



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

Consolidated Statement of Non-Financial Information (“SNFI”)



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01 Letter from the Chairman

We address all of you – our advertisers, audience, employees, shareholders and suppliers – to look back and reflect on the events that unfolded in 2022, and how they affected Atresmedia and society as a whole.

It was a year marked by the conflict in Ukraine and the ensuing political and economic fallout, most notably the energy and supply crisis and rampant inflation. Our stakeholders and economic activity have been severely affected in the aftermath of this humanitarian disaster, which has called for immense resilience and responsiveness on the part of society as a whole, including the business community.

As we already demonstrated during the COVID-19 crisis, at Atresmedia our robust strategy and the resolve shown by all of us were once again crucial in helping us to overcome this arduous situation and achieve remarkable results. This just goes to show that we are a strong group capable of making it through such difficult periods.

At Atresmedia we see to it that our content and formats reflect the society in which we operate. We also promote critical thinking, reflection and empathy, all essential virtues for moving towards a fairer, more sustainable and democratic society. We always seek to adapt to the needs of our audience, as audiovisual consumption habits continue to evolve and the regulation of our sector





The excellent audience figures cemented our status as the leading audiovisual group in Spain in 2022 and are a testament to the success of our business model and strategy. Antena 3 was again leading channel by audience numbers throughout the entire year and the most watched channel during the most popular time slots of the day.

continues to grow. However, we do this without ever forgetting our intrinsic values and while upholding the standards of quality and rigour that have come to define us over the years.

The excellent audience figures cemented our status as the leading audiovisual group in Spain in 2022 and are a testament to the success of our business model and strategy. Antena 3 was again leading channel by audience numbers throughout the entire year and the most watched channel during the most popular time slots of the day, namely the afternoon, evening and prime time slots. At the same time, laSexta held on to its lead over its closest rival and was the third most watched private channel in 2022. The Group's specialty channels, Nova, Neox, Mega and Atreseries, continued to climb the ranks in their respective categories. Meanwhile, ATRESplayer ended another year as the leading OTT platform, with more than 2.6 million unique visitors, thanks to its strong value proposition.

For Antena 3, viewers not only have an impeccable news service in the form of *Antena 3 Noticias* – the undisputed leader for five years in a row – but also fabulous entertainment such as *El Hormiguero 3.0*, *Tu cara me suena*, *Pasapalabra*, *La Voz*, *La Ruleta de la Suerte* and *El Desafío*, and new programmes, such as the successful launch of *Joaquín el Novato*, which continued to enjoy high audience ratings.

As for our commitment to informing audiences, I would like to highlight the magnificent work of our newsrooms and journalists, who did a splendid job in bringing the social, political and economic reality closer to society through programmes such as *Espejo Público*, *Al Rojo Vivo* and *El Objetivo de Ana Pastor*. They made Atresmedia Televisión the media of choice for Spaniards after the very latest

news, as reflected in the prestigious *Digital News Report 2022*, drawn up by the Reuters Institute for the Study of Journalism and the University of Oxford.

Naturally, the public service nature of our television model extends also to our radio formats. Atresmedia Radio was recognised for sitting right on the cutting edge in delivering audio content that keeps up with the latest trends and events. Onda Cero displayed a clear commitment to getting closer to its listeners by increasing the time devoted to local and regional news, while Europa FM and Melodía FM continued to convey a positive and upbeat message. We are aware that there is now considerable demand for these services through digital platforms. With this in mind, we brought new listeners to our radio stations during the year through our website and apps. We also created Sonora, our brand new audio platform in Spanish, which aims to transform the way in which audio entertainment is consumed and has already found its feet in a matter of months.

All these achievements, on top of those obtained by our advertising and diversification divisions, and the excellent results of our film and educational projects make us rightfully proud and encourage us to continue generating and broadcasting factual information and quality entertainment that respects the society in which we live and reflects its inherent diversity.

Our commitment to stakeholders lies at the heart of our business model and the tireless work of our employees is a key part of this. People make Atresmedia Group what it is today, and our entire team has my utmost respect and gratitude. Their commitment and ability to adapt to different emerging contexts has been key to the Group's ongoing success, especially in such a tumultuous year as 2022.



Allow me also to spare a few words for our advertisers, without whom we would have no reason or way to exist. Once again in 2022, we remained firmly committed to professionalism and quality, along with innovation in advertising formats.

When it comes to our digital media, including our ATRESplayer platform, it is important for us to deliver trust and offer a safe environment for our advertisers that minimises their risks and helps them reach out to a diverse audience.

Sustainability has always been part of our corporate culture and in 2022 we continued our efforts to weave it into all our areas of activity, in the conviction that sustainability is key to building a stronger group and for the good of society, and that it further strengthens the symbiotic relationship between Atresmedia and the public.

On this point, I would be remiss not to mention the invaluable work of our foundation, Fundación Atresmedia, which has devoted itself to promoting media and information literacy by providing children, young people and educators with all the tools they need to make responsible use of information, having enjoyed resounding levels of success in all its projects. As I have had occasion to point out in previous years, it bears repeating that Atresmedia Group remains committed to aligning its actions with the principles of the United Nations Global Compact, the Sustainable Development Goals (SDGs) and the 2030 Agenda. We are aware of the positive impact that our company can make through its actions on both our employees and the broader society. We therefore continue to support initiatives that have proven their social worth, such as *Ponle Freno*, *Constantes y Vitales*, *Tolerancia Cero*, *Crea Cultura* and *Levanta la Cabeza*. We also continue to promote our now well-established Corporate Volunteering

Programme, through which our employees are able to learn about and contribute to various worthy social causes.

We are also firmly committed to environmental protection and the fight against climate change, even though audiovisual activity does not have a significant impact on the environment. Along these lines, we drew up our Net Zero strategy during the year as part of our pledge to achieve net zero carbon emissions by 2050. Our reduction targets are based on scientific criteria and are aligned with the Science Based Targets initiative (SBTi), as we seek to keep global warming below 1.5° C.

It gives me immense satisfaction to be able to thank you, once again this year, for the trust you continue to place in our group. Without you — our shareholders, advertisers, employees, suppliers and audiences — neither Atresmedia as a whole nor any of its component parts would be the leading audiovisual and business group we are now. Rest assured that I remain firmly committed to promoting and upholding our values as a Group and to providing quality content across all our formats and lines of activity.

JOSÉ CREUHERAS



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 **02**

Message from the Chief Executive Officer

This is the first time I have the pleasure of addressing you, so allow me to begin this message by sharing my excitement for the challenge I have embraced as Chief Executive Officer of Atresmedia. I could not be happier with the historic results we achieved in 2022, which have made us the undisputed leading media group in Spain and the outlet of choice among the public for both news and entertainment.

All of us who make Atresmedia what it is have worked tirelessly and remained faithful to our commitment to excellence, responsible management and strong financial performance. As in previous years, we have done so in the face of extreme adversity, not only a product of the uncertainty inherent in our

sector, but also due to the global socio-political and socio-economic events that directly impacted our business.

We strongly believe that the media sector has a key role to play in championing sustainability, especially from the cultural, social and political realms. To achieve this, all of us at Atresmedia have endeavoured to build a more socially sustainable audiovisual industry, one that generates shared value through the content it produces. We offer our audiences a diverse and high quality selection of entertainment and news coverage and we are widely respected for our tenacious fact-checking as we seek to encourage reflection and critical thinking and fight disinformation. Based on this approach to





We are proud to be the spearhead of the Spanish audiovisual sector; an industrial powerhouse that generates thousands of direct and indirect jobs here in Spain, nurtures our country's talent and makes its creative wealth and productions visible all over the world

business, Atresmedia closed out 2022 with revenues of EUR 950.8 million and net profit of EUR 112.9 million, showing that it is possible to combine business growth with a high sense of social responsibility.

We are proud to be the spearhead of the Spanish audiovisual sector; an industrial powerhouse that generates thousands of direct and indirect jobs here in Spain, nurtures our country's talent and makes its creative wealth and productions visible all over the world. Atresmedia is the main energising force of the local audiovisual industry, investing over the last two years more than 200 million euros in independent production companies with which we have worked on more than a hundred projects. Creating value within society and leading the growth of our sector have always been among our main pursuits as an organisation.

By areas of activity, Atresmedia Televisión ended the year as the leading media group, with an audience share of 27.2%. Antena 3 became the most watched channel, achieving a 13.9% audience share and attracting an average of 12.8 million viewers per day, placing it top of the table for 14 months straight. The channel offers unrivalled news coverage and a fantastic newsroom team, who have succeeded in making Antena 3 Noticias the leading news channel for five years in a row. In 2022, it achieved its best result in 15 years, earning a 19.3% share of the market. We are also proud to celebrate the 10th anniversary of laSexta as an integral part of the Group. The channel has managed to cement its position as the third most watched private channel on television, with a 6.1% audience share.

We are acutely aware of new and emerging consumer trends and remain firmly committed to offering formats tailored to the needs and preferences of our audiences. We have continued to release original and exclusive content on our OTT

platform ATRESplayer, with series such as *Cardo*, which won the Ondas Award and the Feroz Award for best drama series, *La Ruta* and *La Edad de la Ira*, which attracted 2.6 million unique visitors in 2022 and more than four hundred thousand subscribers for ATRESplayer Premium, consolidating the growth of our pay television services. Thanks to our unwavering commitment to quality original fiction, we produced the highest-grossing Spanish film of the year in 2022, generating revenues of more than EUR 15.5 million: *Padre no hay más que uno 3*. We also managed to squeeze two other feature films into the top 5 by viewer numbers, *Los Renglones Torcidos de Dios* and *Padre no hay más que uno 2*. I could not possibly end this review of our audiovisual activity during the period without mentioning the success of the Atresmedia Internacional linear channels (Antena 3, Atreseries, Atrescine and ¡Hola! TV), which ended the year with 65 million subscriber households, up 13% on 2021 and demonstrating the strength of our products and services in spite of the fierce competition.

