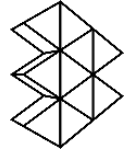


General Sustainability Policy

ATRESMEDIA





Atresmedia General Sustainability Policy

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1. Introduction

At Atresmedia, “We believe in the power of reflection and emotion”. We are confident that, as a media company, we have the ability and responsibility to have a positive impact on society. Through our news coverage and entertainment, and guided by values of quality, respect and diversity, we inspire reflection and emotion—two essential drivers for promoting meaningful and positive change—in people.

To this end, we are committed to building a business model that not only locks in our profitability and competitiveness but also adds real value to society and actively contributes to its progress.

To achieve our corporate purpose, we have a sustainability strategy at Atresmedia aimed at protecting and creating value for the Group, as well as for our shareholders and other stakeholders. This strategy fosters a culture of commitment and accountability, integrating sustainability at all levels and areas of our management, and specifically promotes:

- Actively **combating climate change**
- Leveraging the power of our media and content to create a **society of shared values**, and one that is informed, critical, reflective, tolerant, egalitarian and supportive
- Guaranteeing **robust, ethical and transparent governance**

This policy applies to the entire Atresmedia Group, including its subsidiaries and Fundación Atresmedia. It sets out the lines of action and guidelines governing the Group’s relationships with its shareholders, advertisers, audience, employees, suppliers and other stakeholders. The Group also promotes these principles and lines of action in its relationships with investees and with suppliers.

II. Objective

The objective of the General Sustainability Policy is to inform stakeholders about Atresmedia’s approach to sustainability in all dimensions, as well as to formalise the Group’s Environmental, Social and Governance (ESG) strategy.

Specifically, Atresmedia’s General Sustainability Policy sets out the Group’s ESG commitments and the guiding principles for delivering on each of them in the right way, based on the strictest compliance with the law and applicable regulations.

These commitments are:

1. To produce and broadcast responsible news and quality, diverse and accessible entertainment for the whole of society.
2. To promote and carry out honest and ethical advertising across all our platforms and externally.
3. To support our human capital as the Group's main asset.
4. To contribute to the progress and development of society.
5. To minimise the environmental impact of our activities and raise awareness in society about caring for the environment.
6. To guarantee a robust, ethical and transparent governance
7. To transmit our corporate policies and values throughout our value chain.
8. To establish transparent relationships with our stakeholders.

In pursuing the objective of this policy, the Group also works to identify and manage sustainability-related impacts that could have actual or potential positive or negative consequences for its stakeholders and the environment, as well as the risks and opportunities for the business that may derive from these impacts or other issues related to the sustainable management of its activity.

III. Commitments, principles and lines of action

1. To produce and broadcast responsible news and quality, diverse and accessible entertainment for the whole of society

- **Quality and commitment** We are well aware of the influence we exert on public opinion, values and behaviour. Therefore, we go to lengths to ensure the quality of the content we broadcast. In addition, we leverage the communication potential of our media to raise awareness and help address society's concerns.
- **Accessibility.** We strive to ensure that everyone, regardless of their visual or hearing ability, has access to our audiovisual and digital content.
- **Truthfulness, plurality and the fight against disinformation.** We provide fact-checked, truthful and plural news, enabling citizens to form free and well-founded opinions. We work day in and day out to stop the spread of fake news and combat disinformation, helping to create a well-informed society. To ensure we deliver responsible and independent journalism, our news services are guided by public codes of ethics overseeing that these principles are upheld.
- **Protection and advocacy of human rights.** We promote freedom of expression, diversity, pluralism and non-discrimination in our news and entertainment content, and ensure the protection of human rights, as enshrined in the Universal Declaration of Human Rights and the different national and international conventions and declarations signed by Spain. In carrying on our activities, we pay particular attention to the rights to protection of personal data, intellectual property, privacy, honour, self-image, and freedom of expression, opinion and information. And we have the mechanisms in place to protect and safeguard these rights.
- **Protection of minors.** We have mechanisms (e.g., content rating systems, parental controls) in place to protect minors from unsuitable content. We also

comply with the principles enshrined in the Content and Children's Self-Regulation Code, thus ensuring the protection of the most vulnerable audiences.

2. To promote and carry out honest and ethical advertising across all our platforms and externally

We have a Responsible Advertising Policy that details the principles and lines of action guiding Atresmedia and its marketing arm for advertising spaces, Atresmedia Publicidad, in the development of advertising activities, both their own and in collaboration with third parties.

