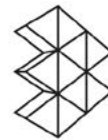


Atresmedia Corporación de
Medios de Comunicación, S.A. and Subsidiaries



2021

**Consolidated
Non-Financial Statement**



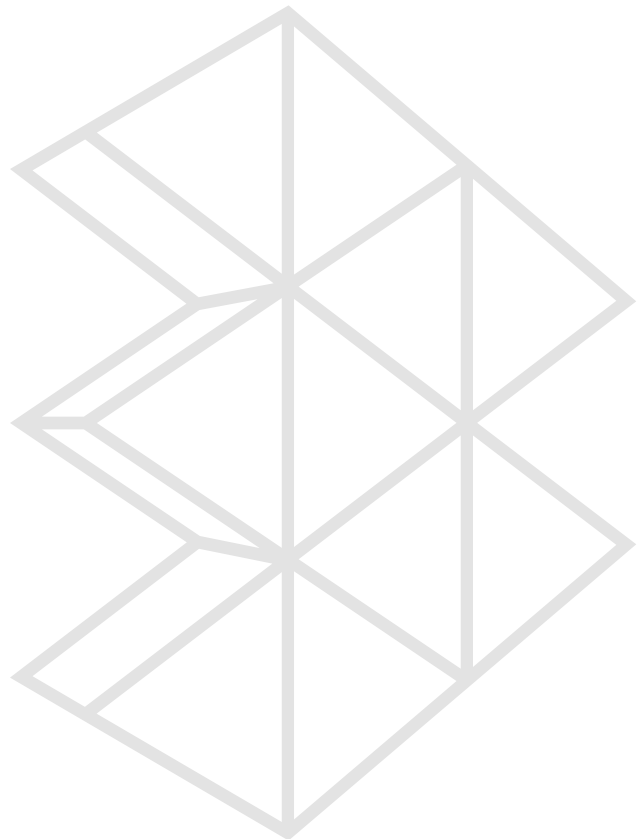
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01 Letter from the Chairman

We address all of you - our audience, shareholders, advertisers, employees and suppliers - to share our thoughts about an unprecedented year. We saw the beginnings of recovery and the reigning uncertainty eased, but it is of course still there. Even in this tough climate, however, Atresmedia grew stronger and put in a historic performance, thanks to our solid strategy and our people's excellent work. We exceeded our own expectations and gained a strong foothold to face 2022.

We are living in a time of tough challenges that need to be addressed urgently. The pandemic changed everyone's lives. It also sped up developments that, under normal circumstances, would have taken years. The social and economic fallout of the pandemic drove home the importance of sustainability, which has now become the central vector of recovery in Europe.

Our industry is also undergoing far-reaching change. New business models are emerging, consumer habits have shifted towards paid content as the norm, and content is assessed using new metrics. This means that our Group must continue to develop and adapt. However, we face the obstacle of regulatory asymmetries in the audiovisual industry that unbalance competition and leave users unprotected. Clearly, this needs to be put right, and we hope that the upcoming legal reform in Spain under the new Audiovisual Communication Law (*Ley General de Comunicación Audiovisual*) will play a key role here.

Although last year we were still in the throes of the pandemic and its surrounding uncertainty, we proved able to reinforce our commitment to society by providing high quality, responsible content and accurate, fact-checked news and information. We chose to display optimism in our support for the sectors of the economy and society that were hit hardest by the coronavirus crisis; so at every turn, we reminded everyone that our society is robust and resilient.



Our strategy and our model of responsible audiovisual content were again warmly received by our audience and the wider industry, and we became the leading audiovisual group. In the closing months of the year, Antena 3 was the most-viewed television network, while laSexta and our specialty channels Nova, Neox, Mega and Atreseries were the most-viewed in their segments. What's more, yet again this year, we took the absolute lead in news and current affairs. Antena 3 broadcast the most-viewed news programmes while laSexta remained a benchmark for current affairs. This shows that audiences trust our professionals and our way of conveying and analysing reality.

In a year in which the public needed truthful reporting about the coronavirus and vaccines, we fought disinformation with fact-checking mechanisms that help us ensure credibility and accuracy. We are proud that for yet another year Antena 3 Noticias was Spain's benchmark news network and topped the ranking of Spanish media as the most trusted



brand, according to the Digital News Report 20 published by the Reuters Institute, of the University of Oxford.

In addition to fulfilling our public service role in news broadcasting, we widened the diversity of our entertainment content, with popular formats such as *La Voz*, *Mask Singer*, *El Hormiguero 3.0*, and *El Desafío*, and our family of game-shows, *La ruleta de la suerte*, *¡Boom!*, *¡Ahora caigo!*, *¿Quién quiere ser millonario?* and *Pasapalabra*, which had its best year ever and was the most-watched daily television show in 2021. Our constant innovation in original fiction content brought to homes the most-watched series of the year, *Infiel* and *Tierra amarga*, and the firmly entrenched *Amar es para siempre* and *La cocinera de Castamar*, which led viewership figures for their time slots. In the linear broadcasting and time shift viewing categories, moreover, the year's most viewed series were *Mi hija* and *Mujer*, which topped 2.5 million and 2.3 million viewers respectively.

Atresmedia Radio continues to evolve, with a focus on listeners' and society's new ways of consuming audiovisual content. Therefore, we intensified the digital transformation of Onda Cero in 2021. In addition to the conventional airwaves, it is now available over its own app and website *ondacero.es*, voice-driven assistants, car-mounted devices and TDT. New technological enhancements of the listener experience are achieved almost every day.

As a media group, we understand that we owe a duty to society and play a special role facing each of our stakeholders. In 2021, therefore, we completed our second Corporate Responsibility Masterplan by seeing through the achievement of its final targets. We have now set new ESG goals to guide us through 2022 and 2023. The new aims are to reinforce our environmental strategy, update and amplify the ways we measure the Group's impact on communities and step up our reporting to investors on ESG performance.

ALTHOUGH LAST YEAR WE WERE STILL IN THE THROES OF THE PANDEMIC AND ITS SURROUNDING UNCERTAINTY, WE PROVED ABLE TO REINFORCE OUR COMMITMENT TO SOCIETY BY PROVIDING HIGH QUALITY, RESPONSIBLE CONTENT AND ACCURATE, FACT-CHECKED NEWS AND INFORMATION.

Our businesses are aligned with the Principles of the United Nations Global Compact, which we joined in 2008. We are also aligned with the 2030 Agenda and the Sustainable Development Goals. We are aware of the key role we can play in achieving these aims, and thus focus on the roll-out of initiatives that engage our audiences and wider society. Our Compromiso Atresmedia initiatives and the efforts of Fundación Atresmedia - which in 2021 set itself new aims and widened its scope of action to encompass media literacy for children and young people - are the Group's response to the global social and environmental challenges that we all face.

Our business activity is always on the move on an endless road. I would like to pay tribute to the valuable role played by everyone who contributes to the development of the Atresmedia Group. Without our people, none of our achievements would be even imaginable. So yet again this year, from a place of pride and affection, I send my thanks to our employees, who have faced tough and uncertain times with dedication, tenacity and unflagging effort. They managed to keep the business going and uphold the high standards of quality that have always been our hallmark.

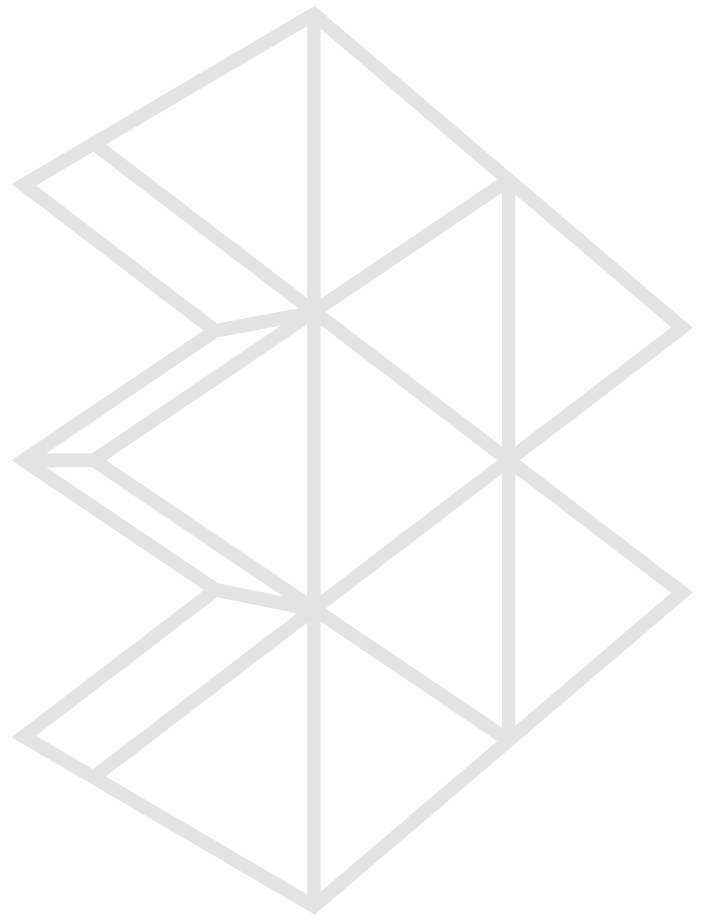
Finally, I should say that our project as a global audiovisual group would be unfeasible if it were not for the trust placed in us by our advertisers, who continue to choose us every day as their preferred advertising space. In our commitment to our advertisers, we continue to strive for effectiveness and innovation. Through technological development, we were again able to offer innovative formulas that bring advertisers new options to improve their return



on investment. Our role is to provide a better, safer environment in which advertisers brands can be displayed without risk facing a general audience. We must also make sure that ours is the best venue to advocate for our advertisers' social causes.

We thank our audience and our advertisers for yet again placing their trust in us; we thank the industry, for sharing our commitment to innovative creativity; and we thank our shareholders for their continued support for our business model, which has become a benchmark. My thanks and acknowledgement to you all. You partake in our successes and in our vital role in a society that, now more than ever, needs the media to provide quality, accuracy, confidence and human warmth.

JOSÉ CREUHERAS



 02

Message from the Chief Executive Officer

In this report, Atresmedia explains how its purpose and strategy, drawing strength from the talent of our professionals, continued to serve society this year with a rich and diverse range of quality entertainment and accurate, independent news coverage.

For the Group, 2020 was the most challenging year it ever faced. Our industry was hit by the uncertainty surrounding the pandemic and volatility in society, the economy, finance and politics. Even in that climate of uncertainty, Atresmedia proved able to respond swiftly and effectively, keeping our people safe, securing business continuity and delivering on our commitment to our audience and our advertisers.

In 2021, however, the trend turned. While average television consumption dropped away from its peak in 2020 and gradually returned to its pre-pandemic level, Spain's GDP grew by 5%, and advertising spend rose accordingly. Television advertising, the Group's main source of revenue, began to recover and was up by 9% in 2021 compared to 2020, while Atresmedia's total revenue grew by 11.2%.

Although uncertainty remains, the economy is recovering. Our 2021 performance attests that we have taken the right path, as shown by the renewed confidence of our audience and advertisers. We ended the year with total revenue of EUR 963.3 million, EBITDA of EUR 172.5 million and consolidated profit of EUR 118.5 million. These excellent figures exceeded our initial expectations and motivate us all the more powerfully to keep growing. Our belief in our business model, guided by principles of quality, innovation and social sensitivity, continued to deliver strong results. Surveys showed we are perceived as the best media company across variables such as quality, variety and popular appeal in our content, and in our social sensitivity and viewpoint diversity.

We are grateful for our major achievements in 2021. Every day, 21 million people chose our channels for news and entertainment, making us the Spanish communications group with the largest daily audience for our content. In addition, close to 4 million people tuned into our radio stations every day. Our international channels, moreover, now reach 57 million homes around the world.

We ended the year once again as the leading Group, with a share of 27.3%, our best figure of the past 7 years; we were also the only major group to grow. Antena 3 is the most-watched channel (13.8% audience share) and leads the prime-time slot. laSexta and our specialty channels Nova, Neox, Mega and Atreseries lead their respective segments.



In addition, our news coverage set a new record. At a time when reliable information became more urgently needed than ever, our journalists continued to report the news reliably and responsibly. Antena 3's television news programmes were the most-watched for the fourth consecutive year. They hit highest audience figures in 14 years, with nearly 2.5 million viewers per day. laSexta Noticias, for its part, beat its all-time record, reaching an average of 1.9 million viewers per day.



These figures, added to the 2.9 million people who tuned in daily to Onda Cero and Europa FM's 890,000 listeners, show that our long-term commitment to quality, innovation and audience engagement is on the right track.

Our success in 2021 isn't just about excellent figures, however. We also received a wide range of awards. Roberto Leal won the Ondas Award for Best Presenter for his work at the helm of Pasapalabra, the most-viewed daily game show. The last interview ever given by Pau Donés, singer of Jarabe de Palo, with Jordi Évole, was recognised with the Ondas Award for Best Documentary or Documentary Series. The 2021 Iris Awards, for their part, again recognized Antena 3 Noticias 2 and Vicente Vallés, respectively, as best news programme and news anchor, and Roberto Leal as best programme presenter.

Our approach to expanding our traditional business through convergence with the digital world is also bringing excellent results. While 2020 was a year of online broadcasting hits, in 2021 Atresmedia cemented its leadership in the digital environment. We ended the year with 27.9 million unique visitors to our channels' websites. The Atresplayer platform reached 3.4 million unique visitors, and Atresplayer Premium, our paywalled OTT, became firmly established as a benchmark thanks to the quality and variety of its offerings: exclusive premières ahead of linear channels and ground-breaking original content like *Cardo*, which garnered two Feroz awards and won national and international acclaim as one of the best fiction productions of the year. At the end of 2021, furthermore, the Group welcomed Diariomotor.com, the leading automotive news website in Spain, with more than 2.4 million unique monthly users.

WE ARE GRATEFUL FOR OUR MAJOR ACHIEVEMENTS IN 2021.
EVERY DAY, 21 MILLION PEOPLE CHOSE OUR CHANNELS FOR NEWS AND
ENTERTAINMENT, MAKING US THE SPANISH COMMUNICATIONS GROUP WITH THE LARGEST
DAILY AUDIENCE FOR OUR CONTENT.

Atresmedia also continued its firm support for the Spanish film industry. We released films such as *A todo tren: Destino Asturias*, the highest-grossing Spanish film of the year with over EUR 8.4 million at the box office and more than 1.5 million viewers, and *Las leyes de la Frontera*, winner of five Goya awards. We also began shooting eleven new films.

The success of Atresmedia Diversificación, our non-advertising business division, demonstrates that daring to build innovative business models can be an attractive alternative in uncertain times involving tough challenges. This year, the sale of Marmota enabled Atresmedia Diversificación to post record revenue and profit, accounting for more than 10% of the Group's earnings.

In this unique year, we cannot take stock of our financial and operating results without also examining the impact on communities of our business, in the broadest sense of the term. Our role as a media outlet kept society accurately informed and offered quality entertainment. We also bolstered our social action through the initiatives of Compromiso Atresmedia, our corporate volunteering programme, and the activities of the Atresmedia Foundation. Finally, we continued to strengthen our internal sustainability strategy.

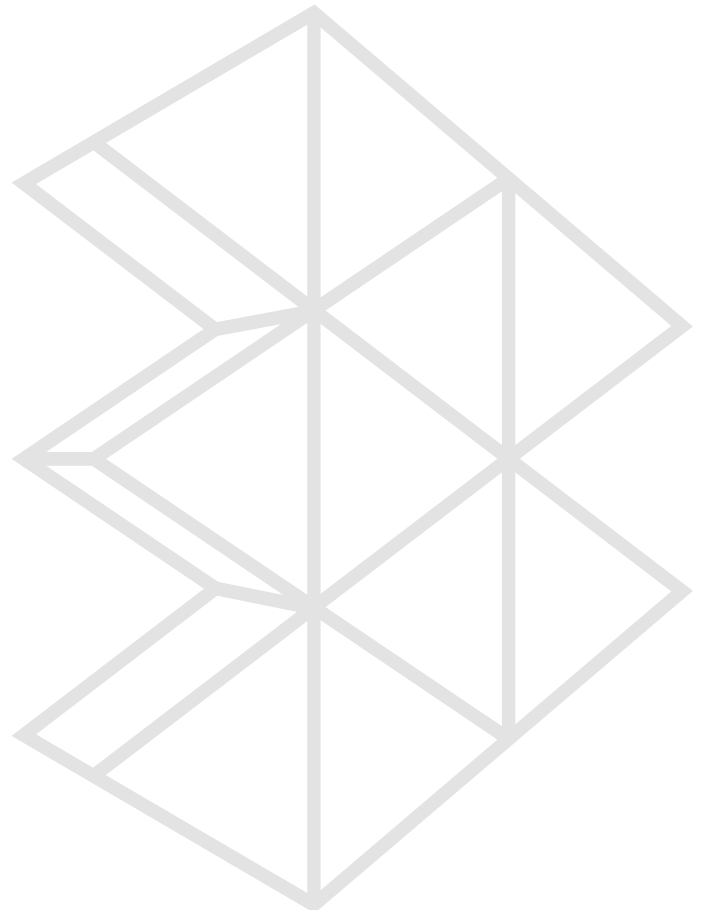
Guided by these principles, Atresmedia was the first media group in Spain and one of the first in Europe to sign a sustainable finance deal: we converted a syndicated loan for EUR 250 million into a sustainable transaction by linking it to the performance of three ESG indicators, including our score in the CDP climate change report, in which in 2021 Atresmedia achieved a B score. In addition, again this year, we were listed on the FTSE4Good Ibex sustainability index.



We continued to deliver on our commitment to job stability and employee safety. We made available all the healthcare measures required to enable our people to work safely. Once again this year, I would like to express my gratitude for the commitment and excellent work of our employees despite the difficult circumstances, and my joy at the sincere pride of belonging that they show towards Atresmedia.

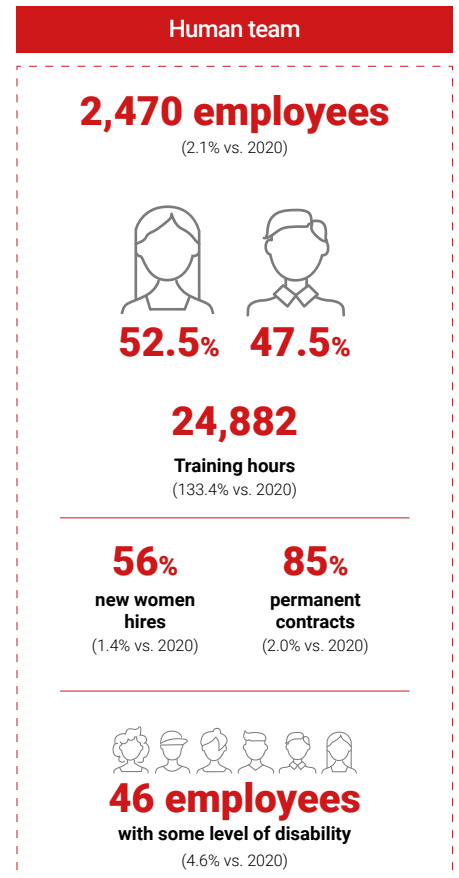
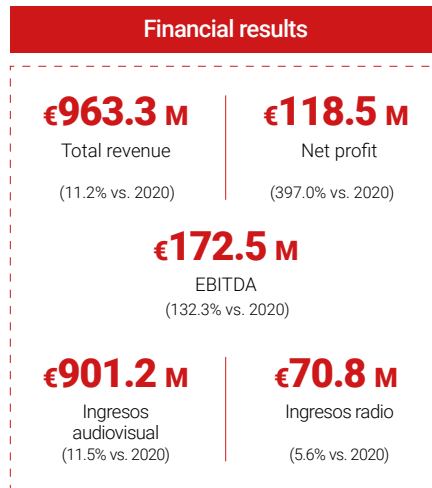
We face the future with the goal of continuing to grow, driven on by our values of quality, independence, innovation and social outreach, and reinforced by the trust of our audience, our advertisers and all of you.

SILVIO GONZÁLEZ





03 The year at a glance



ENVIRONMENTAL CONTRIBUTION

Fundación Atresmedia is shifting its focus to media and information literacy of children and young people

38 free ad campaigns
all subtitled, benefiting **29 ONG**

12,657 Showings of Compromiso Atresmedia campaigns
(30.1% vs. 2020)

19 start-ups invested in
(-0.5% vs. 2020)

€ 500,000 of donations to Fundación Atresmedia

92.3% Programación subtitulada en TV
(-1.3% vs. 2020)

17.4 M€ of gifted TV, radio and digital advertising campaigns

SOCIAL CONTRIBUTION

B score in the CDP report

127,268.12 GJ of energy consumption
(-0.2% vs. 2020)

36,208 m³ of water consumed
(-14.9% vs. 2020)

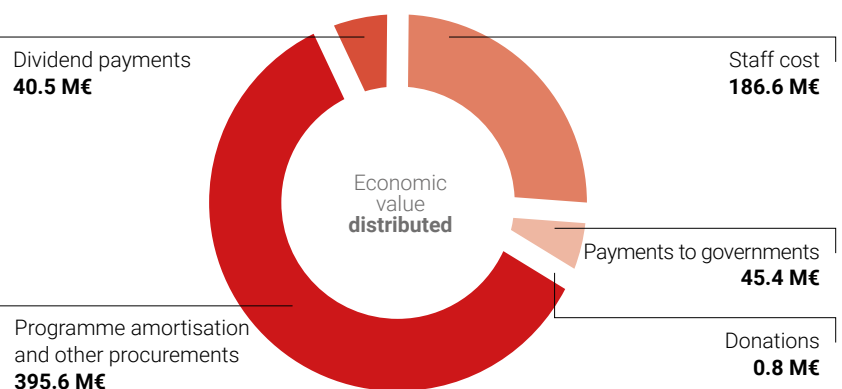
2m467 tCO₂ Scope 1 and 2 emissions
(-3.1% vs. 2020)

Interview with climate activist **Greta Thunberg** on **Salvados**

Economic value generated and distributed

€963.3 M
of economic value generated

€650.9 M
of economic value distributed



 **04**

Acerca de este informe

The non-financial statement was prepared pursuant to the requirements of Law 11/2018, of 28 December 2018, on non-financial and diversity information, approved on 13 December 2018 by the Spanish Congress of Deputies, amending the Spanish Commercial Code, the consolidated text of the Spanish Corporate Enterprises Act (texto refundido de la Ley de Sociedades de Capital) approved by Royal Legislative Decree 1/2010, of 2 July, and Spanish Audit Law 22/2015, of 20 July, on disclosures of non-financial and diversity information (from Royal Decree-Law 18/2017, of 24 November).

It also considered the European Commission guidelines on non-financial reporting (2017/C 215/01) arising from Directive 2014/95/UE. Preparation also followed the core option of the Global Reporting Initiatives Sustainability Reporting Guidelines (GRI Standards), and the GRI G4 Media Sector Supplement.

Subject matter of the report

Through the non-financial statement, Atresmedia reports on environmental, corporate governance, employee-related, social and human rights matters that are relevant for the Company in carrying out its business.

Background of the COVID-19 pandemic

The year 2020 was marked by the coronavirus (COVID-19) pandemic, which had a severe impact on the macroeconomic environment and global business performance. The relevant sections of this report describe the impact that this background still had in 2021.

Materiality assessment

The content of this report was selected partly on the basis of a materiality assessment conducted in late 2020. Our assessment considered external sources (sustainability standards, industry peers, investment funds, industry reports and research) and consultations carried out internally (Group employees) and externally (academia, financial sector, customers, users, civil society). By way of a new element, some of our sources looked specifically at key aspects of the ongoing pandemic.

All relevant material topics were analysed to identify how they relate to the specific content and indicators included in the new GRI G4 Standards. Atresmedia selected those disclosures that truly respond to the interests of stakeholders and its own strategy. As a result of the consultation process, it was also determined that, given the nature of its operations, the specific characteristics of the industry and the Group's activity, the contents of Ley 11/2018 (a statute addressing non-financial reporting requirements) on noise and light pollution, the circular economy, food waste, biodiversity, and the impact on protected areas are not considered material.

Key results of the materiality assessment

COVID-19 sharply increased the materiality of some topics. The key results of the materiality assessment showed that the most material topics in 2020 and 2021 were: integrating corporate responsibility with day-to-day management; fact-checking and fighting "fake news"; keeping a financial balance; involving the Board in handling ESG matters; and managing information security.

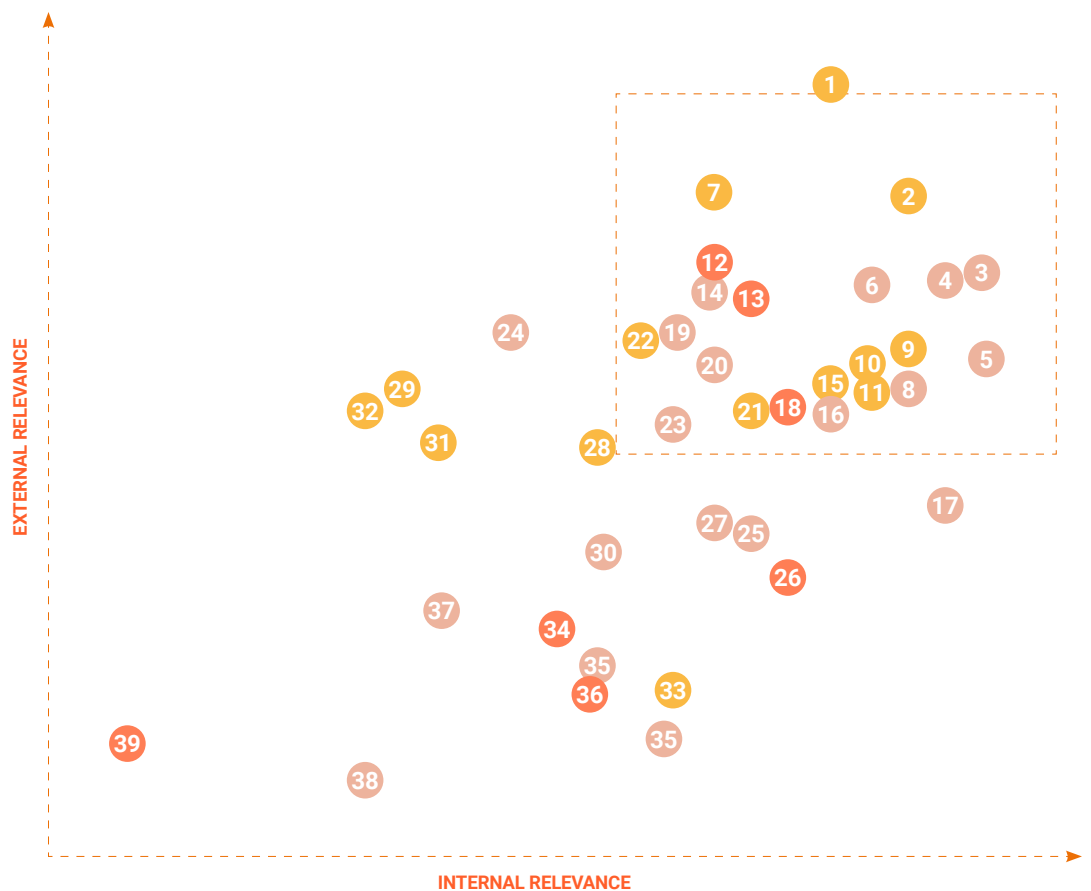
As to changes in materiality with respect to 2019, some priorities remained very much in place: taking a responsible approach to news coverage and advertising and entertainment content (values such as reputation, inclusiveness, independence, accuracy, protecting children, innovation), and information security. There was a slight increase in the materiality of environmental management due to growing global awareness. Hence, environmental issues are now a material topic alongside fact-checking and the fight against fake news (the most material topic), human rights, financial balance, business model review and investor



relations. The broad topics of integration of corporate responsibility with the business and the governance model evolved towards more specific concerns as a result of the maturity achieved by the sector and the company in recent years. Looking at the lower end of the matrix, we reviewed key specific points of human resource management that had so far not been dealt with individually, such as work-life balance, non-discriminatory culture, integration of people with disabilities, and employee engagement with operational changes.

Contact us

Questions regarding report content and the definition process may be sent to responsabilidad.corporativa@atresmedia.com or to Atresmedia Corporación, Av. Isla Graciosa 13, San Sebastián de los Reyes, 28703 (Madrid), which is the Group's main address.





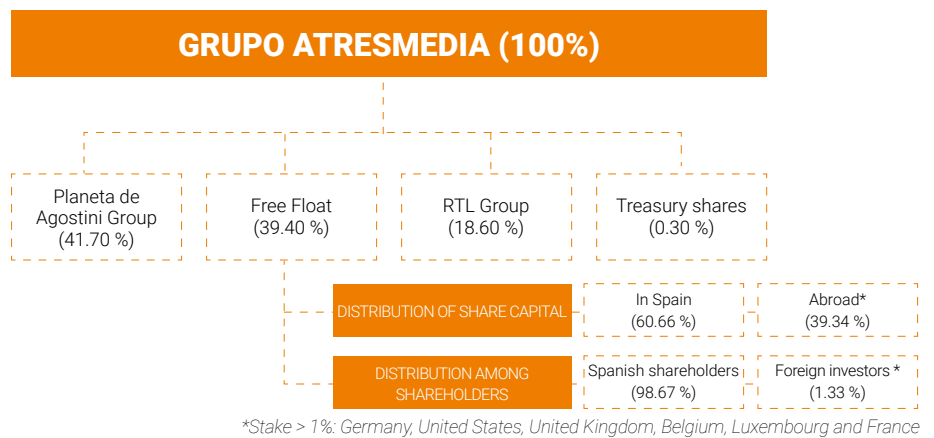
| DOMAINS | MATRIX HIERARCHY | TOPICS | NFS CONTENT (SECTION) |
|--|-----------------------|--|--|
| INTEGRATION OF CR WITH MANAGEMENT | 4 | Board involvement in ESG management | Corporate governance |
| | 8 | Good governance | Corporate governance |
| | 16 | Compliance | Compliance |
| | 20 | Responsible tax policy | Compliance with tax obligations |
| | 19 | Internal organisation of CR | Atresmedia purpose, mission and values |
| | • 37 | Integration of ESG risks with the company's overall risk management | Risk prevention, control and identification/ ESG risk model |
| | 5 | Information security | Risk prevention, control and identification/ Cybersecurity |
| | 3 | Financial balance | The year at a glance |
| | 6 | Business adaptation and rethinking | Business model and strategy |
| | 17 | Brand value and industry leadership | Business model and strategy |
| | 23 | Investor Relations | Atresmedia's impact on the environment |
| | • 24 | Stakeholder dialogue and meeting expectations | Atresmedia's impact on the environment |
| | • 35 | Supply chain management | Suppliers, producers and distributors |
| | • 38 | Cooperation with suppliers and subcontractors | Suppliers, producers and distributors |
| | • 30 | Promoting community development initiatives and creating opportunities | Communities |
| | 14 | Community campaigns and initiatives | Communities |
| | • 27 | Environmental commitment | Natural environment |
| | • 25 | Protection and advocacy of human rights | Communities/Human rights |
| | PEOPLE AND EMPLOYMENT | 10 | Engagement and management of human talent and capital |
| 18 | | Culture of equality, inclusion and non-discrimination in the workplace | Employees/Supporting equality, diversity and work-life balance |
| • 26 | | Culture of diversity and integration of people with disabilities | Employees/Supporting equality, diversity and work-life balance |
| 13 | | Work-life balance | Employees/Supporting equality, diversity and work-life balance |
| • 34 | | Engagement | Employees/Career development |
| 12 | | Occupational safety, health and welfare | Employees/Career development |
| • 36 | | Change in operating model | Employees |
| • 39 | | Dialogue with employees (collective agreements and unions) | Employees/Stable employment and rewarding working environment |
| IMPACT ON SOCIETY OF CONTENT CREATION, PRODUCTION AND BROADCASTING | 2 | Reputation of news content (independence, ethics, objectivity and viewpoint diversity) | Customers and users: advertisers and audience |
| | 1 | Fake news and fact-checking | Customers and users: advertisers and audience |
| | 22 | Mechanisms to safeguard impartiality | Customers and users: advertisers and audience |
| | 21 | Reputation of entertainment content (quality, ethics and responsibility) | Customers and users: advertisers and audience |
| | 11 | Child protection | Customers and users: advertisers and audience |
| | • 32 | Specific programming related to social issues | Communities/Compromiso Atresmedia |
| | • 29 | Diversity and inclusiveness in content creation | Customers and users: advertisers and audience |
| | 15 | Ongoing content updating and innovation | Business model and strategy |
| | 9 | Innovation and development of new technologies for content distribution | Business model and strategy |
| | • 33 | Customer experience when using the platforms | Business model and strategy |
| | • 28 | Accessibility | Customers and users: advertisers and audience |
| | 7 | Responsible advertising (ethical, truthful, honest and legal) | Customers and users: advertisers and audience |
| | • 31 | Medialiteracy | Customers and users: advertisers and audience |

* Highlighted topics are the most material and rank in the matrix at the highest levels of internal and external materiality.

05 About us

Atresmedia is Spain's leading communications group, with operations in the television, radio, digital, film and audiovisual production sectors. The Group implements its strategy through various business divisions: Atresmedia Televisión (Antena 3, laSexta, Neox, Nova, Mega and Atreseries), Atresmedia Radio (Onda Cero, Europa FM, Melodía FM), Atresmedia Digital (Smartclip, ATRESplayer, H2H, Diariomotor and own websites), Atresmedia Publicidad (advertising and marketing field), businesses and activities that do not depend directly on advertising, such as Atresmedia Diversificación, Atresmedia Cine, Atresplayer Premium (video-on-demand subscription platform), international channels and content production for third parties (Buendía Estudios). They all share the core values of quality, innovation, commitment, plurality and commitment to the industry, which govern all their activities and enable them to fulfil their purpose as a company, as well as their mission and vision.

Atresmedia Corporación is a listed company that currently displays the following shareholder structure:



The two shareholders with significant shareholdings are:

| SHAREHOLDER | BUSINESS | BOARD PRESENCE |
|---|---|---|
| GRUPO PLANETA DEAGOSTINI¹ | The group emerged from a strategic alliance between the Planeta Group and DeAgostini. Its goal is to entrench its leadership in publishing, explore new economic sectors and, in particular, to become a major player in audiovisual media. | Mauricio Casals Aldama, Marco Drago, Carlos Fernández Sanchiz and José Creuheras ² . |
| RTL GROUP³ | RTL is the European leader in the entertainment market, with 67 television channels, 10 video-on-demand (VOD) platforms and 38 radio stations. Headquartered in Luxembourg, the company has radio and television interests in Germany, France, Belgium, the Netherlands, Luxembourg, Spain, Hungary, and Croatia. It also produces content, which it distributes to all continents, and has interests in several digital video businesses. RTL's shares are listed on the Frankfurt and Luxembourg exchanges. | Elmar Heggen and Nicolas de Tavernost. |

¹ Grupo Planeta de Agostini, S.L. has an ownership interest through its wholly owned single-member subsidiary GRUPO PASA CARTERA, S.A.U.

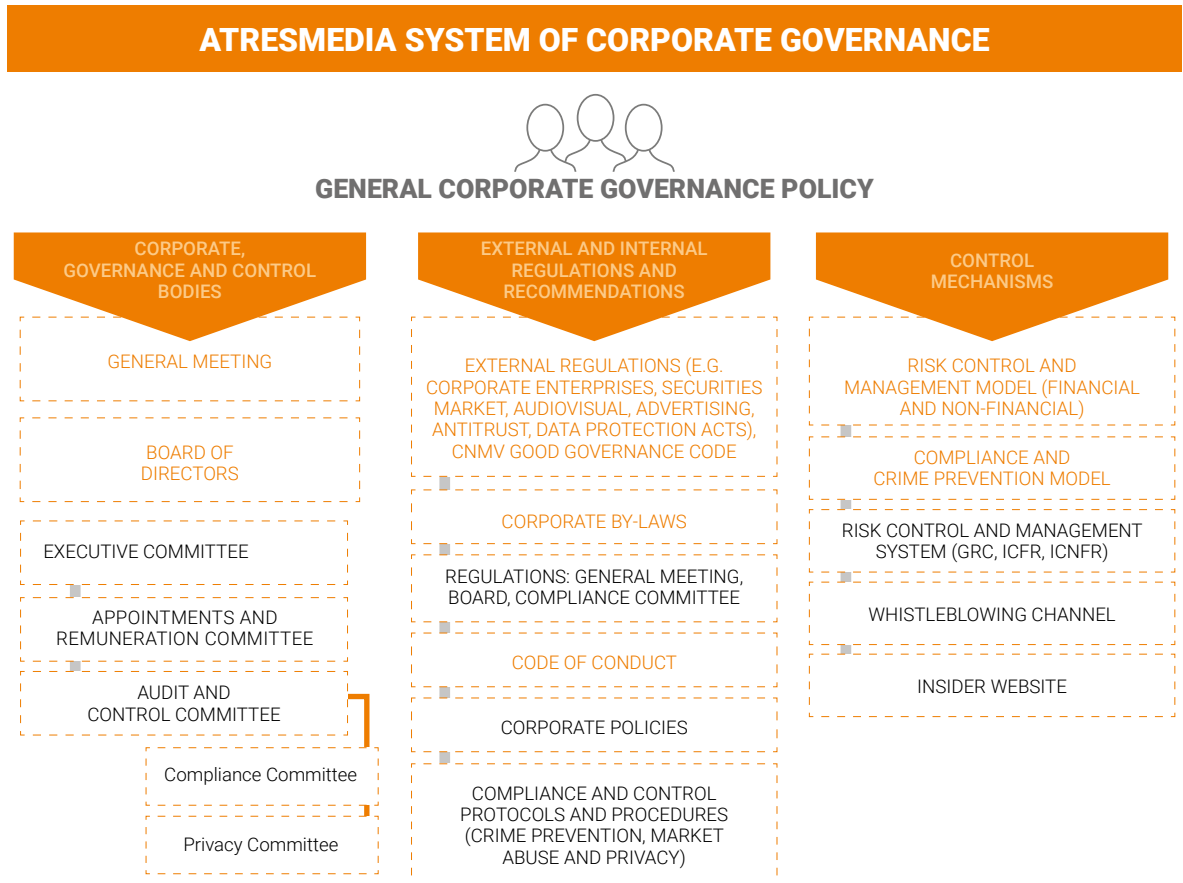
² The chairman, José Creuheras Margenat, a proprietary director appointed at the proposal of the Planeta DeAgostini Group, and an executive director. Pursuant to Article 529(1) of the Corporate Enterprises Act, he qualifies as an executive director.

³ RTL Group, S.A. (controlled by Bertelsmann, A.G.) has an ownership interest through UFA FILM UND FERNSEH GMBH, which is the direct shareholder of Atresmedia Corporación.

05.1 Corporate governance

Atresmedia's corporate governance and decision-making system is based on the **Corporate Governance Policy** and comprises the governance and management organs, subject to statutory provisions that ensure that those organs function properly, are suitably controlled, and interact appropriately with stakeholders. Further information on this system is provided in the Annual Corporate Governance Report (ACGR).

Components of Atresmedia's corporate governance system:



The 2021 Annual Corporate Governance Report provides a detailed description of the structure and operation of the entity's governing bodies, their composition, the entity's shareholder body, approved related party transactions, the risk management and control model, the conduct of the general meeting and the extent of compliance with the recommendations of the Good Governance Code of Listed Companies introduced by the Spanish National Securities Market Commission (CNMV).

In 2020, Atresmedia took urgent steps to adapt its corporate governance to the exceptional situation triggered by the COVID-19 **pandemic** so as to ensure continuity in the functioning of its management bodies and to comply with applicable regulations, especially with regard to shareholder rights. In **2021**, the special measures were kept in place or modified in step with the developing health situation and specific regulations for pandemic management. Key **highlights** included:

- Meetings of the **Board of Directors** and the **Committees** were held by videoconference until July. We **gradually reintroduced face-to-face meetings**

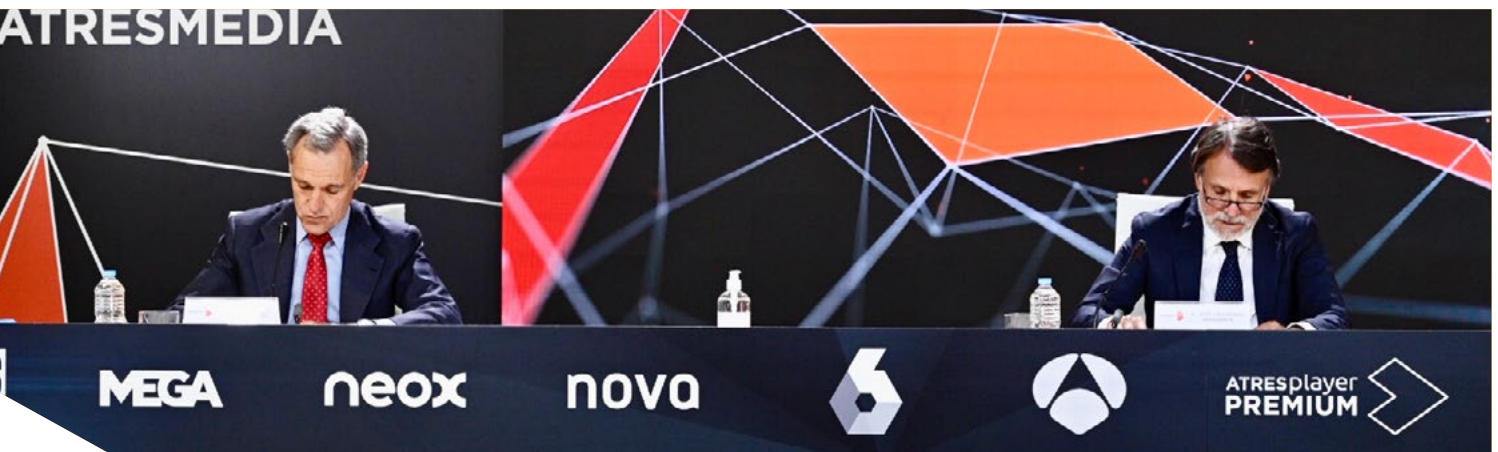
under **strict health precautions**, while keeping available the videoconferencing option wherever a director's physical presence was unfeasible.

- The **Annual General Meeting** of 28 April 2021 was held by **remote** means exclusively, given the healthcare situation at the time and the travel and venue occupancy restrictions then in effect. Following recommendation 7 of the Code of Good Governance, the meeting was broadcast live to the public over the corporate website.

TO UPHOLD THE HIGHEST STANDARDS OF CORPORATE GOVERNANCE, THE ATRESMEDIA GROUP CLOSELY WATCHES LEGISLATIVE DEVELOPMENTS AND GOOD GOVERNANCE RECOMMENDATIONS, AND SWIFTLY ALIGNS ITS PRACTICES.

In 2020, we undertook an in-depth analysis of the Atresmedia corporate governance scheme to identify any new developments in the Good Governance Code of Listed Companies that ought to be introduced to improve our system. The Board accordingly decided to take steps to adapt to the reform, and amended the Code of Conduct and several policies for the purposes explained below:

- **Risk policy:** amended to reflect the integration of Environmental, Social and Corporate Governance (ESG) risks into the Company's risk map.
- **Corporate Responsibility policy:** amended to include new mechanisms for oversight of non-financial reporting.
- **Corporate governance policy:** amended in line with the revised Good Governance Code of Listed Companies and incorporate internal rules and best practices already implemented by Atresmedia.



The new texts of the policies were adopted by the Board at its meeting of 24 February 2021, following favourable reports from the committees concerned with each domain. The redesigned whistleblowing channel was launched on 17 May 2021.

At the Annual General Meeting held on 28 April 2021, the shareholders adopted a new director remuneration policy for the 2021-2023 period. The new policy sets out the long-term variable remuneration plan for executive directors and certain managers of the Group, comprising payments in cash and shares. To continue integrating ESG concerns with the Group's performance, we picked three KPIs from the non-financial dashboard to set one of the plan's variable remuneration targets. These KPIs relate to:



- Complying with the **recommendations of the Good Governance Code of Listed Companies** applicable to the Company.
- Setting aside a meaningful reserve of advertising space for **free campaigns for NGOs**.
- Maintaining and **improving** the percentage of **hours of subtitled content** in programming.
- The Atresmedia Group's **rating** in the **Carbon Disclosure Project** report.

