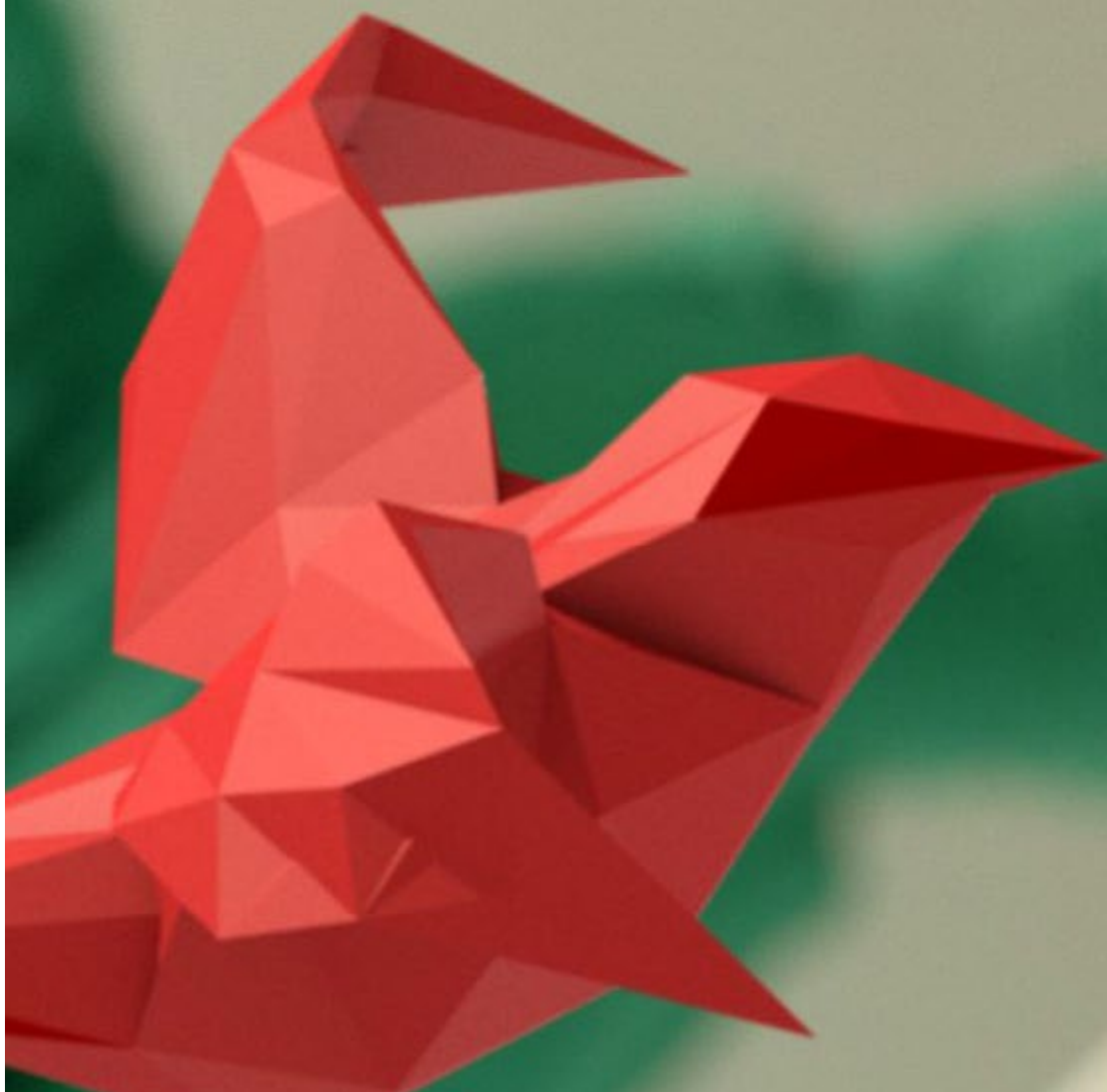


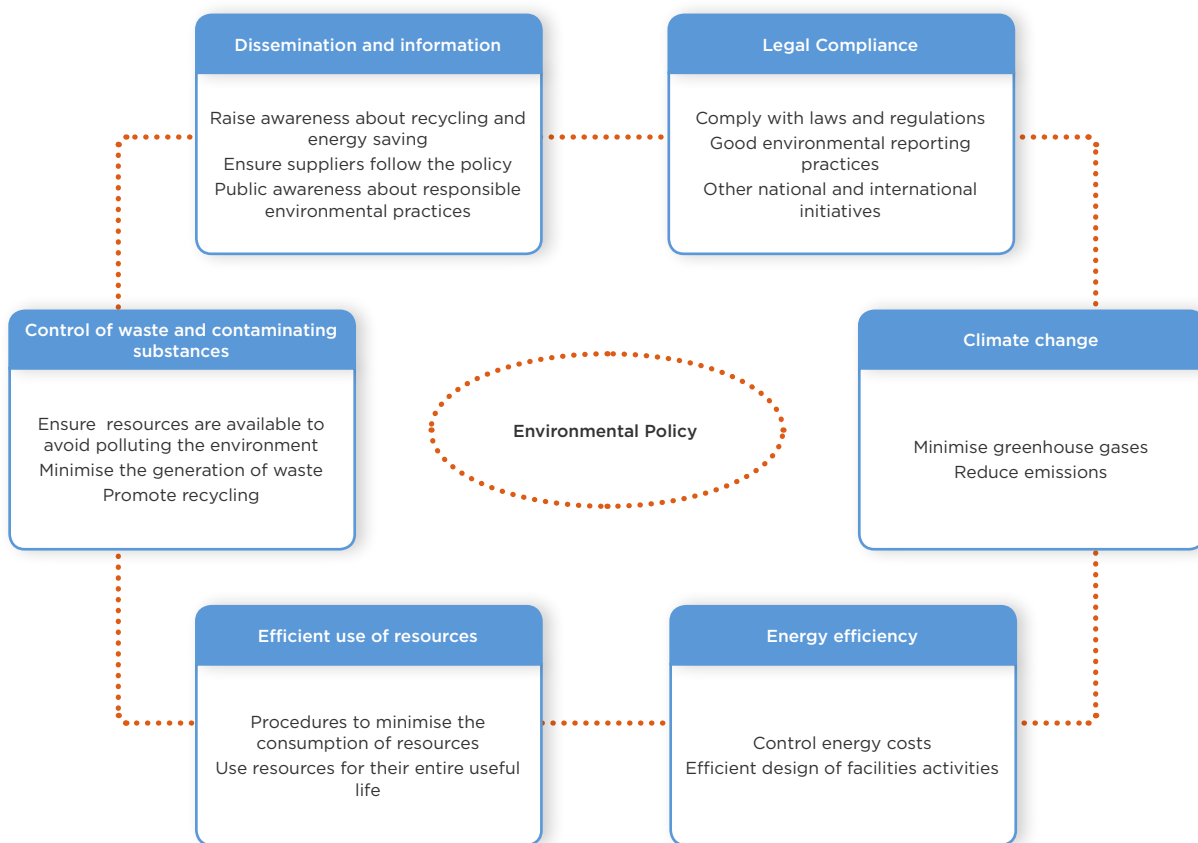


The Environment



Atresmedia, Sustainable Environmental Management

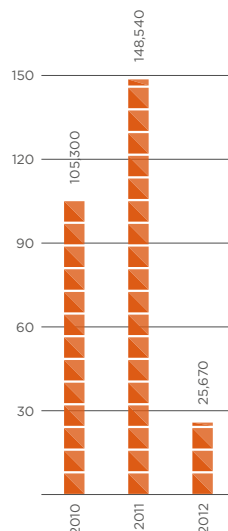
Atresmedia's environmental policy involves taking on a real and ambitious environmental commitment, which exceeds the legal requirements established by the current legislation in this area. This commitment is turned into specific action when establishing the annual targets aimed at **improving energy efficiency, minimising waste and raising awareness about the environment.**



Atresmedia is required to disseminate these values and commitments to the people working in the company and to society in general. In light of these considerations, two main areas of action have been established:



- **Minimise the environmental impact** of all the activities carried out by the group.
- **Raise awareness** about environmental protection and improvements.