Atresmedia Radio also achieved excellent audience figures, attracting a total of 2.6 million listeners across its three stations. Onda Cero, with 1.774 million listeners, reported its best figure since 2015 and managed to increase its audience by 4.5% compared to 2021, thanks to its efforts to deliver truthful and quality information and spend more time on local and regional news and events, illustrating its clear commitment to moving closer to its listeners. I would also like to highlight the excellent results achieved by *Más de uno*, helmed by Carlos Alsina, which delivered news and entertainment to some 1.4 million people each morning and added 59,000 new followers (+4.4%) in the period. Meanwhile, *Julia en la Onda* delivered its best-ever result, reaching 590,000 listeners on average, an increase of 61,000 listeners (+11.5%). We were also keen to continue innovating in 2022, as we focused on new formats to boost the consumption of audio content.



Just as our audiovisual offer has successfully adapted to changing consumer habits, our advertising strategy has responded equally well to the changing needs of advertisers. As a result, Atresmedia Publicidad remained, for yet another year, one of the forerunners in new advertising formulas, successfully implementing innovative proposals that combine – better than any other competitor – the powerful coverage of our mass media with the precise outreach provided by big data. And we did all this while ensuring the safest environment and protecting the sustainability of the advertising industry through self-regulation, truth, diversity and quality of service.

We are proud of our roots, but innovating and investing in new businesses that are not dependent on traditional advertising makes us even stronger as a business group. As it happens, our diversification activity makes a substantial contribution to the Group's EBITDA, thanks to our strategy of acquiring equity stakes in start-ups and investing in business models relating to the so-called silver economy, geared towards providing care and support for the elderly.

I cannot stress enough how important it is for us to be engaged with the society in which we operate. For yet another year, we honoured our commitment of making our content a vehicle for promoting equality and diversity. In 2022, we subtitled 93% of television content, we broadcast EUR 24.4 million worth of free advertising campaigns for NGOs, and we worked with the Emergency Committee to provide a rapid response to the humanitarian needs arising from the conflict in Ukraine. Meanwhile, our brand new *Hablando en plata* initiative looked to showcase the true value of the elderly by encouraging society to see them in a different light and showing that their experience and knowledge is a valuable asset for our society.

All of these achievements were made possible by the work and commitment shown by our more than 2,500 employees and our other partners. Atresmedia is proud to have a highly qualified team that demonstrates a strong sense of belonging with each day that goes by and its engagement with the objectives and purposes pursued by the company. Atresmedia will continue to train its employees and has increased its training hours by 278%, as we seek to ensure the continuous improvement of the organisation by expanding and honing the skills of our employees.

I dearly hope that 2023 will bring us continued success as we continue to uphold our values and our approach to business. We understand the magnitude of the challenges that lie ahead and take full responsibility for overcoming them. We will work even harder to deliver on the firm commitments we have made to our stakeholders and to continue to earn their trust.

JAVIER BARDAJÍ





03

The year at a glance: key figures and milestones

Governance 	€950.8 M of total revenue (+1.29% vs. 2021)	58/60 CNMV Good Governance Code recommendations complied with	€884.2 M of audiovisual revenue (-1.88% vs. 2021)
	€112.9 M of net profit (-4.75% vs. 2021)	€172.8 M of EBITDA (+0.17% vs. 2021)	€75.6 M of radio revenue (6.89% vs. 2021)

Social 	2,508 employees (+2% vs 2021)	 52.8% 47.2%	58.5% new hires of female talent (+2.49% vs 2021)	89% permanent contract (+4.70% vs 2021)	55,689 hours of training (+278% vs 2021)	 €410,506 invested in training (+109% vs 2021)
	€24.4 M in advertising campaigns at no cost to NGOs (+40% vs 2021)	2,004 hours of volunteering (+23% vs 2021)	21 investee start-ups (+10.53% vs 2021)	 16,616 showings of Atresmedia's social endeavours (+31.3% vs 2021)	92.7% of programmes subtitled (+8% vs 2021)	12 SDGs targeted in en 2022



Environment

Definition of the **Net Zero Strategy** for 2050

2,209 tCO2 in Scope 1 and 2 emissions (-10,4% vs 2021)

Objectives for 2030 and 2050 aligned with the **SBTi**

126,383 GJ GJ of energy consumed (-0,73% vs 2021)

100% renewable energy use at our San Sebastián de los Reyes facilities

B CPD (Carbon Disclosure Project)

Economic value

Economic value distributed

€950.8 M

Economic value **generated**

€708.1 M

Economic value **distributed**

Category	Value (M)
Donations	€0.6 M
Payments to governments	€64.6 M
Staff costs	€165.5 M
Dividends paid	€94.6 M
Programme amortisation and other procurements	€382.8 M



Milestones 2022

Atresmedia obtained EUR 172.8 million of EBITDA in 2022

Atresmedia TV: leading television group, with a 27.2% market share and the leader in prime time

Antena 3: best result in 13 years with a 13.9% audience share

Antena 3 Noticias: leading news programmes for five years and best performance in 15 years

laSexta: 10 years of leadership over its nearest competitor and 3rd most watched private channel

ATRESplayer: more than 2.6 million unique visitors and 430,000 subscribers to ATRESplayer Premium

Padre no hay más que uno 3 becomes the highest-grossing Spanish film at the box office

Atresmedia Radio reaches 2.6 million listeners

Atresmedia launches Sonora, an original, exclusive and premium entertainment platform

Antena 3 and laSexta launch the *Hablando en Plata* initiative and movement to support older people euros

Ponle Freno wins an award from the Spanish Association of Automotive Suppliers

Cardo receives the Ondas Award and the Feroz Award for Best Drama Series

Atresmedia signs the Diversity Charter and commits to its 10 principles

Atresmedia conducts an analysis of climate risks to determine its exposure

Antena 3 is chosen for the 9th year as the channel of choice among the Spanish public, according to Personality Media

Fundación Atresmedia: a year working with children and young people, and with their educators and families, to build a more critical and free society

Atresmedia Publicidad consolidates its position at the forefront of the new wave in advertising through innovation, coverage and Big Data

Antena 3, most reliable channel according to the Digital News Report, produced by the Reuters Institute for the Study of Journalism and the University of Oxford

 **04**

Scope of this report

This non-financial statement was prepared pursuant to the requirements of Law 11/2018, of 28 December 2018, on non-financial and diversity information, as 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/EU. The drafting of this report also followed the Global Reporting Initiatives Sustainability Reporting Guidelines (GRI Standards), and the GRI G4 Media Sector Supplement.

This Non-financial statement was reviewed by the Audit and Control Committee and approved by the Board of Directors of Atresmedia on 22 February 2022, together with the Group's financial statements.

Subject matter of the report

Atresmedia, as a show of its responsibility and commitment to transparency, reports on environmental, corporate governance and employee-relate, social and human rights matters that are material to its lines of business through the non-financial statement (NFS).

Materiality assessment

The materiality assessment conducted at the end of 2020 largely determined the selection of the disclosures contained in this report.

This study was carried out on the basis of three analyses: consultation of information from external sources (sustainability standards, industry peers, investment funds, sectoral reports and research, etc.), a consultation carried out in-house among Group employees, and a further external consultation, this time among academics and financial experts, customers, users and representatives of civil society. Notably, some of these sources looked specifically at material aspects in the context of the COVID-19 pandemic.

All material topics were assessed to identify how they relate to the specific content and indicators included in the latest 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 (the Spanish 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

In our assessment, COVID-19 significantly altered the degree of materiality of certain topics, showing that the most relevant topics over the 2020–2022 period were those related to the process of embedding corporate social responsibility into the business. These include aspects related to fake news and fact-checking, financial equilibrium, board involvement in ESG (environmental, social and governance) management and data security.



As regards changes in material topics with respect to the 2019 assessment, the priorities actually remain the same in terms of taking a responsible approach to news coverage, advertising and entertainment content (values such as reputation, inclusiveness, independence, accuracy, protecting children, and innovation), and information security.

However, there was a slight increase in the importance attached to environmental management, in response to growing global awareness. Aspects relating to human rights, financial equilibrium, the business model and investor relations also increased in materiality, all of which are now included in the group of material topics.

The broad topics of embedding 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. Lastly, and while looking at the mid to 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, employee engagement and adaptation to operational changes.

