steered by the following premises:

- Creating **diverse and quality content** that matters to society
- **Protecting more vulnerable audiences**, especially children
- Making audiovisual content **more accessible**
- Playing a valuable role in improving **media literacy**



The journalist Vicente Vallés, the producer and lead anchor of Antena 3’s Noticias 2, was awarded the 2020 ‘Francisco Cerecedo’ Journalism Prize for the accuracy and independence with which he practises his profession

In an exceptionally challenging year, with television viewing rising to almost 4 hours a day and **free-to-air TV** entrenching its **key role** as a provider of entertainment and news, all areas of Atresmedia Televisión reinvented themselves and ensured that the Group’s activity – regarded as essential during the pandemic – went ahead even in emergency conditions. News coverage continued without a hitch, and so did our entertainment, fiction and film content. Atresmedia’s efforts were much appreciated: we ended 2020 with an **audience share of 26.3%**. We were the only television group to grow over the year – whereas our competitors declined – and our commercial target share rose to 27.8%.

In a year in which news became more necessary than ever, Atresmedia’s coverage exemplified responsible, accurate and independent journalism. We won the trust of our audience, who made **Antena 3 news broadcasts** the most-watched and the market leaders for the third year running, with the highest viewing figures of the past 12 years.

The **news broadcasts on laSexta - laSexta Noticias, Al Rojo Vivo, Más Vale Tarde and laSexta Noche**, also offered thoroughly researched, responsible coverage to respond to the needs of the public and clearly explain the crisis caused by the pandemic.

In addition to its key role offering news and current affairs comment, even in the midst of its toughest-ever season Atresmedia Televisión reinforced

its bid to provide **widely diverse, high-quality entertainment content**, which was especially welcome in the context of the lockdown. Our successful formats included *La Voz*, *Mask Singer*, *El Hormiguero 3.0*, and our family of gameshows, *La ruleta de la suerte*, *iBoom!*, *iAhora caigo!* and *Pasapalabra*, which returned to Antenna 3. LaSexta premiered *Natural* and *La Isla*. Moreover, constant innovation in original fiction content brought to homes the most-watched series of the year, such as *Veneno*, *Mi hija* and *Mujer*.



Channel	Share	Milestone
Antena 3	11.8%	The channel that pulls in the largest number of viewers each day
laSexta	7.0%	Strong lead over its closest competitor (5.5%) and eighth consecutive year in the lead
nova	2.5%	Matches its best year after a six-month streak in the lead for the first time in its history
neox	2.0%	The most viewed special-interest channel for advertising target audiences and young audiences
MEGA	1.5%	Flagship channel among male audiences
Atreseries	1.5%	Remained the leader for new special-interest shows

Key milestones at Atresmedia Televisión that generated these impressive results include:

- Atresmedia Televisión and Antena 3 were the group and the channel to which **most viewers** turned each day during the year, with an average viewership of 22 million and nearly 14.5 million, respectively.
- Antena 3 had the **most-watched newscasts** for the third consecutive year, with the best share in eleven years and the most-watched year in the past twelve years.
- *Mask Singer* recorded the best entertainment premiere viewing figures of the past eight years; it is the network's most-watched and most competitive show of the year, a clear leader.
- **Antena 3 premiered a new season of Pasapalabra**, the most popular quiz show on television. After becoming the absolute leader in the afternoon time slot, it continued to grow its viewership month after month.
- **El Hormiguero 3.0** was the absolute leader in its time band for the sixth consecutive year, completing 10 successful seasons on Antena 3 and matching its annual record audience share with 14.9%.
- Yet again this year, **laSexta Noticias** exceeded the 10% mark and made 2020 the most-watched year in its history, with more than 1.2 million viewers. For the first time, the newscast topped 1 million viewers every single time it aired throughout the year.
- The **theme channels Neox, Nova, Mega and**

In 2020, Atresmedia celebrated the 30th anniversary of Antena 3, the first private TV channel in Spain, and the 15th birthday of its thematic channels Neox and Nova. Both anniversaries were marked with special shows and surprises for our viewers

Atreseries continued to be leaders facing their target audiences.

Delivering on its commitment to raise awareness and lend a voice to social causes, in 2020 Atresmedia launched the campaign La Televisión de un gran país (“television of a great country”). The campaign went through various stages over the year, in step with emerging events and public sentiment. In the closing months of 2020, the campaign supported people, institutions and regions, while lending visibility to the industries hardest-hit by the pandemic, especially the tourism sector. Campaign ads acknowledged the value of television as a medium that forms ties between people, communities and their surrounding reality; for decades, television has kept us informed and entertained, and has been part of our lives. On the occasion of World Television Day, on Saturday,

21 November 2020, as part of the campaign, Atresmedia paid tribute to television and the people behind it with a heartfelt ad that acknowledged the value of television as a medium that brings people together and has kept us informed and entertained for decades.

Digital landscape

Atresmedia Televisión remains the absolute leader among its peer audiovisual groups in terms of digital consumption, with an average of more than 26 million unique users per month and growth of +10% compared to 2019. The digital environments of our main channels, which successfully supplement the offline offering, and ATRESplayer, the Group's native digital video platform, all achieved historic figures in 2020.

In 2020, ATRESplayer averaged 5.2 million unique users per month (9 million total registered users), with monthly views of 32 million videos and 13 million app downloads

To bolster the ATRESplayer advertising model, in 2019 we launched the **ATRESplayer Premium platform**. This online subscription platform supplements Atresmedia's 360 strategy: while retaining the philosophy of placing content at the heart of the business, it seeks to reach all broadcast windows and devices through a hyper-distribution model driven by new technologies.

In 2020, ATRESplayer Premium grew and cemented its position as a benchmark among Spanish subscription platforms, offering subscribers original content and exclusive properties, such as series, in-house productions and documentaries, including the hits *Veneno*, *La Valla*, the documentary *El Instante Decisivo* and two specials of *Física o química: el reencuentro*. Thanks to its content strategy, in 2020 Atresmedia Premium multiplied its subscriber base almost fourfold to 452,097.

ATRESplayer Premium premiered *Veneno*, which became the smash hit of the year and one of the most-streamed series of 2020, drawing close to 450,000 viewers and winning the Iris Critics' Prize and the Premio Ondas for best female actor



Support for the film industry

Films pick us up when we're down and get us in touch with our feelings. That is why, after the strictest phase of the lockdown was lifted, Atresmedia launched a campaign to support the film industry, #yaquedamenosparaencontrarnos, reminding

us all that the magic of watching a film at the cinema was now closer at hand.

In 2020, Atresmedia Cine continued to pursue its distinctive goal - to support the arts and the film industry. Despite the pandemic, we shot 5 feature films and - just before the lockdown



- successfully premiered our horror movie *Malasaña 32* and our rom-com *Hasta que la boda nos separe*. In the summer after the lockdown, to encourage audiences to return to film theatres we launched our comedies *Superagente Makey* and *Padre no hay más que*

uno 2. La llegada de la suegra, which became the highest-grossing film in Spain, with box-office takings of €12,720,830.42 and 2,266,931 cinema-goers. In the autumn, *Eso que tú me das*, a documentary featuring Jordi Évole's last interview with Pau Donés, was screened in

more than 280 cinemas in Spain and became the most-watched Spanish documentary in theatres of the past 10 years. Atresmedia Cine ended the year premiering its major production *El Verano que vivimos*, preceded by an exclusive trailer broadcast on all Atresmedia channels.

Atresmedia Radio: Credibility, viewpoint diversity, sensitivity and content variety

The vision pursued by Atresmedia Radio and its brands (Onda Cero, Europa FM and Melodía FM) is to broadcast a wide range of content that will earn them recognition as the benchmarks for credibility, viewpoint diversity, entertainment and closeness to the expectations and concerns of the public

Atresmedia Radio rounds out Atresmedia as a pluralistic multimedia Group aligned with the public interest, and has **three distinct channels**: the general-interest station **Onda Cero**, which in 2020 celebrated 30 years of public service, with credibility, viewpoint diversity and sensitivity, and a wide range of content that appeals to all sectors of society; and then the music stations **Europa FM** and **Melodía FM**, aimed at a younger and more mature audience, respectively.

Atresmedia Radio pursues the following principles:

- Innovating to offer our listeners **fresh and attractive programming**
- Ensuring **independence, viewpoint diversity and credibility**
- Preserving the best of conventional radio: **closeness to the audience and engagement**
- Adapting to the **new features of the radio medium** in the 21st century
- Supporting the **community commitments** acquired by the Group

In 2020, a total of **3.05 million people tuned in to Atresmedia’s radio stations every day**⁴. Onda Cero reached 1,792,000 listeners, making it the third-largest general-interest radio station in the country. Europa FM ended the year with 1,041,000 listeners, while Melodía FM had 172,000 listeners. Credibility, plurality, diversity and proximity are

what make Onda Cero the **most trusted general-interest radio station**.

When the state of emergency and the lockdown were declared, Atresmedia Radio took on an unprecedented challenge to continue its broadcasting to its usual standards of excellence, but in entirely new circumstances. During the toughest months of the pandemic, thanks to our credibility and our ability to entertain and stay close to public concerns, we proved our value as an essential medium of communication. Thanks to outstanding work from our people in the technical, broadcasting, editorial and radio-station departments, **service quality** was as good as ever. Broadcasting was uninterrupted, and offered empathy and sensitivity in line with the emerging reality of the pandemic.

Broadcast	Milestone
Más de uno, with Carlos Alsina	Achieved year-on-year growth of 61,000 listeners (+5.2%), with an improvement of +40,000 compared to the previous wave
Por fin no es lunes, with Jaime Cantizano	Achieved its best-ever figures. Jaime Cantizano became the fastest-growing communicator in Spanish radio in terms of audience (on Saturdays, 830,000 listeners (+101,000) and on Sundays, 768,000 (+172,000)).
Julia en la onda, with Julia Otero	Ended its thirteenth consecutive year as radio’s second most listened-to afternoon show, with 437,000 listeners.
La Brújula, with Juan Ramón Lucas	The news source for 317,000 people daily.
Noticias Mediodía	The news source for 201,000 people daily.

⁴ According to the third-wave EGM



Carlos Alsina replaced his classic “8 o’clock monologue” with a “diary of the pandemic”, giving airtime to the first-person concerns of locked-down members of the public and those the crisis was hurting the most. During the lockdown, the Más de uno show’s email and WhatsApp mailboxes received more than 5,000 messages a week from listeners.

The Madrid Press Association (APM) awarded Carlos Alsina, the producer and presenter of Más de uno on Onda Cero, the prize for Best Journalist of the Year 2020

Onda Cero’s political analyst, Fernando Ónega, linked to Más de uno and La Brújula, received the Ondas Nacional de Radio award for his distinguished radio career as both a producer and in front of the microphone

The eponymous presenter of *Julia en la onda* opened a new section, *El recreo*, in which she gave voice and airtime to children locked down in their homes. And the radio shows *Por fin no es lunes*, *El transistor* and *Radioestadio* focused on listeners’ concerns and the new day-to-day life of athletes during the lockdown.

On Europa FM, David Bowie’s track *Heroes* was given a Spanish-language cover version for charitable purposes. The proceeds from the downloads were donated to the *Cruz Roja responde...* con Atresmedia campaign. Europa FM also broadcast the Europa Home Fest, a major online music festival, which was nominated for the Radiodays “Radio Ideas” Awards as the Best Virtual Concert.

The strength of Onda Cero’s programming enabled us to keep a stable schedule in 2020. A new entrant was *El colegio invisible*, a mystery

show hosted by Lorenzo Fernández Bueno and Laura Falcó Lara.

In 2020, numerous charitable programmes were produced in steps with the emerging needs prompted by the pandemic. One standout was **Cruz Roja responde**, which attracted the largest ever collection of donations in the history of the Spanish Red Cross through all channels and programmes, and took the form of two specials designed to raise funds for the people most vulnerable to the pandemic. Another highlight was **Objetivo 2%**, where Atresmedia gathered signatures from the public calling for a government science budget of 2%.

Atresmedia Radio's stations continue to evolve, with a focus on listeners' and society's new ways of consuming audiovisual content. In 2020, therefore, we intensified the digital transformation of Onda Cero. In addition to the conventional airwaves, it is now available over its own app and website ondacero.es, voice-driven assistants, car-mounted devices and TDT. New enhancements of the listener experience are achieved almost every day.

In 2020, ondacero.es launched a new app and website to allow guided access to all channel programmes and sections, and content created exclusively for the digital universe, with topics ranging from sports (*Juego de plata,*

Ellas juegan, Cuatro cuartos, Onda fútbol), to science and future (*Toma la pastilla roja, 2100: odisea en la Tierra*) and humour (*La parroquia, ¡Cállate, payaso!*). Also available are all the fiction programmes and sound documentaries produced by Carlos Alsina (*Cuando fuimos ciegos, Madre en Belén, Los peces de la amargura, ¿Qué fue de Brian?...*).

Thanks to these efforts, ondacero.es went from 1.5 million unique users in February to more than 4 million in March 2020. ondacero.es is the leader among general-interest radio stations in terms of minutes per user

Atresmedia Publicidad: committed to innovation and advertisers

Atresmedia Publicidad markets the Group's advertising space, Atresmedia's main source of revenue (82%). Its activity rests on three key vectors, which remained intact despite the circumstances.

1. Innovation. Atresmedia Publicidad, in its commitment to effectiveness and innovation, through technological development, again offered

Atresmedia Publicidad remains faithful to its commitments as a single-vendor advertising firm: effective advertising that is always up to date in innovation to offer brands and agencies the right campaign for each communication need and the best after-sale service, ensuring a safe, controlled and low-risk environment

innovative formulas bringing advertisers new options to improve their return on investment. New features included:

- Use of QR codes in spots and TV promotions: this format became widespread due to the COVID-19 pandemic, enabling advertisers to offer interactivity in television content. Under its brand YesWeScan, Atresmedia uses QR codes to bring programming closer to viewers' everyday lives.
- Contextual interactive overlay: With an interactive overlay on ATRESplayer, Huawei enables Top Photo viewers to buy phones directly when they appear on screen by clicking on the overlay.
- Addressable L: Atresmedia Publicidad widened the range of options for its **Digital Skin or 'L'** format available on televisions equipped with HbbTV technology. Addressable TV is a

targeted advertising format that includes an overlay of digital information on the linear TV broadcast (on an ad or content). This reinforces the core message and links the advertiser to specific content.

- Dynamic L: Lends movement to 'L' format creativity over HbbTV devices. Dyson was the brand to debut this new format.

2. Effectiveness. Atresmedia Publicidad remained committed to offering the best service to advertisers and researching and improving its knowledge of advertising effectiveness. Digital Skin combines the best of television and the online world to extend the reach of the big screen while improving audience segmentation. As the first addressable hybrid format in Spanish free-to-air television, Digital Skin is a new milestone in the advertising market. Addressable TV is a targeted advertising format that uses the HbbTV standard to include a superimposed layer of digital information on the linear TV broadcast (on an ad or content). Digital Skin results are calculated using Video Advertising Reach (VAR), an Atresmedia Publicidad and Smartclip tool that measures television and online video coverage. VAR enables Atresmedia Publicidad to show advertisers trying out this format how their linear television campaigns gain up to two points of additional coverage through negative retargeting.

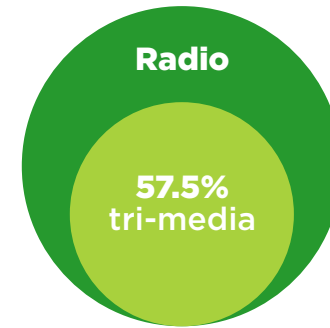
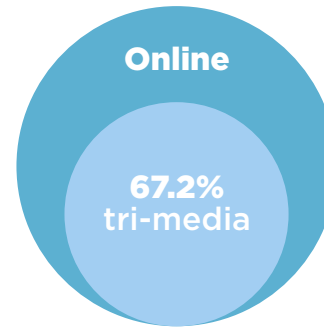
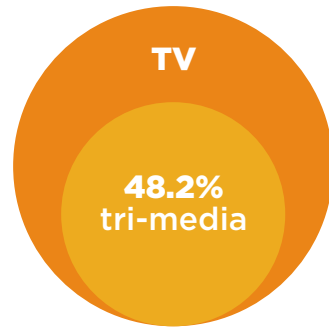


In 2020, we surveyed more than 1,500 respondents to demonstrate that Digital Skin is also effective in qualitative terms, raising spontaneous brand recall by 22%.

Atresmedia Publicidad and Smartclip Europe, the Group's exclusive technology partner for digital advertising services over HbbTV, signed a strategic agreement in 2020 to develop addressable advertising on TV. In addition, the partners' new advanced TV project, Prometheus, creates multi-screen and multi-format advertising strategies based on TV viewership data to achieve the most efficient multimedia solution on the market in terms of coverage.

3. Return on ad spend. In 2020, one of the Group's key drivers of value creation continued to be return on advertising investment. The company's excellent performance was largely down to the synergies between the various types of media marketed by Atresmedia Publicidad. Almost half of the total ad spend reported by the Group's TV channels was generated from tri-media advertisers, i.e. customers who rely on all of Atresmedia's media (49.2%). The 'multimedia' advertisers segment also accounted for 57.5% of our total online advertising revenue, and 67.2% of revenue from radio advertising. For TV, multimedia advertisers represent 48.2% of the total.

⁵Advertising revenue from institutional advertising (advertising promoted by government bodies and institutions) amounted to 2.0% of total advertising revenue this year. Advertisers in the telecoms and Internet, automotive, food, beauty and hygiene, finance and insurance, retail and hospitality, and public and private services sectors accounted for 80% of revenue.



As a result of the 2020 pandemic, like the Group's other divisions, Atresmedia Publicidad faced one of its toughest ever challenges when advertisers held back their investment. Yet the Covid-19 crisis also created opportunities for brands to reinvent themselves, get closer to consumers' needs and offer different kinds of value to society. Atresmedia Publicidad partnered with its advertising customers to get to know their requirements first-hand and offer **innovative formats and solutions** that would let them reconnect with consumers and thrive in even the toughest conditions. We demonstrated that the campaigns that did continue through the crisis were immensely effective, while new campaigns launched as the lockdown scaled back achieved **record scores for ad recognition and recall**.

In step with developments in the pandemic and its effects on the economy, over the year Atresmedia Publicidad rolled out several **campaigns** of its own to encourage communication, advocate

for optimism and continue offering the safe and effective advertising environment that is our signature. Highlights included:

- **'Gracias a todos. Gracias a ti'**, thanking the brands that kept up their advertising during the COVID-19 crisis despite the state of emergency.
- **'Brillar'**, with the tagline *'Que todo vuelva a brillar'* ("Let's make everything shine again"), which was a historic milestone in the way it brought together several brands to send a single powerful message.
- **'Un gran país en marcha'** (see [6.2.2 Compromiso Atresmedia](#)), in support of core productive sectors and the wider economy: the campaign involved news and current affairs coverage on television and radio, and spots, commercials and promotions tailored to each industry.
- **'Construimos futuro contigo'** ("We build the future with you"), on Onda Cero radio. To

help revive the Spanish economy, the network broadcast a promotional campaign covering strategic sectors of each region and province and highlighting their potential for building the future.

Atresmedia Publicidad also moved closer to its customers with the following campaigns:

- **#GraciasValientes**. A tribute to brave ordinary people who often go unnoticed and today are indispensable. Atresmedia created a range of ads to say "thanks" and invited advertisers to join in.
- **Cuidate en casa**. Comprising four sector-specific lines of communication, the campaign offered tips for viewers to take better care of themselves during the pandemic lockdown and invited brands to join the #cuidateencasa ("look after yourself at home") movement.



Atresmedia Publicidad continued to provide a **brand-safe environment** for advertisers to send their messages, supported by the quality content that the Atresmedia Group offers as its distinctive contribution, in a controlled setting protected from adverse exposure.

Atresmedia Diversificación: committed to the most innovative projects

The main objective of this division is to **flag and commit to innovative projects that have high potential and are likely to generate a significant impact** on the Group's results.

Atresmedia Diversificación is split into four main areas:

1. International, whose channels reach out to 54 million subscribers and more than thirty countries worldwide, with a special focus on Latin America and the United States. Although the pandemic hit Spanish-speaking countries especially hard, the Group's international channels strengthened their foothold and even continued to grow through deals with major regional operators such as Claro, Movistar, Cablevisión Argentina, and Charter in the United States. The shutdown of DirecTV in

Venezuela eroded the total subscriber base, but there was no adverse impact on revenue.

2. New Business, with the goal of extending the reach and recognition of brands and content beyond TV screens by creating related products and services that earn additional recurring revenue.

We create new products mainly by making licensing deals with leading partners in the publishing, music, toy, consumer, leisure, entertainment and online markets.

A highlight in 2020 was a book tie-in with Karlos Arguiñano's cookery show, which again this year proved to be a leading non-fiction property. Our partners also launched a board game and puzzle book tied into our Pasapalabra gameshow. By keeping up this branded content format, we provide advertisers with alternatives to screen presence.

The business most affected by this year's pandemic was our partnership with music producers to promote musicals and other performances. Yet this business unit displayed versatility in seeking new sources of revenue through media partnerships with companies that were formerly

The vision of Atresmedia's diversification unit is to take forward projects and develop new lines of business based on models that are not directly reliant on revenue from the conventional advertising market

outside the usual circuit of television advertising despite their high-potential products. The New Business unit also manages deep off-peak advertising time bands passed on to third



parties to offer products and services such as telesales and online gambling programmes.

3. Media for Equity, which helps companies grow during ramp-up by providing advertising campaigns in exchange for a stake in the company. One of the year's highlights was the sale of our stake in Glovo: the value of our investment had multiplied tenfold.

Our portfolio comprises start-ups in high potential areas, such as healthcare, mobility, finance and training. This year, Atresmedia joined Adevinta Ventures and Toyota AI Ventures to invest in BIPI, a vehicle use subscription company, and GOIN, a Barcelona start-up that provides automated savings and simplified retail investment.

For its part, Atresmedia Capital, the company solely in charge of our holdings in start-ups, was approved as a private equity investor by CDTI, Spain's technology and innovation agency. Yet again this year, therefore, Atresmedia was a leading name in the Spanish entrepreneurial and venture capital ecosystem.

4. Music, which manages the Group's music publishing rights and is headed by Irradia, and Atresmúsica, our record label. 2020 again featured international revenue growth driven by the success of our series beyond Spain, the international management of music rights, and the growth in Irradia users.

The new studio will develop Spanish-language content in Spain and beyond while contributing the edge that each partner has in the market: in-depth knowledge of the industry and broadly based experience of teams

So, again in 2020, the Atresmedia Diversification division made a success of its bid to support high-potential projects and innovative ventures and accounted for a growing proportion of Group revenue and profit. Even in the midst of a global pandemic Atresmedia proved that it is worth taking risks on new and different business models that can provide fresh options in challenging and uncertain times.

Atresmedia Studios is now Buendía Estudios
First established in 2018, in 2020 Atresmedia Studios became **Buendía Estudios** under a deal

between Atresmedia and Telefónica (through Movistar+) to form a 50-50 joint venture. Buendía Estudios intends to become the leading studio for creation and production of Spanish-language content aimed at the domestic and international markets.

Our team, who are widely experienced in **developing and producing fiction, film and other entertainment**, will be able to rely on the infrastructure needed for ongoing and recurring production. Besides Atresmedia and Movistar+, Buendía's partners include Amazon, Netflix, Warner HBO, TNT, HBO Max-, Orange and Spanish regional TV networks.

With the creation of Buendía Estudios, Telefónica and Atresmedia bring together talent and resources to optimise and gain scale in their content creation business in an increasingly global market. We have **more than 40 fiction projects (series, films), entertainment shows and documentary series** in production that are slated to premiere throughout 2021 and 2022 on several networks and platforms. We are also producing content for new customers in Spain and internationally.

Buendía Estudios created the hugely successful release **Veneno**. Premiering on ATRESplayer Premium, the biopic series became a social, ideological and aesthetic hit and talking point in Spain and beyond. Other fiction projects

premiered in 2020 for ATRESplayer PREMIUM were **'Física o Química: El Reencuentro'** - a sequel to the smash hit that shaped an entire generation - the comedy **'By Ana Milán'** and the thriller **'Mentiras'**. The Atresmedia Group received a great deal of Buendía Estudios' non-fiction output, such as the documentary

'Ellas', which lends visibility to the transgender community, or **'Paca, ¿Digáme?'**. In the documentary line, **'El Instante Decisivo'** was another outstanding premiere on ATRESplayer Premium, along with **'Fernando Torres: el último símbolo'** and **'Carolina Marín: Puedo porque pienso que puedo'**, produced for Amazon Prime.

At the end of the year, at the Content London conference, we presented Buendía Estudios as a new player in the international market that seeks to identify talent and international production opportunities and back projects with a global reach.

5.5 ABOUT US >> RISK PREVENTION, CONTROL AND IDENTIFICATION

Atresmedia operates a **Risk Assessment and Management System** that addresses all risks on the Risk Map (both external and inherent in the business, financial and non-financial, strategic, operational, technological, legal, social, environmental and reputational) and compliance risks (see [5.6 Compliance](#)). The system sets out **controls and procedures** to prevent identified risks, and is supplemented by the **Crime Prevention System**. For further information on the operation and structure of the Risk Assessment and Management System, please refer to the Annual Corporate Governance Report.

From the standpoint of the risks inherent in its business as a media company, and beyond the financial domain, Atresmedia must comply with the **Audiovisual Communication Act** (*Ley General de Comunicación Audiovisual*). Its risk management and control system includes several

measures to prevent non-compliance with various aspects of this law affecting the protection of minors, the content and volume of advertising messages, obligations to adapt content to people with disabilities and the obligation to invest in films and series.

In 2020, through the associations UTECA and AERC, Atresmedia took part in formal consultations on the draft Audiovisual Communication Bill, which will replace the existing Audiovisual Communication Act (*Ley 7/2010, de 31 de marzo*). The new law will implement Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive).



5.5.1 ABOUT US >> CORPORATE RISK MANAGEMENT MODEL

In 2020, Atresmedia reviewed its **Corporate Risk Management Model** to assess whether the controls under the Model were still valid and whether any new controls should be implemented. The review largely involved **updating our risk assessment criteria by introducing new concepts** such as

“appetite” and “tolerance”, and assessing risks in the light of the new tests of probability, impact and criticality.

In addition to the Corporate Code of Conduct, the **control tools** for each risk on the Risk Map are:



Key changes to the Model included widening the scope to ESG (Environmental, Social and Governance) risks and other risks inherent in the Group’s business and reassigning some of the existing controls

POLICIES, PROCEDURES AND PROTOCOLS

These, together with the specific regulations affecting our business activities, make up the Regulatory Compliance Model. All are adequately notified through the corporate communication channels to the affected areas and people.