Adaptation to legal developments

The entry into force of *Ley 5/2021, de 12 de abril*, amending the consolidated text of the Corporate Enterprises Act, adopted under Royal Legislative Decree 1/2010 of 2 July, and other financial laws and regulations designed to encourage long-term shareholder engagement in listed companies has required us to **reform the Company's articles and other corporate governance rules**. We have also incorporated some of the recommendations set out in the Good Governance Code of Listed Companies as revised in 2020, such as recommendations 8 and 54 on the powers of the Audit and Control Committee.

ATRESMEDIA COMPLIES WITH 59 OF THE 60 RECOMMENDATIONS THAT APPLY TO IT IN THE GOOD GOVERNANCE CODE OF LISTED COMPANIES

At its meeting of 15 December 2021, the **Board of Directors**, following a favourable report from the Appointments and Remuneration Committee, **decided** to:

- propose to the shareholders at the 2022 Annual General Meeting that the Company's articles be amended;
- **amend the Regulations of the Board of Directors**, which amendment will be notified to the shareholders at the next general meeting in accordance with the Corporate Enterprises Act;
- propose **amendments** to the **Regulations of the General Meeting**; and
- **reform the internal rules of conduct in matters relating to the securities markets**. It is no longer mandatory for listed companies to have such rules, but Atresmedia has decided to keep them in place as a best practice that supports compliance with the rules on market abuse by subject persons and by the Company itself.

In 2021, we made a major effort to adapt our scheme of corporate governance to legal and regulatory changes. This enabled Atresmedia to upgrade its extent of compliance from 50 recommendations to 59 out of the 60 that apply (within the framework of the 64 current recommendations under the Good Governance Code of Listed Companies - see section G of the 2021 Annual Corporate Governance Report).

Our internal rules on corporate governance (articles of association, regulations and policies) are available at www.atresmediacorporacion.com, where you can also find the whistleblowing channel and its rules.



Assessment of governing bodies

The Company follows Recommendation 36 of the Good Governance Code of Listed Companies and evaluates the performance of the governing bodies every three years with the assistance of an independent external advisor. The evaluation for 2021 was conducted internally by the Secretary of the Board of Directors. It was based on individual questionnaires filled out by the directors, on corporate documentation and on the Board of Directors' and Board committees' activity reports for 2021.

AT THE ATRESMEDIA GROUP WE ARE AMBITIOUS ABOUT ACHIEVING EXCELLENCE IN CORPORATE GOVERNANCE, SO WE USE OUR GOVERNING BODY ASSESSMENT RESULTS TO DRIVE OUR APPROACH OF CONSTANT IMPROVEMENT.

The results of the performance review of our management bodies are set out in an annual report to the Board of Directors, which includes an action plan containing specific proposals for improvement in the following year.

The ACGR reports on the proposals of the **action plan** implemented in 2021. Highlights include:

| | |
|----------------------|---|
| POLICIES | Continuing to improve corporate governance by applying the principles of the Atresmedia corporate governance policy and best practices in the market, in line with regulatory bodies' recommendations and guidance. |
| SYSTEMS | Enabling directors to use remote connection systems so that they can attend meetings in person instead of appointing proxies. |
| PARTICIPATION | Promoting attendance by key executives at Board meetings so that they can inform directors on matters within their remit and implementation of strategy in their respective business divisions. |
| COMMUNICATION | Keeping up ongoing communications from the office of the Secretary of the Board so that corporate governance information is updated and directors are aware of the internal rules of Atresmedia and applicable laws, standards and regulations. |
| SUPPORT | Reviewing the director assistance and support programme for the inclusion of the two new female independent directors in April 2021, to help them quickly and effectively grasp the range of activities and business of lines of the Atresmedia Group, its organisational structure, management team and corporate governance system, thus facilitating the fulfilment of the duties and responsibilities inherent in the position. |

These meetings addressed the following issues related to governance, compliance and corporate responsibility:

| | | |
|---|--|---|
| CHIEF COMPLIANCE OFFICER REPORTS TO THE AUDIT COMMITTEE ON THE REGULATORY COMPLIANCE COMMITTEE'S ACTIVITY APRIL, JULY AND DECEMBER 2021 | CEO REPORT TO THE BOARD OF DIRECTORS ON DEVELOPMENTS IN NON-FINANCIAL MATTERS JUNE AND DECEMBER 2021 | REPORT AND APPROVAL OF THE 2021 ACGR AND ARDR FEBRUARY 2021 |
| ANNUAL EVALUATION OF THE BOARD AND BOARD COMMITTEES FEBRUARY 2021 | AUTHORISATION FOR ISSUE OF THE NON-FINANCIAL STATEMENT FEBRUARY 2021 | REPORT AND APPROVAL OF AMENDMENTS TO THE CODE OF CONDUCT FEBRUARY AND APRIL 2021 |
| OVERSIGHT OF DIRECTOR AND AUDITOR INDEPENDENCE FEBRUARY 2021 | REPORT AND APPROVAL OF THE CORPORATE GOVERNANCE POLICY, THE RISK POLICY, THE CORPORATE RESPONSIBILITY POLICY, THE FINANCIAL, NON-FINANCIAL AND CORPORATE REPORTING POLICY AND THE CONTACT WITH SHAREHOLDERS AND INVESTORS POLICY FEBRUARY AND APRIL 2021 | INTEGRATION OF CORPORATE RESPONSIBILITY AND ESG AT ATRESMEDIA: PROGRESS IN 2020. APRIL 2021 |
| REPORT AND APPROVAL OF THE LONG-TERM VARIABLE REMUNERATION PLAN FOR EXECUTIVES AND MANAGERS WITH ESG TARGETS MARCH 2021 | EVALUATION OF SHORT-TERM VARIABLE REMUNERATION TARGETS LINKED TO COMPLIANCE BY EXECUTIVE DIRECTORS WITH CORPORATE GOVERNANCE RULES: FEBRUARY 2021 | DEVELOPMENTS IN THE RISK MANAGEMENT AND CONTROL MODEL DECEMBER 2021 |



Board of Directors

At 31 December 2021, the Board of Directors comprised **12 directors**, 4 whom were **women** (more than 30% of the total membership).

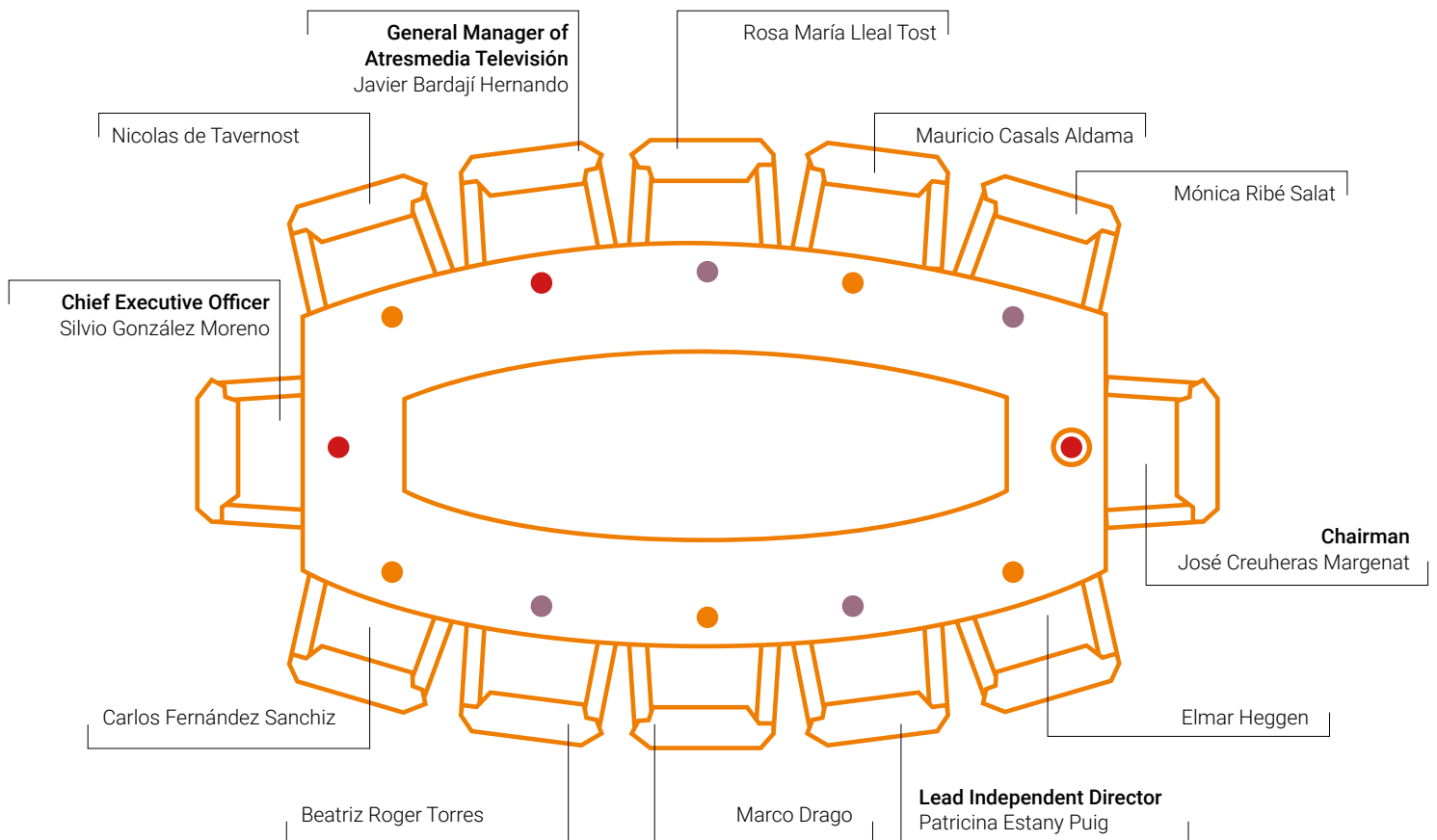
As planned since their latest re-election in 2021, the independent directors Aurora Catá Sala and María Entrecanales Franco resigned, having held office for a continuous period of twelve years, given that under Article 529(i) of the Corporate Enterprises Act and Article 10.4.i) of the Regulations of the Board of Directors twelve years is the maximum period for which a directorship can be regarded as independent.

At the 2021 Annual General Meeting, the shareholders appointed two new independent directors, Rosa María Lleal Tost and Beatriz Roger Torres, nominated by the Appointments and Remuneration Committee in accordance with regulatory requirements and Atresmedia’s own corporate governance rules. The appointments preserved the percentage of independent directors on the Board and fulfilled the membership requirements of the Appointments and Remuneration Committee and the Audit and Control Committee, which require a sufficient presence of independent directors and must also be chaired by independents.

To select the new directors, the Appointment and Remuneration Committee engaged the services of an external consultancy firm, Spencer Stuart, to identify and assess the most suitable candidates while ensuring diversity among directors in terms of gender, age and expertise.

The average age was 62. The type, diversity of skills and representation of proprietary directors representing major shareholders were as follows:

- Secretary** ○
- Manuel de la Viuda Fdez. De Heredia
- Vice Secretary** ○
- Margarita González Martín del Río
- Executive ●
- Proprietary ●
- Independent ●
- Other external ●



**Diversity of management bodies**

Atresmedia has pinpointed the diversity issues that pose the greatest social and corporate challenges for equality of opportunity and non-discrimination. These issues include **diversity of management bodies**, diversity by age, diversity by **nationality** or background, and diversity by **expertise**.

| | EXECUTIVE | | PROPRIETARY | | INDEPENDENT | | WOMEN | |
|--|-----------|-----|-------------|-----|-------------|-----|-------|-----|
| BOARD OF DIRECTORS | 3 | 25% | 5 | 42% | 4 | 33% | 4 | 33% |
| EXECUTIVE COMMITTEE | 2 | 40% | 2 | 40% | 1 | 20% | 1 | 20% |
| AUDIT AND CONTROL COMMITTEE | - | - | 2 | 40% | 3 | 60% | 3 | 60% |
| APPOINTMENTS AND REMUNERATION COMMITTEE | - | - | 2 | 40% | 3 | 60% | 3 | 60% |

| BY AGE | |
|--------------------------|---------|
| UNDER 50 | 0 / 0% |
| BETWEEN 50 AND 60 | 6 / 50% |
| OVER 60 | 6 / 50% |
| AVERAGE AGE | 62 / - |

| BY NATIONALITY | |
|----------------|---------|
| SPANISH | 9 / 75% |
| FOREIGN | 3 / 25% |

In terms of diversity of skills, **Atresmedia's directors have the full range of knowledge required by the Group's activity**. All boast solid careers in management, strategy and social action, with most having experience in the media sector. Some directors have broad experience in finance, risk and insurance and several are experts in non-financial management and sustainability.

| EXPERTISE | NO. OF DIRECTORS |
|--------------------------------------|------------------|
| MANAGEMENT | 12 |
| STRATEGY | 12 |
| MEDIA | 9 |
| FINANCE AND RISKS | 9 |
| GOVERNANCE AND SUSTAINABILITY | 9 |
| INSURANCE | 2 |

05.2 Atresmedia's purpose, mission, vision and values

In 2018, Atresmedia carried out a process of discovering its corporate purpose so as to put into words the Group's *raison d'être*. The result of the process was **"We believe in the power of reflection and emotion."** Everyone at Atresmedia is convinced that the news and entertainment content produced and disseminated by the Group generates reflection and emotion, helping to drive a positive impact on society. The purpose was implemented in 2019 via internal dissemination through communications with the Board of Directors, the Management Committee, the Corporate Responsibility Committee and employees. Externally, it was included in the full structure of corporate policies, press releases, communications to the CNMV and presentations to advertisers and audiences.

AT ATRESMEDIA WE ARE AWARE OF OUR PUBLIC SERVICE ROLE FACING SOCIETY. THEREFORE, WE REMAINED ACTIVE ALL THROUGHOUT THE PANDEMIC, AND PLACED THE TALENT, CREATIVITY AND PROFESSIONALISM OF OUR EMPLOYEES AT THE SERVICE OF THE COUNTRY, TO KEEP PEOPLE INFORMED, ENTERTAINED AND SUPPORTED WHEN MOST NEEDED.

Throughout the healthcare crisis, Atresmedia strengthened its commitment to society by delivering on our model based on high quality, responsible content, accurate and thoroughly fact-checked news coverage, and positive messages, such as our *Un Gran País* campaign in support of industries and businesses that were hard hit by the pandemic, while encouraging the public by reminding them of the strengths and potential of our society.

The corporate purpose embodies the mission, vision and values that govern the activity of Atresmedia:



Our role as a media group


From the onset of the COVID-19 pandemic, Atresmedia has borne in mind its **social responsibility as a Spanish audiovisual group**. Throughout the crisis, the Group tirelessly kept up its news coverage and quality programming, and launched a range of campaigns and actions in support of Spanish society in these difficult times (see [6.3.2 Compromiso Atresmedia](#)).

Through its television channels, Atresmedia reaches more than 21 million people every day, and more than 2.88 million listeners over its radio stations. Given these figures, and in the **awareness of its public-service role**, the Group believes that its main responsibility is to **support society by communicating responsibly**, offering widely varied quality content, comprehensive news coverage with a diversity of viewpoints, and entertainment for all audiences, while lending a voice to social causes so as to raise public awareness and encourage action.

With this in mind, we designed and drew up the **General Corporate Responsibility Policy** in 2010, which was updated in 2019. To comply with the recommendations of the new Good Governance Code of Listed Companies published in 2020, the General Corporate Responsibility Policy was reviewed in 2021 and approved by the Atresmedia Board of Directors on 24 February. This policy is supervised and controlled by the Audit and Control Committee and is further supplemented by our policies on responsible advertising, human resources and the environment, all of which were revised in 2019 and regulate non-financial matters that impact, or have the potential to impact, the Group's activities.

The General Corporate Responsibility Policy (General CR Policy) sets out the Group's commitments and the guiding principles for delivering on them in the right way. These commitments and principles complement the Company's strategic priorities, and guide the actions taken to achieve them:



| 2019 GENERAL CORPORATE RESPONSIBILITY POLICY | |
|--|--|
| COMMITMENTS | PRINCIPLES |
|  <p>C1. To produce and broadcast responsible news and entertainment content that is accessible for all society</p> | Quality, commitment, accessibility, accuracy, viewpoint diversity; and protection of and advocacy for human rights |
|  <p>C2. To promote high quality, honest and ethical advertising in all our media</p> | Honest and transparent business management, service quality, efficiency and innovation, advertising self-regulation, respect for human rights, child protection, and commitment to wider society |
|  <p>C3. To support our employees as the company's main asset</p> | Provide quality employment and a rewarding work environment, promote equality, diversity and work-life balance, guarantee labour rights and promote ethical behaviour among the people who are part of our Company |
|  <p>C4. To help society progress and develop</p> | Commitment to achieving the United Nations Sustainable Development Goals, social awareness through the media channels of Atresmedia, active collaboration with non-profits, promotion of corporate volunteering among our employees, and creation of Fundación Atresmedia to promote the welfare and rights of children and young people. Through the creation of Fundación Atresmedia |
|  <p>C5. To minimise environmental impact and raise awareness in society about caring for the environment</p> | Reduce the environmental impacts of our operations and raise society's environmental awareness through our media outlets |
|  <p>C6. To strengthen corporate governance</p> | Comprehensive corporate governance system, corporate governance policy, Audit and Control Committee and Appointments and Remuneration Committee |
|  <p>C7. To transmit the corporate policies and values throughout the value chain</p> | Fairness, transparency, impartiality and independence in relations with our suppliers of goods and services, sustainability in our procurement processes, and shared commitment with our suppliers |
|  <p>C8. To establish transparent relations with stakeholders</p> | Channels for fluid and active dialogue with our stakeholders, transparency, truthfulness and balance in corporate reporting, and active involvement in Spanish and international corporate responsibility forums and organisations |

The main new development in the General CR Policy with respect to the previous version is that it specifies new methods for monitoring compliance with corporate policies and mechanisms to oversee non-financial risks, including business ethics and conduct risks.

ATRESMEDIA'S CORPORATE RESPONSIBILITY COMMITTEE, WHICH FIRST MET IN 2010, IS CONSULTATIVE AND ADVISORY IN ITS NATURE. COMMITTEE MEMBERS INCLUDE REPRESENTATIVES DRAWN FROM HUMAN RESOURCES, OPERATIONS MANAGEMENT, GENERAL SERVICES, INTERNAL AUDIT, CORPORATE GOVERNANCE, ADVERTISING, CONTENT, NEWS AND CURRENT AFFAIRS, SUPPLIERS AND STRATEGY.

As a result of COVID-19, the Corporate Responsibility Committee, which is in charge of implementing the Atresmedia CR strategy, held no in-person meetings in 2021; however, committee members kept in touch and performed their duties remotely. This internal organisation is complemented by the 2018-2020 CR Master Plan, which Atresmedia completed throughout the year. The customer and supplier approval project is scheduled to kick off in 2022. Atresmedia has set itself new annual ESG goals for 2022 and 2023, with a focus on boosting our environmental strategy, accurately measuring the Group's impact on communities, enhancing our reporting to investors on ESG performance and training directors and employees on sustainability topics.



Our progress in delivering on the commitments under the General CR Policy is reported in this Non-Financial Statement and on our [corporate responsibility](#) website, which we update on a rolling basis. In addition, a “[Non-financial dashboard](#)” is attached to this report as an appendix.

For yet another year, Atresmedia was picked as a member of the **FTSE4Good Ibex** sustainability index, which lists the leading companies in corporate responsibility practices. The index evaluates and scores environmental, social and corporate governance performance. The threshold score for a listing on the index is 3.1, while the maximum score is 5. In 2021, **Atresmedia's average score was 4**. In a bid to further integrate Corporate Responsibility in the Company and acquire and share good practices, Atresmedia is actively involved in Forética, Fundación SERES, the Global Compact and the Responsible Media Forum, all benchmark entities that promote integrating social, environmental and good governance aspects into companies' strategy and management.

ATRESMEDIA WAS AGAIN LISTED ON THE FTSE4GOOD IBEX SUSTAINABILITY INDEX WITH AN AVERAGE SCORE OF 4/5.

05.3 Market landscape

Following the tough environment that Atresmedia faced in 2020 as a result of the pandemic and the sharp decline in ad spend that came with it, in 2021 the economy tentatively started to recover. Advertisers' budgets began to increase and the market improved accordingly. The comeback in ad spend was strongest in the arts, performances and beverages. Automotive firms, however, continued to decrease their outlay, mainly because of the uncertainty surrounding their supply chains.

The year 2021 saw a recovery in advertising expenditure, but pre-pandemic levels are still a way off: new variants of the coronavirus, lockdown measures and evolving consumer habits continued to put the brakes on advertising and communication investment.

According to **Arce Media**, ad spend across all media rose by **11.5%** in 2021. The strongest increases were seen in digital media (+15%) and out-of-home advertising (+21.6%). Television, Atresmedia's main market, increased by 8.4% versus 2020, while radio saw an increase of 12.6%. Print press advertising continues to lose ground, yet the digital press achieved increased total investment in this medium year on year.

Yet again this year, digital media put in an excellent performance, accounting for 53.3% of revenue in the segment. Following the 2020 trend, digital outperformed the advertising spend of traditional media combined, which accounted for the remaining 46.7% of this market.

ATRESMEDIA'S TELEVISION ADVERTISING REVENUE ROSE TO €719.6 MILLION FROM €660.3 MILLION LAST YEAR, UP 9.0%, GROWING FASTER THAN THE TELEVISION ADVERTISING MARKET AS A WHOLE.



As to the different markets where the Group is present, television is still the largest among the traditional media, accounting for 30.4% of the market. For its part, radio retained the same market share as last year, 6.3%.

In the audiovisual field, although there was a year-on-year decline in traditional consumption, television is still the most-consumed medium in terms of minutes. **Average daily television consumption** in 2021 was **214 minutes per person**, 26 minutes less than last year. So consumption fell, but it must be borne in mind that in 2020 the outbreak of the pandemic and subsequent lockdown drove the highest ever year-on-year increase in television viewing minutes.

Looking at **total consumption via a television set** – linear plus timeshift plus guest factor plus “other television uses” – we find the figure rises to **244 minutes per person per day**, which is very close to the highest ever annual consumption recorded in Spain since audience measurement began (246 minutes; 2012). Consumption is therefore practically the same nine years later, except that it has diversified and now encompasses other television uses, such as watching Internet content and recorded television content.

Leaving aside the Covid-19 crisis, the shifts in consumer habits reflect the rise of OTT platforms. In 2021, new competitors, such as HBO Max and Discovery+, arrived in Spain, further extending the wide range of paid content platforms in the country. To face the competition, Atresmedia boosted its Atresplayer Premium service by launching a rich offer of new original content, comprising fiction, documentaries and entertainment, so as to continue growing even in the current environment, which is more competitive than ever. With this strategy, Atresplayer Premium has become one of Spain’s leading OTT platforms.

Internet consumption came to 130 minutes per person per day, 5.6 minutes more than last year. According to the Comscore report released in December, with 27.9 million unique visitors, Atresmedia is the sixth-ranked site by unique visitors and visit time, only behind giants like Google, Facebook, Microsoft and Amazon.





Looking at data compiled by Kantar and Comscore, which measure aggregate audiovisual share, encompassing TV and Internet consumption, Atresmedia is the operator with the highest overall share of all media in Spain, ahead of Mediaset and RTVE, and also ahead, of course, of the rest of the platforms and audiovisual content providers operating in Spain.

Radio is the third-largest medium, with a **daily consumption in 2021 of 92 minutes** on average per person, just one minute less than in the previous year. Onda Cero is still Atresmedia's main radio asset, with two million daily listeners according to the latest EGM data. The station broadcasts several of Spain's leading radio programmes.

In a year of uncertainty, with the transition between the pandemic and the post-pandemic scenarios – new business models emerging, a shift in consumer habits and paid content as the new norm – it became vital to fight for true and accurate news. Again in 2021, Atresmedia reaffirmed its role as a leading operator in Spain and a benchmark news source for the general public. Specifically, Antena 3's news programmes were the most-watched for several months in a row.

All this was achieved in a context of unprecedented financial streamlining to deliver on our commitment to Atresmedia's shareholders, while at the same time taking special care of our employees. We managed to find a good balance between work-from-home and on-site presence, leveraging the advantages of the two options.

05.4 Business model and strategy

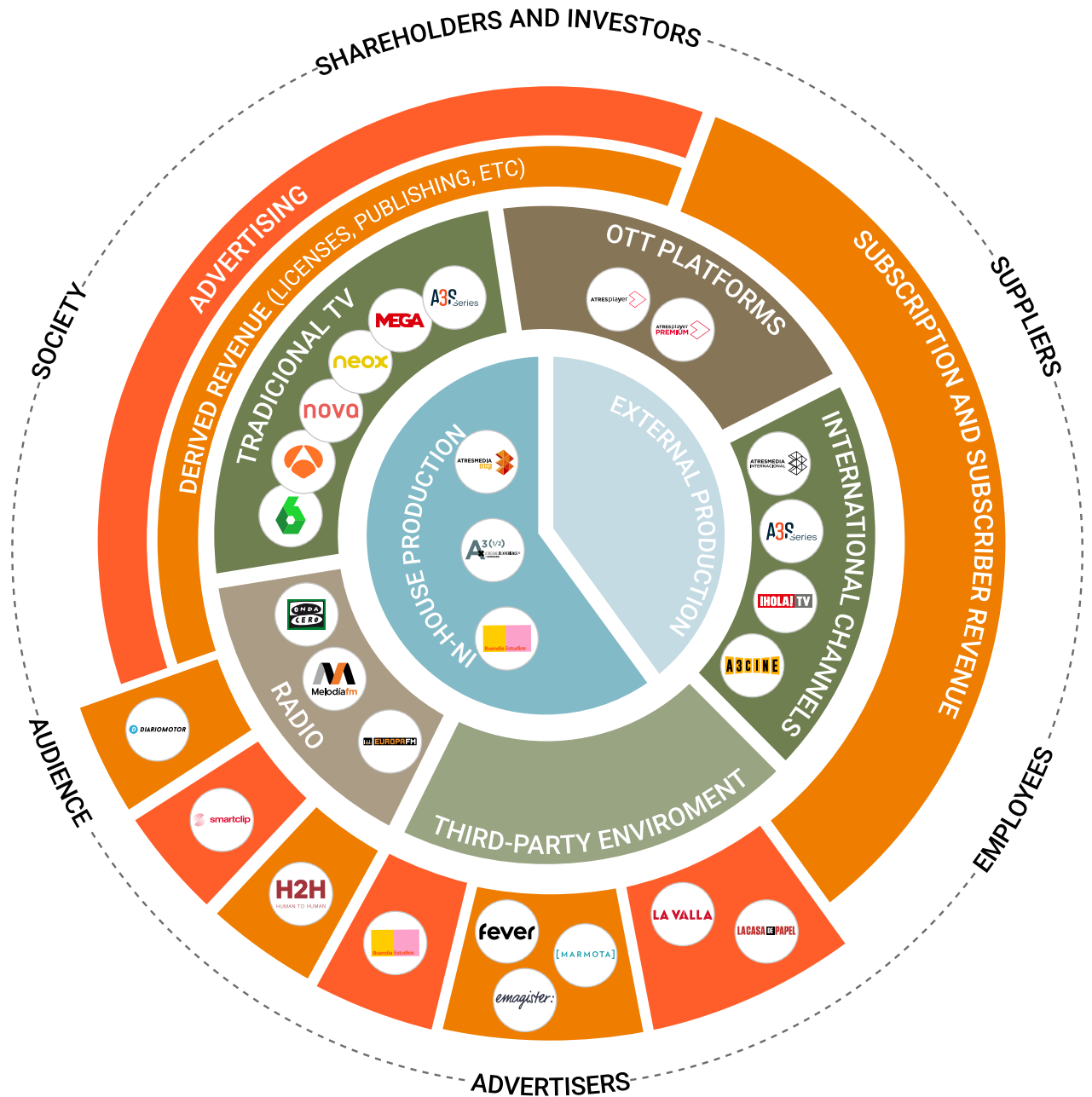
Through its television and radio divisions, Atresmedia creates, produces and broadcasts attractive, innovative and high-quality content on its conventional channels and over its Atresplayer OTT platform in its two versions, with ads or ad-free (Atresplayer Premium). Audiovisual content lies at the heart of Atresmedia's business model. Based on that foundation, we generate advertising-driven revenue via Atresmedia Publicidad – the Group's main revenue source – and build up increasingly significant revenue streams from content sales and online subscriptions. For instance, in 2020 Atresmedia partnered with Telefónica to launch Buendía Estudios, a major venture that aims to become the leading Spanish-language content creation and production studio worldwide.





Atresmedia relies on Atresmedia Diversificación to engage in businesses that are not solely reliant on conventional advertising. This includes the management of publishing rights and copyrights, our international business and the Group's involvement in the private equity sector.

The Group is also involved in the film industry by complying with its legal obligations under Spain's Audiovisual Coomunications Act. Here it focuses its activity through its film production and distribution division, Atresmedia Cine.



 **PRODUCTION**
Quality content

 **DISTRIBUTION**
On all platforms

 **EXPLOTACIÓN**
Beyond the traditional business

 **STAKEHOLDERS**

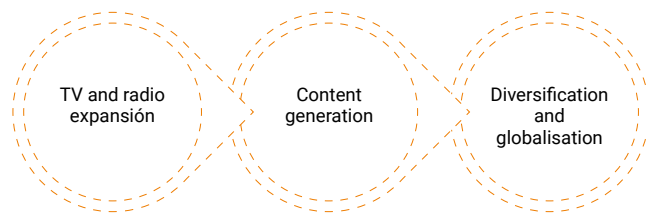
Under its Compromiso Atresmedia brand name and Fundación Atresmedia, the Group lends visibility to social causes and supports positive changes in society; this is one of the Group's most valued attributes among audiences and advertisers.

2021 strategic plan

In 2021, Atresmedia continued to implement and bolster the strategic projects and lines of action set out in our latest strategic plan, which was adopted in 2018. The current strategic plan rests on three pillars that are designed to strengthen the Group's position in a fast-changing business landscape. The management regularly reviews the strategic situation and believes that those three pillars remain valid and up to date.

DESPITE THE TOUGH ENVIRONMENT CREATED BY THE COVID-19 PANDEMIC, THE ATRESMEDIA GROUP STRENGTHENED ITS MARKET POSITION AND ITS Foothold AS A BUSINESS, DRIVING FORWARD A SUCCESSFUL STRATEGY TO EXPAND THE TELEVISION AND RADIO BUSINESSES, TAKE THE LEAD IN CONTENT PRODUCTION AND DIVERSIFY THE SCOPE OF ACTIVITY.

The Covid-19 pandemic, rather than modify or alter the premises of our strategy, powerfully sped up the changes in the audiovisual industry we had foreseen, and so required an acceleration in many of the projects in which the Group was already engaged. The strategic priorities for the success of Atresmedia's vision are:



1. Retaining and expanding our core TV and radio business: This strategic priority was originally based on retaining and expanding our conventional business. However, after the convergence between the conventional and digital spheres in 2021, the Atresmedia Group took the lead in developing addressable advertising in Spain through its two customer-facing outlets: Atresmedia Publicidad and Smartclip.

Milestones of the year:

- Since the launch in 2020 of Digital Skin, based on digital overlays on linear broadcasts, 115 advertisers have tried the new product so far and 50% of them became repeat customers, which shows that this is a good value proposition for the market. In the awareness that this is a highly innovative and swiftly evolving product, this year we launched our first campaigns based on relocating advertisements through this technology. This proved to be a qualitative leap in terms of enabling access to the product to new brands and advertisers.
- Last year, Smartclip launched its cross-device service, which enables advertisers to plan campaigns across their network of websites in way that is responsive to whether a viewer has seen a show or ad over the conventional television broadcast signal. By developing this new line of business, the company boosted its position in Spain, where it is the only network to offer this product.
- After only two years of operation, Atresmedia's Addressable TV business accounts for 20% of the Group's digital advertising revenues. Its outlook is very bright, with expected year-on-year increases of 200%.



2. Leveraging our content creation capability: This strategic priority builds on our leading position in content production and monetisation. We produce content that is relevant locally and distributable globally so as to enhance economic returns.

Milestones of the year:

- This year Buendía Estudios produced strong fiction and entertainment content for Atresplayer Premium. New series included *Los Protegidos: el regreso*, *Cardo*, *La Cocinera de Castamar*. Buendía also produced the second season of *By Ana Milán* and entertainment formats such as *Drag Race*, all of which proved very popular and boosted Atresplayer's subscriber acquisition rate. In addition, Buendía began production for third parties with the documentary series *G.E.O. Más Allá del Límite* for Amazon Prime Video.
- Atresplayer Premium's premieres were a huge hit, and the platform now has more than 420,000 subscribers.

2. Building a diversified and end-to-end business: This pillar involves developing income streams outside advertising and international expansion.

Milestones of the year:

- Through its paid-content channels, Atresmedia is now present in more than 57 million homes around the world. Our international growth strategy shows stronger results every year.
- In addition, through the Media for Equity business, Atresmedia gives a leg-up to many of the most promising Spanish start-ups and helps create and develop new businesses. This year, Atresmedia sold Glovo and Marmota – the latter company is an alumnus of the A3M Hub Factory.





- Another key company in this segment that is achieving powerful international expansion is Fever, where Atresmedia is currently the main investor. Netflix had already chosen Fever on earlier occasions to create experiences such as an escape room inspired by the series La casa de papel (Money Heist). This year, they joined forces to launch Stranger Things: the Experience, an immersive adventure themed on the hit series, now open to the public in San Francisco and New York. The year 2021 was a milestone for Fever because it became a "unicorn" by achieving a valuation of more than USD 1 billion.

These initiatives are wholly **aligned with Atresmedia's strategic vision** of widening the Group's global diversification and content business.

So, again this year, the Group's strategy proved to be robust, especially in a crisis such as the Covid-19 pandemic. Our **goal** is still to build a **stronger, more diversified and more profitable enterprise** that achieves sustainable growth in all its business areas.

Atresmedia tracks progress towards this strategy using a **set of KPIs** to measure each of the objectives and detect any deviations from the plan:

| | 2019 | 2020 | 2021 | | 2019 | 2020 | 2021 |
|--|-------|-------|--------------|--|-------|-------|--------------|
| SHARE OF TV AUDIENCE | 26.2% | 26.3% | 27.3% | % Own production vs. total programming (weighted by audience) | 62.0% | 62.5% | 63.4% |
| SHARE OF INVESTMENT | 40.7% | 40.0% | 40.4% | Average no. of unique visitors - Total Group (million) (Comscore) | 24.4 | 26.9 | 27.4 |
| POWER RATIO | 1.6 | 1.6 | 1.5 | No. of pages viewed - Total Group (PC only) (million) (Comscore) | 52.6 | 58.8 | 61.6 |
| CHANGE IN COST/GRP - ATRESMEDIA (€) | 856.0 | 794.0 | 795.0 | No. of pages viewed - Total Atresplayer (PC only) (million) (ComScore) | 13.6 | 12.5 | 12.4 |
| AUDIENCE SHARE FOR ATRESMEDIA RADIO - 12-MONTH PERIODS | 14.5% | 13.9% | 13.0% | % of international revenue | 3.1% | 3.9% | 4.4% |
| ATRESMEDIA RADIO AUDIENCE SHARE - WAVES | 14.4% | 13.3% | 12.8% | No. of paid subscribers to Atresmedia channels (million) | 59 | 54.3 | 57.2 |
| SHARE OF RADIO INVESTMENT | 17.5% | 18.3% | 17.4% | % of non-traditional revenue | 18.0% | 17.1% | 18.9% |
| REVENUE PER LISTENER (QUARTERLY) | 22.8 | 19.7 | 22.0 | No. of M4E investees | 15 | 20 | 19 |

Atresmedia Group – Data-driven strategy

Atresmedia became a data-driven group in 2019. This means it **bases tactical and strategic decisions on the data generated by its operations**. Atresmedia seeks to fully unlock the value of the security infrastructure and systems already in place, becoming a benchmark in the responsible use of information to provide a better experience for our users and advertisers.

THE ADVANCED ANALYTICS MODELS USED BY THE ATRESMEDIA
DATA & ANALYTICS AREA ARE BASED ON IN-DEPTH KNOWLEDGE OF AUDIENCE AND
ADVERTISER REQUIREMENTS AND SPENDING PATTERNS SO THAT
WE CAN ADAPT TO THOSE NEEDS.

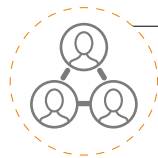
As a cross-cutting function, **Data & Analytics** offers solutions and improvements across all areas of the company and generates new decision-making support models at both user (audience) and customer (advertiser) level. In 2021, the area cemented its cross-cutting role in the company by introducing and developing new advanced analytics models and strengthening those created the previous year, extending them to the group's various business units.

**Recommending ATRESplayer content**

The content recommender aims to increase user engagement by suggesting personalised content based on the viewing history of each viewer.

**Optimising digital analytics**

We have devised new metrics and analytical approaches focused on the user and based on new working methodologies that provide us with a new analytical ecosystem that is more modular, scalable, flexible and autonomous.

**Personalised digital advertising**

Bespoke advertising within the Group's digital environments, aligned with the current tastes and needs of users. This is also applied to our advertising management models, with affinity segments created among audiences, thus making our campaigns more effective.

We continued to move toward more advanced models that provide more fine-grained **customisation** by looking at the customer's life-cycle stage. This lets us adapt content suggestions not only to the user but also to their current phase within the funnel.

Furthermore, to extend the data-driven decision-making model as fully as possible within the company, we widened the scope of our analytics tools to our digital newsroom and our radio division, creating dashboards that monitor digital activity in those business units.

The need for **customisation** also applies to **advertising**. Users increasingly expect advertising content that is relevant to their specific needs and brings value to their lives. So advertisers must offer their products to the right target audience at the right time. To do this, it is essential to know what users' preferences are. We accordingly develop models that enable us to infer the user's gender and age group and their affinity to certain kinds of products or services so that we can show them the most suitable ads.

THE ATRESMEDIA GROUP DATA & ANALYTICS AREA CONTINUES TO GROW TO STRENGTHEN ITS STRATEGY IN A MARKET ENVIRONMENT SHAPED BY DIGITALISATION AND THE NEED TO CUSTOMISE CONTENT AND ADVERTISING.

In addition, the growth of the existing pool of smart TVs enables us to add **digital functionalities** to the television business and combine the wide coverage of the TV medium with affinities detected by monitoring users in the digital domain. We will develop algorithms for HbbTV and provide television audiences with customisation garnered through analysing connected homes and generating specific profiles oriented to advertisers' needs.



However, Atresmedia does face some challenges in this field, such as new regulatory developments regarding user consent and contextual advertising, the explosion of competition in the form of online video platforms, new forms of tailored consumption on radio and new content measurement metrics. All these factors require the Group to maintain an ongoing process of development and adaptation. Therefore, 2022 will be a year of undertaking new projects and further cementing the philosophy put in place at the inception of the Data & Analytics area: to make Atresmedia a data-driven business.



05.4.1

Lines of business



ATRESMEDIA TELEVISIÓN AIMS TO PROVIDE A DIVERSE, INNOVATIVE AND HIGH-QUALITY RANGE OF NEWS AND ENTERTAINMENT THAT PROVIDES SAFE ENVIRONMENTS FOR AUDIENCES AND ADVERTISERS.

Atresmedia Televisión: quality news and entertainment

The Television Division brings in **74.7% of the Group's total revenue** and features **six channels**: Antena 3 and laSexta (general interest), and the specialty channels Neox (young audiences), Nova (women's interest), Mega (men's interest) and Atreseries (fiction series).



When designing its programming schedule, Atresmedia is guided by quality, innovation, plurality and diversity, based on the following premises:

- Creating **diverse, high-quality content** that reaches all audiences and reflects the diversity of our society
- **Protecting more vulnerable audiences**, especially children.
- Making audiovisual content **more accessible**
- Playing a valuable role in improving **media literacy** in society

In the past two years, which proved exceptionally challenging, with television viewing rising to almost 4 hours a day and **free-to-air TV** entrenching its **key role** as a provider of entertainment and news and a moderator of public debate, all areas of Atresmedia Televisión reinvented themselves and ensured that the Group's activity – regarded as essential during the pandemic – went ahead even in emergency conditions. News coverage continued without a hitch, and so did our entertainment, fiction and film content.

The company's efforts throughout the pandemic and its ability to adapt by means of an innovative strategy that places content at the heart of high-quality television made 2021 a landmark year for Atresmedia TV. Whereas our competitors trended downwards, we ended the year as the industry leader with a strongly growing balance sheet. By year-end, we had achieved the **viewership "triple crown"**. **We were again the leading Group (27.3%)** despite our main competitor having an additional channel. We posted our best viewership figures in seven years, were the **only group media group to achieve growth, and took the absolute lead in the prime-time slot (28.2%)**. Antena 3, with a share of 13.8%, was the **most-watched channel** and the undisputed leader in the prime-time slot, while **laSexta**, with 6.4%, **again proved stronger than its competitor**. These figures were the capstone of a year in which Atresmedia TV attained exceptionally strong viewership results.

| CANAL | SHARE | HITO |
|-------------------|--------|---|
| ANTENA 3 | 13.8 % | <ul style="list-style-type: none"> • Achieved best figure of the past 12 years and was the fastest-growing TV network (+2 points since 2020). • Led prime-time viewing over the year (15.5%, +1.6 points ahead of its competitor). • <i>Pasapalabra</i>, in its best year ever, and <i>El Hormiguero 3.0</i> are the most watched shows on TV every day, with 2.7 and 2.6 million on average, respectively, during 2021. • Antena3 Noticias achieved its best audience share and viewership figures in 14 years, and the biggest gap with its competitor in 25 years (+5 points). |
| LASEXTA | 6.4 % | <ul style="list-style-type: none"> • Achieved 9th consecutive year ahead of its rival, and 12th year running of supremacy in prime time. • In 2021, was again the leading channel for election coverage. • The documentary <i>Eso que tú me das</i> on the late singer Pau Donés was its most watched broadcast of 2021 and the most watched documentary in history in the timeshifted category (626,000 viewers). • <i>Aruser@s</i> strengthened its position as one of the big hits of 2021, with its best year on record. |
| NOVA | 2.4% | <ul style="list-style-type: none"> • For the first time, Nova became the leading specialty channel in Spain. • It was also the leading specialty channel in the prime-time slot for the second year running, and the leading women's interest channel for the fourth consecutive year. |
| NEOX | 1.8 % | <ul style="list-style-type: none"> • Leading specialty channel in commercial target. |
| MEGA | 1.4 % | <ul style="list-style-type: none"> • Flagship channel among male audiences. • It took the lead with <i>El Chiringuito de Jugones</i>, which achieved its 2nd-best year on record (4.5%). |
| ATRESERIES | 1.4 % | <ul style="list-style-type: none"> • Since its inception, stayed in the lead among newly created channels. |



At a time when news became more necessary than ever, Atresmedia's coverage exemplified responsible, accurate and independent journalism. We won the trust of our audience, who made **Antena 3 news broadcasts** the most-watched and the market leaders for the fourth year running, with the highest viewing figures of the past 14 years and close to 2.5 million viewers. With an average daily audience of 1.9 million, **laSexta Noticias** also doubled its competitor's viewership figures, and successfully offered responsible and reliable information through its current affairs programmes **Al rojo vivo**, **Más vale tarde** and **laSexta Noche**.

ANTENA 3 NEWS BROADCASTS WERE THE MOST-WATCHED OF 2021 AND THE MARKET LEADERS FOR THE FOURTH YEAR RUNNING, WITH THE HIGHEST AUDIENCE FIGURES OF THE PAST 14 YEARS AND CLOSE TO 2.5 MILLION VIEWERS.

In addition to fulfilling our key role in news and current affairs, Atresmedia Televisión reinforced its commitment to **diverse, high-quality entertainment content**, with popular formats such as **La Voz**, **Mask Singer**, **El Hormiguero 3.0** (our entertainment flagship, which led the market for the 7th consecutive year) and **El Desafío**, and our family of game-shows, **La ruleta de la suert**, **¡Boom!**, **¡Ahora caigo!**, **¿Quién quiere ser millonario?** and **Pasapalabra**, which had its best year ever and was the most-watched daily television show in 2021. Our constant innovation in original fiction content brought to homes the most-watched series of the year, **Infiel** and **Tierra amarga**, and the firmly entrenched **Amar es para siempre** and **La cocinera de Castamar**, which led audience shares for their time slots. In the linear broadcasting and timeshift categories, moreover, the year's most viewed series were **Mi hija** and **Mujer**, which topped 2 million and 2 million viewers respectively.