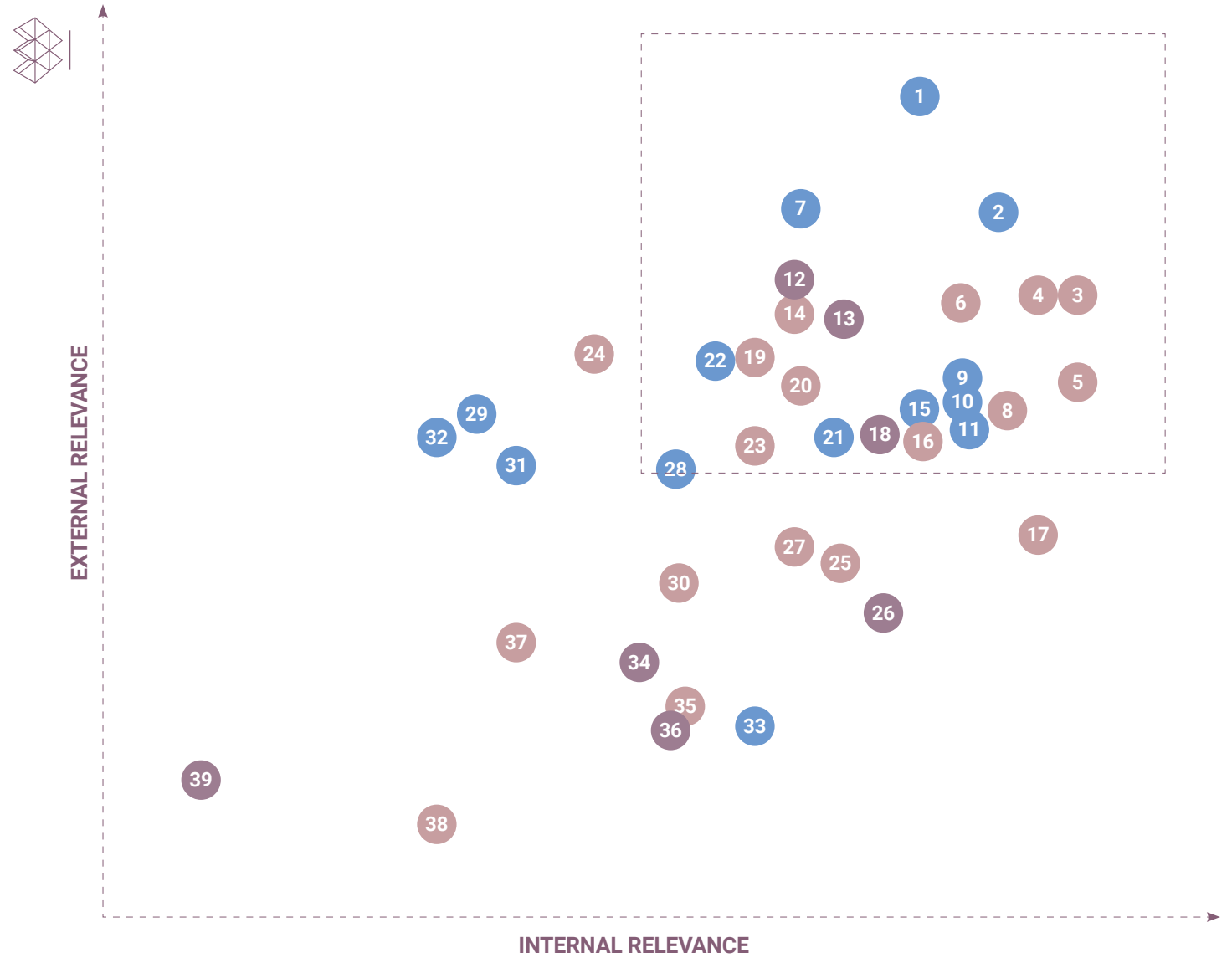
Contact information

Queries regarding the content and process of drawing up this Report may be sent by email to

responsabilidad.corporativa@atresmedia.com

or by post to the Company's head office at Atresmedia Corporación, Av. Isla Graciosa nº13, San Sebastián de los Reyes, 28703 (Madrid).







DOMAINS	MATRIX HIERARCHY	TOPICS	NFS CONTENT (SECTION)
INTEGRATION OF CR WITH MANAGEMENT	4	Board involvement in ESG management	7.1 Corporate governance
	8	Good governance	7.1 Corporate governance
	16	Regulatory compliance	7.6 Regulatory compliance
	20	Responsible tax policy	7.7 Tax compliance
	19	Internal organisation of CR	5. Atresmedia's purpose, mission, vision and values
	• 37	Integration of ESG risks with the company's overall risk management	7.4 Corporate risk management model
	5	Information security	7.4.3 Cyber security
	3	Financial balance	3. The year at a glance
	6	Business adaptation and rethinking	7.3 Business model and strategy
	17	Brand value and industry leadership	7.3 Business model and strategy
	23	Investor relations	7.8 Investor relations
	• 24	Stakeholder dialogue and meeting expectations	8. Atresmedia's impact on society
	• 35	Supply chain management	7.5 Supply chain
	• 38	Cooperation with suppliers and subcontractors	7.5 Supply chain
	• 30	Promoting community development initiatives and creating opportunities	8.2 On society
	14	Community campaigns and initiatives	8.2 On society
	• 27	Environmental commitment	9. Atresmedia's impact on the environment
	• 25	Protection and advocacy of human rights	8.2.4 Respect for human rights

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



DOMAINS	MATRIX HIERARCHY	TOPICS	NFS CONTENT (SECTION)
PEOPLE AND EMPLOYMENT	10	Engagement and management of human talent and capital	8.3 On employees
	18	Culture of equality, inclusion and non-discrimination in the workplace	8.3.5 Fostering equality, diversity and work-life balance
	• 26	Culture of diversity and integration of people with disabilities	8.3.5 Fostering equality, diversity and work-life balance
	13	Work-life balance	8.3.5 Fostering equality, diversity and work-life balance
	• 34	Engagement	8.3.3 Professional development of employees
	12	Occupational safety, health and welfare	8.3.6 Safe and healthy work environment
	• 36	Change in operating model	8.3 On employees
	• 39	Dialogue with employees (collective agreements and unions)	8.3 On employees
IMPACT ON SOCIETY OF CONTENT CREATION, PRODUCTION AND BROADCASTING	2	Reputation of news content (independence, ethics, objective reporting and viewpoint diversity)	8.1 On customers and users: advertisers and audience
	1	Fake news and fact-checking	8.1 On customers and users: advertisers and audience
	22	Mechanisms to safeguard impartiality	8.1 On customers and users: advertisers and audience
	21	Reputation of entertainment content (quality, ethics and responsibility)	8.1 On customers and users: advertisers and audience
	11	Child protection	8.1 On customers and users: advertisers and audience
	• 32	Specific programming related to social issues	8.2.2 Commitment to the society surrounding Atresmedia
	• 29	Diversity and inclusiveness in content creation	8.1 On customers and users: advertisers and audience
	15	Ongoing content updating and innovation	7.3 Business model and strategy
	9	Innovation and development of new technologies for content distribution	7.3 Business model and strategy
	• 33	Customer experience when using the platforms	7.3 Business model and strategy
	• 28	Accessibility	8.1 On customers and users: advertisers and audience
	7	Responsible advertising (ethical, truthful, honest and legal)	8.1 On customers and users: advertisers and audience
	• 31	Medialiteracy	8.1 On 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

Atresmedia's purpose, mission, vision and values

In 2018, Atresmedia carried out a process of internal reflection so as to put into words the Group's *raison d'être* and the value that it contributes to society through its activities. The result of this careful process was **"We believe in the power of reflection and emotion."**

All of us at Atresmedia are firmly convinced that the **news and entertainment content produced and disseminated by the Group generates reflection and emotion and helps to stimulate opinion and awareness, thus driving a positive impact on society.**

The corporate 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 within the broader structure of

corporate policies, press releases, communications to the CNMV and presentations to advertisers and audiences.

During the COVID-19 pandemic and amid the subsequent uncertainty arising from the conflict in Ukraine, Atresmedia Group has firmly fulfilled its corporate purpose by providing truthful and fact-checked information, supporting society through entertainment and reminding us all of its strength and further potential.

*"We believe in the power of reflection and emotion" expresses Atresmedia's *raison d'être* and the value that the Company delivers to society through its news and entertainment content"*





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





Atresmedia offers a quality-based model and is firmly committed to the social sustainability of its content

The updated General Corporate Responsibility Policy includes new systems for monitoring compliance with corporate policies, as well as mechanisms for monitoring non-financial risk, including the risk related to ethical aspects of business conduct

Our role as a media group

Atresmedia is acutely aware of the influence it has as a media outlet on what people think and how they think. It believes that, **as the leading audiovisual group in Spain, reaching more than 23 million people each and every day through its television channels and radio stations**, its main responsibility is to be there for society by communicating and informing in a responsible manner and **guaranteeing genuinely diverse, truthful and accessible content**. Similarly, due to its important role as a public service, it strives to offer accurate and fact-checked information, thus ensuring the reliability of the information it broadcasts in a bid to avoid disinformation, or fake news, and provide entertainment for all audiences.

This responsibility for the social sustainability of the content broadcast by Atresmedia is particularly important when dealing with critical social concerns, such as the COVID-19 pandemic or Russia’s invasion of Ukraine, where quality news coverage is absolutely essential.

Atresmedia also endeavours to give a voice to various social causes, thus helping to build awareness and mobilise society through different campaigns and initiatives (see 8.2.2. Commitment to the society surrounding Atresmedia).

Atresmedia’s commitments to society are formally set out in its **General Corporate Responsibility Policy**, which was updated in 2021. This policy was approved by the Audit and Control Committee and is further supplemented by other key documents that build on the Group’s commitment to society:

- The Responsible Advertising Policy
- The Human Resources Policy
- The Environment Policy

The principles and commitments set out in the **General Corporate Responsibility Policy** further complement the Company’s strategic priorities and steer the actions undertaken to achieve them.



2019 GENERAL CORPORATE RESPONSIBILITY POLICY

COMMITMENTS	PRINCIPLES OF ACTION
 C1. To produce and broadcast responsible news and entertainment content that is accessible for all society	Quality, commitment, accessibility, accuracy, viewpoint diversity, and protection of and advocacy for human rights.
 C2. To promote high quality, honest and ethical advertising in all our media.	Honest and transparent business management, service quality, efficiency and innovation, advertising self-regulation, respect for human rights, child protection, and commitment to wider society
 C3. To support our employees as the company's main asset.	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.
 C4. To help society progress and develop.	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.
 C5. To minimise environmental impact and raise awareness in society about caring for the environment.	Reduce the environmental impacts of our operations and raise society's environmental awareness through our media outlets.
 C6. To strengthen corporate governance.	Comprehensive corporate governance system, corporate governance policy, Audit and Control Committee and Appointments and Remuneration Committee.
 C7. To transmit the corporate policies and values throughout the value chain.	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.
 C8. To establish transparent relations with stakeholders.	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.



