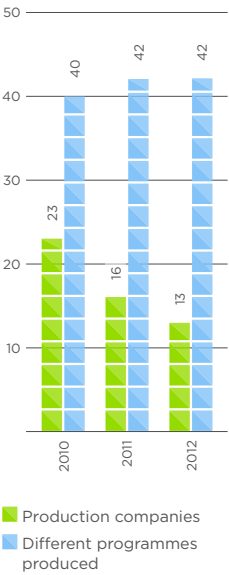


## Transparency in supplier management

Transparency is one of the main principles of **Atresmedia's** Corporate Responsibility Policy, and the main criteria governing supplier management in the whole Group.

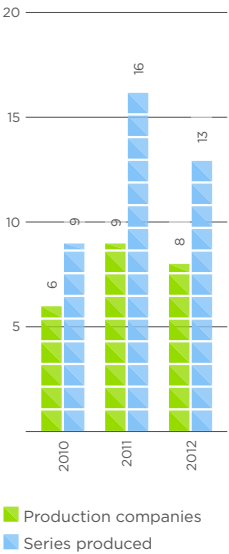
In 2012, efforts were boosted to define a more transparent process which transmits greater confidence to all suppliers. Accordingly, new tools were incorporated to enable the contracting process.

Number of producers who have collaborated with Atresmedia and programs produced

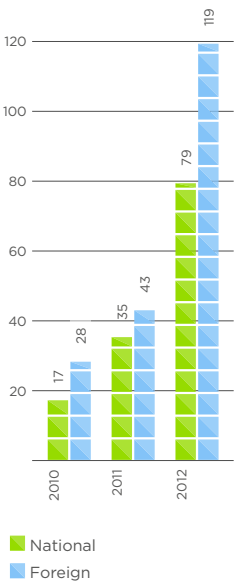


\*Note: the 2012 data include the producers who have collaborated in programs with laSexta and the programs produced in the last quarter of 2012. (4 producers and 8 programs).

Number of producers who have collaborated with Atresmedia in fictional series and series produced



Number of distributors operating in Atresmedia



\*Note: the 2012 data include laSexta's distributors: (58 Spanish distributors and 74 foreign distributors).

Atresmedia distinguishes two very different types of suppliers:

- Producers and distributors who supply fiction and entertainment contents.
- Other suppliers of goods and services.

Producers and distributors

Atresmedia designed an audiovisual model which gives precedence to quality and responsibility and which is based on a careful selection of programs and contents.

Accordingly, the contracting process of producers and distributors is fundamental. It must be complied with scrupulously and with strict professionalism to select only those which best understand the audiovisual concept and the Group's corporate values. Proof of this is the signing of a specific clause, in which the distributors and producers of Antena 3 and laSexta assume the Company's Corporate Responsibility policies.

Always under the supervision and control of Atresmedia's Contents and Production team, the product's quality is controlled so that it complies with the line which must be followed by the Group's channels. An ongoing quality control both in terms of its contents and its execution. This meant that in 2012 many spots were maintained in the grid, thereby reducing new product and producer contracts.

In 2012, the Foreign Production Department, area in charge of managing the acquisitions of broadcasting rights of those products which do not exclusively pro-

[ Antena 3 and laSexta assume the Company's Corporate Responsibility policies. ]



Modern Family.

duce for **Antena 3**, generated 170 purchasing proposals, approximately 10% less than in 2011. This summary does not include the 132 proposals executed for **laSexta**'s channels to acquire specific contents aimed at **laSexta3** and **xplora**. Of the total proposals, 41 % relate to Spanish companies.

Likewise, the programming needs were maintained to reinforce the identity of the complementary channels.