INTERNAL CONTROL OVER FINANCIAL REPORTING (ICFR) SYSTEM

Control procedures related to the Internal Control over Financial Reporting (ICFR) system, with the commitment to provide reliable, complete, truthful and uniform information to investors and the market. The process for designing the system of internal control over non-financial reporting (ICNFR) also began in 2020, as described later in this report

COMPLIANCE COMMITTEE AND CHIEF COMPLIANCE OFFICER

Bodies charged with the management, surveillance, coordination and integration of corporate policies and actions aimed at complying with all applicable legislation and regulations (both external and internal protocols and procedures), as well as supervision of compliance with the Code of Conduct.

INTERNAL CODE OF CONDUCT (ICC) ON MATTERS RELATING TO THE SECURITIES MARKET

IT CONTROL TOOLS

GRC (Governance, Risks and Compliance) system, procurement management system, system for managing and authorising bids and quotes, system for managing and authorising programme budgets, system for managing and authorising investment proposals, quality system, IT application to monitor compliance with internal regulations on matters relating to the securities market: Insider website.

WHISTLEBLOWING CHANNEL

Enables all employees to notify, in an easy and confidential manner, those procedures that constitute inappropriate conduct or behaviour under the Code of Conduct or any other applicable legislation, and especially those that do not comply with the external or internal regulations.

Crime Prevention and Criminal Liability Model. The Crime Prevention and Detection Protocol underwent a review in 2020, mostly to identify laws and regulations affecting the crimes that impact the Atresmedia Group (four laws and three regulations), and review mitigation measures such as policies and procedures to identify potential needs for updating. A new assessment of risks related to the Group's compliance offences was also carried out.

Internal Control over Non-Financial Reporting (ICNFR) system

There is no legal duty to put in place a system of internal control over non-financial reporting. However, the CNMV, Spain's securities market regulator, and other regulatory bodies recommend tighter control over the information reported in the **Non-Financial Statement** (NFS). In 2020, therefore, Atresmedia started to develop its own ICNFR system.

The system of Internal Control over Non-Financial Reporting (ICNFR) is designed to ensure that the information reported to the markets in the Non-Financial Statement is **accurate, complete, adequate and reliable**, by analogy to the system already in place for internal control over financial reporting.

The system rests on the following **pillars**:



5.5.2 ABOUT US >> ESG RISK MODEL

Today's companies face a landscape of environmental, social and governance (ESG) risks. We now know that these risks have an impact on a company's goals, performance and even survival over time. Hence ESG risks are increasingly important in companies' risk assessment and management models.

In 2020, therefore, the Atresmedia Group created its **own ESG Risk Model** within the framework of the Corporate Risk Management System. The new model has the following dimensions:

IDENTIFICATION OF ESG RISKS

ESG risks that could threaten achievement of an entity's strategy and business objectives are identified. The key issues of each ESG risk category are identified to obtain a detailed ESG risk inventory.

ESG RISK ASSESSMENT

This assessment is performed using the same approach as for the assessment of other risks: impact, probability and criticality

IDENTIFICATION OF ESG RISK MITIGATION CONTROLS

The phase entails identifying existing controls in the GRC model, putting in place new controls and measures, and setting NFS indicators.

OVERSIGHT, CONTROL AND MONITORING OF THE ESG RISK MODEL

This model has an inventory of ESG risks identified, the related controls and subsequent assessment, and the list of other risk mitigation measures in place. The ESG risk model is included within the Atresmedia Group's Corporate Risk Management Model. Moreover, in line with good governance recommendations, the model will be included in the risk policies and reports published by Atresmedia Group to put non-financial risks on a par with financial risks.

5.5.3 ABOUT US >> RISKS MATERIALISING IN 2020

The main risks that materialised in 2020 arose in the following two categories:

- **Advertising slump brought about by the COVID-19 pandemic**

COVID-19 affected all sectors and especially the advertising market.

The year-on-year fall by the advertising market during the worst bouts of the pandemic featured record reductions and cancellations in the amount and number of advertising campaigns.

Atresmedia Group receives the bulk of its revenue from advertising. The sudden drop by the advertising market in 2020 had a significant impact on the Group's revenue, which fell sharply. The Group took measures to mitigate the impact, the most important of which were:

- a) Amending the commercial policy, adapting and shifting it towards advertising sectors and solutions after the outbreak of the pandemic.
- b) Cutting back spending in all areas of operations and content.
- c) Monitoring working capital and financing on an ongoing basis to ensure that the Group has sufficient liquidity to fund its operations.

- **Other risks materialising**

The main risks that materialised in 2019 remained





in 2020, particularly those involving litigation and disputes related to:

- The Comisión nacional de los mercados y la competencia (CNMC, Spain's competition watchdog) regarding disciplinary proceedings S/DC/0617/17 Atresmedia/Mediaset. Both operators, Atresmedia and Mediaset, were fined, and barred from specified courses of conduct considered anti-competition. Atresmedia challenged the decision by filing an application for judicial review with the Administrative Chamber of the Audiencia Nacional, Spain's national court. Processing of this appeal is still in the beginning stage.
- Atresmedia also requested the Court to impose precautionary measures to, among other reasons, suspend the obligation to cease the conduct penalised and the related obligation to adapt its business relationships. Despite this

appeal, in keeping with maximum prudence Atresmedia amended its commercial policy and the conduct that led to the CNMC proceedings before the appeal was processed. As a result, its commercial activity is now fully in line with the CNMC's appealed ruling.

- Criminal proceedings relating to SGAE, Spain's collective rights management entity for music and audiovisual IP. In February 2020, Central Examining Court 2 of the Audiencia Nacional (National Court) decided to investigate Atresmedia in the same proceedings of 2017 against certain natural and legal persons for alleged criminal activities that could include alleged business corruption as provided for and punishable in article 286 bis of the Criminal Code.

There were no significant developments in 2020 in relation to this judicial proceeding worth highlighting.

5.5.4 ABOUT US >> CYBERSECURITY AND RESPONSIBLE DATA MANAGEMENT

What we mean with cybersecurity is essentially the set of measures that I3 Televisión (Atresmedia Group company dedicated to IT) implements in order to **guarantee the availability, integrity and confidentiality** of the data by using all the IT tools and services needed to ensure effective protection against the different types of threats. For a Group such as Atresmedia, it is absolutely essential to have **uninterrupted information systems** with no downtime since its business activities continue 24 hours a day across all Group locations and business areas. With this in mind, it is extremely important to detect, manage and minimise possible security events.

A robust cyber security system is today essential due to several **factors**:

- Extensive and varied IT (Information Technology) and OT (Operations Technology) infrastructure
- Complex and diverse supply chain
- Emerging regulatory requirements
- Closely interrelated risks
- Widely varied threats (cybercrime, cyber activism, cyber terrorism, et cetera)
- Complex and extensive organisations
- Wide-ranging and technologically diverse connectivity

The Atresmedia cybersecurity model includes **procedures, controls and technical audits** to assess the overall security of the system and the effectiveness of the measures and action plans put in place. It also allows us to model and implement **action plans** to mitigate risks in response to real threats to the business and to obtain a clearer picture of our security systems.

Atresmedia's **cybersecurity strategy** considers current circumstances, mainly affected by its surroundings, business model, applicable regulations, technological developments, the existence of remote offices, convergence and its vast web presence. There are also four **support functions** that reinforce and help ensure effective compliance with the cybersecurity strategy: the technical security office, continuous monitoring of infrastructure, the analysis and management of vulnerabilities, and the security operations centre.

Highlights in 2020 included:

- Encrypted browsing analytics
- Production network segmentation and security
- Introduction of different levels of access to web services and use of external storage units
- IT workstation replacement (computers, monitors, etc.)

Technological risks are the main sources of cyber risk for Atresmedia, with potential implications for reputational or operational risks. Strategically, Atresmedia's cybersecurity practice is characterised as being vigilant, proactively managed and resilient, adding value at all levels (users, employees, shareholders and even brand reputation)

- Reinforced security for generic accounts
- Reinforced protection against viruses, Trojans, spam, phishing and other malware

Priority actions facing COVID-19

When at short notice the lockdown required that everyone should work from home, we were able to continue business safely and effectively thanks to Atresmedia's IT set-up. Even before the state of emergency, we had envisaged and created a platform or system for remote



access to the Atresmedia workplace; hence more than 2000 new users were able to log in remotely when this became a necessity. The workspace rapidly evolved into a collaborative setting where information could be accessed

from anywhere and from any device. We put together an emergency inventory of more than 700 laptops and rolled out a user support, service and training plan. The security measures in support of the new set-up followed

manufacturers' directions: configuration of the access customer on each device; installation of anti-malware applications; monitoring of connectivity events; ongoing audit; firewall inspections, and so forth.

5.5.5 ABOUT US >> DATA PROTECTION

Compliance with personal data protection regulations is an ongoing process entailing **constant review of processes and procedures** already in place, and new services being developed, so that they comply with the privacy by design principle. In 2020, Atresmedia continued to implement previously specified policies, procedures and tools to ensure compliance with regulatory requirements on personal data protection, such as the new guide on cookie use adopted in the year by AEPD, Spain's data protection watchdog.

The **Privacy Committee**, set up in 2018, held regular meetings in 2020 to address key issues regarding data protection and monitor compliance by the various business areas.

Atresmedia reinforced its commitment to personal data protection by **adhering to the new Code of Conduct for Data Processing in Advertising Activity** drafted by Autocontrol, the first code of conduct approved by AEPD under the General Data Protection Regulation. Atresmedia thus committed to complying with the duties under the Code, which include promoting a **system for out-of-court settlement of disputes** between companies that have adhered to the Code and stakeholders. Atresmedia also joined the **Digital Pact for the protection of individuals** promoted by AEPD. The Digital Pact underscores the value of privacy and encourages organisations to treat



Our ongoing process of improving and adapting involved making the changes required to bring our websites into line with the new guide on cookie use adopted in 2020 by the AEPD, Spain's data protection agency

personal data processing as an asset. One of the commitments involved is to raise **awareness of AEPD's priority channel** as a means to **seek urgent removal of sexual or violent content from the Internet**.

In 2020, employee training included a **specific course on data protection** aimed at 240 people. An **awareness-raising action** was set in motion addressing all Atresmedia Group employees in connection with **privacy and security** and alerting them to the risks of remote work.



Atresmedia adhered to the new Code of Conduct for Data Processing in Advertising Activity and joined the Digital Pact for the protection of individuals, both being initiatives promoted by AEPD

Concerning rights of data subjects, **373 requests were received in 2020 to exercise data protection rights**. They were handled through the data protection officer's e-mail account and entailed mostly requests for erasure of personal data, requests to access the data subject's personal data, and requests to unsubscribe from digital services. There were 227 more requests

than in 2019. In the framework of the procedure under Article 65(4) of *Ley Orgánica 3/2018, de 5 de diciembre* (the Spanish Data Protection Act), AEPD, Spain's data protection agency, notified Atresmedia of two complaints related to the exercise of rights. Following argument submitted by Atresmedia, the AEPD shelved the complaints.

5.5.6 ABOUT US >> MANAGEMENT QUALITY

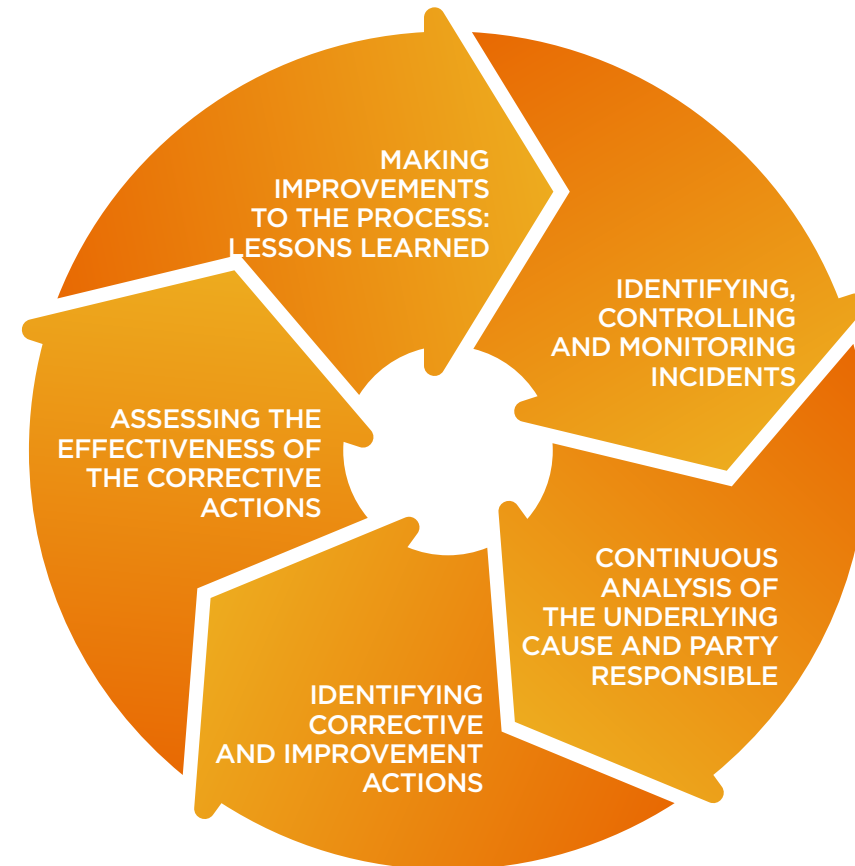
One of Atresmedia's priority goals is to achieve the highest standards of quality in every show and every advertisement it broadcasts, and in its management processes. To deliver these goals, Atresmedia has a **Quality Management System** for recording, controlling and monitoring incidents whether or not they affect the broadcasting of our content on the various media. We also aim to identify potential improvements to the organisation's core processes to eliminate and/or minimise any impact on our viewers/users.

The Internal Audit and Process Control Division is responsible for coordinating this system. There is also a Quality Committee comprising the most heavily involved departments, which meets whenever necessary to review the system and to implement action plans and improvements.

Audience perception research showed again this year that Antena 3 is the highest-rated general-interest channel. It is perceived as the most diverse channel and the one most concerned with creating quality content.

The system is supported by a corporate app that identifies, classifies and categorises all incidents, whether or not they affect broadcasting. We also have in place a monthly communication and reporting system that informs management of the Group and of the business units about the source of quality defects, the description and classification of each incident, and all steps taken to correct it.

The system follows these steps:



The effectiveness of this Quality Management System and the improvement plans rolled out over the years since this system was made part of television broadcasting have notably reduced the number of incidents arising in the course of content production, recording and broadcasting.

The effectiveness of this Quality Management System and the improvement plans rolled out over the years since this system was made part of television broadcasting notably improved the rate of incidents arising in the course of content production, recording and broadcasting up to 2019. However, in 2020 the COVID-19 pandemic caused several impacts on the business. Ensuring continuity of operations, especially television broadcasting, was Atresmedia's priority. In this context, we broadcast our programmes with the presence of a reduced team in the production, direction and broadcasting areas. In addition, employees focused solely on ensuring that programmes actually aired. Therefore, in 2020, a complete and detailed implementation of the TV Content Quality System was not treated as a priority and there was no exhaustive monitoring under the Compliance Model. However, whenever a significant incident arose in broadcasting, we analysed the problem and its related areas, and took remedial action wherever required.



5.6 ABOUT US >> COMPLIANCE

Atresmedia has a Compliance and Crime Prevention Model as part of its Risk Assessment and Management System. The main objectives of the Model are to:

- Ensure compliance with all sector-specific regulations (i.e. those affecting the sectors in which it operates) and general regulations (as a listed company or those affecting any company, e.g. labour, tax, environmental); and all Atresmedia's internal rules and protocols;
- Ensure compliance with the preventive requirements introduced by the reform of the Spanish Criminal Code as to the criminal liability of corporations;
- Set out procedures and approaches to prevent any offence contrary to the Criminal Code; and

- If a criminal offence were in the event committed, ensure that criminal liability does not attach to the corporation, or that such liability be attenuated by reason of appropriate control measures having been adopted.

Atresmedia has a public Code of Conduct and our employees receive training on compliance with it. The Code covers labour relations, working conditions, journalistic ethics, social impact as a media outlet, corporate governance, conflicts of interest, and more. Atresmedia's Code of Conduct establishes the Whistleblower Channel as a means to monitor and report conduct that might breach Atresmedia's regulations.

The Compliance and Crime Prevention Model has the following dimensions:

Atresmedia's compliance function is the set of rules, standards, procedures, IT tools and other technical and human resources the common purpose of which is that the Atresmedia Group's activities at all times comply with the law and remain consistent with the ethical principles that the Group itself has put in place to guide its business as a media group and as an enterprise

LAW AND REGULATIONS APPLICABLE TO ATRESMEDIA	COMPLIANCE RISKS	COMPLIANCE RISK CONTROLS
Laws and regulations applicable to Atresmedia, both specifically to the sectors in which it operates and generally to all companies; and all internal regulations set out in policies, protocols and procedures.	The GRC system identifies and assesses compliance risks in connection with all laws and regulations applicable to Atresmedia.	A range of specific controls are in place to mitigate identified compliance risks, in addition to general controls also to mitigate potential risks arising from failure to comply with regulations applicable to Atresmedia. Via the GRC system, the designated officer assesses the controls regularly to mitigate the related risks.

In 2020, **significant progress** was made with regard to the Compliance and Criminal Prevention Model.

UPDATE OF THE COMPLIANCE AND CRIME PREVENTION MODEL: A THOROUGH REVIEW OF POLICIES AND PROTOCOLS WAS CARRIED OUT IN 2020. A SPECIFIC ANTI-FRAUD AND FRAUD DETECTION MODEL WAS DESIGNED AND INCLUDED IN THE CRIME PREVENTION AND DETECTION PROTOCOL. THE MEASUREMENT OF CRIME-RELATED RISKS INCLUDED IN THE COMPLIANCE AND CRIME PREVENTION MODEL WAS ALSO UPDATED.

Implementation of a new tool to raise awareness about the Compliance and Crime Prevention Model among all new hires during onboarding alongside the “welcome kit” handed out by HR.

Likewise, in 2020 the Audit and Control Committee decided to modify the current configuration of the whistleblower channel, one of the compliance tools within the Compliance and Crime Prevention Model, in line with the recommendations of the new Good Governance Code for Listed Companies, thus widening its scope to shareholders, directors, customers, suppliers and partners and allowing anonymous complaints using a web-based form. The changes will be implemented in the first quarter of 2021. In 2020, the Compliance Committee adopted an Anticorruption Protocol, which is also available on our website.

Atresmedia has in place a **Crime Prevention and Detection Protocol** that identifies and describes potential corruption and bribery offences. Atresmedia has implemented the following controls to prevent and detect the risk of corruption and bribery:

1. **Payment control procedure:** describes all steps in managing payment collection by companies handled by the Accounting and Treasury department, the controls in place and the separation of duties.
2. **Billing and collection control procedure:** describes all steps in managing payment collection by companies handled by the Treasury and Accounting department, and the controls in place and necessary separation of duties to prevent any related risks.
3. **Expense and per diem procedure:** establishes the procedure for requesting, authorising and settling expenses of any Atresmedia Group employee to prevent the risks related to these activities.
4. **Related-party transactions protocol:** establishes the Board of Director’s non-delegable power for approving, based on an Audit and Control Committee report, transactions between the Company or Group companies and directors. This also extends to transactions with significant shareholders or shareholders represented on the Board of Directors. It also establishes the controls in place to prevent risks from related party transactions.
5. **Procurement procedure:** the task of managing the procurement of the goods and services needed for the Atresmedia Group to carry on its business is centralised at the Procurement unit (Finance department), which provides service to all Group companies. The procurement procedure ensures transparency of the process, the separation of duties and the optimisation of Group purchases.
6. **Gift giving and acceptance protocol:** governs the procedure and rules that must be followed regarding the acceptance of third-party gifts, presents or invitations by Atresmedia Group employees, and the giving of gifts, presents or invitations by Atresmedia employees to third parties.
7. **Powers of attorney and use of electronic certificates protocol:** defines the procedure for managing powers of attorney internally, and securing and authorising the use of electronic certificates in the Atresmedia Group to prevent risks arising from these processes.

The aim of the Protocol is to set out guidelines and establish controls as required to **prevent corruption** at Atresmedia, thus supplementing and further specifying the rules of the Code of Conduct and the Crime Prevention Model.

The Code of Conduct includes a specific section on anti-money laundering. Atresmedia employees are under a duty to follow up cases where there may be indications of a lack of integrity in this area

Moreover, the Protocol fulfils statutory anticorruption requirements as specified with regard to the “business corruption offence” in the 2015 reform of the Spanish Criminal Code and in prevailing legislation in the rest of countries where the Company operates.

Atresmedia **employees and contractors** and anyone acting on behalf of the Company or otherwise doing business with the Group (agents, brokers, intermediaries, advisers, consultants, representatives, joint venture partners, co-investors, franchisees, approved suppliers, travel agents, approved transport firms, legal advisers, etc) are under a duty to be aware of and comply with the Anticorruption Protocol.

The **corruption prevention rules** set by the organisation in the Protocol are:

- **Gift giving and acceptance protocol:**
Governs the procedure that must be followed regarding the acceptance of third-party gifts,

The Protocol clearly defines prohibited acts: payments to facilitators, business corruption, influence peddling, illegal funding of political parties, and cash payments



presents or invitations by Atresmedia Group employees, and the giving of gifts, presents or invitations by Atresmedia employees to third parties.

- **Procedures on donations, sponsorships and other non-profit contributions:** Rules and procedures on donations or sponsorships extended to charitable foundations, reputable and established non-profit NGOs and public sector institutions. Atresmedia prohibits donations to political parties and institutions or any sponsorship arrangements with political entities.
- **Invitations to promotional or business events:** Procedures for accepting invitations to third-party promotional events.
- **Supplier awareness of the Atresmedia Anticorruption Policy:** The Policy is inserted in all contracts with suppliers.

The main new development in 2020 was the creation and adoption of an Anticorruption Protocol by the Compliance Committee and the Audit Committee

- **Due diligence procedures:** Any contract or transaction between Atresmedia and a third party in connection with any matter involving a government body in any form (public institutions, government-controlled corporations, etc) must undergo a due diligence procedure as specified in the Anticorruption Protocol.

The Crime Prevention Compliance Officer issued

a **corporate internal notice** to ensure that all employees are aware of the Anticorruption Protocol, which was also published on the corporate Intranet. **Specific training was provided to executives and middle managers** in areas where the Anticorruption Protocol is especially relevant. A **notice was placed on the corporate website** to inform the Atresmedia Group's external stakeholders.

Fundación Atresmedia, as an obliged entity under *Ley 10/2010, de 28 de abril* (the Spanish statute on AML/CTF), has specific controls in place in this respect, such as the Anti-Money Laundering and Counter Terrorist Financing Protocol, and rules of good governance to ensure transparency and efficiency in carrying out its operations, following ethical principles that guide the conduct of all members of the organisation.

5.7 ABOUT US >> COMPLIANCE WITH TAX OBLIGATIONS

As part of its commitment to sustainable development, in this key area of business ethics Atresmedia applies **good tax practices**. Atresmedia's Group-wide **tax strategy** rests on the cornerstone of **compliance with tax laws and regulations** in all territories where we operate. We apply common tax criteria for all operations, both at the level of the parent company and the rest of companies within the Group, guided by the principles of a responsible tax approach.

In 2020, the Atresmedia Group Signed the Code of Good Tax Practices of the Foro de Grandes Empresas, adopted in July 2019. The Code requires its signatory companies to commit to transparency, good faith, cooperation with tax agencies and conflict avoidance

In accordance with the *Ley de Sociedades de Capital* (the Spanish Companies Act) and its own regulations, the **Board of Directors** of Atresmedia Corporación de Medios de Comunicación, S.A. is the highest management body of the Company, with powers of representation, management and control. As such, it has a **non-delegable power to determine the Company's tax strategy** and,

following a favourable report from the Audit and Control Committee, to approve corporate tax policy. This policy (latest version approved 24 April 2020) is available on the [corporate website](#) and establishes the **principles** underpinning tax strategy for all Group companies. Atresmedia's articles of association and other **internal corporate governance regulations and corporate policies** are available on the corporate website (www.atresmediacorporacion.com), under the section "[Corporate Governance](#)".

Atresmedia's tax management and control model is based on its **Corporate Risk Management Model**, which applies several special controls and a **Procedural Protocol regarding Particularly Significant Tax Transactions**, which lists large or highly specialised transactions that must be analysed especially carefully before they are carried out. The Board of Directors is responsible for approving the risk control and management policy, including tax risks, and for the oversight of internal systems of reporting and control. For further information on the Corporate Risk Management Model, see "[5.5 Risk prevention, control and identification](#)".

Atresmedia, being aware of the importance of tax transparency, addresses this issue in its scheduled **materiality assessments** through internal and external consultations. As a result of our assessment, responsible tax policy now rates as one of the most material topics. Reporting in

this area is gradually being adapted to leading **reference frameworks**.

The Atresmedia Group obtained **profit before tax** in 2020 of EUR 33.8 million (79% less than in 2019), broken down by country as follows:

	Profit/(loss) before tax (€)	
	2019	2020
Spain	156,985,857	32,990,502
Brazil	-214,092	794,565
Mexico	475,876	214,964
Colombia	-225,457	-123,886
Peru	-26,082	65
Argentina	-189,030	-229,541
Chile	-12,348	128,885

In 2020, in compliance with its tax obligations, Atresmedia's **tax contribution was EUR 12,139 thousand in direct taxes, EUR 1,407 thousand in local taxes and EUR 107,110 thousand in taxes paid on behalf of third parties**. As to government assistance, the Atresmedia Group is entitled to tax deductions for film and audiovisual production. The Group did not receive any **grants** from the ICAA (Spanish Institute of Cinematography and Audiovisual Arts) this year.

As an audiovisual media group that operates a commercial television network, Atresmedia must, under the **Ley General Audiovisual**, Spain's

Audiovisual Communications Act, allocate a portion of its annual revenue to Spanish film production. Thanks to the talent of our people, Atresmedia has grasped the opportunity to turn this obligation into one of its hallmarks.

In line with this obligation regarding investment in audiovisual works, the main impact of this imposition on Atresmedia's earnings is the **tax deduction for cinema and audiovisual**

production. In 2020, the Group applied tax credits for audiovisual and film production of EUR 15,288 thousand (2019: EUR 10,388 thousand).