Atresmedia's Corporate Responsibility Committee has been up and running since 2010. The committee sees to it that the ESG actions laid down in the sustainability strategy are carried out

Atresmedia's Corporate Responsibility Committee has been up and running since 2010. The committee sees to it that the ESG actions laid down in the sustainability strategy are carried out. In 2022, the Corporate Responsibility Committee met again in person to follow up on the actions implemented during the year and to address future trends and challenges in social, environmental and good governance matters. Sitting on this committee are representatives from various departments (HR, General Services, Operational Management, Internal Audit, Corporate Governance, Advertising, Content, News, Suppliers, Finance and Strategy), thus ensuring a horizontal vision of sustainability across the entire organisation.

Our progress in delivering on the commitments set out in the General Corporate Responsibility 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 a final annex in section [13. Non-financial dashboard](#).

In a bid to further integrate Corporate Responsibility in the Company and acquire and share good practices, Atresmedia is actively involved in the Transparency, Social Commitment and Environment clusters of the Forética association. It also takes part in the activities arranged by Fundación SERES and the Global Compact and attends the quarterly meetings of the Responsible Media Forum, all benchmark entities that promote the need to build social, environmental and good governance aspects into companies' strategy and management.



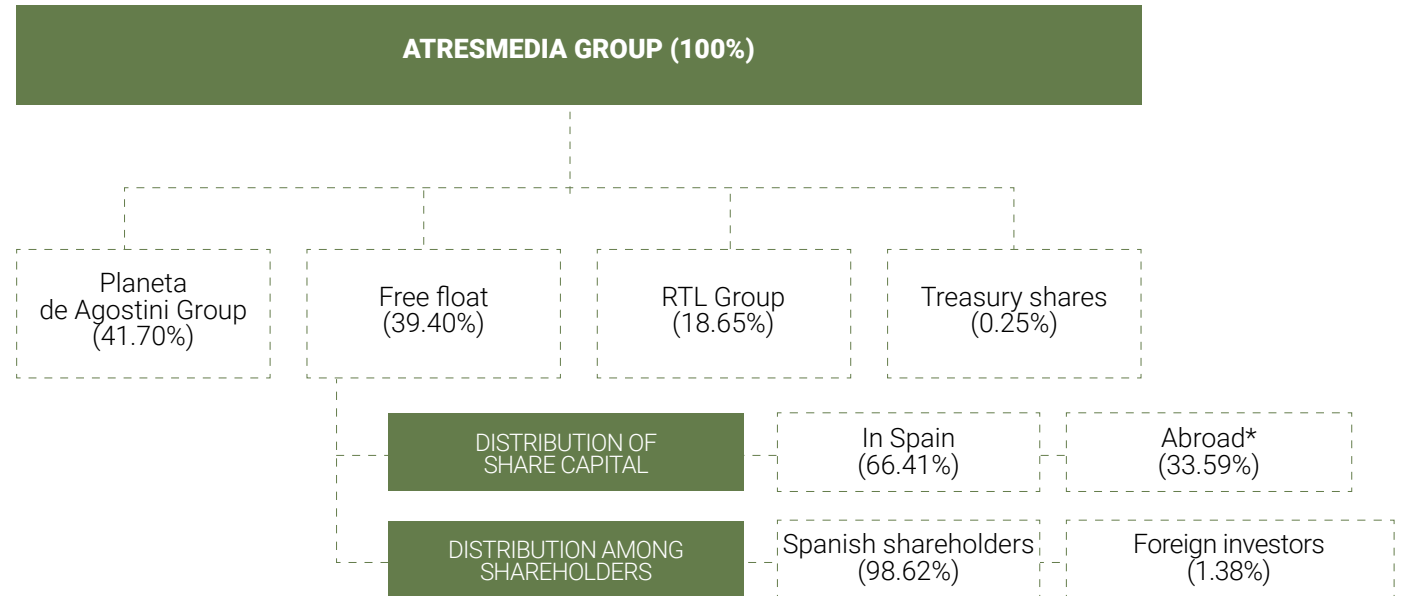


06 About us

Atresmedia is Spain's leading communications group, with operations in the television, radio, digital, film and audiovisual production sectors. Atresmedia Group implements its strategy through various business divisions: **Atresmedia Televisión** (Antena 3, laSexta, Neox, Nova, Mega and Atreseries), **Atresmedia Radio** (Onda Cero, Europa FM and Melodía FM), **Atresmedia Publicidad** (advertising and commercial pursuits, SmartClip, ATRESplayer, H2H, Diariomotor and various own websites)

and **Atresmedia Diversificación** (other businesses that are not advertising-driven). They all share the core values of quality, 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:

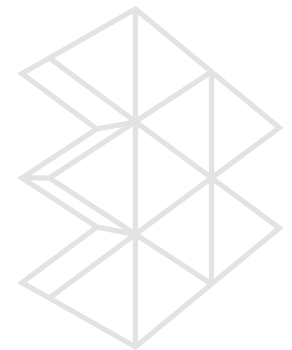


*Stake > 1%: Germany, United States, United Kingdom, Belgium, Luxembourg and France



The two shareholders with significant shareholdings are:

SHAREHOLDER	BUSINESS	BOARD PRESENCE
GRUPO PLANETA DEAGOSTINI⁽¹⁾	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, become a major player in audiovisual media.	José Creuheras ⁽²⁾ Mauricio Casals Aldama Marco Drago Carlos Fernández Sanchiz
RTL GROUP⁽³⁾	RTL is the European leader in the entertainment market, with 56 television channels, eight video-on-demand (VOD) platforms and 36 radio stations. Headquartered in Luxembourg, the company has radio and television interests in Germany, France, the Netherlands, Luxembourg, Spain and Hungary. 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 Nicolas de Tavernost.



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

⁽²⁾ The chairman, José Creuheras Margenat, is a proprietary director appointed at the proposal of the Planeta DeAgostini Group, and an executive director. Pursuant to Article 529(1) of the Ley de Sociedades de Capital (Spanish Companies 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.



07 Sustainable management

Atresmedia Group is firmly committed to the sustainable management of its business by seeking to make the Company's profitability and competitiveness compatible with its social role as a media outlet.

Atresmedia has a **Corporate Governance System** in place to ensure compliance with the Company's own interests while carrying on its activities with the utmost responsibility and within a strict framework of regulatory compliance.



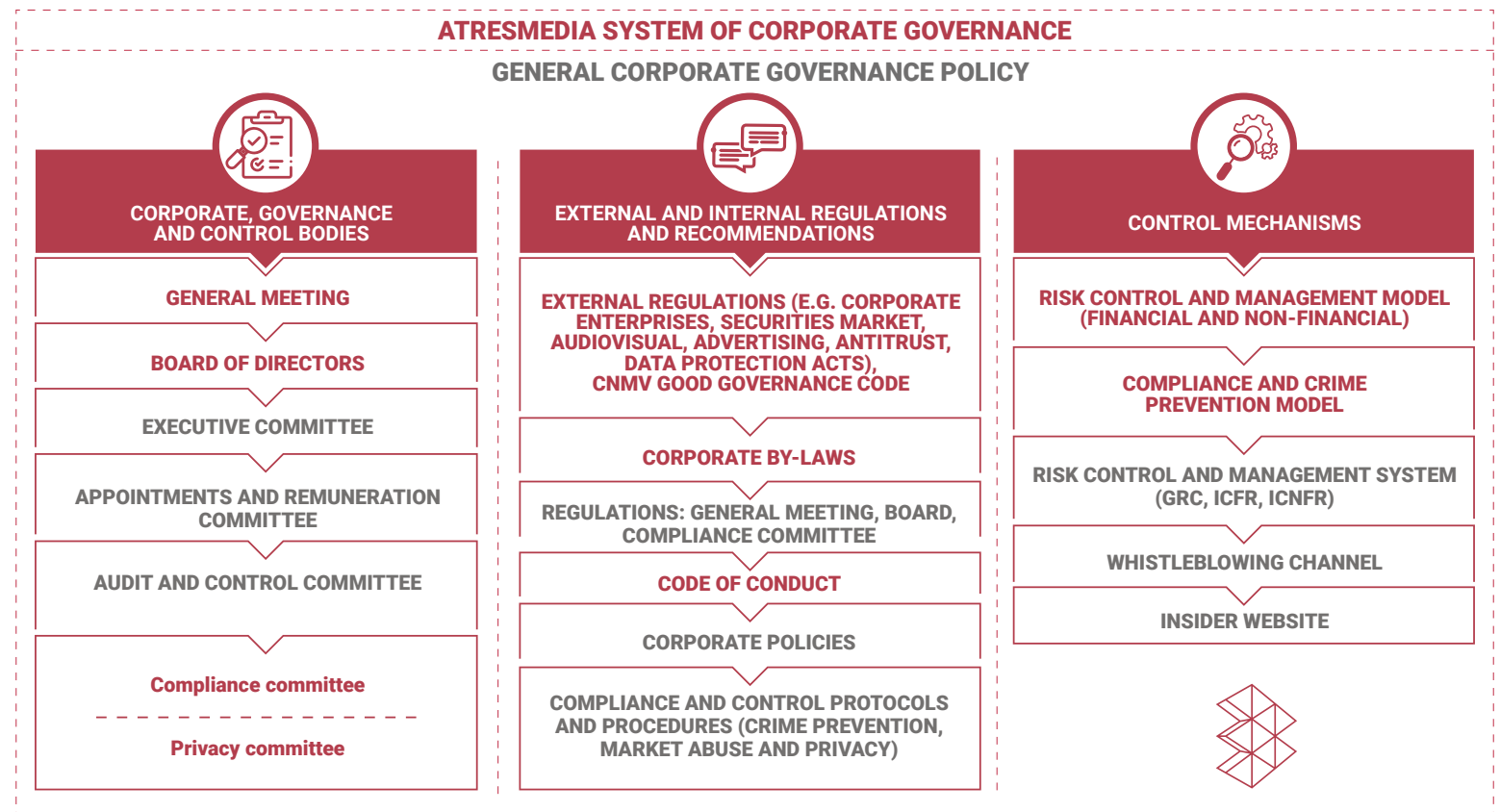


07.1 Corporate governance

Atresmedia's **corporate governance** and decision-making system is clearly set out in the Corporate Governance Policy and comprises the **governance and management bodies**, subject to statutory provisions so as to 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 2022 Annual Corporate Governance Report provides a detailed description of the structure, operation and composition of the Company's governance bodies, the Company's shareholding structure, approved related party transactions, the risk management and control model, the functioning of the general meeting of shareholders, the mechanisms in place to detect, identify and resolve potential conflicts of interest between the Company or its group and its directors, management, significant shareholders or other related parties, and the extent of compliance with the recommendations of the Good Governance Code of Listed Companies approved by the Spanish National Securities Market Commission (CNMV).