The strength of the television broadcasting model put in place by the Group more than a decade ago – based on quality content, closeness to viewers' concerns and a patient build-up of capabilities – is now feeding through to our results, where we have become leaders at all levels in news and current affairs, fiction, and entertainment, as acknowledged by Spain's most prestigious television awards.

Roberto Leal won the Ondas Award for Best Presenter for his work at the helm of **Pasapalabra**, the most-viewed daily game show. The last interview ever given by Pau Donés, the lead singer of Jarabe de Palo, with Jordi Évole, was recognized with the Ondas Award for Best Documentary or Documentary Series. The Ondas awards also gave due recognition to Aitana and Pablo López, the "coaches" on Antena 3's **La Voz Kids**, as breakout music stars of the year (joint winners).

At the 2021 Iris Awards, Roberto Leal was again named best presenter for his work on the game show **Pasapalabra** (Antena 3). **El Hormiguero 3.0** (Antena 3) won the award for best production, thus acknowledging the role of David Fernández Rivas. The awards again recognized Antena 3 Noticias 2 and Vicente Vallés, respectively, as best news programme and news anchor.

Digital landscape

Atresmedia Televisión cemented its absolute leadership among audiovisual media groups in digital consumption. According to figures published by Comscore, we ended the year with 27.9 million unique visitors to our websites and held onto our edge (+45%) over our nearest competitor. The digital environments of our main channels, which successfully supplement the offline offering, and Atresplayer, the Group's native digital video platform, all achieved historic figures in 2021. As the main new development, Atresmedia continued to move forward with its digital native content development strategy via specialty verticals by acquiring Diariomotor, Spain's leading automotive news website. With this acquisition, the Group added a firmly established and well recognised brand name in the automotive world with over 2.4 million unique monthly users according to independent media measurement company, Comscore, and a community of 300 thousand subscribers with over 20 million views per year.



ATRESMEDIA ENDED 2021 AS THE UNDISPUTED LEADER IN DIGITAL CONSUMPTION WITH 27.9 MILLION UNIQUE VISITORS TO ITS WEBSITES, WHILE ATRESPLAYER GREW TO 3.4 MILLION UNIQUE VISITORS.

In 2021, Atresplayer was again the leading platform, increasing its audience to 3.4 million unique visitors and widening the gap with its nearest competitor (+31%).

Our leadership is supported by premieres that continue to set Atresplayer apart as the platform with the most diverse and attractive offering: *Gran Hotel de las reinas*, *Rabia: Sanatorium*, *Una Navidad con Samantha Hudson*, the fifth season of *Las uñas*, *Lego Master*, *El día que quemé mi corazón* and the last three chapters of *Los protegidos: el regreso*. The series *Infiel* and *Tierra Amarga* continued to perform strongly on the platform, while *Amar es para siempre* and *Inocentes* retained their audiences. In terms of non-fiction content, *La Voz*, *Tu cara me suena*, *Al rojo vivo*, *El Chiringuito de jugones* and *El Hormiguero 3.0* proved popular, while news content remains highly in demand due to the ongoing pandemic.

As a complement to Atresplayer's ad-based model, in 2019 we launched our Atresplayer Premium subscription platform, which continued to grow successfully in 2021.

Atresmedia's window ended the year as the leading national platform by number of subscribers. Our leadership is based on the quality and variety of the platform's offerings: exclusive premieres ahead of linear channels and ground-breaking original content. The premieres added to the catalogue this year made Atresplayer Premium a benchmark for fiction and entertainment. Viewers enjoyed titles such as *Cardo*, which attracted 3 nominations for the Feroz 2022 awards and was regarded as one of the best fiction series of the year in Spain and internationally, as well as *Drag Race España*, *By Ana Milán*, *Toy Boy*, *#Luimelia*, *Pongamos que hablo de*, *Deudas*, *La cocinera de Castamar*, *Alba* and *Los hombres de Paco*.



The websites of the main Atresmedia channels also ended the year with strong results: Antena 3 drew 9.7 million unique visitors, while laSexta ended the year with 9.3 million and an increase of +5% month-on-month, rising two spots in the General News ranking by domain names and again leaving its nearest competitor far behind, as its lead widened to +219%.

Support for the film industry

Good films can touch our emotions and move us to the core. This is why in 2021 Atresmedia continued to support the film industry and help bring Spanish audiences back to cinemas even while facing the difficulties of pandemic-driven restrictions, which have dealt a heavy financial blow to all players in the industry.

A TODO TREN: DESTINO ASTURIAS WAS THE HIGHEST-GROSSING SPANISH FILM OF 2021, TAKING OVER EUR 8.4 MILLION AT THE BOX OFFICE AND DRAWING MORE THAN 1.5 MILLION VIEWERS.

In 2021, our supported film releases garnered both box office success and industry recognition. The biggest hit was *A todo tren: Destino Asturias*, the highest-grossing Spanish film of 2021, taking more than €8.4 million in box office receipts and drawing over 1.5 million viewers. Other successes were *Las leyes de la Frontera*, nominated for 6 Goya awards; *La familia Perfecta* and *Mamá o Papá*.

Over the year, production started for 11 new films that will be released over the coming months, reflecting our continuing support for Spanish film and quality entertainment for a wide range of audiences: *Los renglones torcidos de Dios*, *Cámara café*, *Como Dios manda*, *Por los pelos*, *La niña de la comunión*, *Moomios*, *Dragonkeeper*, *Padre no hay más que uno 3*, *El test*, *El juego de las llaves* and *Los buenos modales*.

The Group also sponsors film festivals, one of the mainstays of the industry and of public awareness of the arts. In 2021, the divisional CEO of Atresmedia Cine and head of External Production, Mercedes Gamero, was a jury member at the 19th *Notodofilmfest* festival. Atresmedia also continued its official sponsorship of the *Festival de Málaga*, as it has done for 23 years. In 2022, the festival will celebrate its 25th anniversary.





Atresmedia Radio:

Credibility, viewpoint diversity, sensitivity to audience concerns and content variety

Atresmedia Radio rounds out Atresmedia as a pluralistic multimedia Group aligned with the public interest, and has three distinct channels: the general-interest station Onda Cero, which in 2021 completed its commemoration of 30 years of public service, with credibility, viewpoint diversity and sensitivity, and a wide range of content that appeals to all sectors of society; and then the music stations **Europa FM** and **Melodía FM**, aimed at younger and more mature audiences, respectively.

Atresmedia Radio pursues the following principles:

- Innovating to offer our listeners **fresh and attractive programming**.
- Ensuring **independence, viewpoint diversity and credibility**.
- Preserving the best of conventional radio: **closeness to the audience and engagement**.
- Adapting to the **new features of the radio medium** in the 21st century.
- Supporting the **community commitments** acquired by the Group.

In 2021, a total of **2,957,000 people tuned in to Atresmedia's radio stations every day**. Onda Cero reached 1,866,000 listeners, making it the third-largest generalist radio station in the country. Europa FM ended the year with 971,000 listeners, while Melodía FM had 120,000 listeners. Credibility, plurality, diversity and proximity are what make Onda Cero the most trusted generalist radio station.

THE VISION PURSUED BY ATRESMEDIA RADIO AND ITS BRANDS (ONDA CERO, EUROPA FM AND MELODÍA FM) IS TO BROADCAST A WIDE RANGE OF CONTENT THAT WILL EARN THEM RECOGNITION AS THE BENCHMARKS FOR CREDIBILITY, VIEWPOINT DIVERSITY, ENTERTAINMENT AND CLOSENESS TO THE EXPECTATIONS AND CONCERNS OF THE PUBLIC.





New developments in Onda Cero's programming include:

- **A powerful boost to the station's sports content.** We reinvented the *Radioestadio* brand as our sports flagship and introduced a new style of sports reporting that places listeners at the heart of the story. We offer more sports story minutes than anyone else.
- **Edu García** joined us as the new chief producer and presenter of *Radioestadio* for weekends and major fixtures, while Aitor Gómez is the voice behind *Radioestadio noche* (weekdays, 11.30 pm to 1.30 am).
- **Onda Cero** premiered a new early morning show, *El club de las cinco*, produced and presented by Carles Lamelo. The format is aimed at very early risers and workers ending their night shifts.
- **Javier Ruiz Taboada** joined the entertainment segment of Carlos Alsina's *Más de uno* show.
- **For part of the year, Julia Otero** took medical leave from Onda Cero, and her absence was masterfully covered by the whole *Julia en la onda* team, headed by Carmen Juan.

2021 was also the year in which Europa FM, Atresmedia Radio's music station, reinvented itself. The main development was the première of the morning show *Cuerpos especiales*, with Eva Soriano and Iggy Rubin. This is a new and innovative early-morning programme concept, supported by a strong team of contributors.

In addition, Europa FM premièred the daily shows *Me pones más*, with Juanma Romero, and *Más Wally tarde*, with Wally López. The programme *yu, No te pierdas nada* moved to the afternoon slot.

Atresmedia Radio's stations continue to evolve, with a focus on listeners' and society's new ways of consuming audiovisual content. In 2021, therefore, we intensified the digital transformation of Onda Cero. In addition to the conventional airwaves, it is now available over its own app and website ondacero.es, voice-driven assistants, car-mounted devices and TDT. New enhancements of the listener experience are achieved almost every day.

Improvements continued in the digital environments that support Onda Cero, Europa FM and Melodía FM.

The latter two launched new websites and apps with enhanced functionalities and ease of use and a sharper, more up-to-date design.

This year, ondacero.es released new podcasts, such as the true crime documentary *La emboscada: Caso Ardines* and the documentary series *Annual: 1921*. The success of Onda Cero's digital native productions was confirmed when Apple's Best of 2021 ranked two Onda Cero podcasts: *1931*, written and produced by Carlos Alsina, and *Annual: 1921*, written by Jorge Abad and narrated by Alsina.

In 2021, ondacero.es reached almost 6 million unique users (Comscore, December 2021), its best-ever figure, with growth of 93% year-on-year and 48% month-on-month.

In 2021, Onda Cero formed a company to produce and distribute high quality digital native content in the podcast format. The platform will be launched in the first half of 2022.

⁴ According to the third-wave EGM



Atresmedia Publicidad: committed to innovation and advertisers

Atresmedia Publicidad is the marketing arm of the Group's advertising spaces, the main source of revenue (81%) for Atresmedia. As part of the Group's strategic and technological response to market demand and despite the difficulties arising from the pandemic, Atresmedia Publicidad is present throughout the entire marketing funnel, offering solutions to advertisers at all levels: technology, segmentation, experience, influence, interactivity, coverage, brand safety and visibility. The overarching goal is to achieve full hybridisation of television with the digital arena.

Atresmedia is aware of the power of advertising as a catalyst in society, and is therefore committed to the transformation and sustainability of its industry. In the tough environment created by the pandemic, Atresmedia Publicidad reinforced its support for brands by setting in motion projects such as the AHORA programme, in partnership with the Instituto de la Empresa Familiar. Through this initiative, Atresmedia Publicidad provides family-owned SMEs that were hit hard by the pandemic with digital and television-based resources and platforms to lend visibility to their brands, convey their messages and reach consumers. A further show of support for advertisers was the premiere on all the Group's television channels of the Soñar campaign, a touching television ad where the country's major brands came together to stress their key role in day-to-day life in a not-so-distant future, with the return to normality after more than a year of pandemic.

ON ALL ITS CHANNELS, ATRESMEDIA PREMIÈRED ITS SOÑAR CAMPAIGN, ATTACHING TELEVISION AD WHERE THE COUNTRY'S MAJOR BRANDS CAME TOGETHER TO EMPHASISE THE KEY ROLE OF THE BUSINESS SECTOR IN SOCIETY AND IN THE RETURN TO NORMALITY AFTER MORE THAN ONE YEAR OF PANDEMIC.



BY OPERATING TRADITIONAL CHANNELS EFFECTIVELY AND INNOVATIVELY AND LEVERAGING DIGITAL OPPORTUNITIES, WE CREATED SYNERGIES THAT MULTIPLY ADVERTISERS' IMPACT AND DRIVE UP THE PROFITABILITY OF ATRESMEDIA PUBLICIDAD, WHICH IS KEY TO THE VIABILITY OF OUR BUSINESS.

⁵ Advertising revenue from institutional advertising (advertising promoted by government bodies and institutions) amounted to 1.1% of total revenue (January-December 2021). Advertisers in the telecoms and Internet, food, automotive, beauty and hygiene, retail and hospitality, finance and insurance, beverages, health, gambling, and public and private services, arts, teaching and media sectors accounted for 88% of revenue.



Atresmedia Publicidad's activity rests on three key vectors - innovation, effectiveness and return on investment - which remained intact despite the circumstances.

- **Innovation:** Atresmedia Publicidad, in its commitment to effectiveness and innovation through technological development again offered innovative formulas bringing advertisers new options to improve their return on investment. New features included:

| INNOVATION | |
|---|--|
| Deal with TBC to integrate brands with fiction series | Atresmedia noted that advertisers increasingly seek to be a part of content and embed their brands in fiction series, on television and over Atresplayer, contributing to content creation throughout the whole process. This year, therefore, Atresmedia Publicidad and TBC signed an exclusive agreement for embedding brands in fiction series in line with a marketing strategy across broadcast and digital television. The goal is to create multimedia communication plans in the fiction domain. |
| Window to the public to show how leading companies have adapted to the Covid-19 context | Atresmedia opened a "window to the public" to show how leading companies have had to adapt and lay down strategies going forward. The heads of companies such as Iberdrola, Telefónica, Endesa, Axa, Mahou and Iberia, in two-and-a-half minute interviews guided by images, gave first-hand accounts of their initiatives to alleviate the crisis and, looking ahead, to adapt to the " new normal ". |
| Production by seis&medio of <i>Un año en primera línea: Mirando al futuro</i> . | Seis&medio produced the mini-programme series <i>Un año en primera línea: Mirando al futuro</i> , which was broadcast after the evening news on Antena 3 and LaSexta. Subsequently, the slots were uploaded to Atresplayer with daily programming previews. The initiative was completed with a series of podcasts produced by David Del Cura. |
| Micro-programmes on the jobs of the future in partnership with Universidad Nebrija | The University of Nebrija picked Atresmedia to help its students prepare for "the jobs of the future" through a series of interviews by Lorena García with prominent businesspeople on how to adapt to the new labour scenario. |
| New TV show: <i>Samsung Homies</i> | Samsung inaugurated a new TV show with a social media presence to promote its range of Lifestyle TVs. Ana Milán, Tania Llasera and Jaime Astrain invited their fans to learn the secrets of their homes. The campaign demonstrated the high potential of television and the rich possibilities that innovation and technology offer in communications. |
| "Ad Pause" contextual ad format | In April, Atresmedia Publicidad unveiled Ad Pause, an innovative display format that triggers when the viewer pauses a show or series and turns off when the "play" button is pressed again. |
| BBVA Financial Health project in partnership with Mindshare | Atresmedia, partnering with Mindshare, joined the BBVA Financial Health project to launch an end-to-end communication campaign that provides knowledge and tools for managing personal finances. This venture comprised a range of audiovisual pieces presented by TV professionals such as Mónica Carrillo and Marta Hazas and, within major radio shows, a specific slice about financial health literacy. |
| #Joveneox | Atresmedia installed on its DMP a crossmedia audience segment dubbed #Joveneox to advertise to younger target audiences in the HbbTV and digital environments. |

- **Effectiveness:** Atresmedia Publicidad remained committed to offering the best service to advertisers and researching and improving its knowledge of advertising effectiveness.

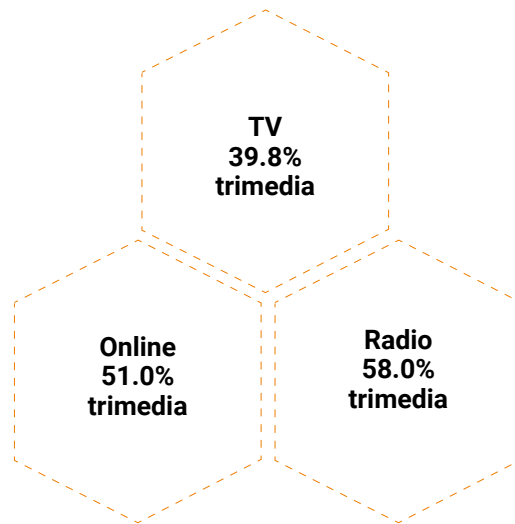
| EFFECTIVENESS | |
|--|--|
| Video Advertising Reach (VAR) tool update | Atresmedia launched its video advertising reach tool for broadcast and digital television in 2019. In 2021, the VAR tool was updated to make a qualitative leap by adding radio and hybrid advertising based on HbbTV technology. |
| Incorporation of hybrid products to the VAR tool (I) - Digital Skin | Digital Skin is a tool that combines the best of television and the online world to extend the reach of the big screen while improving audience segmentation. As the first addressable hybrid format in Spanish free-to-air television, Digital Skin is a new milestone in the advertising market. Addressable TV is a targeted advertising format that uses the HbbTV standard to include a superimposed layer of digital information on the linear TV broadcast (on an ad or content). |
| Incorporation of hybrid products to the VAR tool (II) - Cross-device | This solution impacts the digital environment in response to linear television consumption patterns. |
| Incorporation of hybrid products to the VAR tool (III) - Prometheus | Prometheus arose as a cutting-edge advanced TV project that creates multi-screen and multi-format advertising strategies based on TV viewership data to achieve the most efficient multimedia solution on the market in terms of coverage. |



- **Return on investment:** In 2021, one of the Atresmedia Group's key drivers of value creation continued to be return on advertising investment.

The synergies existing between the various types of media marketed that we market continue to support strong performance.

Almost half of the total investment in advertising reported by our TV channels was generated from tri-media advertisers, i.e. clients who rely on all of Atresmedia's media channels (40.7%). This 'multimedia' advertisers segment also accounted for 51.0% of the Group's total online advertising revenue, and 58.0% of its revenue from radio advertising. For TV, multimedia advertisers represent 39.8% of the total.



Atresmedia Diversificación committed to the most innovative projects



The main objective of this division is to **flag and commit to innovative projects that have high potential and are likely to generate a significant impact** on the Group's results.

This year, the division's adaptability, maturity and versatility drove a fresh increase in results with respect to previous years despite the pandemic, making a major contribution to the Atresmedia Group's bottom line.

THE VISION OF ATRESMEDIA DIVERSIFICACIÓN IS TO TAKE FORWARD HIGH-POTENTIAL INNOVATIVE PROJECTS AND CREATE AND DEVELOP NEW LINES OF BUSINESS BASED ON MODELS THAT ARE NOT DIRECTLY RELIANT ON REVENUE FROM THE CONVENTIONAL ADVERTISING MARKET.

Atresmedia Diversificación is split into **four main areas:**

1. **The International** area now reaches more than 57 million households worldwide, which receive Antena 3 Internacional, Atreseries, Atrescine and ¡HOLA! TV. This growth in subscribers was driven by the recovery of the Venezuelan market and new agreements, such as the deal reached with Verizon, the US telecommunications company, to include Atreseries in its broadcast offering.

In addition, in 2021 the door opened to the integration of Atresplayer with the conventional pay-TV environment. Our first deal was with Claro Video, part of the Telmex group, with a pan-regional presence in fourteen countries. The platform

now offers its users the possibility of subscribing to Atresmedia's OTT. Further agreements are in the pipeline. Some have already closed while others are still at the negotiation stage. These deals will determine the performance of Atresmedia Internacional in the coming year.

2. New Business pursues the goal of extending the reach and recognition the Group's brands and content by creating related products and services that earn additional recurring revenue. We create new products mainly by making licensing deals with leading partners in the publishing, music, toy, consumer, leisure, entertainment and online markets.

In 2021, a highlight was our innovation in licensing formats, taking our brands off-screen: the official Mask Singer online store; the exhibition of the show's original masks in shopping malls; and the physical La Voz makeup stand at beauty stores.

The book tied into Karlos Arguiñano's cooking show, for the seventh consecutive year, was the best-selling "non-fiction" book on the market, with cumulative sales of more than 600,000 copies.



With the return to the post-pandemic "new normal", media partnership agreements were resumed for promotion of hit shows and musicals such as Grease, Cruz de Navajas and performances by the Film Symphony Orchestra. In 2021, we reinforced our branded content formats to attract investment from specific industries, such as Atresmúsica, Mapamundi, aimed at the tourism sector, and Crea Lectura, aimed at the publishing sector.

The New Business unit also manages deep off-peak advertising time bands passed on to third parties to offer products and services such as telesales and online gambling programmes.

3. Media for Equity helps companies grow during ramp-up by providing advertising campaigns in exchange for a stake in the company.



One of the milestones of the year was the sale of Marmota, a startup created in the Group's incubator, Atresmedia Hub Factory, to the mattress manufacturer Flex. In addition, BIPI was acquired by the Renault Group.

Atresmedia Diversificación continued to expand its investment portfolio by adding companies such as Colvin, a florist with a B2C e-commerce model and a B2B marketplace, Pensium, a B Corp-certified start-up in the "silver economy" that offers alternative finance for older people to enter nursing homes, and Incapto, a digital native brand that sells high-quality coffee beans and super-automatic machines to individuals and companies using a subscription model.

Yet again this year, Atresmedia Capital - our dedicated startup holding company - was a leading name in the Spanish entrepreneurial and venture capital ecosystem.

4. Our **Music** business division manages the Group's music publishing business and record label. In keeping with its audiovisual affinity, in 2021 the Music division launched a new music supervision service for film productions and series, leveraging the current boom in this field and rolling out an increasingly international approach.





Buendía Estudios

promoting Spanish-speaking talent around the world

First established in 2018, in 2020 Atresmedia Studios became Buendía Estudios under a deal between Atresmedia and Telefónica (through Movistar+) to form a 50-50 joint venture. Buendía Estudios aims to become the leading studio for creation and production of Spanish-language content aimed at the domestic and international markets.

Our team, who are widely experienced in developing and producing fiction series, film, documentaries and other entertainment, will be able to rely on the infrastructure needed for ongoing and recurring production. Besides Atresmedia and Movistar+, Buendía's partners include Amazon Prime Video, Netflix, Warner Media (HBO, TNT, HBO Max), and Spanish regional TV networks.

In 2021, Buendía Estudios strengthened its claim as one of the leading production companies in Spain for original content creation, development, production and co-production and subsequent management.

Buendía's strategy is to form alliances with all industry players to strengthen the Spanish audiovisual establishment and turn the local production market into a leading global competitor.

The firm's roadmap lays down two parallel focuses: the Spanish market on one hand and, on the other, the Spanish-speaking Americas (LatAm and US Hispanic). This reflects Buendía's ambition to form creative links with talent in those territories to develop and produce global projects at these locations.

DESPITE THE PANDEMIC, WHICH IN 2021 CONTINUED TO AFFECT ALL SECTORS GLOBALLY, BUENDÍA ESTUDIOS ADAPTED TO THE CIRCUMSTANCES BY IMPLEMENTING ALL SECURITY PROTOCOLS AND RESOURCES REQUIRED TO ENSURE THE CONTINUITY OF ONGOING PROJECTS IN THEIR VARIOUS PHASES OF DEVELOPMENT.

Thus, the company inaugurated 2021 with the start of several **productions**:

| INNOVACIÓN | |
|-------------------------------------|--|
| Daily magazine shows | Daily production of BONA VESPRADA , a four-hour live daily magazine show for the Valencian regional channel À Punt. The contract was renewed in September for a second season. Buendía Estudios is also in charge of two other daily magazine shows on regional networks: A Esta Hora on Canal Extremadura, currently in its 5th season, and Nos echamos a la calle on ETB2, an ambitious magazine programme that premiered in September and has had its production contract renewed until April 2022. |
| Entertainment franchise adaptations | Other entertainment shows produced by Buendía Estudios were streamed on Atresplayer PREMIUM. The biggest highlight was Drag Race España , the adaptation of the RuPaul's Drag Race franchise. The first season of the show was picked by viewers around the world as the best international version . The format was renewed for a second season, which was filmed in November and December last year. |
| Fiction and non-fiction series | <p>The studio is also behind some of Atresmedia's major fiction premières of the year: series such as La cocinera de Castamar, premiered on AtresPlayer Premium and subsequently acquired by Netflix, with great audience success in the Latin American market; two seasons of the comedy By Ana Milán; Cardo, presented at the San Sebastián Film Festival to acclaim from critics and audiences as the breakout series of the year; and the return of Los Protegidos to close the last quarter.</p> <p>Productions developed for the Group in 2021 included Heridas, an adaptation of the series Mother: it was shot in the Cabo de Gata nature reserve and won recognition at the Almería Film Festival.</p> <p>Amazon Prime Video was another major destination for Buendía Estudios productions, with the worldwide launch of El Internado: Las cumbres and La templanza as flagship original fiction properties in the first quarter. October saw the release of G.E.O. más allá del límite, a documentary series that almost immediately became one of the most watched items on the platform. It ranked at number 1 for several consecutive weeks.</p> <p>Production of the second season of La unidad from April to July marked the beginning of Buendía Estudios' production of fiction series for Movistar+. The studio continued with Apagón, one of the flagship offerings of Telefónica's platform for 2022, which began production in December.</p> |



INNOVACIÓN

New activities: animation

Another milestone for Buendía Estudios in 2021 was the start of its activity for **HBO MAX**. In November, the studio announced its adult animation project, *Pobre diablo*, the platform's first Adult Swim original in Spain.

With these initiatives underway and **more than 35 projects** in development, Buendía Estudios is moving forward with its strategy to become the go-to studio for creation and production of premium Spanish-language content for the local and international markets.



Atresmedia also offers its **expertise and knowledge of the audiovisual industry** externally through Atresmedia Formación (Atresmedia Training). This business project trains professionals in various fields: open courses on audiovisual content, master's courses in partnerships with universities and business schools, occupational training courses to promote these activities in Spain, and communications courses for companies and institutions.

Atresmedia Formación: specialised audiovisual education and training

OVER THE COURSE OF THE YEAR, ATRESMEDIA FORMACIÓN HOSTED 76 COURSES, FOR A TOTAL OF 6,153 HOURS OF TRAINING AND 812 LEARNERS.

In the context of the Covid-19 pandemic, as far as possible Atresmedia Formación worked towards a return to face-to-face courses with fewer students per classroom and taking account of current health recommendations. The training division boosted its **online format**, providing a total of **53 open courses** and **23 in-company** courses in 2021.

The new format, delivered live over Microsoft Teams, proved a boon for the project and allowed learners from other regions of Spain and other countries to take part. In the future, the plan is to maintain a **blended training offer**, featuring a mixture of face-to-face and online training, given how popular it has proven to be.

Atresmedia Formación has provided **in-company training** since 2018. In 2021, we also provided **training activities for a range of outside clients**, such as Televisión de Castilla La Mancha, Castilla y León TV, Televisión de Aragón and the production studios Chip Audiovisual and Factoría Plural. We partnered with public sector bodies such as the Galicia regional health department to shoot videos about current affairs surrounding the pandemic. Over the course of the year, Atresmedia Training hosted **23 courses**, for a total of **344 hours of training** and **456 learners**.

Up to March 2020, having provided **in-company training** since 2018, Atresmedia Formación provided training activities for a range of outside clients, such as Televisión de Castilla La Mancha, Televisión de Castilla León, Televisión de Aragón, Sanofi and Secuoya. In addition, we worked with new companies, such as Both, Nova Televisión, Go Fluent, Henneo and Chip Audiovisual. Videos were made to manage work-from-home at the Xunta de Galicia, and courses were held to improve team management through communication with Orange and Generali. Over the course of the year, Atresmedia Training hosted **23 courses**, for a total of **344 hours of training** and **456 learners**.

Atresmedia Formación is involved in enhancing the employability of people with disabilities, and thus supported the Atresmedia training scholarship project for this group. In 2021, we closed the first call for applications for **bursaries with Fundación Universia** with **35 bursary recipients** and then launched a second call for bursaries for 30 more people. We made a deal with **Fundación Randstad** to award 10 bursaries for employment integration of people with disabilities. Due to the success of the first call, we are now working on widening the scope of our bursaries and ran a course in communication techniques for beneficiaries of **Fundación Capacis** (people with borderline intelligence).



So, for Atresmedia Formación, 2021 was a year of **reinforcing key partnerships**, such as with Grupo Planeta's IFP, master's degrees at the Universidad Antonio de Nebrija and the Universidad Internacional de Valencia, and collaboration with the Escuela de la Editorial 35mm. The division also made a new deal with Iberonex to provide online audiovisual training for the whole Latin American environment. Furthermore, the business unit reached agreement with **Planeta Formación Universidades** for the development of a project known as "The Core". This project will be key to the development of Atresmedia Formación in coming years and aims to promote education and training in all skills related to entertainment and communication.

Our client portfolio increased through key partnerships with Orange and Generali. We resumed contracts with regular clients such as Sanofi, while the **demand for training is growing**, which led to our also hosting courses about content and social media.

Finally, 2022 looks to be a year of fresh challenges. Post-pandemic, we will have to manage our return to training activities as normal, which will involve a coexistence of online and face-to-face events as a key to business development.

05.5 Risk prevention, control and identification

Atresmedia operates a **Risk Assessment and Management System** that addresses all risks on the **Risk Map** (both external and inherent in the business, financial and non-financial, strategic, operational, technological, legal, social, environmental and reputational) and compliance risks (see **5.6 Compliance**).

The system sets out **controls and procedures to prevent or mitigate** identified risks, and is supplemented by the **Crime Prevention System**. For further information on the operation and structure of the Risk Assessment and Management System, please refer to the **Annual Corporate Governance Report**.

From the standpoint of the risks inherent in its business as a media company, and beyond the financial domain, Atresmedia must comply with the **Audiovisual Communication Act** (*Ley General de Comunicación Audiovisual*). Its risk management and control system includes several measures to prevent non-compliance with various aspects of this law affecting the protection of minors, the content and volume of advertising messages, obligations to adapt content to people with disabilities and the obligation to invest in films and series.

In 2020, through the association UTECA, Atresmedia took part in formal consultations on the draft Audiovisual Communication Bill, which will replace the existing Audiovisual Communication Act (*Ley 7/2010, de 31 de marzo*). The new law will implement Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive).

THE ATRESMEDIA GROUP CONSTANTLY MONITORS ITS RISKS TO DETECT, PREVENT AND MITIGATE THEM. IN THIS AREA, OUR CORPORATE RISK MANAGEMENT MODEL, ESG RISK MODEL AND INTERNAL CONTROL OVER FINANCIAL AND NON-FINANCIAL REPORTING HAVE KEY ROLES TO PLAY.

05.5.1 Corporate Risk Management Model

In 2021, Atresmedia **continued to improve its Corporate Risk Management Model** to assess whether the controls under the Model were still valid and whether any new controls should be implemented. In general, the review consisted of **updating the risk assessment system by adding analytical variables** beyond the purely financial domain, such as impact on operations or on reputation, and reassessing all corporate risks. We also made improvements and incorporated automated processes to the monitoring and reporting scheme so as to process information in a more agile way.

In addition to the Corporate Code of Conduct, the **control tools** for each risk on the Risk Map are:

POLICIES, PROCEDURES AND PROTOCOLS

These, together with the specific regulations affecting our business activities, make up the Regulatory Compliance Model. All are adequately notified through the corporate communication channels to the affected areas and people.

INTERNAL CONTROL OVER FINANCIAL REPORTING (ICFR) SYSTEM

Control procedures related to the Internal Control over Financial Reporting (ICFR) system, with the commitment to provide reliable, complete, truthful and uniform information to investors and the market. In 2021, we put in place our system of internal control over non-financial reporting (ICNFR).



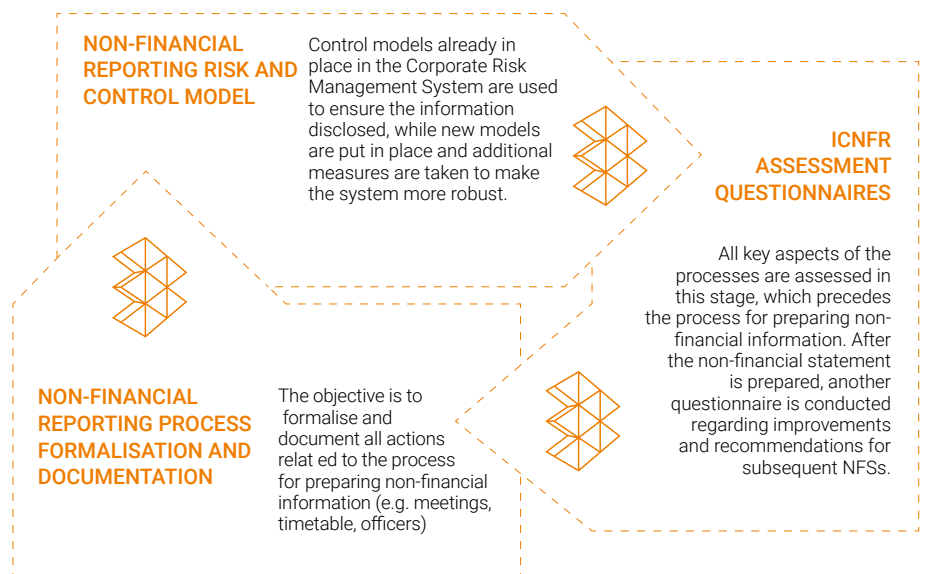
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|---|
| <p>COMPLIANCE COMMITTEE AND CHIEF COMPLIANCE OFFICER</p> <p>Bodies charged with the management, surveillance, coordination and integration of corporate policies and actions aimed at complying with all applicable legislation and regulations (both external and internal protocols and procedures), as well as supervision of compliance with the Code of Conduct.</p> |
| <p>INTERNAL CODE OF CONDUCT (ICC) ON MATTERS RELATING TO THE SECURITIES MARKET</p> |
| <p>IT CONTROL TOOLS</p> <p>GRC (Governance, Risks and Compliance) system, procurement management system, system for managing and authorising bids and quotes, system for managing and authorising programme budgets, system for managing and authorising investment proposals, quality system, IT application to monitor compliance with internal regulations on matters relating to the securities markets: Insider website.</p> |
| <p>WHISTLEBLOWING CHANNEL</p> <p>The channel enables all employees and third parties who have a business relationship with the Atresmedia Group to send queries or complaints relating to (i) criminal offences or breaches of the Code of Conduct, (ii) violations of financial or accounting regulations, (iii) discrimination or workplace harassment or (iv) any other conduct that is contrary to current legislation and the codes and corporate policies that reflect the Group's values.</p> <p>This can be done easily and in confidence, even anonymously, over the corporate website of the Atresmedia Group. The only requirement is that complaints must provide the details required to examine and verify the reported situation, and must comply with the whistleblowing channel's own rules, as published on the website.</p> |
| <p>CRIME PREVENTION AND CRIMINAL LIABILITY MODEL</p> <p>The Crime Prevention and Detection Protocol underwent a review in 2020, mostly to identify laws and regulations affecting the crimes that impact the Atresmedia Group (four laws and three regulations), and review mitigation measures such as policies and procedures to identify potential needs for updating. A new assessment of risks related to the Group's compliance offences was also carried out.</p> |

Internal Control over Non-Financial Reporting (ICNFR) system

In accordance with the recommendations of the CNMV, Spain's securities market regulator, and other regulatory bodies that are moving towards tighter control over the information reported in the Non-Financial Statement, **in 2021 Atresmedia implemented its own ICNFR system.**

The system of Internal Control over Non-Financial Reporting (ICNFR) is designed to **ensure that the information reported to the markets in the Non-Financial Statement is accurate, complete, adequate and reliable**, by analogy to the system already in place for internal control over financial reporting.

The system rests on the following pillars:



05.5.2 ESG risk model

Today's companies face a landscape of environmental, social and governance (ESG) risks. We now know that these risks have an impact on a company's goals, performance and even survival over time. Hence ESG risks are increasingly important in companies' risk assessment and management models.

In 2020, the Atresmedia Group accordingly created its own ESG Risk Model within the framework of the Corporate Risk Management System. The new model has the following dimensions:

IDENTIFICATION OF ESG RISKS

ESG risks that could threaten achievement of an entity's strategy and business objectives are identified. The key issues of each ESG risk category are identified to obtain a detailed ESG risk inventory.

ESG RISK ASSESSMENT

This assessment is performed using the same approach as for the assessment of other risks: impact, probability and criticality.

IDENTIFICATION OF ESG RISK MITIGATION CONTROLS

The phase entails identifying existing controls in the GRC model, putting in place new controls and measures, and setting NFS indicators.

OVERSIGHT, CONTROL AND MONITORING OF THE ESG RISK MODEL

This model has an inventory of ESG risks identified, the related controls and subsequent assessment, and the list of other risk mitigation measures in place. The ESG risk model is included within the Atresmedia Group's Corporate Risk Management Model. Moreover, in line with good governance recommendations, the model will be included in the risk policies and reports published by Atresmedia Group to put non-financial risks on a par with financial risks.

05.5.3 Risks materialising in 2021

The **main risks that materialised** in 2021 arose in the following **two categories**:

- **Advertising market performance hit by the COVID-19 pandemic:** Covid-19 affected all sectors and especially the advertising market.

In 2021, there were sharp ups and downs from month to month, but no clear trend in either direction. The advertising market in 2021 recovered somewhat with respect to the sharp decline in 2020. However, that recovery is fragile, given the overall instability of the economy due to the uncertainty surrounding the later stages of the pandemic.

Moreover, in 2021, for a number of reasons, the global goods supply and logistics chain was severely disrupted. The overall economic effect of the shortages severely hurt the economy and commodity prices, with a knock-on effect on prices of goods offered to consumers. Given their close ties to the sectors hardest hit by the crisis, major advertisers are yet to reach their pre-pandemic spend volume, and even now the way forward for advertisers most hurt by the pandemic is not at all clear.

Atresmedia Group receives the bulk of its revenue from advertising. In 2021, the Group's revenue took a significant hit from the advertising market.

The Group took measures to mitigate the impact, the most important of which were:

- a) **Amending the commercial policy**, adapting and shifting it towards advertising sectors and solutions after the outbreak of the pandemic. Adapting to new advertisers and economic sectors
- b) **Significantly cutting costs** in all areas of operations and content in order to maintain and improve the Group's profitability.
- c) **Monitoring working capital and financing** on an ongoing basis to ensure that the Group has sufficient liquidity to fund its operations.



- **Other risks materialising:** The main risks that materialised in 2019 remained in 2021, particularly those involving litigation and disputes related to:
 - The Comisión Nacional de los Mercados y la Competencia (CNMC, Spain's competition watchdog), regarding disciplinary proceedings S/DC/0617/17 Atresmedia/Mediaset. Both operators, Atresmedia and Mediaset, were fined, and barred from specified courses of conduct considered anti-competition. Atresmedia challenged the decision by filing an application for judicial review with the Administrative Chamber of Spain's National Court (Audiencia Nacional). Processing of this appeal is still in the beginning stage.
 - Atresmedia also requested the Court to impose precautionary measures to, among other reasons, suspend the obligation to cease the conduct penalised and the related obligation to adapt its business relationships. Despite this appeal, in keeping with maximum prudence Atresmedia amended its commercial policy and the conduct that led to the CNMC proceedings before the appeal was processed. As a result, its commercial activity is now fully in line with the CNMC's appealed ruling.



- Criminal proceedings relating to SGAE, Spain's collective rights management entity for music and audiovisual IP. In February 2020, Central Examining Court 2 of the Audiencia Nacional (National Court) decided to investigate Atresmedia in the same proceedings of 2017 against certain natural and legal persons for alleged criminal activities that could include alleged business corruption as provided for and punishable in article 286 bis of the Criminal Code.

There were no significant developments in 2021 in relation to this judicial proceeding worth highlighting.

In 2021, the Atresmedia Group submitted its compliance and crime prevention model to an assurance process by an internationally reputable external expert. As a result of the review, the expert ascertained that the model complies with current legislation and, moreover, the Atresmedia Group has adapted and improved it whenever changes occurred in the organisation, its control structure or its business, or when weaknesses or opportunities for improvement were identified. The model was found to be compliant with the main domestic and international standards. The compliance management system is effective and reflects the compliance culture of Grupo Atresmedia, generating a response from the organisation to all stakeholders.

05.5.4 Cybersecurity

What we mean with cybersecurity is essentially the set of measures that I3 Televisión (Atresmedia Group company dedicated to IT) implements in order to **guarantee the availability, integrity and confidentiality** of the data by using all the IT tools and services needed to ensure effective protection against the different types of threats. For a Group such as Atresmedia, it is absolutely essential to have **uninterrupted information systems** with no downtime since its business activities continue 24 hours a day across all Group locations and business areas. With this in mind, it is extremely important to detect, manage and minimise possible security events.

A **robust cyber security system** is today essential due to several **factors**:

- Extensive and varied IT (Information Technology) and OT (Operations Technology) infrastructure
- Complex and diverse supply chain
- Emerging regulatory requirements
- Closely interrelated risks
- Widely varied threats (cybercrime, cyber activism, cyber terrorism, etc)
- Complex and extensive organisations
- Wide-ranging and technologically diverse connectivity

The Atresmedia cybersecurity model includes **procedures, controls and technical audits** to assess the overall security of the system and the effectiveness of the measures and action plans put in place. It also allows us to model and implement action plans to mitigate risks in response to real threats to the business and to obtain a clearer picture of our security systems. Atresmedia's **cybersecurity strategy** considers current circumstances, mainly affected by its surroundings, business model, applicable regulations, technological developments, the existence of remote offices, convergence and its vast web presence. There are also four **support functions** that reinforce and help ensure effective compliance with the cybersecurity strategy: the technical security office, continuous monitoring of infrastructure, the analysis and management of vulnerabilities, and the security operations centre.



TECHNOLOGICAL RISKS ARE THE MAIN SOURCES OF CYBERRISK FOR ATRESMEDIA, WITH POTENTIAL IMPLICATIONS FOR REPUTATIONAL OR OPERATIONAL RISKS. STRATEGICALLY, ATRESMEDIA'S CYBERSECURITY PRACTICE IS CHARACTERISED AS BEING VIGILANT, PROACTIVELY MANAGED AND RESILIENT, ADDING VALUE AT ALL LEVELS (USERS, EMPLOYEES, SHAREHOLDERS AND BRAND REPUTATION).

Highlights in 2021 included:

- Encrypted browsing analytics
- Production network segmentation and security
- Introduction of different levels of access to web services and use of external storage units
- IT workstation replacement (computers, monitors, etc.)
- Reinforced protection against viruses, Trojans, spam, phishing and other malware

Priority actions facing COVID-19

When at short notice the lockdown required that everyone should work from home, we were able to continue business safely and effectively thanks to Atresmedia's IT set-up. Even before the state of emergency, we had envisaged and created a platform or system for remote access to the Atresmedia workplace; hence more than 2,247 new users were able to log in remotely when this became a necessity. The workspace rapidly evolved into a collaborative setting where information could be accessed from anywhere and from any device.

We put together an emergency pool of more than 879 laptops and rolled out a user support, service and training plan. The security measures in support of the new set-up followed manufacturers' directions: configuration of the access customer on each device; installation of anti-malware applications; monitoring of connectivity events; ongoing audit; firewall inspections, and so forth.



05.5.5 Data protection

Given the importance that data analytics has recently acquired for operating new advertising models and managing television audience data via prior informed consent on smart TVs, this year the data protection area conducted data processing oversight and control procedures. An independent consultant completed a data protection audit of the data processing relating to advertising operations through the HbbTV system and the result was satisfactory.

In 2021, we began a range of other audits on processing of personal data of customers and users of Atresmedia services.

In addition, the Privacy Committee, which was created in 2018, this year adopted a plan to conduct annual sector audits to supervise compliance by the Atresmedia Group's Personal Data Protection Model with laws and regulations.

COMPLIANCE WITH PERSONAL DATA PROTECTION REGULATIONS IS AN ONGOING PROCESS ENTAILING CONSTANT REVIEW BY ATRESMEDIA OF PROCESSES AND PROCEDURES ALREADY IN PLACE, AND NEW SERVICES BEING DEVELOPED, SO THAT THEY COMPLY WITH THE PRIVACY BY DESIGN PRINCIPLE.

In 2021, we reinforced our procedure for managing data subjects' rights to ensure that any enforcement of a requested right is properly recorded in a single application.

Furthermore, to enhance transparency of about how we process the personal data of users of the Atresplayer service, we restructured the related Privacy Policy to make it easier for users to consult and understand.



In 2021, in the awareness of its high capacity for communication and influence, Atresmedia conducted a major communication campaign across all its media to promote public awareness of rights and duties surrounding protection of personal data. We thus helped lend visibility to the role of the Spanish Data Protection Agency (AEPD) and its initiatives to protect relevant rights. Examples include the campaigns with the taglines "A single click can ruin your life", "Stop it or pass it on" and "Priority Channel". In addition, Atresmedia signed the "Digital Pact for the Protection of People" and joined the "First Forum on Privacy, Innovation and Sustainability".