Atresmedia's environmental investment in thousands of euros



Our challenges

Atresmedia established for **2012** some environmental challenges that are intended to create a **model for management**. The following table shows the degree to which each challenge has been fulfilled:

CHALLENGES FOR 2012	DEGREE OF COMPLIANCE	COMMENTS
Continuation of the five-year plan to replace refrigerant in air conditioning.		Since the plan runs for five years, we expect to recover the delivery gap in future years.
Completion of the technical study to implement LED lighting in public areas with fluorescence.		We performed a study on the economic feasibility of implementing this type of lighting in the San Sebastian de los Reyes (Madrid) facilities and the Audiovisual Building (Offices and Distribution Aisles).
Examination of the feasibility of installing an energy efficient lighting system in at least one study.		We performed a feasibility study that estimated a potential annual savings of 150,000 kW.
Possible change from printed press to digital press		There has been change to digital media allowing for a reduction in the number of print newspapers by 20.59%
Decrease toner consumption by 5% by installing multifunction copiers.		Several older machines have been replaced, representing a decrease of 6.19% in toner consumption.
Reduction of 1% in the volume of paper and cardboard that could be recycled.		Paper usage has been reduced by 7.27% through the use of multifunction copiers and a reduction in the number of newspapers in physical format.
Fortnightly production and publication of new Hazte Eco micro-spaces and news items.		The Hazte Eco micro-spaces and news items continue to be published.
Involvement in causes, such as Hazte Eco , which will require the involvement of the public through the social networks.		New initiatives have been supported and launched that have required the involvement of the public, such as the " Save the Arctic " and " The Antena 3 forest " campaigns.

Highlights 2012



The Antena 3 forest: 3,500 trees planted



"Save the Arctic" campaign



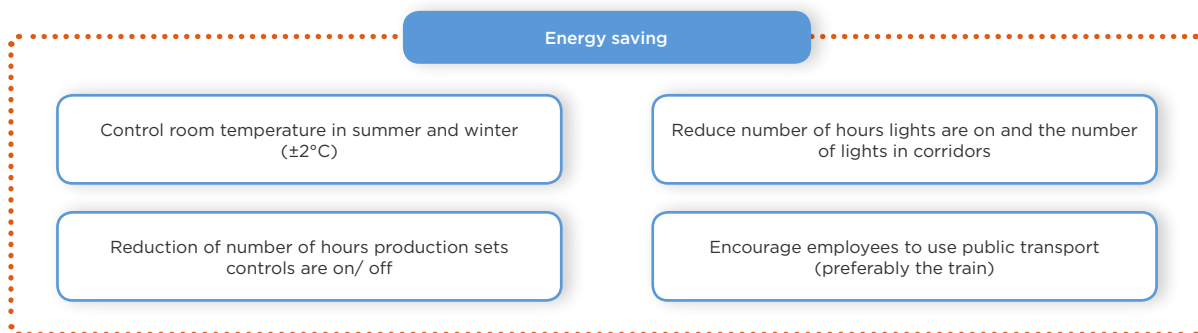
Atresmedia responds to the Carbon Disclosure Project



Energy efficiency

Year after year **Atresmedia** launches innovative projects and ideas that promote **energy efficiency** in all the company's activities. In this context, when purchasing new equipment, it ensures that only **the absolutely essential amount of energy** is used.