The mechanisms for dealing with conflicts of interest are regulated in the Regulations of the Board of Directors (Article 34.3) and described in detail in section D.6 of the 2022 ACGR. The directors must also notify any actual or potential conflict of interest that they, or their related parties (as defined in Article 231 of the Spanish Corporate

Enterprises Act), may encounter with the Company. In the event of a conflict, the director concerned shall abstain from taking part in the deliberation and decision-making process on the transaction or matter to have caused the conflict. The affected directors may not delegate their vote at the relevant Board meeting and must be absent from the meeting room when the Board votes on and discusses the matter. The Secretary of the Board collects a signed declaration from the directors each year, in which they confirm the absence of conflicts of interest during the financial year in question or, if they did encounter a conflict, a description thereof. In accordance with applicable law, this information is then disclosed in the notes to the financial statements and in the Corporate Governance Report.

While some preventive health measures were still in place in late 2021, the management bodies were more or less running again as normal. In 2022, all meetings were held in person, although in accordance with the Articles of Association and the Regulations of the Board of Directors,





directors were allowed to attend board and committee meetings remotely if they were unable to attend in person.

The **Annual General Meeting**, which took place on 24 April 2022, was also held **in person** and was broadcast live, as is customary, on the corporate website, with universal access, in accordance with Recommendation 7 of the Good Governance Code of Listed Companies.

Adaptation to regulatory developments

The Annual General Meeting held on 24 April 2022 approved the reform of the Articles of Association and the Regulations of the Shareholders' General Meeting, so as to bring them in line with the changes ushered in by Law 5/2021 of 12 April, amending the consolidated text of the Spanish Corporate Enterprises Act (*Ley de Sociedades de Capital*, or LSC for short), as approved by Royal Legislative Decree 1/2010, of 2 July, and other financial regulations on the encouragement of long-term shareholder engagement at listed companies. The reform also incorporated certain issues arising from the partial review of the Good Governance Code of Listed Companies that had been approved in June 2020 by the Spanish National Securities Market Commission (CNMV).

The main changes made in response to the new regulations contained in the LSC and the Securities Market Act (also amended by Law 5/2021 of 12 April), and the reform of the Good Governance Code of Listed Companies, relate to the following matters:

- Including the right of companies to know the identity of their shareholders, including the ultimate beneficial owners;

- Incorporating the system for disapplying pre-emptive subscription rights in the case of capital increases and bond issues;
- Including among the powers of the General Meeting the approval of related party transactions whose amount or value is equivalent to ten per cent (10%) or more of total assets according to the last approved annual balance sheet;
- Introducing the possibility of calling the General Meeting to be held in the following formats: (i) in person only (with the possibility of using the procedures in place for remote voting); (ii) hybrid format (in person with the possibility of attending remotely) or (iii) remote only (without physical attendance by shareholders or their proxies), when there are reasons rendering this advisable and at the discretion of the Board of Directors;
- Adapting the remit of the Audit and Control Committee to the modified system governing related party transactions;
- Insisting that the majority of the members of the Appointments and Remuneration Committee be independent directors (its composition was already in line with Recommendation 47 of the Good Governance Code of Listed Companies);
- Reflecting the new rules on the validity and approval of the Director Remuneration Policy.



Definition of the Remuneration Policy

Approval was given by shareholders at the General Meeting held on 28 April 2021 for the remuneration policy for 2021, 2022 and 2023, with a majority of 99% of votes in favour. Under current law and regulations, any proposal for a new remuneration policy must be submitted to the shareholders' general meeting before the end of the last financial year in which the previous policy applied, and the general meeting may decide to apply it from the date of approval and for the following three financial years. Therefore, the Annual General Meeting to be held in 2023 must approve a new remuneration policy that will apply throughout the remainder of 2023 and for the three following years, i.e. 2024 to 2026.

The proposed Remuneration Policy that the Board of Directors will lay before the Shareholders' General Meeting is accompanied by a specific report drawn up by the Appointments and Remuneration Committee, which is chaired by an independent director and comprises a majority of independent directors.

While drafting the new policy, advice is being sought from external independent law firm Cuatrecasas. The updated policy takes into account publicly available information on director remuneration at other companies considered comparable (peers) in terms of size and sector of activity, the recommendations of the CNMV's Good Governance Code of Listed Companies, the results of votes obtained at shareholders' general meetings held previously, as well as the reports of analysts and proxy advisors on this matter. The policy seeks to ensure a sound alignment of interests between the Company's shareholders and its managers and to foster the creation of sustainable value for all stakeholders.

Director and manager remuneration linked to non-financial indicators:

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

- The degree of **compliance with the recommendations of the Good Governance Code of Listed Companies** applicable to the Company.
- Setting aside a meaningful reserve of television advertising space for **free campaigns for NGOs**.
- Maintaining and improving the percentage of **hours of subtitled content** on television.
- The **rating obtained by Atresmedia Group in the CDP** (Carbon Disclosure Project) report.

Atresmedia Group complies with 58 of the 60 recommendations that apply to it in the Good Governance Code of Listed Companies (see section G of the 2022 ACGR).

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.



The results of the evaluation of Atresmedia's governing bodies and their internal positions are disclosed in an annual report approved by the Board of Directors, which includes an action plan containing specific proposals on how to improve in 2023

Evaluation 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.

In 2022, this evaluation was carried out under the advice of an external consultant whose independence and suitability

had been previously confirmed by the Appointments and Remuneration Committee. In carrying out its evaluation, the external advisor relied on corporate documentation, the 2022 activity reports of the Board of Directors and its committees, individual questionnaires and personal interviews with the directors.





The 2022 ACGR describes the proposals set out in the Action Plan that were implemented during the year. **The following actions were carried out during the year under the 2022 Action Plan:**

- 1-** Atresmedia **continued to update and improve its corporate governance** by applying the principles of the Atresmedia corporate governance policy, best market practices and the recommendations and guidance emanating from various regulatory bodies, including ESMA and the Spanish CNMV.
- 2-** **The number of meetings of the Appointments and Remuneration Committee** and the topics discussed at its meetings increased.
- 3-** **Directors were allowed to use remote connection systems** so that they could attend meetings in person, albeit remotely, instead of appointing proxies.
- 4-** The **digitalisation of the Board was further enhanced to improve document management and document signature processes**, through the use of an advanced electronic signature platform.
- 5-** Initiatives were undertaken to **promote the participation of managers and executives at Board and committee meetings** so that they can report on matters within their remit and explain how the strategy is being implemented at their division.
- 6-** **Training actions were carried out by the Secretary of the Board to update and refresh the directors' knowledge of Atresmedia's Corporate Governance System and of prevailing law and regulations** (preparation of internal notes on the monitoring of good governance recommendations, updating of the Corporate Governance Guide, etc.).
- 7-** A team of expert external trainers delivered a **course on sustainability** to the members of the Audit and Control Committee, which is responsible for this important matter.





The Board and committee meetings addressed the following issues related to governance, compliance and corporate responsibility:



The Board of Directors ensures that the Company, in its relations with stakeholders, respects prevailing legislation and observes the additional principles of social responsibility that it has voluntarily embraced, endeavouring to reconcile its own corporate interest with the legitimate interests of its employees, suppliers, customers and other relevant stakeholders, taking into account also the impact of its activities. The Audit and Control Committee monitors compliance with the corporate governance rules, internal codes of conduct and the corporate social responsibility policy, which addresses both social and environmental concerns. The committee therefore conveys to the Board

of Directors the concerns of stakeholders that come to its attention while exercising its powers, whether through the Whistleblowing Channel –which the committee oversees through the activity reports of the Regulatory Compliance Committee received from the Chief Compliance Officer–, or through other communication and disclosure mechanisms set out in the corporate policies (which the committee also oversees), such as the Policy on the Disclosure of Financial, Non-financial and Corporate Information, the Corporate Responsibility Policy and the Corporate Governance Policy.



Governing Board: changes in internal positions in 2022

At 31 December 2022, the Board of Directors was composed of 12 directors, four of whom were women, representing more than 30% of its total membership, and independent.

