



OUR APPROACH: PROFIT + PURPOSE

OUR STORY: FROM PHILANTROPHY TO STRATEGY

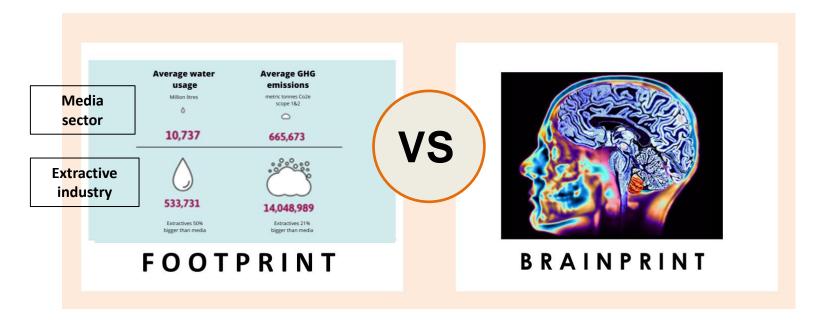


To balance the company's **economic profitability** and **competitiveness**, with social and environmental commitment, by **identifing and managing the non-financial impacts** generated by Atresmedia's activity



OUR APPROACH: PROFIT + PURPOSE

Being a provider of information and entertainment for millions of people carries a great responsibility



BRAINPRINT

As key creators and distributors of content, media companies have an influence on what and how people think



OUR APPROACH: PROFIT + PURPOSE

"People don't buy what you do, the buy why you do it". Simon Sinek



WHAT: Information and Entertainment Content

HOW: With values (quality, diversity, respect)

WHY: OUR PURPOSE

CONVICTION

Atresmedia employees believe strongly in the social relevance and importance of their work

DRIVING CHANGE

The ability to instigate or accelerate positive change empowering society

PUBLIC OPINION

People can form opinions and make well–informed decisions based on good quality information.

INSPIRATION

Good quality entertainment, inspires people, make them feel confident to act

We BELIEVE in the POWER of REFLECTION and EMOTION



HOW WE ACHIEVE OUR PURPOSE: OUR SUSTAINABILITY MODEL



WE BELIEVE IN THE POWER OF REFLECTION AND EMOTION

SUSTAINABILITY MODEL

Updated in 2021 Corporate Responsibility Policy

Atresmedia Commitments

Sustainability
Strategy
(2 CSR Master Plans)/

Goals and Targets

CSR Reporting

Broadcast and produce informational conten and responsable entertaiment accesible for the whole society









Mininization of environmental impact and education about environment care



Enforcement of the Corporate Governance



Transmission of corporate policies and values to all the value chain



Setting of transparent relationships with the stakeholders

CR GOVERNANCE

Board of Directors

Approval

Audit and Control Committee: Supervision

General Corporate Manager: Management

CR CommitteeExecution

Head of CRCoordination, Strategy,







- Climate Risks: the biggest global challenges (World Economic Forum 2022)
- Towards the Net Zero commitment: to limit the rise of temperatures to 1.5°C
- Increasing demand for transparency and measurement of business impact on nature
- Media Sector: low operational footprint but we can make the difference through our content

Creating content with the biggest impact on the audience and the smallest impact on the planet

Environmental Policy since 2010. Updated in 2019





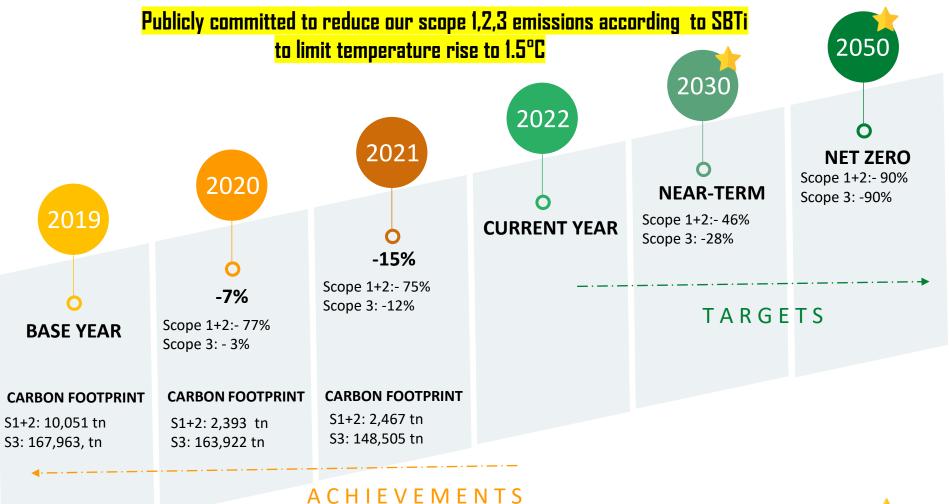






Fighting Climate Change

Net Zero strategy



Targeted years



Fighting Climate Change

Atresmedia Risks and Opportunities

Neither high risk nor great opportunities identified.