In 2012, new energy saving initiatives were implemented and initiatives already undertaken in previous years were continued, among which the following are worth noting:



It has also invested **€17,887** in HVAC systems in buildings and facilities, such as replacing aluminium windows with double glazing, incorporating sunscreens and waterproofing and insulating roofs.

Moreover, this year **Atresmedia** has implemented new projects to reduce energy expenditure:

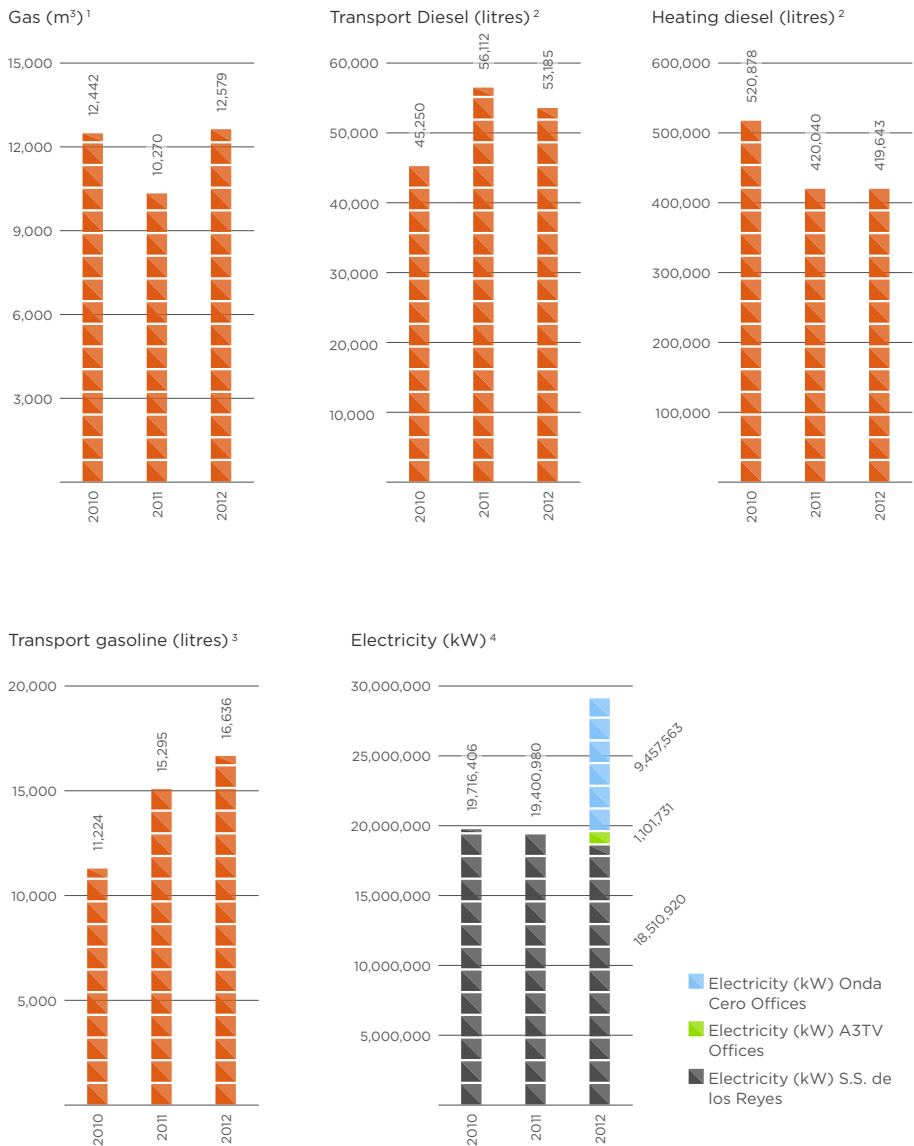
- **Optimization of space by grouping staff:** this has freed-up a total of 4,750 m², which has resulted in an annual energy saving of 225,000 kWh/year through not using lighting and air conditioning equipment. The investment in this initiative amounted to €10,978.
- **Server Virtualisation:** this has grouped several servers into one, optimizing technical and environmental resources. Through this initiative, we have obtained higher utilization rates (up to 90% of the resources), reduced the total energy consumption and saved space.
- **Control and reduction of hours of use of outdoor lighting:** this has resulted in energy savings of 7.5 kWh/year.
- **Control of fuel consumption for transport:** in 2012, **Antena 3** and **Onda Cero**'s vehicles have consumed 1,757 fewer litres of fuel, compared to 2011.
- **Reduce CO₂ emissions.** In 2012 work continued to raise awareness among staff, so that their first preference is to take national journeys by rail rather than fly.