OUR DATA PROTECTION AWARENESS CAMPAIGNS, BROADCAST ACROSS ALL THE GROUP'S TELEVISION, RADIO AND OTHER MEDIA, REFLECT A COMMUNICATION EFFORT THAT WAS ACKNOWLEDGED BY THE SPANISH DATA PROTECTION AGENCY WHEN IT GRANTED ATRESMEDIA THE "2021 COMMUNICATION AWARD FOR PERSONAL DATA PROTECTION".

Internally, we continued awareness-raising actions on privacy and security aimed at Group employees by sending regular circulars on this topic.

Concerning rights of data subjects, 1456 requests were received in 2021 to exercise data protection rights. They were handled through the data protection officer's e-mail account and entailed mostly requests for erasure of personal data and requests to unsubscribe from digital services. In the framework of the procedure under Article 65(4) of Ley Orgánica 3/2018, de 5 de diciembre (the Spanish Data Protection Act), AEPD, Spain's data protection agency, notified Atresmedia of two complaints related to the exercise of rights. Following argument submitted by the Group, the AEPD shelved the complaints.

05.5.6 Management quality

One of Atresmedia's priority goals is to achieve the highest standards of quality in every show and every advertisement it broadcasts, and in its management processes. To deliver these goals, Atresmedia has a **Quality Management System** for recording, controlling and monitoring incidents whether or not they affect the broadcasting of our content on the various media. The system also aims to identify potential improvements to the organisation's key processes so as to avoid or minimise any impact on our viewers and users.

The Internal Audit and Process Control Division is responsible for coordinating this system. There is also a Quality Committee comprising the most heavily involved departments, which meets whenever necessary to review the system and to implement action plans and improvements.

Audience perception research showed again this year that Antena 3 is the highest-rated general-interest channel. It is perceived as the most diverse and most credible channel, and the one most concerned with creating quality content.

The system is supported by a corporate app that identifies, classifies and categorises all incidents, whether or not they affect broadcasting. We also have in place a monthly communication and reporting system that informs management of the Group and of the business units about the source of quality defects, the description and classification of each incident, and all steps taken to correct it.

The system follows these steps:





The effectiveness of this Quality Management System and the improvement plans rolled out over the years since this system was made part of television broadcasting notably improved the rate of incidents arising in the course of content production, recording and broadcasting up to 2019.

However, in 2020 the COVID-19 pandemic caused several impacts on the business. Ensuring continuity of operations, especially television broadcasting, was Atresmedia's priority. In this context, we broadcast our programmes with the presence of a reduced team in the production, direction and broadcasting areas. In addition, employees focused solely on ensuring that programmes actually aired. Therefore, in 2020, a complete and detailed implementation of the TV Content Quality System was not treated as a priority and there was no exhaustive monitoring under the Compliance Model. However, whenever a significant incident arose in broadcasting, we analysed the problem and its related areas, and took remedial action wherever required.

In 2021, due to the effects of the COVID-19 pandemic, adjustments were made to some of the teams available and work-from-home was combined with in-person work. The focus was placed on other management priorities, and the Quality System found that fewer incidents arose in the various programmes broadcast on the Group's TV channels.

During the year we completed an **improvement plan to maintain the effectiveness of the Quality Management System** and speed up initial incident capture so that it can be uploaded as soon as it occurs or is detected.

05.6 Compliance

Atresmedia has in place a Compliance and Crime Prevention Model that applies across the entire Group. Initially designed to prevent and manage criminal risks and as a mechanism to avoid or mitigate any criminal liability of the body corporate (in accordance with Article 31 bis of the Spanish Criminal Code), the Model now has a much broader scope: it has become the most flexible and effective instrument for extending a culture of compliance and a preventive approach to all areas of the Group's companies, both at the corporate level and in each business unit.

The Model is supplemented by a specific Personal Data Protection Model to ensure the rules in this area are properly applied in activities that involve risk insofar as they involve the processing of personal data (employees, customers, suppliers, etc.).

ATRESMEDIA'S COMPLIANCE FUNCTION IS THE SET OF RULES, STANDARDS, PROCEDURES, IT TOOLS AND OTHER TECHNICAL AND HUMAN RESOURCES THE COMMON PURPOSE OF WHICH IS THAT THE ATRESMEDIA GROUP'S ACTIVITIES AT ALL TIMES COMPLY WITH THE LAW AND REMAIN CONSISTENT WITH THE ETHICAL PRINCIPLES THAT THE GROUP ITSELF HAS PUT IN PLACE TO GUIDE ITS BUSINESS AS A MEDIA GROUP AND AS AN ENTERPRISE.

The Crime Prevention and Detection Protocol covers (i) Group activities that involve a higher risk of links to criminal conduct that could entail corporate criminal liability, (ii) a criminal risk map and risk assessment focusing on these activities, and (iii) control mechanisms, both general and specific for each criminal offence.



The Atresmedia Code of Conduct and the Anti-Corruption Protocol comprise essential control and prevention rules within this Model.

- The Code sets out the principles, aims and values that should guide the conduct of everyone who is employed by or otherwise works for a Group company.
- The Anti-Corruption Protocol sets rules for the prevention of corruption and fraud in the Atresmedia Group. It further specifies and implements the provisions of the Code of Conduct, for example in relation to donations, sponsorships and other non-profit contributions, and lays down the due diligence procedures to be applied in any contracts involving government bodies.

Corruption and bribery risks relate to courses of conduct described in the Spanish Criminal Code within the definitions of offences covered by the criminal risk map: bribery, influence peddling, corruption in business and fraud.

Review of the Compliance and Crime Prevention Model: In 2021, the Atresmedia Group submitted its Compliance and Crime Prevention Model to an assurance review by an independent expert. As a result of the review, the expert ascertained that the model complies with current legislation and, moreover, the Atresmedia Group has adapted and improved it whenever changes occurred in the organisation, its control structure or its business, or when weaknesses or opportunities for improvement were identified. The model was found to be compliant with the main domestic and international standards.

1**Payment control procedure**

Describes all steps in managing payments by Atresmedia and its Group companies supported by the Accounting and Treasury department, the controls in place and the separation of duties.

2**Billing and collection control procedure**

Describes all steps in managing collections by Atresmedia and Group companies supported by the Treasury and Accounting department, and the controls in place and necessary separation of duties to prevent any related risks. In 2021, Atresmedia introduced an electronic billing system that streamlines billing procedures and helps detect and prevent fraud.

3**Expense and per diem procedure**

Establishes the procedure for requesting, authorising and settling expenses of Atresmedia Group employees to detect and prevent the risks related to these activities. In 2021, Atresmedia adopted a new employee expenses policy and introduced a new settlement management tool that centralises and enhances control and supervision.



THE PROTOCOL CLEARLY DEFINES PROHIBITED ACTS: PAYMENTS TO FACILITATORS, BUSINESS CORRUPTION, INFLUENCE PEDDLING, ILLEGAL FUNDING OF POLITICAL PARTIES, AND CASH PAYMENTS.

In addition to the rules under the Compliance and Crime Prevention Model, the specific data protection model, and the bodies involved in enforcing those rules, Atresmedia has introduced a range of tools that contribute to suitable and verifiable operation of the Model:

- GRC (Governance, Risks and Compliance) system: a corporate tool based on SAP R3 for risk management and control within the organisation, which also covers criminal liability risks. Controls related personal data processing were also included.
- Whistleblowing channel: the corporate tool made available to all Group employees and third parties to resolve doubts about application of the Code of Conduct and other internal rules. The channel is used to report breaches of the Compliance Model and is the appropriate means of communication in this situation.

In April 2021 the channel was opened up to third parties outside the Group. It also allows anonymous messages. It is available over the corporate website (in the "Compliance and Crime Prevention" section) and via e-mail at canal-consultasydenuncias@atresmedia.com.

In 2021, three alerts were received through the channel, two internal and one external, which were resolved in accordance with the applicable procedure.

- Insider website: a tool provided by an external supplier as support for compliance with the market abuse regulations applicable to Atresmedia as a listed company. It is designed to prevent securities market-related criminal offences. Other control mechanisms: Procurement committee, management and authorisation of contract award proposals, management and authorisation of programme budgets, quality system, etc.

THE MAIN NOVELTIES IN 2021 WERE THE REFORMED WHISTLEBLOWING CHANNEL RULES AND PROCEDURE, A PROTOCOL ON ICT RESOURCES AND CYBERSECURITY, A PROTOCOL ON POWERS OF ATTORNEY AND ELECTRONIC CERTIFICATES, A PROTOCOL ON THE DELIVERY AND ACCEPTANCE OF GIFTS AND A PROTOCOL ON SCRUTINY AND APPROVAL OF RELATED PARTY TRANSACTIONS. THESE DEVELOPMENTS WERE ALL PART OF THE ONGOING REVIEW AND UPDATING OF THE MODEL.

Fundación Atresmedia, as an obliged entity under Ley 10/2010, de 28 de abril (the Spanish statute on AML/CTF), has specific controls in place in this respect, such as the Anti-Money Laundering and Counter Terrorist Financing Protocol, and rules of good governance to ensure transparency and efficiency in carrying out its operations, following ethical principles that guide the conduct of all members of the organisation.

ATRESMEDIA CREATED A NEW SECTION ON THE CORPORATE WEBSITE ABOUT COMPLIANCE AND PREVENTION THAT PROVIDES THE KEY INTERNAL RULES WITHIN THE MODEL (CODE OF CONDUCT, ANTICORRUPTION PROTOCOL, GIFTS PROTOCOL, ETC) AND A FORM THAT LETS USERS ACCESS THE WHISTLEBLOWING CHANNEL.



In 2021, the Compliance Committee, the body responsible for enforcement of the Model, specified and approved an internal training plan for Group employees on the Compliance and Crime Prevention Model, with specific training for people responsible for SAP-GRC system controls. The plan is scheduled to be implemented in 2022 and 2023.

Finally, we implemented a new internal procedure that consists of requiring from all Group executives and middle managers an annual statement of awareness of the Model and its rules and of disclosure of conflicts of interest, if any.

05.7 Compliance with tax obligations

As part of its commitment to sustainable development, in this key area of business ethics Atresmedia applies **good tax practices**. Atresmedia's Group-wide **tax strategy** rests on the cornerstone of **compliance with tax laws and regulations** in all territories where we operate. We apply common tax criteria for all operations, both at the level of the parent company and the rest of companies within the Group, guided by the principles of a responsible tax approach.

In 2020, the Atresmedia Group Signed the Code of Good Tax Practices of the Foro de Grandes Empresas, adopted in July 2019. The Code requires its signatory companies to commit to transparency, good faith, cooperation with tax agencies and conflict avoidance.

In accordance with the *Ley de Sociedades de Capital* (the Spanish Corporate Enterprises Act) and its own regulations, the Board of Directors of Atresmedia Corporación de Medios de Comunicación, S.A. is the highest management body of the Company, with powers of representation, management and control. As such, it has a non-delegable power to determine the Company's tax strategy and, following a favourable report from the Audit and Control Committee, to approve corporate tax policy. **This policy (latest version approved 24 April 2020) is available on the [corporate website](#) and establishes the principles underpinning tax strategy for all Group companies. Atresmedia's articles of association and other internal corporate governance regulations and corporate policies are available on the corporate website (www.atresmediacorporacion.com), under the section "Corporate Governance".**

Atresmedia's tax management and control model is based on its Corporate Risk Management Model, which applies several special controls and a Procedural Protocol regarding Particularly Significant Tax Transactions, which lists large or highly specialised transactions that must be analysed especially carefully before they are carried out. The Board of Directors is responsible for approving the risk control and management policy, including tax risks, and for the oversight of internal systems of reporting and control. For further information on the Corporate Risk Management Model, see "**5.5 Risk prevention, control and identification**".

Atresmedia, being aware of the importance of tax transparency, addresses this issue in its scheduled materiality assessments through internal and external consultations. As a result of our assessment, responsible tax policy now rates as one of the most material topics. Reporting in this area is gradually being adapted to leading reference frameworks.

The Atresmedia Group obtained profit before tax in 2021 of EUR 153.4 million (354.2% more than in 2020 and approaching the figure for 2019), broken down by country as follows:



| PROFIT/(LOSS) BEFORE TAX (€) | | |
|------------------------------|------------|-------------|
| | 2020 | 2021 |
| SPAIN | 32,990,502 | 152,665,244 |
| BRAZIL | 794,565 | 168,233 |
| MEXICO | 214,964 | 743,752 |
| COLOMBIA | -123,886 | -47,815 |
| PERU | 65 | 11,544 |
| ARGENTINA | -229,541 | -63,546 |
| CHILE | 128,885 | 46,288 |

In 2021, in compliance with its tax obligations, Atresmedia's **tax contribution** was EUR 6,414 thousand in direct taxes, EUR 1,250 thousand in local taxes, EUR 1,169 thousand in indirect taxes (taxes on certain digital services) and EUR 130,361 thousand in taxes paid on behalf of third parties. As to government assistance, the Atresmedia Group is entitled to tax deductions for film and audiovisual production. In addition, the Group received grants worth EUR 2,143 thousand.

As an audiovisual media group that operates a commercial television network, Atresmedia must, under the *Ley General Audiovisual*, Spain's Audiovisual Act, allocate a portion of its annual revenue to Spanish film production. Thanks to the talent of our people, Atresmedia has grasped the opportunity to turn this obligation into one of its hallmarks.

In line with this obligation regarding investment in audiovisual works, the main impact of this imposition on Atresmedia's earnings is the **tax deduction for cinema and audiovisual production**. In 2021, the Group applied tax credits for audiovisual and film production of EUR 13,842 thousand (2020: EUR 15,288 thousand).

Annual changes in **corporate income tax** paid, grants received, RTVE (State television) royalties and tax deductions in the year are shown below:

| | 2020 | 2021 |
|--|--------|--------|
| INCOME TAX (THOUSANDS OF EUROS) ⁶ | 12,139 | 6,414 |
| GRANTS RECEIVED (THOUSANDS OF EUROS) | 2,450 | 2,143 |
| RTVE ROYALTY (THOUSANDS OF EUROS) | 21,185 | 16,041 |
| TAX DEDUCTIONS (THOUSANDS OF EUROS) | 15,288 | 13,842 |

⁶ Income tax is calculated on a cash basis. The figure is therefore stated net of payments and receipts in the year. The 2019 figure of EUR 24,003 thousand was the sum of payments of EUR 27,395 thousand and refunds of EUR 3,440 thousand. The refund was not collected until 2020; hence the reportable figure was EUR 27,395 thousand. The 2020 amount comprises payments of EUR 15,579 thousand and receipts of EUR 3,440 thousand. The 2021 amount comprises payments of EUR 21,833,727 and receipts of EUR 15,419,842 thousand.

 05.8

Taxonomy of the European Union

 05.8.1

Regulatory context

The **Action Plan on Sustainable Finance**, unveiled in 2018 by the European Commission, is the roadmap for boosting sustainable finance and redirecting the flow of funds towards more sustainable activities. One of the initiatives under the plan is the creation of the European Taxonomy, a tool for classifying economic activities according to their potential impact on or contribution to sustainability.

For the time being, the taxonomy has been specified in its **environmental dimension**, identifying businesses that can contribute to climate change mitigation and adaptation. The taxonomy sets requirements for an activity to qualify as sustainable. This provides companies, investors and regulators with more standard information about businesses that contribute to the achievement of environmental goals.

The **regulatory framework** of the taxonomy is currently specified by the following laws, regulations and standards:

- Regulation (EU) 2020/852 on the establishment of a framework to facilitate sustainable investment
- Regulation (EU) 2021/2139 establishing the technical screening criteria for determining the conditions under which an economic activity qualifies as contributing substantially to climate change mitigation or climate change adaptation and for determining whether that economic activity causes no significant harm to any of the other environmental objectives
- Commission Delegated Regulation (EU) 2021/2178: specifying the content and presentation of information to be disclosed by undertakings concerning environmentally sustainable economic activities, and specifying the methodology to comply with that disclosure obligation

The taxonomy-related regulation outlines several **reporting requirements** for certain undertakings (financial market participants that make available financial products and undertaking that are subject to the obligation to publish a non-financial statement pursuant to Article 19 bis or 29 bis of Directive 2013/34/EU of the European Parliament and of the Council).

Taxonomy reporting requirements

Under Article 8 of Regulation (EU) 2020/852, non-financial companies considered to be public interest entities with more than 500 employees must publish in their non-financial statements for 2021:

- proportion of Taxonomy-eligible turnover
- proportion of Taxonomy-eligible capital expenditure (CapEx)
- proportion of Taxonomy-eligible operating expenditure (OpEx)

Companies must also report qualitative and contextual information to aid understanding of the indicators.

Two **key concepts** must be clarified:

- **Eligible activities** (reported here): activities listed in Annexes I (mitigation) and II (adaptation) of the Commission Delegated Regulation (EU) 2021/2139

- **Aligned activities** (to be reported in 2022): eligible activities that meet the following requirements:

- Substantially contribute to at least one of the six objectives set out in the Regulation⁷

- Climate change mitigation
- Climate change adaptation
- Sustainable use and protection of water and marine resources
- Transition to a circular economy
- Pollution prevention and control
- Protection and restoration of biodiversity and ecosystems

- Compliance with the principle of "do no significant harm" to other objectives

- Compliance with the minimum social safeguards in line with the OECD Guidelines for Multinational Enterprises and the UN Guiding Principles on Business and Human Rights

Following is a description of the process for **calculating the three KPIs**, covering key aspects related to **accounting policy, compliance with Regulation (EU) 2020/852** and **contextual information** of those KPIs.

05.8.2 Scope of the report

In the application of the EU Taxonomy, the Atresmedia Group has considered the activity of Atresmedia Corporación de Medios de Comunicación S.A. and subsidiaries (the "Atresmedia Group") in accordance with the scope of its consolidated financial statements.

For 2021, the Atresmedia Group conducted eligibility analysis of its activities in accordance with the provisions of prevailing laws and regulations. Compliance with the technical criteria was not assessed.

This analysis should be reviewed for the 2022 report, which is expected to cover the alignment requirements and consider any further guidance issued by the European Commission.

05.8.3 Scope of the taxonomy

At the time of writing of this NFS, only the economic activities considered for potential contribution to climate change mitigation and adaptation have been approved and published.

For an understanding of the activities considered eligible for the Atresmedia Group, it is to be borne in mind that its **business model** is mainly based on the **production, distribution and broadcasting of audiovisual content** that is distributed through its traditional free-to-air television channels, its radio stations and its digital video-on-demand platform (Atresplayer).

The Atresmedia Group commercially operates these distribution channels through its **marketing company Atres Advertising** by selling airtime to advertisers. In addition, through its subsidiary Smartclip (a digital marketing agency), the Group sells various forms of Internet advertising on third-party media.

The Company is also involved in **other businesses that are not advertising-driven**, such as production of film content for screening in cinemas, monetisation of content on the company's own video-on-demand platform (Atresplayer Premium), sale of content produced by the Group to other television networks or VOD platforms, both individually and packaged as complete channels.

⁷ Technical criteria included in Annexes I (Mitigation) and II (Adaptation) of Commission Delegated Regulation (EU) 2021/2139

Following analysis based on the available accounting and management breakdown of revenue and expenditures for each of the three key indicators, we identified the following **eligible activities covered by the taxonomy**:

- Activities that can make a substantial contribution to **climate change adaptation**:⁸
 - **8.3.** Programming and broadcasting activities
 - **13.3.** Motion picture, video and television programme production, sound recording and music publishing activities

The description of the activities shows that both are tied to Atresmedia's core activity. There is no distinction drawn between the two in this first exercise of applying the taxonomy.

05.8.4 Methodology and results

General considerations

Taking the **Group's consolidated information**, which includes all consolidated companies in the scope, and based on the corporate management control criteria relating to turnover, CapEx and OpEx, the Atresmedia Group identified the items of the three KPIs related to its taxonomy-eligible economic activities.

Throughout the entire process, due care was taken to **avoid double counting**:

- The main sources of information are accounting and management information used for the consolidated statement of profit or loss, based on the outward reporting form provided by the National Securities Market Commission.
- To analyse this accounting information, we checked subtotals to ensure that all data is included at all times.



⁸ Identification of activities listed in Annex II of Commission Delegated Regulation (EU) 2021/2139 on disclosure

Proportion of taxonomy-eligible turnover

This KPI shows the relative weight of **turnover derived from products or services associated with economic activities** covered by the taxonomy over total turnover.

To determine the **denominator**, the Atresmedia Group considers the items included in Note 20 of the Group's Consolidated Financial Statements.

As to the **identification of Taxonomy-eligible activities**, as the regulation is recent and still developing, the description of the activities included in the Taxonomy can give rise to different interpretations.

The Atresmedia Group engages in the production, distribution and broadcasting of audiovisual content. However, its **business model** is linked, as described in the previous section, to the sale of advertising space on its distribution channels. Although the description of taxonomy-eligible activities does not specifically mention this business model, the Group takes the view that, since the sale of advertising space constitutes a transfer of broadcasting airtime and justifies and enables the performance of the activity of production, distribution and broadcasting of audiovisual content, its activity (including the sale of advertising space) is related to taxonomy-eligible activities and may itself be considered eligible. Under a more **restrictive interpretation**, the activity of selling advertising could be considered ineligible. In that case, only the activity of production, distribution and broadcasting of audiovisual content would be considered eligible, in disregard of the specific business model that monetises the activity. Given this context, considering the current regulatory framework and in view of the possibility of future developments that may clarify its application, for 2021 the Group has elected to report two distinct and complementary figures as to taxonomy-eligible revenue. One figure only includes revenues from content production and distribution, while the other also includes revenue from the sale of advertising space.





In 2021, the Atresmedia Group's **taxonomy-eligible** revenue related to the following activities:

| ACTIVIDADES DE LA TAXONOMÍA | ACTIVIDADES DEL GRUPO ATRESMEDIA |
|--|---|
| Activities that can make a substantial contribution to climate change adaptation | <p>8.3. PROGRAMMING AND BROADCASTING ACTIVITIES</p> <p>Revenue from the creation and production of television, radio and film audiovisual content and broadcasting over conventional and digital channels.</p> <p>13.3. MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING ACTIVITIES</p> <p>Revenue from sale of broadcasting airtime for advertising purposes (this item is only considered under the broader interpretation of eligibility - second column of the tables for each indicator).</p> |

The **proportion of taxonomy-eligible turnover** is as follows:

| | PROPORTION OF CAPEX (%) | |
|---|--------------------------|----------------------|
| | NON-ELIGIBLE ADVERTISING | ELIGIBLE ADVERTISING |
| A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES | | |
| 8.3. PROGRAMMING AND BROADCASTING ACTIVITIES | | |
| 13.3. MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING ACTIVITIES | 8 % | 92 % |
| B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES | | |
| TURNOVER FROM TAXONOMY-NON-ELIGIBLE ECONOMIC ACTIVITIES | 92 % | 8 % |
| Total (A + B) | 100 % | 100 % |

Proportion of Taxonomy-eligible capital expenditure (CapEx)

This indicator shows the **proportion of capital expenditure (CapEx) associated with assets or processes associated with economic activities** covered by the taxonomy.

The **denominator** includes all additions to property, plant and equipment (in accordance with IAS 16 Property, plant and equipment, paragraph 73) and intangible assets (in accordance with IAS 38 Intangible assets, paragraph 118), before depreciation, amortisation and any remeasurements. Considerations regarding investment property, agriculture and leases under accounting standards IAS 40, IAS 41 and IFRS 16, respectively, do not apply.

For the **numerator** we considered expenditure on **property, plant and equipment** related to technical material, such as video and audio equipment for television and radio, and other expenditure on other facilities and tools, to be **eligible**. We also considered eligible additions to **intangible assets** related to computer software (directly related to the broadcasting activity), the Atresplayer platform, digital systems, radio applications and website development, and audiovisual production.

Investments in property, plant and equipment consisting of acquisition of land and buildings, furniture, information processing equipment, or other tangible and intangible fixed assets related to industrial property or other computer applications were considered **non-eligible**.

In 2021, the Atresmedia Group's **taxonomy-eligible** capital expenditure related to the following activities:

| TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES | ATRESMEDIA GROUP ACTIVITIES |
|---|--|
| Activities that can make a substantial contribution to climate change adaptation | Expenditure relating to the creation and production of television, radio and film audiovisual content and broadcasting over conventional and digital channels. |
| <p>8.3. PROGRAMMING AND BROADCASTING ACTIVITIES</p> <p>13.3. MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING ACTIVITIES</p> | |

The **proportion of Taxonomy-eligible OpEx for 2021** is as follows:

| | PROPORTION OF CAPEX (%) |
|---|-------------------------|
| A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES | |
| 8.3. PROGRAMMING AND BROADCASTING ACTIVITIES | |
| 13.3. MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING ACTIVITIES | 61 % |
| A. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES | |
| CAPEX ON TAXONOMY-NON-ELIGIBLE ECONOMIC ACTIVITIES | 39 % |
| Total (A + B) | 100 % |

Proportion of taxonomy-eligible OpEx

This indicator shows the **proportion of operating expenditure (OpEx) associated with assets or processes associated with economic activities** covered by the taxonomy.

The **denominator** covers **direct non-capitalised** costs that relate to **maintenance and repairs** and any other direct expenditures relating to the **day-to-day servicing of assets of property, plant and equipment** that are necessary to ensure the continued and effective functioning of such assets.

As to the **activities considered eligible**, we took into account repair and maintenance of technical installations, such as audio and video production systems, and maintenance of computer software, such as computer applications for business management (data storage, programs, etc.). We also took into account the repair and maintenance of transport assets, relating mainly to the repair of the vehicles of the fleet providing service to radio stations.



For **short-term leases**, we considered leases of buildings, offices and facilities such as studios, theatres, auditoriums and stages to be eligible. In addition, we included leasing of technical equipment such as video and sound production systems, lighting, image capture, mobile units, and scenery.

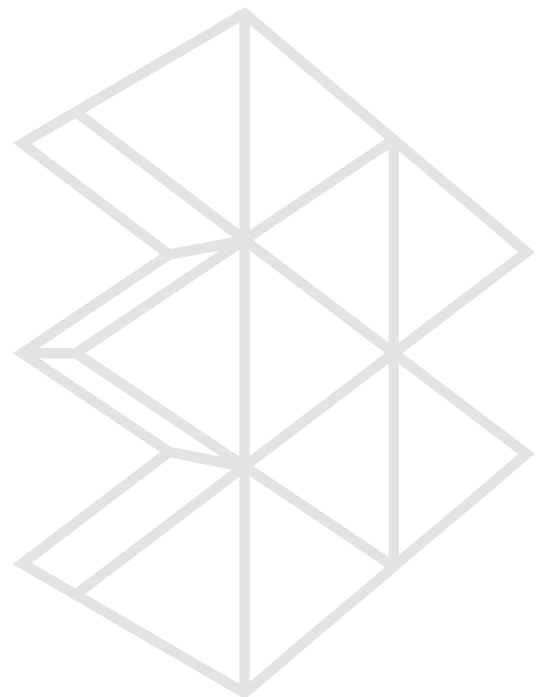
We considered the following activities, among others, as **non-eligible**: repair and maintenance of furniture and fixtures and office equipment. We also excluded other leases, such as vehicle and computer equipment leases.

In 2021, the Atresmedia Group's **taxonomy-eligible** operating expenses related to the following activities:

| ACTIVIDADES DE LA TAXONOMÍA | ACTIVIDADES DEL GRUPO ATRESMEDIA |
|--|--|
| Activities that can make a substantial contribution to climate change adaptation | <p>8.3. PROGRAMMING AND BROADCASTING ACTIVITIES</p> <p>13.3. MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING ACTIVITIES</p> <p>Operating expenses relating to the creation and production of television, radio and film audiovisual content and broadcasting over conventional and digital channels.</p> |

The **proportion of Taxonomy-eligible OpEx for 2021** is as follows:

| PORPORCIÓN DE OPEX (%) | |
|---|--------------|
| A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES | |
| 8.3. PROGRAMMING AND BROADCASTING ACTIVITIES | 62% |
| 13.3. MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING ACTIVITIES | |
| A. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES | |
| OPEX ON TAXONOMY-NON-ELIGIBLE ECONOMIC ACTIVITIES | 38% |
| Total (A + B) | 100 % |



 06

Atresmedia's impact on the environment

Atresmedia has identified the following stakeholders with whom it interacts in the course of its business: advertisers, audiences, shareholders, investors, employees, suppliers (distributors, production firms and service providers), regulators and wider society.

To gauge the demands and expectations of all its stakeholders, Atresmedia's corporate social responsibility department has an email account to receive feedback and comments on its content, advertising and technical incidents, as well as requests for information and suggestions for collaboration on a variety of fronts. In 2021 we received 132 messages (181 in 2020) through this mailbox, of which 60% related directly to Corporate Responsibility and 21% to suggestions. Other specific communication tools for stakeholders include the shareholder, investor and advertiser offices.

ATRESMEDIA DISCLOSES INFORMATION ON CORPORATE GOVERNANCE TO SHAREHOLDERS AND OTHER STAKEHOLDERS ON ITS WEBSITE: WWW.ATRESMEDIACORPORACION.COM. A SPECIFIC SECTION "SHAREHOLDERS AND INVESTORS" PROVIDES FULL INFORMATION ON GOOD GOVERNANCE AND THE RELATED KPIS, ALONG WITH INFORMATION ON GENERAL MEETINGS.

Tours of our facilities are another tool that the Group offers to universities, educational centres, advertisers and other stakeholders in order to bring the Company's activities closer to society and to enable it to fulfil its role in improving media literacy. In 2021, **10 visits** went ahead (37 in 2020, a significant reduction due to mobility restrictions, compliance with social distancing recommendations, as well as Atresmedia's internal security measures that have restricted external visits to the minimum necessary) involving a total of 48 people (572 in 2020). We offered direct support through the switchboard, which received **35,709 calls** in 2021 (2020: 43,621), helping to resolve issues and redirecting callers to the relevant areas and departments of the Group.

These channels are rounded off with proactive social media management. Atresmedia has 618 social media accounts (2020: 262) for channels, platforms, series, programmes and other corporate actions, through which it communicates with 61.5 million followers (2020: 56 million) and has ongoing dialogue. Atresmedia achieved 100,000 impressions of its content throughout 2021.

In response to the rapidly growing ATRESplayer subscriber base, Atresmedia's Digital Business Development Customer Service department introduced a new platform user management system. The new system enhances customer satisfaction and loyalty by troubleshooting incidents over a range of different communication channels.

Atresmedia received 129,960 messages from online content platform users by telephone and via online query forms, 41% of which concerned requests for information, suggestions or complaints. Lastly, Atresmedia has its atreseries.com/opina site, where viewers and users can submit suggestions, queries, concerns or doubts in relation to the AtrSeries channel.



06.1 On investors

The Investor Relations team managed a total of 261 contacts with investors in 2021, of which 140 were face-to-face meetings at industry conferences and roadshows (45% more than in 2020 due to the recovery and easing of COVID-19 restrictions) and 121 were calls (down 33% on the previous year). The **COVID-19 health** crisis had a significant impact on the Investor Relations department's activity and relations with the financial community throughout 2020, although we are steadily returning to pre-pandemic levels of activity. However, this situation, coupled with the implementation in recent years of regulatory changes in the financial services industry (mainly the MiFID II Directive), has structurally reduced the number of contacts between investors and issuing companies.

Interest in the company's ESG performance also remained very high in 2021. Analysts and investors alike explored issues related to the health crisis (employee safety, the rise of teleworking, the implementation of health protocols on the company's premises) and issues such as CO2 emissions, corporate governance, security and privacy of customer data or relations with suppliers.

ATRESMEDIA NEGOTIATED THE REFINANCING AND CONVERSION TO SUSTAINABLE FINANCING OF ITS SYNDICATED CORPORATE LOAN OF EUR 250 MILLION. THIS IS THE FIRST SUCH ARRANGEMENT IN THE FIELD OF SUSTAINABLE FINANCE BY A MEDIA GROUP IN SPAIN AND ONE OF THE FIRST IN EUROPE WITHIN OUR SECTOR.

Atresmedia has thus become the only audiovisual company with a leading position in all sectors in which it operates (television, radio, internet, cinema, production for third parties, training, etc.) to have pegged the margin or spread on the loan to the company's performance in three indicators to be reviewed annually: **advertising space awarded free of charge to non-profit organisations; access to television content through subtitling; and rating and rank in the Carbon Disclosure Project (CDP) climate change report**, a world reference in the measurement, management and dissemination of performance of companies in the fight against global warming. The operation is aligned with the Sustainability Linked Loan Principles 2019, on which these types of transactions are based.

THE DECISION TO CONVERT ATRESMEDIA'S SYNDICATED LOAN TO A SUSTAINABLE FINANCING ARRANGEMENT IS A GROUND-BREAKING MOVE THAT DEMONSTRATES THE GROUP'S STRONG SOCIAL AND ENVIRONMENTAL COMMITMENT BY LINKING THE SPREAD ON THE LOAN TO THE SOCIAL AND ENVIRONMENTAL IMPACT OF ITS BUSINESS ACTIVITY.

06.2 On customers and users: advertisers and audience

The two types of Atresmedia service users are advertisers and audience members. All users are key to the Group's business model, and their needs and concerns must be addressed both specifically and together.

| ADVERTISERS | AUDIENCE |
|---|---|
| These are the Group's main customers, since there is a contractual relationship governing the purchase and sale of advertising space for hosting their campaigns. | They are the main users of the Group's products, i.e. information and entertainment content on television, radio and OTT platforms. |

In 2021, average TV consumption fell to 214 minutes per day (-26' compared to 2020, marking a return to pre-lockdown levels).

Atresmedia strives to offer its audience **quality, diverse and accessible content** marked by its corporate values of respect and contribution to society. We are also committed to offering



effective and innovative advertising, with a **safe, controlled and low-risk** environment for their campaigns. Based on its **General Corporate Responsibility Policy** and **Responsible Advertising Policy**, the Group nurtures a responsible relationship of mutual respect with its audience and advertisers.

Atresmedia Television conducts **continuous research** and **monitors audience data daily** to build a **programming that best reflects audience demands**. By always listening to the audience, Atresmedia can make its television offering close to and useful for society, watching closely the new platforms that are being used for audiovisual consumption. Hence, in 2021, despite the challenges posed by the pandemic, Atresmedia managed to run 33 face-to-face and online focus group discussions to gain insight into how the public perceived television – free-to-air especially – during these tough months. A total of 18 participants took part in various studies over the course of 2021.

ACCORDING TO THE LATEST TELEVISION IMAGE SURVEY CONDUCTED BY PERSONALITY MEDIA IN 2021 ON MORE THAN 16,000 PEOPLE, ATRESMEDIA TELEVISION WAS THE MOST HIGHLY REGARDED AUDIOVISUAL GROUP AMONG VIEWERS. ANTENA 3 AND LASEXTA, THE GROUP'S MAIN CHANNELS, LED THE WAY IN 10 OF THE 11 CATEGORIES THAT MEASURE POSITIVE ATTRIBUTES AMONG CHANNELS, SUCH AS QUALITY, CREDIBILITY, ENTERTAINMENT VALUE, NEWS COVERAGE AND INNOVATION. THEY WERE ALSO RESPONDENTS' PREFERRED CHANNELS AND HAD THE HIGHEST-SCORING ANCHORS AND PRESENTERS.

Atresmedia Publicidad (see [Atresmedia Publicidad: committed to innovation and advertisers](#)) strives to offer advertisers, agencies and media centres an **innovative service with a revamped commercial and multimedia offering** that meets their needs and enables them to reach their target audiences through all the Group's media. To do so, it conducts exhaustive research to enhance traditional products and to offer new creative advertising formulas and formats that are highly innovative and effective.





06.2.1 Audience protection mechanisms

Atresmedia uses tools that safeguard ethical and responsible relations. The Group's **formal policies** underpin all Atresmedia's activities, **protecting the audience and nurturing safe, inclusive environments**. In its section on responsible and accessible content production and broadcasting, the **General CR Policy** ensures protection of and advocacy for human rights, and specifically the freedom of speech, diversity of viewpoints, non-discriminatory content and the protection of minors. The **Responsible Advertising Policy** reinforces the idea of a safe environment for audiences and advertisers.

Atresmedia Publicidad is committed to offering advertising that is suitable for all viewers, that is aligned with the advertiser's values and mission, and that guarantees a brand-safe environment. Atresmedia Publicidad places a special focus on the **digital environment**, so that it also offers responsible advertising.

In 2020, faced with the pandemic, this commitment translated into even stronger ties with advertisers. In 2021, they continued to choose us as their advertising venue due to our market-facing **value** and our **awareness-raising** role in the wider community. Numerous brands trusted Atresmedia Publicidad to convey their messages to consumers through all the adversity, with various communication actions such as the "*Mañana es 2030*" project, which aims to explore the initiatives that companies are undertaking in a bid to achieve the 2030 Agenda. Endesa was the first company to join this project. Yet the creation of joint social awareness campaigns continues to be one of the most ambitious and fruitful partnerships between Atresmedia and its advertisers. Highlights included: the fight against gender violence in our **Tolerancia Cero** campaign, where Atresmedia partnered with Fundación Mutua Madrileña; the initiatives Ponle freno and **Constantes y Vitales** alongside Fundación AXA; **Objetivo Bienestar** together with the Gasol Foundation; and **Levanta la Cabeza** with the support of Banco Santander. (See **6.3.2 Compromiso Atresmedia**).

Media ethics

Atresmedia complies with the rules on **independence between journalism and advertising** under the Spanish Audiovisual Communications Act. To ensure its values are applied throughout the content creation process and that its content meets standards of quality and responsibility, Atresmedia has a **sound ethics management system** based on the following tools: Content Committee, a corporate Code of Conduct, a General CR Policy and a Code of Ethics for its news services

The Group has two **editorial committees** charged with overseeing the independence and plurality of its professionals, and the rigour, objectivity and truthfulness in the performance of their work in creating and selecting content for the Group's channels and protecting audiences. The editorial committees meet weekly and monthly.

WEEKLY EDITORIAL COMMITTEE

Scrutinises the content shown on all channels, paying special attention to the independence of the professionals involved and ensuring that all viewpoints and ideas are heard.

Meanwhile, the **codes of media ethics** set out the principles and standards that shape the rules of conduct for news and current affairs programming on the Group's television channels.

THE ANTENA 3 NEWS AND CURRENT AFFAIRS UNIT:

ARE SUBJECT TO THE REQUIREMENT THAT THEY OFFER RELIABLE, QUALITY REPORTING THAT IS COMPLIANT WITH THE FOLLOWING PRINCIPLES:

- No conduct or information may violate the principles enshrined in the Spanish Constitution or breach any law or regulation
- The language we use must respect and reflect Spain's linguistic diversity
- Respecting the dignity of people in all the information we provide
- Upholding the right to a private and family life
- Upholding the rights of people whose circumstances place them in a position of weakness or make them vulnerable to discrimination
- Complying strictly with watersheds
- Respecting all people, regardless of race, religion, moral conviction, social origin, sexuality or any other matter relating to their beliefs
- Voicing the concerns of national and international organisations and groups that fight to protect underprivileged people and combat inequality and injustice
- Avoiding any conflict of interest between the professionals involved in news programmes
- Separating, clearly and explicitly, information and news telling from advertising. Also drawing a clear and unequivocal distinction between news telling and information that involves any kind of interpretation or critical discussion of current events
- Complying and upholding the legal principle of the presumption of innocence
- Taking extreme care when the news or information involves children and respecting all the principles and criteria governing the right to privacy and the protection of children

CÓDIGO DEONTOLÓGICO DE LA SEXTA NOTICIAS:

ENSURES ACCURATE AND DIVERSE REPORTING THAT IS COMMITTED TO THE FOLLOWING PRINCIPLES:

- Respecting the Spanish Constitution and the Universal Declaration of Human Rights of the United Nations
- Voicing the concerns of national and international organisations and groups that fight to protect underprivileged people and combat inequality and injustice
- Avoiding rude or coarse expressions, which may only be used when they add useful information or help understand the news. If included, they may only be uttered by the subjects themselves and not by the news presenters or editors
- Warning audiences before violent images are shown, which may only be displayed when they add relevant information
- Verifying all new stories broadcast by laSexta Noticias and reflecting both sides
- Presuming all people to be innocent until proven otherwise by a court of law. For court cases, the information will indicate the situation of the defendant.
- Respecting people's private life
- Mentioning any media or press source from which exclusive information has been obtained



Atresmedia also has a **Code of Conduct** that sets out general guidelines of action to be followed by Atresmedia employees and partners and any person providing services at the Company, in connection with basic principles of conduct, relations among employees, and internal control systems.

In 2021, advertising broadcast via HbbTV was launched. As this activity is not yet explicitly regulated in the Spanish Audiovisual Act (LGCA), the Atresmedia Group has decided to regulate itself by applying the same controls as it does for linear television, thus complying with the watersheds for the most susceptible sectors, such as gambling, alcoholic drinks and medicines. The Group also protects certain content such as children's programmes, news programmes and films by limiting the broadcasting of advertising campaigns or prohibiting it outright.

Notably, Royal Decree 958/2020 of 3 November on the advertising of gambling activities came into force in 2021 and control procedures were reinforced and reviewed accordingly to ensure compliance with the strict requirements of the Royal Decree. Meanwhile, system controls remain in place at ABACO, including time restrictions and visual and sound warnings, along with other measures to ensure strict control over the broadcasting of advertising campaigns.

Child protection

The review of Atresmedia's General Corporate Responsibility Policy in 2019 resulted in certain amendments, including reinforcement of the Company's protection of minors in three key areas:

- **Television content:** Atresmedia Televisión ensures that minors are protected in the television content it broadcasts. It has been a signatory to the Code for the Self-Regulation of Child-Oriented Television Content since 2005, voluntarily applying all its principles. Atresmedia also sits on the code's Joint Monitoring Committee, which sees to it that the code is duly followed. The Self-Regulation Committee and the Joint Monitoring Committee analyse the reports of breaches of the code they receive every four months. In 2021, a total of 31 complaints were received (2020: 39; 2019: 55; 2018: 64) against signatories of the code. Two broadcasts were ruled to be unsuitable, one emanating from Atresmedia (none in 2020; one in 2019; none in 2018).

IN 2021, THE TOTAL NUMBER OF HOURS OF CHILDREN'S PROGRAMMING BROADCAST ON NEOX WAS 992 HOURS, OF WHICH 968 HOURS WERE ACCOUNTED FOR BY NEOX KIDZ.





- **Commercial communications:** as outlined in its General Corporate Responsibility Policy, Atresmedia is committed to *"firmly rejecting advertising campaigns that harm minors or any minority group requiring special attention" and also monitors "especially that advertising products positioned in content targeting children are suitable for this audience"*. Atresmedia Publicidad aims to offer advertising that is suitable for all ages, focusing in particular on younger audiences through the following mechanisms:
 - Independent marketing of time slots whose programmes are intended for children
 - Extension of the special watershed on Neox, a channel that shows Neox Kidz children's programmes
 - A multi-platform environment for the specialist children's channel Neox Kidz, in which advertisers can insert age-appropriate advertising messages. Atresmedia discloses information on corporate governance to shareholders and other stakeholders on its website: www.atresmediacorporacion.com
 - A specific section "Shareholders and Investors" provides full information on good governance and the related KPIs, along with information on general meetings
 - Scrutiny by Autocontrol of advertisers' content aimed at children, obtaining copy advice so as to ensure that it is suitable for broadcast. All other content created by advertisers in child-sensitive sectors is also scrutinised by Autocontrol and if it turns out that it cannot be broadcast during children's programming hours this finding is recorded in the commercial system to ensure that no such content is aired at inappropriate times
 - A checks system to indicate if the campaign is subject to any restriction resulting from the copy advice. The system alerts users of any conditions imposed by the copy advice and does not allow a campaign to be broadcast if negative copy advice is given

ATRESMEDIA PUBLICIDAD AIMS TO OFFER ADVERTISING THAT IS SUITABLE FOR ALL AGES, FOCUSING IN PARTICULAR ON YOUNGER AUDIENCES

- **Labour rights:** Atresmedia specifically includes minors within the labour rights it guarantees in its policies to *"ensure compliance with ILO provisions, especially those related to the privacy of our employees or the work of minors, rejecting any practices that infringe on them or any other of its principles"*.