In accordance with its Regulations, the Board of Directors may elect one or more vice-chairmen from among its directors, who may stand in for the Chairman by proxy, or where the Chairman is absent due to illness or other causes, or where the position is vacant. On 22 June 2022, the Board of Directors, following a favourable report from the Appointments and Remuneration Committee, accepted the resignation tendered by Silvio González Moreno as Chief Executive Officer and appointed him Vice-Chairman of the Board of Directors, with executive powers in matters of innovation and strategy. It also **appointed Javier Bardají Hernando –a director since 2019 and head of the Group’s television division– as Chief Executive Officer and**

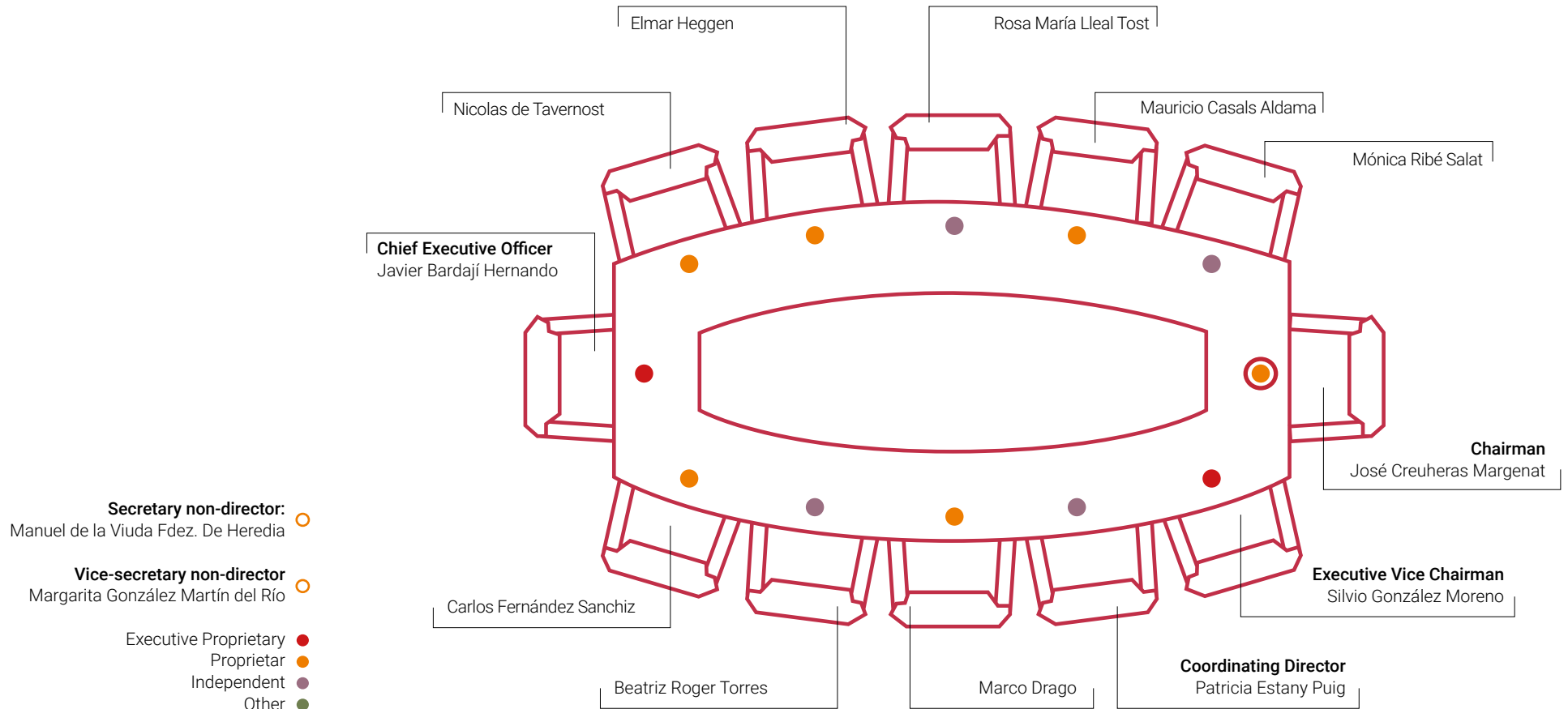
member of the Executive Committee. These changes were carried out in accordance with the procedure set out in the Protocol for the planned succession of the Chairman and Chief Executive Officer, thus ensuring the involvement of the Company’s governing bodies and an orderly handover of functions and responsibilities.

There was also a change in the chairmanship of the Audit and Control Committee in 2022, as according to Article 529 *quaterdecies*, paragraph 2, of the Spanish Corporate Enterprises Act and the Regulations of the Board of Directors, this committee must be chaired by an independent director, who must also be replaced every four years, although they may be re-elected after one year has elapsed from the end of their previous term of office. At the meeting held on 23 February 2022, Rosa María Lleal was appointed Chair of this committee for a term of four years, as the term of office of Mónica Ribé Salat had run its course.





The average director age was 63. The type, diversity of skills and representation of proprietary directors representing major shareholders were as follows:





Diversity on the management bodies

Atresmedia has pinpointed the diversity issues that pose the greatest social and corporate challenges for equal opportunities 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	3	50%	2	33%	1	17%	1	17%
Audit and Control Committee	-	-	2	40%	3	60%	3	60%
Appointments and Remuneration Committee	-	-	2	40%	3	60%	3	60%

		By nationality		By age	
				Under 50	0 / 0%
				Between 50 and 60	5 / 41.7%
				Over 60	7 / 58.3%
				Average age	63 / -
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 directors
Strategy	12 directors
Media	9 directors
Finance and risks	9 directors
Governance and sustainability	9 directors
Insurance	2 directors



07.2 Market landscape

Immersed in a dynamic process of digital transformation

Following a difficult 2021, though already showing signs of recovery compared to 2020, the market environment showed further signs of improvement and progress in 2022 despite the steady decline in advertising budgets among advertisers. The fallout of the pandemic continued throughout 2021, especially in the advertising field, although this also helped to drive digitalisation processes; a trend that continued into 2022, with the audiovisual sector successfully contributing to this ongoing digital transformation process.

The audiovisual sector is continuing to undergo a dynamic transformation process characterised by digitalisation and convergence, which has led to significant changes in consumption patterns and in the production and availability of content. The increased use of streaming platforms —a product of the pandemic— has had a lasting effect on viewer behaviour, and consumption has continued to rise. It so happens that **42% more viewers now consume more streaming content** than before the pandemic. Spanish viewers spend an average of 11 hours a week watching streaming content, especially series (average of 4.8 hours a week).

Despite an increasingly competitive market environment when it comes to streaming, with global platforms on the rise, subscriptions per user down and the entry into the advertising market of major players such as Netflix and Disney+, **Atresplayer Premium achieved further growth in subscribers during the period** and remains one of the leading subscription video on demand (SVOD) platforms in our country.

Spanish viewers spend an average of 11 hours a week watching streaming content, especially series (average of 4.8 hours a week)

Consumer behaviour is changing. The reduction in subscriptions, as consumers look to spend less, has made advertising-based video on demand (AVOD) more attractive to both consumers and providers. It is also expected to grow at a faster pace over the coming five years. Atresmedia is already part way there, with its own **AVOD service in the form of ATRESplayer**. Since 2019, it has been working hard to offer a high level of commitment and to ensure the monetisation of advertising activity.

Little surprise then that **digital transformation** has become a key priority. Advertisers want to exploit video services to reinvent themselves and become more resilient, relevant and agile in an uncertain environment. Meanwhile, **ATRESplayer** aims to position itself as one of the most attractive options in Spain as a digital advertising space.

Outlook for the media sector

According to Kantar Media data, **television** continues to command strong audience interest in Spain, with viewers consuming an average of **190 minutes a day of linear television, or in other words 3 hours and 10 minutes**. This figure is even more significant if we consider the emergence of new forms of entertainment such as SVOD, AVOD, videos on the internet, live streaming, social networks and gaming, and cements television's status as the most consumed medium in terms of minutes.

Content is key in the commercial battle for the TV advertising market. **Antena 3**, as the market leader, broadcasts **the most watched programmes on television and also boasts the most watched minute of the month**. The channel also remained the leader in terms of audience numbers throughout the whole of 2022, making it 14 consecutive



Television is still one of the traditional media with the highest market share, accounting for 29.8% of the advertising market, according to InfoAdex

months of leadership. While linear TV consumption is slowly declining, according to aggregate data from Kantar and Comscore, Atresmedia is the operator with the highest aggregate share of TV and internet consumption, leading the way in individuals over the age of 18, ahead of Mediaset and other international platforms such as YouTube.

Advertising investment in total media, according to Infoadex, increased by 4.3% in 2022 to EUR 5,6935 million, with cinema (68.9%) and outdoor advertising (20.9%) recording the biggest increases, the two forms of media that were the hit the hardest by the pandemic. Meanwhile, **TV advertising spend**, the main market in which Atresmedia operates, **was down 4.6%** compared to 2021.

The Group's TV advertising revenues amounted to EUR 698.9 million, down 2.9% on 2021, though less than the decline of the TV market as a whole.

The Internet, with 124 minutes per person per day (5.4 minutes less than the previous year) was the second biggest medium in terms of consumption. According to the Comscore report released in December 2022, **Atresmedia's website ranks sixth**, with 27.3 million unique visitors during the year, with only giants such as Google, Facebook, Microsoft and Amazon ahead of it.

Radio, meanwhile, was the third most consumed medium on a daily basis in 2022, reaching **93 minutes per person**. Onda Cero, as the Group's leading radio station, reached almost two million regular listeners throughout the year in 2022, according to the latest EGM (General Media Study) data, thus firmly establishing itself as one of the main radio stations in Spain.

Radio **advertising spend** was up **7.7%** on 2021, according to the latest report released by Infoadex.

Lastly, print press slightly increased its investment in the advertising market, by 1.2% to EUR 340 million, according to Infoadex.