Annual changes in **corporate income tax** paid, **grants** received, RTVE (State television) **royalties** and tax **deductions** in the year are shown below:

	2019	2020
Income tax (thousands of euros)⁶	24,003	12,139
Grants received (thousands of euros)	3,531	2,450
RTVE royalty (thousands of euros)	22,842	21,185
Tax deductions (thousands of euros)	10,388	15,288

⁶Income tax is calculated on a cash basis. The figure is therefore stated net of payments and receipts in the year. The 2019 figure of EUR 24,003 thousand was the sum of payments of EUR 27,395 thousand and refunds of EUR 3,440 thousand. The refund was not collected until 2020; hence the reportable figure was EUR 27,395 thousand. The 2020 amount comprises payments of EUR 15,579 thousand and receipts of EUR 3,440 thousand.

6. ATRESMEDIA'S IMPACT ON THE ENVIRONMENT

Atresmedia has identified the following stakeholders with whom it interacts in the course of its business: advertisers, audiences, shareholders, investors, employees, suppliers (distributors, production firms and service providers), regulators and wider society.

To gauge the demands and expectations of all its stakeholders, Atresmedia has set up an email account to receive feedback and comments on its content, advertising and technical incidents, as well as requests for information and suggestions for collaboration on a variety of fronts. During 2020 we received 181 messages (211 in 2019) through this mailbox. 60% of them were directly related to Corporate Responsibility and 21% related to suggestions. Other specific communication tools for stakeholders include the shareholder, investor and advertiser offices.

The Investor Relations team held a total of 77 face-to-face meetings with investors during 2020 (138 meetings fewer than in 2019 due to COVID-19 restrictions) and 151 calls (41% fewer than in 2019). The **COVID-19 pandemic** significantly affected the Investor Relations department and our interactions with the financial community. Coupled with the introduction in recent years of **regulatory changes** in the financial services industry (mainly, the MiFID II Directive), this has meant a long-term structural decrease in the frequency of interactions between investors and securities issuers. In 2020, however, we noticed



increased interest from investors who specialise in ESG with regard to specific topics such as employee safety, working from home, healthcare protocols on company premises and relations with suppliers.

Atresmedia provides information on corporate governance to shareholders and other stakeholders on its website:

www.atresmediacorporacion.com⁷

A specific section “Shareholders and Investors” provides full information on good governance and the related KPIs, and information on general meetings

⁷This website can also be accessed indirectly through the television content websites www.antena3.com and www.lasexta.com or the portal www.atresmedia.com.

Tours of our facilities are another tool that the Group offers to universities, educational centres, advertisers and other stakeholders in order to bring the Company’s activities closer to society and to enable it to fulfil its role in improving media literacy. In 2020, we hosted 37 visits (91 in 2019, the decrease being due to the lockdown and social distancing restrictions) involving a total of 572 people (1704 people in 2019). We offered direct support through the switchboard, which received 43,621 calls in 2020 (2019: 34,837), helping to resolve issues and redirecting callers to the relevant areas and departments of the Group.

These channels are rounded off with proactive social media management. Atresmedia has 262 social media profiles (2010: 255) for channels, platforms, series, programmes and

other corporate actions, through which it communicates with 56 million users (2019: 55 million) and has ongoing dialogue.

This year, in response to the rapidly growing ATRESplayer subscriber base, Atresmedia’s Digital Business Development Customer Service department introduced a new platform user management system. The new system enhances customer satisfaction and loyalty by troubleshooting incidents over a range of different communication channels. Atresmedia received 57,237 messages from online content platform users by telephone and via online query forms.

Lastly, Atresmedia has its atreseries.com/opina site, where viewers and users can submit suggestions, queries, concerns, doubts; etc. in relation to the AtrSeries channel.

6.1 CUSTOMERS AND USERS: ADVERTISERS AND AUDIENCE

The two types of Atresmedia service users are advertisers and audience members. All users are key to the Group's business model, and their needs and concerns must be addressed both specifically and together.

In 2020, average TV consumption grew to 240 minutes (+18 minutes compared to 2019). April,



ADVERTISERS

These are the Group's main customers, since there is a contractual relationship governing the purchase and sale of advertising space for hosting their campaigns.



AUDIENCE

These are the main users of the Group's products, i.e. information and entertainment content on television, radio and OTT platforms.

with 302 minutes of average consumption, was the month with the highest consumption since records began (1992).

Atresmedia strives to offer its audience **quality, diverse and accessible content** marked by its corporate values of respect and contribution to society. We are also committed to offering **effective and innovative advertising**, with a **safe, controlled and low-risk** environment for their campaigns. Based on its **General Corporate Responsibility Policy** and **Responsible Advertising Policy**, the Group nurtures a responsible relationship of mutual respect with its audience and advertisers.

Atresmedia Television conducts **continuous research** and **monitors audience data daily** to build a **programming that best reflects audience demands**. By always listening to the audience, Atresmedia can make its television offering close to and useful for society, watching closely the new platforms that are being used for audiovisual consumption. Hence, in 2020, despite the challenges posed by the pandemic, Atresmedia continued to run face-to-face and online focus group discussions to gain insight into how the public perceived television - free-to-air especially - during these tough months. Over the course of 2020, our research involved 212 respondents.

According to the latest television image survey conducted by Personality Media in 2020 on more than 15,000 people, Atresmedia Television was viewers' most highly regarded audiovisual group. Antena 3 and laSexta, the Group's main channels, led 9 of 11 categories measuring positive attributes, such as quality, credibility, entertainment value, news coverage and innovation. They were also respondents' preferred channels and had the highest-scoring anchors and presenters

Atresmedia Publicidad (see Atresmedia Publicidad: committed to innovation and advertisers) strives to offer advertisers, agencies and media centres an **innovative**

service with a revamped commercial and multimedia offering that meets their needs and enables them to reach their target audiences through all the Group's media. To do so, it

conducts exhaustive research to enhance traditional products and to offer new creative advertising formulas and formats that are highly innovative and effective.

6.1.1 AUDIENCE PROTECTION MECHANISMS

Atresmedia uses tools that safeguard ethical and responsible relations. The Group's **formal policies** underpin all Atresmedia's activities, **protecting the audience and nurturing safe, inclusive environments**. In its section on responsible and accessible content production and broadcasting, the **General CR Policy** ensures protection of and advocacy for human rights, and specifically the freedom of speech, diversity of viewpoints, non-discriminatory content and the protection of minors. The **Responsible Advertising Policy** reinforces the idea of a safe environment for audiences and advertisers.

Atresmedia Publicidad is committed to offering advertising that is suitable for all viewers, that is aligned with the advertiser's values and mission, and that guarantees a **brand-safe** environment. Atresmedia Publicidad places a special focus on the **digital environment**, so that it also offers responsible advertising.

In 2020, faced with the pandemic, this commitment translated into even stronger ties with advertisers, who continued to choose us as their advertising venue for our **market-facing value** and our **awareness-raising** role in the wider community. Despite the difficulties, many brands chose Atresmedia Publicidad as their partner to approach consumers via a range of communication actions. But the creation of joint social awareness campaigns



continues to be one of the most ambitious and fruitful partnerships between Atresmedia and its advertisers. Highlights included: the fight against gender violence in our **Tolerancia Cero** campaign, where Atresmedia partnered with Fundación Mutua Madrileña; the initiatives **Ponle freno** and **Constantes y Vitales** alongside Fundación AXA; **Objetivo**

Bienestar together with the Gasol Foundation; and **Levanta la Cabeza** with the support of Banco Santander. (See 6.2.2 [Compromiso Atresmedia](#)).

Media ethics

Atresmedia complies with the rules on **independence between journalism and**

advertising under the *Ley General de Comunicación Audiovisual*, the Spanish Audiovisual Communications Act. To ensure its values are applied throughout the content creation process and that its content meets standards of quality and responsibility, Atresmedia has a

sound ethics management system based on the following **tools**: Content Committee, a corporate Code of Conduct, a General CR Policy and a Code of Ethics for its news services.

The Group has two **editorial committees** charged

with overseeing the independence and plurality of its professionals, and the rigour, objectivity and truthfulness in the performance of their work in creating and selecting content for the Group's channels and protecting audiences. The editorial committees meet weekly and monthly.

WEEKLY EDITORIAL COMMITTEE

Scrutinises the content shown on all channels, paying special attention to the independence of the professionals involved and ensuring that all viewpoints and ideas are heard

For their part, the **codes of media ethics** set out the principles and standards that shape the rules of conduct for news and current affairs programming on the Group's television channels.

The **Antena 3 news and current affairs units** are subject to the requirement that they offer reliable, quality reporting that is compliant with the following **principles**:

1. No conduct or information may violate the principles enshrined in the Spanish Constitution or breach any law or regulation
2. The language we use must respect and reflect Spain's linguistic diversity
3. Respecting the dignity of people in all the information we provide
4. Upholding the right to a private and family life
5. Upholding the rights of people whose circumstances place them in a position of weakness or make them vulnerable to discrimination
6. Strictly comply with watersheds
7. Respecting all people, regardless of race, religion, moral conviction, social origin, sexuality or any other matter relating to their beliefs
8. Voicing the concerns of national and international organisations and groups that fight to protect underprivileged people and combat inequality and injustice
9. Avoiding any conflict of interest between the professionals involved in news programmes
10. Clearly and expressly separate news from advertising Also drawing a clear and unequivocal distinction between news telling and information that involves any kind of interpretation or critical discussion of current events
11. Complying and upholding the legal principle of the presumption of innocence
12. Taking extreme care when the news or information involves children and respecting all the principles and criteria governing the right to privacy and the protection of children

The **Code of Ethics of laSexta Noticias** ensures accurate and diverse reporting that is committed to the following **principles**:

1. Respecting the Spanish Constitution and the Universal Declaration of Human Rights of the United Nations
2. Voicing the concerns of national and international organisations and groups that fight to protect underprivileged people and combat inequality and injustice
3. Avoiding rude or coarse expressions, which may only be used when they add useful information or help understand the news. If included, they may only be uttered by the subjects themselves and not by the news presenters or editors
4. Warning audiences before violent images are shown, which may only be displayed when they add relevant information
5. Verifying all new stories broadcast by laSexta Noticias and reflecting both sides
6. Presuming all people to be innocent until proven otherwise by a court of law. For court cases, the information will indicate the situation of the defendant.
7. Respecting people's private life
8. Mentioning any media or press source from which exclusive information has been obtained

Atresmedia also has a [Code of Conduct](#) that sets out general guidelines of action to be followed by Atresmedia employees and partners and any person providing services at the Company, in connection with basic principles of conduct, relations among employees, and internal control systems.

Child protection

The review of Atresmedia's General Corporate Responsibility Policy in 2019 resulted in certain amendments, including reinforcement of the Company's protection of minors in three key areas:

1. Television content: Atresmedia Televisión ensures that minors are protected in the television content it broadcasts. It has been a signatory to the Code for the Self-Regulation of Child-Oriented Television Content since 2005, voluntarily applying all its principles. Atresmedia also sits on the code's Joint Monitoring Committee, which sees to it that the code is duly followed. The Self-Regulation Committee and the Joint Monitoring Committee analyse the reports of breaches of the code they receive every four months. In 2020, a total of 43 complaints were received (2019: 55; 2018: 64) against signatories of the code. A single broadcast by Atresmedia was ruled to be unsuitable (one in 2019; none in 2018).

2. Commercial communications: As outlined in its General Corporate Responsibility Policy, Atresmedia is committed to *"firmly rejecting*

Atresmedia and Planeta Junior launched KIDZ, ATRESplayer's children's channel, with the best content for the youngest members of the family

In 2020, the total number of hours of children's programming broadcast on Neox was 977 hours, of which 900 hours were accounted for by Neox Kidz

advertising campaigns that harm minors or any minority group requiring special attention" and also monitors *"especially that advertising products positioned in content targeting children are suitable for this audience"*.

Atresmedia Publicidad aims to offer advertising that is suitable for all ages, focusing in particular on younger audiences through the following mechanisms:

- Independent marketing of time slots whose programmes are intended for children
- Extension of the special watershed on Neox,

a channel that shows Neox Kidz children's programmes

- A multi-platform environment for the specialist children's channel Neox Kidz, in which advertisers can insert age-appropriate advertising messages
- Scrutiny by Autocontrol of advertisers' content aimed at children, obtaining copy advice so as to ensure that it is suitable for broadcast. All other content created by advertisers in child-sensitive sectors is also scrutinised by Autocontrol and if it turns out that it cannot be broadcast during children's programming hours this finding is recorded in the commercial system to ensure that no such content is aired at inappropriate times
- A checks system to indicate if the campaign is subject to any restriction resulting from the copy advice. The system alerts users of any conditions imposed by the copy advice and does not allow a campaign to be broadcast if negative copy advice is given

3. Labour rights: Atresmedia specifically includes minors within the labour rights it guarantees in its policies to *"ensure compliance with ILO provisions, especially those related to the privacy of our employees or the work of minors, rejecting any practices that infringe on them or any other of its principles"*.

The issue of misinformation

Again this year, the Digital News Report produced

by the Reuters Institute, a research centre of the University of Oxford, confirms there is a need to continue fighting misinformation and defending the right of the public to receive **accurate and factual news**.

Atresmedia, as a leading name in news services, is committed to the values of truthfulness and accuracy. We implement **mechanisms that ensure the credibility of our coverage** and the communication of facts, images and contexts that reflect our surrounding reality (see [6.2.2 Compromiso Atresmedia - Levanta la cabeza](#)).

In 2020, **Antena 3 Noticias** bolstered the Verifica A3N project, created in 2019 to counter false or misleading information distributed widely through social media or messaging apps and provide the correct and confirmed facts. In addition to the dedicated section on television and the website, the company created its own social media profiles with ongoing alerts about misinformation.

In addition, we launched the **new digital area Tu Consulta A3N** to provide the public with useful original documents (new laws and regulations, court rulings and reports), and our **Big Data** section, which provides accessible and useful information. The **Experts** section of our television news became a digital section where key facts are broken down and complex issues are brought closer to the specific interests of viewers and users.



The Digital News Report compiled by the Reuters Institute at the University of Oxford ranked the Antena 3 Noticias as a leading programme in credibility and trust. According to this report, Antena 3 Noticias is the most trusted news brand in Spain, as stated by 57% of respondents

2020 was also a key year *LaSexta Noticias'* against hoaxes, especially the fake news that mushroomed after the outbreak of the coronavirus. The commitment of *LaSexta Noticias* against misinformation and its role in keeping the public informed and safe from hoaxes and rumours earned the show the **Concha García Campoy Scientific**

Journalism Award from the Spanish Academy of Television.

This fight against misinformation was joined by the website **lasexta.com**, and programmes such as **LaSexta Noche** - its panel of experts fought against denialism and distortion by practising



To ensure alignment among the newsroom and other staff involved in news coverage, Antena 3 Noticias hosts internal training activities in the Digital department to upgrade skills in using reference tools, data visualisation and fact-checking

News coverage across the different programmes airing on laSexta (*Al Rojo Vivo*, *Más Vale Tarde...*) are subject to several fact-checks by an expert team formed a year ago between LaSexta and Newtral, Ana Pastor's fact-checking start-up.

On the radio, the maxim of Onda Cero's News Service in tackling the phenomenon of fake news is to check the information, verify its source(s) and test the information before the news can be broadcast in any space. This ensures that no reports broadcast by the network can be accused of being fake news.

Accessibility to all audiences

The laws of Spain, and more specifically the Audiovisual Communications Act, protect the rights of the visually- and hearing-impaired. The Act imposes a number of minimum obligations in three respects: **subtitling** content, providing **sign language** and including an **audio description**

sound science journalism - and **LaSexta Clave**, a new current affairs show whose vision is committed to a diversity of approaches and analysis strongly countering fake news. **El Objetivo de Ana Pastor** continues to be a benchmark in the fight against misinformation with live fact-checks; it is also the first Spanish member of the International Fact-Checking Network.



In 2020, Verifica A3N was given a dedicated section on Espejo Público, the current affairs show. By extending its reach from digital to analogue media, its effectiveness has increased

Once again in 2020, Atresmedia Group complied with the accessibility obligations of LGCA 7/2010 well above the threshold requirements

for at least **two hours of broadcasts per week**. Compliance is monitored and enforced by the National Markets and Competition Commission (CNMC).

One of the Group's priority objectives under its Corporate Social Responsibility Policy is precisely to ensure that its **news and educational programmes and entertainment shows** are responsibly produced and broadcast, and that they are **accessible to all of society**. Atresmedia Televisión therefore makes sure that all viewers, including the hearing- and visually-impaired, are able to access and enjoy all of its television content, using **internal tools for daily and weekly monitoring of compliance** with legal obligations.

During the lockdown, Atresmedia offered accessibility facilities on all its broadcast channels so as to continue to provide a fully fledged, unaltered service at all times. Thanks to collaboration among numerous professionals using remote work-adapted equipment it proved possible to provide an uninterrupted quality service

Television accessibility		2018	2019	2020	Annual change 2019-2020 (%)
TV subtitling for the hearing impaired	Total hours	42,076.6	42,109.35	42,603.14	1.16
	% to 24 hours	92.5	93.75	92.6	-1.23
Subtitled television advertising (hours)	A3	9.4	17.11	15.79	-7.71
	LaSexta	6.5	9.77	15.10	54.55
	Neox	-	15.67	16.22	3.51
	Nova	-	20.06	14.92	-25.62
Number of TV hours of sign language		1,086.4	1,044.63	1,069.1	2.34
Number of hours of TV audio description		1,889.9	1,586.7	1,609	1.41

Subtitled hours on the digital media increased by 18.88% in 2020 vs 2019, and by 68.84% when compared on a biannual basis. In 2020, the total number of subtitled hours accounted for 53% of total content available on ATRESplayer.

Live subtitling is a product of Atresmedia's commitment to making all news and current affairs accessible to all viewers, regardless of time zone and ensuring the utmost flexibility when dealing with changes in length

Web environment accessibility		2018	2019	2020	Annual change, 2019-2020 (%)
Subtitling for the hearing-impaired, websites [*]	Total hours	Total hours: 19,766	Total hours: 26,462	Total hours: 34,431	30%
		Hours subtitled 10,848	Hours subtitled 14,858	Hours subtitled 18,316	18.88%
Number of hours of web audio description		1,096.9	1,055.25	1,075.6	1.93%
Number of hours of web audio description		No	No	No	No

Key milestones in in 2020 in programming and broadcasting of subtitled, audio described and signed spaces on television include:

- 100% live subtitled programming in the commercial time slot
- Major live news events were all subtitled: for example, special press conferences on COVID-19, the Government investiture debate, regional elections in Galicia and the Basque Country, the US elections, and weekend news specials.

[*] Subtitling for the hearing impaired includes the part of ATRESplayer content that is, or was, available during 2020 on the platform.

[**] The total number of signed hours in ATRESplayer includes the hours signed for the linear broadcast -and streamed on ATRESplayer- and a small number of hours in VOD content, e.g. political debates, which would add 6.5 hours.

- There was an increase in live subtitled entertainment shows (*La Voz, Tu cara me suena, Mask Singer, Adivina quién gana, Mask Singer Detrás de la Cámara and Top Gamers* award ceremonies).

In addition, in September 2020, we rolled out a **new project on subtitling quality**, running real tests in recorded and deferred mode and calling for proposals from all accessibility companies providing services in the Spanish market. The outcome was an exhaustive report on potential new candidates and the latest technologies. The project also opened the door to future collaboration and research projects in this area. In addition, we analysed subtitled programmes from other operators and Atresmedia's own in great detail, to corroborate the conclusions of the report and support the implementation of improvements.

Finally, in 2020 a **“Guide on quality indicators for subtitling and audio description”**, produced by CESYA's quality indicators board, was completed; it will be published in 2021. Alongside the Governing Board and the Atresmedia Legal Affairs department, we set in motion an **in-depth assessment of the Audiovisual Bill that will be passed into law** so as to identify the new accessible broadcasting ratio requirements, chiefly on subscription and free-to-air platforms.

Moreover, from September 2019 onwards, the accessibility of the website became the

responsibility of the Broadcasting and Continuity area. The following **challenges** were set in partnership with the I3 Television department, and in 2020 we drew up a roadmap for the technical, production and content areas, comprising the following points:

Yet again this year, in June and December, Atresmedia took part in the Working Group on Quality in Audiovisual Content in joint work with CESYA, the Royal Board on Disability, the CNMC (Spanish National Markets and Competition Commission), other television operators, associations of visually and hearing impaired people and accessibility services companies

- Upload subtitles to all live programmes once they have been broadcast
- Publish actual data (not forecasts) of accessible broadcasts on the website
- Upload videos with audio description for the sight-impaired where the viewer can choose the desired audio

- Publish accessible programming schedules on the website

Subtitling of the website ensures that exclusive non-TV content is accessible. Over the year, the subtitling of **ATRESplayer Premium, Flooxer** and **Novelas Nova's own content** increased significantly. This exclusive offer enabled us to offer users a wide range of different formats, such as *Veneno, Benidorm, Donde estabas entonces, Pongamos que hablo..., El nudo, Gente hablando, Las uñas, Palo y Astilla, Luimelia, Ellas* and *Creepshow*.

Ad-content tracking mechanisms

Atresmedia Publicidad promotes an advertising communication model based on quality and responsibility towards customers and the audience. Hence we work along two key vectors:

- Enhance the effectiveness of quality controls
- Advocate for self-regulation of the industry to protect consumer and customer rights

Before airing, advertising content is subject to **strict quality control** by Atresmedia Publicidad.

Atresmedia Publicidad's own oversight and legal advisory area, alongside the Legal Affairs department, evaluates any advertising campaigns that might involve complexity or legal nuances. Hence the **internal oversight and control mechanism** is set in motion at the outset of any advertising action, minimising future risks.

Atresmedia Publicidad is an active and founding member of **Autocontrol, Spain's association for the self-regulation of commercial communications**. This forum works towards enhancing compliance with advertising and competition laws and regulations and strengthening the assurances protecting advertisers, television channels and consumers.

Advertising intended to air on our channels is scrutinised internally through a quality control procedure and a strict check list enforced by the advertising guidelines and continuity departments. It is also reviewed externally by Autocontrol through 'copy advice' requests that guarantee the legal and deontological or ethical correctness of all advertisements broadcast. **Atresmedia Publicidad may also submit queries to AUTOCONTROL in relation to the regulation or self-regulation of advertising content.** So there is a system of checks to indicate if a campaign is under any "copy advice" restriction.

In 2020, in the wake of the adoption of a new Royal Decree on gambling advertising, we put in place a new watershed check and a new quality control to improve planning and avoid upload errors

In 2020 **Atresmedia Publicidad issued 1,494 "copy advice" queries**, a decrease of 7% compared to 2019. **The number of legal queries arising during this period was 97, 32.8% more than in 2019.**

To ensure **ethical commercial communication** and to protect the rights of citizens, especially children, the Group adheres to numerous **codes of advertising self-regulation**. These

instruments establish **commitments that go beyond strict regulatory compliance** and form the basis of our advocacy for self-regulation by the industry.

As a fresh development, in 2020 the **Code of Conduct on Data Processing in Advertising** was published, providing a **new system for handling complaints** about data protection and advertising. The procedure will enable users to file complaints

	2018	2019	2020 ^(*)
No. of copy advices	1,593	1,613	1,494
No. of cases	1	2	5
No. of breaches	2	1	3
Fines	145,147	3,689	759,550
Legal consultations	103	73	97

^{*)}In 2020, Atresmedia was disciplined five times for mis-identification of advertising content. Atresmedia declined to challenge two minor penalties, although we believe that their subjective findings as to the supposedly improper prominence of certain products are mistaken. In these cases, the breach was merely formal and there was no culpable intention that would serve as a sufficient legal ground for a penalty to be imposed. In one instance, for example, a product provided by a programme sponsor appeared in the "acknowledgements" section instead of the appropriate "product placement" section. Similarly, in another case, a product was correctly identified as "product placement" at the end of the programme, but not at the beginning or upon resumption after the advertising break, as should have been done in accordance with prevailing rules. We have introduced additional controls to prevent these minor signposting errors from recurring. However, Atresmedia decided to challenge the other three penalty decisions, which are based on the merits of an interpretation of the relevant regulations. We are confident that our challenges will succeed. We highlight that, since 2015, Atresmedia Corporación has won all its judicial review actions resisting penalties imposed by the CNMC - Spain's competition and markets watchdog - regarding advertising and programming. Recently, the Spanish Supreme Court ruled in favour of Atresmedia in a case that concerned product placement. The Supreme Court rejected the CNMC's subjective and groundless finding that a product or service had been given excessive visual prominence in a programme; moreover, the Court created a precedent for future disputes about the interpretation that the CNMC must apply, which differs from the tests and standards applied by that supervisory authority in earlier decisions and consultations. The Supreme Court held that the CNMC's stated criteria are outside the scope of its statutory powers as conferred in the Spanish Audiovisual Act and its implementing regulation. In addition, the judgment confirms that the courts are competent to assess and, as the case may be, rectify the CNMC's interpretation of the legal rules on its disciplinary powers. We should point out that, in 2019, after Atresmedia's successful challenge in the courts against penalties imposed by the CNMC in advertising and programming matters, the watchdog reimbursed Atresmedia with €945,701; then, in 2020, €200,030 was reimbursed for the same reason. Finally, following our victory in the Supreme Court, the watchdog must reimburse a further €413,434, plus interest and legal costs in all cases.

SELF-REGULATORY CODES SIGNED BY ATRESMEDIA AND DATE OF EFFECT

- Code of Conduct on Data Processing in Advertising (effective 2021)
- Code on the Use of Influencers in Advertising (effective 2021)
- Code of Conduct on Commercial Communications of Gambling Activities (2012)
- Self-Regulatory Code on Food Advertising Targeting Young People, the Prevention of Obesity and Promotion of Health (2010)
- Self-Regulatory Code on Advertising Toys to Children (modified in 2010)
- Self-Regulatory Code on Advertising for Spanish Brewers (2009)
- Self-Regulatory Code on Wine Products (2009)
- Self-Regulatory Code on SMS Marketing (2009)
- Self-Regulatory Code of the Spanish Federation of Alcoholic Beverages (FEBE) (2006)

free of charge with companies adhering to the Code. Complaints can be filed if data protection rights are breached in an advertising context: e.g., receipt of unsolicited advertising, exercise of rights relating to advertising, and data processing in advertising promotions or ad cookies.

In October 2020, the **Code of Conduct on the Use of Influencers in Advertising** was created. The code sets out mandatory measures and recommendations on brand name-checks or digital advertising content put out by social media “influencers”.

Moreover, Atresmedia is committed to promoting **advertising content accessibility** and encouraging advertisers to use subtitling and audio description in their campaigns. As a result, 2020 saw a **significant increase in subtitled ads** (see [6.1.1 Audience protection measures > Accessibility to all audiences](#)).