Key principles of this policy:

- **Honest and transparent management and innovation in marketing communications.** We are committed to delivering quality, transparent and innovative advertising that ensures return on investment and brand safety.
- **Advertising self-regulation.** We strive to uphold rigour and ethics in commercial communications and to protect audiences from potentially irresponsible practices. To this end, we comply with current laws and, as an AUTOCONTROL member, voluntarily adhere to and abide by a range of industry self-regulation codes.
- **Respect for human rights.** We ensure that advertising content fully respects human rights. We firmly reject campaigns that incite violence or discrimination, or encourage behaviours that violate human dignity, or that harm minors or any minority group requiring special protection.
- **Protection of minors.** We work to ensure our advertising is suitable for all audiences, paying particular attention to protecting children. We have control tools to prevent the broadcasting of unsuitable commercial content during children's time slots.
- **Promotion of sustainability and commitment to society.** We are committed to advertising that creates value for society and helps raise public awareness. To this end, we work to promote a low-carbon advertising industry and are committed to maintaining a portfolio of products that empowers customers to take part in social or environmental campaigns. We also partner NGOs and social organisations, donating free advertising space across all our media.

3. To support of our human capital as the Group's main asset.

We have a Human Resources Policy that sets out the principles and lines of actions guiding the management of Atresmedia's human capital and enshrines the values on which the Group's human resources strategy is based.

Key principles of this policy:

- **Providing stable employment and a rewarding working environment.** We want the Group's professionals to be proud of working at Atresmedia. For this reason, we guarantee stable employment and competitive working conditions; we foster ongoing and constructive dialogue with workers' representatives so as to meet

their needs; and we offer fair and equitable pay, as well social protection and additional benefits. Through our Code of Conduct, we aim to instil a culture of respect and accountability, rejecting any kind of harassment, abuse or business malpractice.

- **Training and professional development.** We promote the professional development of our employees by providing work and training opportunities that foster their growth, creativity and adaptation to changes in the industry.
- **Attracting and retaining talent.** We believe in attracting and retaining talent as a driver of value and growth. We identify new profiles through internships and agreements with educational institutions, especially in the area of vocational training, in support of youth employability.
- **Ensuring respect for and compliance with human and labour Rights.** At Atresmedia, we bring to bear our resources in ensuring compliance with the provisions of the International Labour Organization (ILO). In keeping with national and international mandates, we firmly reject all forms of child labour, forced or compulsory labour, and any activity related to human trafficking.
- **Promoting ethical behaviour.** We promote ethics, integrity and honesty among all Atresmedia Group's people.
- **Championing equality, diversity and work-life balance.** We promote values of diversity, equity and work-life balance with the aim of creating more inclusive environments. We have a series of equality plans and measures that ensure equal treatment and opportunities, improve work-life balance, combat harassment and protect maternity rights. Moreover, we have a specific Diversity, Equity and Inclusion (DEI) policy reinforcing and articulating these commitments.
- **Safe and healthy work environment.** We consider occupational health and safety to be crucial for ensuring the physical and emotional well-being and safety of our professionals. We have a policy based on prevention, ongoing training, continuous improvement and regulatory compliance. We provide employees with the necessary information about risks and preventive measures, encourage their participation and maintain safe working environments. We also foster a culture of well-being by offering ongoing training on mental, physical and financial health.

4. To contribute to the progress and development of society

- **Social awareness and engagement.** We create long-term projects aimed at delivering positive and tangible results to society's concerns, such as road safety, healthy lifestyle habits, the fight against ageism, caring for the environment, supporting scientific research, the fight against gender-based violence, defending intellectual property and responsible use of technology. To this end, we dedicate the full communicative power of our Group's media to these social causes so as to raise awareness and engage society in reflecting on and addressing these challenges.
- **Active collaboration with non-profit associations.** Through partnership agreements, we take part in high-impact social causes, launching awareness campaigns alongside non-profit associations to garner greater financial and social support for the causes promoted.
- **Support for corporate volunteering among our employees.** We earmark specific resources to facilitate volunteering activities among our employees and their families so as to unlock the skills and talent of Atresmedia's human capital for the

benefit of society. As a media company, we actively promote and encourage corporate volunteering through our different platforms and take part in leading industry events to raise the profile of our volunteering.

- **Promotion of media, information and digital literacy through the work of Fundación Atresmedia.** We work to protect the rights of children and young people in audiovisual and digital environments, enabling them to critically and responsibly manage the information they receive, create and share, and use digital devices safely and responsibly, understanding the related risks and opportunities.
- **Commitment to achieving the United Nations Sustainable Development Goals.** We align our social and environmental commitments with the goals and targets to which we can make the largest contribution and have the greatest impact, and we enter into partnerships with organisations to deliver them.