An environment characterised by technological development and changing consumption patterns

According to Arce Media, which discriminates between traditional media and digital media, it is plain to see that **digital media outperformed traditional media in terms of market share in 2022**, with 56.6% compared to 43.4%. This confirms that digital media managed to increase their market share compared to traditional media in 2022, with figures of +4.7% vs -0.3% respectively.

In conclusion, the media market was largely affected by two factors: the **rapid technological development** we are witnessing and the **changes in consumption patterns among viewers** due to the saturation of SVOD services, which has made viewers more sensitive to the price of these services.

The **outlook is currently one of uncertainty**, as advertisers have little visibility as to what kind of return they can expect to earn from different advertising media; a situation compounded by the recent passage through Congress of the new **General Audiovisual Media Law of 2022** (*Ley General de Comunicación Audiovisual*, or LGCA for short), which raises new challenges for OTT services and imposes new obligations for the protection of audiences and minors. In this new landscape, the LGCA states that a quota of 6% of the total content offered via the platforms must be delivered in the co-official languages of Spain (Catalan, Basque or Galician).

Again, in a bid to promote Spanish culture, platforms must also allocate 2% to the financing of films by independent

Radio increases its market share by 0.3 percentage points in 2022 to reach 7.9%, according to InfoAdex



Spanish producers, which must also be made in Castilian Spanish or in one of the co-official languages of Spain, as opposed to the previous ratio of 1.8%.

Atresmedia has chosen to display **optimism and strength** in facing up to this uncertainty and level of challenge within the market, having achieved a position of leadership

as a Spanish media company and having also found a good balance between traditional and digital channels. Ultimately, this has allowed it to unlock the value of the digital transformation and consolidate its position as a hybrid group with multiple resources and enormous future potential.





07.3 Business model and strategy

Atresmedia is built around four divisions: **television, radio, advertising and diversification.**

Atresmedia carries out the most recognisable part of its work for society through its **Television** and **Radio** divisions. Here, Atresmedia creates, produces and broadcasts genuinely appealing, innovative and high-quality content on its conventional channels and over its OTT platforms, in both the advertising-based version (ATRESplayer) and ad-free versions (Atresplayer Premium and Sonora). These lines of activity are at the heart of Atresmedia's business model and pave the way for the other activities carried out by the Group.

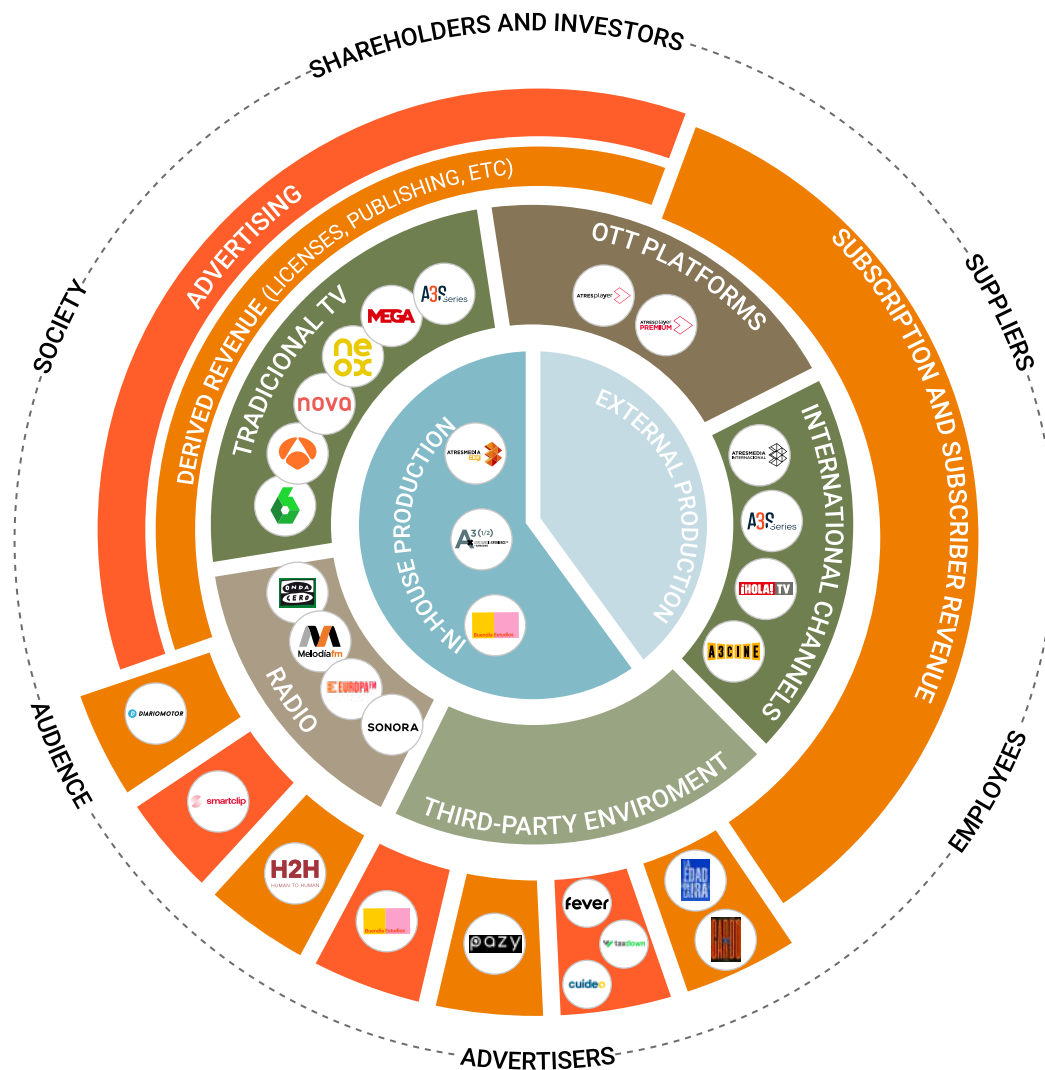
Both divisions operate a business model of **assigning advertising space**, the Group's main source of revenue. **Atresmedia Publicidad** assigns and controls this advertising space and oversees relations with advertisers.

Atresmedia is still firmly committed to film production and the film business in general. Through its production company, Atresmedia Cine, it has a staunch commitment to the Spanish film industry, having achieved excellent results in both revenue and box office takings, all against the new backdrop of the LGCA, which was published in July 2022.

As a further show of the Group's commitment to quality content, highlights during the period included Atresmedia's interest in Buendía Estudios, stemming from the strategic agreement reached between Atresmedia and Telefónica to become the national benchmark in the creation and production of content in Spanish.

Aside from the revenues earned from advertising and other content exploitation models, such as subscriptions to ATRESplayer or the sale of content, Atresmedia earns further revenues through **Atresmedia Diversificación**,






PRODUCTION
 Quality content


DISTRIBUTION
 On all platforms


OPERATION
 Beyond the traditional business


STAKEHOLDERS

which is becoming increasingly relevant. This particular business segment seeks to develop and grow **other businesses that do not rely on traditional advertising**, through the management of publishing rights, the international business and the Group's participation in start-ups.

As a final source of revenue, Atresmedia Formación relies on the Group's experience in communication to train businesses, students and workers alike in communication and audiovisual skills, not as training aimed exclusively at media professionals, but as a cross-cutting subject necessary for any activity.

Atresmedia's activity is not only geared towards its financial and operating performance, as one of the most recognisable endeavours of the Group is its work to raise awareness and contribute to society. The Group has a long track record in initiatives that aim to make a positive contribution to society, and in doing so it currently relies on the Atresmedia Foundation, the Corporate Volunteering programme, broadcasting of free campaigns for NGOs, and its own corporate campaigns to raise awareness of important concerns within society.

Strategy in 2022

For Atresmedia, 2022 was a year in which it was able to excel and **grow**, successfully outperforming other market players and achieving **remarkable progress**, despite the difficult emerging **international landscape**.

This formidable performance translated into an **EBITDA margin of 18.2%**, driven by cost optimisation, new revenues, and an increase in audience share, making Atresmedia the leading player in the advertising market.



The Company's seeks to inform, entertain and connect with millions of people around the world, shaping culture with content that is rigorous, brilliant and respectful, while also imbued with enormous creativity. This purpose is aligned with Atresmedia's strategic vision to become a leader when it comes to streamed content in Spain and a growing force on the international stage.

Atresmedia continues to pursue a strategy based on three **priorities**, which embody its philosophy and business mentality:

1- Defend and expand the traditional TV and radio business: linear TV and radio, as the Group's traditional businesses, have maintained their relevance among audiences and advertisers. Along these lines, Atresmedia offers a service adapted to current times and the state of the art.

The television business line has maintained quality programming aligned with the Group's values, by nurturing the relationship with advertisers and expanding the range of entertainment on offer to raise awareness of brands and create environments in which they can achieve sustainable growth. The radio business also continues to grow on the back of proximity and wide variety of content.

2- Exploit content generation capacity: this priority seeks to improve the Group's position in the content production and exploitation sector and achieve greater monetisation of this activity.

3- Build a diversified and global business: this pillar focuses on non-advertising revenue and international expansion.

Based on these three pillars, Atresmedia achieved several major milestones in 2022, allowing the Company to continue moving in the right direction towards its strategy and achieve many of the objectives it had set itself.

These priorities have been steering the Company's performance since 2018. In 2022, Atresmedia worked globally to create synergies between the three pillars and generate more value, which was ultimately reflected in the milestones it achieved during the period.