[In 2012 there were 646 fewer plane journeys.]

[In 2012 train journeys increased by 281.]

The following charts show the effectiveness of energy saving measures promoted from within the company:

Energy consumption in Atresmedia



Note 1: Gas: 1 m³ =10,723 kW/h (Source: Gas Natural Fenosa) // 1kW/h = 0.0036 GJ

The 2012 energy consumption of gas is equivalent to 437.51 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

Note 2: Automotive Diesel: toe = 1,181 litres // 1.12 toe equals 13,020 kWh (Source IDEEA) // 1 kWh = 0.0036 GJ

The 2012 energy consumption of transport diesel is equivalent to 1,884.67 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

The 2012 energy consumption of heating oil is equivalent to 16,082.47 GJ (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

Note 3: Automotive gasoline: toe = 1,290 litres // 1.10 toe equals 12,790 kWh (Source IDEEA) // 1kWh = 0.0036 GJ

The 2012 energy consumption of transport gasoline is equivalent to 539.81 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

Note 4: 1kWh = 0.0036 GJ

In 2012, the data include the consumption of electricity in the Offices of ONDA CERO and Antena 3, not included previously.

The 2012 energy consumption of electricity is equivalent to 104,652.77 GJ



More than 7.000 units

In 2012, 7,250 fewer white envelopes were used.



445.000 units

In 2012, 445,000 fewer sheets of papers were used.

Efficient use of resources

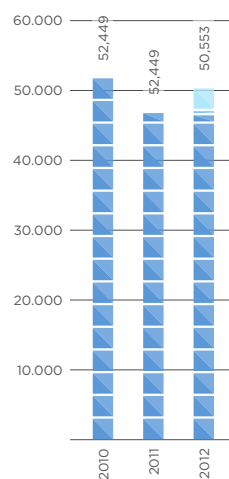
The global consumption of natural resources is growing exponentially, and so that future generations can enjoy them we need to use them responsibly and sustainably.

To this end, during 2012 **Atresmedia** continued with its commitment to efficiency in resources consumption and, therefore, has run a series of initiatives to control and reduce this:

- **Replacing the old water collector** with another more effective one. An investment of €980.
- **Improving the sewage network** through a sanitary well. This reduces possible leakage and makes it easier to take samples for analysis. The investment for this initiative was €5,862.
- **Preventive maintenance of facilities** to prevent water leakage and improve efficiency. The actions taken have included cleaning the water filters, testing water circuits and burners for the boilers and cleaning HVAC coils.
- **Measures taken to improve printing efficiency and reduce paper use.** In 2012, thanks to multifunction copiers (machines that scan, send and receive faxes, photocopy, etc.), we have managed to reduce white paper consumption by more than 7%. The amount of printing has been reduced through scanning documents for display on the screen or emailing.
- **Reduction in toner cartridges.** The aforementioned multifunction copiers have led to a reduction in 2012 in toner consumption of 6%, therefore reducing the amount to be recycled.

Atresmedia consumes water from the public network. After its use, it is correctly poured into the sewerage system to be treated and purified along with the rest of the public waste. At no time is there any uncontrolled dumping.