6.2 ON SOCIETY

Atresmedia, as part of its responsibility as a media, undertakes to contribute to social development and progress by **reporting and raising public awareness of pressing issues and concerns**. In doing so, Atresmedia attempts not only to show society as it is, but to help bring about positive social change through the content it broadcasts.

Beyond **raising social awareness** through its **content**, Atresmedia also does so through its **advertising spaces**. For more than a decade, Atresmedia has had a procedure in place for **granting free advertising space** to help NGOs spread their campaigns.

The loneliness of senior citizens, especially amid COVID-19 and the lockdown, mental health care, raising awareness of homelessness when the authorities were calling on everyone to stay at home, or asking people to donate to

Of the total campaigns broadcast by Atresmedia in 2020, 93% were subtitled

food banks to help alleviate the social crisis, were just some of the **pandemic-related issues that Atresmedia sought to bring to people's attention** in partnership with the NGOs to have benefitted from these free advertising spaces.

Atresmedia broadcast campaigns on all its media (Television, Radio and Digital) worth EUR 18.66 million in 2020, at no cost to the NGOs, up 25% from the year before (2019: EUR 14.9 million). The reason for this increase is that social entities now need additional exposure and publicity to help raise funds for segments of society affected by the pandemic. A total of 22 non-profit entities have now benefited from this partnership



The initiative has also provided further support for NGOs looking to raise awareness of different groups of people with disabilities: intellectual

(Down's syndrome), physical-organic (multiple sclerosis, ALS, cerebral palsy) and sensory-auditory (deaf people).

6.2.1 SUSTAINABLE DEVELOPMENT GOALS

Atresmedia is acutely aware of the important role its companies play in meeting the United Nation's 2030 Agenda and 17 Sustainable Development Goals (SDGs). Therefore, since it was launched,

Atresmedia has been using its policies, initiatives and outreach to push towards the SDGs to which it can contribute the most and have the greatest impact, carrying out the following initiatives:

“Atresmedia has been a signatory and partner of the United Nations Global Compact since 2008. This platform aims to advance the 2030 Agenda at national level

Partnerships with entities to champion the SDGs



Promoting the Go!ODS awards organised jointly by the Spanish Global Compact Network and the Rafael del Pino Foundation. Atresmedia also promotes the Go!ODS awards to recognise innovations that help achieve the SDGs, encourage and inspire Spain's private sector to achieve the SDGs and drive cooperation and dissemination of the 2030 Agenda. Awards for the second edition of the event were presented in February 2020.

ESG Spain 2020 Corporate Sustainability Forum, organised by Forética. Atresmedia produced and staged the ESG Spain 2020 Corporate Sustainability Forum in 2020, a leading business forum for sustainability matters in Spain championed by Forética to analyse present and future trends in sustainability in the post-COVID-19 era, aligned with the SDGs. The eighth edition of the event was staged on the Group's sets and broadcast in the form of an innovative television programme that featured the online participation of more than 1,500 people from Spain, Europe and Latin America.

Internal employee initiatives aligned with the SDGs

ATRESMEDIAXODS: To honour the fifth anniversary of the launch of the SDGs, Atresmedia held the ATRESMEDIAXODS initiative for the second straight year in 2020, in a bid to raise awareness of the SDGs internally among employees. Internal communication actions and an online competition were launched for employees to raise their awareness of the SDGs and get them more personally invested in helping to achieve them.

Donations to food banks: In 2020, the Atresmedia Group lent its full support to the food banks of Spain in combating the food crisis to have arisen from the pandemic through the Great Virtual Food Drive. Thanks to the charity displayed by its employees, Atresmedia donated a total of EUR 6,371, which was converted into 5,733 kilos of non-perishable food.



Agreement with Andjoy: In 2020, Atresmedia reached an agreement with the company Andjoy so that Atresmedia employees can enjoy significant discounts on membership fees at more than 2,000 sports centres located throughout Spain and on more than 35,000 instructor-led activities. This action is part of its Objetivo Bienestar initiative and aims to promote a healthy lifestyle among its employees.







CPR and defibrillator training: To mark the occasion of World Heart Day and as part of the Atresmedia Constantes y Vitales campaign, Group employees were once again—for the fourth straight year—given the opportunity to learn how to perform cardiopulmonary resuscitation (CPR), use a defibrillator and act in the event of choking. In this fourth edition, the workshops were held for the first time in online format due to the ongoing pandemic, enabling more than 100 employees from all over Spain to take part digitally.








Celebrating International Day of Persons with Disabilities: To mark the occasion of International Day of Persons with Disabilities, Atresmedia lent its support to the #IgualDeDiferentes campaign through an internal communication action to raise awareness among its employees about the different situations that people with disabilities experience on a daily basis and to help normalise disability.

Corporate volunteering programme	Atresmedia has a corporate volunteering programme aligned with the SDGs (see Chapter 6.2.3. Corporate Volunteering).
Compromiso Atresmedia	The initiatives comprising Atresmedia's commitment to helping achieve the various SDG targets are outlined in section 6.2.2. Compromiso Atresmedia
Fundación Atresmedia	The activities of Fundación Atresmedia help achieve different SDGs, as explained in section 6.2.4. Fundación Atresmedia

The Group relies heavily on its content to raise awareness of and help accomplish the SDGs. In 2020, Atresmedia broadcast the following programmes and reports related to the SDGs.

SDG	Atresmedia content in 2020 related to the SDGs:
	Contraparte programme on Onda Cero: On the Onda Cero radio station, journalist Juan de Sola presents a programme dedicated to human rights, the fight against poverty, equality, cooperation and solidarity. Through his open mic session, he brings his listeners closer to different social realities on all five continents.
	Special coverage on Onda Cero's Más de Uno about the Food Banks' Great Virtual Food Drive: Carlos Alsina, the host of morning show Más de uno on Onda Cero, gave special coverage of the Great Virtual Food Drive carried out by the Food Banks of Spain in 2020 in a bid to combat the food crisis caused by the coronavirus pandemic.
	Investigative programme ¿Te lo vas a comer? Presented by renowned chef Alberto Chicote, the third season of the show premiered on laSexta in 2020, featuring various reports into food frauds unknown to the majority of the population. En primera línea report on Antena 3 and laSexta. This report premiered in April and was broadcast in prime time on Antena 3 and laSexta one month after the State of Alarm decree, showing striking images and accounts of the extraordinary work and day-to-day lives of front-line health workers. En buenos manos programme on Onda Cero: Each week, Dr Bartolomé Beltrán, accompanied by leading health experts, works to raise awareness of health concerns and other health-related issues.
	Debate on 'Special Education' on La Brújula, aired on Onda Cero: Daily show La brújula, helmed by Juan Ramón Lucas, broadcast a debate with experts and correspondents on special education and inclusive education both in Spain and Europe.

SDG	Atresmedia content in 2020 related to the SDGs:
	<p>Veneno series: this original ATRESplayer Premium series directed by Javier Calvo and Javier Ambrossi premiered in 2020 and narrates the life and death of Cristina Ortiz, known as La Veneno, one of Spain's most important and popular LGTBI icons. The show garnered numerous awards, including the 2020 Critics' Iris Award and the Ondas Award, and has also been nominated for the Forqué Awards.</p> <p>Luimelia series: This miniseries produced by ATRESplayer Premium portrays the relationship between Luisita and Amelia, two protagonists from the series <i>Amar es para siempre</i> on Antena 3. It earned the award for Best Short Series at the PRODU Awards in 2020. Aside from the love story between its two protagonists, #Luimelia deals with issues such as LGTBI visibility, feminism and interaction across social networks.</p> <p>Ellas juegan programme on Onda Cero: On Onda Cero, journalist Ana Rodríguez hosts a programme to explore the latest news and current affairs in the world of women's football and promote gender equality in sports information.</p>
	<p>Auténticos, nominated for the MIPCOM Diversity TV Excellence Awards: The Auténticos programme on laSexta, produced by Atresmedia Televisión and aired in 2020, was nominated for last year's MIPCOM Diversity TV Excellence Awards under the 'Disability' category. Presented by Alberto Chicote, the programme tells real stories of people with intellectual disabilities who struggle every day to get included in different areas of society.</p> <p>Atresmedia seeks to achieve the normalised incorporation of people with disabilities into fiction series, entertainment programmes and a catalogue of own-production films, such as <i>La valla</i>, <i>Pequeñas coincidencias</i>, <i>La ruleta de la suerte</i>, <i>Zapeando</i> and <i>Padre no hay más que uno 2</i>.</p>
	<p>(See 6.5.2 Raising social awareness)</p>
	<p>Documentary - El instante decisivo: ATRESplayer Premium's original documentary <i>El instante decisivo</i> recounts the 12 days that transpired in July 1997 between the rescue of José Antonio Ortega Lara and the kidnapping and murder of Miguel Ángel Blanco, which transformed Basque society's perception of terrorist group ETA.</p>
	<p>Initiative "Cruz Roja Responde con Atresmedia": a comprehensive plan launched by the Spanish Red Cross to raise EUR 11 million to support exposed and vulnerable people in the wake of COVID-19. Atresmedia called on all of its divisions and areas to help disseminate the initiative and help mobilise society through communication actions across all of its television channels, radio stations, ATRESplayer platform, websites and social media profiles. The Cruz Roja Responde plan raised a total of EUR 12,180,655, of which 74% was a direct product of Atresmedia's support. The funds were handed to 1,787,070 people from segments of society affected by the pandemic, exceeding the initial target of 1,350,000 people.</p> <p>#ElGranRetoSolidario: The Atresmedia Group joined the #ELGRANRETOSOLIDARIO initiative launched by the Emergency Committee in Spain. The aim of this virtual charity gala was to raise funds to minimise the impact of the pandemic on the most vulnerable households and groups in Spain and elsewhere in the world and to prevent them from being left behind. The gala reached an audience of more than 1.3 million people, raised EUR 200,000 and was broadcast on Atresmedia's various news programmes and streamed live on the Europa FM radio station.</p>

6.2.2 COMPROMISO ATRESMEDIA



Atresmedia strongly believes that the **media has the power to transform society for the better**. This conviction was institutionalised in 2014, when the Group created **Compromiso Atresmedia (Atresmedia Commitment)**, an umbrella platform under which the Group carries out all its corporate responsibility projects and showcases them through television, radio and its digital platforms. These projects are fully aligned with the SDGs. Each of these projects aims to help solve a pressing social problem:

	SHOWINGS														Hours		Accumulated audience (thousand)		Coverage %		GRPs	
	Antena 3		laSexta		Neox		Nova		Mega		Atreseries		TOTAL									
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Ponle Freno	1,121	695	632	576	944	761	1,146	917	1,076	859	1,146	917	6,065	4,725	42.5	36.2	38,460	38,509	89.6	89.3	3,733	4,624.9
Objetivo Bienestar	713	223	-	-	1,027	288	356	197	327	191	362	199	2,785	1,098	16.7	6.7	32,927	27,184	76.7	63.0	1,448.2	566.8
Constantes y vitales	-	161	952	1,175	-	346	-	371	-	342	-	369	952	2,764	6.4	21.8	29,036	36,734	67.6	85.1	902.9	2,929.9
Hazte Eco	-	79	121	85	343	-	-	-	-	-	-	-	464	164	2.8	1.0	21,551	24,193	50.2	56.1	278.4	351
Tolerancia Cero	163	353	170	246	-	80	255	-	246	-	256	-	1,090	679	7.1	4.47	30,426	35,283	70.9	81.8	696.5	1,779
Crea Cultura	93	425	62	197	-	-	-	-	-	-	-	-	155	622	1.2	5.1	21,232	729	49.5	72.3	260	1,396.9
Levanta La Cabeza	720	257	725	411	806	418	798	419	720	376	797	420	4,566	2,301	28.4	17.2	36,710	36,430	85.5	84.4	2,861.7	2,347.2
Fundación Atresmedia	442	303	432	267	383	334	466	347	431	326	468	348	2,622	1,925	17.5	12.8	35,819	35,791	83.4	83	1,485.6	1,736
*Atresmedia Cruz Roja Plan (Covid)	-	537	-	387	-	575	-	599	-	573	-	537	-	3,218	-	21.3	-	34,741	-	80.5	-	3,743.5
*Use of face masks (Gran País campaign)	-	60	-	70	-	123	-	120	-	117	-	121	-	611	-	2.2	-	23,198	-	53.8	-	174.6

*Belongs to the two most important social campaigns to have been carried out in 2020 in relation to COVID-19.

- Road Safety - [Ponle Freno](#) (2008)
- Environment - [Hazte Eco](#) (2010)
- Promoting healthy habits - [Objetivo Bienestar](#) (2014)
- Protecting cultural creation and intellectual property - [Crea Cultura](#) (2014)
- Supporting scientific investigation and preventive medicine - [Constantes y Vitales](#) (2014)
- The fight against gender-based violence - [Tolerancia Cero](#) (2015)
- Promoting the responsible use of technology - [Levanta La Cabeza](#) (2019)

Following the launch of Ponle Freno, every step we take is a reflection of Atresmedia's commitment to society and the community. The aim is for **every initiative of ours to bring about some kind of transformation, meaning real change** that has a **direct and positive impact** on society. Moreover, to ensure the Group practises what it preaches, these initiatives are also reflected internally through actions to promote road safety, healthy habits and environmental awareness among Group **employees**.

Aside from the campaigns framed within Compromiso Atresmedia, the Company has launched **specific initiatives** to respond to the COVID-19 pandemic and crisis (see information on SDG 17 in section [6.2.1. Sustainable Development Goals](#) and section [5.4.1 Business lines - Atresmedia Televisión](#))

CONTRIBUTION TO THE SDGs:



Aligned with target 3.6: Halve the number of global deaths and injuries from road traffic accidents

Ponle freno

Ponle Freno is Atresmedia's corporate responsibility initiative. It was created in 2008 with the **aim of reducing road accidents and helping to save lives on the road**.

The sudden onset of the **pandemic**, which directly affected mobility due to the ensuing lockdown, prompted *Ponle Freno* to change its 2020 strategy announced in the 2019 NFS, and shift its attention to other pressing issues. *Ponle Freno* carried out the following **actions** in 2020:

2020 goals	2020 partnered actions and milestones
<p>To continue raising awareness about children's road safety education and safe and sustainable mobility</p>	<p>Campaign - ¿Y tú cómo conduces? No descuides al volante la educación de tus hijos and Te muevas como te muevas, hazlo de forma segura. During the first quarter of the year, Ponle Freno continued its efforts to raise awareness of road safety by airing these campaigns on both television and radio.</p>
<p>Analysing the impact of new forms of mobility on road safety</p>	<p>VMP Survey and Study into safe and sustainable mobility. Centro de Estudios Ponle Freno-AXA, shortly after the Spanish Directorate General for Traffic published a transitional instruction on personal mobility vehicles (PMVs), conducted a survey to gauge the degree of knowledge about the subject, revealing widespread ignorance about the law and regulations governing scooters in particular, a trend among young people. Furthermore, a study on safe and sustainable mobility was carried out in collaboration with PONS SEGURIDAD VIAL and TNS, the results of which will be presented in the first quarter of 2021.</p>
<p>Addressing mobility amid the COVID-19 crisis</p>	<p>Spots on TV during the lockdown and easing of restrictions. In May, Ponle Freno aired a TV spot to highlight the valuable work performed by transporters and to urge them to remain vigilant at all times on the road. Vehicle maintenance advice was also provided on the website and across social media platforms during the lockdown. Ponle Freno was also there when the time came to ease the restrictions, launching a spot to remind people of the importance of staying aware of road safety. It also staged a special edition of the Jornadas 3.0 event in June to analyse the impact of the lockdown on driving and public transport and the influence that teleworking has had on mobility.</p>
<p>Spreading the road safety awareness message</p>	<p>Ponle Freno virtual race. The traditional Ponle Freno race circuit was suspended in 2020 due to the pandemic. For years the race has been staged in various cities across Spain to mobilise citizens and help support victims of traffic accidents. Not to be perturbed, Ponle Freno was quick to react by organising a hugely successful virtual race that saw two editions during the period (June and December). Between them, they raised EUR 147,367.21 for projects to support victims of traffic accidents (Hospital Universitario Puerta de Hierro, Institut Guttmann, COCEMFE and ASPAYM).</p>
<p>To recognise the work of the people, institutions and initiatives that have helped promote road safety</p>	<p>The 12th annual Ponle Freno awards for road safety, subject to a strict anti-COVID-19 safety protocol. The winners were:</p> <ul style="list-style-type: none"> • The E-rescue lifesaving seat (AXA Award for Innovation and Progress in Road Safety) • Competition to find the best school effigy on Road Safety, by Moll Autos (Ponle Freno Junior Award) • PepsiCO (Best road safety initiative in a working environment) • Road safety starts with good vision by Essilor España (best road safety action) • Antonio Rodríguez Núñez, First Sergeant of the General Traffic Unit attached to the Guardia Civil (award for his career in road safety) • The feature film Una mañana fría, by Rosi and Raquel Troyano (Ponle Freno Citizen's Prize)
<p>Sixth edition of the Señales y carreteras en mal estado campaign</p>	<p>Señales y carreteras en mal estado (Signs and Roads in Poor Condition) campaign, which once again called on the public to get involved and report poorly placed or defective signs and roads in poor state of repair. A new feature this year was the inclusion of a map enabling users to geo-locate their reports. A total of 318 complaints and reports were processed during this year's edition.</p>
<p>2021 GOALS</p>	<ul style="list-style-type: none"> • Re-broadcast the safe and sustainable mobility campaign and reinforce this idea as a valuable means of traffic calming in cities. The results of the 2020 study will also be presented. • Specific awareness-raising campaigns aimed at vulnerable groups (motorcyclists, cyclists and pedestrians), whose accident rate is on the rise. • Organise virtual races in order to mobilise citizens in support of road accident victims. • Stage the 13th Edition of the Ponle Freno Awards. • Campaign to signpost accident blackspots.

CONTRIBUTION TO THE SDGs:



Ensure healthy lives and promote well-being for all.

Objetivo Bienestar

Objetivo Bienestar is an Atresmedia initiative launched in 2012 to **promote healthy habits**. This initiative, like many others, was forced to postpone various events planned for the period due to the exceptional circumstances stemming from the pandemic. The suspended events included the 8th edition of the *Coles Activos* awards and the 9th edition of the *Marcha Objetivo Bienestar Junior* event aimed at families. Despite the difficulties, it was possible to deliver on the **following initiatives and objectives**:

2020 goals

2020 partnered actions and milestones

To raise awareness about the importance of healthy eating, physical exercise and mental well-being.

Tips for healthy lifestyle habits. In addition to the TV spots that air daily on Antena 3, the campaign has its own weekly sections on the shows *Espejo Público* and *Tu Tiempo de Braserero*, and on obienestar.atresmedia.com, aimed at adults. This year the focus has been on providing sound advice for coping with the pandemic situation and lockdown.

To raise awareness among young people of healthy habits based on good nutrition, physical exercise and rest

Tips for healthy lifestyle habits of children. Tips were aired on *Neox Kidz*, starring the channel's mascot, Mr Plinton, to raise awareness among younger audiences about of the importance of eating fruit and vegetables, having breakfast, sleeping well, keeping hydration and doing daily physical activity.

To get agencies and public administrations involved in promoting healthy living habits among children

Renewal of the agreement with the Ministry of Health, Consumer Affairs and Social Welfare.

Partnership with the ministry through the Spanish Consumer, Food Safety and Nutrition Agency (AECOSAN) to combat childhood obesity with physical exercise during the first months of life. A campaign was also launched to promote physical exercise in children under three years of age.

Partnership agreement with Fundación Gasol. Support in communicating the PASOS study, by Fundación Gasol, on lifestyles among youths aged eight to 16 in Spain and in disseminating the various actions carried out.

Support for the Objetivo Bienestar website

Adding extra content and disseminating the sections of the **Objetivo Bienestar** website.

2021 GOALS

- Resume the actions delayed due to COVID-19.
- Campaign to offer pandemic-specific health and wellness advice while simultaneously promoting the Obienestar.com website.
- Keep the partnership agreements in effect with AECOSAN and Fundación Gasol.



CONTRIBUTION TO THE SDGs:



Ensure healthy lives and promote well-being for all.



Aligned with target 9.5: Enhance scientific research and invest research spending.

Constantes y vitales


Constantes y Vitales is the brainchild of laSexta, in partnership with Fundación Axa. The initiative began in 2014 to **promote medical and scientific research and raise awareness of health issues**. Although the year began with the objectives that had been set the previous year —getting Spanish scientists more recognised through the *Valoremos a nuestros científicos* (Let's value our scientists) campaign and promoting the database of women researchers, which has now reached three thousand registered women— the arrival of the **pandemic** forced the suspension of some of the actions that had been planned. However, the health crisis has highlighted, more than ever, the importance of science in society and the relevance and necessity of campaigns such as *Constantes y Vitales*. The most significant **actions** undertaken in 2020, based on new objectives adapted to the new reality, were as follows:

2020 goals	2020 partnered actions and milestones
To help the public understand the unprecedented situation that is COVID-19.	Comprehensive and continuous monitoring of the pandemic on all of the Group's news and current affairs programmes across all media (TV, radio, website and social networks), focusing on scientific dissemination and prevention advice.
To promote awareness and advocate the importance of mental wellness	TV campaign - If you take care of your body, you take care of your mind. An initiative to promote physical activity, healthy eating and rest, made all the more necessary at a time when the emotional and psychological capacity of the population has been severely tested by the lockdown and other impacts of COVID-19.
To mobilise society as a whole to achieve a pact between all political parties to raise investment in science in Spain to 2% of GDP	Objective 2% communication campaign. This initiative, launched with the support of all the Group's presenters and members of the committee of experts, has become the most important and most supported action in the history of Atresmedia, having managed to collect more than 920,000 signatures with the aim of achieving a pact between all the political parties to get Spain up to speed with Europe when it comes to investment in science.


Objetivos 2020	Acciones asociadas y logros 2020
To recognise and strengthen the value of Spanish scientists' research in biomedicine, and health prevention campaigns.	<p>6th Constantes y Vitales Awards. The winners were:</p> <ul style="list-style-type: none"> • Asociación Española Contra el Cáncer (Best Medical Prevention Dissemination Campaign) • Nuria Monserrat, researcher at the Institute for Bioengineering of Catalonia (Best Biomedical Publication of the Year) • Borja Ibáñez Cabeza, cardiologist and CNIC researcher (Young Talent in Biomedical Research), was awarded EUR 100,000 to enable him to continue his research project • Francisco Martínez Mojica, microbiologist, researcher and Spanish professor at the Department of Physiology, Genetics and Microbiology of the University of Alicante (Career in Science Award).

2021 GOALS	<ul style="list-style-type: none"> • Press on with the Objective 2% campaign to achieve a pact between all political parties to raise investment in science. To closely monitor the investment and use of European bailout funds. • Track the COVID-19 vaccination process and raise awareness of the need to get vaccinated in due course. • Mental health: awareness and information campaign to provide tools to help manage “pandemic stress” and achieve emotional well-being. • Pseudoscience: Address the issue of pseudoscience and alternative medicine as therapy. Reinforce the legitimacy of medical practitioners and health workers, and of the results of years of scientific research.
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CONTRIBUTION TO THE SDGs:



Aligned with target 4.7: Promote a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.



Aligned with target 11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage.



Aligned with target 16.10: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Crea Cultura

Crea Cultura was created with the aim of becoming a cultural benchmark, adding value to creators and defending copyrights. It carried out the following actions in 2020:

2020 goals	2020 partnered actions and milestones
<p>Disseminate literary creation and promote reading habits</p>	<p>Ahora qué leo platform. A pioneering initiative on FTA television and being developed across the Internet, media and all laSexta programming, seeks to spark passion and reading habits among all audiences.</p> <p>Crea Lectura programme on laSexta and Mega. Once again in 2019, this programme was aired every two weeks, along with a television page centred on literature and books. It reflects the spirit of Atresmedia's Crea Cultura movement: to defend and recognise the value of intellectual property and support creators and their works.</p>
<p>Defend the publishing and book sector</p>	<p>Atresmedia has joined the campaign within the publishing and book sector to provide much-needed support to bookshops in the wake of the COVID-19 pandemic and crisis. Atresmedia's contribution has been to provide coverage and exposure on the Group's networks and media.</p>

2021 GOALS

- Continue to defend the value of cultural creation in all its facets through different actions.
- Disseminate literary creation and promote reading habits through:
 - o The Ahora qué leo platform
 - o The Crea Lectura programme
- Generate spaces for discussion on cultural creation and defend intellectual property



CONTRIBUTION TO THE SDGs: Tolerancia Cero



Aligned with target 5.2: Eliminate all forms of violence against all women and girls in public and private spheres, including trafficking and sexual and other types of exploitation.

To coincide with International Day for the Elimination of Violence against Women, in November 2015 Mutua Madrileña Foundation and Antena 3 Noticias launched a corporate responsibility action titled *Against abuse: Zero Tolerance*, a social awareness initiative that has been fighting this blight for six years.

Over these years, it has earned numerous awards and accolades from the Government of Spain and various autonomous communities. It was also picked by UN Women as a success story in tackling a social issue through a media outlet.

The agreement is framed within Mutua Madrileña's commitment to women's equality in all facets and, especially, in the Mutua Madrileña Foundation's priority course of action against gender-based violence, which it initiated in 2012. The following actions were carried out under this initiative in 2020:

2020 goals

2020 partnered actions and milestones

Promoting social education and awareness-raising among the population

Five waves of communication with the aim of achieving greater visibility and presence of the following topics across the Group's media, especially on the *Antena 3 Noticias* and *laSexta Noticias* news programmes:

1. Reporting abuse from another point of view
2. State of alarm. Lockdown. Raising awareness of the 016 hotline
3. Children, the other victims
4. Turn your back on the abuser
5. Young people and new technologies

Special on 'Gender-based violence. The other pandemic'. To mark the occasion of the International Day against Gender Violence 2020, Antena 3 broadcast a special produced by Antena 3 featuring the accounts of victims and experts alike, who explored the current reality of this blight in a year in which the coronavirus lockdown has exacerbated the situation. The Neox channel joins the initiative to get the message across to our little ones. Numerous campaign spots were aired on the Neox channel to raise awareness among a younger audience about this problem, which is affecting increasing numbers of teenagers.