5. To minimise the environmental impact of our activities and raise awareness in society about caring for the environment

We have an Environment and Climate Change Policy that outlines the principles and actions guiding Atresmedia's environmental strategy.

Key principles of this policy:

- **We combat climate change by decarbonising our operations.** Given the nature of our business, we do not generate a significant environmental impact. Nevertheless, we have a climate transition plan and a Net Zero strategy, with ambitious decarbonisation targets for 2030 and 2050.
- **We identify the physical and transition climate risks** to which our activities are exposed. We implement specific measures to mitigate the effects of climate change on our business and assets, while adapting to its consequences.
- **We reduce the generation of waste.** We minimise our environmental impact by reducing the generation of waste and polluting substances, managing waste appropriately, and using natural resources responsibly and rationally.
- **We advocate for the development of a low-carbon audiovisual industry.** We integrate sustainability criteria into our productions and raise awareness of our sustainability policy among our content providers, promoting collaborative activities with them to drive decarbonisation all along our value chain.
- **We raise public awareness through our media platforms.** We broadcast news, educational, and awareness content about climate change and its effects on our channels to promote responsible behaviour that helps preserve the environment and build a more resilient society capable of addressing and adapting to the impacts of climate change.

6. To guarantee a robust, ethical and transparent governance

- Atresmedia's **Corporate Governance System** is designed to ensure respect for rules and regulations and conduct based on good faith, ethics, and respect for best practices. Atresmedia uses as references the Good Governance Code of Listed Companies approved by the Spanish National Securities Market Commission (CNMV) and the Technical guidelines issued to ensure the proper functioning and composition of, as well as effective control over, its

administrative and management bodies (taking account of diversity of skills, gender, age, etc.), and a constant, transparent and responsible relationship with all its stakeholder groups, endeavouring to reconcile its own corporate interest with the legitimate interests of its employees, viewers, customers, suppliers, institutions and regulatory bodies, shareholders, investors, etc.

- The **Board of Directors** approves the General Corporate Governance Policy, which outlines the core principles governing its actions in this area: strict compliance with both external and internal rules and regulations; equal treatment of shareholders; quality and efficiency of the operation and performance of the Board of Directors and Board committees; and transparency.
- The **Audit and Control Committee**, composed of non-executive directors with a majority of independents, is responsible for supervising compliance with the rules of corporate governance and, in particular, the periodic assessment of the adequacy of the corporate governance system to ensure it fulfils its purpose, ensuring that the Group operates correctly and transparently, while promoting the corporate interests and taking into account, as appropriate, the legitimate interests of its stakeholders.
- The Corporate Governance System also includes internal rules and regulations, control and prevention mechanisms, and governance elements that support compliance with applicable laws and regulations and foster an **ethics and prevention culture** across the entire Group:
 - Atresmedia has a **Compliance and Crime Prevention Model**, whose purpose is to prevent, detect and address unlawful conduct, including corruption and bribery. Supporting this model are a series of essential tools, such as the **Code of Conduct**, the **Anti-corruption protocol**, and the **Whistleblowing Channel**. This channel, available to both employees and third parties, guarantees confidentiality (and, as appropriate, anonymity), whistleblower protection and the prohibition of retaliation in line with current legislation. It is supplemented by a **Personal Data Protection Compliance Model** and **Data Protection Officer**, who has received specific training, and has the appropriate seniority and functional independence to guarantee impartiality and effective performance.

The Chief Compliance Officer is a Group executive who performs duties independently and is provided with the appropriate training and resources to do so.

- Specific policies have also been approved for key areas, such as cybersecurity and the responsible use of artificial intelligence. The **Information Security Model (ISM)** and the **Information Security Policy** both aim to ensure a secure digital and technological environment. The **Policy on the Responsible Use of Artificial Intelligence and Related Technologies** outlines the commitments and principles to ensure the secure, responsible, and transparent use of AI tools.

- Responsible governance has a direct correlation with organisational performance. For this reason, Atresmedia has **embedded ESG metrics into the long-term variable remuneration** of the Parent's executive directors and Group executives, so as to align sustainability with corporate leadership.

7. To transmit our corporate policies and values throughout our value chain.

- **Equity, transparency, objectivity and independence in relationships with our suppliers of goods and services and our content providers.** We maintain two-way and transparent dialogue with our suppliers and our procurement processes guarantee full independence from any personal, family or financial ties that could cast doubt on the independence criteria and principles in supplier selection.
- **Sustainability in our procurement processes.** Through our supplier approval procedure, we request relevant information from our suppliers of goods and services on their sustainability performance. We also include clauses on social and environmental responsibility, as well as respect for human and labour rights of workers, in our agreements with suppliers of goods and services, and our content providers.
- **Shared commitment with our suppliers.** We involve our suppliers in Atresmedia's corporate policies by having them sign clauses pledging to abide by them. This ensures they work with same values and quality standards, and with the same social, labour and environmental commitment as Atresmedia. We especially promote awareness of our Code of Conduct among all suppliers.