Water consumption (m³)



- Water delegaciones Onda Cero: 3.900 m³
- Water (m³) delegaciones A3TV: 247 m³
- Water (m³) S.S. de los Reyes: 46.406 m³

Note: in 2012, consumption data are included for the ONDA CERO and ANTENA3 TV offices, not previously included.

The following table shows the evolution of consumption of the **other resources** used:

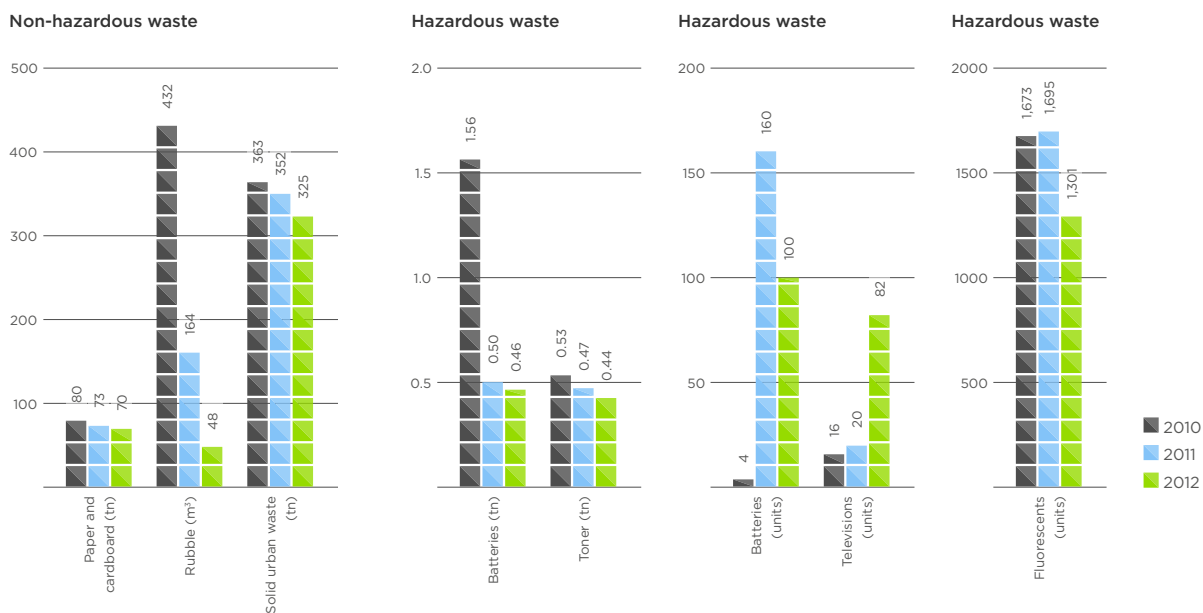
	2010	2011	2012
White paper (sheets)	6,595,000	6,117,500	5,672,500
Printing toners and cartridges (units)	886	791	742
White envelopes (units)	29,500	29,750	22,500
Fluorescent lights (units)	1,673	1,695	1,301
Drop ceilings (m ²)	1,495.41	387.28	100.42
Technical floors (m ²)	1,826.83	561.73	61.60
Partitions (m ²)	161.94	35.97	31.98 (S.S. de los Reyes) + 115.86 (Other offices)
Shelving (m)	0	0	0

In parallel with the minimisation of the resources consumed, **Atresmedia** recycles, where possible, those materials and products that can be reused to extend the life of its components. This type of measure includes examples such as:

- **Reuse of partitions and office furniture.** This measure has led to an increase, compared to 2011, of 176% in the reuse of screens.
- **Reduction of paper recycled** due to the format change from print to digital media.