2020 goals	2020 partnered actions and milestones
Dissemination of projects against gender-based violence and abuse	<p>Strengthening support for the Nos Duele a Todos (It Hurts Us All) Awards. Support in staging the 6th edition of the Nos duele a todos Awards, organised by Fundación Mutua Madrileña to recognise the best creative projects submitted by students from all over Spain to raise awareness of gender-based violence, by broadcasting and publicising it on television, social media and the Tolerancia Cero website.</p> <p>Creating Tolerancia Cero (Zero Tolerance) badges for projects that champion the fight against gender-based violence and to honour people, institutions and entities that have been involved in initiatives to combat this scourge.</p>

Conducting studies into gender-based violence	Carrying out an online macro-survey, in which 7,508 people were asked to share their views of the diabolical blight that is gender-based violence. The results of the study were presented and discussed on news programmes, social networks and through infographics. They were also delivered to institutions interested in the findings.
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2021 GOALS
<ul style="list-style-type: none"> • Use influencers to amplify the messages of Tolerancia Cero • Promote the Tolerancia Cero Badge on the website and across social networks • Carry out the 3rd Special Tolerancia Cero programme • Stage the II Tolerancia Cero Conference and the II Macro-study on gender-based violence

CONTRIBUTION TO THE SDGs:



Aligned with target 9.5. Upgrade technological capabilities, including encouraging innovation.



Aligned with target 10.2. Empower and promote the social, economic and political inclusion of all (digital divide).



Aligned with target 16.10. Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Levanta la cabeza

The *Levanta la Cabeza* movement emerged in 2018 with the primary goal of promoting the rational, responsible, constructive and positive use of technology. In 2020, some of the targets set a year earlier to be implemented during the period were superseded by the need to undertake new initiatives to address the current pandemic. The initiatives that could not ultimately be carried out were those aimed at promoting dialogue on the limits of time and space of technology, raising awareness of the concept of “availability” and encouraging digital disconnection, while also enabling tools to improve technological maturity, especially among parents and children.

2020 goals	2020 partnered actions and milestones
<p>To develop tools to help detect and fight against fake news</p>	<p>A step further in the fight against fake news. A TV campaign was launched at the beginning of the year, starring two well-known faces (Vicente Vallés and Ana Pastor), to raise awareness of the huge quantity of fake news that can be found, especially on social networks. This action was further reinforced by the creation and dissemination, in collaboration with Newtral Educación, of a digital verification course on the platform www.levantalacabeza.info, aimed especially at secondary education teachers and pupils.</p>
<p>To fight the digital divide among elderly citizens</p>	<p>Communication campaign to make society more aware of the need to help elderly citizens use all the new technologies now available in the digital era. While technology has proved to be a great ally during this pandemic, the surge in its use during the lockdown has caused considerable problems for some elderly citizens, who are not yet sufficiently familiar with how things works.</p>
<p>To support the responsible use of technology during the lockdown</p>	<p>Activating a new work plan, starting in March, in response to the events that led to the first lockdown. The plan evolved throughout the year to generate further content and shifted towards a highly practical and service-oriented approach. During the year, a total of 14 practical and service-oriented digital specials were posted on the Levanta la Cabeza platform, with tips to promote the responsible use of technology based on topics related to health alert.</p>
<p>To heighten awareness about the serious risks posed by technology for young people</p>	<p>El regreso campaign. This initiative was launched to coincide with the easing of restrictions in a bid to raise awareness of the need to resume a healthy level of digital disconnection, especially among young people. A while later, the message was reinforced with a spot starring Sandra Golpe, who warned about dangers such as cyber-bullying.</p>
<p>To raise awareness of cybercrime and the need for tougher security in our digital habits</p>	<p>TV campaigns featuring Roberto Brasero and Manu Sánchez. The increase in online shopping and transactions amid the health crisis prompted the launch of two TV campaigns urging citizens to take extra care with their digital security.</p>
<p>2021 GOALS</p>	<ul style="list-style-type: none"> • Offer tools to help ensure the responsible use of technology by parents and children. • Publish the results of the <i>Levanta la Cabeza</i> test and launch a new edition. • Continue working to combat the digital divide. • Awareness-raising campaign on good digital habits for extra security.

6.2.3 CORPORATE VOLUNTEERING

CONTRIBUTION TO THE SDGs:



End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



Ensure healthy lives and promote well-being for all.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Reduce inequality within and among countries.

Since 2005, Atresmedia has had a broad Corporate Volunteering Programme aligned with the **Sustainable Development Goals** (SDGs). The programme is growing each year and embraces two main courses of action:



PARTICIPATING ACTIVELY IN VOLUNTEERING ACTIVITIES

The Group offers its employees the opportunity to get involved in various volunteering initiatives that champion worthy causes, allowing them to learn more about the realities of other segments of society and to further enrich themselves both personally and professionally through these valuable experiences.



PROMOTING AND DISSEMINATING VOLUNTEERING

The programme aims to promote and encourage corporate volunteering through Atresmedia's communication channels (television, radio and digital platforms), and by taking part in major forums such as Red Voluntare, to foster corporate volunteering. In 2020, Atresmedia was once again a media partner and host venue for the Week of Solidarity Action and Corporate Volunteering, known globally as Give & Gain and organised by Forética.

In 2020, Atresmedia organised a total of 17 activities with the participation of 360 volunteers from the Group (54% more than in 2019), who worked a total of 4,309 hours (125% more than last year) with various vulnerable groups targeted by 13 NGOs

In 2020, Atresmedia made a special effort to **adapt its entire face-to-face Corporate Volunteering Programme to virtual format** (in 2019, 96% of activities were face-to-face, with just 4% being online) to protect the safety of its employees while delivering effective solutions to the social crisis caused by the **COVID-19 pandemic** in Spain through volunteering. This shift to remote volunteering has led to a **total transformation** of the programme to bring it in line with the Group's health and safety policies and limit the physical presence of employees while encourage remote working arrangements.

Total investment in volunteering in 2020 stood at EUR 7,764, marking a considerable reduction of 34% compared to 2019 following the **suspension**



#IsolatedButNotAlone has broken participation records among the Group's employees, with 67.56% of participants collaborating for the first time on a volunteering action proposed by Atresmedia

of all planned face-to-face activities in the wake of COVID-19, including international corporate volunteering activity, which generates the biggest programme costs.

Highlight corporate volunteering activities in 2020 included the **#AisladosPeroNoSolos** (#IsolatedButNotAlone) initiative, which accounted for seven of the 17 actions carried out during the year. The aim of this project is to provide support to the **most vulnerable segments of society amid the health crisis** (telephone support for the elderly, sending letters of encouragement to patients in hospital, support for groups with disabilities, resolving technological questions and doubts resulting from the digital divide to have arisen from the pandemic). The actions undertaken were a product of close collaboration

and of listening to the needs of eight social welfare entities with which we have collaborated for the first time. These new partners include the NGO Adopta un Abuelo, Fundación Cibervoluntarios and Fundación ONCE.

The year also saw us continue our close collaboration with Fundación Aladina and the

Jarama Red Cross, with whom Atresmedia volunteers carry out leisure and communication activities, respectively.

For the first time, the **impact of our volunteering work** was measured through volunteer surveys, revealing that 58% of participating volunteers consider that the Corporate Volunteering Programme is a factor that influences their positive perception of the company greatly or quite a lot. We also started to measure the skills that the volunteers feel they have acquired in the activities, including empathy, communication and the ability to adapt.

Of the total respondents, 98% reported a big improvement in their empathy, 83% in their communication skills and 73% in their ability to adapt

	2018	2019	2020
No. of volunteers	177	234	360
Hours of volunteering	2,136	1,910	4,309
No. of volunteering activities	20	28	17
Voluntary work spend (€)	11,356	11,493	7,764
Number of charities served	13	11	13

6.2.4 FUNDACIÓN ATRESMEDIA

CONTRIBUTION TO THE SDGs:



Ensure healthy lives and promote well-being for all.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Fundación Atresmedia was founded in 2005 to **channel the Atresmedia Group's social aid and support** towards the **protection of children and young people** by relying on the Group's considerable resources and expertise.

OUR MISSION IS...



TO SUPPORT CHILDREN AND YOUNG PEOPLE IN NEED AND TO GENERATE A CURRENT OF OPINION THAT RESPONDS TO THEIR CONCERNS, NEEDS AND INTERESTS

OUR VISION IS...



TO BECOME THE SPANISH FOUNDATION MOST ADEPT AT MOBILISING SOCIETY AND BRINGING ABOUT REAL CHANGES THAT MATTER TO CHILDREN AND YOUNG PEOPLE.

OUR VALUES

TRANSPARENCY

POSITIVE SPIRIT

COMMITMENT

EMPATHY

EFFICIENCY



HUMANISATION OF CHILDREN'S HOSPITALS



The foundation **works on three main fronts:**

The second edition of the Children's Hospital Humanisation Index (CHHI) was carried out in 2020, with the participation of 120 hospitals from all over Spain, and the aggregate 2019 Results Report was released. The FAN3 Channel, designed especially for hospitalised children and available in 170 hospitals, continued broadcasting, and National Hospitalised Children's Day was once again held during the period, involving more than 200 hospitals and 30 social organisations working in the field of humanisation.

In response to the current COVID-19 pandemic, a virtual event was carried out to celebrate Day of the Hospitalised Child (13 May), including a special concert by Bombai and Conchita, which attracted considerable online coverage and attention.

A special was also produced and broadcast on TV during the lockdown to recognise the hard work of health workers and teachers.



On 1 February, before the onset of the pandemic, the 7th edition of the *Gran Profes* event organised by Fundación Atresmedia was held. It was attended by 1,700 teachers in person and by more than 2,200 via streaming, with the aim of recognising the role of teachers and providing them with motivational tools that they can bring to the classroom. The Foundation also organised the 7th edition of the *Grandes Iniciativas* awards to recognise the best educational initiatives in values, school inclusion, motivation and success, coexistence in the classroom and digital and social transformation. More than 500 projects were entered into the competition. The pandemic warranted an extension of the deadline for submitting applications for these awards. As it happens, this made it possible to accommodate projects developed by schools in response to the pandemic and resulting lockdown. The awards ceremony, originally scheduled for June, was moved to September and took the form of a virtual gala, which was widely followed online.



In 2020, the foundation unveiled a new area of action dedicated to Youth Employability, integrating the work it had already been carrying out to promote and disseminate vocational training studies through its Education arm. With this new area, the foundation aims to broaden its future focus, to include new actions and to include among its objectives the mission of improving the job prospects of young people



In 2020, the Foundation continued its work to raise social awareness and inform young people and their families about the merits of vocational training studies and the high employability of graduates, through the *Descubre la VP* (Discover Vocational Training) project. Aside from maintaining and updating the project website as a go-to point for finding detailed information on these studies, along with motivational messages and experiences involving learners, training centres and companies alike, awareness-raising messages were also aired on TV, radio and multimedia to raise awareness of Dual Vocational Training.

Funding model

The Atresmedia Group granted the foundation a total of EUR 500,000 in 2020. Together with donations (EUR 84,827) and other income (EUR 582,254), this brought the foundation's total budget to EUR 1,167,081 for the year. The foundation does not receive any state subsidy or aid.

	2018	2019	2020	Annual change (%)
Budget from Atresmedia	500,000	500,000	500,000	0.00%
Donations (€)	103,665	118,370.76	84,827	-28.34%
Government aid (€)	0	0	0	0.00%
Other revenue	539,000	948,300	582,254	-38.60%
Total income (€)	1,142.665	1,566,670.76	1,167.081	-25.51%

6.2.5 RESPECT FOR HUMAN RIGHTS

As a signatory of the United Nations Global Compact, Atresmedia embraces the commitments of the pact and shares its strategies for the various areas targeted by this initiative, which include human rights.

Atresmedia's can potentially impact rights related to labour relations, freedom of association and the abolition of abusive working conditions or child labour, and to freedom of expression, thought and conscience. To respect the rights of everyone, Atresmedia has a General Corporate

Responsibility Policy that specifically outlines its commitments to these rights, which are classified into three areas of protection:

1. Children's rights
2. Labour rights
3. Freedom of expression rights

Each aspect is addressed throughout this document, specifically the way they affect stakeholders: in sections 6.1 On customers and users, [6.3 On employees, especially the section](#)

[related to labour rights](#), and [6.4 On suppliers, producers and distributors](#).

The protection mechanisms and specific lines of action of each are described in this document. Specifically, complaints or queries related to human rights are channelled through the Corporate Responsibility mailbox and the Whistleblowing Channel. The heads of the pertinent area receive and analyse them. No complaints of human rights violations were received in 2020 or in the previous two years.

6.3 ON EMPLOYEES



Atresmedia believes that people are the main asset and true worth of a company. It knows that excellence in people management can set a company apart from its peers over time and be the key to its success. This is achieved by reconciling the company's interests with those of its employees. That is why Atresmedia has had a **Human Resources Policy** in place since 2010, which sets out the values, principles and commitments guiding and shaping the Group's employee management strategy and helps the Company deliver on its purpose. The Human Resources Policy was updated in 2019 and revolves around the following **commitments**:

- Providing stable employment and a rewarding working environment
- Training and promoting the professional development of our workforce
- Attracting and retaining talent
- Guaranteeing human and labour rights
- Championing equality, diversity and work-life balance
- Overseeing a safe and healthy work environment

In addition to the commitments set out in the Policy, Atresmedia's human resources strategy is underpinned by **values** of employee centricity, a propitious environment for initiative and intrapreneurship, teamwork, communication and pride in belonging.

In the wake of the COVID-19 pandemic and in order to ensure the continuity of ATRESMEDIA's activity while protecting the safety of all employees, the HR area focused its efforts on the following fronts in 2020:

- 1. achieving a safe working environment for those people who continued to work on-site, by deploying safety protocols and implementing protection and hygiene measures on premises and sets and at filming locations;**
- 2. protecting jobs and ensuring stable employment terms and conditions for workers;**
- 3. adapting to the situation by embracing new ways of working and setting up telework arrangements for most staff members during the pandemic**

6.3.1 WORKFORCE STRUCTURE

Atresmedia had 2,420⁹ people in 2020, down 4% on the previous year, of whom 1,268 were women (52.40%) and 1,152 men (47.60%), with an average age of 42.15 years. Of the 2,420 people, 43 had some form of disability. Voluntary employee turnover in 2020 was 11.03%, while involuntary employee turnover came to 45.17%. Of a total of 327 new hires, 186 were women (56.88%). A total of 83.80% of employees had permanent contracts, while average length of service was 12.09 years.

	2018	2019	2020	Annual Change, 2019-2020 (%)	
By gender (at 31-12-2020)					
Men	1,041	1,212	1,152		-4.95%
Women	1,086	1,315	1,268		-3.57%

	2018	2019	Total	2020 Men	2020 Women	Annual change, 2019-2020 (%)
20-29	248	345	312	112	200	-9.57%
30-45	957	1,176	1,139	524	615	-3.15%
45-60	871	942	916	485	431	-2.76%
Over 60	51	64	53	31	22	-17.19%

	2018		2019		2020		Annual change, 2019-2020 (%)	
	Men	Women	Men	Women	Men	Women	Men	Women
Managers	172	86	174	87	164	84	-5.75%	-3.45%
Technicians	748	708	858	867	823	864	-4.08%	-0.35%
Administrative	24	131	23	134	22	117	-4.35%	-12.69%
Other	97	161	157	227	143	203	-8.92%	-10.57%

	2018		2019		2020		Annual change, 2019-2020 (%)	
	Men	Women	Men	Women	Men	Women	Men	Women
Temporary staff	12	31	30	43	29	45	-3.33%	4.65%
Permanent	918	925	1,041	1,073	978	1,050	-6.05%	-2.14%
Interim	22	36	28	48	34	36	21.43%	-25.00%
Labour	85	87	106	140	104	132	-1.89%	-5.71%
Internships	4	7	7	11	7	5	0.00%	-54.55%

⁹ Figures at year-end.

By country
(at 31-12-2020)

	2018	2019	2020	Annual change (%)
Spain	2,106	2,499	2,383	-4.6%
Brazil	10	15	10	-33.3%
Colombia	3	5	5	0%
Argentina	7	7	9	28.6%
Chile	0	1	3	200%
Mexico	0	0	10	100%
Peru	1	0	0	0%

Annual average by contract type

Gender	Permanent contract		Temporary contract		Part-time contract	
	Men	Women	Men	Women	Men	Women
2018	879.5	838.7	147	179.3	11.3	48.7
2019	1,020.85	1,049.54	150.92	210.92	9.69	26.92
2020	731.39	852.54	172.92	215.08	10.15	13.69
Annual change, 2019-2020 (%)	-28.36%	-18.77%	14.58%	1.97%	4.79%	-49.14%

Age	Permanent contract				Temporary contract				Part-time contract			
	20-29	30-45	46-60	>60	20-29	30-45	46-60	>60	20-29	30-45	46-60	>60
2018	86.7	760.4	824.1	47.4	141.1	156.2	27.7	1.3	7.2	33.3	17.5	2
2019	126.92	994.69	881.54	67.23	187.38	146.46	27.15	0.85	13.62	13.62	8.23	1.15
2020	119.39	806.46	611.54	47.00	174.08	170.77	42.38	1.00	9.85	10.24	6.00	0.00
Annual change, 2019-2020 (%)	-6%	-19%	-31%	-30%	-7%	17%	56%	18%	-28%	-25%	-27%	-100%

Job cat.	Permanent contract				Temporary contract				Part-time contract			
	Managers	Techn.	Administ.	Other	Managers	Techn.	Administ.	Other	Managers	Techn.	Administ.	Other
2018	202.6	765.8	52.3	125.6	0.9	151.9	16.8	121.6	1.8	5.5	3.3	2.4
2019	259.46	1,474.15	132.62	204.15	0	198.08	24.23	139.54	1.54	19.62	10.46	5
2020	220.39	1,103	55.38	205.62	0	195.85	17.62	174.08	2.00	11.24	3.15	7.15
Annual change, 2019-2020 (%)	-15%	-25%	-58%	1%	0%	-1%	-27%	25%	30%	-43%	-70%	43.08%

	No. of employees by Group company												
	Atresmedia	Advertising	Noticias	Fundación	I3TV	Uniprex TV	Multimedia	Film	6&M	Smart-clip	Uniprex	Studios	H2H
2018	447	349	315	9	53	78	148	12	0	94	568	5	-
2019	453	338	305	12	60	69	147	11	367	111	580	37	-
2020	425	332	274	10	61	110	158	3	366	122	546	-	13
Annual change, 2019-2020 (%)	-6%	-2%	-10%	-17%	2%	59%	7%	-73%	0%	10%	-6%	-100%	100%

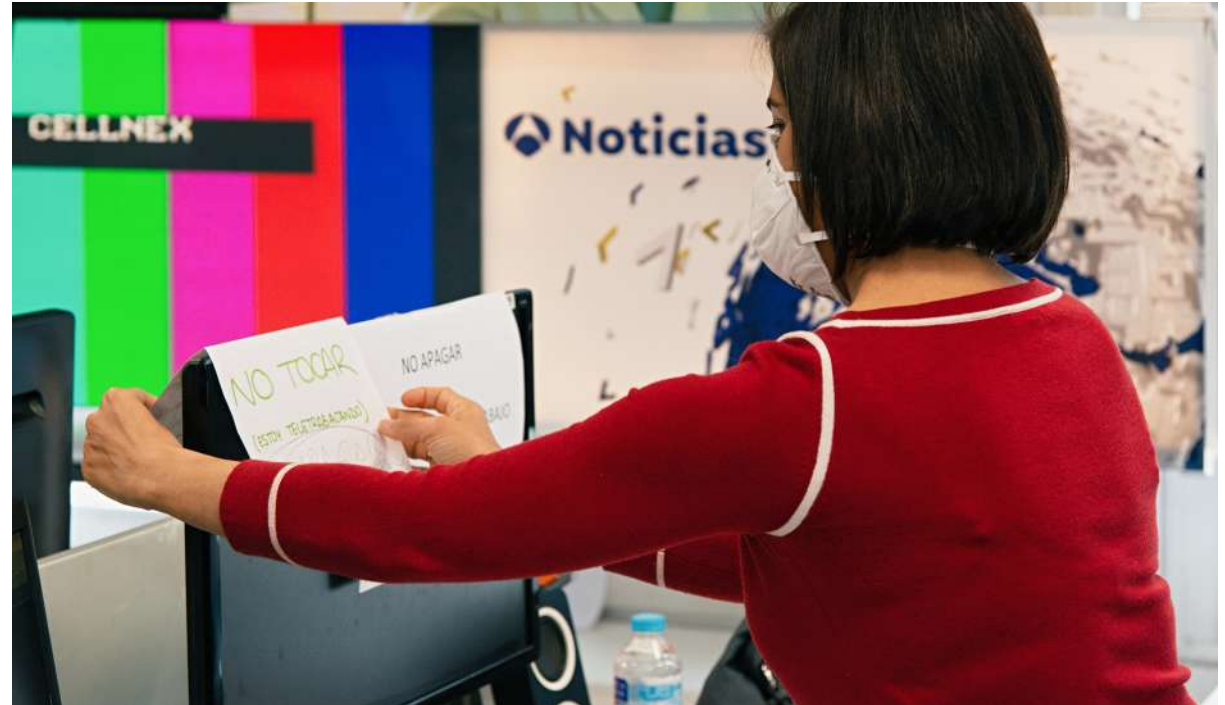
6.3.2 STABLE EMPLOYMENT AND REWARDING WORKING ENVIRONMENT

In its endeavours to create a rewarding working environment, Atresmedia provides **stable employment** and **working conditions** based on fair compensation for employees and non-discrimination in pay. Along these lines, Atresmedia did not implement any furlough scheme at any point during the COVID-19 pandemic.

Aside from protecting the health and safety of employees, there were a further two sides of the efforts to ensure stability in 2020: **job stability** and protecting **wage conditions**.

Job stability

The workforce was down by just 5% on 2019, with only 24 dismissals compared to 61 in 2019.



	No. of dismissals									
	Men	Women	20-29	30-45	45-60	+60	Managers	Others	Technicians	Administrative
2018	15	16	6	13	11	1	-	7	22	2
2019	33	28	6	37	15	3	6	6	43	6
2020	14	10	4	8	11	1	5	2	16	1
Annual change, 2019-2020 (%)	-58%	-64%	-33%	-78%	-27%	-67%	-17%	-67%	-63%	-83%

ATRESMEDIA'S 2020 VOLUNTARY INCENTIVISED REDUNDANCY PLAN

What does it entail? The plan entails the voluntary termination of the worker (provided they qualify for the plan) through the signing of an individual agreement whereby they receive a certain level of monthly income through to the age of 65, and Atresmedia continues to pay their social security contributions through to the ordinary age of retirement, in accordance with prevailing law and regulations on the date their employment relationship is terminated, i.e. 31 December 2020.

Who is eligible? The requirements for requesting voluntary redundancy were as follows:

- Being a permanent employee in active employment on 31/12/2020
- Being between 57 and 65 years of age on 31/12/2020
- Having length of service of over 15 years by 31 December 2020

What were the results? There was considerable interest in the plan among employees and all planned voluntary terminations were covered.

Terms of employment

Despite the unfortunate events we all witnessed in 2020, Atresmedia made every effort not only to maintain the wage conditions of its employees, but also to improve them across many professional categories, as shown below:

	Average remuneration	2018	2019	Total	2020 Men	Women	Annual change (%)
By category	Managers*	137,957	143,402	144,904	163,500	108,597	1%
	Technicians	39,348	38,155	39,396	41,278	37,603	3%
	Administrative	26,596	27,544	29,625	30,418	29,476	8%
	Other	21,681	21,234	27,253	27,163	27,316	28%
By age	20-29	15,091	14,300	23,090	24,227	22,440	61%
	30-45	39,887	36,476	38,053	41,997	34,715	4%
	46-60	64,567	64,251	64,166	72,609	54,665	0%
	Over 60	124,912	111,568	124,957	174,334	55,381	12%
By gender	Men	57,910	55,116	56,718	N/A	N/A	3%
	Women	38,947	37,203	39,909	N/A	N/A	7%

In a bid to alleviate the difficulties caused by COVID-19 in protecting jobs, Atresmedia launched a Voluntary Incentivised Redundancy Plan in 2020

Board remuneration	2019	2020	Annual change (%)
Men	157,919.57	133,777.50	-15.29%
Women	76,875.00	69,881.25	-9.10%
Average	128,448.82	105,379.17	-17.96%

Pay gap [**]	2018 (%)	2019 (%)	2020 (%)	Annual change (%)
Managers [*]	28.86	32.66	33.58	3%
Technicians	11.49	11.98	8.9	-26%
Administrative	-15.69	-2.02	3.1	-253%
Other	9.11	0.58	-0.56	-197%
Average	32.75	32.45	29.64	-8.66%

The Board of Directors, at its meeting of 29 April 2020, decided to reduce the remuneration of external directors as an austerity measure from that date forward, as part of the exceptional cost-cutting measures implemented in response to the extraordinary consequences of the COVID-19 pandemic and its foreseeable impact on the economy and the company. The decision was based also on Atresmedia's own position and the overall situation of the advertising market at that time. The agreed reduction amounted to 15% of all fixed remuneration of external directors for their status as such and for any seats held on board committees, as well as the per diem allowances for attending meetings. For the same reasons, the remuneration payable for regular advisory services rendered by directors was lowered by approximately 50% on the amount stipulated in their contracts.

The year-on-year changes in the pay gap indicator are due to a review of the items to be included, as explained below. The section on remuneration included, in 2019, the remuneration declared on personal income tax form 190, corresponding to the payment effectively received by the workers regardless of the date they joined the company. Therefore, for those persons who had been hired during the year, only the amounts effectively received in the period were shown, without any projection of remuneration for the whole year. In 2020, however, the gross contractual remuneration was counted for those persons hired during the year (plus, where applicable, extras: hours, wage supplements, public holidays, etc.), pro-rated over 12 months. Meanwhile, for those persons who worked throughout all of 2019, Atresmedia counted the total remuneration received and also declared on form 190 as was previously the case.

For all employees:

- Life insurance
- 100% of salary paid during medical leave
- Parking
- Canteen
- Training

For executives:

- Flexible remuneration plan (company car and special training)
- Life and medical insurance

For Atresmedia Radio:

- Fund to help with school tuition fees and dental insurance
- Travel allowance when employees change work centre

[*] Managers includes senior managers, managers, and middle managers.

Atresmedia employees also enjoy a number of additional benefits and in-kind remuneration to supplement their annual salary.

[*] The category of Managers includes senior managers, with a gender pay gap of 26.10%, managers, with a gender pay gap of 6.50%, and middle managers, with a gender pay gap of 8.23%.

[**] The gender pay gap calculation was made considering as remuneration the base salary plus additional amounts paid to an employee; e.g. for length of service, agreements for the performance of specific duties, over-time, supplements for availability or dedication, bonus/incentives for the achievement of objectives, extra pay for nights shifts and work on holidays. In other words, all amounts set out on form 190.