Physical risk: increase of temperature or extreme rainfall

RISKS



Infraestructure

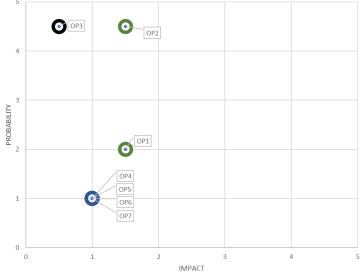
Suppliers

Ecosistems

Business operations

- RT1 Increase of costs for breach of emerging climate regulation
- **RF1** Increase of average temperature
- RT2 Increase of costs for breach of actual climate regulation
- RT4 Increase in fuel and energy cost
- **RF2** Extreme rainfall
- **RT3** Fines and litigations





- OP2 More efficient distribution and production process (Atresmedia)
- **OP1** More efficient distribution and production process (Suppliers)
- **OP3** Use of low emisión energies
- **OP4** Benefit from public incentive
- **OP5** Capacity to diversify economic activities
- OP6 Development of new products and services through I+D+i
- **OP7** Changes in the audience's preferences (consumers)

Eficiency

Markets

Resilience

Service/Product

Source of energy





Fighting Climate Change

Atresmedia CDP Report on Climate Change

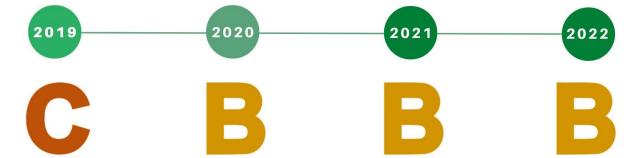
ATRESMEDIA CORPORACION received a B in 2022

This is higher than the Europe regional average of C, and same as the Media, telecommunications & data center services sector average of B

• Reporting CDP since 2014

• 2016 CDP "Best Improver SPAIN" Award

Atresmedia CDP Scoring





Circular economy and waste management

Waste strategy

Towards a sustainable culture within ATRESMEDIA

Waste management and reduction project:

- Improving recycling in our facilitites
- Providing training to our suppliers





Employees engagement

- Online employee training
- Internal awareness initiatives to reduce consumption of resources (water, electricity...)

Reducing food waste: trackable food donations





Environmental Awareness

Reflecting environmental concerns in our content

Using our channels to raise social awareness

















Media declaration against climate change (2018)

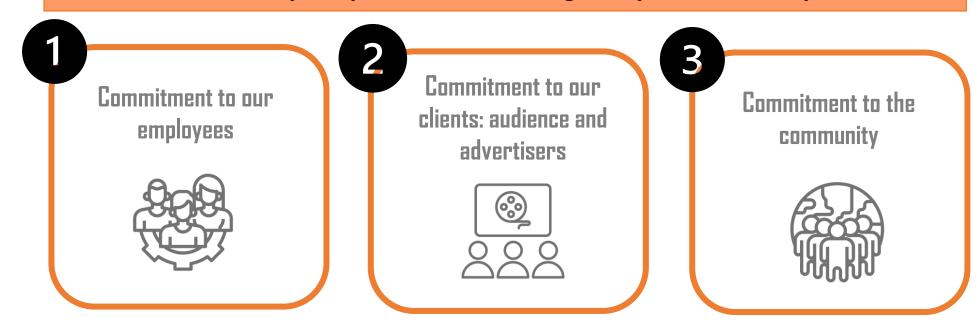




- Stakeholders' increasing social demands and expectations
- The COVID 19 pandemic as an accelerator (Health, safety and well-being of employees and society, digital transformation, balance between profesional and personal life...)

Social Sustainability: the key dimension for ATRESMEDIA Progressing towards the UE Social Taxonomy

HR Policy, Responsible Advertising Policy and CSR Policy





Commitment to employees

Taking care of our most valuable asset and increasing our employee's engagement

2,470 employees

52.5% women

85%
Permanent contracts

23.9%
Gender pay
GAP

46
(1.9%)
employees
with disability

Training and promoting professional development

Fostering equality, diversity and inclusion

Providing a safe and healthy work environment





VIOLENCIA DE GÉNERO

- 24,882 training hours
- Reskilling digital programme 80%
- Alliance with The Valley Business
 School

- 2nd **Equality Plan**
- **Diversity Chart** 2022
- Companies for a free gender based violence society
- Inclusive selection processes
- Training grants for people with disabilities "Becas Capaz" (100 grants)