Below you can see the progress made on the reuse of resources by **Atresmedia** that are still of value:

	2010		2011		2012	
	Total reused	% of total acquired.	Total reused	% of total acquired.	Total reused	% of total acquired.
Paper (units)	3,931,250	59.6	3,804,250	62.19	3,171,350	55.90%
Printing toners and cartridges (units)	886	100	791	100	742	100%
Electronic and IT material (units)	985	73.29	398	18.65	895	57.82%
Fluorescent lights (units)	1,673	100	1,695	100	1,301	100%
Drop ceilings (m ²)	557.7	38.85	63.83	16.48	67.82	67.53%
Technical floors (m ²)	544.39	29.79	42.00	7.61	29	47%
Partitions (m ²)	0	0	35.97	100	99.57	67.34%
Shelving (m)	0	0	0	0	0	-
Mobile telephones (units)	133	60.04	132	76.30	118	100%
Furniture	173	65	0	0	30	100%



Minimising waste

The gradual minimisation of the amount of waste generated is one of the main priorities for **Atresmedia** in environmental management.

Thanks to the acquisition of multifunction copiers, paper and cardboard waste has been reduced by 3.3 tonnes, a reduction of 4.5% compared to last year. Awareness raising activities have also been conducted to encourage **reuse policies** by the company’s suppliers to ensure that they comply with the group’s environmental policy.

The most notable landmark in waste management during 2012 was a **significant reduction in the number of building projects** with a direct impact on the existing spaces and the encouragement of the good use of existing partitioning and layouts. This initiative has led to a **70.74% reduction in the rubble** resulting from this type of activity.

Going beyond waste reduction, during 2012 the effectiveness of some measures aimed at improving **its efficient storage and management** was verified. These measures include:

- Using **official sheets** to control waste.
- **Reclassification of waste** through good internal management.

[Reduction of rubble by 70.74%.]

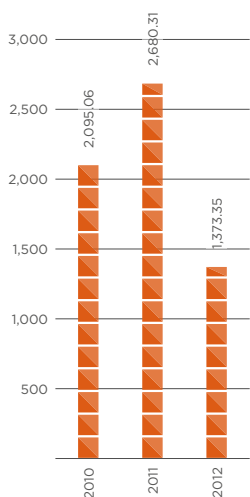
Stopping climate change

Stopping climate change is one of the greatest environmental challenges of the 21st century. The companies committed to this task should work towards more sustainable, low-carbon models.

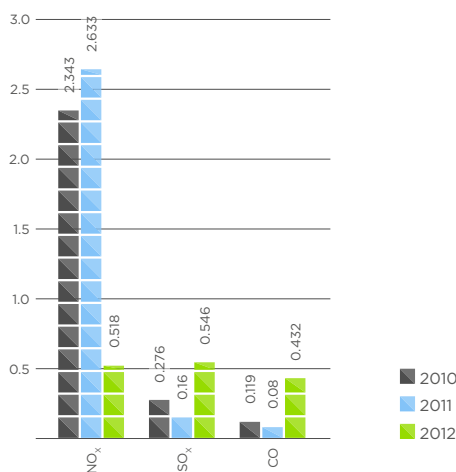
To this end, for the first time in 2012 **Atresmedia** has responded to the questionnaire from the **Carbon Disclosure Project (CDP)**, informing its stakeholders about the policies and actions carried out by the group in relation to climate change. The **CDP** means a greater commitment to tackling climate change since it is a voluntary initiative that encourages transparency and a shift towards sustainability in companies around the world.



Greenhouse gas emissions (tonnes of CO₂ equivalent)



Emissions of NO_x, SO_x and CO (Tn)



Note: the 2012 data include emissions from diesel consumption.

Additionally, Atresmedia's consumption of electricity produces an indirect emission of 4,942 tCO₂ (Source: IBERDROLA electricity mix 2011 data).

Similarly, in 2012 the company has run several initiatives aimed at reducing emissions levels, such as the replacement in 17 cooling systems of greenhouse gases (gases with a greenhouse effect if they leak) with ecological gas that has no impact on the ozone layer. This initiative, coordinated by the Operational Management Department, will be gradually rolled out until 2015.

