

Responsible Advertising Policy



I.- Introduction

Atresmedia Publicidad is the marketer of the advertising spaces of the **Atresmedia Group**. Aware of the impact that commercial communications have on society, and therefore of the social responsibility of its activity, **Atresmedia Publicidad** has, since its creation, adhered to firm ethical work principles that go beyond strict compliance with the laws that regulate advertising in Spain and that guarantee advertisers, agencies, media centers and the audience a safe, controlled and low-risk environment.

As a result, **Atresmedia Publicidad** has taken on the commitment to offer advertising that is suitable for all audiences. Because of this, it ensures that all advertising content clearly upholds the fundamental values of truthfulness, honesty, credibility and respect for human rights, and that it creates trust in society and in our stakeholders.

Atresmedia Publicidad also pays special attention to the digital environment to ensure that it, too, offers responsible advertising that adheres to advertising standards.

Atresmedia Publicidad also goes to great lengths every day to offer advertisers, agencies and media centers an innovative service and an updated commercial and multimedia product range that satisfactorily covers their needs and allows them to reach their target audiences through all of the Group's media outlets.

II.- Goal of the Responsible Advertising Policy

The goal of this Responsible Advertising Policy is to provide clear and transparent information on the approach of **Atresmedia Publicidad** regarding the values that guide its responsible advertising strategy, in order to generate trust and provide value to our stakeholders.

Specifically, the Responsible Advertising Policy describes the commitments taken on by the Group, as well as the guidelines and principles that are applied to properly implement each of these commitments.

These commitments are as follows:

1. To promote quality, efficiency and innovation in commercial communications.
2. To promote self-regulation in the sector so as to create an ethical and truthful environment.
3. To ensure respect for human rights, and to protect minors in particular.
4. To encourage social commitment in our company and in our advertisers.

This policy updates the Group's first Responsible Advertising Policy, formulated in 2010, and rounds out the General Corporate Responsibility Policy of Atresmedia, approved by the Board of Directors on October 23, 2019.

III.- Principles and guidelines

In order to properly build upon the commitments that **Atresmedia Publicidad** has set, and in the strictest compliance with the law and all applicable regulations, the following principles and guidelines have been created.

1. Promote quality, efficiency and innovation in commercial communications

- At **Atresmedia Publicidad**, we remain faithful to our vocation to service and our commitment to offer a quality and versatile range of commercial products that maximize the advertising investment of our clients and guarantee a safe environment for brands (Brand Safety). To this end, we conduct exhaustive research that allows us to improve our traditional products while also offering new and creative advertising formulas and innovative and highly effective advertising formats.
- We adapt to market changes, renewing our commercial products every quarter, which we publish as per the criteria and deadlines established by mutual agreement with the Spanish Association of Advertisers.
- We foster a relationship with advertisers and agencies based on the principles of honesty and transparency. Accordingly, our commercial products are published in a way that is transparent and accessible on our website, <https://www.atresmediapublicidad.com/>
- We also have numerous communications outlets, such as newsletters and the customer portal, which have relevant information on our activity and relevant developments in the sector.
- We strive for better advertising management. To do this, we constantly develop new technologies that result in more effective and efficient processes and in greater respect for the environment

2. Promote self-regulation in the sector so as to create an ethical and truthful framework

In order to ensure rigorous and ethical commercial communications, **Atresmedia Televisión** is an active member and part of the founding group of Autocontrol (Association for the Self-Regulation of Commercial Communications), which works to improve compliance with advertising regulations. It also undertakes to comply with its Code of Advertising Conduct, which is based on the Code of Advertising Practices of the International Chamber of Commerce.

In addition, the Group voluntarily adheres to various industry codes of self-regulation, in particular:

- Code of Conduct on Commercial Communications of Gambling Activities (2012)
- Code of Self-Regulation in Food Advertising for Children, Obesity Prevention and Health (PAOS) (2010)

- Code of Self-Regulation in Children's Advertising of Toys (amended in 2010)
- Spanish Brewers' Code of Self-Regulation in Advertising (2009)
- Wine Self-Regulation Code (2009)
- SMS Self-Regulation Code (2009)
- Code of Self-regulation of the Spanish Federation of Spirits (FEBE) (2006)

In order to comply with national and international laws in the field of advertising, and to comply with the requirements set out in the self-regulation codes, **Atresmedia Publicidad** voluntarily incorporates the following principles into its activity:

- Comply with the applicable national and international laws on advertising or commercial communications. The company's advertising practices comply with the requirements set forth in Law 7/2010 of March 31 on General Audiovisual Communications.
- Ensure that the advertising aired complies with the principles of the self-regulation codes that it voluntarily adheres to, and to do so through strict internal procedures.
- Allocate the human and technological resources needed to minimize the risks associated with non-compliance in this area, and thus:
 1. Implement new quality control systems and procedures that allow mitigating and fully reducing the risk of airing a campaign that is unsuitable or has negative copy advice (quality control seal issued by Autocontrol).
 2. Control the contents of commercial communications to ensure that campaigns are honest, truthful and comply with the law and the ethical codes that **Atresmedia Publicidad** adheres to.
 3. If any questions arise as to the accuracy of an advertisement, request additional verifying information from the advertisers.
 4. Request "Copy Advice" from Autocontrol as a tool to ensure that commercial communications comply with all legal and ethical norms that govern advertising, and especially those communications with content deemed sensitive or intended for audiences that require special protection, such as children.
 5. Engage directly with the administration, Autocontrol and the government agencies that oversee advertising.
 6. Actively participate in industry forums that are working toward responsible advertising.
 7. Should they be imposed despite the control mechanisms put in place,

accept responsibility for any fines that may result from failing to comply with national laws or codes of self-regulation associated with any commercial communications that are broadcast.

3. Ensure respect for human rights, and protect minors in particular

- **Atresmedia Publicidad** takes steps to ensure that advertising content strictly respects human rights, and in particular that it does not incite violence, discrimination in any form, or encourage conduct that violates human dignity. The company strongly rejects any advertising campaigns that undermine human rights, and especially those that may threaten the dignity of women, children or any vulnerable minority group that requires special protection.
- **Atresmedia Publicidad** works to offer advertising that is suitable for all audiences, and especially seeks to protect children. As a result, the Group is committed to expanding the enhanced protection schedule on **Neox**, the channel that airs the **Neox Kidz** children's programming. In addition, on the **Neox Kidz** children's channel, advertisers have a cross-platform environment with specific content for children up to 11 years old where they can include advertising messages suitable for that age group.
- In the case of the **Atreseries** channel, there are also specific limitations on the broadcasting of advertising deemed unsuitable for minors in certain time slots. The result is an expansion of the enhanced protection schedule established by Law 7/2010 of March 31 on General Audiovisual Communications, which is arranged as per the following time slots:
 - Monday to Friday: from 7:00 AM to 10:00 AM, from 4:00 PM to 8:00 PM, from 9:30 PM to 11:00 PM for series for which the number of viewers ages 4 to 12, based on historical ratings for that program, could account for over half of all viewers.
 - Weekends and holidays: from 7:00 AM to noon for series for which the number of viewers ages 4 to 12, based on historical ratings for that program, could account for over half of all viewers.
- All advertising content targeted at children is sent to Autocontrol for oversight and copy advice. In addition, all remaining advertising content from sectors that could be harmful to children is also subject to oversight by Autocontrol.
- In the event that said content is not suitable for broadcasting at times when children are watching, **Atresmedia Publicidad** has various control tools to prevent airing it at unauthorized times.

4. Encourage social commitment in our company and in our advertisers

At **Atresmedia Publicidad**, we share in the mission statement of **Atresmedia**: We believe in the power of reflection and emotion. That is why we believe in advertising that offers value to society and that contributes to its awareness.

- We are firmly committed to having an active portfolio of products that make it possible for our clients to take part in public service campaigns that are

consistent with their corporate responsibility strategies.

- We promote the accessibility of our commercial communications so that all people, regardless of their visual or auditory abilities, can exercise their right to information.
- In order to collaborate with the dissemination of messages of a social nature, we are committed to providing free advertising in all our media outlets for non-profit organizations that satisfy the requirements laid out in our procedure for no-cost airtime

October 23, 2019

ANNEXES

Below are the links to advertising-related pages or documents that are applicable to **Atresmedia**, or that the Company has voluntarily committed to enforce:

- [Advertising Code of the International Chamber of Commerce](#)
- [FEBE Code of Advertising Self-Regulation](#)
- [PAOS code](#)
- [General Advertising Law](#)
- [Autocontrol, Association for the Self-regulation of Commercial Communications](#)