The issue of disinformation

Atresmedia, as a benchmark in news services, is firmly committed to the values of truthfulness and rigour. It therefore has mechanisms in place to ensure the credibility, appropriateness and fitness for purpose of all the information, data, images and contexts it broadcasts or disseminates, along with initiatives aimed at the general public (see **6.3.2 Atresmedia Commitment – Raise your head**) and at children and young people to spot fake news or hoaxes by promoting media and information literacy skills (see **6.3.4 Atresmedia Foundation**). Again this year, the Digital News Report produced by the Reuters Institute, a research centre of the University of Oxford, confirms there is a need to continue fighting disinformation and defending the right of the public to receive accurate and factual news, especially in a year heavily focused on coronavirus and the arrival of vaccines.



THE DIGITAL NEWS REPORT COMPILED BY THE REUTERS INSTITUTE AT THE UNIVERSITY OF OXFORD RANKED ANTENA 3 NOTICIAS AS A LEADING PROGRAMME IN CREDIBILITY AND TRUST. ACCORDING TO THIS REPORT, ANTENA 3 NOTICIAS IS THE MOST TRUSTED NEWS BRAND IN SPAIN, AS STATED BY 49% OF RESPONDENTS.

In 2021, **Antena 3 Noticias** further bolstered the *Verifica A3N* project, created in 2019 to counter false or misleading information distributed widely through social media or messaging apps and provide the correct and confirmed facts. Aside from specific sections on television and the website, we created our own profile on Facebook and Twitter, from which we permanently warn about the risk of disinformation; and in November 2021 we launched the **magazine** #*VerificaA3N* through social app Flipboard, where we single out and dismantle all the fake news currently circulating online.

We also created a fixed section on the Antena 3 Noticias website where content is constantly updated in an exercise to combat fake news, especially of the type that emerged following the outbreak of the coronavirus. This section, which was born in digital format, made the jump to television in 2020 with its first slot on *Espejo Público* and in 2021 it made its appearance on other news programmes, also finding a place in *Tu Tiempo* with Roberto Brasero.



IN 2021, VERIFICA A3N FOUND ITS WAY ONTO OUR TELEVISION SETS THROUGH A DEDICATED SECTION ON THE ANTENA ABIERTA PROGRAMME. BY EXTENDING ITS REACH FROM DIGITAL TO ANALOGUE MEDIA, ITS EFFECTIVENESS HAS INCREASED.

Meanwhile, *laSexta Noticias* assigned more journalists and editorial staff to the daily scrutiny and confirmation of information related to the coronavirus and focused its news and current affairs programmes on providing all the necessary information. It also continued its commitment to science journalism through its expert roundtables. Notably, *El Objetivo de Ana Pastor* is once again the leading programme in the fight against disinformation and the first Spanish team to join the International Fact-Checking Network.

News coverage across the different programmes airing on *laSexta* (*Al Rojo Vivo*, *Más Vale Tarde*, etc.) and the *laSexta* website undergo various fact-checks by an expert team set two years ago between *LaSexta* and *Newtral*, *Ana Pastor's* fact-checking start-up.



Accessibility to all audiences

The laws of Spain, and more specifically the Audiovisual Communications Act, protect the **rights of the visually- and hearing-impaired**. The Act imposes a number of minimum obligations in three respects: **subtitling** content, providing **sign language** and including an **audio description** for at least **two hours of broadcasts per week**. Compliance is monitored and enforced by the National Markets and Competition Commission (CNMC).

ONCE AGAIN IN 2021, ATRESMEDIA GROUP COMPLIED WITH THE ACCESSIBILITY OBLIGATIONS OF LGCA 7/2010, COMFORTABLY MEETING THE MINIMUM REQUIREMENTS.

One of the Group's priority objectives under its Corporate Social Responsibility Policy is precisely to ensure that its **news and educational programmes and entertainment shows** are responsibly produced and broadcast, and that they are **accessible to all of society**. Atresmedia Televisión therefore makes sure that all viewers, including the hearing- and visually-impaired, are able to access and enjoy all of its television content, using **internal tools for daily and weekly monitoring of compliance** with legal obligations.

ATRESMEDIA HAS BEEN OFFERING ACCESSIBILITY FACILITIES ON ALL ITS BROADCAST CHANNELS DURING THE PANDEMIC SO AS TO CONTINUE TO PROVIDE A FULL, UNALTERED SERVICE AT ALL TIMES. THANKS TO COLLABORATION AMONG NUMEROUS PROFESSIONALS USING REMOTE WORK-ADAPTED EQUIPMENT IT PROVED POSSIBLE TO PROVIDE AN UNINTERRUPTED QUALITY SERVICE.

Subtitling on Premium and ATRESplayer ensures that exclusive non-TV content is made fully accessible. During 2021 accessibility increased significantly with the subtitling of new content and premieres.

| TELEVISION ACCESSIBILITY | | 2019 | 2020 | 2021 | ANNUAL CHANGE 2020-2021 (%) |
|---|---------------|----------------------------|------------------------------|-------------------------------------|--------------------------------|
| TV SUBTITLING FOR THE HEARING IMPAIRED | TOTAL HOURS | 42,109.4 | 42,603.1 | 41,367.1 | -2.9% |
| | % TO 24 HOURS | 93.8 | 93 | 92.3 | -0.3% |
| SUBTITLED TELEVISION ADVERTISING (HOURS) | A3 | 17.1 | 15.8 | 26 | 64.6% |
| | LASEXTA | 9.8 | 15.1 | 28.9 | 91.2% |
| | NEOX | 15.7 | 16.2 | 30.2 | 86% |
| | NOVA | 20.1 | 14.9 | 21.3 | 42.9% |
| NUMBER OF TV HOURS OF SIGN LANGUAGE | | 1,044.6 | 1069.1 | 1219.1 | 14.0% |
| NUMBER OF HOURS OF TV AUDIO DESCRIPTION | | 1,586.7 | 1609.0 | 2054.7 | 27.7% |
| WEB ENVIRONMENT ACCESSIBILITY | | 2019 | 2020 | 2021 | ANNUAL CHANGE 2020-2021 (%) |
| WEB SUBTITLING FOR THE HEARING IMPAIRED [*] | TOTAL HOURS | Total hours: 26,462 | Total hours: 34,431 | Total hours: 39,550 | 14.9 % |
| | | Hours subtitled: 14,858 | Hours subtitled: 18,316.5 | Hours subtitled: 20,849.8 | 13.8 % |
| NUMBER OF WEB HOURS OF SIGN LANGUAGE | | 1,055.3 | 1,080 | 1,292.3 | 19.7 % |



Subtitled hours on digital media increased by roughly 14% in 2021 and by nearly 22% in 2020 when compared on a biannual basis. In 2021, the total number of subtitled hours accounted for 53% of total content available on ATRESplayer. Meanwhile, hours of subtitled advertising on television increased considerably in 2021 (by between 43% and 91%, depending on the channel), as did sign-language hours (+14%) and audio-described hours (+28%).

LIVE SUBTITLING IS A PRODUCT OF ATRESMEDIA'S COMMITMENT TO MAKING ALL NEWS AND CURRENT AFFAIRS ACCESSIBLE TO ALL VIEWERS, REGARDLESS OF TIME ZONE AND ENSURING THE UTMOST FLEXIBILITY WHEN DEALING WITH CHANGES IN LENGTH.

Key milestones in in 2021 in programming and broadcasting of subtitled, audio described and signed spaces on television include:

- The **fact checking template** used by *Antena 3 Noticias* has been standardised across the entire digital newsroom.
- Google recognises news articles derived from the template as verified, so the user can easily identify the #VerificaA3N badge in the same way as other recognised fact checkers such as Newtral, Maldita or EFEVerifica.

Meanwhile, the Governing Board and the Atresmedia Legal Affairs department have continued to work together **in carrying out in-depth assessment of the Audiovisual Bill that will be passed into law** so as to identify the new accessible broadcasting ratio requirements, chiefly on subscription and free-to-air platforms.

YET AGAIN THIS YEAR, IN JUNE AND DECEMBER, ATRESMEDIA TOOK PART IN THE WORKING GROUP ON QUALITY IN AUDIOVISUAL CONTENT IN JOINT WORK WITH CESYA, THE ROYAL BOARD ON DISABILITY, THE CNMC (SPANISH NATIONAL MARKETS AND COMPETITION COMMISSION), OTHER TELEVISION OPERATORS, ASSOCIATIONS OF VISUALLY AND HEARING IMPAIRED PEOPLE AND ACCESSIBILITY SERVICES COMPANIES.

Ad-content tracking mechanisms

Atresmedia Publicidad promotes an advertising communication model based on quality and responsibility towards customers and the audience. Hence we work along two key vectors:

- Enhance the effectiveness of quality controls
- Advocate for self-regulation of the industry to protect consumer and customer rights

Before airing, advertising content is subject to **strict quality control** by Atresmedia Publicidad.

Atresmedia Publicidad's own oversight and legal advisory area, alongside the Legal Affairs department, evaluates any advertising campaigns that might involve complexity or legal nuances. Hence the **internal oversight and control mechanism** is set in motion at the outset of any advertising action, minimising future risks.

Atresmedia Publicidad is an active and founding member of **Autocontrol, Spain's association for the self-regulation of commercial communications**. This forum works towards enhancing compliance with advertising and competition laws and regulations and strengthening the assurances protecting advertisers, television channels and consumers.



Advertising intended to air on our channels is scrutinised internally through a quality control procedure and a strict check list enforced by the advertising guidelines and continuity departments. It is also reviewed externally by Autocontrol through 'copy advice' requests that guarantee the **legal and deontological or ethical correctness of all advertisements broadcast**. Atresmedia Publicidad may also submit queries to AUTOCONTROL in relation to the regulation or self-regulation of advertising content. So there is a system of checks to indicate if a campaign is under any "copy advice" restriction.

In 2021 Atresmedia Publicidad issued 2,739 'copy advice' queries, up 83% on 2020 (1,494). The number of ethical queries arising during this period was 142, 46% more than in 2020 (97).

| | 2019 | 2020 | 2021 |
|----------------------------|-------|---------|--------------|
| NO. OF COPY ADVICES | 1,613 | 1,494 | 2,739 |
| NO. OF CASES | 2 | 5 | 0 |
| NO. OF BREACHES | 1 | 3 | 0 |
| FINES | 3,689 | 759,550 | 0 |
| ETHICAL QUERIES | 73 | 97 | 142 |

To ensure **ethical commercial communication** and to protect the rights of citizens, especially children, the Group adheres to numerous codes of advertising self-regulation. These instruments establish **commitments that go beyond strict regulatory compliance** and form the basis of our advocacy for self-regulation by the industry.

SELF-REGULATORY CODES:

SIGNED BY ATRESMEDIA AND DATE OF EFFECT

- 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)



Notably, the **Code of Conduct on Data Processing in Advertising** took effect in 2021, providing a **new system for handling complaints** about data protection and advertising. The procedure will enable users to file complaints free of charge with companies adhering to the Code. Complaints can be filed if data protection rights are breached in an advertising context: e.g., receipt of unsolicited advertising, exercise of rights relating to advertising, and data processing in advertising promotions or ad cookies.

Also in 2021 Atresmedia became a signatory to the **Code of Conduct on the Use of Influencers in Advertising**, published by AUTOCONTROL. The code sets out mandatory measures and recommendations on brand name-checks or digital advertising content put out by social media "influencers".

Moreover, Atresmedia is committed to promoting **advertising content accessibility** and encouraging advertisers to use subtitling and audio description in their campaigns. As a result, 2021 saw a significant increase in subtitled ads (see **6.2.1 Audience protection measures > Accessibility for all audiences**).

06.3 On society

Atresmedia, as part of its responsibility as a media, undertakes to contribute to social development and progress by **reporting and raising public awareness of pressing issues and concerns**. In doing so, Atresmedia attempts not only to show society as it is, but to help bring about positive social change through the content it broadcasts.

Beyond **raising social awareness** through its **content**, Atresmedia also does so through its **advertising spaces**. For more than a decade, Atresmedia has had a procedure in place for **granting free advertising space** to help NGOs spread their campaigns.

IN 2021 ATRESMEDIA BROADCAST CAMPAIGNS ACROSS ALL ITS MEDIA (TELEVISION, RADIO AND DIGITAL) WORTH EUR 17.4 MILLION, AT NO COST TO THE NGOS. A TOTAL OF 38 CAMPAIGNS WERE BROADCAST, ALL OF THEM SUBTITLED, BENEFITING 29 NGOS.

| | 2020 | 2021 | 2020-2021 |
|----------------------------|--------------|-------------------|-----------|
| TV INVESTMENT (€) | 9,849,925 | 9,365,730 | -4.9% |
| RADIO INVESTMENT (€) | 8,706,570 | 7,860,940 | -9.7% |
| DIGITAL INVESTMENT (€) | 105,822.5 | 136,514 | 29.0% |
| TOTAL INVESTMENT (€) | 18,662,317.5 | 17,363,184 | 7.0% |
| NO. OF CAMPAIGNS BROADCAST | 30 | 38 | 26.7% |
| NO. OF BENEFICIARY NGOS | 22 | 29 | 31,8% |
| CAMPAIGNS SUBTITLED | 93% | 100% | 7.5% |
| AUDIO-DESCRIBED CAMPAIGNS | 0 | 2 | 0 |



Donations to food banks, which remains a genuine need given the ongoing COVID-19 pandemic, research into cancer and neurodegenerative diseases, support for children, especially sick children in hospitals and the elderly, were just some of the **pandemic-related issues that Atresmedia sought to raise awareness of** in collaboration with the NGOs that benefit from these free advertising spaces. The initiative has also provided further support for NGOs looking to raise awareness of different groups of vulnerable people with disabilities: intellectual (Down's syndrome), physical-organic (multiple sclerosis, ALS, cerebral palsy), sensory-auditory (deaf people), women victims of gender-based violence and the homeless.

ALL OF THE FREE CAMPAIGNS FOR NGOS BROADCAST BY ATRESMEDIA IN 2021 WERE SUBTITLED AND TWO OF THEM ALSO INCLUDED AUDIO DESCRIPTION. ROUGHLY 60% OF THESE CAMPAIGNS CONTRIBUTED MOSTLY TO THE FOLLOWING TWO SDGS: 3 – GOOD HEALTH AND WELL-BEING AND 10 – REDUCED INEQUALITIES.

These efforts are recognised year after year through various awards. In 2021, Atresmedia received the Espiga de Oro 2020 Award, in the communication category, for its work in disseminating and supporting the campaigns of the Spanish Federation of Food Banks (FESBAL). The broadcasting and dissemination of FESBAL advertising campaigns has helped to improve the quality of life of families and people in extreme need. The annual Espiga de Oro award is the highest award given by FESBAL to those institutions or companies that have made an outstanding contribution to the social work of the Food Banks.

IN 2021, ATRESMEDIA RECEIVED THE ESPIGA DE ORO AWARD, THE HIGHEST AWARD GRANTED BY THE SPANISH FEDERATION OF FOOD BANKS FOR THE GROUP'S SOCIAL CONTRIBUTION IN DISSEMINATING AND SUPPORTING THE NGO'S CAMPAIGNS.

06.3.1

Sustainable Development Goals

Atresmedia is acutely aware of the important role its companies play in meeting the United Nation's 2030 Agenda and 17 Sustainable Development Goals (SDGs). Therefore, since it was launched, Atresmedia has been using its policies, initiatives and outreach to **push towards the SDGs to which it can contribute the most** and have the greatest impact, carrying out the following initiatives:

ATRESMEDIA HAS BEEN A SIGNATORY AND PARTNER OF THE UNITED NATIONS GLOBAL COMPACT SINCE 2008. THIS PLATFORM AIMS TO ADVANCE THE 2030 AGENDA AT NATIONAL LEVEL.





SDGs

PARTNERSHIPS WITH ENTITIES TO CHAMPION THE SDGs



Promoting the Go!ODS awards organised jointly by the Spanish Global Compact Network and the Rafael del Pino Foundation. Atresmedia also promotes the Go!ODS awards, which celebrated their third edition in 2021, to recognise innovations that help achieve the SDGs, encourage and inspire Spain's private sector to achieve the SDGs and drive cooperation and dissemination of the 2030 Agenda.

"ESG Spain 2021 Corporate Sustainability Forum" organised by Forética. In 2021, Atresmedia produced the "ESG Spain 2021 Corporate Sustainability Forum", the benchmark business forum on sustainability in Spain promoted by Forética, which this year focused on the importance of sustainability for companies and the need to promote a sustainable, green and inclusive recovery in the wake of the COVID-19 crisis. The ninth edition of the event was staged on the Group's sets and broadcast in the form of an innovative television programme that featured the online participation of more than 1,800 people from Spain, Europe and Latin America.

Leading communications group in sustainable finance. In 2021, Atresmedia successfully refinanced its syndicated corporate loan of EUR 250 million and converted it into sustainable financing, making it the first media group in Spain – and indeed one of the first in Europe – to arrange this kind of sustainable financing. This ground-breaking arrangement illustrates the Group's firm commitment to ESG, as the spread on the loan is pegged to the social and environmental impacts of its business activities.



Strengthening the Scholarship Programme for Persons with Disabilities. In 2021 Atresmedia broadened the scope of the training scholarship programme for people with disabilities that it runs together with other entities committed to diversity and the inclusion of this segment in the workplace, such as Fundación Universia, Fundación Randstad and Fundación CAPACIS. Following the success of the first edition, which took place during the 2020/21 academic year and ended with 35 scholarships awarded, Atresmedia has opened a second edition, featuring new partners, for the 2021/22 academic year.



Accession to the Digital Pact for the Protection of People. Atresmedia joined the Digital Pact for the Protection of People in 2021, an initiative that forms part of the Social Responsibility and Sustainability Framework of the Spanish Data Protection Agency (AED) and which aims to improve online privacy and data protection, while promoting coexistence in the digital environment and combating violence and improper use of personal data.

INTERNAL EMPLOYEE INITIATIVES ALIGNED WITH THE SDGs

ATRESMEDIAXODS. To honour the sixth anniversary of the launch of the SDGs, Atresmedia held the ATRESMEDIAXODS initiative for the third straight year in 2021, in a bid to raise awareness of these hugely important global objectives among employees. Various in-house communication actions and an online interactive game, El Rosco de #AtresmediaxODS, were launched for employees to raise their awareness of the SDGs and get them more personally invested in helping to achieve them.

SDGs



Donations to food banks. For the ninth year in a row, the Atresmedia Group organised an internal campaign to facilitate donations to Spanish Food Banks during the *Gran Recogida 2021* (2021 food collection campaign) and thereby help to alleviate the ongoing food crisis due to the pandemic. Thanks to the charity displayed by its employees, Atresmedia donated a total of EUR 3,233, which was converted into 2,910 kilos of non-perishable food.



Training in Basic Life Support: To mark the occasion of World Heart Day and as part of the Atresmedia Constantes y Vitales campaign, Group employees were once again –for the fifth straight year– given the opportunity to learn how to perform cardiopulmonary resuscitation (CPR) and use a defibrillator and how to respond in the event of choking. In this fifth edition of the *Tus manos pueden salvar vidas* (*Your hands can save lives*) training initiative, the workshops were held in online and face-to-face format and were attended by almost a hundred employees.



Celebrating International Day of Persons with Disabilities. To mark the occasion of International Day of Persons with Disabilities, Atresmedia lent its support to the *#IgualdeDiferentes #IgualDeProfesionales* campaign through an internal communication action to raise awareness among its employees about the different situations that people with disabilities experience at work on a daily basis, to help such people find work, and to normalise disability.

CORPORATE VOLUNTEERING PROGRAMME

Atresmedia has a corporate volunteering programme aligned with the SDGs (see Chapter 6.3.3. [Corporate Volunteering](#)).

COMPROMISO ATRESMEDIA

The initiatives comprising Atresmedia's commitment to helping achieve the various SDG targets are outlined in section 6.3.2. [Compromiso Atresmedia](#).

FUNDACIÓN ATRESMEDIA

The activities of Fundación Atresmedia help achieve different SDGs, as explained in section 6.2.4. [Fundación Atresmedia](#)



The Group relies heavily on its content to raise awareness of and help achieve the SDGs. In 2021, Atresmedia broadcast the following programmes and reports related to the SDGs.

SDGs

ATRESMEDIA CONTENT IN 2021 RELATED TO THE SDGs:

1 NO POVERTY



Contraparte programme on Onda Cero: on the Onda Cero radio station, journalist Juan de Sola presents a programme dedicated to human rights, the fight against poverty, equality, cooperation and solidarity. Through his open mic session, he brings his listeners closer to different social realities on all five continents.

Eso que tú me das documentary: produced by Atresmedia and Producciones del Barrio, the documentary *Eso que tú me das* shows the conversation between Pau Donés — lead singer of Jarabe de Palo — with journalist Jordi Évole just 15 days before the vocalist's death following a five-year battle with cancer. It received the Ondas Award for Best Documentary and has become the most watched documentary in Spain, also ranking among the ten most watched films of the year. In addition, the proceeds were donated to cancer research at the Vall d'Hebron Institute of Oncology in Barcelona.

Llámalo cáncer extraordinary award: in 2021, Atresmedia Cine joined forces with the Spanish Association against Cancer (AECC) to announce for the first edition of the 'Llámalo cáncer' (Call it cancer) award at the Notodofilmfest. This new award category aims to break down the social taboo of cancer in order to bring it out of the shadows and normalise a disease that we must all live with and experience in one way or another. It is a further show of Atresmedia's commitment and responsibility as a media company to contribute to the progress and development of society by endeavouring to inform and raise awareness and act as a loudspeaker for issues of concern to the public.

3 GOOD HEALTH AND WELL-BEING



Investigative programme ¿Te lo vas a comer?: the fourth season of the show hosted by renowned chef Alberto Chicote premiered on laSexta in 2021, featuring various reports into food frauds unknown to the majority of the population and addressing the problem of food waste.

Los amigos de Edu documentary series: the original ATRESplayer documentary series, *Los amigos de Edu*, hosted by popular sports journalist Edu Aguirre and executive produced by Josep Pedrerol, premiered in 2021 to show how sport has helped athletes who have endured major physical setbacks in their lives to overcome this adversity and transform weakness into strength. They are stories that help us understand that there are no obstacles or barriers, only opportunities to overcome adversity on the path to personal happiness.

Más de uno special edition at the Villaviciosa de Odón nursing home: one year on from the onset of the pandemic, the *Más de uno* team visited the Villaviciosa de Odón nursing home in March 2021 to make a special programme in which residents, workers and family members explained how things are gradually returning to normal now that they have received the vaccine.

tertulia de médicos weekly section on Más de uno: every week on *Más de uno*, doctors Esther Holgado, Alberto García-Salido and Alfonso Fernández take a relaxed look at current health issues, report on medical concerns and talk about their experiences within the profession.

En buenos manos programme on Onda Cero: each week, Dr Bartolomé Beltrán, accompanied by leading health experts, works to raise awareness of health concerns and other health-related issues.

Special show on school bullying on Antena 3: the film *El día que quemé mi corazón*, a drama based on the true story of the high-profile case of bullying victim Jonathan Destin, was released in 2021. Following this production, Antena 3 aired *Acoso escolar. También es tu historia*, a special hosted by Mónica Carrillo and produced by Antena 3 Noticias, featuring a full analysis of this problem by experts and victims.

4 QUALITY EDUCATION



EducAcción section on La Brújula radio show on Onda Cero: radio programme *La Brújula on Onda Cero* now features a special section titled *EducAcción*, directed by Sonia Díez. It tackles pressing issues in the field of education with key figures from the sector in a bid to find viable alternatives to the current problems facing the education system, with the ultimate aim of guaranteeing the welfare of our children and young people.

Fortnightly science-based section Aparici en órbita on Más de uno: Alberto Aparici, a doctor in physics and science populariser, talks to Carlos Alsina about the latest scientific advances and introduces listeners to little-known yet fascinating fields of science.

Las letras weekly section on Más de uno: every week, writer and journalist Sergio del Molino brings the audience closer to literature and writing, recommends books and other reading material and uncovers literary and cultural stories.

SDGs

ATRESMEDIA CONTENT IN 2021 RELATED TO THE SDGs:

5 GENDER EQUALITY



Especial show titled *Violencia de género. La otra pandemia*: special show *Violencia de género. La otra pandemia* aired on Antena 3 Noticias in 2021, directed by the deputy director of Antena 3 Noticias, Óscar Vázquez, and hosted by journalist Esther Vaquero. The show explores how the coronavirus pandemic has affected victims of gender violence and what they have had to endure while living in close vicinity with their aggressors during their lockdown. The programme was awarded the VI Prize for Journalism against Gender Violence organised by Fundación Aliados por la Integración.

Special show *¿Víctima o culpable?* following the premiere of the feature film *Jacqueline Sauvage: ¿Víctima o culpable?* on Antena 3, a special show titled *¿Víctima o culpable?* was broadcast in 2021, hosted by Mónica Carrillo, featuring an in-depth analysis, questions and reflections stemming from this real-life case: Jacqueline killed her husband in 2012 following 47 years of abuse and suffering and her trial was followed by all of France. Sauvage thus became a symbol of the fight against gender-based violence and of those calling for abuse to be considered a valid ground for self-defence.

***Orgullosos de la diversidad* campaign:** Atresmedia Televisión celebrated Sexual Diversity Month with the launch of an on-screen and social media campaign called *Orgullosos de la diversidad*, a spot starring some of the most familiar faces from our television channels and the ATRESplayer Premium platform. The campaign forms part of Atresmedia Televisión's firm commitment to diversity by broadcasting content that has helped to make the reality of sexual diversity in our society more visible.

***Drag Race*:** the Spanish version of *Drag Race*, produced by Atresmedia Televisión in collaboration with Buendía Estudios and broadcast in 2021 on ATRESplayer PREMIUM, is a programme that searches for the country's best drag superstar through a set of challenges. The show has helped to raise the profile of the trans community through a successful format that will soon see a second season.

***Alba series*:** the series *Alba* premiered on Antena 3 in 2021. It tells the story of a woman who was the victim of a group sexual assault and who is now struggling to cope with her trauma while pursuing her aggressors and seeking justice.

***En igualdad* section on *La Brújula* on *Onda Cero*:** *En igualdad* is a new section on the *La Brújula* programme aired on Onda Cero. The section is directed by Cristina Villanueva and deals with current issues from a gender perspective in order to keep up the fight and raise awareness about equality between men and women.

***Ellas juegan* programme on *Onda Cero*:** on *Onda Cero*, journalist Ana Rodríguez hosts a programme to explore the latest news and current affairs in the world of women's football and promote gender equality in sports information.

7 AFFORDABLE AND CLEAN ENERGY



***Salvados* programme on control of energy prices:** in one of the instalments of the new season of *Salvados*, which aired on laSexta in 2021, Gonzo explored the unprecedented price hikes in electricity bills, how this situation came about, what renewable energies can contribute and how this situation, which affects all citizens, can be reversed.

10 REDUCED INEQUALITIES



Atresmedia seeks to achieve the normalised incorporation of people with disabilities into fiction series, entertainment programmes and a catalogue of own-production films, such as *La familia perfecta*, *Por los pelos*, *El desafío*, *Espejo Público* and *La cocinera de Castamar*.

(See [6.6.2 Raising social awareness](#))

13 CLIMATE ACTION



***Ecoembes* weekly environmental section on *Julia en la Onda*:** naturalist and environmental journalist José Luis Gallego took part every Friday throughout 2021 in the radio programme *Julia en la Onda* on Onda Cero in its section on the environment. There, he brings listeners closer to nature and offers useful information on recycling, environmental problems, climate change and good practices to take care of the environment.

***Big Van Ciencia* weekly section on *Julia en la Onda*:** the radio show invites renowned scientists every week to discuss all the latest news and information on science and climate concerns.

***Salvados* interviews Greta Thunberg:** climate activist Greta Thunberg sat down with Gonzo on laSexta's *Salvados* programme to talk about environmentalism and her role as an activist. It was Thunberg's first personal interview with a Spanish-language television station and coincided with the COP26 climate summit in Glasgow.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



'Salvados' programme on borders and Afghanistan: two of the 2021 instalments of *Salvados*, hosted by Gonzo on laSexta, tackled the migration crisis in Afghanistan following the sudden withdrawal of the US army, while also exploring border control in Spain and illegal immigration.

***Más de uno* special from Torrejón air force base:** to mark the start of the new season of *Más de uno* on Onda Cero in 2021, Carlos Alsina, the show's presenter, visited the military base in Torrejón de Ardoz, Madrid, to learn first-hand how the mission to evacuate Afghan soldiers, diplomats and collaborators from Afghanistan, now under Taliban control, was faring.

17 PARTNERSHIPS FOR THE GOALS



***#AyudaEscuchando*:** the Atresmedia Group has been a media partner of the Emergency Committee since its creation in Spain in 2015. In 2021, the Group relied on its digital platforms and social networks to disseminate the musical initiative *#AyudaEscuchando*, whereby every listen or view of the solidarity song *Ay Haití!* helped to raise funds to support those affected by the earthquake on the island through the work of the Committee's NGOs that worked in the field during the catastrophe.

06.3.2 Compromiso Atresmedia

Atresmedia strongly believes that the **media has the power to transform society for the better**. This conviction was institutionalised in 2014, when the Group created **Compromiso Atresmedia (Atresmedia Commitment)**, an umbrella platform under which the Group carries out all its corporate responsibility projects and showcases them through television, radio and its digital platforms. These projects are fully aligned with the SDGs. Each of these projects aims to help solve a pressing social problem:

- Road Safety – **Ponle Freno** (2008)
- Environment – **Hazte Eco** (2010)
- Promoting healthy habits – **Objetivo Bienestar**(2014)
- Protecting cultural creation and intellectual property – **Crea Cultura** (2014)
- Supporting scientific investigation and preventive medicine – **Constantes y Vitales** (2014)
- The fight against gender-based violence – **Tolerancia Cero** (2015)
- Promoting the responsible use of technology – **Tolerancia Cero** (2019)

Following the launch of *Ponle Freno*, every step we take is a reflection of Atresmedia's commitment to society and the community. The aim is for every **initiative of ours to bring about some kind of transformation, meaning real change** that has a **direct and positive impact** on society. Moreover, to ensure the Group practises what it preaches, these initiatives are also reflected internally through actions to promote road safety, healthy habits and environmental awareness among Group **employees**.





Aside from the campaigns framed within Compromiso Atresmedia, the Company has launched specific initiatives to respond to the COVID-19 pandemic and crisis (see information on SDG 17 in section 6.3.1. Sustainable Development Goals, and section 5.4.1 Lines of activity – Atresmedia Televisión), and section 5.4.1 Lines of activity – Atresmedia Televisión)

| | SHOWINGS | | | | | | | | | | | | | |
|-----------------------------|----------|------|---------|------|------|------|------|------|------|------|------------|------|-------|------|
| | ANTENA 3 | | LASEXTA | | NEOX | | NOVA | | MEGA | | ATRESERIES | | TOTAL | |
| | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 |
| PONLE FRENO | 695 | 946 | 576 | 600 | 761 | 923 | 917 | 1307 | 859 | 1233 | 917 | 1305 | 4,725 | 6314 |
| OBJETIVO BIENESTAR | 223 | 13 | - | - | 288 | - | 197 | 11 | 191 | 11 | 199 | 11 | 1,098 | 46 |
| CONSTANTES Y VITALES | 161 | 40 | 1.175 | 855 | 346 | 416 | 371 | 265 | 342 | 233 | 369 | 265 | 2,764 | 2074 |
| TOLERANCIA CERO | 353 | 341 | 246 | 236 | 80 | 79 | - | - | - | - | - | - | 679 | 656 |
| CREA CULTURA | 425 | 388 | 197 | 165 | - | - | - | - | - | - | - | - | 622 | 553 |
| LEVANTA LA CABEZA | 257 | 296 | 411 | 442 | 418 | 492 | 419 | 341 | 376 | 329 | 420 | 340 | 2,301 | 2240 |
| FUNDACIÓN ATRESMEDIA | 303 | 125 | 267 | 143 | 334 | 153 | 347 | 120 | 326 | 112 | 348 | 120 | 1,925 | 773 |

| | HOURS | | ACUMULATED AUDIENCE (THOUSAND) | | COVERAGE% | | GPR's | |
|-----------------------------|-------|------|--------------------------------|--------|-----------|------|---------|---------|
| | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 | 2021 |
| PONLE FRENO | 36.2 | 36.4 | 38,509 | 35,852 | 89,3 | 89,4 | 4,624.9 | 3,554.8 |
| OBJETIVO BIENESTAR | 6.7 | 0.3 | 27,184 | 9,237 | 63,0 | 21,2 | 566.8 | 54.3 |
| CONSTANTES Y VITALES | 21.8 | 17.3 | 36,734 | 34,768 | 85,1 | 80 | 2,929.9 | 1,686.4 |
| TOLERANCIA CERO | 4.47 | 5.2 | 35,283 | 5,500 | 81,8 | 85 | 1,779 | 1717.5 |
| CREA CULTURA | 5.1 | 5.2 | 729 | 658 | 72,3 | 74 | 1,396.9 | 1857.75 |
| LEVANTA LA CABEZA | 17.2 | 15.2 | 36,430 | 36,700 | 84,4 | 84,4 | 2,347.2 | 1,956.5 |
| FUNDACIÓN ATRESMEDIA | 12.8 | 6.4 | 35,791 | 28,661 | 83 | 65,9 | 1.736 | 706.2 |



Ponle Freno

CONTRIBUTION TO THE SDGS:



Aligned with target 3.6: Halve the number of global deaths and injuries from road traffic accidents.

Ponle Freno is Atresmedia's corporate responsibility initiative. It was created in 2008 with the aim of reducing road accidents and helping to save lives on the road. While continuing to focus on road safety, in recent years *Ponle Freno* has expanded its field of action in line with new trends to address and promote safe, sustainable and connected mobility. *Ponle Freno* carried out the following actions in 2021:



| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|---|--|
| Analysing the impact of new forms of mobility on road safety | Study into Safe and Sustainable Mobility: at the beginning of the year, the PONLE FRENO-AXA Centre for Studies and Opinion presented its study on safe and sustainable mobility, highlighting the significant changes in travel caused by COVID-19. Notably, the use of private vehicles and personal mobility has increased while the use of public transport, taxis and other vehicles for hire has plummeted. |
| Extending our road safety outreach | PONLE FRENO-AXA Centre for Studies and Opinion: this new centre was created with the aim of diving deeper into road safety data and claims by incorporating the views and opinions of the public. The initial surveys sought to gauge public opinion on the compulsory wearing of helmets for cyclists and on the use of motorbikes as a solution to mobility and parking in the urban environment. |
| Awareness-raising campaigns aimed at vulnerable groups that have seen a rise in accidents | Campaigns targeting cyclists and motorcyclists: deaths of cyclists, pedestrians and motorcyclists outnumbered those killed in four-wheeled traffic accidents in 2019. Through TV, radio and social media campaigns, 3.0 conferences and surveys carried out by its Study and Opinion Centre, <i>Ponle Freno</i> worked hard during the year to analyse the causes of accidents, while offering safety advice and promoting coexistence with these vehicles on the road. |
| Addressing mobility amid the COVID-19 crisis | Awareness-raising message upon reaching the end of the state of alarm: in May, following the lifting of the state of alarm and the re-opening of road mobility in Spain, <i>Ponle Freno</i> launched an awareness-raising message about the importance of road safety as we enter the new normal. |
| Spreading the road safety awareness message | Road safety awareness races in support of road accident victims. In 2021 <i>Ponle Freno</i> returned to the streets to support traffic victims in a human tide of solidarity, with some 21,000 runners racing from Madrid to Valencia with strict safety precautions in place. The initiative raised more than EUR 190,000, all of which will be donated to the National Paraplegic Hospital in Toledo. |



| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|--|---|
| To recognise the work of the people, institutions and initiatives that have helped promote road safety | <p>The 13th annual Ponle Freno awards for road safety, subject to a strict anti-COVID-19 safety protocol. The winners were:</p> <ul style="list-style-type: none"> • “The smart helmet for PMV users by LIVALL Europe” (AXA Innovation and Development Award in road safety) • “Campaña #PuedoEsperar”, by Fundación Abertis (Best road safety action) • Road Education Ecopark by the City Council of Doña Mencía in Córdoba (Ponle Freno Junior Award). • Pedro Tenza, founder of the School of Road Safety Education of the Local Police of Elche (Alicante) and Father José Aumente Domínguez, director of Pastoral en la Carretera of the Episcopal Conference (ex aequo Award for Lifetime Achievement in Road Safety). • Abelardo Martínez Meis, head of the Road Safety Office and municipal police of Sanxenxo (Pontevedra) (Ponle Freno Citizen Award). |
| Seventh edition of the Señales y carreteras en mal estado campaign | <p>Señales y carreteras en mal estado (Signs and Roads in Poor Condition) campaign, which once again called on the public to get involved and report poorly placed or defective signs and roads in poor state of repair. A new feature this year was the inclusion of a map enabling users to geo-locate their reports. Some 300 complaints and reports were processed over the course of the year.</p> |

| 2022 GOALS |
|---|
| Champion safe, sustainable and connected mobility. |
| Carry out awareness-raising actions focusing on urban environments and the most vulnerable groups such as motorcyclists, cyclists, pedestrians and VMP users. |
| Raise awareness of the dangers of mobile phone use for road safety. |
| Disseminate and raise awareness of regulatory changes following the recent enactment of the new Traffic Act. |
| Resume and promote the <i>Ponle Freno</i> races in order to mobilise citizens and provide further support for road accident victims. |
| Celebrate the 14th edition of the <i>Ponle Freno</i> Awards to recognise organisations and individuals who help to promote road safety. |

Objetivo Bienestar

| CONTRIBUTION TO THE SDGS: |
|---|
|  <p>Ensure healthy lives and promote well-being for all.</p> |

Objetivo Bienestar is an Atresmedia initiative launched in 2014 to **promote healthy habits**. The following actions were carried out in 2021 under this initiative:

| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|---|---|
| To raise awareness about the importance of healthy eating, physical exercise and mental well-being. | <p>Tips for healthy lifestyle habits. Every week, <i>Espejo Público</i> dedicates a section of the show to complement the website objetivobienestar.com. In 2021, the section focused on how to cope with the ongoing pandemic and the new normal to have emerged as a result.</p> |
| To raise awareness among young people of healthy habits based on good nutrition, physical exercise and rest | <p>Tips for healthy lifestyle habits of children. The website objetivobienestarjunior.es offers useful advice on food and healthy living habits for children and young adults.</p> |
| To get agencies and public administrations involved in promoting healthy living habits among children | <p>Renewal of the agreement with the Ministry of Health, Consumer Affairs and Social Welfare. Partnership with the ministry through the Spanish Consumer, Food Safety and Nutrition Agency (AECOSAN) to combat childhood obesity with physical exercise during the first months of life.</p> <p>Partnership agreement with Fundación Gasol. Support in communicating and disseminating the various actions carried out by the foundation.</p> |



2021 GOALS

Continue to disseminate content across all of the Group's channels to promote healthy lifestyle habits.

Keep the partnership agreements in effect with AECOSAN and Fundación Gasol.

Constantes y vitales

CONTRIBUTION TO THE SDGS:



Ensure healthy lives and promote well-being for all.



Aligned with target 9.5: Enhance scientific research and invest in research spending.



Constantes y Vitales is the brainchild of laSexta, in partnership with Fundación Axa. The initiative began in 2014 to **promote medical and scientific research and raise awareness of health issues**. The world faced one of its greatest ever health challenges in 2020, while 2021 will go down as the year in which science succeeded in developing, in record time, effective vaccines against COVID-19 and in immunising large swathes of the population in countries such as Spain. *Constantes y Vitales* has continued to inform and disseminate information to highlight the work of science and raise awareness of the importance of prevention. The most significant actions undertaken in 2020, based on new objectives adapted to the new reality, were as follows:



| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|---|---|
| <p>Press on with the <i>Objetivo 2%</i> campaign to achieve a pact between all political parties to raise investment in science.</p> | <p>Objetivo 2% communication campaign: almost a million people signed a petition in 2020 calling on all the political parties of Spain to agree to raise public investment in science to 2% of gross domestic product. In January 2021, Silvio González, CEO of Atresmedia, and Jesús García-Foncillas, member of the <i>Constantes y Vitales</i> expert committee, delivered these million or so signatures in person to the Ministry of Science and Innovation. Thanks to the Atresmedia Group's unique ability to disseminate information and lobby for action, it has managed to channel public demand and thus become a loudspeaker for civil society. Since May 2021, the terms for a future Science Pact have been debated in Congress through a subcommittee.</p> |
| <p>Raising awareness of the importance of vaccination</p> | <p>Pro-vaccination campaign: in April, <i>Constantes y Vitales</i> launched an awareness campaign on the importance of vaccination as the most effective measure to combat the COVID-19 pandemic. Once again, the experts who sit on the Group's committee have insisted that they have confidence in the vaccine and warned of the dangers posed by the virus.</p> |
| <p>Promoting awareness and advocating the importance of mental health</p> | <p>Campaign to raise awareness of the importance of taking care of our mental health: on 10 October, coinciding with World Mental Health Day, <i>Constantes y Vitales</i> launched the campaign <i>De esto hay que hablar</i>, starring faces from <i>laSexta</i> such as José Yelamo, Ana Pastor, Iñaki Lopez, Mamen Mendizábal and Cristina Pedroche, to eliminate the stigma surrounding these illnesses. Through TV spots, mentions in programmes, a new edition of the <i>Conversaciones Constantes y Vitales</i> talks and specific content on the web and social networks, the aim has been to focus on this important health concern, which has become even more important in the wake of the pandemic.</p> |
| <p>To recognise and strengthen the value of Spanish scientists' research in biomedicine, and health prevention campaigns.</p> | <p>7th <i>Constantes y Vitales</i> Awards. The winners were:</p> <ul style="list-style-type: none"> Asociación Española Contra el Cáncer (Best Medical Prevention Dissemination Campaign) José Antonio Enríquez and Andrés Hidalgo, from the National Cardiovascular Research Centre (CNIC) (Best Biomedical Publication of the Year) Xavier Trepal, from the Catalan Bioengineering Institute (IBEC) (Young Talent in Biomedical Research), was awarded EUR 100,000 to enable him to continue his research project. Mariano Esteban and Luis Enjuanes, from the National Biotechnology Centre (CNB-CSIC) and Vicente Larraga, from the Margarita Salas Centre for Biomedical Research (CIB-CSIC) (Ex aequo Award for Lifetime Achievement in Science) |

2022 GOALS

Press on with the *Objetivo 2%* campaign to achieve a pact between all political parties to raise investment in science: Follow the progress made by the subcommittee set up to sign a Science Pact.




Take a step further in addressing mental health as one of the major problems facing society in the post-COVID era.

Stage a new edition of the *Constantes y Vitales* Awards to highlight and strengthen the work of our scientists.

Pseudoscience: Address the issue of pseudoscience and alternative medicine as therapy. Reinforce the legitimacy of medical practitioners and health workers, and of the results of years of scientific research.



Crea Cultura


| CONTRIBUTION TO THE SDGS: | |
|--|--|
|  <p>4 EDUCACIÓN DE CALIDAD</p> | <p>Aligned with target 4.7: Promote a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.</p> |
|  <p>11 CIUDADES Y COMUNIDADES SOSTENIBLES</p> | <p>Aligned with target 11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage.</p> |
|  <p>16 PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS</p> | <p>Aligned with target 16.10: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.</p> |

Crea Cultura was created with the aim of becoming a cultural benchmark, adding value to creators and **defending copyrights**. It carried out the following **actions** in 2020:

| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|--|---|
| <p>Disseminate literary creation and promote reading habits</p> | <p>Ahora qué leo platform. A pioneering initiative on FTA television and being developed across the Internet, media and all laSexta programming, seeks to spark passion and reading habits among all audiences.</p> <p>Crea Lectura programme on laSexta and Mega. Once again in 2019, this programme was aired every two weeks, along with a television page centred on literature and books. It reflects the spirit of Atresmedia's Crea Cultura movement: to defend and recognise the value of intellectual property and support creators and their works.</p> |
| <p>Defend the publishing and book sector</p> | <p>Collaboration agreement with the Spanish Centre for Reproduction Rights (CEDRO): In 2021, Atresmedia collaborated with CEDRO to promote initiatives and foster dissemination activities to protect intellectual property rights.</p> |

| 2022 GOALS |
|---|
| <p>Continue to defend the value of cultural creation in all its facets through different actions.</p> <p>Disseminate literary creation and reading habits through the Ahora qué leo platform and the <i>Crea Lectura</i> programme.</p> <p>To generate spaces for discussion on cultural creation and defend intellectual property.</p> |

Tolerancia Cero

| CONTRIBUTION TO THE SDGS: | |
|---|--|
|  <p>5 GENDER EQUALITY</p> | <p>Aligned with target 5.2: Eliminate all forms of violence against all women and girls in public and private spheres, including trafficking and sexual and other types of exploitation.</p> |

To coincide with International Day for the Elimination of Violence against Women, in November 2015 Mutua Madrileña Foundation and Antena 3 Noticias launched a corporate responsibility action titled Against abuse: *Zero Tolerance*, a social awareness initiative that has been fighting this blight for seven years.