- OHS System, Committees, and policies. ISO 45001
- Mental Heath day
- Healthy alternatives in canteen, vending machines
- Workshops: stroke prevention, first aids, CPR, road safety
- Flexibility: Increasing remote working
- Flexible Payment Plan



Commitment to our clients: audience and advertisers

Providing a safe environment for audiences and advertisers through responsible content and self regulation

SAFE and INCLUSIVE ENVIRONMENT

ATRESMEDIA VALUES: RESPECT, LIMITS, RESPONSABILITY, QUALITY

AUDIENCE: PROTECTING THEIR RIGHTS

Child protection

Self-Regulation Child-Oriented Television Code

- Rejecting advertising that harms minors
- Parental control
- Atresmedia Foundation

People with disabilities

Guarantee content accesibility:

- Subtitling 92.3%
- Audiodescription 2,054 (+27 vs 2020)
- Sign language
- 1,219 (+ 14 vs 2020)

Society

- Responsible Content Model
- Advertining suitable for all ages
- Non discriminatory content
- Fighting desinformation and fake news

ADVERTISERS: BRAND SAFETY

Self Regulation

- Atresmedia
 Publicidad is
 member of
 Autocontrol, for
 the self-regulation
 of commercial
 communications
- Voluntary self regulatory codes

Quality Control

Processes

- Compliance with the law
- Human resource to minimize risk of airing campaigns
- Content commercial control
- Copy advice request
- Additional verification request

Quality Content

- Responsible content model
- Daily data analysis
- Public service campaigns that are consistent with our client's corporate responsibility strategies.

CONTENT COMMITTEE

CODE OF CONDUCT, NEWSROOM CODE OF ETHICS and EDITORIAL COMMITTÉE

CORPORATE RESPONSABILITY POLICY

RESPONSIBLE ADVERTISING POLICY



Commitment to community

Giving voice and actively engage in social causes



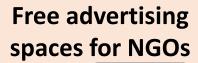
Social awareness Campaigns

Raising awareness on important social issues and causes since 2008



Atresmedia Foundation

Promoting media and information literacy amongst children and young people



Providing free ads on
Atresmedia TV channels and radio stations since 2009 to select charitable organizations



Corporate Volunteering

17 years of Atresmedia's employees contributing to society through volunteering.







Commitment to community

Free advertising spaces for NGOs in tv, radio and digital: Giving voice and visibility to charities



15M €

AVERAGE ANUAL WORTH

(17.4 2021)































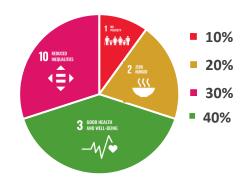
















Social Awareness Campaigns

Reflecting social concerns in our content

Using our broadcasting channels to raise social awareness

















2008

2010

2014

2015

2018

2022

Road Safety

Environmental Awareness

Protecting cultural creation and intelectual property

Promoting healthy habits

Scientific investigation and preventing medicine

Fighting against gender-based violence

Promoting the responsible use of technology

Supporting the wisdom and life experience of older adults





















Social Awareness

Reflecting social concerns in our content

Using our channels to raise social awareness



















Corporate Volunteering

16 years contributing to society through corporate volunteering



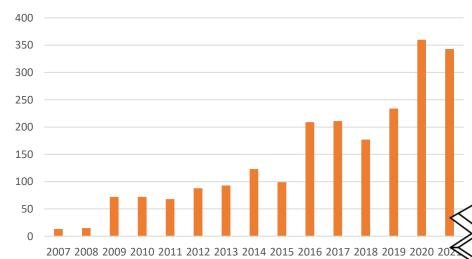
2.198 VOLUNTEERS(333 in 2022)

15%
AVERAGE
PARTICIPATION RATE

25.323 HOURS DONATED(1.905 in 2022)

198
VIRTUAL AND FIELD ACTIVITIES
(29 in 2022)

132 NGOs (17 in 2022)





Atresmedia Foundation

Working to protect children rights since 2005

Promoting Media and Information Literacy (MIL) amongst children and young people







Young people

Connecting young people with NGOs to create social media campaigns that help visualize a social cause and increase its impact

Teachers

Educational project to promote the Media and Information Literacy (MIL) among teachers and students with prizes and a national event