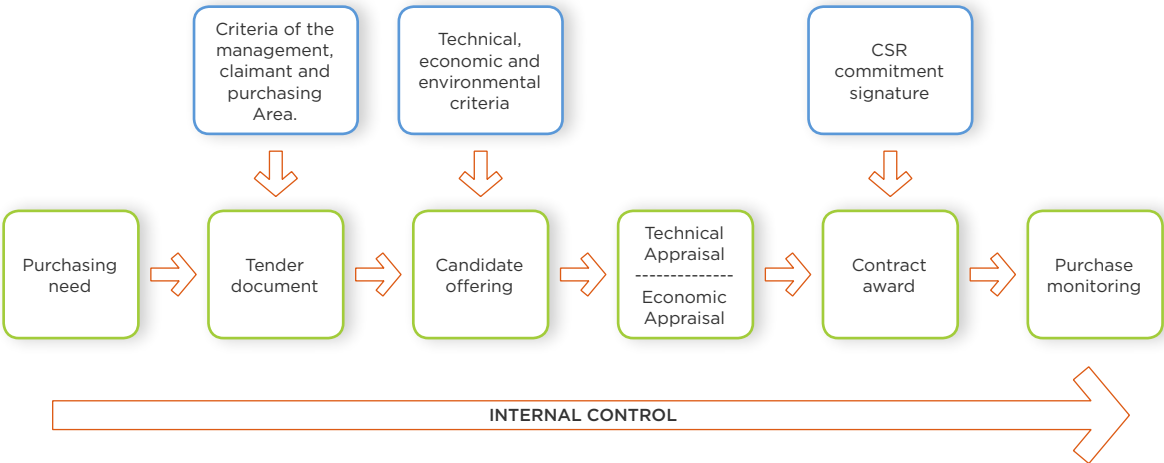
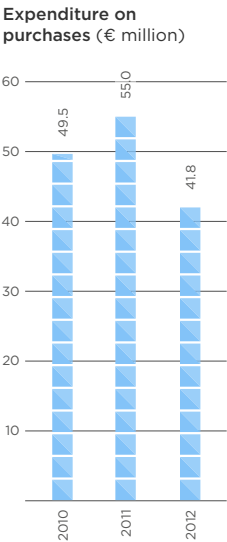
**Modern Family (Neox)**, **Ley y Orden (Nitro)** and **La que no podía amar (Nova)** are three example of reference series which were acquired specifically to be broadcast on such channels.

The inclusion of new suppliers arising from the integration with **laSexta** enriched **Atresmedia**'s portfolio of producers and distributors.

Other product and services suppliers

**Atresmedia** defined a single contract procedure for all the Group companies. This process was designed to select the best suppliers by meeting technical and economic requirements, which include best practices in areas such as environment or human rights.

In this connection, the Purchasing Department works to ensure that **Atresmedia**'s ethical values and principles are also applied by the product and services suppliers, reinforcing and expanding the Group's value chain.



The different phases of this process ensure compliance with the following conditions:

- **Independent technical and economic appraisal:** Minimum technical quality criteria are defined for each purchase or contract. Only when the supplier meets such criteria, is the economic offering appraised.  
As an added point of control, purchases of greater significance or of a high amount (exceeding €50,000) are approved by a **Purchasing Committee**, formed by the CEO, the Internal Audit Manager the Chief Financial Officer and the Management Control Director.
- **Transparency:** in 2012 work was performed **on the renewal of the purchasing management tool**, which enables **greater interaction and communication with the suppliers**. Accordingly, all those who opt for a contract do so under equal conditions. This tool will enter into operation in 2013.
- **Environmental responsibility:** suppliers are requested to include actions to minimize the environmental impact of their activities. Furthermore, each time the need is detected to acquire technological equipment, such equipment is selected in line with criteria to minimize the space occupied and to ensure its low energy consumption. This is what the Group defines as “green purchasing” criteria.
- **Social Responsibility:** A fundamental requirement established for all the purchases and contracts is the signature of a Corporate Responsibility Clause in the contracts. This clause guarantees compliance with basic rights for employees, such as: **equal opportunities, non-discrimination or safe healthy conditions** in the workplace.  
This clause has special significance when the supplier is from a country in which basic human rights are not applied or respected.
- **Controlled process:** On a periodic basis the complete process is submitted to internal audits which assess its **transparency and reliability**. No incident has been detected to date.

[ 96.8 % of the purchases relate to Spanish suppliers and 3.2 % to the remaining foreign suppliers, mainly European. ]

**Extract from the tender letter to Atresmedia suppliers:**

...”in the framework of the corporate social responsibility of Atresmedia's companies and of the commitment acquired in its relationships with third parties, the successful tenderer states that in the performance of its functions it promotes equal opportunities among employees; does not discriminate due to reasons of age, sex, religion, race or similar and ensures the safety of its employees when carrying out their tasks. Likewise, the tenderer states that in its production process it manages its activities in such a way as to be able to minimize their environmental impact, boosting energy saving and that of raw materials (eco-efficiency) in favor of sustainability”...



[\(Link full clause PAGE 24 2008 CR REPORT\)](#)