Over this time, it has earned numerous awards and accolades from the Government of Spain and various autonomous communities. It was also picked by UN Women as a success story in tackling a social issue through a media outlet. Also in 2021, *Tolerancia Cero* earned recognition from the Guardia Civil for seeking to combat violence against women.




The agreement is framed within Mutua Madrileña's commitment to women's equality in all facets and, especially, in the Mutua Madrileña Foundation's priority course of action against gender-based violence, which it initiated in 2012. The following actions were carried out under this initiative in 2021:



| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|---|---|
| <p>Promover la educación social y sensibilizar a la población</p> | <p>Five awareness-raising campaigns with the aim of achieving greater visibility and presence of the following topics across the Group's media, especially on the Antena 3 Noticias and laSexta Noticias news programmes:</p> <ol style="list-style-type: none"> 1. It's not just the blows that hurt 2. Women in rural areas 3. Educating for equality 4. Local populations against abuse 5. The environment: vital <p>III Tolerancia Cero special. To mark the occasion of the Day against Gender Violence 2021, Antena 3 broadcast a special produced by Antena 3 and hosted by Esther Vaquero.</p> |
| <p>Dissemination of projects against gender-based violence and abuse</p> | <p>Strengthening support for the <i>Nos duele a todos (It hurts us all)</i> Awards. Support in staging the 7th edition of the <i>Nos duele a todos</i> Awards, organised by Fundación Mutua Madrileña to recognise the best creative projects submitted by students from all over Spain to raise awareness of gender-based violence, by broadcasting and publicising it on television, social media and the <i>Tolerancia Cero</i> website.</p> <p>Presence on social networks following the creation of the A3N Zero Tolerance account on Instagram.</p> |
| <p>Conducting studies into gender-based violence</p> | <p>2nd Macro-study into Gender Violence: Online macro-survey in which 6,159 people were asked to share their views about the scourge that is gender-based violence. The results of the study were presented and discussed on news programmes, social networks and through infographics. They were also delivered to institutions interested in the findings.</p> |



Levanta la Cabeza

| CONTRIBUTION TO THE SDGS: | |
|---|--|
|  <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> | <p>Aligned with target 9.5 – Upgrade technological capabilities, including encouraging innovation.</p> |
|  <p>10 REDUCED INEQUALITIES</p> | <p>Aligned with target 10.2 – Empower and promote the social, economic and political inclusion of all (digital divide).</p> |
|  <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> | <p>Aligned with target 16.10 – Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.</p> |

The *Levanta La Cabeza* movement emerged in 2018 with the primary goal of promoting the rational, responsible, constructive and positive use of technology. The pandemic has marked a turning point in our lives in the sense that communicating, connecting and working via screens is now omnipresent and essential. In this new environment, *Levanta la cabeza* has **set its sight on an even more ambitious goal: to promote the sustainable digitalisation of Spanish society so as to make it safe, responsible and universal.**

| 2021 GOALS | 2021 PARTNERED ACTIONS AND MILESTONES |
|---|--|
| <p>Announce the new purpose of the initiative</p> | <p>Campaign to disseminate the new purpose of <i>Levanta la Cabeza</i>: the aim is to promote sustainable digitalisation that is safe, responsible and universal, and to succeed in this task a series of spots are being launched with advice on each of these pillars.</p> |
| <p>Publish and analyse the results of the <i>Levanta la Cabeza</i> test.</p> | <p>Results of the <i>Levanta La Cabeza</i> test. This innovative project, backed by the FAD, asked more than 220,000 people to answer questions about their mobile phone habits. The survey revealed that most users prefer WhatsApp over other social networks; that it is often very hard to tell a fake news story from a real story; and that privacy is suffering as technology continues to advance, among other interesting findings.</p> |
| <p>Design tools to help ensure the responsible use of technology by parents and children</p> | <p>Tool for the responsible use of technology: an innovative webApp has been launched, containing a model agreement for parents and children between 10 and 17 years of age, to help establish a concrete basis for the safe and responsible use of technology.</p> |
| <p>Promoting good digital habits</p> | <p>Awareness campaigns: Sandra Golpe and Helena Rosano have led awareness-raising campaigns to show how technology can help protect companies against COVID-19 and to promote good digital habits to reinforce security.</p> |
| <p>Sharing content and tips for sustainable digitisation</p> | <p>Advice on how to achieve sustainable digitisation: an outreach exercise was carried out through social media on privacy and data protection, social media addiction, social robotics, cybersecurity, artificial intelligence and digital rights, gender gap and STEM vocations.</p> |

RESPONSABLE **SEGURA** UNIVERSAL



**2022 GOALS**

Continue to disseminate and promote the *Levanta la Cabeza* agreement as a tool to establish responsible use of technologies between parents and children.

Launch of a new edition of the *Levanta la Cabeza* Test.

Make further progress towards the new purpose of the initiative; that of promoting the sustainable digitalisation of Spanish society.

06.3.3 Corporate volunteering

Since 2005, Atresmedia has had a broad Corporate Volunteering Programme aligned with the Sustainable Development Goals (SDGs). The programme is growing each year and embraces two main courses of action:

ACTIVE PARTICIPATION IN VOLUNTEERING ACTIVITIES

The Group offers its employees the opportunity to get involved in various volunteering initiatives that champion worthy causes, allowing them to learn more about the realities of other segments of society and to further enrich themselves both personally and professionally through these valuable experiences.

PROMOTING AND ENCOURAGING VOLUNTEERING

The programme aims to promote and encourage corporate volunteering through Atresmedia's communication channels (television, radio and digital platforms), and by taking part in major forums such as Red Voluntare, to foster corporate volunteering. In 2021, Atresmedia was, for the seventh straight year, a media partner and host venue for the Week of Solidarity Action and Corporate Volunteering, known globally as Give & Gain and organised by Forética.

In 2021, Atresmedia saw to it that its Corporate Volunteering Programme was again a purely virtual or remote event, as it was in 2020, in order to keep its employees safe and to act coherently with the Group's health and safety policies.

During the year, Atresmedia's remained firmly committed to long-term volunteering projects that require a sustained commitment over time on the part of the volunteers, such as reading clubs for the elderly via video call, set up by the Company in collaboration with Grupo Planeta and with three social organisations dedicated to this segment of society (Adopta un Abuelo, Amigos de los Mayores and Grandes Amigos) to accompany them through reading.

ATRESMEDIA WAS RECOGNISED AT THE 7TH SUPERCUIDADORES AWARDS FOR ITS READING CLUBS FOR THE ELDERLY VOLUNTEERING INITIATIVE.

Numerous activities required considerable time and skills on the part of the volunteers, as was the case with the production of training videos aimed at children and young people at risk of social exclusion supported by Fundación Tomillo, or the training delivered to young students of the Junior Achievement 'Partners for a Day' project.

IN 2021, ATRESMEDIA ORGANISED A TOTAL OF 15 VOLUNTEERING ACTIVITIES WITH THE PARTICIPATION OF 343 VOLUNTEERS FROM THE GROUP, WHO WORKED A TOTAL OF 1,664 HOURS WITH VARIOUS VULNERABLE GROUPS TARGETED BY 11 NGOS.

Environmental protection was also targeted by Atresmedia's volunteering work in 2021 through an activity organised together with SEO BirdLife, where a hundred employees and their family members learned about the importance of caring for the urban biodiversity that surrounds us and built 60 feeders, which they then placed in their own homes to help birds survive the winter.

The Atresmedia Group forged a partnership with Fundación Aladina and the Jarama Red Cross in 2018 and our joint efforts continued throughout 2021 in the form of online leisure workshops and communication work by Atresmedia volunteers.



Spending on volunteering in 2021 came to EUR 9,514.70, 22% more than the previous year. Compared to the pre-pandemic years, activity is still notably down due to the suspension of all face-to-face activities, including international corporate volunteering activity, which is what the programme spends the most on.

The Atresmedia Corporate Volunteering Programme grew during the year, as 64% of participating volunteers were collaborating for the first time, with only 36% of them having already taken part in the activities arranged in previous years.

We also continued to measure the impact of corporate volunteering through volunteer surveys, which revealed that 69% of participating volunteers consider the Corporate Volunteering Programme to be a factor that influences their positive perception of the company a lot or quite a lot (20% more positive opinion than in the previous year).

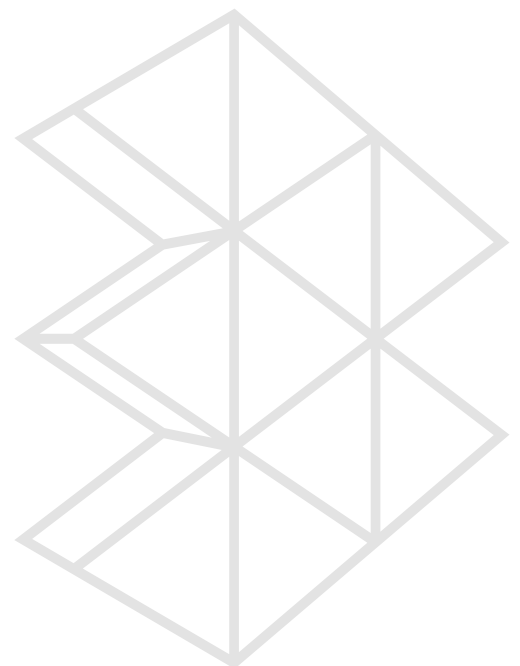
Of the skills that volunteers felt they had acquired as a result of the year's activities, most answered communication skills (89% said they had greatly improved this attribute), followed by adaptability (85%), empathy, organisation and planning (81%) and creativity (81%).

| | 2019 | 2020 | 2021 |
|---------------------------------------|--------|-------|--------------|
| NO. OF VOLUNTEERS | 234 | 360 | 343 |
| HOURS OF VOLUNTEERING | 1,910 | 4,309 | 1,664 |
| NO. OF VOLUNTEERING ACTIVITIES | 28 | 17 | 15 |
| VOLUNTARY WORK SPEND (€) | 11,493 | 7,764 | 9,515 |
| NUMBER OF CHARITIES SERVED | 11 | 13 | 11 |





| CONTRIBUTION TO THE SDGS: | |
|---|--|
|  <p>2 ZERO HUNGER</p> | Zero hunger: End hunger, achieve food security and improved nutrition and promote sustainable agriculture. |
|  <p>3 GOOD HEALTH AND WELL-BEING</p> | Good health and well-being: Ensure healthy lives and promote well-being for all. |
|  <p>4 QUALITY EDUCATION</p> | Quality education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. |
|  <p>8 DECENT WORK AND ECONOMIC GROWTH</p> | Decent work and economic growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. |
|  <p>10 REDUCED INEQUALITIES</p> | Reduce inequalities Reduce inequality within and among countries. |
|  <p>15 LIFE ON LAND</p> | Life on land: Sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. |





06.3.4
Fundación
Atresmedia

Fundación Atresmedia was founded in 2005 to channel the Atresmedia Group's social action and support towards the protection of children and young people by relying on the Group's considerable resources and expertise.

In 2021, after 15 years of activity, the Foundation's Board of Trustees undertook an internal reflection process so as to properly synchronise its mission and spheres of action with the corporate purpose of the ATRESMEDIA Group and with the nature of the Group's activity as an audiovisual communication group. The aim was also to ensure that the Foundation could successfully tackle the new challenges facing children and young people in today's society.

As a result of this realignment process, the Foundation will focus its activity exclusively on Media and Information Literacy (MIL) among children and young people, meaning all the technical, cognitive, social, civic, ethical and creative skills that enable them to access the media and the information they receive through multiple channels, to analyse content critically, use it effectively and create and share it safely and responsibly.

This update was reflected in a new definition of the Foundation's mission, vision and values, which came into effect in the last quarter of the year:



FOLLOWING A CAREFUL PROCESS OF REFLECTION, FROM 2021 ONWARD FUNDACIÓN ATRESMEDIA WILL FOCUS ITS ACTIVITY EXCLUSIVELY ON THE AREA OF MEDIA AND INFORMATION LITERACY (MIL) FOR CHILDREN AND YOUNG PEOPLE.

fundación
ATRESMEDIA



The process of reflection and realignment of the Foundation has meant that the activities carried out during the year were essentially transitional in nature. We can distinguish between two types of activities:

1- Activities based on the pre-update approach: Under a transitional approach, these activities have been carried out in three main areas:

| | |
|--|---|
| <p>HUMANISATION OF CHILDREN'S HOSPITALS</p> | <p>Humanisation of children's hospitals: the third edition of the Children's Hospital Humanisation Index (CHHI) was carried out in 2021, with the participation of 54 hospitals from all over Spain. The FAN3 Channel continued to be broadcast in 170 hospitals, with educational and entertainment content designed especially for hospitalised children. The channel has earned the Iris Award from the Academy of Television Arts and Sciences. On 13 May, the Foundation celebrated the Day of the Hospitalised Child, for the seventh consecutive year. This year's event, which was held virtually due to the restrictions caused by the COVID-19 pandemic, again involved more than 200 hospitals and 30 social welfare organisations. Also in 2021, the second edition of the Course on Communication with Paediatric Patients was held in collaboration with the International University of Valencia (VIU). The event was attended by 359 medical professionals.</p> |
| <p>EDUCATION</p> | <p>The 8th edition of the <i>Grandes Profes</i> conference took place on 13 March. On this occasion, the annual event organised by Fundación Atresmedia to pay tribute to the invaluable role played by teachers and to provide them with motivational tools that they can transfer to the classroom was held in virtual format, due to the restrictions caused by COVID-19. The event attracted more than 9,500 views. The 8th edition of the <i>Grandes Iniciativas</i> awards was also held during the year to recognise the best educational practices in classrooms in the categories of values, inclusion, motivation and success, coexistence in the classroom, digital fabrication and personalised learning. In this edition, more than 530 projects from all the autonomous communities of Spain competed for the awards. In September, the awards ceremony was held at a gala event at CaixaForum Madrid, attended by the award winners and prominent representatives from within the educational community.</p> |
| <p>YOUTH EMPLOYABILITY</p> | <p>In 2021, the Foundation continued its work to raise social awareness and inform young people and their families about the merits of vocational training studies and the high employability of graduates, through the <i>Descubre la VP</i> (Discover Vocational Training) project. New web content was developed, including a basic online course on vocational education and training and a new qualification search engine, as well as specific information on Dual VET, guidance, employability and Erasmus VET. Also during the year, Fundación ATRESMEDIA presented a report titled <i>"The challenge of VET in Spain"</i>, drawn up in collaboration with IESE Business School.</p> |

2- Analysis, planning and positioning activities to succeed in the new orientation process: in the last four months of the year, the Foundation's activities shifted towards a four-pronged strategy as part of the realignment process:

- **Positioning the Foundation in its new sphere of action**, involving, among other actions, the design of a new institutional identity and a new website; making contact with experts, entities and institutions that are benchmarks in its new field of action; designing the action plan for the year 2022 and developing an external communication plan to publicise and disseminate the Foundation's new approach.
- **Bequeathing to other institutions those existing projects** which, due to their scope of action, cannot be aligned with the new approach, thus signing the relevant agreements with other specialised entities operating within the third sector.
- **Reshaping and redesigning those previous projects** whose scope of application is compatible with the pursuit of media and information literacy to allow them to continue with a new format, content and objectives.
- **Creating new projects** already directly linked to the development of media and information literacy skills among children and young people.



All these actions are essentially the operational areas in which the Foundation's work will proceed over the coming years. Indeed, the Foundation's schedule of activities for 2022 is already fully focused on the field of media and information literacy.

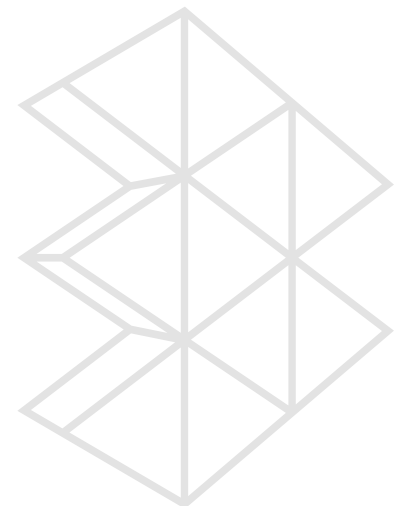
| CONTRIBUTION TO THE SDGS: | |
|--|---|
|  <p>3 GOOD HEALTH AND WELL-BEING</p> | <p>Good health and well-being: Ensure healthy lives and promote well-being for people of all ages.</p> |
|  <p>4 QUALITY EDUCATION</p> | <p>Quality education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p> |
|  <p>5 GENDER EQUALITY</p> | <p>Gender equality: Achieve gender equality and empower all women and girls.</p> |
|  <p>8 DECENT WORK AND ECONOMIC GROWTH</p> | <p>Decent work and economic growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.</p> |

Corporate governance

In 2021, the Foundation's board of trustees underwent certain changes in its composition, following the resignation of trustees María Entrecanales Franco and Aurora Catá Sala and the appointment of new trustees Rosa María Lleal Tost and Beatriz Roger Torres.

Funding model

The Atresmedia Group granted the foundation a total of EUR 500,000 in 2021. Together with donations (EUR 93,091, 9.7% more than in 2020) and other income (EUR 247,030), this brought the foundation's total budget to EUR 840,121 for the year. The foundation does not receive any state subsidy or aid.



06.3.5 Respect for human rights

As a signatory of the United Nations Global Compact, Atresmedia embraces the commitments of the pact and shares its strategies for the various areas targeted by this initiative, which include human rights.

Atresmedia's can potentially impact rights related to labour relations, freedom of association and the abolition of abusive working conditions or child labour, and to freedom of expression, thought and conscience. To respect the rights of everyone, Atresmedia has a General Corporate Responsibility Policy that specifically outlines its commitments to these rights, which are classified into three areas of protection:

- Children's rights
- Labour rights
- Freedom of expression rights

Each aspect is addressed throughout this document, specifically the way they affect stakeholders: in sections **6.2 On customers** and users, **6.4 On employees**, especially the section related to labour rights, and **6.5 On suppliers, producers and distributors**.

The protection mechanisms and specific lines of action of each are described in this document. Specifically, complaints or queries related to human rights are channelled through the Corporate Responsibility mailbox and the Whistleblowing Channel. The heads of the pertinent area receive and analyse them. No complaints of human rights violations were received in 2021 or in the previous two years.



06.4 On employees

Atresmedia believes that people are the main asset and differential value of a company. Therefore, pursuing excellence in the management of employees is the key to the company's success and will afford it a strong competitive advantage over time. To succeed in this task, Atresmedia implemented its **Human Resources Policy** in 2010. The policy sets out the values, principles and commitments guiding and shaping the Group's strategy when managing its human resources. The Human Resources Policy was updated in 2019 and revolves around the following commitments:



- Providing stable employment and a rewarding working environment
- Training and promoting the professional development of our workforce
- Attracting and retaining talent
- Guaranteeing human and labour rights
- Championing equality, diversity and work-life balance
- Overseeing a safe and healthy work environment

The commitments established in the Policy arise from the values that guide Atresmedia in its human resources management strategy: focusing on people, guaranteeing an environment that stimulates initiative and intrapreneurship, teamwork, communication and pride in belonging.

Key HR figures in 2021

Update of
COVID and
REMOTE WORKING
protocols

Attraction of STEM
profiles

Training in
DIGITAL
skills

Rebound in
Atresmedia
Training activities to
2019 levels

Progress
in
EQUALITY

In the wake of the COVID-19 pandemic and to ensure the continuity of ATRESMEDIA's activity while protecting the safety of all employees, the HR area focused its efforts on the following fronts in 2021:

1. Achieving a safe working environment for those people who continued to work on-site, by deploying safety protocols and implementing protection and hygiene measures on premises and sets and at filming locations;
2. protecting jobs and ensuring stable employment terms and conditions for workers;
3. adapting to the situation by embracing new ways of working and setting up telework arrangements for most staff members during the pandemic; and
4. promoting the Company's digitalisation, also for people management by digitalising all administrative processes that can be carried out remotely.

06.4.1 Workforce structure

Atresmedia had a headcount of 2,470 people in 2021, up 2.1% on the previous year, of whom 1,297 were women (52.5%) and 1,173 men, with an average age of 42.35 years. Of these 2,470 people, 46 (1.86%) had some form of disability. Voluntary employee turnover in 2021 was 6.52%, while involuntary employee turnover came to 36.74%. Of a total of 374 new hires, 209 were women (55.88%). A total of 85% of employees had permanent contracts, while average length of service was 12.22 years.

| | | 2019 | 2020 | 2021 | ANNUAL CHANGE, 2020-2021 (%) |
|----------------------------|-------|-------|-------|-------|------------------------------|
| BY GENDER (at 31/12/21) | MEN | 1,212 | 1,152 | 1,173 | 1.8% |
| | WOMEN | 1,315 | 1,268 | 1,297 | 2.3% |

| | | 2020 | 2021 | TOTAL | 2021 MEN | 2021 WOMEN | ANNUAL CHANGE, 2020-2021 (%) |
|---------------------------|----------|-------|-------|-------|-------------|---------------|------------------------------|
| BY AGE (at 31-12-2021) | 20 - 29 | 345 | 312 | 337 | 116 | 216 | 8.0% |
| | 30 - 45 | 1,176 | 1,139 | 1,107 | 516 | 592 | -2.8% |
| | 45 - 60 | 942 | 916 | 971 | 503 | 469 | 6.0% |
| | 60 - más | 64 | 53 | 55 | 38 | 20 | 3.8% |

| | | 2019 | | 2020 | | 2021 | | ANNUAL CHANGE, 2020-2021 (%) | |
|----------------------------------|----------------|------|-------|------|-------|------|-------|------------------------------|-------|
| | | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN |
| BY JOB CATEGORY (at 31/12/21) | MANAGERS | 174 | 87 | 164 | 87 | 166 | 91 | 1.2% | 8.3% |
| | TECHNICIANS | 858 | 867 | 823 | 867 | 839 | 869 | 1.9% | 0.6% |
| | ADMINISTRATIVE | 23 | 134 | 22 | 117 | 22 | 117 | 0.0% | 0.0% |
| | OTHER | 157 | 227 | 143 | 227 | 146 | 220 | 2.1% | 8.4% |

| | | 2019 | | 2020 | | 2021 | | ANNUAL CHANGE, 2020-2021 (%) | |
|------------------------------------|-----------------|-------|-------|------|-------|-------|-------|------------------------------|--------|
| | | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN |
| BY JOB CATEGORY (at 31-12-2021) | TEMPORARY STAFF | 30 | 43 | 29 | 45 | 38 | 50 | 31.0% | 11.1% |
| | PERMANENT | 1,041 | 1,073 | 978 | 1,050 | 1,039 | 1,126 | 6.2% | 7.2% |
| | INTERIM | 28 | 48 | 34 | 36 | 28 | 31 | -17.6% | -13.9% |
| | LABOUR | 106 | 140 | 104 | 132 | 61 | 84 | -41.3% | -36.4% |
| | INTERNSHIPS | 7 | 11 | 7 | 5 | 7 | 6 | 0.0% | 20.0% |

⁹ Figures at year-end.



| | | 2019 | 2020 | 2021 | ANNUAL CHANGE, 2020-2021 (%) |
|-------------------------------|-----------|-------|-------|-------|------------------------------|
| BY COUNTRY (at 31-12-2021) | SPAIN | 2,499 | 2,383 | 2,431 | 2.0% |
| | BRAZIL | 15 | 10 | 12 | 20.0% |
| | COLOMBIA | 5 | 5 | 4 | -20.0% |
| | ARGENTINA | 7 | 9 | 6 | -33.3% |
| | CHILE | 1 | 3 | 4 | 33.3% |
| | MEXICO | 0 | 10 | 13 | 30.0% |

| | PERMANENT CONTRACT | | TEMPORARY CONTRACT | | PART-TIME CONTRACT | |
|------------------------------|--------------------|---------|--------------------|--------|--------------------|-------|
| | H | M | H | M | H | M |
| 2019 | 1,020.9 | 1,049.5 | 150.9 | 210.9 | 9.7 | 26.9 |
| 2020 | 735.5 | 854.8 | 172.9 | 214.6 | 10.2 | 13.7 |
| 2021 | 998.8 | 1072.9 | 142.2 | 188.7 | 10.7 | 25 |
| ANNUAL CHANGE, 2020-2021 (%) | 35.8% | 25.5% | -17.8% | -12.1% | 5.3% | 82.3% |

| | PERMANENT CONTRACT | | | | TEMPORARY CONTRACT | | | | PART-TIME CONTRACT | | | |
|------------------------------|--------------------|---------|---------|-------|--------------------|---------|---------|-------|--------------------|---------|---------|------|
| | 20 - 29 | 30 - 45 | 45 - 60 | > 60 | 20 - 29 | 30 - 45 | 45 - 60 | > 60 | 20 - 29 | 30 - 45 | 45 - 60 | > 60 |
| 2019 | 126.9 | 994.7 | 881.5 | 67.2 | 187.4 | 146.5 | 27.2 | 0.9 | 13.6 | 13.6 | 8.2 | 1.1 |
| 2020 | 119.8 | 808.2 | 615.7 | 47.5 | 174.1 | 170.8 | 42.4 | 0.3 | 9.9 | 10.2 | 6 | 0.00 |
| 2021 | 129.1 | 968.7 | 915 | 57.9 | 165.3 | 126.5 | 37.2 | 0 | 7.2 | 16.5 | 11.2 | 2.1 |
| ANNUAL CHANGE, 2020-2021 (%) | 7.7% | 19.9% | 48.6% | 21.9% | -5% | -25.9% | -12.1% | -100% | -26.6% | 60.8% | 86% | 209% |

| | PERMANENT CONTRACT | | | | TEMPORARY CONTRACT | | | | PART-TIME CONTRACT | | | |
|------------------------------|--------------------|---------|---------|-------|--------------------|---------|---------|-------|--------------------|---------|---------|------|
| | 20 - 29 | 30 - 45 | 45 - 60 | > 60 | 20 - 29 | 30 - 45 | 45 - 60 | > 60 | 20 - 29 | 30 - 45 | 45 - 60 | > 60 |
| 2019 | 126.9 | 994.7 | 881.5 | 67.2 | 187.4 | 146.5 | 27.2 | 0.9 | 13.6 | 13.6 | 8.2 | 1.1 |
| 2020 | 119.8 | 808.2 | 615.7 | 47.5 | 174.1 | 170.8 | 42.4 | 0.3 | 9.9 | 10.2 | 6 | 0.00 |
| 2021 | 129.1 | 968.7 | 915 | 57.9 | 165.3 | 126.5 | 37.2 | 0 | 7.2 | 16.5 | 11.2 | 2.1 |
| ANNUAL CHANGE, 2020-2021 (%) | 7.7% | 19.9% | 48.6% | 21.9% | -5% | -25.9% | -12.1% | -100% | -26.6% | 60.8% | 86% | 209% |

[*] Since Diario Motor joined the Atresmedia Group at the end of November 2021, the employees of this media outlet were not included when counting the average number of contracts.



| | NO. EMPLOYEES BY GROUP COMPANY | | | | | | | | | | | | |
|------------------------------|--------------------------------|-------------|----------|-----------|-------|------------|-------------|------|------|------------|---------|--------------|-------|
| | Atresmedia | Advertising | Noticias | Fundación | ISTV | Uniprex TV | Multi-media | Cine | 6&M | Smart-clip | Uniprex | Diario Motor | H2H |
| 2019 | 453 | 338 | 305 | 12 | 60 | 69 | 147 | 11 | 367 | 111 | 580 | - | - |
| 2020 | 425 | 332 | 274 | 10 | 61 | 110 | 158 | 3 | 366 | 122 | 546 | 13 | - |
| 2021 | 432 | 333 | 288 | 5 | 74 | 77 | 163 | 3 | 376 | 122 | 564 | 18 | 15 |
| ANNUAL CHANGE, 2020-2021 (%) | 1.6% | 0.3% | 5.1% | -50% | 21.3% | -30% | 3.2% | 0% | 2.7% | 0% | 3.3% | - | 15.4% |

06.4.2

Stable employment and rewarding working environment

In its endeavours to create a rewarding working environment, Atresmedia provides **stable employment and working conditions** based on fair compensation for employees and non-discrimination in pay. Along these lines, Atresmedia did not implement any furlough scheme at any point during the COVID-19 pandemic.

Aside from protecting the health and safety of employees, there were a further two sides of the efforts to ensure stability in 2021: **job stability** and protecting **wage conditions**.

Job stability

The workforce increased by just 2.1% on 2020, with 33 dismissals compared to 24 in 2020.

| | NO. OF DISMISSALS | | | | | | | | | | | |
|------------------------------|-------------------|-------|-------|-------|-------|-----|----------|-------|-------------|----------------|-------|--|
| | MEN | WOMEN | 20-29 | 30-45 | 45-60 | +60 | MANAGERS | OTHER | TECHNICIANS | ADMINISTRATIVE | TOTAL | |
| 2019 | 33 | 28 | 6 | 37 | 15 | 3 | 6 | 6 | 43 | 6 | 61 | |
| 2020 | 14 | 10 | 4 | 8 | 11 | 1 | 5 | 2 | 16 | 1 | 24 | |
| 2021 | 18 | 15 | 5 | 16 | 11 | 1 | 2 | 3 | 28 | 0 | 33 | |
| ANNUAL CHANGE, 2020-2021 (%) | 28.6% | 50% | 25% | 100% | 0% | 0% | -60% | 50% | 75% | -100% | 37.5% | |

Terms of employment

Despite the unfortunate events we all witnessed in 2020, Atresmedia made every effort in 2021 not only to maintain the wage conditions of its employees, but also to improve them across many occupational categories, as shown below:





| | AVERAGE REMUNERATION | 2019 | 2020 | TOTAL | 2021 | | ANNUAL CHANGE, 2020-2021 (%) |
|--------------------|----------------------|---------|---------|---------|---------|---------|------------------------------|
| | | | | | MEN | WOMEN | |
| BY CATEGORY | Managers* | 143,402 | 144,904 | 133,596 | 150,025 | 103,626 | -7.8% |
| | Technicians | 38,155 | 39,396 | 41,027 | 41,654 | 40,421 | 4.1% |
| | Administrative | 27,544 | 29,625 | 31,097 | 32,983 | 30,742 | 5% |
| | Other | 21,234 | 27,253 | 28,280 | 27,951 | 28,499 | 3.8% |
| BY AGE | 20-29 años | 14,300 | 23,090 | 23,830 | 23,748 | 23,876 | 3.2% |
| | 30-45 años | 36,476 | 38,053 | 39,590 | 41,931 | 37,561 | 4% |
| | 46-60 años | 64,251 | 64,166 | 62,685 | 69,344 | 55,528 | -2.3% |
| | Over 60 | 111,568 | 124,957 | 115,586 | 149,344 | 51,624 | -7.5% |
| BY GENDER | Men | 55,116 | 56,718 | 55,122 | N/A | | -2.8% |
| | Women | 37,203 | 39,909 | 41,960 | N/A | | 5.1% |

| BOARD REMUNERATION | 2020 | 2021 | ANNUAL CHANGE, 2020-2021 (%) |
|--------------------|-----------|-----------|------------------------------|
| MEN | 133,777.5 | 199,800 | 49.4% |
| WOMAN | 69,881.3 | 77,875 | 11.4% |
| AVERAGE | 105,379.2 | 145,611.1 | 38.2% |

In 2021, the Board of Directors of the Atresmedia Group agreed to submit a new director remuneration policy for the years 2021-2023 to the Annual General Meeting for approval by shareholders.

| GENDER PAY GAP [**] | 2019 (%) | 2020 (%) | 2021 (%) | ANNUAL CHANGE, 2020-2021 (%) |
|-----------------------|----------|----------|----------|------------------------------|
| MANAGERS [**] | 32.7 | 33.6 | 30.9 | -7.9% |
| TECHNICIANS | 12 | 8.9 | 3 | -66.8% |
| ADMINISTRATIVE | -2 | 3.1 | 6.8 | 119.3% |
| OTHER | 0.6 | -0.6 | -2 | 249.8% |
| AVERAGE | 32.5 | 29.6 | 23.9 | -19.4% |

[*] El cálculo de la brecha salarial se ha realizado entendiendo por remuneración el salario base más las cantidades adicionales pagadas a un trabajador, como por ejemplo la antigüedad, los pactos por realización de funciones específicas, horas extraordinarias, pluses por disponibilidad o dedicación, bonus/incentivos por objetivos, pluses por nocturnidad y festivos, etc. Es decir, todas las cantidades recogidas en el modelo 190 de la Agencia Tributaria.

Con el fin de armonizar las diferentes casuísticas de los empleados (reducciones de jornada, contratos a tiempo parcial, relación laboral comenzada a lo largo del ejercicio en curso...), y representar más fidedignamente la situación de la brecha salarial, se ha tenido en cuenta para el cálculo de la brecha de género en 2021 el salario total que percibiría cada trabajador si sus horas trabajadas en 2021 fuesen iguales a 1 FTE.

[**] Este ajuste armonizador en el método de cálculo de la brecha salarial ha influido en las cifras aquí representadas, observándose en los casos de técnicos, administrativos y otras categorías grandes variaciones con respecto a 2020 que tienen que ver, principalmente, con esta modificación.

[***] La categoría Directivos incluye la alta dirección con una brecha del 14,2%, la dirección con una brecha del 5,3%, y los mandos intermedios con una brecha del 5,4%.



Atresmedia employees also enjoy a number of additional benefits and in-kind remuneration to supplement their annual salary.

| For all employees: | | For Atresmedia Radio: |
|--|---|--|
| <ul style="list-style-type: none"> • Life insurance • 100% of salary paid during medical leave • Parking • Canteen • Training | <ul style="list-style-type: none"> • Flexible remuneration plan (company car and special training) • Life and medical insurance | <ul style="list-style-type: none"> • Fund to help with school tuition fees and dental insurance • Travel allowance when employees change work centre |

06.4.3 Professional development of employees

The year 2021 was key to understanding the Group's new approach to the professional development of its employees as it marked the launch of a digital transformation process within the Company. The first step was a Training Programme in digital skills targeting all Company employees and managers.

Phase one of the Digital Skills Training Plan seeks to establish a **common knowledge base** of the most relevant concepts and terms of the **digital environment and business world**, so that all profiles can share the same basic digital skills across all levels. A key milestone here is the **strategic alliance** reached with **The Valley Digital Business School** (a renowned partner and a benchmark in the implementation of digital transformation projects at large companies). This phase one comprises three parts:

AWARE OF THE IMPORTANCE OF DIGITAL TRANSFORMATION FOR THE GROWTH OF THE COMPANY, ATRESMEDIA HAS LAUNCHED A DIGITAL SKILLS TRAINING PROGRAMME AIMED AT ALL GROUP EMPLOYEES AND MANAGERS IN A BID TO IMPROVE THEIR DIGITAL SKILLS.



- **Identifying the current level of knowledge:** employees were asked to complete the Valley Digital Index and Corporate Digital Level tests, thus providing an individualised diagnosis of each employee's current level of digital knowledge and also the extent to which the **company is aligned** with the digital state of the art.
- **Raising awareness and motivating:** *project Somos 2.0: Certifica tu nueva versión* seeks to motivate employees to go digital. With the help of professional experts involved in digital projects, it has achieved this purpose following several days of face-to-face events and via streaming, with a large number of live and streamed views.
- **Training in key aspects:** training in the keys to digital transformation, new business models, the new labour paradigm and the competencies of the digital professional.



The Digital Skills Training Plan continued throughout the year with various events targeting **digital skills**, courses featuring more than **35 hours** of training and **tutorials with experts** on each topic covered in the training. In order to further deepen the learning journey, the Group has now enrolled more than **2,300 employees** on **The Valley Master's programme**, which began in November and covers Digital Transformation, Business Innovation, Soft Skills, Digital Marketing and Agile for business. This training will ultimately allow Atresmedia Group employees to earn the prestigious **Master Fundamentals in Digital Business by The Valley** certification upon completion.

Meanwhile, a **specific training plan has been deployed for the entire management structure**. Phase one of the plan, focused on leading the change of mentality, has already been delivered in person, and in 2022 we will continue with the new ways of working and stage a Disruption Day to build a roadmap for the process of **driving the company's digital transformation**.

More than 17,000 hours of digital training were delivered in 2021, a figure that will grow to 65,000 hours in 2022, which will further boost the digital transformation process that the entire Group is undergoing while ensuring that our people are ready to face the challenges of the new working world and the global digital environment.

Adapting to COVID-19

Management of corporate training activities at the Atresmedia Group in 2020 was significantly impacted by **COVID-19**. Throughout 2021, we continued our efforts to resume face-to-face learning as far as possible, although ultimately no attendance was possible due to the lingering effects of the pandemic.

The prevailing climate has prompted a shift of the training solutions used until now —which were mainly face-to-face— towards digital solutions. Platforms such as Microsoft Teams, UDEMY and PLURALSIGHT have all been used to deliver courses in English, occupational risk prevention and data protection, among other subjects. Of particular note is the increased support for training in digital skills and digital content management, which is much needed in today's environment.





Internal training initiatives

When it comes to personnel management at Atresmedia, one of the most important courses of action is **training**. The Company's training catalogue features multiple courses, both face-to-face and virtual, all of them tailored to the needs of the different job positions and the preferences of the employees themselves. The **training policy** is built around six **pillars**:

| | |
|--------------------------|--|
| CONTINUITY | Annual updates to training programmes |
| QUALITY | 9/10 |
| INNOVATION | Inclusion of technological innovations |
| COMPREHENSIVENESS | Covers all companies and categories |
| USEFULNESS | Skills that can be used in daily work |
| INVESTMENT | Total investment of EUR 196,131 a year |

The main objective in 2021 was to move from a highly face-to-face continuous learning model to a **quality digital transformation model** with a wide **variety of modalities**, as we foster a **culture of self-learning and innovation** in the digital environment.

In this line of action, **flexibility** is a key to achieving more effective training with greater added value for Atresmedia's professionals. Access to **training content is therefore guaranteed from anywhere and at any time** and on various devices (PC, smartphone or tablet). Learners can also choose the **microlearning format**, allowing them to progress at their own pace and make better use of their time.

This flexibility has also allowed the Group to weather the difficulties imposed by COVID-19. Relying largely on **online learning methodologies**, the Group has managed to **maintain the expected levels of quality** while meeting the requirements of the State Foundation for Training in Employment (FUNDAE). Thanks to the online format, **all of the necessary training in occupational risk prevention for new employees** could be provided, along with refresher and technical training.

**ATRESMEDIA INVESTED EUR 196,131 IN TRAINING IN 2021,
EQUIVALENT TO 24,882 HOURS OF TRAINING DELIVERED TO 1,067 EMPLOYEES,
DISTRIBUTED ACROSS 56 COURSES AND 112 EVENTS.**

Aside from all the specific training for the different profiles, **company-wide training** initiatives have been promoted to reach all the professional profiles of the Atresmedia Group. An example of this is the **language training plans**, which take the form of guided itineraries with activities to reinforce learning and further improve learner engagement. Thus, **1,000 additional corporate** licences were provided for learning languages such as English, French, German, Chinese, Portuguese and Italian, ranging from A1 to C2 level. Meanwhile, the customary face-to-face training in English continued in the virtual classroom format, reaching 170 employees and more than 60 groups at different levels.

However, the **new cornerstone of employee training in 2021 was digital transformation**, and this will continue to take centre stage in the years to come. The Atresmedia Group has devised a **Digital Transformation Plan** for the entire company, which must provide adequate training for all company employees if it is to succeed.



| | | 2019 | 2020 | 2021 | ANNUAL CHANGE, 2020-2021 (%) |
|--|----------------|--------|-------|-------|---------------------------------|
| Average no. of training hours / professional category* | MANAGERS | 34 | 23 | 15 | -36.8% |
| | TECHNICIANS | 18 | 15 | 10 | -34.4% |
| | ADMINISTRATIVE | 34 | 13 | 28 | 115.7% |
| | OTHER | 15 | 7 | 12 | 74.26% |
| Total no. of training hours / professional category* | MANAGERS | 7,588 | 2,423 | 2,989 | 23.4% |
| | TECHNICIANS | 23,686 | 7,010 | 7,819 | 11.6% |
| | ADMINISTRATIVE | 1,994 | 684 | 779 | 14% |
| | OTHER | 3,595 | 544 | 503 | -7.5% |

*Excludes H2H, Buendía Estudios, Diario Motor and Smartclip because the training at these companies in 2021 was not significant when compared to the Group as a whole. Moreover, they are in the process of adapting to the internal META4 tool.

Internal communication

The company promotes **dialogue and two-way communication** with employees to learn about their needs and gauge their level of satisfaction, and to promote transparency and engagement. It has a series of internal **communication channels** for this; e.g. the corporate intranet, the MASDIII digital magazine, the onboarding handbook for new hires and corporate emails, with several accounts from which the various divisions send out information of interest to employees. **Communication plans with greater visual impact** were launched in 2021 and messages were made more dynamic, while gamification and webinar format sessions were introduced.

An example of this are the **Corporate Webinars** – exclusive sessions aimed at Atresmedia employees in order to promote and raise awareness of the latest projects or success stories within the Group. These sessions can be followed live via Teams Events or viewed later on the intranet. Contributors in 2021 included the heads of A3 Noticias and SmartClip, who showcased their projects and success stories. They are a key element in fostering a **culture of knowledge** that is open to all of the business lines operating within the Group.

06.4.4 Attracting and retaining talent

Having the best talent is fundamental to building the Group's long-term value and our commitment to young talent is a hugely important strategic decision.

In order to **identify talent and improve the job prospects of students and young graduates**, Atresmedia has been successfully promoting its Internship Programme for university, Master's degree and vocational training students for years now. Doing so not only allows the Group to train and retain the best talent, but also to contribute to the employability of young people who take part in these programmes.

Promoting youth employment

In 2021, Atresmedia began to pursue a **new ambition** in its search for young talent, focused on **STEAM profiles**.

IN THE CURRENT VUCA ENVIRONMENT, ATRESMEDIA NEEDS TO HAVE THE PROFILES THAT BEST ADAPT TO THE NEW DIGITAL ERA AND THAT HAVE THE GREATEST IMPACT ON AGILE, DIGITAL AND HYPER-CONNECTIVITY PROFESSIONAL ENVIRONMENTS.

These profiles are essential, and will become even more so in the future, to lead the company in the digitalisation that is so important for all companies. Atresmedia is strong in communication profiles but is working to gain visibility and become more attractive in STEAM profiles.

A success story in this regard has been the Group's involvement in the Universia STEAM+ eSports Competition, the first eSports talent competition for STEAM profiles and other value areas for companies. A different proposition aimed at attracting the very best university talent through digital environments that adapt to the reality of young people and allow companies such as Atresmedia to strengthen their commitment to digitalisation and their employer brand in relation to these profiles.



1 Darnos a conocer y posicionarnos en perfiles STEM

2 Conocer mejor este tipo de perfiles

3 Acceso a perfiles necesarios para la compañía

4 Obtención de visiones diferentes y complementarias de proyectos actuales de la Compañía

The project, coordinated by Universia and featuring Atresmedia and other Spanish listed companies, brought together 1,800 young students or recent graduates. This number was whittled down to leave 55 finalists, who competed in multidisciplinary teams in a challenging video game that assesses key skills such as the ability to overcome challenges, problem solving in real time, working under pressure, collaboration and cohesion, and the ability to work as a team.

Atresmedia has also continued to successfully promote its Internship Programme for university, Master's and vocational training students, with the aim of identifying talent and facilitating job opportunities for students and recent graduates.

Like 2020, 2021 was not spared the consequences of the pandemic, although things did improve somewhat. For instance, 61% more places were offered under the Internship Programme than in 2020, with a total of 373 scholarships handed out. The measures put in place in 2020 to allow interns to telework and to provide the necessary tools and training for their learning and work continued throughout 2021, as shown by the fact that more places were offered compared to the previous year. In addition, since mid-2021 we have been able to start taking on interns on a part-time basis at some of the Group's companies and departments.