6.3.3 PROFESSIONAL DEVELOPMENT OF EMPLOYEES

When it comes to personnel management at Atresmedia, one of the most important courses of action is **training**. The Company's training catalogue features multiple courses, both face-to-face and virtual, all of them tailored to the needs of the different job positions and the preferences of the employees themselves. The **training policy** is built around six **pillars**:

Continuity	Annual updates to training programmes
Quality	Average satisfaction of 9 on a scale of 1-10
Innovation	Inclusion of technological innovations
Comprehensiveness	Covers all companies and categories
Usefulness	Skills that can be used in daily work
Investment	Over EUR 500,000 a year

Adapting to COVID-19

Management of corporate training activities at the Atresmedia Group in 2020 was significantly impacted by COVID-19. However, the main objective was to continue with training activities that could be carried out virtually while still guaranteeing quality content and meeting the requirements of the State Foundation for Training in Employment (FUNDAE). The prevailing climate has prompted a **shift of the**

training solutions used until now —which were mainly face-to-face— towards digital solutions. Platforms such as Microsoft Teams, UDEMY and PLURALSIGHT have all been used to deliver courses in English, occupational risk prevention and data protection, among other subjects. Of particular note is the increased support for training in digital skills and digital content

management, which is much needed in today's environment.

Internal training initiatives

Despite the circumstances, Atresmedia was able to continue with its face-to-face classes, with all the relevant security measures in place, under the **III EDITION OF THE INTERNAL MASTER'S COURSE**, in partnership with EAE Business School, and the University Master's Degree in

Atresmedia invested a total of EUR 244,644 in training in 2020, equivalent to 10,660 hours of training delivered to 696 employees. This gives a total of 15.33 hours of training per employee, distributed across 104 courses and 130 events

the Management of Communication Companies delivered by the University of Navarra.

Work also went ahead on a number of **key projects** in 2020, such as the creation of a **Corporate Training Website**, accompanied by a regular newsletter to be sent to employees, and the **implementation of corporate webinars** on legal matters and IT. The **range of courses featured in the Training Catalogue** was also broadened, with 80 specialised training itineraries and 40 new qualifications.

Given how rapidly Atresmedia has managed to adapt its training activity to the situation arising from the COVID-19 pandemic, the Company has now set itself the 2021 objective of **making its heavily face-to-face training model** entirely virtual and digital, as it fosters a **culture of self-learning and digital innovation**.

Over the course of the year, Atresmedia Training organised 53 courses, for a total of 5,423 hours of training and 401 learners

Atresmedia Training

Atresmedia also offers its expertise and knowledge of the audiovisual industry externally through Atresmedia Formación (Atresmedia Training). This business project trains professionals in various fields: open courses on audiovisual content, masters' courses in partnerships with universities and business schools, occupational training courses to promote these activities in Spain, and communications courses for companies and institutions.

Amid COVID-19, Atresmedia Training has opted for online format for as many courses as possible and has also generated new online training activities. The presence of this new format, delivered live through Microsoft Teams, has been a huge boon for the project and has allowed students from other autonomous regions of Spain and even from other countries to take part in the courses. In the future, the plan is to maintain a blended training offer, featuring a

	2018	2019	2020	Annual change, 2019-2020 (%)	
Average no. of training hours / professional category*	Managers	52	34	23	-31.53%
	Technicians	31	18	15	-16.04%
	Administrative	34	34	13	-62.48%
	Other	21	15	7	-53.07%
Total no. of training hours / professional category*	Managers	9,536	7,588	2,423	-68.07%
	Technicians	17,251	23,686	7,010	-70.41%
	Administrative	1,912	1,994	684	-65.72%
	Other	3,286	3,595	544	-84.87%

*H2H and Buendía are excluded as they have only recently joined the Group and their systems are in the process of being adapted to Meta4.

mixture of face-to-face and online training, given how popular it has proven to be.

The partnership with publishing house 35mm (Comunidad Campus S.L.) was a further highlight in 2020, involving several online master classes with in-house professionals on various subjects. Under this arrangement, a total of eight master classes were held and 10 new master classes have already been planned for the first quarter of 2021.

In 2020, Atresmedia Training earned the Expansión Award for Innovation in Human Resources

With regard to the in-company training that Atresmedia Training has been delivering since 2018, through to March 2020 training courses have

been delivered to former clients such as Roche, the regional government of Castille-La Mancha, Secuoya and Fundación Aragonay, and also to new clients such as Novartis, Mondragón and Puerto Banús. Highlights here include the course for actors at Fundación Aragonay in A Coruña, the course in mobile journalism in Madrid for the company Salvamento Marítimo and the course on project management for teachers attached to the regional government of Castile-La Mancha. All training has been halted since the announcement of the State of Alarm and only those training activities that could be held online were resumed. A total of 121 hours were ultimately delivered to 97 trainees in 2020.

Last but not least, the partnership between Atresmedia Training and Parque Tecnológico de Galicia has led to the creation of STEAMBites, an online learning platform aimed at students aged eight to 16 interested in deepening their knowledge of science and technology subjects in an innovative and appealing way.



Internal communication

The company promotes **dialogue and two-way communication** with employees to learn about their needs and gauge their level of satisfaction, and to promote transparency and engagement. It has a series of internal **communication channels** for this; e.g. the corporate intranet, the MASDIII digital magazine, the onboarding handbook for new hires and corporate emails, with several accounts from which the various divisions send out information of interest to employees.

Since the announcement of the State of Alarm last March, when a large part of the workforce was asked to work from home, there has been continuous communication with all employees through internal mails, to keep them informed at all times of important matters such as the gradual return to work, the creation and assignment of shifts to work on-site on a rotating basis, health and safety measures against COVID-19, and other relevant information.

Meanwhile, internal digital magazine MASDIII has featured special reports on the efforts that the different areas and departments of the Company are making to tackle the pandemic, through interviews with executives, employee testimonials and letters from the CEO. In 2020, MASDIII magazine had 4,077 users, compared to 4,417 in 2019, who viewed a total of 118,948 pages (189,564 in 2019), a success story given that fewer editions were published and less content generated.

6.3.4 ATTRACTING AND RETAINING TALENT

Atresmedia successfully promotes its internship programme each year for university, master's and vocational training students to **identify talent and provide job opportunities to students and young graduates** so they become more employable.

Promoting youth employment

While the COVID-19 pandemic has reduced the number of places on offer under the Internship Programme, a total of **232 scholarships** were offered in 2020 (58.86% less than in 2019), and significant efforts were made to incorporate **interns in teleworking mode** and to give them the tools and training needed for them to carry out their activities as normal. This experience has been very positive for both the Company and

A total of 24 talented young individuals were hired on completing their internship at Atresmedia

the trainees, who have developed skills such as communication, motivation, self-management and teamwork.

As **vocational training students** are unable to carry out their work experience on-site or through teleworking, different projects have been undertaken similar to a final degree or master's thesis on useful and important subjects. Under this system, the learners come up with an audiovisual product and are tutored by the staff of the Atresmedia Group and by tutors from their vocational training centre, thus enabling them to undergo a form of work experience that is as close as possible to an on-site scholarship.

In 2018, Atresmedia continued its **ongoing collaboration with the Press Association of Madrid (APM)** in aiding the job market integration of young graduates by awarding them a one-year internship contract at Antena 3 Noticias and La Sexta as part of the **Primer Empleo** (first job) programme.

Driving intrapreneurship

Aside from actions to promote youth employment, Atresmedia creates environments to **encourage the creativity** of its own employees, generate new ideas and drive intrapreneurship. The response has been a continuation of the **TH'NK initiative**. Due to the ongoing pandemic, Th'nk has continued to focus on nurturing internal talent through motivation and creating work and learning opportunities between areas and departments. It has also expanded upon its range of services in response to the need for connection, continuity and a sense of belonging to the Group by creating *Th'nk En Casa* (Th'nk at Home): The three courses of action, *Th'nk Inspira*, *Th'nk Crea* and *Th'nk Day*, have adapted to the times and managed to remain active. *Th'nk Inspira* and *Th'nk En Casa* seek to motivate employees through talks on self-improvement, while weekly Th'nk Plans offer more in the way of cultural, leisure or health care activities, and #ThinkTip offer provides advice on productivity, teleworking and emotional and physical health, among others.

6.3.5 SAFEGUARDING LABOUR RIGHTS

Atresmedia complies with regulations and upholds the highest standards of protection of human and fundamental rights through its Human Resources Policy, Equality Plan and the terms and conditions it places on suppliers.

As a signatory of the United Nations Global Compact, Atresmedia embraces the commitments of the pact and shares its strategies in areas of labour targeted by this initiative, which include human and labour rights. In line with this commitment, Atresmedia embraces the following principles as its own:

1. Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence
2. Businesses should make sure that they are not complicit in human rights abuses
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining
4. Businesses should uphold the elimination of all forms of forced and compulsory labour
5. Businesses should uphold the effective abolition of child labour
6. Businesses should uphold the elimination of discrimination in respect of employment and occupation

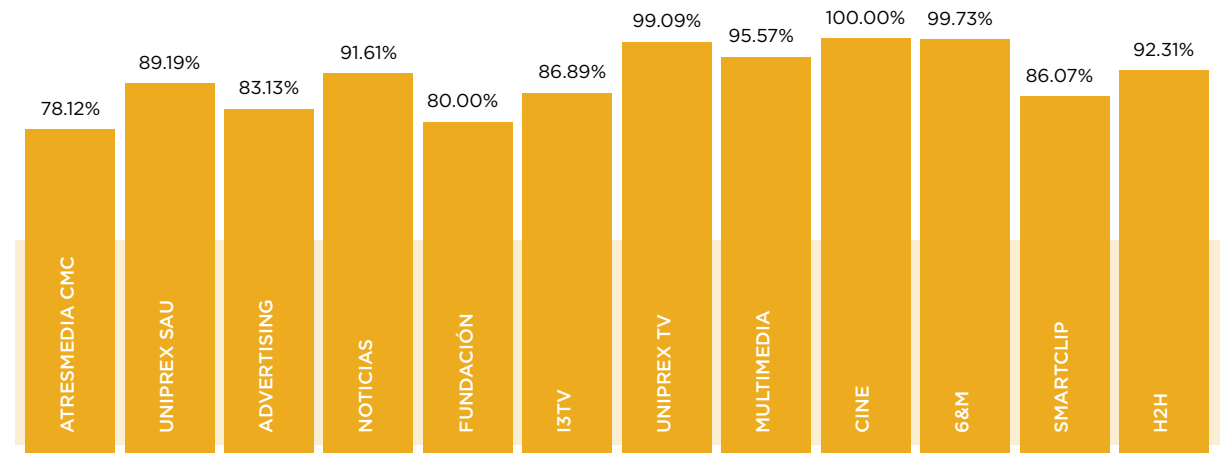
Freedom of association

Atresmedia respects the right of its employees to be represented. Of its staff, 2,152 workers are covered a collective bargaining agreement. This means that 88.9% of workers are currently adhered to a collective bargaining agreement, up 0.83% from 2019 (88.1%), 2018 (87.3%), 2017 (87.0%) and 2016 (86.6%). Of the 122 Smartclip staff working outside Spain, 105 employees are adhered to a collective bargaining agreement (86.07%). The collective bargaining agreements of Atresmedia Corporación and Uniprex S.A.U. were extended

for a further year in 2020. Meanwhile, negotiations are under way to extend the Antena 3 Noticias collective agreement for a further year and to extend the 6&M collective agreement until 2022, with the first collective agreement of Antena 3 Multimedia to remain in force until 2022.

Employees adhered to collective agreements by Group company¹⁰

Coverage of Atresmedia employees by applicable collective bargaining agreements varies by Group company:



¹⁰The lone employee in the Canary Islands is not adhered to a collective bargaining agreement.

Addressing health and safety issues

The following Atresmedia Group companies have workers' representatives on matters relating to health and safety in the form of Prevention Officers: Atresmedia CMC, Uniprex, A3 Noticias, A3 Multimedia and I3 Televisión (five of the 10 companies that are adhered to the Joint Prevention Service). The Prevention Officers meet with the Company's own representatives on the Health and Safety Committees, which typically meet every three months. While this frequency has changed somewhat over the course of the pandemic, the Company has remained in direct contact with the workers' representatives to keep them abreast of all pertinent developments. The Joint Prevention Service attends these committee meetings as an advisor.

The business addressed at the meetings of the Health and Safety Committees frequently relates to certain key issues affecting the health and safety of workers, such as thermo-hygrometric conditions of work spaces, signage, or use of PPE. In 2020, the main focus of these committee meetings was to prevent the spread of the virus within the workplace and to protect the health of workers.

All companies adhered to the Joint Prevention Service of the Atresmedia Group are subject to collective bargaining agreements that address health and safety concerns, although three



of these companies have their own collective agreements:

- **Atresmedia CMC:** own collective agreement. Article 28: Occupational Risk Prevention: governs the Medical Service available 24/7, and the delivery of work attire.
- **UNIPREX SAU:** own collective agreement. Article 49: Occupational Risk Prevention:

specifically addresses computer workstations, at which computer-related activities must be alternated with other tasks, or otherwise 10-minute breaks must be taken every two hours.

- **6&M:** own collective agreement. Title X - Occupational Risk Prevention: regulates training in ORP, health surveillance and the remit of the Prevention Officers and the

Health and Safety Committee.

- **Advertising and Smartclip Hispania:** collective agreement for companies operating in the advertising sector. Chapter 9 - Health and Safety in the Workplace: envisions the creation of a Sectoral Joint Commission for Occupational Health and Safety and Maternity Protection.
- **A3 Noticias, A3 Multimedia and Uniprex TV:** collective agreement of the audiovisual production industry (technicians). Title

IX - Health and Safety in the Workplace: envisions the creation of a State Commission for Occupational Health and Safety in the audiovisual industry (technicians).

- **I3 Televisión:** state collective agreement for consulting, market study and public opinion firms. Article 39. Screen-based work. Risk prevention: refers to workstations at which users view data on screen and governs the protection of sensitive workers and maternity in the

cases set out in the Prevention Law.

- **Fundación Atresmedia:** state collective bargaining agreement for the social pursuits and welfare sector. Chapter X - Occupational health and safety: refers to various aspects of the Law on Occupational Risk Prevention, including the Prevention Service, health surveillance, protection of particularly sensitive workers, training and information, and the active involvement of personnel in ORP matters.

6.3.6 FOSTERING EQUALITY, DIVERSITY AND WORK-LIFE BALANCE

Fostering equality and diversity is also one of the commitments embraced by Atresmedia in its **General Corporate Responsibility Policy and Human Resources Policy**. More precisely, the Human Resources Policy **ensures that all employees have the same career advancement opportunities** within the Company, irrespective of race, gender, age, political opinion, social background or religious beliefs. Atresmedia had taken several steps to achieve this, including the signing of an **Equality Plan** in 2014 that pursues the following objectives:

- Ensuring equal treatment and equal opportunities
- Improving the work-life balance of employees
- Preventing harassment at the workplace
- Supporting pregnant workers and motherhood

The Equality Plan has its **own committee**, which meets regularly to monitor compliance and approve new actions to improve equality. Atresmedia's commitment to equality is reflected in its workforce, which currently comprises 52.41% women and 47.59% men.

Work-life balance

Measures aimed at promoting work-life balance and balanced and equal sharing of family duties

Following the enactment of Royal Decree 901/2020, which regulates equality plans and their filing, and Royal Decree 902/2020, on equal pay for women and men, all the Group's equality plans will be renewed in 2021 to bring them in line with the new regulations

are outlined in the Equality Plan and revolve around **flexible working hours**, the possibility of **teleworking**, and extended **leave** for death or illness of family members. The plan also sets out **measures to include and help** women employees who are victims of domestic violence. Atresmedia does not have **work disconnect** policies, although the plan recommends that no meetings be called after 6 p.m.

Of all the changes and transformations brought about by the COVID-19 pandemic, one of the biggest impacts on the Group's organisation has been the need to **rethink work patterns and approaches**, including the workplace and the conditions in which our employees work. In this context, the Company

has relied heavily on **teleworking** to enable it to continue its activities. However, Atresmedia is acutely aware that because of its business model most of the workforce need to be physically present at their place of work. The Company therefore draws a distinction between teleworking during COVID-19 and post-pandemic teleworking, which will be taken into account when rethinking the way our employees work in **future policies on the transition** to normal working conditions.

In 2020, Smartclip Hispania received an Honourable Mention in the Medium-sized Company category at the XVI Madrid Flexible Company Awards. These yearly awards recognise the best companies that have an efficient and profitable management model in place and that also foster a healthy balance between the professional, personal and family life of their employees

In 2020, 117 workers exercised their right to parental leave (2019: 75), comprising 74 women and 43 men. All of them returned to work at the end of their leave

Working time is organised in accordance with the collective bargaining agreement governing the Group's various businesses.

Integrating vulnerable groups

Atresmedia also carries out **specific actions to promote the integration of especially vulnerable groups**. Atresmedia has been a member of the **Network of Companies for a Society Free from**

Gender Violence since 2015, offering work experience at the Company for women victims of gender violence.

Meanwhile, the Internship Programme offered employment opportunities to six people with disabilities during the year and a **new Disability Management Strategy** was drawn up, focusing on three courses of action:

In 2020, Atresmedia set up a section on its website dedicated exclusively to disability management, featuring the following sections: “Employability and training”, “Content accessibility” and “External and in-house awareness-raising”

2020 goals	2020 partnered actions and milestones
Employability and training	<ul style="list-style-type: none"> In 2020, Atresmedia and Fundación Universia joined forces to improve the job prospects of people with disabilities through a project to award grants to 30 students to pursue one of the many courses offered by Atresmedia Training. Atresmedia's adhesion to the Companies for Diversity and Inclusion initiative championed by Fundación Randstad, to generate knowledge and raise corporate and social awareness of matters relating to disability, employment and social inclusion.
External and in-house awareness-raising	<ul style="list-style-type: none"> Atresmedia strives to provide information and raise social awareness of the needs and concerns of people with disabilities through its content and advertising space. It also runs a corporate volunteering programme and organises various in-house initiatives to raise employee awareness of the reality lived by people with disabilities with the aim of achieving their full inclusion (see section 6.2 - On society).
Content accessibility	<ul style="list-style-type: none"> Atresmedia ensures the accessibility of the content it broadcasts so as to guarantee the right of everyone to receive news and information, regardless of their auditive or visual acuity. (See section 6.1.1 - Audience protection mechanisms - Accessibility for all audiences).

The Group had **44 employees with some level of disability** in 2020 (45 in 2019). Atresmedia is committed to helping to fully integrate them and improve their accessibility. In 2016, Ilunion prepared a **report on accessibility to Atresmedia facilities** using the Bequal approach, concluding that both the exit routes and outside routes were in order. There are reserved parking spaces and both internal working areas and bathrooms are appropriate, but have constantly been improved.

Thanks to all these actions to protect diversity, Atresmedia received no complaints of discrimination in the workplace in 2020.

To mark the occasion of International Day of Persons with Disabilities, Atresmedia lent its support to the #IgualDeDiferentes campaign through various internal communication actions to raise awareness among its employees about the different situations that people with disabilities experience on a daily basis and to help normalise disability

6.3.7 SAFE AND HEALTHY WORK ENVIRONMENT

Atresmedia has an **Occupational Risk Prevention Policy** in place as the framework for a management system that earned **OHSAS 18001 assurance** in 2017. The policy was updated in 2018 and audited in 2019. The Group has five **Health and Safety Committees**; one each at Atresmedia CMC, Uniprex, Antes 3 Noticias, A3 Multimedia and I3 Televisión. These committees meet regularly and members are duly informed of progress made (risk assessment, objectives and recruitments through temporary employment agencies).

Protecting employees from COVID-19

In 2020, the Prevention and Medical Services Department focused its efforts on **managing and preventing new cases of COVID-19**, a vitally important task given that the vast majority of Atresmedia professionals needed to work on-site. **Highlights** were as follows:

- **Management activities:**

- Specific risk assessment for exposure to COVID-19 and rolling out preventive measures
- Contingency Plan
- Internal protocols on general workplace measures, travel regulations and personal protective equipment for SARS-COV-2
- Specific protocols for each programme and production
- Guide to temporary teleworking, with



preventive measures and available to employees on the Group's Intranet

- Extending the scope of the internal rules against COVID-19 to cover contractors, as part of Coordination of Business Activities and monitoring of compliance by the Group's Prevention Service

- **Control and monitoring:**

- Occupational risk prevention officer present on set to verify compliance with the protocols
- Daily recording and follow-up of any confirmed or suspected cases reported to the Medical Service, including tracing of possible direct contacts

- Daily logging and monitoring of any confirmed or suspected cases of contractor employees entering the workplace
- Managing and running diagnostic tests by qualified personnel at the Group's Medical Service (serological tests, antigen tests and collecting samples for PCR)
- Daily inspections to monitor the proper use of PPE and social distancing of workers
- Hygienic CO2 measurements to control of correct ventilation of working areas
- **Protective measures:**
 - Personal protective equipment handed out to workers
 - Sanitising gel dispensers installed in all workplaces
- **Internal communication:**
 - Specific section on the Group's Intranet with useful information on COVID-19 for workers, with regular updates of internal protocols and a direct link to the information provided by Quirónprevención (the External Prevention Service to which the health surveillance function is outsourced)
 - Basic hand hygiene posters and signage

In addition to these actions, the Prevention Service has drawn up the **Prevention Measures for Travel** protocol for its employees so that they are alert to the threat of COVID-19 when off the Group's premises. The protocol is updated regularly and is available to employees on the Group's Intranet, covering both domestic and international travel.

The Medical Service carried out a total of **1,519 responses** in the year, comprising 765 instances of medical care, 689 consultations and 65 emergencies. Of the medical care provided, 77% was given to Group staff, and 23% to contractor personnel or visitors.

Accident rates and related indicators

There were **six accidents resulting in sick leave** in 2020, involving two men and four women. Meanwhile, **absenteeism** amounted to 226,160 hours (including 28,304 hours of absenteeism

due to COVID-19; in men 13,800 and in women 14,504). The **absenteeism rate** was 5.47 due to accidents at work or temporary incapacity and 5.37 due to non-work-related illness and disease, which includes absences due to COVID-19 as these qualify as temporary incapacity due to non-work-related contingencies. The **accident frequency rate** was 1.45 (1.87 for women and 1 for men), with a severity rate of 0.05 (0.09 for women and 0.02 for men). There were no **work-related diseases** during the year. Accident figures are provided by the joint prevention service and

	No. of occupational accidents with medical leave (excluding going to and from work)			Employee absenteeism rate			Hours of absenteeism		
	TOTAL	Women	Men	TOTAL	Women	Men	TOTAL	Women	Men
2018	6	3	3	3.41	4.30	2.47	117.880	76,736	41,144
2019	5	4	1	4.58	5.77	3.27	198.720	130,800	67,920
2020	6	4	2	5.47	6.7	4.15	226.160	143,448	82,712
Annual change 2019-2020 (%)	20%	0%	100%	19.43%	16.12%	26.91%	13.81%	9.67%	21.78%

	Absenteeism rate due to common illness			Accident frequency rate			Serious accident frequency rate		
	TOTAL	Women	Men	TOTAL	Women	Men	TOTAL	Women	Men
2018	3.14	4	2.23	1.74	1.68	1.8	0.17	0.12	0.23
2019	4.41	5.63	3.07	1.15	1.76	0.48	0.10	0.13	0.07
2020	5.37	6.54	4.11	1.45	1.87	1	0.05	0.09	0.02
Annual change 2019-2020 (%)	21.78%	21.77%	16.16%	33.88%	26.09%	6.25%	108.33%	-50.00%	-30.77%

do not include the 13 employees of H2H and the 80.5 at Buendía, who are outside the scope of these figures.

Training in health and safety

In 2020, the Prevention and Medical Services

Department provided **mandatory initial training and information on occupational risk prevention** to **399 workers** in e-learning format, with each course lasting two hours (798 hours of training). There were also **272 hours of refresher training** for 136 workers —also in e-learning mode—

and a **further 60 hours** in two 30-hour courses **delivered by QUIRONPREVENCIÓN** to two new A3 Multimedia Prevention Officers.

6.4 ON SUPPLIERS, PRODUCERS AND DISTRIBUTORS

Atresmedia draws a distinction between suppliers of content and **suppliers of other goods and services** needed for its business.

	2018	2019	2020	Annual change 2019-2020(%)	
Suppliers of goods and services	Spending on purchases (EUR million)	71.61	72.07	63.96	-11.25%
	Number of suppliers	1,313	1,471	1,359	-7.61%
	% of national suppliers	94	94	94	0.00%
	% of purchases from national suppliers	93	94	91	-3.19%

	2018	2019	2020	Annual change 2019-2020(%)	
Content providers	Spending on purchases (EUR million)	486.1	470.7	393.8	-16.34%
	No. of production companies	25	31	33	6.45%
	No. of contents (programmes and series)	97	71	77	8.45%
	No. of distributors	68	61	57	-6.56%
	No. of bids received	168	161	136	-15.53%
	% of Spanish distributors	32	36	47	31.31%

Suppliers of goods and services

Atresmedia's **corporate Procurement Policy and department** are there to guarantee transparency when negotiating with suppliers of the goods and services the Atresmedia Group needs to carry on its business. Atresmedia includes clauses in all its contracts to promote **environmental and social responsibility** by its chosen suppliers. Moreover, Atresmedia closely monitors suppliers that work at its facilities, checking that they comply with their tax and employment obligations.

The existence of a company-wide procurement policy and department ensures:

**TRANSPARENT
NEGOTIATION
PROCESS**

**SEGREGATED
FUNCTIONS**

**COST SAVINGS AND
OPTIMISATION**

**ENVIRONMENTAL
AWARENESS OF THE
CHOSEN SUPPLIERS**

**SOCIAL RESPONSIBILITY
OF THE CHOSEN
SUPPLIERS**



In 2020, the Audit and Control Committee agreed to extend the scope of the existing whistleblowing channel for raising queries or reporting any conduct or behaviour that violates Atresmedia's rules and regulations on matters governed by the Code of Conduct. See section [5.6 – Regulatory compliance](#)

Producers and distributors

Aside from its suppliers of goods and services, Atresmedia also does business with producers and distributors as a core element of its business.

The Production Department handles relations with content production companies and awards contracts. Atresmedia Televisión **hand picks and controls** all the content it produces and broadcasts, thus ensuring that all of its products reflect the Group's values and meet the required standards of quality. The Content Committee sees to it that these values are applied across the entire content creation process. More precisely, all producers must comply with the principles enshrined in the General Corporate Responsibility Policy by signing a clause that requires them to honour and uphold the Group's values, as well as its environmental and social commitments. This clause refers specifically to conveying the Company's values through series or programmes made in partnership with content producers.