8. To establish transparent relationships with our stakeholders

- **We maintain effective dialogue with our stakeholders.** Transparency and fluid communication with the people, entities or institutions who impact, or are impacted by, Atresmedia's decisions is a key pillar of our sustainability strategy. Accordingly, we have established effective and tailored communication channels with our key stakeholders so we can understand their views, needs and interests, and address their demands and expectations, integrating feedback that adds value to the Group.
- **We disseminate truthful, transparent and balanced corporate information.** We present relevant, complete and truthful information on the Group's financial and non-financial performance. Our reports are subject to internal and/or external control, auditing and/or assurance processes to guarantee maximum reliability of information published. All our communications are governed by the principle of balance. Accordingly, we not only report on our achievements, but also our areas for improvement. When we detect inaccurate or incorrect information, we issue corrections and, to the extent possible, explain any changes to the information provided, analysing the root cause to prevent this from happening again.
- **We are actively involved in leading Spanish and international corporate responsibility forums and organisations.** Active dialogue with stakeholders also implies involvement in Spanish and international forums, associations and initiatives. To this end, Atresmedia takes part in leading Spanish and international sustainability forums to share experiences and best practices with other

sustainability leaders with the aim of strengthening, sharing and enhancing our corporate responsibility strategy.

IV. Mechanisms for enforcement, oversight and control of the General Sustainability Policy

The **Board of Directors**, as the Parent's highest governing body, is responsible for validating the Group's sustainability strategy. In accordance with its regulations, it has also been vested with the non-delegable authority to **approve the General Sustainability Policy**.

The Corporate General Manager is responsible for enforcing the General Sustainability Policy and overseeing the sustainability strategy, ensuring that environmental, social and governance (ESG) criteria are integrated into business management and operational decision-making and promoting a corporate culture aligned with the Group's sustainability principles. The **Sustainability Department**, under the supervision of the Corporate General Manager, is in charge of defining and executing the Group's sustainability strategy, as well as identifying and implementing the necessary actions to deliver the sustainability targets.

The **Audit and Control Committee** is responsible for the review of the Group Sustainability Policy, ensuring it aligns with the strategy defined by the Board and is oriented toward value creation. It is also responsible for overseeing the Group's ESG strategy and compliance with the objectives of the General Sustainability Policy.

The Audit and Control Committee is supported by the **Sustainability Committee**, which meets regularly and contributes to embedding sustainability all across the Group. It drives internal efforts to deliver the strategic goals and, through the Corporate General Manager, briefs the governing bodies on progress and challenges in sustainability matters. The Group also has a **General Risk Policy**, defined by the Audit and Control Committee and approved by the Board of Directors. This policy outlines the various types of **financial and non-financial** (including ESG) risks identified and incorporated into the Corporate Risk and Control Model, which is reviewed and updated regularly in response to the business environment and evolving business strategy.

The **Internal Audit and Process Control Department** monitors and controls identified risks, ensuring the traceability, consistency and effectiveness of the system. It reports directly to the Audit and Control Committee, which is tasked with overseeing that the model is enforced and continuously updated.

Moreover, the Board of Directors, based on a report from the Audit and Control Committee, approves the annual **Sustainability Statement**, which is part of the consolidated management report. The sustainability statement is subject to assurance by an independent audit firm. Once approved, it is published together with the assurance report on the website of the Spanish National Securities Market Commission (CNMV) and on the Group's corporate website. It is also submitted to a consultative vote at the Annual General Meeting.

This policy is complemented by a series of general and supporting policies approved by the Group, including:

- General Corporate Governance Policy
- Policy on the Disclosure of Financial, Non-Financial and Corporate Information and Shareholder and Investor Contact Information
- Risk Policy
- Tax Policy
- Responsible Advertising Policy
- Human Resources Policy
- Health and Safety Policy
- Environment and Climate Change Policy
- Diversity, Equity and Inclusion (DEI) Policy
- General Data Protection Policy
- Policy on the Responsible Use of Artificial Intelligence and Related Technologies
- Information Security Policy (Cybersecurity)

This updated General Sustainability Policy replaces the 2021 version. It was approved by the Company's Board of Directors on 22 July 2025 based on a favourable report from the Audit and Control Committee, and is published on the Company's corporate website.