



Responsible Advertising Policy





Responsible Advertising Policy

- I. Introduction
- II. Objective of the Responsible Advertising Policy
- III. Principles and lines of action

1. Introduction

Atresmedia Publicidad is Atresmedia's multimedia marketing arm, managing the Groups advertising spaces. Established in 2005, it is Spain's largest exclusive distributor by advertising spend volume and markets the country's leading media formats across television, radio, and the internet.

Atresmedia Publicidad is fully aware of the influence that commercial communications have on society and, consequently, the social responsibility inherent in its activities. It has consistently upheld ethical business principles that go beyond mere compliance with advertising regulations, providing advertisers, media agencies, and society at large with a safe, controlled, and low-risk environment that safeguards the most vulnerable audiences and promotes the responsible consumption of advertised products and services.

To this end, Atresmedia Publicidad is committed to offering advertising that is suitable for all audiences and ensures its content adheres to the fundamental values of truthfulness, honesty, credibility, and respect for human rights.

Atresmedia Publicidad also places particular emphasis on the digital environment, ensuring that advertising in this space is not only responsible and sustainable but also meets the highest advertising standards.

II. Objective

The objective of the Responsible Advertising Policy is to provide clear and transparent information about Atresmedia Publicidad's commitments, lines of action, values, and guiding principles, as well as those of its subsidiaries—H2H, Smartclip and Diario Motor—as a way to generate trust and deliver value to its stakeholders.

These commitments include:

- Promoting quality, transparency and innovation in marketing communications.
- Lobbying for industry self-regulation to establish an ethical and truthful framework.
- Ensuring respect for human rights, especially the protection of the most vulnerable audiences.
- Driving sustainability in the advertising industry and fostering advertisers' social commitment.

This policy updates the Group's current Responsible Advertising Policy, first drafted in 2010 and revised in 2019. It also complements Atresmedia's General Corporate Responsibility Policy, approved by the Board of Directors on 23 October 2019.



III. Principles and lines of action

1. Promoting quality, transparency and innovation in marketing communications

- At Atresmedia Publicidad, we are committed to role as a public service provider and to offering a versatile, high-quality commercial portfolio that maximises our clients' return on ad spend (ROAS) while ensuring brand safety. To achieve this, we conduct exhaustive research to enhance our traditional offerings and develop innovating advertising formats and creative solutions.
- We forge relationships with advertisers and agencies grounded in principles of honesty and transparency. Our commercial offering is published openly and accessibly on our website: <https://www.atresmediapublicidad.com/>. We also have other communication outlets (e.g., newsletters, social media accounts, a Whatsapp channel, and the customer portfolio) that provide relevant information on our operations and key developments in the sector.
- We provide our advertisers with accurate, fact-checked data on the performance of their ad campaigns and commercial communications. This is achieved by partnering with third-party data providers and leveraging rigorous, independent audience and market measurement metrics.
- We are committed to delivering efficient and sustainable advertising. In this regard, we continuously develop new technologies that lead to more effective, efficient and eco-friendly processes.

2. Lobbying for industry self-regulation to establish an ethical and truthful framework

- We comply fully with national and international regulations governing advertising and commercial communications. Atresmedia's advertising practices adhere to Spain's General Audiovisual Media Law of 7 July.
- We strictly following application regulations regarding the broadcast of advertising for substances and behaviours potentially harmful to health—such as alcohol, tobacco, and gambling—including the Tobacco Advertising Directive (2003/33/EC) and Directive 2019/13/EU, which prohibit all forms of radio and any other audiovisual advertising of tobacco products.
- We ensure that commercial communications for alcoholic beverages and gambling promote responsible consumption and do not target minors or other vulnerable groups.
- We do not advertise the use of weapons, nor do we accept sponsorship from arms companies.
- We are an active member and a founding organisation of Autocontrol (Spain's Association for the Self-Regulation of Commercial Communication), demonstrating our commitment to strengthening compliance with advertising regulations and maintaining the highest ethical standards. We are also committed to adhering to its Advertising Code of Conduct, which is based on the International Chamber of Commerce's Code of Advertising and Marketing Communication Practice.



- We voluntarily adhere to several industry self-regulatory codes and take responsibility for ensuring that the advertising we broadcast aligns with their principles. To support this commitment, we have implemented rigorous internal control procedures. Specifically, we have subscribed to the following self-regulatory codes:
 - Code of Conduct on Data Processing in Advertising (2021)
 - Code on the Use of Influencers in Advertising (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)
- We dedicate the necessary human and technological resources to minimise the risk of non-compliance, ensuring that advertising campaigns are honest, truthful, and fully compliant with the law. This includes implementing systems and procedures to minimise the risk of airing unsuitable campaigns. Additionally, we work closely with advertisers to ensure that their commercial communications accurately represent their products, fostering transparency and providing consumers with the information needed to make informed choices about their consumption habits.

3. Ensuring respect for human rights, especially the protection of the most vulnerable audiences

- We ensure that advertising content fully respects human rights, avoids inciting violence, eliminates any form of discrimination, and does not encourage conduct that undermines human dignity.
- We firmly reject ad campaigns that might infringe on human rights, particularly those that compromise the dignity of women, minors, or any vulnerable minority groups requiring special protection.
- We aim to offer advertising that is suitable for all ages, with a particular focus on younger audiences. To achieve this, we employ a range of control tools to prevent the scheduling of content deemed inappropriate for children's time slots.
- We send all advertisers' content aimed at children to Autocontrol for oversight and to obtain copy advice. Additionally, content created by advertisers in child-sensitive sectors is also reviewed by Autocontrol.
- We promote the accessibility of our commercial communications to ensure that everyone, regardless of their visual or hearing abilities, can exercise their right to information.



4. Driving sustainability in the advertising industry and fostering advertisers' social commitment

- We promote a responsible advertising industry that recognises the social impact of investment decisions. To this end, we actively participate in national and international forums, such as Spain's Media Observatory and the Responsible Media Forum, to build alliances that advance media responsibility, transparency, and responsible advertising practices.
- We are committed to developing a low-carbon advertising industry by exploring new methods to measure and reduce the environmental impact of broadcasting advertising content.
- We responsibly highlight the environmental commitment of our advertisers, encouraging them to avoid greenwashing and present their environmental commitments in an accurate, rigorous, and transparent manner.
- We are firmly committed to maintaining an active portfolio of products that enable customers to engage in social and environmental initiatives aligned with their sustainability and corporate responsibility strategies.
- We provide free advertising space across all our media to support NGOs and social organizations and voluntarily promote awareness campaigns to mobilise public action and raise funds during humanitarian crises or events of significant national and international social relevance.
- We actively support ad campaigns that promote the values of diversity, equity, and inclusion (DEI), as well as campaigns encouraging healthy habits.

December 2024

José Miguel García-Gasco

General Manager

ATRESMEDIA PUBLICIDAD