Children, teachers and families

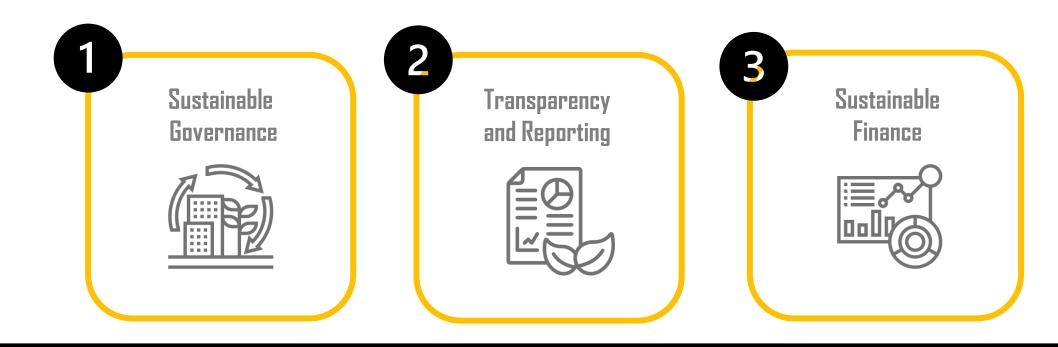
Special section in ATRESplayer with educational and entertainment content for children and young people to promote MIL





- Facing a sustainability regulation tsunami (EU Taxonomy, Due Diligence, CSDR...)
- Growing stakeholder demand for business transparency (investors, regulators, consumers...)
- Understanding the board's role in ESG oversight

Governance: critical aspect for the long-term success of our sustainable strategy



Sustainability on the Board of Directors

The central role of the Board in Atresmedia's ESG strategy

Supervision of the Sustainability Strategy

Audit & Control Committe

Approval of the Sustainability Strategy

- 33% WOMEN (4)
- 33% INDEPENDENT (4)
- 9 MEMBERS out of 12 WITH ESG SKILLS (Governance and Sustainability)
- 2022 ESG TRAINING (Audit and Control Committe)

BOARD OF DIRECTORS

Since 2021 Executive Directors have their variable remuneration linked to 4 ESG indicators:

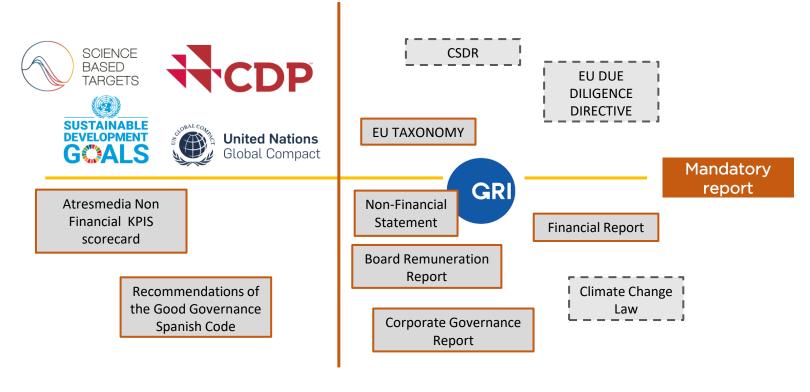
- % of subtitled programming in TV
- Nº of free ads campaigns for NGOs
- CDP report scoring
- % Level of compliance with the Good Governance Code of Listed Companies CNMV



Atresmedia transparency and reporting

Reporting on sustainability since 2008

International framework



Voluntary report

Spanish framework

System of Internal Control over Non – Financial Reporting (ICNFR) to ensure the information is accurate, complete, adequate and reliable

Atresmedia transparency and reporting

Increasing presence in sustainability indexes and ratings



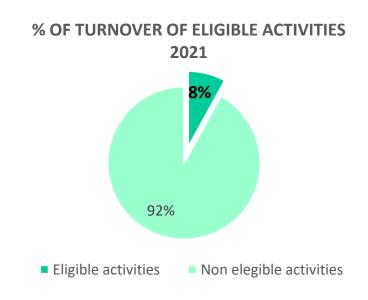
Atresmedia transparency and reporting

Eligibility analysis in 2021. Building alignment in 2022. Low eligibility shows "neutral" contribution to climate mitigation and adaptation.

Responding EU taxonomy: Environmental Dimension

2 ELEGIBLE ACTIVITIES according to the Taxonomy

- **Programming and broadcasting** activities
- Motion picture, video and television program production, sound recording and music publishing activities



% OF ELIGIBLE ACTIVITIES 2021

% CAPEX	% OPEX
2021	2021
39%	38%



Sustainable Finance

Converting Atresmedia's syndicated loan into a 250 M€ sustainability linked-loan

This is the first sustainability-linked loan granted to a Spanish communication group and one of the first in the sector in Europe.

social

Number of free of charge advertising campaigns for non profits (NGO's)

social social

% of subtitled programming

environment

Carbon Disclosure Project (CDP) score



COMMITMENT

From 26 to 30 social ads campaings (2021 – 2026)



COMMITMENT

At least 92% of content subtitled



COMMITMENT

Maintaining Score B