Moreover, Atresmedia enforces strict compliance with applicable law on occupational health and safety, sector-specific agreements and any other law or regulation that may apply. This includes the protection of human rights and especially the rights of children when they are involved in Group programmes or series. It also works hard to ensure the safety of third-party workers in cases where the production company works directly on the premises of Atresmedia.

Where the argument of the series or programme allows, the parties undertake to consider including plots and/or content related to social impact, e.g. normalising disabilities, promoting diversity and equality, raising awareness against gender violence, or respecting human and fundamental rights. They are equally committed to enabling people with disabilities to access all content

To allow production and filming to continue during the pandemic under exceptional working conditions, the Production Department, the Prevention Service and the various production companies with which Atresmedia arranges series and audiovisual products, have all worked closely to reduce the risk of contagion and protect the safety of the workers involved in production activities at all times, as well as the guests, collaborators, actors and audience members involved in programmes and filming. To achieve this, the Prevention Service has drawn up various generic and specific protocols for each production and has scrutinised the COVID-19 prevention protocols of the production companies with which the Group works. These include the implementation of:

- Preventive measures for audience management.
- Preventive measures for contestants.
- Specific prevention protocols for each production carried out: Autopromociones, La Ruleta, Pasapalabra, Road Trip, Geo, Campanadas 2020, etc.
- Reviewing and validating the protocols of the producers of the following programmes: *Top Photo, Veneno, La cocinera de Castamar, Divididos, La Voz, Mask Singer, Documental Trans* or *By Ana Milán*.

On a technical level, continuity was reconfigured, the NOC [Network Operations Centre], hygiene

and sanitary measures were added to production controls, make-up services, hairdressing and sets and back-up operations were set up off the premises to ensure the continuity of Atresmedia's production and broadcasting activity.

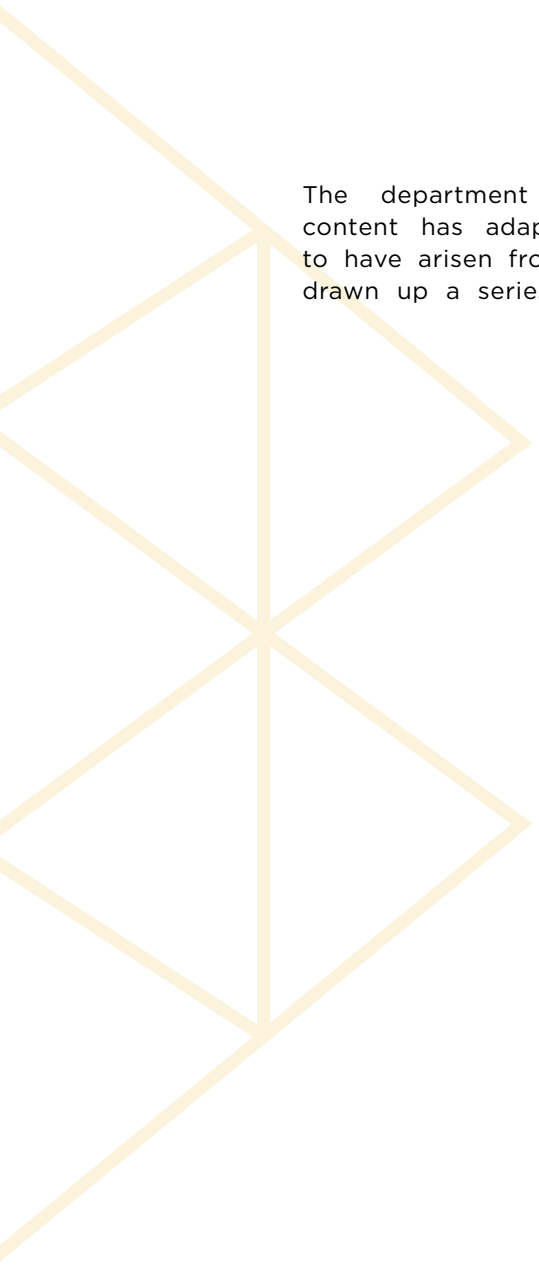
Meanwhile, the External Production Management is responsible for relations with distributors of audiovisual content and for assuring them that the operating environment is safe. Atresmedia acquires broadcasting rights for those products that are not produced exclusively for Atresmedia Televisión, including feature length films, TV movies, documentaries and entertainment shows. It guarantees the complete transparency of the contracting process in all cases, through an internal approval process. This includes intellectual property rights, with security and encryption mechanisms utilised for audiovisual content.

It is worth noting that the **number of contractual engagement proposals** was affected by the pandemic situation and the resulting drop in the number of premières in 2020, which were down by nearly 20% compared to 2019.

Atresmedia worked with **55 distributors** in 2020, on a total of **136 pieces of television content**. Given how hard the crisis hit the content industry during the period, contracts with national distributors were prioritised. Thus, the number of Spanish companies with which contracts were signed rose from 36% in 2019 to 47% in 2020.



Due to the lower number of premières in 2020 amid the pandemic, the volume of contractual engagement proposals was down on the figure reported in 2019. However, Atresmedia did everything within its power to cushion the impact of the profound crisis within the content industry by prioritising contracts with national distributors, whose proportion of total contracts increased significantly



The department tasked with arranging content has adapted to the new normal to have arisen from the pandemic and has drawn up a series of action and response

protocols in a bid to protect the safety of all employees and the personnel of subcontractor production and distribution companies. These include audience management and prevention

protocols for contestants. It has also reviewed the protocols and plans already in place with the production companies with which we regularly collaborate.

6.5 ON THE NATURAL ENVIRONMENT

Though Atresmedia's activities have a relatively **limited environmental impact**, the Company has had an [Environmental Policy](#) in place since 2010, as a precautionary measure. The policy was updated in 2019 and enshrines the Company's commitment to environmental protection through the following courses of action:

Becoming more energy efficient



Ensuring the responsible management of resources



Reducing the generation of waste and emissions



Raising awareness of environmental concerns among employees and society



The Environmental Policy is also enforced on our **suppliers**, with which Atresmedia works jointly to minimise the environmental impact of the supply chain, and extends also to the management of the events organised by the Group.

Atresmedia did its level best to continue pursuing its **Environmental Strategy** in 2020 amid the COVID-19 pandemic, following the environmental **courses of action** defined in 2019:

- Extending the calculation of Scope 3 greenhouse gas emissions
- Providing training on climate change
- Setting greenhouse gas emission-reduction targets
- Acquiring 100% renewable energy
- Approving suppliers on the basis of environmental criteria

Beyond just actively taking care that its facilities, operations and employees have

the smallest possible environmental impact, Atresmedia believes that the best way it can help protect the environment is by making **society more aware of the issue** and informing the public of the important role each of us plays in this process. To do so, Atresmedia relies on the broadcasting might of its many communication channels to help protect the environment, by broadcasting news programmes, reports and awareness campaigns on the subject.

To continue improving its environmental management, Atresmedia has been a member of the **Climate Change and Environment Cluster promoted by Forética** since 2015. This platform, made up of 58 companies, aims to lead the strategic positioning against climate change on the business agenda, discuss and share not only opinions, but also best practices, make climate change part of the global debate, and be key agents in government decision-making.

6.5.1 INTERNAL MANAGEMENT OF ENVIRONMENTAL IMPACTS

Atresmedia's environmental policy's internal management objectives entail **becoming more energy efficient, managing resources responsibly and reducing waste and emissions**. Along this path, a 76% reduction in Scope 1 + Scope 2 emissions was achieved in 2020.

		2018	2019	2020	Annual performance 2019-2020 (%)
Management	Environmental spend (€) - Expenditure incurred on environmental protection ¹¹	137,244	356,334	32,364.50	-90.9%
	Scope 1 emissions (tCO ₂ e)	1802,9946	1,789,78	1,860	3.9%
	• Permanent installations	1,632.91	1,619,29	1,730.28	6.9%
	• Vehicle travel	170.0846	170.48	130.05	-23.7%
Emissions	Scope 2 emissions (tCO ₂ e) (electricity consumption)	8,845,7410	8,261.17	525.69	-93.6%
	Scope 1 + Scope 2 emissions	10,648,7	1,0051	2,393.2	-76.2%
	Scope 3 emissions (tCO ₂ e) (see breakdown below)	3,457	167,963,31	163.922	-2.65%
	Scope 1 emissions intensity	0.85	0,71	0.77	8.5%
	Scope 2 emissions intensity	4.16	3,27	0.22	-93.3%
	Scope 3 emissions intensity	0.44	69,47	67.74	-2.7%
	NOx	333ppm (limit 1,200)	331ppm (limit 1,200)	360 ppm (limit 1,200)	8.8%
	SOx	182 mg/m ³ N (limit 3,400)	274 mg/m ³ N (limit 3,400)	310 mg/m ³ N (limit 3,400)	13.1%
	CO	48 ppm (limit 5,780)	23 ppm (limit 5,780)	31 ppm (limit 5,780)	34.8%
	Energy	Total energy consumption (GJ)	133,737	130,246	127,513
Electricity consumption (kWh)		30.384,914	29,461.067	28,460.248	-3.4%
Percentage of electricity from renewable sources		36%	37,8%	93,90%	148.4%
Energy consumption outside of the organization (GJ)		49,236.18	517,696.25	495,246.03	-4.3%
Consumption of heating oil (L)		561,807	558,274	600,718	7.6%
Gas consumption (m ³)		11,190	9,361	4,161	-55.5%
Petrol consumption for transport (L)		24,719	25,340	17,427	-31.2%
Materials	Diesel consumption for transport (L)	46,110	46,460	37,311	-19.7%
	Consumption of plain paper (kg)	21,212	23,599	14,110	-40.2%
Water	Consumption of toner (kg)	1,202	999	418	-58.2%
	Water consumption	55,436	50,618	42,556	-15.9%

¹¹ Due to the nature of its operations, Atresmedia does not incur provisions or guarantees for environmental risks, which are minimal.

In what was a difficult year marked by the COVID-19 pandemic, an **investment of EUR 32,364.50** was made in 2020 (down 90% on the amount invested in 2019) to **purchase solar filters** and conduct **energy efficiency audits**.

Reducing emissions

To minimise the impact of its greenhouse gas emissions, Atresmedia is working to:

1. Reduce greenhouse gas emissions by implementing various **sustainable mobility** initiatives, **championing renewable energies** and **calculating the emissions of its value chain**:

- **Sustainable mobility:**

- One of the key **measures** here is the **travel policy**, which encourages train travel over air travel for medium-distance trips, and **promotes** the use of **teleworking**, **investment in videoconferencing equipment** to conduct meetings remotely and avoid unnecessary travel and the use of **electric vehicles**. In December 2020, Atresmedia renewed the fleet of mobile news units at La Sexta and Antena3 in Madrid and local stations, replacing a large part of the fleet with electric vehicles. As a result, 71% of total vehicles now qualify as ECO-ZERO. The impact of this measure can be seen in the figures on **Scope 1 emissions** from vehicle travel, which fell by almost 24% in 2020 compared to 2019.



- In 2020, Atresmedia joined the **Companies for Sustainable Mobility platform**, a meeting point for businesses, institutions and local administrative bodies on the present and future of environmentally friendly, safe, inclusive and sustainable mobility.

- **Use of renewable energies:**

- In January 2020, Atresmedia signed a **new contract with Iberdrola** whereby almost **100% of the energy it purchases for its work centres is renewable**, thus complying with its environmental strategy. This commitment has had a direct impact on the volume of Scope 2 emissions, which were down 93.6% in the period thanks to the fact that 94% of total electricity was acquired from renewable sources, compared to just 38% in 2019.

- **Calculating emissions along the value chain:**

- For the second straight year and in line with its objective of becoming more transparent and diligent with regard to its impact on the natural environment, Atresmedia made **further progress in calculating Scope 3 emissions** in the period. The analysis was successful in identifying the most relevant categories and calculating the **corresponding emissions**:

GHG Protocol Category	Sources of Scope 3 emissions	Status of assessment	2019 emissions (tCO2e)	2020 emissions (tCO2e)	Annual performance, 2019-2020 (%)
1	Purchased goods and services	Material, calculated	78,313.9	79,142.6	1.06%
2	Capital goods	Material, calculated	4,038.2	3,829.3	-5.17%
3	Activities related to the production of energy (not included in Scope 1 or 2)	Material, calculated	1,893.79	1,645.3	-13.12%
4	Upstream transportation and distribution	Material, calculated	298	1,634.9	448.64%
5	Waste generated in operations	Material, calculated	35.2	83.7	137.75%
6	Business travel	Material, calculated	3,635.0	3,396.8	-6.55%
7	Employee commuting	Material, calculated	3,823.2	3,066.9	-19.78%
8	Leased assets	Material, calculated	1,458.1	2,222.18	52.40%
11	Use of products sold by the organization	Material, calculated	37,504.7	33,154.0	-11.60%
15	Investments	Material, calculated	36,963.1	35,746.2	-3.29%
TOTAL			167,963.1	163,921.71	-2.41%

- The **emission categories considered immaterial**, and therefore not calculated, are downstream transport and distribution, processing of products sold, waste derived from products sold by the organisation, assets leased to the organisation and franchises.

2. Setting objectives to measure, monitor and report the carbon footprint.

- **Setting objectives:** In 2019, the following targets were set as part of the 2030 emissions reduction plan:
 - Achieving an **81% reduction in Scope 1 and 2 emissions** by 2025
 - Purchasing **100% renewable energy for all activities carried out at the San Sebastián de los Reyes centre** in 2020, and for all other Onda Cero radio stations by 2025.
- **Communicating performance:** Atresmedia

reports annually on its climate change performance through the **CDP questionnaire** aimed at institutional investors. Thanks to the progress that Atresmedia has made on the environmental front, it has succeeded in improving its score under this initiative from a C in 2019 to a **B in 2020**.

Becoming more energy efficient

Efficient energy use is a priority environmental concern for Atresmedia, and every year the Group makes new actions and initiatives part of its daily operations. Highlights in 2020 were as follows:

- Ongoing **preventive maintenance** of all infrastructure, with personnel on site 24 hours a day, and continued control of boiler usage (hours) to optimise and adjust usage to real production needs. The gradual installation of solar filters also got under way during the year.

• Various **studies** carried out to reduce consumption of infrastructure:

- Study into the merits of **replacing existing oil-fired boilers** with natural gas and/or aerothermal boilers.
- Technical and economic study into the **possible use of photovoltaic energy**.
- Study into the **implementation of an installation monitoring system** (electricity, diesel and water).

Consumption of certain **fossil fuels** saw a significant reduction in 2020 compared to 2019 (gas: -55.5%; petrol and diesel for transport: -31.2% and -19.7%, respectively), although consumption of heating oil saw a slight increase (7.6%).

Responsible management of resources and waste

Atresmedia is fully aware of the importance of using resources responsibly so as to ensure the sustainability of the environment. It therefore strives to **minimise consumption** and encourages and promotes **reuse and recycling**.



USE OF MATERIALS

Atresmedia mainly consumes resources at its offices and mostly **paper** and **toner**. For more efficient use and better management of waste, Atresmedia is working on an employee awareness training programme through its main waste management partner (CESPA), although the initiative has had to be postponed due to the COVID-19 pandemic and will resume once the situation permits.

There was a significant reduction in paper and toner consumption in 2020 (by more than 40% and 50%, respectively, compared to the previous year), mainly due to the fact that fewer employees were present in the offices during the period on account of the pandemic.



WATER CONSUMPTION

All our water consumption comes from the **public grid** and is for **domestic use**. The largest amount is consumed at our **headquarters**. The water we use is discharged directly into the **public sanitation system**. Therefore, water consumption does not have a heavy environmental impact due to the activity of the Atresmedia Group.

There was a significant reduction in water consumption in 2020 (-16%), mainly due to the fact that fewer employees were present in the offices during the period on account of the pandemic.



GENERATION AND MANAGEMENT OF HAZARDOUS WASTE

Some products generate hazardous waste when they are used and reach the end of their life. At Atresmedia, these are mainly **computer equipment, technical equipment or toners**, which are treated by **authorised waste management companies** and reused or recycled wherever possible. For instance, all used toner cartridges are recycled thanks to an agreement reached with the APADUAM foundation, which also works on the social and inclusion and labour integration of functionally diverse people. Lamps, fluorescent bulbs and batteries are also treated accordingly by a waste management company.

As with the previous indicators, the generation of hazardous waste saw a significant decline in 2020 (by more than 50% in the different categories tracked).



GENERATION AND MANAGEMENT OF NON-HAZARDOUS WASTE

For the rest of the waste generated, the **Zero Waste Project** will be initiated once the pandemic has passed in order to further improve waste treatment, focusing on reuse, recycling, composting and energy recovery, and thus avoiding landfill. Food waste will be part of this project, even though the Group's business model does not consider it a material topic.

As for **non-hazardous waste such as paper and cardboard**, Atresmedia has an on-site cardboard baler and blue recycling containers to help recycle this type of waste. The containers are then collected and managed by an authorised waste management company.

In early 2020, Atresmedia was considering an **agreement with Ecoembes** to improve its recycling rates in office space and publishing zones. However, this study has had to be postponed due to COVID-19, as it requires a site visit by Ecoembes.

As with the previous indicators, the generation of non-hazardous waste saw a significant reduction in 2020 (between 40% and 70% across the different categories tracked).

While waste management is not a particularly material concern for the Group given its business model, Atresmedia still tracks information related to this aspect, as follows:

	2018	2019	2020	Annual chg., 2019-2020(%)	
Non-hazardous waste	Paper and cardboard (t)	63	61	30	-50.7%
	Construction waste (m3)	14,605	128	36	-71.9%
	Solid urban waste (t)	368	315	181	-42.6%
Hazardous waste	Televisions (units)	35	48	9	-81.3%
	Light bulbs (t)	0.2	0.85	0.00	-100.00%
	Batteries (units)	82	312	99	-68.3%
	Toner (t)	1	1	0,4	-49.7%
	Batteries (t)	1	2	1	-46.2%

Atresmedia does not carry out operations in any protected areas. Therefore, the Group has **no impact on biodiversity** and so this topic is not material for the Company and there is no need to devise any courses of action in this realm.



6.5.2 RAISING SOCIAL AWARENESS

To improve reporting on the global climate change challenge, in 2019 Atresmedia signed the **Media declaration against climate change**, spearheaded by Fundación Ecología y Desarrollo (ECODES) in partnership with Investigación Mediación Dialéctica de la Comunicación Social (MDCS) of the Complutense University of Madrid. This declaration includes **key recommendations for improving the quantity and quality of information on climate change in the press and media** and reinforces the Company's commitment to measures that help minimise the environmental impact by raising awareness and informing audiences. It is essentially an editorial working guide for the news and programmes departments and areas.

The Group allotted part of its **programming** to environmental concerns in 2020, notably:

- Numerous **news and reports** dedicated to this topic by the news programmes of Antena 3 Noticias and laSexta Noticias, especially in their weather programmes. In 2020, particular attention was paid to the **impact of COVID-19** on reducing pollution or increasing ocean waste generated by gloves and face masks. All these news events are covered on the websites of Antena 3 Noticias, laSexta Noticias and Onda Cero, in their sections on the environment.
- **Más de Uno** programme on Onda Cero,



- which features a weekly section on nature.
- **Première** on laSexta of the programme **Natural**, a series of eight educational and powerful reports that seek to reconnect us with nature and reverse the damage caused by human action.
- **2100, Una Odisea en la Tierra** podcast on Onda Cero, which aims to raise listeners'

awareness of pressing environmental concerns in a fun yet educational way

As a further show of Atresmedia's pledge to raising environmental awareness within society, the **Hazte Eco** campaign on the Neox channel has been raising awareness of values and behaviour to help **protect the environment** since 2010.

CONTRIBUTION TO THE SDGs:



Take urgent action to combat climate change and its impacts.



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



Sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Hazte Eco

Hazte Eco is a campaign associated with the Neox channel. Conceived in 2010, it seeks to **raise awareness of environmental issues** by championing values that help protect the environment. The initiative aims to bring the public closer to pressing environmental concerns and helps viewers appreciate that their individual efforts add up.

In 2020 Hazte Eco supported the WWF's **Earth Hour**, with a symbolic gesture of switching off lights for an hour to save energy. Neox dedicated a special show to this initiative that also had online coverage. It was backed by the Group, which turned off the lights of the main façade of its buildings. Meanwhile, **World Recycling Day** was held on 17 May, with a TV campaign to remind people of the need to recycle on a daily basis to take proper care of the environment. And throughout the year, the programme Hazte Eco, which is broadcast fortnightly on Neox, continued to raise awareness of the need to care for the environment and combat climate change and has given a voice to a multitude of projects and initiatives that work towards this common goal.

In 2020, Hazte Eco focused on the need to conserve our seas and oceans through a campaign for the protection and recovery of the environment, focusing on specific environments such as rivers and coasts.

7. REQUIREMENTS OF LAW 11/20018 ON NON-FINANCIAL AND DIVERSITY INFORMATION

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which is addressed
Business model	Brief description of the Group's business model, including: 1.) its business environment, 2.) its organisation and structure, 3.) the markets where it operates, 4.) its objectives and strategies, 5.) the main trends and factors that may affect its future development.	Atresmedia Group	102-1 / 102-2 / 102-4 / 102-5/ 102-6 /	5 About us
Policies	(b) a description of the policies pursued by the Group in relation to those matters, including; 1.) the due diligence procedures undertaken to identify, measure, prevent and mitigate significant risks and impacts 2.) assurance and control procedures, including the actions taken.	Atresmedia Group	103 Management approaches in each area within the economic, environmental and social dimensions	In each section
Short-, medium- and long-term risks	The principal risks related to those matters linked to the group's operations including, where relevant and proportionate, its business relationships, products or services which are likely to cause adverse impacts in those areas, and * how the Group manages those risks, * explaining the processes undertaken to detect and assess them in accordance with national, EU-based on international frameworks for each. * Should include information and disclosures on the impacts detected, especially regarding short-, medium- and long-term risks.	Atresmedia Group	102-15 / 102-29	5.5 Risk prevention, control and identification

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
<p>KPI</p>	<p>Non-financial key performance indicators (KPIs) relevant to the particular business and that meet comparability, materiality, relevance and reliability criteria.</p> <p>* To facilitate comparison of information, both over time and among undertakings, non-financial KPIs that may be applied generally and that comply with European Commission guidelines and Global Reporting Initiative standards shall be taken. The Group must specify in the report the national, EU-based or international framework used for each matter.</p> <p>* Non-financial KPIs should be applied to each section of the non-financial statement.</p> <p>* These indicators should be useful, taking into account the Group's specific circumstances and coherent with the parameters used in the Group's internal risk management and assessment procedures.</p> <p>* In any case, the information presented must be accurate, comparable and verifiable.</p>	<p>Atresmedia Group</p>	<p>General or specific GRI standards of the economic, environmental and social dimensions reported in the following blocks</p>	<p>In each section</p>
<p>Environmental matters</p>	<p>Overall environment</p> <p>1.) Detailed information on the current and foreseeable impacts of the company's operations on the environment including, where appropriate, on health and safety, environmental assessment or certification processes;</p> <p>2.) Resources allocated to preventing environmental risks;</p> <p>3.) Application of the precautionary principle or approach, amount of provisions and guarantees for environmental risks. (e.g. arising from the environmental responsibility law)</p>	<p>Atresmedia Group (excluding Buendía and H2H)</p>	<p>103 Management approaches in each area within the environmental dimension 102-11</p>	<p>6.5 On the natural environment</p>

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Environmental matters	<p>Pollution</p> <p>Measures to prevent, reduce or repair carbon emissions that seriously affect the environment; taking into account any type of air pollution specific to an activity, including noise and light pollution.</p>	Atresmedia Group (excluding Buendía and H2H)	103 Emissions management approach / Biodiversity	6.5 On the natural environment > 6.5.1 Internal management of environmental impacts
	<p>Circular economy and waste prevention and management</p> <p>Circular economy</p> <p>Waste: Waste prevention, recycling and reuse measures, and other forms of waste recovery and removal;</p> <p>Actions to combat food waste.</p>	Atresmedia Group	Not material	Not material
		Atresmedia Group (excluding Buendía and H2H)	103 Waste management approach 306-2	6.5 On the natural environment > 6.5.1 Internal management of environmental impacts
		Atresmedia Group	Not material	Not material
	<p>Sustainable use of resources</p> <p>Water consumption and water supply in accordance with local limits;</p> <p>Consumption of raw materials and measures taken to make more efficient use of them;</p> <p>Direct and indirect consumption of energy, measures taken to improve energy efficiency and use of renewable energies.</p>	Atresmedia Group (excluding Buendía and H2H)	303-5	6.5 On the natural environment > 6.5.1 Internal management of environmental impacts
		Atresmedia Group (excluding Buendía and H2H)	103 Materials management approach 301-1	6.5 On the natural environment > 6.5.1 Internal management of environmental impacts
		Atresmedia Group (excluding Buendía and H2H)	103 Energy management approach 302-1 / 302-2	6.5 On the natural environment > 6.5.1 Internal management of environmental impacts

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Environmental matters	<p>Climate change</p> <p>Key aspects of the greenhouse gas emission caused by the Company's activities, including the use of the goods and services it produces;</p> <p>Measures taken to adapt to the consequences of climate change;</p> <p>The voluntary medium- and long-term greenhouse gas emission-reduction targets and the measures implemented to achieve them.</p>	<p>Atresmedia Group (excluding Buendia and H2H)</p> <p>Atresmedia Group</p> <p>Atresmedia Group</p>	<p>103 Emissions management approach 305-1 / 305-2 / 305-3 / 305-4</p> <p>103 Emissions management approach</p> <p>103 Emissions management approach</p>	<p>6.5 On the natural environment > 6.5.1 Internal management of environmental impacts</p> <p>6.5 On the natural environment > 6.5.1 Internal management of environmental impacts</p> <p>6.5 On the natural environment > 6.5.1 Internal management of environmental impacts</p>
	<p>Protection of biodiversity</p> <p>Measures taken to preserve or restore biodiversity;</p>	<p>Atresmedia Group</p>	<p>103 Biodiversity management approach</p>	<p>6.5 On the natural environment > 6.5.1 Internal management of environmental impacts</p>
	<p>Impacts caused by activities or operations in protected areas.</p>	<p>Atresmedia Group</p>	<p>103 Biodiversity management approach</p>	<p>6.5 On the natural environment > 6.5.1 Internal management of environmental impacts</p>
Social and employee-related matters	<p>Employment</p> <p>Total number and breakdown of employees by gender, age, country and professional classification;</p>	<p>Atresmedia Group (excluding Buendia)</p>	<p>103 Employment management approach 102-8 / 405-1</p>	<p>6.3 On employees > 6.3.1 Workforce structure</p>
	<p>Total number and breakdown of types of employment contracts,</p>	<p>Atresmedia Group (excluding Buendia)</p>	<p>102-8</p>	<p>6.3 On employees > 6.3.1 Workforce structure</p>