Other initiatives aimed at minimising the harmful effects on the ozone layer of **Atresmedia's** activities are:

- Preventative maintenance of boilers.
- Control of boiler use schedules.
- Minimising studio use.

These and other measures have helped to significantly reduce NO_x emissions. On the other hand, although the increases in SO_x and CO compared to 2011 are significant, the absolute values are still very low, under the 99.8% required by law.

[Atresmedia takes part in the Carbon Disclosure Project.]

Hazte Eco: Atresmedia's Environmental initiative

Hazte Eco has become **Atresmedia's** leading campaign for the protection and defence of the environment. The **Neox** channel and Greenpeace work together closely to run initiatives that contribute to environmental sustainability.

Launched more than two years ago, the campaign **has involved important environmental CAUSES**, such as the collection and delivery of more than **10,300 signatures to the Ministry of Agriculture and the Environment** asking for a **reduction of CO₂ emissions**, and the creation of a **fortnightly news programme on environmental issues on the Neox Canal**. In 2012, 26 news programmes were broadcast with a combined audience of **3,655,000 viewers**. These have addressed issues



such as light pollution, renewable energy, reforestation, green buildings, recycling and plant biodiversity, among others.

In 2012, **Hazte Eco** has increased its efforts in environmental protection with important actions, such as the initiative for the **reforestation of forests with WWF**, one of the most important nature conservation organisations in the world, to repopulate the more than **180,000 Spanish hectares burned in 2012**. The aim of this initiative was to create **The Antena 3 and WWF forest**. To achieve this, both entities launched a fundraising campaign, supported by commercials and awareness raising messages across all of **Atresmedia's** media. The campaign ended with around **14,000 SMS messages of support** and the funds raised were used to plant **3,500 holm oaks, oak trees and cork oaks**.

Another of the new initiatives developed by **Hazte Eco** in 2012 is "**Save the Arctic**". The Arctic icecap, on which we all depend, is disappearing at an alarming rate. As a result, Greenpeace has promoted this campaign in more than 40 countries, and **Hazte Eco** has added its support through collecting signatures to ask for the uninhabited areas of the Arctic to be declared a World Heritage site. In 2012, **3,044 signatures** were collected on the **Hazte Eco** website.

Also during 2012, **Hazte Eco** was present at the FesTVal in Vitoria, European Green Capital 2012, holding an **environmental contest** asking internet users and everyone at the television festival to share ideas on how to '**Be Ecological**' and care for the environment, serving as an example for others.

Hazte Eco is also very popular on the social networks, with a total of **3,832 fans for its Facebook profile** and **3,548 followers on Twitter**.

"Thanks to Antena 3 and Hazte Eco, thousands of people from across Spain have come together to tackle the problem of forest fires, providing funds to plant the first 3,500 native trees that will grow to demonstrate that the whole of society condemns those who each summer set fire to our forests and to contribute to the recovery of the forest cover in our country".



Juan Carlos del Olmo
Secretary General
WWF-ADENA

Future commitments

As part of its model of continuous improvement in environmental management, each year **Atresmedia** establishes a series of **objectives aligned with its environmental policy**.

ENVIRONMENTAL OBJECTIVES 2013

Maintain the 5-year plan to replace refrigerant in air conditioning. In 2013 we will change equipment that produces no less than 300,000 BTU.

Improve the lighting in the offices using LED technology. A pilot test will be carried out in offices and there will be financial feasibility study of the project.

Analysis of the feasibility of installing a photovoltaic solar panel system.

Reduction, with respect to 2012, of 3% in the volume of solid urban waste and 5% in toner consumption.

2% reduction in the volume of paper and cardboard, allocating that amount to the recycling processes.

Extension of the WWF-ADENA reforestation and fire prevention campaign

Promotion of the "Save the Arctic" campaign with GREENPEACE, handing over the results to the Government.