Vocational training students are a case apart, as they cannot carry out their internships remotely and have so far been unable to work in a face-to-face environment. Therefore, Atresmedia has continued to **work alongside students in developing projects** (similar to a final degree/master's degree project) to create an **audiovisual product** while being **tutored by Atresmedia employees** with extensive and consolidated professional experience and by teachers from their vocational training centre. This has provided them with an enriching experience and allowed them to undergo work experience that is as similar as possible to a proper internship.

In 2018, Atresmedia continued its **ongoing collaboration with the Press Association of Madrid (APM)** in aiding the job market integration of young graduates by awarding them a one-year internship contract at Antena 3 Noticias and La Sexta as part of the **Primer Empleo** (first job) programme.

THE INTERNSHIP PROGRAMME CONTINUES TO BE A SUCCESSFUL AND POSITIVE EXPERIENCE FOR BOTH THE COMPANY AND THE INTERNS, WHO HAVE BEEN GRANTED THE OPPORTUNITY TO DEVELOP SKILLS SUCH AS COMMUNICATION, MOTIVATION, SELF-MANAGEMENT AND TEAMWORK. THUS, 40 TRAINEES WHO COMPLETED THEIR INTERNSHIPS IN 2021 AT THE GROUP HAVE NOW JOINED THE WORKFORCE AS FULL EMPLOYEES.





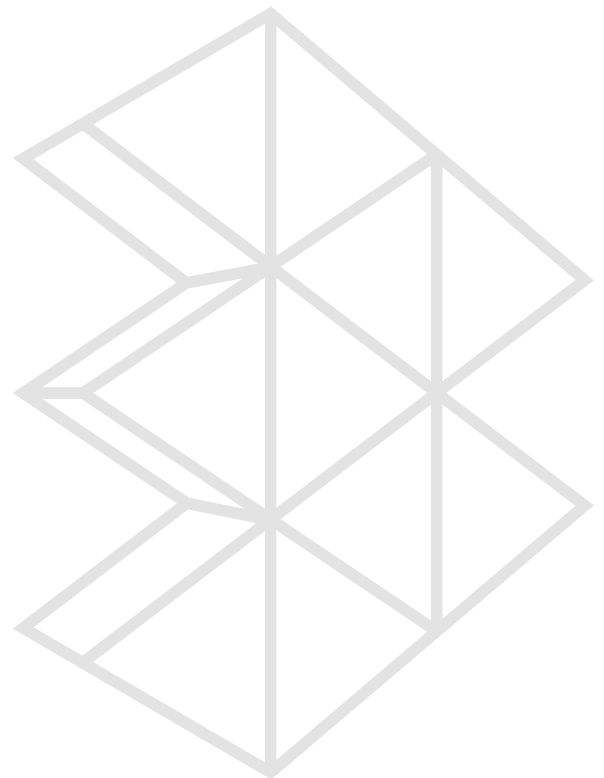
Inclusion

The Group's Employment areas and the Corporate Social Responsibility department – specifically, its Disability area— have continued to work together to provide job opportunities and scholarships at Atresmedia, Atresmedia Publicidad (Atres Advertising) and Antena 3 Multimedia for people with disabilities and to guarantee inclusive selection processes, in what has been an ongoing commitment of the Group in recent years.

Driving intrapreneurship

Aside from actions to promote youth employment and improve the employability of people of disabilities, Atresmedia creates environments to **encourage the creativity** of its own employees, generate new ideas and drive intrapreneurship.

The response has been a continuation of the **TH'NK initiative**. Due to the ongoing pandemic, Th'nk has continued to focus on nurturing internal talent through motivation and creating work and learning opportunities between areas and departments. It has also expanded upon its range of services in response to the need for connection, continuity and a sense of belonging to the Group by creating *Th'nk En Casa* (Th'nk at Home): The three courses of action, *Th'nk Inspira*, *Th'nk Crea* and *Th'nk Day*, have adapted to the times and managed to remain active. *Th'nk Inspira* and *Th'nk En Casa* seek to motivate employees through talks on self-improvement, while weekly *Th'nk Plans* offer more in the way of cultural, leisure or health care activities, and *#ThinkTip* offer provides advice on productivity, teleworking and emotional and physical health, among others.



06.4.5 Safeguarding labour rights

Atresmedia complies with regulations and upholds the highest standards of protection of human and fundamental rights through its **Human Resources Policy, Equality Plan** and the **terms and conditions it places on suppliers**.

As a **signatory of the United Nations Global Compact**, Atresmedia embraces the commitments of the pact and shares its strategies in areas of labour targeted by this initiative, which include human and labour rights. In line with this commitment, Atresmedia embraces the following **principles** as its own:

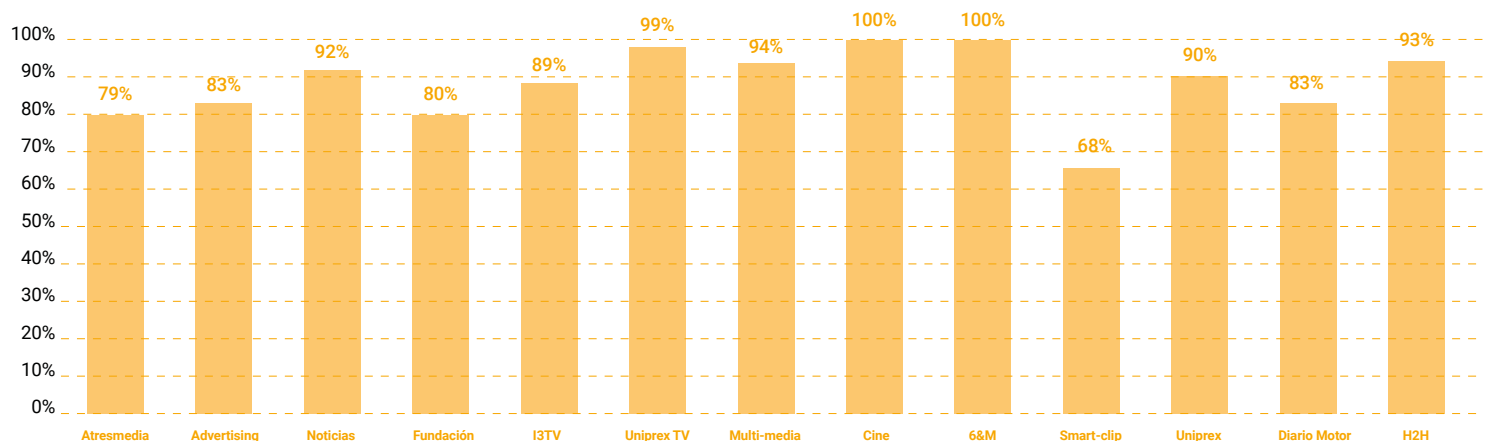
- Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence
- Businesses should make sure that they are not complicit in human rights abuses
- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining
- Businesses should uphold the elimination of all forms of forced and compulsory labour
- Businesses should uphold the effective abolition of child labour
- Businesses should uphold the elimination of discrimination in respect of employment and occupation

Freedom of association

Atresmedia respects the right of its employees to be represented. Of its staff, 2178 workers are covered a collective bargaining agreement. This figure means that 88.18% of workers are adhered to a collective agreement, somewhat higher than in 2020 (88.9%), 2019 (88.1%), 2018 (87.3%), 2017 (87.0%) and 2016 (86.6%). The collective bargaining agreements of Atresmedia Corporación and Uniprex S.A.U. were extended for a further year. Meanwhile, negotiations are under way to extend the Antena 3 Noticias collective agreement for a further year and to extend the 6&M collective agreement until 2022, with the first collective agreement of Antena 3 Multimedia to remain in force until 2022

Employees adhered to collective agreements by Group company¹⁰

Coverage of Atresmedia employees by applicable collective bargaining agreements varies by Group company:



¹⁰ Of the 17 employees in the Canary Islands, 14 are covered by the collective agreement and three are not.



Addressing health and safety issues

The following Atresmedia Group companies have **workers’ representatives on matters relating to health and safety** in the form of Prevention Officers: Atresmedia CMC, Uniprex, A3 Noticias, A3 Multimedia and I3 Televisión (five of the 12 companies that are adhered to the Joint Prevention Service). The Prevention Officers meet with the Company’s own representatives on the **Health and Safety Committees**, which typically meet every three months. The Joint Prevention Service attends these committee meetings as an advisor.

The **business addressed at the meetings** of the Health and Safety Committees commonly relates to certain key issues affecting the health and safety of workers, such as thermohygrometric conditions of work spaces, signage, or use of PPE. In 2021, the main focus of these committee meetings was to prevent the spread of the virus within the workplace and to protect the health of workers.

All companies adhered to the **Joint Prevention Service** of the Atresmedia Group are subject to **collective bargaining agreements** that address **health and safety concerns**, although three of these companies have their own collective agreements:

| | |
|---|---|
| ATRESMEDIA CMC | Own collective agreement. Article 28: Occupational risk prevention Governs the Medical Service available 24/7, and the delivery of work attire. |
| UNIPREX | Own collective agreement. Article 49: Occupational Risk Prevention Specifically addresses computer workstations, at which computer-related activities must be alternated with other tasks, or otherwise 10-minute breaks must be taken every two hours. |
| 6&M PRODUCCIONES Y CONTENIDOS AUDIOVISUALES | Own collective agreement. Title X: Occupational Risk Prevention Regulates training in ORP, health surveillance and the remit of the Prevention Officers and the Health and Safety Committee. |
| ATRES ADVERTISING, SMARTCLIP HISPANIA AND HUMAN TO HUMAN | Collective bargaining agreement for advertising sector companies. Chapter 9: Health and Safety in the Workplace. Envisions the creation of a Sectoral Joint Commission for Occupational Health and Safety and Maternity Protection. |
| A3 NOTICIAS, A3 MULTIMEDIA, UNIPREX TV AND ATRESMEDIA CINE | Collective bargaining agreement for the audiovisual production industry. Title IX: Health and Safety in the Workplace. Envisages the creation of a State Commission for Occupational Health and Safety in the Audiovisual Industry (technicians). |
| I3 TELEVISIÓN | State collective agreement for consulting, market study and public opinion firms. Article 39: Screen-based Work. Risk Prevention. Refers to workstations at which users view data on screen and governs the protection of sensitive workers and maternity in the cases set out in the Prevention Law. |
| FUNDACIÓN ATRESMEDIA | State collective bargaining agreement for the social pursuits and welfare sector. Chapter X: Occupational health and safety. Refers to various aspects of the Law on Occupational Risk Prevention, including the Prevention Service, health surveillance, protection of particularly sensitive workers, training and information, and the active involvement of personnel in ORP matters. |

 06.4.6

Fostering equality, diversity and work-life balance

Fostering equality and diversity is also one of the commitments embraced by Atresmedia in its **General Corporate Responsibility Policy** and **Human Resources Policy**. More precisely, the Human Resources Policy **ensures that all employees have the same career advancement opportunities** within the Company, irrespective of race, gender, age, political opinion, social background or religious beliefs. Atresmedia had taken several steps to achieve this, including the signing of an **Equality Plan** in 2014 that pursues the following objectives:

- Ensuring equal treatment and equal opportunities
- Improving the work-life balance of employees
- Preventing harassment at the workplace
- Supporting pregnant workers and motherhood

In 2021, the Company began negotiating new Equality Plans. Having already agreed on the diagnosis and conclusions, it is now close to finalising agreements on the measures to be applied to complete these plans.

The Equality Plan has its **own committee**, which meets regularly to monitor compliance and approve new actions to improve equality. Atresmedia's commitment to equality is reflected in its workforce, which currently comprises 52.4% women and 47.6% men.

Work-life balance

Measures aimed at promoting work-life balance and balanced and equal sharing of family duties are outlined in the Equality Plan and revolve around **flexible working hours**, the possibility of **teleworking**, and extended leave for death or illness of family members. The plan also sets out **measures to include and help** women employees who are victims of domestic violence. Atresmedia does not have **work disconnect** policies, although the plan recommends that no meetings be scheduled after 18.00.





FOLLOWING THE ENACTMENT OF ROYAL DECREE 901/2020, WHICH REGULATES EQUALITY PLANS AND THEIR FILING, AND ROYAL DECREE 902/2020, ON EQUAL PAY FOR WOMEN AND MEN, ATRESMEDIA MADE SIGNIFICANT PROGRESS IN 2021 IN RENEWING ALL OF ITS EQUALITY PLANS TO BRING THEM IN LINE WITH THESE NEW REGULATIONS.

Of all the changes and transformations brought about by the COVID-19 pandemic, one of the biggest impacts on the Group’s organisation has been the need to **rethink work patterns and approaches**, including the workplace and the conditions in which our employees work. In this context, the Company has relied heavily on **teleworking** to enable it to continue its activities. However, Atresmedia is well aware that its business model makes it necessary for most of the workforce to come to their place of work and therefore draws a distinction between teleworking during COVID-19 and teleworking post-pandemic. As part of the gradual easing of restrictions and return to work, a new teleworking procedure was implemented in September 2021 whereby any employee capable of working remotely may agree with their department head to telework up to 20% of their working day. Note that this option is entirely voluntary and reversible at any time.

In 2021, 92 workers exercised their right to parental leave (2020: 117), for a total of 62 women and 30 men. All of them returned to work at the end of their leave.

In a bid to respond to the challenges of the hybrid work model and with the aim of offering the best solutions to its people and further consolidating the Company’s digitalisation, efforts were made in 2021 to digitalise all administrative processes related to people management so that they can now be carried out completely remotely.

Integrating vulnerable groups

Fostering equality and diversity is one of the commitments embraced by Atresmedia in its **General Corporate Responsibility Policy** and Human Resources Policy. This commitment is enshrined in the Company’s Equality Plan and in a disability management strategy that focuses on three lines of action:

| LINES OF ACTION | MILESTONES – 2021 |
|--|---|
| <p>Employability and training</p> | <ul style="list-style-type: none"> • Inclusive selection processes: cooperative work between the Human Resources and CSR departments resulted in the hiring of seven people with disabilities, after interviewing more than 30 candidates. Six university scholarship holders with disabilities were also offered the opportunity to carry out their practical training at Atresmedia. One of them was ultimately hired by Atresmedia upon completing their internship. • Programme of training grants for courses in the Atresmedia Formación catalogue to promote the employability of people with disabilities in the audiovisual sector. <ul style="list-style-type: none"> - 2nd Edition of the Atresmedia-Fundación Universia scholarship programme. Following the success of the first edition of the scholarship programme, 35 people from this group were offered a scholarship to train in one or other of the numerous courses featured in the Atresmedia training catalogue. - 1st Edition of the Atresmedia-Randstad Foundation scholarship programme. Here, ten people from this group (extendable to 20) will be offered a grant to be able to train in one or other of the numerous courses available in the Atresmedia training catalogue. - “Communication techniques” course for people for people with borderline intelligence, alongside Fundación CAPACIS. The course, aimed at six beneficiaries of this foundation, has been adapted to their needs and interests and is intended as a complement to the daily training they receive at Fundación CAPACIS. • Adhesion to second edition of the Companies for Diversity and Inclusion initiative championed by Fundación Randstad, to generate knowledge and raise corporate and social awareness of matters relating to disability, employment and social inclusion. • Fostering relations with the different entities that make up the association of disabled people in order to learn about their reality: Federación Española de Parkinson, Fundación Eurofirms, Fundación Capacis, Fundación Universia, Fundación Randstad and Asociación NUPA. |



| LINES OF ACTION | MILESTONES – 2021 |
|-----------------------------------|--|
| Sensibilización externa e interna | <ul style="list-style-type: none"> • In-house awareness-raising: achieved through corporate volunteering and various in-house initiatives to raise employee awareness of the reality lived by people with disabilities with the aim of achieving their full inclusion (see section 6.2 – On society). <ul style="list-style-type: none"> - International Day of Persons with Disabilities: to mark the occasion, Atresmedia lent its full support to the campaign <i>#IgualeDiferentes #igualdeprofesionales</i> to raise awareness among its employees about the real and everyday situations that people with disabilities experience every day in selection processes and in the workplace, with the aim of promoting the normalisation of disability in the workplace. • External awareness-raising: through educational and advertising space. <ul style="list-style-type: none"> - Free advertising space: support for raising awareness among different groups of people with intellectual disabilities (borderline intelligence), physical-organic disabilities (multiple sclerosis, ALS, acquired brain damage), or sensory-auditory disabilities (FIAPAS). - Normalisation and visibility of diversity via content: through characters in fiction series (<i>La Cocinera de Castamar</i>), in entertainment and current affairs programmes such as <i>El Desafío</i> or <i>Espejo Público</i>, and in films, both own productions (<i>Por los pelos</i>, <i>La familia perfecta</i>) and acquired films (<i>Rescate en los Alpes</i>, <i>Doctor en los Alpes</i>). |
| Accesibilidad de los contenidos | <ul style="list-style-type: none"> • Atresmedia ensures the accessibility of the content it broadcasts so as to guarantee the right of everyone to receive news and information, regardless of their auditive or visual acuity. (See section 6.1.1 – Audience protection mechanisms – Accessibility for all audiences). |

SINCE 2020, THE ATRESMEDIA WEBSITE HAS HAD A SECTION DEVOTED TO DISABILITY MANAGEMENT, WITH THE FOLLOWING SUB-SECTIONS: “EMPLOYABILITY AND TRAINING”, “CONTENT ACCESSIBILITY” AND “EXTERNAL AND IN-HOUSE AWARENESS-RAISING”.

The Group had 46 employees with some level of disability in 2021 (44 in 2020 and 45 in 2019). Atresmedia is committed to helping to fully integrate them and improve their accessibility. In 2016, using the Bequal approach, Ilunion prepared a report on accessibility to Atresmedia facilities, concluding that both the exit routes and outside routes were correct. There are reserved parking spaces and both internal working areas and bathrooms are adequate, but continue to be improved.

TO MARK THE OCCASION OF INTERNATIONAL DAY OF PERSONS WITH DISABILITIES, ATRESMEDIA LENT ITS SUPPORT TO THE #IGUALDEDIFERENTES CAMPAIGN THROUGH AN INTERNAL COMMUNICATION ACTION TO RAISE AWARENESS AMONG ITS EMPLOYEES ABOUT THE DIFFERENT SITUATIONS THAT PEOPLE WITH DISABILITIES EXPERIENCE ON A DAILY BASIS AND TO HELP NORMALISE DISABILITY.

Thanks to all these actions to protect diversity, Atresmedia received no complaints of discrimination in the workplace in 2021.

Atresmedia has continued to focus on **concrete actions aimed at integrating especially vulnerable segments of society**. It has been a member of the **Network of Companies for a Society Free from Gender Violence** since 2015, offering work experience at the Company for women victims of gender violence.

06.4.7 Safe and healthy work environment

The Atresmedia Group approved its **Occupational Risk Prevention Policy** in February 2020, providing the framework for its **Occupational Risk Prevention Management System**. In 2021, the Atresmedia Group certified this Occupational Risk Prevention Management System under the voluntary standard ISO 45001:2018, after passing the audit carried out by external verifier Audelco. Group companies Atresmedia CMC, Uniprex, Atres Advertising, A3 Noticias and A3 Multimedia also carried out and all passed their own regulatory audit in 2021.

The Group has **five Health and Safety Committees**, one each at Atresmedia CMC, Uniprex, Antes 3 Noticias, A3 Multimedia and I3 Televisión. These committees meet regularly and members are duly informed of progress made (risk assessment, objectives and recruitments through temporary employment agencies). Meanwhile, the **Joint Prevention Service has been meeting on a quarterly basis** since 2021 with the other Group companies that do not have prevention officers (6 y M Producciones y Contenidos Audiovisuales, Atres Advertising, Uniprex TV, Fundación Atresmedia, Smartclip and Human to Human) to keep them regulatory informed of important matters relating to the health and safety of their workers.

The Medical Service supporting all Atresmedia Group companies carried out a total of **928 responses** in the year, comprising 394 instances of medical care, 516 consultations and 18 emergencies. Of the medical care provided, 77% was given to Group staff and 23% to contractor personnel or visitors.

Protecting employees from COVID-19

In 2021, the Prevention and Medical Services Department combined its regular work with the need to **manage and prevent new cases of COVID-19**, a vitally important task given that the vast majority of Atresmedia professionals needed to work on-site. **Highlights** were as follows:

- **Management activities:**

- Periodic review and updating of the internal protocols in place for the control and management of the pandemic, while always responding to the latest requirements emanating from the competent health authorities.

- **Control and monitoring:**

- Occupational risk prevention officer present on set to verify compliance with the protocols.
- Daily recording and follow-up of any confirmed or suspected cases reported to the Medical Service, including tracing of possible direct contacts.
- Daily logging and monitoring of any confirmed or suspected cases of contractor employees entering the workplace.
- Managing and running diagnostic tests by qualified personnel at the Group's Medical Service (serological tests, antigen tests and collecting samples for PCR).
- Daily inspections to monitor the proper use of PPE and social distancing of workers.
- Hygienic CO2 measurements to ensure the proper ventilation of working areas.

- **Protective measures:**

- Personal protective equipment handed out to workers.
- Sanitising gel dispensers installed at all work centres.

- **Internal communication:**

- Specific section on the Group's Intranet with useful information on COVID-19 for workers, with regular updates of internal protocols and a direct link to the information provided by Quirónprevención (the external prevention service entrusted with health surveillance).
- Hand hygiene posters and signage.
- Pandemic-related data delivered to the representatives of all Group companies.

In September 2021, it was decided to ease certain preventive measures and reinforce others on the understanding that the workforce was now vaccinated and the pandemic appeared to be in retreat. The new measures in place include strict social distancing in the workplace, the mandatory use of masks during working hours, adapting the canteen to the increase in users by launching an app where workers must either book in advance or order take away, and implementing stringent cleaning and disinfection protocols.





Accident rates and related indicators

There were **four accidents resulting in medical leave** in 2021, involving two men and two women. Meanwhile, **absenteeism** amounted to 153,696 hours (including 23,800 hours of absenteeism due to COVID-19 (12,928 hours for men and 10,872 hours for women)). The **absenteeism rate** was 3.65 due to accidents at work or temporary incapacity and 3.62 due to non-work-related illness and disease, which includes absences due to COVID-19 as these qualify as temporary incapacity due to non-work-related contingencies. The **accident frequency rate** was 0.95 (0.90 for women and 1.00 for men), with a **severity** rate of 0.04 (0.06 for women and 0.01 for men). There were no **work-related diseases** during the year. The accident figures are provided by the joint accident prevention service, to which Buendía Studios employees and Smartclip employees other those of Smartclip Hispania and Diariomotor are not affiliated and do not, therefore, count towards these figures.

| | No. of occupational accidents with medical leave (excluding going to and from work) | | | Employee absenteeism rate | | | Hours of absenteeism | | |
|----------------------------|---|-------|-----|---------------------------|--------|--------|----------------------|---------|--------|
| | TOTAL | WOMEN | MEN | TOTAL | WOMEN | MEN | TOTAL | WOMEN | MEN |
| 2019 | 5 | 4 | 1 | 4.6 | 5.8 | 3.3 | 198,720 | 130,800 | 67,920 |
| 2020 | 6 | 4 | 2 | 5.5 | 6.7 | 4.2 | 226,160 | 143,448 | 82,712 |
| 2021 | 4 | 2 | 2 | 3.7 | 4.9 | 2.3 | 153,696 | 107,744 | 45,952 |
| ANNUAL CHG., 2020-2021 (%) | -33.3% | -50% | 0% | -33.2% | -27.3% | -44.5% | -32% | -24.9% | -44.4% |

| | Absenteeism rate due to non-work-related illness | | | Accident frequency rate | | | Serious accident frequency rate | | |
|----------------------------|--|--------|--------|-------------------------|--------|------|---------------------------------|--------|--------|
| | TOTAL | WOMEN | MEN | TOTAL | WOMEN | MEN | TOTAL | WOMEN | MEN |
| 2019 | 4.4 | 5.6 | 3.1 | 1.2 | 1.8 | 0.5 | 0.1 | 0.1 | 0.07 |
| 2020 | 5.4 | 6.5 | 4.1 | 1.5 | 1.9 | 1 | 0.05 | 0.09 | 0.02 |
| 2021 | 3.6 | 4.8 | 2.3 | 1 | 0.9 | 1 | 0.04 | 0.06 | 0.01 |
| ANNUAL CHG., 2020-2021 (%) | -32.6% | -26.3% | -44.5% | -34.5% | -51.6% | 0.2% | -34.1% | -25.8% | -75.7% |

Training in health and safety

In 2021, the Prevention and Medical Services Department provided **mandatory initial training and information on occupational risk prevention** to **475 workers** in e-learning format, with each course lasting two hours (950 hours of training). A further **380 hours of refresher training** were delivered to 190 workers, also in e-learning mode; **180 hours more** in a 30-hour course **given by QUIRONPREVENCIÓN** to six new Prevention Officers from the Safety Committees of Atresmedia CMC, A3 Multimedia and Uniprex; and **76 hours of online refresher training** in Electrical Risk Prevention for 19 employees of Uniprex, also delivered by QUIRONPREVENCIÓN.

The risk assessments for 89 broadcasting centres, six radio stations and two television stations were also updated in 2021.



06.5 On suppliers, producers and distributors

Atresmedia draws a distinction between **suppliers of content and suppliers of other goods and services** needed for its business.

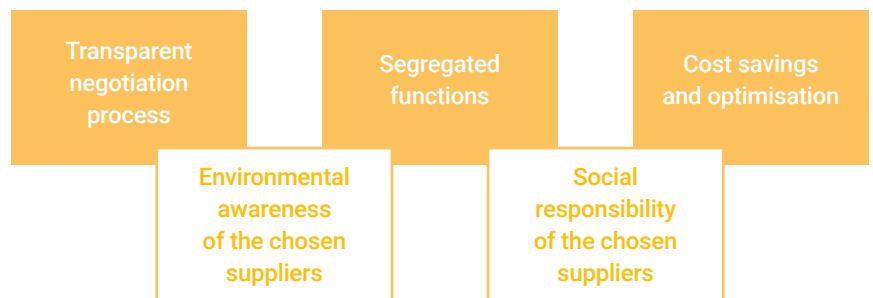
| | | 2019 | 2020 | 2021 | ANNUAL CHG., 2020-2021 (%) |
|---------------------------------|--|-------|-------|-------|-------------------------------|
| Suppliers of goods and services | SPENDING ON PURCHASES (EUR MILLION) | 72.1 | 63.96 | 74.5 | 16.4% |
| | NUMBER OF SUPPLIERS | 1,471 | 1,359 | 1,152 | -15.2% |
| | % OF NATIONAL SUPPLIERS | 94 | 94 | 95 | 0.9% |
| | % OF PURCHASES FROM NATIONAL SUPPLIERS | 94 | 91 | 85 | -7% |

| | | 2019 | 2020 | 2021 | ANNUAL CHG., 2020-2021 (%) |
|-------------------|---|-------|-------|-------|-------------------------------|
| Content providers | SPENDING ON PURCHASES (EUR MILLION) | 470.7 | 393.8 | 395.6 | 0.5% |
| | No. OF PRODUCTION COMPANIES | 31 | 33 | 28 | -15.2% |
| | No. OF CONTENTS (PROGRAMMES AND SERIES) | 71 | 77 | 74 | -3.9% |
| | Nº OF DISTRIBUTORS | 61 | 55 | 53 | -3.6% |
| | Nº OF BIDS RECEIVED | 161 | 136 | 124 | -8.8% |
| | % OF SPANISH DISTRIBUTORS | 36 | 47 | 30 | -35.7% |

Suppliers of goods and services

Atresmedia's **corporate Procurement Policy and department** are there to guarantee transparency when negotiating with suppliers of the goods and services the Atresmedia Group needs to carry on its business. Atresmedia includes clauses in all its contracts to promote **environmental and social responsibility** by its chosen suppliers. Moreover, Atresmedia closely monitors suppliers that work at its facilities, checking that they comply with their tax and employment obligations.

The existence of a company-wide procurement policy and department ensures:



In 2021, the Process Digitisation Project was launched for the approval of suppliers. The aim is to ensure the suitability of suppliers via a holistic assessment, including ESG criteria among the requirements.

This project will ultimately lead to an improvement in the management and minimisation of risks associated with the subcontracting process by factoring in new requirements linked to quality, compliance and efficiency in the choice of suppliers.

Producers and distributors

Aside from its suppliers of goods and services, Atresmedia also does business with producers and distributors as a core element of its business.

The Production Department handles relations with content production companies and awards contracts. Atresmedia Televisión **hand picks and controls** all the content it produces and broadcasts, thus ensuring that all of its products reflect the Group's values and meet the required standards of quality. The Content Committee sees to it that these values are applied across the entire content creation process. More precisely, all producers must comply with the principles enshrined in the General Corporate Responsibility Policy by signing a clause that requires them to honour and uphold the Group's values, as well as its environmental and social commitments. This clause refers specifically to conveying the Company's values through series or programmes made in partnership with content producers.

Moreover, Atresmedia enforces strict compliance with applicable law on occupational health and safety, sector-specific agreements and any other law or regulation that may apply. This includes the protection of human rights and especially the rights of children when they are involved in Group programmes or series. It also works hard to ensure the safety of third-party workers in cases where the production company works directly on the premises of Atresmedia.



To allow production and filming to continue during the pandemic under exceptional working conditions, the Production Department, the Prevention Service and the various production companies with which Atresmedia arranges series and audiovisual products have all worked closely to reduce the risk of contagion and protect the safety of the workers involved in production activities at all times. This includes the safety of the guests, collaborators, actors and audience members involved in programmes and filming. To succeed in this task, the Prevention Service has drawn up various generic and specific protocols for each production and has scrutinised the COVID-19 prevention protocols of the production companies with which the Group works. These include the implementation of:

- Preventive measures for audience management such as the mandatory use of face masks by audience members.



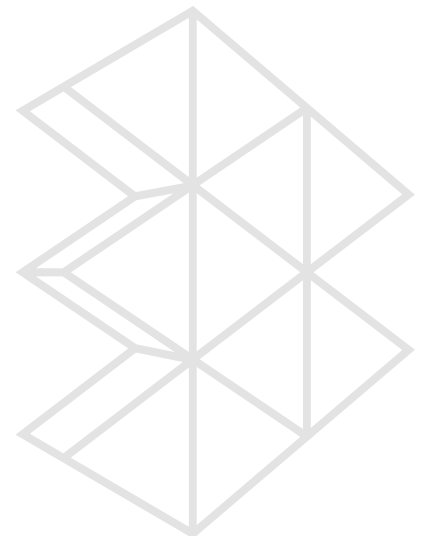
- Preventive measures for contestants.
- Specific prevention protocols for each production carried out: *Autopromociones*, *La Ruleta*, *Pasapalabra*, *Road Trip*, *Geo*, *Campanadas 2021*, etc.
- Reviewing and validating the protocols of the producers of the following programmes: *Top Photo*, *Veneno*, *La cocinera de Castamar*, *Divididos*, *La Voz*, *Mask Singer*, *Documental Trans or By Ana Milán*.

On a technical level, continuity was reconfigured, the NOC [Network Operations Centre], hygiene and sanitary measures were added to production controls, make-up services, hairdressing and sets and back-up operations were set up off the premises to ensure the continuity of Atresmedia's production and broadcasting activity.

Meanwhile, the External Production Management is responsible for relations with distributors of audiovisual content and for assuring them that the operating environment is safe. Atresmedia acquires broadcasting rights for those products that are not produced exclusively for Atresmedia Televisión, including feature length films, TV movies, documentaries and entertainment shows. It guarantees the complete transparency of the contracting process in all cases, through an internal approval process. This includes intellectual property rights, with security and encryption mechanisms utilised for audiovisual content.

It is worth noting that the number of contractual engagement proposals was affected by the pandemic situation and the resulting drop in the number of premières in 2020, which were down by nearly 9% compared to 2021.

Atresmedia worked with 53 distributors in 2021, on a total of 124 pieces of television content. Given the deep crisis in the content industry, we have continued to contract with national distributors while simultaneously seeking out new international distributors. Thus, the number of Spanish companies with which contracts were signed fell from 47% in 2020 to 30% in 2021. The department tasked with arranging content has adapted to the new normal to have arisen from the pandemic and has implemented a series of recently created action and response protocols in a bid to protect the safety of all employees and the personnel of subcontractor production and distribution companies. These include audience management and prevention protocols for contestants. It has also reviewed the protocols and plans already in place with the production companies with which we regularly collaborate.



06.6 On the natural environment

Though Atresmedia's activities have a relatively limited environmental impact, the Company has had an **Environmental Policy** in place since 2010, as a precautionary measure. The policy was updated in 2019 and enshrines the Company's commitment to environmental protection through the following courses of action:



The Environmental Policy is also enforced on our **suppliers**, with which Atresmedia works jointly to minimise the environmental impact of the supply chain, and extends also to the management of the events organised by the Group.

At the Atresmedia Group, the mission of ensuring respect for the environment and coordinating all the necessary information and courses of action falls upon the shoulders of the Corporate Responsibility, Infrastructure, General Services and Procurement areas:

- **Corporate Responsibility:** defines the environmental strategy, responds to environmental reporting requirements and implements and collaborates on projects and campaigns affecting environmental issues and sustainable development objectives.
- **Infrastructure:** manages and executes part of the investments that affect environmental issues and controls supplies and related billing (water, electricity, gas, heating oil, etc.), which is essential for consumption and carbon footprint calculations.





- **General Services:** calculates the carbon footprint and manages consumption of resources, fuel for the mobile units and, together with the waste manager, the removal and treatment of the waste generated.
- **Procurement:** disseminates the Group's environmental commitments to the Group's suppliers of goods and services.

Atresmedia continued to pursue its **Environmental Strategy** in 2021 amid the ongoing COVID-19 pandemic, following the environmental courses of action defined a year earlier:

- 1- Extending the calculation of Scope 3 greenhouse gas emissions
- 2- Providing training on climate change
- 3- Setting greenhouse gas emission-reduction targets
- 4- Acquiring 100% renewable energy
- 5- Approving suppliers on the basis of environmental criteria

These lines of action have been extended to include two major new developments to further accelerate the transformation:

| IN-HOUSE WASTE CONTAINERISATION | ZERO WASTE PROJECT |
|--|--|
| <p>Internal waste containerisation study carried out alongside Ecoembes, for the implementation of the selective collection of plastic packaging waste, cans, cartons, paper and cardboard and organic waste at the ATRESMEDIA facilities in San Sebastian de los Reyes. This would be achieved through a series of measures to promote the correct sorting of waste at source and its selective collection.</p> | <p>Study conducted with our waste manager on the viability of implementing the Zero Waste Project, with the aim of ensuring that all of the waste generated at our facilities in San Sebastián de los Reyes is recycled or recovered, thus preventing it from ending up in landfill.</p> |

Beyond just actively taking care that its facilities, operations and employees have the smallest possible environmental impact, Atresmedia believes that the best way it can help protect the environment is by making society more aware of the issue and informing the public of the important role each of us plays in this process.

ATRESMEDIA RELIES ON THE BROADCASTING MIGHT OF ITS MANY COMMUNICATION CHANNELS TO HELP PROTECT THE ENVIRONMENT, BY BROADCASTING NEWS PROGRAMMES, REPORTS AND AWARENESS CAMPAIGNS ON THE SUBJECT.

To continue improving its environmental management, Atresmedia has been a member of the Climate Change and Environment Cluster promoted by Forética since 2015. This platform, made up of 58 companies, aims to lead the strategic positioning against climate change on the business agenda, discuss and share not only opinions, but also best practices, make climate change part of the global debate, and be key agents in government decision-making.



06.6.1 Internal management of environmental impacts

Atresmedia's environmental policy's internal management objectives entail becoming more energy efficient, managing resources responsibly and reducing waste and emissions.

| | | 2019 | 2020 | 2021 | ANNUAL CHANGE, 2020-2021 (%) |
|------------|---|---|---|---|------------------------------|
| Management | Environmental spend (€) Expenditure incurred on environmental protection ¹¹ | 356,334 | 32,364.5 | 165,663 | 412% |
| | Scope 1 emissions (tCO ₂ e) | 1,789.8 | 1,860 | 2,039 | 9.6% |
| Emissions | - Permanent installations | | | | |
| | - Vehicle travel | | | | |
| | Scope 2 emissions (tCO ₂ e) (electricity consumption) | 8,261.2 | 525.7 | 428 | -19% |
| | Scope 1 + Scope 2 emissions | 10,051 | 2,393.2 | 2,467 | 3.1% |
| | Scope 3 emissions (tCO ₂ e) (see breakdown below) | 167,963.3 | 163,922 | 148,505 | -8.9% |
| | Scope 1 emissions intensity | 0.7 | 0.8 | 0.8 | 7.2% |
| | Scope 2 emissions intensity | 3.3 | 0.2 | 0.2 | -21.3% |
| | Scope 3 emissions intensity | 69.5 | 67.7 | 60.1 | -11.3% |
| | NO _x | 331 ppm (limite 1,200) | 360 ppm (limite 1,200) | 307.9 ppm (limite 880) | -14.5% |
| | SO _x | 274 mg/m ³ N (limite 3,400) | 310 mg/m ³ N (limite 3,400) | 250 mg/m ³ N (limite 721) | -19.2% |
| CO | 23 ppm (limite 5,780) | 31 ppm (limite 5,780) | 120.9 ppm (limite 1,600) | 290% | |

¹¹ Due to the nature of its operations, Atresmedia does not incur provisions or guarantees for environmental risks, which are minimal.



| | | 2019 | 2020 | 2021 | ANNUAL CHANGE, 2020-2021 (%) |
|-----------|---|------------|------------|------------|------------------------------|
| Energy | Total energy consumption (GJ) | 130,246 | 127,513 | 127,286.1 | -0.2% |
| | Electricity consumption (kW) | 29,461,067 | 28,460,248 | 27,720,126 | -2.6% |
| | Percentage of electricity from renewable sources | 37.8% | 93.9% | 93.8% | -0.1% |
| | Energy consumption outside of the organization (GJ) | 517,696.3 | 495,246 | 522,607.7 | 5.5% |
| | Consumption of heating oil (L) | 558,274 | 600,718 | 652,205 | 8.6% |
| | Gas consumption (m ³) | 9,361 | 4,161 | 4,299 | 3.3% |
| | Petrol consumption for transport (L) | 25,340 | 17,427 | 23,862 | 36.9% |
| | Diesel consumption for transport (L) | 46,460 | 37,311 | 43,551 | 16.7% |
| Materials | Consumption of plain paper (kg) | 23,599 | 14,110 | 12,765 | -9.5% |
| | Consumption of toner (kg) | 999 | 418 | 303 | -27.5% |
| Water | Water consumption (m ³) | 50,618 | 42,556 | 36,208 | -14.9% |

IN 2021 ATRESMEDIA INCREASED ITS ENVIRONMENTAL INVESTMENT FIVEFOLD TO EUR 165,663, AN INCREASE OF 412% COMPARED TO THE AMOUNT INVESTED IN 2020.

This investment was mainly channelled into activities that had been halted by the pandemic in 2020, such as the purchase of solar filters and the replacement of a chiller, which will generate further energy savings. The chiller should generate a reduction in electricity consumption compared to the current equipment of 99,895 kWh per year (study to be sent).

Reducing emissions

To minimise the impact of its greenhouse gas emissions, Atresmedia is working to:

1- Reduce greenhouse gas emissions by implementing various sustainable mobility initiatives, championing renewable energies and calculating the emissions of its value chain:

◀ Sustainable mobility:

- One of the key measures here is the travel policy, which encourages train travel over air travel for medium-distance trips, and promotes the use of teleworking, investment in videoconferencing equipment to conduct meetings remotely and avoid unnecessary travel and the use of electric vehicles. Notably, 71% of the total number of vehicles used in 2021 had ECO-ZERO status, following the renewal of the fleet of mobile news coverage units at La Sexta and Antena3 in Madrid and office buildings in December 2020.



- Atresmedia belongs to the **Companies for Sustainable Mobility platform**, a meeting point for businesses, institutions and local administrative bodies on the present and future of environmentally friendly, safe, inclusive and sustainable mobility.

◀ Use of renewable energies:

- In January 2020, Atresmedia signed a **new contract with Iberdrola** whereby almost **100% of the energy it purchases for its work centres is renewable**, thus complying with its environmental strategy. This commitment has had a direct impact on the volume of Scope 2 emissions, which in 2021 were at similar levels to 2020 and well below the 10,000 tCO₂ level prior to the signing of the renewable energy contract.

◀ Calculating emissions along the value chain:

- For the third straight year and in line with its objective of becoming more transparent and diligent with regard to its impact on the natural environment, Atresmedia made **further progress in calculating Scope 3 emissions** in the period.

| GHG PROTOCOL CATEGORY | SOURCES OF SCOPE 3 EMISSIONS | STATUS OF ASSESSMENT | 2019 EMISSIONS (tCO ₂ e) | 2020 EMISSIONS (tCO ₂ e) | 2021 EMISSIONS (tCO ₂ e) | ANNUAL CHANGE, 2020-2021 (%) |
|-----------------------|---|----------------------|-------------------------------------|-------------------------------------|-------------------------------------|------------------------------|
| 1 | Purchased goods and services | Material, calculated | 78,313.9 | 79,142.6 | 73,077.4 | -7.7% |
| 2 | Capital goods | Material, calculated | 4,038.2 | 3,829.3 | 3,320.8 | -13.3% |
| 3 | Activities related to the production of energy (not included in Scope 1 or 2) | Material, calculated | 1,893.8 | 1,645.3 | 4,241.9 | 157.8% |
| 4 | Upstream transportation and distribution | Material, calculated | 298 | 1,634.9 | 1,494.4 | -8.6% |
| 5 | Waste generated in operations | Material, calculated | 35.2 | 83.7 | 88.8 | 6.1% |
| 6 | Business travel | Material, calculated | 3,635 | 3,396.8 | 3,535.8 | 4.1% |
| 7 | Employee commuting | Material, calculated | 3,823.2 | 3,066.9 | 2,856.2 | 6.9% |
| 8 | Leased assets | Material, calculated | 1,458.1 | 2,222.2 | 2,241.2 | 0.9% |
| 11 | Use of products sold by the organization | Material, calculated | 37,504.7 | 33,154 | 22,399.5 | -32.4% |
| 15 | Investments | Material, calculated | 36,963.1 | 35,746.2 | 35,249 | -1.4% |
| TOTAL | | | 167,963.1 | 163,921.7 | 148,504.7 | -8.9% |

2- Setting objectives to measure, monitor and report the carbon footprint.

◀ **Setting objectives:** in 2019, the following targets were set as part of the 2030 emissions reduction plan:

- Achieving an **81% reduction in Scope 1 and 2 emissions** by 2025.
- Purchasing **100% renewable energy** for all activities carried out at the **San Sebastián de los Reyes centre** in 2020, and for all other Onda Cero radio stations by 2025.



◀ **Communicating performance:** Atresmedia reports annually on its climate change performance through the **CDP questionnaire** aimed at institutional investors. Thanks to the progress that Atresmedia has made on the environmental front, it has succeeded in improving its score under this initiative from a C in 2019 to a **B in 2021, following a B score in 2020.**

◀ **Studying the possibility of offsetting Scope 1 and 2 emissions.**

IN 2021 ATRESMEDIA MAINTAINED ITS B RATING IN THE CDP (CARBON DISCLOSURE PROJECT) CLIMATE CHANGE REPORT. CLIMÁTICO CDP (CARBON DISCLOSURE PROJECT)

Becoming more energy efficient

Efficient energy use is a priority environmental concern for Atresmedia, and every year the Group makes new actions and initiatives part of its daily operations. Highlights in 2021 were as follows:

- Ongoing **preventive maintenance** of all infrastructure, with personnel on site 24 hours a day, and continued control of boiler usage (hours) to optimise and adjust usage to real production needs. The gradual process of installing solar filters also continued throughout the year.
- Further improvements to **air conditioning systems** by replacing one of the chillers at the San Sebastián de los Reyes facilities with more efficient equipment and installing solar filters at various departments of the company.
- Several **studies** carried out to reduce consumption of infrastructure, currently pending economic appraisal:
 - **Replacement of existing oil-fired boilers with natural gas and/or aérothermal boilers.**
 - Implementation of **photovoltaic energy.**
 - **Implementation of an installation monitoring system** (electricity, diesel and water).
 - Insulation of pumps to reduce heat loss.
 - Installation of **presence sensors** in toilets for more efficient lighting management.
 - Installation of LED lighting in the few remaining areas where such lights are not currently installed.

Consumption of certain **fossil fuels** increased in 2021 compared to 2020 (gas: +3.3%; petrol and diesel for transport: +36.9% and +16.7% respectively); and use of heating oil increased slightly (+8.6%). This increase is largely due to the reactivation of activity and mobility following the pandemic, as well as additional ventilation requirements, again due to the pandemic.