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Social and employee-related matters	Average annual number of permanent, temporary and part-time contracts by gender, age and professional category,	Atresmedia Group (excluding Buendía)	102-8 / 405-1	6.3 On employees > 6.3.1 Workforce structure
	Number and breakdown of dismissals by gender, age, and professional classification;	Atresmedia Group (excluding Buendía)	401-1	6.3 On employees > 6.3.2 Stable employment and rewarding working environment
	Average remuneration and trends by gender, age and professional category or equivalent amount; gender pay gap, remuneration for equal positions or average remuneration within the company,	Atresmedia Group (excluding Buendía)	103 Diversity management approach and equal opportunities 405-2	6.3 On employees > 6.3.2 Stable employment and rewarding working environment
	Average remuneration of directors and managers, including variable remuneration, per diem allowances, severance pay, long-term retirement plans and any other amounts received, broken down by gender,	Atresmedia Group (excluding Buendía)	103 Diversity management approach and equal opportunities 405-1	6.3 On employees > 6.3.2 Stable employment and rewarding working environment
	Implementation of right to disconnect policies	Atresmedia Group	103 Employment management approach	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance
	Employees with disabilities.	Atresmedia Group (excluding Buendía)	405-1	6.3 On employees > 6.3.1 Workforce structure > 6.3.6 Fostering equality, diversity and work-life balance

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Social and employee-related matters	<p>Work organisation</p> <p>Organisation of working hours</p>	Atresmedia Group	103 Employment management approach	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance
	Number of hours of absenteeism	Atresmedia Group (excluding Buendía and H2H)	403-9	6.3 On employees > 6.3.7 Safe and healthy work environment
	Measures aimed a facilitating work-like balance and encouraging the equal enjoyment by both parents.	Atresmedia Group	103 Employment management approach 401-2 401-3	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance
	<p>Health and safety</p> <p>Health and safety conditions in the workplace;</p>	Atresmedia Group	103 Occupational health and safety management approach	6.3 On employees > 6.3.7 Safe and healthy work environment
	Workplace accidents, in particular their frequency and severity, and occupational diseases, broken down by gender.	Atresmedia Group (excluding Buendía and H2H)	403-9 /403-10	6.3 On employees > 6.3.7 Safe and healthy work environment
	<p>Social relations</p> <p>Organisation of social dialogue, including procedures for informing and consulting with staff and negotiating with them;</p>	Atresmedia Group	103 Employee-company relationship management approach	6.3 On employees > 6.3.5 Safeguarding labour rights
	Percentage of employees covered by a collective bargaining agreement, by country;	Atresmedia Group	102-41	6.3 On employees > 6.3.5 Safeguarding labour rights

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Social and employee-related matters	Status of collective bargaining agreements, particularly in relation to occupational health and safety.	Atresmedia Group	103 Employee-company relationship management approach 403-4	6.3 On employees > 6.3.5 Safeguarding labour rights
	Training Policies implemented in relation to training;	Atresmedia Group	103 Training and teaching management approach 404-2	6.3 On employees > 6.3.4 Attracting and retaining talent
	Total hours of training by professional category	Atresmedia Group	404-1	6.3 On employees > 6.3.3 Attracting and retaining talent
	Formación Universal accessibility for people with disabilities	Atresmedia Group	103 Diversity management approach and equal opportunities and non-discrimination	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance
	Equality Measures adopted to promote equal treatment and opportunities between men and women;	Atresmedia Group	103 Diversity management approach and equal opportunities	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance
	Equality plans (Chapter III of Organic Law 3/2007, of 22 March, on effective equality between men and women), measures adopted to promote employment, protocols against sexual abuse and sexual harassment, integration and university accessibility for people with disabilities;	Atresmedia Group	103 Diversity management approach and equal opportunities	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Social and employee-related matters	<p>Equality</p> <p>Policy against all forms of discrimination and, where applicable, diversity management.</p>	Atresmedia Group	103 Diversity management approach and equal opportunities	6.3 On employees > 6.3.6 Fostering equality, diversity and work-life balance
	<p>Implementation of due diligence processes in relation to human rights</p> <p>Prevention of risks of human rights violations and, where applicable, measures to mitigate, management and redress any such violations;</p>	Atresmedia Group	103 Human rights assessment management approach and non-discrimination 102-16 / 102-17	6.2.5 Respect for human rights
Human rights	Reported human rights violations;	Atresmedia Group	406-1	6.2.5 Respect for human rights
	Advocacy and compliance with the provisions of fundamental conventions of the International Labour Organization related to safeguarding the freedom of association and the right to collective bargaining;	Atresmedia Group	103 Human rights assessment management approach + Freedom of association and collective bargaining Human rights	6.2.5 Respect for human rights
	The elimination of workplace discrimination and job discrimination;	Atresmedia Group	103 Non-discrimination management approach 406-1	6.2.5 Respect for human rights
	Elimination of forced or compulsory labour;	Atresmedia Group	103 Human rights assessment management approach	6.2.5 Respect for human rights
	Effective abolition of child labour.	Atresmedia Group	103 Human rights management approach	6.2.5 Respect for human rights
	Measures adopted to prevent corruption and bribery;	Atresmedia Group	103 Anti-corruption management approach	5.6 Regulatory compliance
Corruption and bribery	Anti-money laundering measures,	Atresmedia Group	102-16	5.6 Regulatory compliance

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Corruption and bribery	Contributions to foundations and non-profit organisations	Atresmedia Group	413-1	5.6 Regulatory compliance 6.2 On society 6.2.4 Fundación Atresmedia
Society	<p>Company commitments to sustainable development</p> <p>The impact of the company's operations on local employment and development;</p>	Atresmedia Group	103 Local communities management approach and indirect economic impacts 203-1 / 413-1	6.3 On employees / 6.2 On society
	The impact of the company's operations on local communities and in the area;	Atresmedia Group		6.2 On society
	The relationships with key members of local communities and the various forms of engaging them;	Atresmedia Group	102-43 / G4-M6 / G4-M7	6. Atresmedia's impact on the environment
	Association and sponsorship activities.	Atresmedia Group	102-12 / 102-13	6.2 On society
	<p>Outsourcing and providers</p> <p>* Inclusion in the procurement policy of social, gender equality and environmental matters;</p> <p>* Consideration in relationships with suppliers and subcontractors of their social and environmental responsibilities;</p>	Atresmedia Group	103 Procurement practices management approach 102-9 / 102-10 / 204-1 / 414-1 / 308-1	6.4 On suppliers, producers and distributors
	Supervision and audit systems and their findings.	Atresmedia Group		6.4 On suppliers, producers and distributors

TOPIC	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed
Society	<p>Consumers</p> <p>Consumer health and safety measures;</p>	Atresmedia Group	103 Customer health and safety management approach, marketing and labelling, and customer privacy 308-1 / 417-2 / 418-1 / G4-M3 / G4-M4 / G4-M5	6.1 On customers and users: advertisers and audience
	Whistle-blowing systems, complaints received and their resolution.	Atresmedia Group		6.1.1 Audience protection mechanisms 5.5 Risk prevention, control and identification > 5.5.6 Management quality
	<p>Tax information</p> <p>Country-by-country earnings obtained Income taxes paid</p>	Atresmedia Group	103 Economic performance management approach 201-1	5.7 Compliance with tax obligations
	Public subsidies received	Atresmedia Group	201-4	5.7 Compliance with tax obligations

8. GRI CONTENT INDEX

Standard	Content	Section
GRI 102: General disclosures		
Organizational profile		
102-1	Name of the organization	Front cover
102-2	Activities, brands, products, and services	5.4 Business model and strategy
102-3	Location of headquarters	4. About this report
102-4	Location of operations	5. About us
102-5	Ownership and legal form	5.1 Corporate governance
102-6	Markets served	5.4 Business model and strategy
102-7	Scale of the organization	3. The year at a glance
102-8	Information on employees and other workers	6.3 On employees
102-9	Supply chain	6.4 On suppliers, producers and distributors
102-10	Significant changes to the organization and its supply chain	4. About this report
102-11	Precautionary Principle or approach	6.5 On the natural environment
102-12	External initiatives	5.2 Atresmedia's purpose, mission, vision and values
102-13	Membership of associations	5.2 Atresmedia's purpose, mission, vision and values
Strategy		
102-14	Statement from senior decision-maker	1. Letter from the Chairman 2. Message from the Chief Executive Officer
102-15	Main impacts, risks and opportunities	5.5 Risk prevention, control and identification
Ethics and integrity		
102-16	Values, principles, standards, and norms of behavior	5.2 Atresmedia's purpose, mission, vision and values 6.1.1 Audience protection mechanisms 6.2.5 Respect for human rights
Governance		
102-18	Governance structure	5.1 Corporate governance
102-20	Executive responsibility for economic, environmental and social concerns	5.1 Corporate governance
102-29	Identifying and managing economic, environmental, and social impacts	5.5 Risk prevention, control and identification
102-30	Effectiveness of risk management processes	5.5 Risk prevention, control and identification

Standard	Content	Section
Stakeholder engagement		
102-40	List of stakeholder groups	6.2 On society
102-41	Collective bargaining agreements	6.3.5 Safeguarding labour rights
102-42	Identifying and selecting stakeholders	6.2 On society
102-43	Approach to stakeholder engagement	6.2 On society
102-44	Key topics and concerns raised	6.2 On society
Reporting practice		
102-45	Entities included in the consolidated financial statements	"Basis of consolidation" section of the annual financial statements
102-46	Defining report content and topic Boundaries	4. About this report
102-47	List of material topics	4. About this report
102-48	Reexpresión de la información	New quantification criteria and measurement methods have allowed us to restate the information on toner consumption, Scope 3 emissions, director remuneration and where indicated in other sections of the report.
102-49	Changes in reporting	4. About this report There have been no significant changes
102-50	Reporting period	Period from 01 January 2020 to 31 December 2020
102-51	Date of most recent report	The most recent Non-Financial Statement published was for the 2019 financial year
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	4. About this report
102-54	Claims of reporting in accordance with the GRI Standards	4. About this report
102-55	GRI content index	8. GRI content index
102-56	External assurance	Independent assurance report
Economic disclosures		
GRI 103: Management approach		
103-1	Explanation of the material topic and its Boundary	5.4 Business model and strategy
103-2	The management approach and its components	5.4 Business model and strategy
103-3	Evaluation of the management approach	5.4 Business model and strategy
GRI 201: Economic performance		
201-1	Direct economic value generated and distributed	3. The year at a glance
201-4	Financial assistance received from government	5.7 Compliance with tax obligations
GRI 203: Indirect economic impacts		
203-1	Infrastructure investments and services supported	6.2 On society
GRI 204: Procurement practices		
204-1	Proportion of spending on local suppliers	6.4 On suppliers, producers and distributors

Standard	Content	Section
GRI 206: Anti-competitive behavior		
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	5.5 Risk prevention, control and identification
GRI 207: Tax		
207-1	Approach to tax	5.7 Compliance with tax obligations
207-2	Tax governance, control and risk management	5.7 Compliance with tax obligations
207-3	Stakeholder engagement and management concerns related to tax	5.7 Compliance with tax obligations
207-4	Country-by-country reporting	In 2020, Atresmedia did not disclose the information required under GRI 207.4, as it is adapting its reporting criteria to this new requirement, which it is expected to comply with in its report for the 2021 financial year.
Social disclosures		
GRI 103: Management approach		
103-1	Explanation of the material topic and its Boundary	6. Atresmedia's impact on the environment
103-2	The management approach and its components	6. Atresmedia's impact on the environment
103-3	Evaluation of the management approach	6. Atresmedia's impact on the environment
GRI 401: Employment		
401-1	New employee hires and employee turnover	6.3.1 Workforce structure
GRI 403: Occupational health and safety		
403-4	Worker participation, consultation and communication on occupational health and safety at work	6.3.7 Safe and healthy work environment
403-9	Work-related injuries	6.3.7 Safe and healthy work environment
403-10	Work-related ill health	6.3.7 Safe and healthy work environment
GRI 404: Training and education		
404-1	Average hours of training per year per employee	6.3.3 Professional development of employees
404-2	Programs for upgrading employee skills and transition assistance programs	6.3.3 Professional development of employees
GRI 405: Diversity and equal opportunities		
405-1	Diversity of governance bodies and employees	5.1 Corporate governance 6.3 On employees
405-2	Ratio of basic salary and remuneration of women to men	6.3.2 Stable employment and rewarding working environment
GRI 406: Non-discrimination		
406-1	Incidents of discrimination and corrective actions taken	6.2.5 Respect for human rights

Standard	Content	Section
GRI 413: Local communities		
413-1	Operations with local community engagement, impact assessments, and development programs	6.2 On society
GRI 414: Supplier social assessment		
414-1	New suppliers that were screened using social criteria	6.4 On suppliers, producers and distributors
GRI 417: Marketing and labeling		
417-2	Incidents of non-compliance concerning product and service information and labeling	6.1 On customers and users: advertisers and audience
GRI 418-1: Customer privacy		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	5.5.5. Data protection
Environmental disclosures		
GRI 103: Management approach		
103-1	Explanation of the material topic and its Boundary	6.5 On the natural environment
103-2	The management approach and its components	6.5 On the natural environment
103-3	Evaluation of the management approach	6.5 On the natural environment
GRI 301: Materials		
301-1	Materials used by weight or volume	6.5.1 Internal management of environmental impacts
GRI 302: Energy		
302-1	Energy consumption within the organization	6.5.1 Internal management of environmental impacts
302-2	Energy consumption outside of the organization	6.5.1 Internal management of environmental impacts
GRI 303: Water		
303-1	Interactions with water as a shared resource	6.5 On the natural environment
303-2	Management of water discharge-related impacts	6.5 On the natural environment
303-5	Water withdrawal	6.5.1 Internal management of environmental impacts
GRI 305: Emissions		
305-1	Direct (Scope 1) GHG emissions	6.5.1 Internal management of environmental impacts
305-2	Energy indirect (Scope 2) GHG emissions	6.5.1 Internal management of environmental impacts
305-3	Other indirect (Scope 3) GHG emissions	6.5.1 Internal management of environmental impacts
305-4	GHG emissions intensity	6.5.1 Internal management of environmental impacts
GRI 306: Waste		
306-2	Management of significant waste-related impacts	6.5 On the natural environment
GRI 308: Supplier environmental assessment		
308-1	New suppliers that were screened using environmental criteria	6.4 On suppliers, producers and distributors

Standard	Content	Section
Sector-specific guidance disclosures		
G4-PR-M3	Actions taken to improve adherence to content creation values and results obtained	6.1 On customers and users: advertisers and audience
G4-PR-M4	Actions taken to improve performance in relation to content dissemination issues and results obtained	6.1 On customers and users: advertisers and audience
G4-PR-M5	Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses.	6.1 On customers and users: advertisers and audience
G4-PR-M6	Methods to interact with audiences and results	6.1 On customers and users: advertisers and audience
G4-PR-M7	Actions taken to empower audiences through media literacy skills development and results obtained	6.1 On customers and users: advertisers and audience

9. HISTORICAL FIGURES AT A GLANCE

Financial dimension	2018	2019	2020
Total net revenue (€ million)	1,042.30	1,039.4	866.3
Revenue from advertising	91%	85.27	82.36%
Revenue from other sources	9%	12.29%	17.64%
EBITDA (€ million)	187.15	183.68	74.26
Net profit (€ million)	88.18	118.03	23.85
Economic value distributed (€ million)	778.57	783.27	616.43
Tax credit and government aid received (€ million)	10.3	13.9	17.7
Advertising cost-to-income ratio	1.48	1.55	1.53
No. of production companies	25	31	35
Number of suppliers of goods and services	1,313	1,471	1,359
Average viewership share - Antena 3 Televisión (%)	12.3	11.7	11.8
Average viewership share - laSexta (%)	6.9	7	7
Average viewership share - Neox (%)	2.4	2.4	2
Average viewership share - Nova (%)	2.4	2.2	2.5
Average viewership share - MEGA (%)	1.6	1.5	1.5
Average viewership share - Atreseries (%)	1.2	1.4	1.5
Number of Onda Cero listeners (3rd wave of EGM survey)	2,000,000	1,948,000	1,792,000
Number of Europa FM listeners (3rd wave of EGM survey)	1,500,000	1,300,000	1,041,000
Number of Melodía FM listeners (3rd wave of EGM survey)	233,000	197,000	172,000
Number of unique visitors of Atresmedia websites (million/month)	21.2	24.4	26
Number of directors	12	12	12
Number of independent directors	4	4	4
Number of women directors	4	4	4

Environmental dimension	2018	2019	2020
Investment in the environment (€)	137,244.0	356,334	32,364.5
Consumption of plain paper (kg)	21,212	23,599	14,110
Water consumption (m3)	55,436.0	50,618	42,556
Consumption of toner (units)	1,202	999	418
Consumption of heating oil (L)	561,807.0	558,274	600,718
Electricity consumption (kWh)	30,384,914.0	29,461,067	28,460,248
Gas consumption (m3)	11,190.0	9,361	4,161
Petrol consumption for transport (L)	24,719.0	25,340	17,427
Diesel consumption for transport (L)	46,110	46,460	37,311
Scope 1 emissions	1,802.9946	1,789.78	1,860
Scope 2 emissions	8,845.7410	8,261.17	525.69
Scope 3 emissions	3,457	167,963.31	163,922
Score under the CDP	C	C	B

Social dimension	2018	2019	2020
Cumulative hours of subtitling and closed captioning on TV	42,076.6	42,109.35	42,603.14
Hours of subtitling on the web	10,848	14,858	18,316
Number of employees	2,127	2,527	2,407
% of women on the workforce	51.06%	52.04%	52.35%
Investment in training (€)	733,421.5	594,594	244,644
Training hours per employee	15	15	15.33
Hours of corporate volunteering donated to the community	2136	1,910	4,309
Foundation revenue contributed by Atresmedia (€)	500,000	500,000	500,000
No. showings, Compromiso Atresmedia	9,363	18,699	18,107
Infringements on the Code on Self-Regulation	2	1	3
Number of copy advice requests made to Autocontrol	1,593	1,613	1,494
Opportunity cost of granting free promotional space on television for non-profit organisations (€)	9,708,600	9,051,163	9,849.925
Opportunity cost of granting free advertising space on the radio for non-profit organisations (€)	4,084,600	5,804,490	8,706.570
Opportunity cost of granting free advertising space on the website for non-profit organisations (€)		73,455.24	105,822.49

10. NON-FINANCIAL DASHBOARD

Material topic		Indicator	2019	2020
Corporate governance	Good governance	CG 1	98% Atresmedia complies with 59 of the 60 recommendations applicable to it	83.33% Atresmedia complies with 50 of the 60 recommendations applicable to it
	Regulatory compliance	CG 3	2 cases 1 infraction	5 cases 5 infractions

Material topic		Indicator	2019	2020
Human Resources	Engagement and management of human talent and capital	HR 2	84%	83%
	Culture of equality, inclusion and non-discrimination in the workplace	HR 3	Executives: 32.66% Technicians: 11.98% Administrative: -2.02% Other: 0.58% Average: 32.45%	Executives: 33.58% Technicians: 11.98% Administrative: 8.9% Other: 0.56% Average: 29.64%
	Engagement and management of human talent and capital	HR 4	595.594	244.644
	Engagement and management of human talent and capital	HR 5	12.35%	11.90%

		Material topic	Indicator	2019	2020	
Human Resources		Culture of equality, inclusion and non-discrimination in the workplace	HR 6	Percentage of new hires by gender	56% women	56% women
		Culture of equality, inclusion and non-discrimination in the workplace	HR 7	% women in management positions	33%	33%
		Culture of diversity and integration of people with disabilities	HR 8	% of employees with 8	45 employees	44 employees

		Material topic	Indicator	2019	2020	
Society	Specific programming related to social issues	S 1	Average viewership share - Atresmedia Televisión	26.2%	26.30%	
		S 2	Listeners - Atresmedia Radio	3,500,000 million	3,050.000 million	
		S 3	Average number of unique users	24.4 million	26 million	
		Promoting community development initiatives and creating opportunities	S 4	Economic value distributed	783.8 million	616.43 million
		Accessibility	S 5	Percentage of subtitled programmes	93.7%	93%
		Specific programming related to social issues	S 6	Value of advertising space donated to non-profits	€14.9 M	€18.66 M
		Promoting community development initiatives and creating opportunities	S 7	Voluntary work hours donated	1,910 hours	4,309 hours

		Material topic	Indicator	2019	2020
Innovation	I 3	Innovation and development of new technologies for content distribution	Advertising innovation projects	See section: Atresmedia Publicidad: committed to innovation and advertisers	See section: Atresmedia Publicidad: committed to innovation and advertisers
	I 4	Customer experience when using the platforms	Approved investment in technological innovation projects	€7,082,770	€6,379,792
	I 5	Promoting community development initiatives and creating opportunities	Number of startups with ongoing investment	15	20



Atresmedia Corporación de Medios de Comunicación, S.A. y sociedades dependientes

Informe de verificación independiente
Estado de Información No Financiera
31 de diciembre de 2020



This version of our report is a free translation of the original, which was prepared in Spanish. All possible care has been taken to ensure that the translation is an accurate representation of the original. However, in all matters of interpretation of information, views or opinions, the original language version of our report takes precedence over this translation.

Independent verification report

To the shareholders Atresmedia Corporación de Medios de Comunicación, S.A.:

Pursuant to Article 49 of the Code of Commerce, we have verified, under a limited assurance scope, the accompanying Consolidated Non-Financial Statement 2020 (hereinafter "CNFS") for the year ended 31 December 2020 of Atresmedia Corporación de Medios de Comunicación, S.A. (the Parent company) and subsidiaries (hereinafter "Atresmedia") which forms part of Atresmedia's Consolidated Management's Report.

The content of the CNFS includes additional information to that required by current commercial legislation on non-financial information reporting which has not been covered by our verification work. In this respect, our work has been restricted solely to verifying the information identified in the "Requirements of Law 11/2018 on non-financial and diversity information" and in the "GRI Content Index" tables included in the accompanying CNFS.

Responsibility of the directors of the Parent company

The preparation of the CNFS included in Atresmedia Consolidated Management's Report and the content thereof are the responsibility of the directors of Atresmedia Corporación de Medios de Comunicación, S.A. The CNFS has been drawn up in accordance with the provisions of current commercial legislation and with the *Sustainability Reporting Standards of the Global Reporting Initiative* (hereinafter "GRI Standards") in accordance with the Core option and the Media Sector Disclosures, in line with the details provided for each matter in the "Requirements of Law 11/2018 on non-financial and diversity information" and in the "GRI Content Index" tables included in the CNFS.

This responsibility also includes the design, implementation and maintenance of the internal control that is considered necessary to ensure that the CNFS is free from material misstatement, due to fraud or error.

The directors of Atresmedia Corporación de Medios de Comunicación, S.A. are also responsible for defining, implementing, adapting and maintaining the management systems from which the information required to prepare the CNFS is obtained.

Our independence and quality control

We have complied with the independence requirements and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants ("IESBA") which is based on the fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

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Our firm applies the International Standard on Quality Control 1 (ISQC 1) and therefore has in place a global quality control system, in place which includes documented policies and procedures related to compliance with ethical requirements, professional standards and applicable legal and regulatory provisions.

The engagement team has been formed by professionals specialized in Non-Financial Information reviews and specifically in information on economic, social and environmental performance.

Our responsibility

Our responsibility is to express our conclusions in an independent limited assurance verification report based on the work carried out. Our work has been aligned with the requirements set by the current International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information (ISAE 3000 Revised) issued by the International Auditing and Assurance Standards Board (IAASB) of the International Federation of Accountants (IFAC) and with the Guidelines for verification engagements on non-financial statements issued by the Spanish Institute of Auditors ("Instituto de Censores Jurados de Cuentas de España").

In a limited assurance engagement, the procedures performed vary in terms of their nature and timing of execution, and are more restricted than those carried out in a reasonable assurance engagement. Accordingly, the assurance obtained is substantially lower.

Our work has consisted in posing questions to management and several Atresmedia Corporación de Medios de Comunicación, S.A. units that were involved in the preparation of the CNFS, in the review of the processes for compiling and validating the information presented in the CNFS, and in the application of certain analytical procedures and review sampling tests, as described below:

- Meetings with Atresmedia Corporación de Medios de Comunicación, S.A. personnel to ascertain the business model, policies and management approaches applied and the main risks related to these matters and to obtain the information required for the external review.
- Analysis of the scope, relevance and integrity of the contents included in the CNFS for 2020, based on the materiality analysis carried by Atresmedia and described in the section "About this report" and considering the content required under current commercial legislation.
- Analysis of the procedures used to compile and validate the information presented in the CNFS for 2020.
- Review of information concerning risks, policies and management approaches applied in relation to material issues presented in the CNFS for 2020.
- Verification, through sample testing, of the information relating to the content of the CNFS for 2020 and its adequate compilation using data supplied by Atresmedia's information sources.
- Obtainment of a management representation letter from the directors and the management of the Parent company.



Conclusions

Based on the procedures performed in our verification and the evidence we have obtained, no matters have come to our attention which may lead us to believe that the CNFS of Atresmedia Corporación de Medios de Comunicación, S.A. and its subsidiaries for the year ended 31 December 2020 has not been prepared, in all of their significant matters, in accordance with the provisions of current commercial legislation and with the GRI Standards in accordance with the Core option and the Media Sector Disclosures, in line with the details provided for each matter in the "Requirements of Law 11/2018 on non-financial and diversity information" and in the "GRI Content Index" tables included in the accompanying CNFS.

Use and distribution

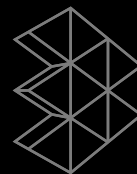
This report has been drawn up in response to the requirement laid down in current Spanish commercial legislation and therefore might not be suitable for other purposes or jurisdictions.

PricewaterhouseCoopers Auditores, S.L.

Original in Spanish signed by

Pablo Bascones Ilundáin

24 February 2021



ATRESMEDIA

Pursuant to Article 538 of the Spanish Companies Act (Ley de Sociedades de Capital), the Annual Corporate Governance Report is part of this management report. The Annual Corporate Governance Report is included in a price-sensitive information disclosure and submitted to the National Securities Market Commission, Comisión Nacional del Mercado de Valores, which publishes the report on its website (www.cnmv.es). The report is also available on the Parent's corporate website (www.atresmediacorporacion.com).