Responsible management of resources and waste

Atresmedia is fully aware of the importance of using resources responsibly so as to ensure the sustainability of the environment. It therefore strives to minimise consumption and encourages and promotes reuse and recycling.

- **Use of materials**

Atresmedia mainly consumes resources at its offices and mostly **paper and toner**. For more efficient use and better management of waste, Atresmedia is working on an employee awareness training programme through its main waste management partner (CESPA), although the initiative has had to be postponed due to the COVID-19 pandemic and will resume once the situation permits.

In 2021, paper and toner consumption fell significantly (-9.5% and -27.5%, respectively, compared to the previous year).

- **Water consumption**

All our water consumption comes from the **public grid and is for domestic use**. The largest amount is consumed at our headquarters. The water we use is discharged directly into the **public sanitation system**. Therefore, water consumption does not have a heavy environmental impact due to the activity of the Atresmedia Group.

There was a significant reduction in water consumption in 2021 (-14.9%), due to the fact that fewer employees were present in the offices during the period on account of the pandemic.



- **Generation and management of hazardous waste**

Some products generate hazardous waste when they are used and reach the end of their life. At Atresmedia, these are mainly **computer equipment, technical equipment or toners**, which are treated by authorised waste management companies and reused or recycled wherever possible. For instance, all used toner cartridges are recycled thanks to an agreement reached with the APADUAM foundation, which also works on the social and inclusion and labour integration of functionally diverse people. Lamps, fluorescent bulbs and batteries are also treated accordingly by a waste management company.



As with the previous indicators, the generation of hazardous waste saw a significant decline in 2021 (by more than 22% in the different categories tracked).

• Generation and management of non-hazardous waste

As for **non-hazardous waste such as paper and cardboard**, Atresmedia has an on-site cardboard baler and blue recycling containers to help recycle this type of waste. The containers are then collected and managed by an authorised waste management company.

The **Zero Waste Project** study was carried out in 2021 in order to further improve waste treatment, focusing on reuse, recycling, composting and energy recovery, and thus avoiding landfill. Food waste will be part of this project, even though the Group's business model does not consider it a material topic.

Meanwhile, Atresmedia and Ecoembes resumed their study that the pandemic had put on hold, with the aim of improving recycling rates in office and newsroom areas. The study explores the merits of implementing the selective collection of plastic packaging waste, cans, cartons, paper and cardboard and organic waste at the ATRESMEDIA facilities in San Sebastián de los Reyes. This would be achieved through a series of measures to promote the correct sorting of waste at source and its selective collection.

In 2021, the generation of non-hazardous waste increased due to the construction debris resulting from the renovation work carried out at the San Sebastián de los Reyes facilities.

While waste management is not a particularly material concern for the Group given its business model, Atresmedia still tracks information related to this aspect, as follows:

| | | 2019 | 2020 | 2021 | ANNUAL CHG., 2019-2020 (%) |
|---------------------|--------------------------------------|------|------|------|----------------------------|
| Non-hazardous waste | Paper and cardboard (t) | 61 | 30 | 37.1 | 22.7% |
| | Construction waste (m ³) | 128 | 36 | 180 | 399.2% |
| | Solid urban waste (t) | 315 | 181 | 197 | 8.7% |
| Hazardous waste | Televisions (units) | 48 | 9 | 7 | -22.2% |
| | Light bulbs (t) | 0.9 | 0 | 0 | 0% |
| | Batteries (units) | 312 | 99 | 37 | -62.6% |
| | Toner (t) | 1 | 0.4 | 0.3 | -25% |
| | Batteries (t) | 2 | 1 | 1.2 | 18% |



Food waste

Although food waste is not considered a material topic and, therefore, there are no specific policies or monitoring indicators in this respect, the Atresmedia Group has adopted certain measures to generate a positive impact in this area:

- Atresmedia is working alongside the subcontractor that provides catering services at the San Sebastián de los Reyes facilities to assess how best to use left-over cooked canteen meals (always ensuring that they are perfectly preserved), so that they do not end up being treated as waste.
- Meanwhile, under the Zero Waste Project, leftover food would be turned into compost, a type of natural fertiliser for land and soils for cultivation and agriculture in general.

Protection of biodiversity

Atresmedia does not carry out operations in any protected areas. Therefore, the Group has **no impact on biodiversity** and so this topic is not material for the Company and there is no need to devise any courses of action in this realm.

06.6.2 Raising social awareness

To improve reporting on the global climate change challenge, in 2019 Atresmedia signed the **Media declaration against climate change**, spearheaded by Fundación Ecología y Desarrollo (ECODES) in partnership with Investigación Mediación Dialéctica de la Comunicación Social (MDCS) of the Complutense University of Madrid.

This declaration includes **key recommendations for improving the quantity and quality of information on climate change in the press and media** and reinforces the Company's commitment to measures that help minimise the environmental impact by raising awareness and informing audiences. It is essentially an editorial working guide for the news and programmes departments and areas.

The Group allotted part of its **programming to** environmental concerns in 2021, notably:

- Numerous **news and reports** dedicated to this topic by the news programmes of Antena 3 Noticias and laSexta Noticias, especially in their weather programmes.
- **Más de Uno** programme and **Julia en la Onda** on Onda Cero feature weekly sections given over to nature and environmental protection.
- To coincide with the COP26 climate summit in Glasgow, **Salvados**, on La Sexta, dedicated a whole episode to interviewing climate activist Greta Thunberg and discussing environmentalism. **2100, Una Odisea en la Tierra** podcast on Onda Cero, which aims to raise listeners' awareness of pressing environmental concerns in a fun yet educational way

As a further show of Atresmedia's pledge to raising environmental awareness within society, the **Hazte Eco** campaign on the Neox channel has been raising awareness of values and behaviour to help protect the environment since 2010.



SALVADOS, ON LA SEXTA, DEDICATED A WHOLE EPISODE TO INTERVIEWING CLIMATE ACTIVIST GRETA THUNBERG AND DISCUSSING ENVIRONMENTALISM, TO COINCIDE WITH THE COP 26 CLIMATE SUMMIT IN GLASGOW.

Hazte Eco

Hazte Eco is a campaign associated with the Neox channel. Conceived in 2010, it seeks to **raise awareness of environmental issues** by championing values that help protect the environment. The initiative aims to bring the public closer to pressing environmental concerns and helps viewers appreciate that their individual efforts add up.

In 2021 *Hazte Eco* supported the WWF's **Earth Hour**, with a symbolic gesture of switching off lights for an hour to save energy. Neox dedicated a special show to this initiative that also had online coverage. It was backed by the Group, which turned off the lights of the main façade of its buildings.

The programme *Hazte Eco*, which is broadcast fortnightly on Neox, continued to raise awareness of the need to care for the environment and combat climate change and gave a voice to a multitude of projects and initiatives that work towards this common goal.

This year, *Hazte Eco* will **continue to promote the need to tackle climate change through small changes in our consumption habits**, mobility, use of water and energy... while at the same time protecting our natural environments to preserve the planet's biodiversity.



CONTRIBUTION TO THE SDGS



Take urgent action to combat climate change and its impacts



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



Sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

07 Requirements of Law 11/20018 on non-financial and diversity information

| TOPIC | CONTENT | SCOPE / BOUNDARY | RELATED GRI STANDARDS | CHAPTER IN WHICH IT IS ADDRESSED |
|--|--|------------------|---|---|
| Business model | Brief description of the Group's business model, including: <ol style="list-style-type: none"> 1- its business environment, 2- its organisation and structure, 3- the markets where it operates, 4- its objectives and strategies, 5- the main trends and factors that may affect its future development. | Atresmedia Group | 102-1 / 102-2 / 102-4 / 102-5/ 102-6 / | 5 About us |
| Policies | a description of the policies pursued by the Group in relation to those matters, including: <ol style="list-style-type: none"> 1- the due diligence procedures undertaken to identify, measure, prevent and mitigate significant risks and impacts 2- assurance and control procedures, including the actions taken. | Atresmedia Group | 103 Management approaches in each area within the economic, environmental and social dimensions | In each section |
| Policy results – KPIs | The results of these policies, including relevant non-financial key performance indicators that enable: <ol style="list-style-type: none"> 1- monitoring and assessment of progress and 2- comparability across companies and sectors, in accordance with the national, European or international reference frameworks used for each topic. | Atresmedia Group | 103 Management approaches in each area within the economic, environmental and social dimensions | In each section |
| Short-, medium- and long-term risks | The principal risks related to those matters linked to the group's operations including, where relevant and proportionate, its business relationships, products or services which are likely to cause adverse impacts in those areas, and <ul style="list-style-type: none"> - how the Group manages those risks, - explaining the processes undertaken to detect and assess them in accordance with national, EU-based on international frameworks for each. - Should include information and disclosures on the impacts detected, especially regarding short-, medium- and long-term risks. | Atresmedia Group | 102-15 / 102-29 | 5.5 Risk prevention, control and identification |
| KPIs | Non-financial key performance indicators (KPIs) relevant to the particular business and that meet comparability, materiality, relevance and reliability criteria. <ul style="list-style-type: none"> - To facilitate comparison of information, both over time and among undertakings, non-financial KPIs that may be applied generally and that comply with European Commission guidelines and Global Reporting Initiative standards shall be taken. The Group must specify in the report the national, EU-based or international framework used for each matter. - Non-financial KPIs should be applied to each section of the non-financial statement. - These indicators should be useful, taking into account the Group's specific circumstances and coherent with the parameters used in the Group's internal risk management and assessment procedures. - In any case, the information presented must be accurate, comparable and verifiable. | Atresmedia Group | General or specific GRI standards of the economic, environmental and social dimensions reported in the following blocks | In each section |



| TOPIC | CONTENT | SCOPE / BOUNDARY | RELATED GRI STANDARDS | CHAPTER IN WHICH IT IS ADDRESSED |
|-----------------------|--|---|--|---|
| Environmental matters | OVERALL ENVIRONMENT | | | |
| | <p>1- Detailed information on the current and foreseeable impacts of the company's operations on the environment including, where appropriate, on health and safety, environmental assessment or certification processes;</p> <p>2- Resources allocated to preventing environmental risks;</p> <p>3- Application of the precautionary principle or approach, amount of provisions and guarantees for environmental risks. (e.g. arising from the environmental responsibility law)</p> | Atresmedia Group (excluding Buendía and H2H) | 103 Management approaches in each area within the environmental dimension 102-11 | 6.6 On the natural environment |
| | POLLUTION | | | |
| | Measures to prevent, reduce or repair carbon emissions that seriously affect the environment | Atresmedia Group (excluding Buendía and H2H) | 103 Management approaches in each area within the environmental dimension 102-11 | 6.6 On the natural environment > 6.6.1 Internal management of environmental impacts |
| | Measures to prevent, reduce or remedy other forms of activity-specific air pollution, including noise and light pollution. | | | Not material |
| | CIRCULAR ECONOMY AND WASTE PREVENTION AND MANAGEMENT | | | |
| | Circular economy | Atresmedia Group | Not material | Not material |
| | Waste: Waste prevention, recycling and reuse measures, and other forms of waste recovery and removal; | Atresmedia Group (excluding Buendía and H2H) | 103 Waste management approach 306-2 | 6.6 On the natural environment > 6.6.1 Internal management of environmental impacts |
| | Actions to combat food waste. | Atresmedia Group | Not material | Not material |
| | SUSTAINABLE USE OF RESOURCES | | | |
| | Water consumption and water supply in accordance with local limits; | | 303-5 | |
| | Consumption of raw materials and measures taken to make more efficient use of them; | Atresmedia Group (excluding Buendía and H2H) | 103 Materials management approach 301-1 | 6.6 On the natural environment > 6.6.1 Internal management of environmental impacts |
| | Direct and indirect consumption of energy, measures taken to improve energy efficiency and use of renewable energies. | | 103 Energy management approach 302-1 / 302-2 | |
| | CLIMATE CHANGE | | | |
| | Key aspects of the greenhouse gas emission caused by the Company's activities, including the use of the goods and services it produces; | Atresmedia Group ((excluding Buendía and H2H) | 103 Emissions management approach 305-1 / 305-2 / 305-3 / 305-4 | |
| | Measures taken to adapt to the consequences of climate change; | | | 6.6 On the natural environment > 6.6.1 Internal management of environmental impacts |
| | The voluntary medium- and long-term greenhouse gas emission-reduction targets and the measures implemented to achieve them. | Atresmedia Group | 103 Emissions management approach | |
| | PROTECTION OF BIODIVERSITY | | | |
| | Measures taken to preserve or restore biodiversity; | | | |
| | Impacts caused by activities or operations in protected areas. | Atresmedia Group | 103 Biodiversity management approach | Not material |



| TOPIC | CONTENT | SCOPE / BOUNDARY | RELATED GRI STANDARDS | CHAPTER IN WHICH IT IS ADDRESSED |
|--|--|--|--|--|
| Social and employee-related matters | EMPLOYMENT | | | |
| | Total number and breakdown of employees by gender, age, country and professional classification; | | 103 Employment management approach 102-8 / 405-1 | |
| | Total number and breakdown of types of employment contracts, | | 102-8 | 6.4 On employees > 6.4.1 Workforce structure |
| | Average annual number of permanent, temporary and part-time contracts by gender, age and professional category, | | 102-8 / 405-1 | |
| | Number and breakdown of dismissals by gender, age, and professional classification; | Atresmedia Group (excluding Buendía and H2H) | 401-1 | |
| | Average remuneration and trends by gender, age and professional category or equivalent amount; gender pay gap, remuneration for equal positions or average remuneration within the company, | | 103 Diversity management approach and equal opportunities 405-2 | 6.4 On employees > 6.4.1 Workforce structure |
| | Average remuneration of directors and managers, including variable remuneration, per diem allowances, severance pay, long-term retirement plans and any other amounts received, broken down by gender, | | 103 Diversity management approach and equal opportunities 405-1 | |
| | Implementation of right to disconnect policies | Atresmedia Group | 103 Enfoque de gestión de Diversidad e igualdad de oportunidades 405-1 | 6.4 On employees > 6.4.2 Stable employment and rewarding working environment |
| | Employees with disabilities. | Atresmedia Group (excluding Buendía and H2H) | 405-1 | 6.4 On employees > 6.4.2 Stable employment and rewarding working environment |
| | WORK ORGANISATION | | | |
| | Organisation of working hours | Atresmedia Group | 103 Employment management approach | 6.4 On employees > 6.4.6 Fostering equality, diversity and work-life balance |
| | Number of hours of absenteeism | Atresmedia Group (excluding Buendía and H2H) | 403-9 | 6.4 On employees > 6.4.6 Fostering equality, diversity and work-life balance |
| | Measures aimed a facilitating work-like balance and encouraging the equal enjoyment by both parents. | Atresmedia Group | 103 Employment management approach 401-2 / 401-3 | 6.4 On employees > 6.4.6 Fostering equality, diversity and work-life balance |
| | HEALTH AND SAFETY | | | |
| Health and safety conditions in the workplace; | Atresmedia Group | 103 Occupational health and safety management approach | | |
| Workplace accidents, in particular their frequency and severity, and occupational diseases, broken down by gender. | Atresmedia Group (excluding Buendía and H2H) | 403-9 / 403-10 | 6.4 On employees > 6.4.7 Safe and healthy work environment | |



| TOPIC | CONTENT | SCOPE / BOUNDARY | RELATED GRI STANDARDS | CHAPTER IN WHICH IT IS ADDRESSED |
|--|--|------------------|---|--|
| Social and employee-related matters | SOCIAL RELATIONS | | | |
| | Organisation of social dialogue, including procedures for informing and consulting with staff and negotiating with them; | Atresmedia Group | 103 Employee-company relationship management approach | 6.4 On employees > 6.4.5 Safeguarding labour rights |
| | Percentage of employees covered by a collective bargaining agreement, by country; | | 102-41 | |
| | Status of collective bargaining agreements, particularly in relation to occupational health and safety. | | 103 Employee-company relationship management approach 403-4 | |
| | TRAINING | | | |
| | Policies implemented in relation to training; | Atresmedia Group | 103 Training and teaching management approach 404-2 | 6.4 On employees > 6.4.4 Attracting and retaining talent |
| | Total hours of training by professional category | | 404-1 | |
| | Universal accessibility for people with disabilities | | 103 Diversity management approach and equal opportunities and non-discrimination | 6.4 On employees > 6.4.6 Fostering equality, diversity and work-life balance |
| | EQUALITY | | | |
| | Measures adopted to promote equal treatment and opportunities between men and women; | Atresmedia Group | 103 Enfoque de gestión de Diversidad e igualdad de oportunidades | 6.4 On employees > 6.4.6 Fostering equality, diversity and work-life balance |
| Equality plans (Chapter III of Organic Law 3/2007, of 22 March, on effective equality between men and women), measures adopted to promote employment, protocols against sexual abuse and sexual harassment, integration and university accessibility for people with disabilities; | | | | |
| Policy against all forms of discrimination and, where applicable, diversity management. | | | | |
| Human rights | Implementation of due diligence processes in relation to human rights Prevention of risks of human rights violations and, where applicable, measures to mitigate, management and redress any such violations; | | 103 Human rights assessment management approach and non-discrimination 102-16 / 102-17 | 6.3.5 Respect for human rights |
| | Reported human rights violations; | | 406-1 | |
| | Advocacy and compliance with the provisions of fundamental conventions of the International Labour Organization related to safeguarding the freedom of association and the right to collective bargaining; | Atresmedia Group | 103 Human rights assessment management approach + Freedom of association and collective bargaining Human rights | |
| | The elimination of workplace discrimination and job discrimination; | | 103 Non-discrimination management approach 406-1 | |
| | Elimination of forced or compulsory labour; | | 103 Human rights assessment management approach | |
| | Effective abolition of child labour. | | | |



| TOPIC | CONTENT | SCOPE / BOUNDARY | RELATED GRI STANDARDS | CHAPTER IN WHICH IT IS ADDRESSED | |
|------------------------|---|------------------|---|--|---|
| Corruption and bribery | Measures adopted to prevent corruption and bribery; | Atresmedia Group | 103 Anti-corruption management approach 102-16 | 5.6 Regulatory compliance | |
| | Anti-money laundering measures, | | | | |
| | Contributions to foundations and non-profit organisations | | 413-1 | 5.6 Regulatory compliance 6.3 On society 6.3.4 Fundación Atresmedia | |
| Society | COMPANY COMMITMENTS TO SUSTAINABLE DEVELOPMENT | | | | |
| | The impact of the company's operations on local employment and development; | Atresmedia Group | 103 Local communities management approach and indirect economic impacts 203-1 / 413-1 | 6.3 On society / 6.4 On employees | |
| | The impact of the company's operations on local communities and in the area; | | | 6.3 On society | |
| | The relationships with key members of local communities and the various forms of engaging them; | | | 102-43 / G4-M6 / G4-M7 | 6. Atresmedia's impact on the environment |
| | Association and sponsorship activities. | | | 102-12 / 102-13 | 6.3 On society |
| | OUTSOURCING AND PROVIDERS | | | | |
| | - Inclusion in the procurement policy of social, gender equality and environmental matters; - Consideration in relationships with suppliers and subcontractors of their social and environmental responsibilities; | Atresmedia Group | 103 Procurement practices management approach 102-9 / 102-10 / 204-1 / 414-1 / 308-1 | 6.5 On suppliers, producers and distributors | |
| | Supervision and audit systems and their findings. | | | | |
| | CONSUMERS | | | | |
| | Consumer health and safety measures; | Atresmedia Group | 103 Customer health and safety management approach, marketing and labelling, and customer privacy 308-1 / 417-2 / 418-1 / G4-M3 / G4-M4 / G4-M5 | 6.2 On customers and users: advertisers and audience 6.2.1 Audience protection mechanisms 5.5 Risk prevention, control and identification > 5.5.6 Management quality | |
| | Whistle-blowing systems, complaints received and their resolution. | | | | |
| | TAX INFORMATION | | | | |
| | Country-by-country earnings obtained Income taxes paid | Atresmedia Group | 103 Economic performance management approach 201-1 | 5.7 Compliance with tax obligations | |
| | Public subsidies received | | | | 201-4 |
| | Other content | Atresmedia Group | Regulation (EU) 2020/852 and Commission Delegated Regulations 2021/2139 of 4 June and 2021/2178 of 6 July | 5.8 Taxonomy of the European Union | |



08 Índice GRI

| STANDARD | CONTENT | SECTION |
|-------------------------------------|--|--|
| GRI 102: GENERAL DISCLOSURES | | |
| ORGANIZATIONAL PROFILE | | |
| 102-1 | Name of the organization | Front cover |
| 102-2 | Activities, brands, products, and services | 5.4 Business model and strategy |
| 102-3 | Location of headquarters | 4. About this report |
| 102-4 | Location of operations | 5. About us |
| 102-5 | Ownership and legal form | 5.1 Corporate governance |
| 102-6 | Markets served | 5.4 Business model and strategy |
| 102-7 | Scale of the organization | 3. The year at a glance |
| 102-8 | Information on employees and other workers | 6.4 On employees |
| 102-9 | Supply chain | 6.5 On suppliers, producers and distributors |
| 102-10 | Significant changes to the organization and its supply chain | 4. About this report |
| 102-11 | Precautionary Principle or approach | 6.6 On the natural environment |
| 102-12 | External initiatives | 5.2 Atresmedia's purpose, mission, vision and values |
| 102-13 | Membership of associations | 5.2 Atresmedia's purpose, mission, vision and values |
| STRATEGY | | |
| 102-14 | Statement from senior decision-maker | 1. Letter from the Chairman 2. Message from the Chief Executive Officer |
| 102-15 | Main impacts, risks and opportunities | 5.5 Risk prevention, control and identification |
| ETHICS AND INTEGRITY | | |
| 102-16 | Values, principles, standards, and norms of behavior | 5.2 Atresmedia's purpose, mission, vision and values 6.2.1 Audience protection mechanisms 6.3.5 Respect for human rights |
| GOVERNANCE | | |
| 102-18 | Governance structure | 5.1 Corporate governance |
| 102-20 | Executive responsibility for economic, environmental and social concerns | 5.1 Corporate governance |
| 102-29 | Identifying and managing economic, environmental, and social impacts | 5.5 Risk prevention, control and identification |
| 102-30 | Effectiveness of risk management processes | 5.5 Risk prevention, control and identification |
| STAKEHOLDER ENGAGEMENT | | |
| 102-40 | List of stakeholder groups | 6.2 On society |
| 102-41 | Collective bargaining agreements | 6.3.5 Safeguarding labour rights |
| 102-42 | Identifying and selecting stakeholders | 6.2 On society |
| 102-43 | Approach to stakeholder engagement | 6.2 On society |
| 102-44 | Key topics and concerns raised | 6.2 On society |
| REPORTING PRACTICE | | |
| 102-45 | Entities included in the consolidated financial statements | "Basis of consolidation" section of the annual financial statements |
| 102-46 | Defining report content and topic Boundaries | 4. About this report |



| ESTÁNDAR | CONTENIDO | APARTADO |
|---|---|---|
| REPORTING PRACTICE | | |
| 102-47 | List of material topics | 4. About this report |
| 102-48 | Restatements of information | New quantification criteria and measurement methods have allowed us to restate the information on toner consumption, Scope 3 emissions, and where indicated in other sections of the report |
| 102-49 | Changes in reporting | 4. About this report There have been no significant changes |
| 102-50 | Reporting period | Period from 01 January 2021 to 31 December 2021 |
| 102-51 | Fecha del último informe | El último Estado de Información No Financiera publicado corresponde al ejercicio fiscal 2020 |
| 102-52 | Reporting cycle | Annual |
| 102-53 | Punto de contacto para preguntas sobre el informe | 4. About this report |
| 102-54 | Claims of reporting in accordance with the GRI Standards | 4. About this report |
| 102-55 | GRI content index | 8. GRI content index |
| 102-56 | External assurance | Independent assurance report |
| ECONOMIC DISCLOSURES | | |
| GRI 103: MANAGEMENT APPROACH | | |
| 103-1 | Explanation of the material topic and its Boundary | 5.4 Business model and strategy |
| 103-2 | The management approach and its components | 5.4 Business model and strategy |
| 103-3 | Evaluation of the management approach | 5.4 Business model and strategy |
| GRI 201: ECONOMIC PERFORMANCE | | |
| 201-1 | Direct economic value generated and distributed | 3. The year at a glance |
| 201-4 | Financial assistance received from government | 5.7 Compliance with tax obligations |
| GRI 203: INDIRECT ECONOMIC IMPACTS | | |
| 203-1 | Infrastructure investments and services supported | 6.2 On society |
| GRI 204: PROCUREMENT PRACTICES | | |
| 204-1 | Proportion of spending on local suppliers | 6.4 On suppliers, producers and distributors |
| GRI 206: ANTI-COMPETITIVE BEHAVIOR | | |
| 206-1 | Legal actions for anti-competitive behavior, anti-trust, and monopoly practices | 5.5 Risk prevention, control and identification |
| GRI 207: TAX | | |
| 207-1 | Approach to tax | 5.7 Compliance with tax obligations |
| 207-2 | Tax governance, control and risk management | 5.7 Compliance with tax obligations |
| 207-3 | Stakeholder engagement and management concerns related to tax | 5.7 Compliance with tax obligations |
| 207-4 | Country-by-country reporting | In 2021, Atresmedia did not disclose the information required under GRI 207.4, as it is adapting its reporting criteria to this new requirement, which it is expected to comply with in its report for the 2022 financial year. |
| SOCIAL DISCLOSURES | | |
| GRI 103: MANAGEMENT APPROACH | | |
| 103-1 | Explanation of the material topic and its Boundary | 6. Atresmedia's impact on the environment |
| 103-2 | The management approach and its components | 6. Atresmedia's impact on the environment |
| 103-3 | Evaluation of the management approach | 6. Atresmedia's impact on the environment |
| GRI 401: EMPLOYMENT | | |
| 401-1 | New employee hires and employee turnover | 6.4.1 Workforce structure |



| ESTÁNDAR | CONTENIDO | APARTADO |
|---|--|--|
| GRI 403: OCCUPATIONAL HEALTH AND SAFETY | | |
| 403-4 | Worker participation, consultation and communication on occupational health and safety at work | 6.4.7 Safe and healthy work environment |
| 403-9 | Work-related injuries | 6.4.7 Safe and healthy work environment |
| 403-10 | Work-related ill health | 6.4.7 Safe and healthy work environment |
| GRI 404: TRAINING AND EDUCATION | | |
| 404-1 | Average hours of training per year per employee | 6.4.3 Professional development of employees |
| 404-2 | Programs for upgrading employee skills and transition assistance programs | 6.4.3 Professional development of employees |
| GRI 405: DIVERSITY AND EQUAL OPPORTUNITIES | | |
| 405-1 | Diversity of governance bodies and employees | 5.1 Corporate governance 6.4 On employees |
| 405-2 | Ratio of basic salary and remuneration of women to men | 6.4.2 Stable employment |
| GRI 406: NO DISCRIMINACIÓN | | |
| 406-1 | Incidents of discrimination and corrective actions taken | 6.3.5 Respect for human rights |
| GRI 413: LOCAL COMMUNITIES | | |
| 413-1 | Operations with local community engagement, impact assessments, and development programs | 6.3 On society |
| GRI 414: SUPPLIER SOCIAL ASSESSMENT | | |
| 414-1 | New suppliers that were screened using social criteria | 6.5 On suppliers, producers and distributors |
| GRI 417: MARKETING AND LABELING | | |
| 417-2 | Incidents of non-compliance concerning product and service information and labeling | 6.2 On customers and users: advertisers and audience |
| GRI 418-1: CUSTOMER PRIVACY | | |
| 418-1 | Substantiated complaints concerning breaches of customer privacy and losses of customer data | 5.5.5. Data protection |
| ENVIRONMENTAL DISCLOSURES | | |
| GRI 103: MANAGEMENT APPROACH | | |
| 103-1 | Explanation of the material topic and its Boundary | 6.6 On the natural environment |
| 103-2 | The management approach and its components | 6.6 On the natural environment |
| 103-3 | Evaluation of the management approach | 6.6 On the natural environment |
| GRI 301: MATERIALS | | |
| 301-1 | Materials used by weight or volume | 6.6.1 Internal management of environmental impacts |
| GRI 302: ENERGY | | |
| 302-1 | Energy consumption within the organization | 6.6.1 Internal management of environmental impacts |
| 302-2 | Energy consumption outside of the organization | 6.6.1 Internal management of environmental impacts |
| GRI 303: WATER | | |
| 303-1 | Interactions with water as a shared resource | 6.6 On the natural environment |
| 303-2 | Management of water discharge-related impacts | 6.6 On the natural environment |
| 303-5 | Water consumption | 6.6.1 Internal management of environmental impacts |
| GRI 305: EMISSIONS | | |
| 305-1 | Direct (Scope 1) GHG emissions | 6.6.1 Internal management of environmental impacts |
| 305-2 | Energy indirect (Scope 2) GHG emissions | 6.6.1 Internal management of environmental impacts |
| 305-3 | Other indirect (Scope 3) GHG emissions | 6.6.1 Internal management of environmental impacts |
| 305-4 | GHG emissions intensity | 6.6.1 Internal management of environmental impacts |



| ESTÁNDAR | CONTENIDO | APARTADO |
|---|--|---|
| GRI 306: WASTE | | |
| 306-2 | Management of significant waste-related impacts | 6.6 On the natural environment |
| GRI 308: SUPPLIER ENVIRONMENTAL ASSESSMENT | | |
| 308-1 | New suppliers that were screened using environmental criteria | 6.5 On suppliers, producers and distributors |
| SECTOR-SPECIFIC GUIDANCE DISCLOSURES | | |
| G4-PR-M3 | Actions taken to improve adherence to content creation values and results obtained | 6.2 On customers and users: advertisers and audience |
| G4-PR-M4 | Actions taken to improve performance in relation to content dissemination issues and results obtained | 6.2 On customers and users: advertisers and audience |
| G4-PR-M5 dissemination, | Number and nature of responses (feedback/complaints) related to content including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses. | 6.2 On customers and users: advertisers and audience |
| G4-PR-M6 | Methods to interact with audiences and results | 6.2 On customers and users: advertisers and audience |
| G4-PR-M7 | Actions taken to empower audiences through media literacy skills development and results obtained | 6.2 On customers and users: advertisers and audience |



09 Historical figures at a glance

| FINANCIAL DIMENSION | 2019 | 2020 | 2021 |
|--|-----------|-----------|-----------|
| Total net revenue (€ million) | 1,039.4 | 866.3 | 963.3 |
| Revenue from advertising | 85.3% | 82.4% | 81% |
| Revenue from other sources | 14.7% | 17.6% | 19% |
| EBITDA (€ million) | 183.7 | 74.3 | 172.5 |
| Net profit (€ million) | 118 | 23.9 | 118.5 |
| Economic value distributed (€ million) | 783.3 | 616.4 | 650.9 |
| Tax credit and government aid received (€ million) | 13.9 | 17.7 | 16.0 |
| Advertising cost-to-income ratio | 1.6 | 1.6 | 1.5 |
| No. of production companies | 31 | 33 | 28 |
| Number of suppliers of goods and services | 1,471 | 1,359 | 1,152 |
| Average viewership share - Antena 3 Televisión (%) | 11.7 | 11.8 | 13.8 |
| Average viewership share - laSexta (%) | 7 | 7 | 6.4 |
| Average viewership share - Neox (%) | 2.4 | 2 | 1.8 |
| Average viewership share - Nova (%) | 2.2 | 2.5 | 2.4 |
| Average viewership share - MEGA (%) | 1.5 | 1.5 | 1.4 |
| Average viewership share - Atreseries (%) | 1.4 | 1.5 | 1.4 |
| Number of Onda Cero listeners (3rd wave of EGM survey) | 1,948,000 | 1,792,000 | 1,866,000 |
| Number of Europa FM listeners (3rd wave of EGM survey) | 1,300,000 | 1,041,000 | 971,000 |
| Number of Melodía FM listeners (3rd wave of EGM survey) | 197,000 | 172,000 | 120,000 |
| Number of unique visitors of Atresmedia websites (million/month) | 24.4 | 26 | 27.9 |
| Number of directors | 12 | 12 | 12 |
| Number of independent directors | 4 | 4 | 4 |
| Number of women directors | 4 | 4 | 4 |



| ENVIRONMENTAL DIMENSION | 2019 | 2020 | 2021 |
|---|------------|------------|------------|
| Investment in the environment (€) | 356,334 | 32,364.5 | 165,663 |
| Consumption of plain paper (kg) | 23,599 | 14,110 | 12,765 |
| Water consumption (m3) | 50,618 | 42,556 | 36,208 |
| Consumption of toner (units) | 999 | 418 | 303 |
| Consumption of heating oil (L) | 558,274 | 600,718 | 652,205 |
| Electricity consumption (kWh) | 29,461,067 | 28,460,248 | 27,720,126 |
| Gas consumption (m3) | 9.361 | 4.161 | 4.299 |
| Petrol consumption for transport (L) | 25,340 | 17,427 | 23,862 |
| Diesel consumption for transport (L) | 46,460 | 37,311 | 43,551 |
| Scope 1 emissions | 1,789.8 | 1,860 | 2,039 |
| Scope 2 emissions | 8,261.2 | 525.7 | 428 |
| Scope 3 emissions | 167,963.3 | 163,922 | 148,505 |
| Score under the CDP | C | B | B |
| SOCIAL DIMENSION | 2019 | 2020 | 2021 |
| Cumulative hours of subtitling and closed captioning on TV | 42,109.4 | 42,603.1 | 41,367.1 |
| hours of subtitling on the web | 14,858 | 18,316 | 20,849.8 |
| Number of employees | 2,527 | 2,407 | 2,470 |
| % of women on the workforce | 52% | 52.4% | 52.5% |
| Investment in training (€) | 594,594 | 244,644 | 196,131 |
| Training hours per employee | 15 | 15,3 | 11,3 |
| Hours of corporate volunteering donated to the community | 1,910 | 4,309 | 1,664 |
| Foundation revenue contributed by Atresmedia (€) | 500,000 | 500,000 | 500,000 |
| No. showings, Compromiso Atresmedia | 18,699 | 18,107 | 12,656 |
| Infringements on the Code on Self-Regulation | 1 | 3 | 0 |
| Number of copy advice requests made to Autocontrol | 1,613 | 1,494 | 2,739 |
| Opportunity cost of granting free promotional space on television for NGOs (€) | 9,051,163 | 9,849,925 | 9,365,730 |
| Opportunity cost of granting free advertising space on the radio for NGOs (€) | 5,804,490 | 8,706,570 | 7,860,940 |
| Opportunity cost of granting free advertising space on the website for NGOs (€) | 73,455.2 | 105,822.5 | 136,514 |



10 Non-financial dashboard

| | MATERIAL TOPIC | INDICATOR | 2020 | 2021 |
|----------------------|-----------------------|---|---|---|
| CORPORATE GOVERNANCE | Good governance | GC 1 Level of compliance with the Good Governance Code of Listed Companies (%) | 83.3% Atresmedia complies with 50 of the 60 recommendations applicable to it | 98.3% Atresmedia complies with 59 of the 60 recommendations applicable to it |
| | Regulatory compliance | GC 3 Penalties for non-compliance with LGCA regulations | 5 cases 5 infractions | 0 cases 0 infractions |

| | MATERIAL TOPIC | INDICATOR | 2020 | 2021 |
|-----------------|--|---|--|--|
| HUMAN RESOURCES | Engagement and management of human talent and capital | RH 2 Percentage of permanent contracts | 83.0% | 84.9% |
| | Culture of equality, inclusion and non-discrimination in the workplace | RH 3 Gender pay gap | Executives: 33.6% Technicians: 12% Administrative: 9% Other: 0.6% Average: 29.6% | Executives: 30.9% Technicians: 3% Administrative: 6.8% Other: -2% Average: 23.9% |
| | Engagement and management of human talent and capital | RH 4 Investment in training | 244,644 € | 196,131€ |
| | Engagement and management of human talent and capital | RH 5 Voluntary turnover rate | 11.9% | 6.5% |
| | Culture of equality, inclusion and non-discrimination in the workplace | RH 6 Percentage of new hires by gender | 56% women | 56% women |
| | Culture of equality, inclusion and non-discrimination in the workplace | RH 7 % women in management positions | 33.0% | 35.4% |
| | Culture of diversity and integration of people with disabilities | RH 8 % of employees with disabilities | 44 employees | 46 employees (1.9%) |



| | | MATERIAL TOPIC | INDICATOR | 2020 | 2021 |
|---------|--|----------------|---|-----------|-----------|
| SOCIETY | Specific programming related to social issues | S 1 | Average viewership share - Atresmedia Televisión | 26.3% | 27.3% |
| | | S 2 | Listeners - Atresmedia Radio | 3.1 M | 2.9 M |
| | | S 3 | Average number of unique users | 26.9 M | 27.4 M |
| | | S 4 | No. of free campaigns donated to NGOs | 30 | 38 |
| | | S 5 | Value of advertising space donated to non-profits | € 18.7 M | € 17.4 M |
| | Promoting community development initiatives and creating opportunities | S 6 | Economic value distributed | € 616.4 M | € 650.9 M |
| | Accessibility | S 7 | Percentage of subtitled programmes | 92.6% | 92.3% |
| | Promoting community development initiatives and creating opportunities | S 8 | Voluntary work hours donated | 4,309 | 1,664 |

| | | MATERIAL TOPIC | INDICATOR | 2020 | 2021 |
|------------|---|----------------|--|---|---|
| INNOVATION | Innovation and development of new technologies for content distribution | 13 | Advertising innovation projects | See section: Atresmedia Publicidad: committed to innovation and advertisers | See section: Atresmedia Publicidad: committed to innovation and advertisers |
| | Customer experience when using the platforms | 14 | Approved investment in technological innovation projects | € 6,379,792 | € 9,538,398 |
| | Promoting community development initiatives and creating opportunities | 15 | Number of startups with ongoing investment | 20 | 19 |



11 Independent external review



Atresmedia Corporación de Medios de Comunicación, S.A. and subsidiaries

Independent verification report
Non-Financial Information Statement
31 December 2021



This version of our report is a free translation of the original, which was prepared in Spanish. All possible care has been taken to ensure that the translation is an accurate representation of the original. However, in all matters of interpretation of information, views or opinions, the original language version of our report takes precedence over this translation.

Independent verification report

To the shareholders of Atresmedia Corporación de Medios de Comunicación, S.A.:

Pursuant to article 49 of the Code of Commerce, we have verified, with the scope of a limited assurance engagement, the accompanying Consolidated Statement of Non-Financial Information ("SNFI") for the year ended 31 December 2021 of Atresmedia Corporación de Medios de Comunicación, S.A. (Parent company) and subsidiaries (hereinafter "Atresmedia") which forms part of the Atresmedia's consolidated management report.

The content of the SNFI includes information additional to that required by current mercantile legislation in relation to non-financial information, which has not been covered by our verification work. In this respect, our work was limited solely to verifying the information identified in the section "Requirements of Law 11/20018 on non-financial and diversity information" and in the section "GRI content index" included in the accompanying SNFI.

Responsibility of the directors of the Parent company

The preparation of the SNFI included in Atresmedia's consolidated management report and the content thereof, are the responsibility of the directors of Atresmedia Corporación de Medios de Comunicación, S.A. The SNFI has been drawn up in accordance with the provisions of current mercantile legislation and following the criteria of the *Sustainability Reporting Standards of the Global Reporting Initiative* ("GRI Standards") in line with the Core option and the Media Sector Disclosures as per the details provided for each matter in the section "Requirements of Law 11/20018 on non-financial and diversity information" and in the section "GRI content index" of the aforementioned Statement.

This responsibility also includes the design, implementation and maintenance of the internal control considered necessary to allow the SNFI to be free of material misstatement due to fraud or error.

The directors of Atresmedia Corporación de Medios de Comunicación, S.A. are also responsible for defining, implementing, adapting and maintaining the management systems from which the information required to prepare the SNFI is obtained.

Our independence and quality control

We have complied with the independence requirements and other ethical requirements of the International Code of Ethics for Professional Accountants (including International Independence Standards) issued by the International Ethics Standards Board for Accountants ("IESBA Code") which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

PricewaterhouseCoopers Auditores, S.L., Torre PwC, Pº de la Castellana 259 B, 28046 Madrid, España
Tel.: +34 915 684 400 / +34 902 021 111, Fax: +34 915 685 400, www.pwc.es

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R. M. Madrid, hoja 87.250-1, folio 75, tomo 9.267, libro 8.054, sección 3ª
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Our firm applies International Standard on Quality Control 1 (ISQC 1) and accordingly maintains a comprehensive system of quality control, including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

The engagement team consisted of professionals specialising in Non-financial Information reviews, specifically in information on economic, social and environmental performance.

Our responsibility

Our responsibility is to express our conclusions in a limited assurance independent report based on the work we have performed. We carried out our work in accordance with the requirements laid down in the current International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements other than Audits or Reviews of Historical Financial Information (ISAE 3000 Revised) issued by the International Auditing and Assurance Standards Board (IAASB) of the International Federation of Accountants (IFAC) and in the Guidelines for verification engagements of the Statement of Non-Financial Information issued by the Spanish Institute of Auditors ("Instituto de Censores Jurados de Cuentas de España").

In a limited assurance engagement, the procedures performed vary in nature and timing of execution, and are less extensive, than those carried out in a reasonable assurance engagement and accordingly, the assurance provided is also lower.

Our work consisted of posing questions to management as well as to the various units of Atresmedia Corporación de Medios de Comunicación, S.A. that were involved in the preparation of the SNFI, of the review of the processes for compiling and validating the information presented in the SNFI, and in the application of certain analytical procedures and review procedures on a sample basis, as described below:

- Meetings with the Atresmedia Corporación de Medios de Comunicación, S.A. personnel to understand the business model, policies and management approaches applied, principal risks relating to these matters and to obtain the information required for the external review.
- Analysis of the scope, relevance and integrity of the content of the SNFI for the year 2021, based on the materiality analysis carried out by Atresmedia and described in section "About this report", taking into account the content required by current mercantile legislation.
- Analysis of the procedures used to compile and validate the information presented in the SNFI for the year 2021.
- Review of information relating to risks, policies and management approaches applied in relation to material matters presented in the SNFI for the year 2021.
- Verification, by means of sample testing, of the information relating to the content of the SNFI for the year 2021 and that it was adequately compiled using data provided by the sources of the information.
- Obtaining a management representation letter from the directors and management of the Parent company.



Conclusion

Based on the procedures performed in our verification and the evidence we have obtained, nothing has come to our attention that causes us to believe that the SNFI of Atresmedia Corporación de Medios de Comunicación, S.A. and its subsidiaries, for the year ended 31 December 2021 has not been prepared, in all material respects, in accordance with the provisions of current mercantile legislation and in accordance with the criteria of the GRI Standards described in line with the Core option and the Media Sector Disclosures, in line with the details provided for each matter in the section "Requirements of Law 11/20018 on non-financial and diversity information" and in the section "GRI content index" of the aforementioned Statement.

Emphasis of matter

The Regulation (EU) 2020/852 of the European Parliament and of the Council of 18 June 2020 relating to the establishment of a framework to facilitate sustainable investments, establishes the obligation to disclose information on the manner and extent to which the company's activities are associated with economic activities that are considered to be environmentally sustainable in relation to the objectives of climate change mitigation and adaptation to climate change for the first time for the year 2021, provided that the SNFI is published as of 1 January 2022. Consequently, comparative information on this matter has not been included in the accompanying SNFI. In addition, information has been included in respect of the criteria that the directors of Atresmedia have chosen to apply the criteria that, in their opinion, best allow compliance with the new obligation and that are defined in note "Taxonomy of the European Union" of the accompanying SNFI. Our conclusion has not been modified in relation to this matter.

Use and distribution

This report has been drawn up in response to the requirement established in current Spanish mercantile legislation and therefore may not be suitable for other purposes and jurisdictions.

PricewaterhouseCoopers Auditores, S.L.

Original in Spanish signed by

Pablo Bascones Ilundáin

24 February 2022



ATRESMEDIA

Consolidated Non-Financial Statement | **2021**

Atresmedia Corporación de Medios de Comunicación, S.A. and Subsidiaries

This report was approved by the Board of Directors of Atresmedia Corporación de Medios de Comunicación, S.A. on 23rd February 2023. Contact point for further information on Atresmedia's non-Financial Statement:

Atresmedia, Corporate Responsibility Department Av. Isla Graciosa nº 13, San Sebastián de los Reyes CP 28703 (Madrid)
responsabilidad.corporativa@atresmedia.com - (+34) 91 623 05 00