Atresmedia, as a benchmark for quality content, held steadfast in its belief that **content goes right to the heart of the business** and helped satisfy the demands of national and international audiences alike. Here, **ATRESplayer Premium is a key piece of the business**. The streaming service subscriber base continued to grow, surpassing **430,000** at year-end. The platform also continued to invest in content and witnessed the successful launch of productions such as *Drag Race*, the series *Cardo* and *La Ruta*. ATRESplayer released a total of **10 original and exclusive series** on the platform in 2022.

Along similar lines, the Company sought to scale its addressable advertising capabilities as it looked to lever its digital, data and analytics know-how. Atresmedia spearheaded the digital transition of television and tapped into new budgets. As a result, **digital advertising revenues** were up 12.2% on 2021 and accounted for more than **7.9%** of the Group's total revenues. Atresmedia Group's two marketing companies, SmartClip and Atresmedia Publicidad, were behind this growth, along with H2H and Diariomotor.

Turning to the radio business, Atresmedia has managed to maintain its share of advertising investment since 2017



and has delivered a stable performance outpacing the competition, making it the radio group in Spain with the highest accumulated profitability. In 2022, Atresmedia Radio launched its commitment to digital transformation, **Sonora**, the subscription-based on-demand podcast platform offering quality content, which categorically strengthens the Group's digital position in the audio realm.

Aside from promoting the traditional line of business, Atresmedia continued to pursue strategic lines to win over an audience that is becoming increasingly distanced from linear television, i.e. young people. To succeed in this task, it signed a strategic alliance with Cabal eSports, leading to the creation of **CTK**, a company specialising in the organisation and staging of eSports tournaments, as well

as experiences related to gaming and eSports in general. CTK was born in a bid to become the leading company in both gaming and eSports.

Another key pillar underpinning the Group's transformation is **Atresmedia Diversificación**, which runs those businesses that do not rely on traditional advertising and that now account for a substantial portion of the Group's EBITDA. Through this division, Atresmedia has consolidated its international growth to reach **63 million homes**, making it a genuine force in the expansion of global content and taking the brand all over the world. A robust strategy that Atresmedia has been strengthening year after year thanks to numerous strategic agreements reached with telcos all over the world.





Atresmedia, with 12.2% growth in digital advertising revenues, followed the positive trend in the wider sector

Meanwhile, the **Media for Equity** business continues to flourish and expand its portfolio. Here, Atresmedia has acquired stakes in numerous companies with enormous future potential, including **Fever**, in which Atresmedia is the main investor and which, after the latest round of financing, is valued at around USD 1.8 billion. Along similar lines, in 2022 Atresmedia Diversificación launched its **strategy of investing in start-ups from the Silver Economy**, which focuses on the population aged between 50 and 70. The Group believes that this is a unique business opportunity to create innovative products or services that will help older people as they move through life. With this objective firmly in mind, Atresmedia has made three investments so far in related start-ups – **Cuideo, Durcal and Pensium**— and has also launched an investment vehicle, known as **Pazy Digital Ventures**. Pazy was created with the purpose of providing, selling and brokering all manner of funeral services. It also offers legal advice and consultancy services on matters of inheritance.

In 2022, Atresmedia Group bolstered its commitment to innovation and to providing support for innovative companies by signing a **strategic agreement with Lanzadera**, with the aim of fostering corporate innovation in the audiovisual and entertainment sector through the start-up ecosystem. The start-ups flagged by Lanzadera will contribute their disruptive ideas in relation to process automation, including generation of digital content for news programmes, identification of viral content on social networks through site tracking, or the development of a T-Commerce or Social ecommerce model for TV and Atresmedia's digital platforms. All of this goes to show that digital transformation was key to the successful performance of all projects in 2022 and permeates Atresmedia's strategy. A particular highlight during the year was the approval of Law 28/2022 of 21 December, on the

promotion of the start-up ecosystem. The law aims to establish a specific regulatory framework to support the creation and growth of start-ups in Spain and to stimulate public and private investment in this type of company.

For more than four years, this strategic plan has steered the Group's performance (even through the pandemic) and allowed it to achieve notable successes. However, work is now under way on a new strategic plan to take effect in 2023 and which is expected to reveal great opportunities, strengthen existing activities, spot investment projects that will increase returns, create ambitious and exciting goals and, in a nutshell, maximise the value of Atresmedia Group.

The ultimate purpose of all of this is to build a successful and sustainable business and generate a positive impact on the different stakeholders involved: viewers, subscribers, customers, collaborators, legislators and regulators, partners and, of course, shareholders.

As our strategy continues to evolve, in 2022 the Group once again reviewed its strategic KPIs so as to ensure that they remain suitable for the business and the priorities we have set ourselves.



The following KPIs align performance and accountability with Atresmedia’s strategic priorities:

	2021	2022
Share of TV audience	27.3%	27.2%
Share of investment	40.4%	41.3%
Power ratio	1.50	1.52
Change in cost/GRP – Atresmedia (€)	795.0	838.0
Audience share for Atresmedia Radio – 12-month periods	13.0%	12.3%
Atresmedia radio audience share - waves	12.8%	12.1%
Share of radio investment	17.4%	17.3%
Ingreso por oyente. Revenue per listener (quarterly)	22.0	25.7

	2021	2022
% Own production vs. total programming (weighted by audience)	63.4%	62.1%
Average no. of unique visitors – Total Group (million) (Comscore)	27.4	26.3
Nº. of pages viewed – Total Group (PC only) (million) (Comscore)	61.6	58.3
Nº of pages viewed – Total Atresplayer (PC only) (million) (ComScore)	12.4	9.5
% of international revenue	4.4%	3.0%
of paid subscribers to Atresmedia channels (million)	57.2	63.0
% of non-traditional revenue	18.9%	19.7%
Nº. of M4E investees	19	21

Atresmedia Group: a data-driven management model

The relentless pace of change, increasing competition, the surge in content viewing models, technological evolution and the regulatory landscape all pose major challenges for the media industry.

Atresmedia’s priority is to adapt to this changing environment through its management model, which is based on data for decision-making. To succeed in this task,

the Data & Analytics area has been working hard to develop the necessary tools for this model to be implemented across all areas of the Company.

In 2022, Data & Analytics was merged into Atresmedia Tech to unlock synergies between both disciplines and improve the way they are run by integrating the maintenance, architecture and analytics teams of the corporate data lake. This integration process was



The Data & Analytics area continues to focus on transforming data into insights that help Atresmedia make agile, well-founded decisions adapted to the increasingly complex and changing competitive environment

accompanied by a pledge to use agile methodologies as a work philosophy at the new-look division.

ATRESplayer: enhancing user experience

The Group's on-demand content platform following a hybrid business model combining both **subscriptions** and **advertising**, which our competitors sought to replicate in 2022. With that in mind, Atresmedia continues to work to improve the experience of its users by offering them more and more in the way of personalisation through analytical models for recommending content suited to where they are in life, and with advertising exposure also tailored to their interests. Applying data to this line of business goes further, as Atresmedia customises the information delivered to registered users to reflect their tastes and previous consumption patterns and based also on the likelihood of them subscribing to or unsubscribing from the platform.

To ensure faster decision-making by the business teams, Data & Analytics worked hard throughout 2022 to develop the information architecture and real-time dashboards for monitoring the activity of the ATRESplayer customer portfolio.

Advertising development in the HbbTV environment

One of the great success stories of 2022 was the development of advertising in the **HbbTV** environment. Thanks to technological advances that allow for personalised advertising in linear TV broadcasting, numerous segments have now been created with the aim of customising advertising according to advertisers' needs. This watershed moment allowed us to develop advertising interest allocation models, based on the IAB (Interactive Advertising Bureau) standard, and contextual advertising models are now being developed that will ultimately allow us to tailor advertising to the type of content in which it is included.

> LA EDAD DE LA IRA





7.3.1 Lines of business

Atresmedia is Spain's leading media group and the only audiovisual company to hold prominent positions in all the sectors in which it operates, including television, radio, internet, film, production for third parties, and training, through its flagship brands: Antena 3, laSexta, Onda Cero, Europa FM and more besides. Notably, Atresmedia pursues

its strategy through various divisions: **Atresmedia Televisión** (Antena 3, laSexta, Neox, Nova, Mega and Atreseries), **Atresmedia Radio** (Onda Cero, Europa FM and Melodía FM), **Atresmedia Publicidad** (advertising and commercial pursuits) and **Atresmedia Diversificación** (activities and businesses that are not advertising-driven).



Atresmedia Televisión

Committed to a socially sustainable television model



Atresmedia Televisión is one of the main lines of activity and biggest sources of revenue of Atresmedia Group. Through its **six television channels**, it provides the public with a **diverse, innovative and quality** assortment of news coverage and entertainment, which also provides a safe and attractive environment for the company's main customers: audiences and advertisers.

For many years, Atresmedia Televisión has been pursuing a **socially sustainable television model** that promotes a critical spirit, fights misinformation and fake news, gives a voice to minorities and encourages pluralism and diversity. Thanks to this hugely appealing model, Atresmedia Televisión was able to maintain its audience leadership over its competitors throughout 2022, achieving what is known as the **triple crown of audiences**, with the following milestones:

- Atresmedia Televisión once again cemented its status in 2022 as the leading media group by audience share.
- Antena 3 consolidated its position as the leading television channel by audience share.

- laSexta ended the year ahead of its main rival in audience share.
- Atresmedia Televisión once again led the way in news coverage in Spain and topped the table in credibility and trust, according to the prestigious Digital News Report 2022 by Reuters Institute and the University of Oxford.

The division continued to report excellent audiences figures across all time slots, thanks to the diversity of its content, varied programming, quality news coverage and its commitment to series and major entertainment formats.

This diversity of content ties in with Atresmedia's efforts to offer a television service that promotes accessible audiovisual content, improves media and information literacy, builds critical thinking and protects the most vulnerable, especially children. As a result, Atresmedia Televisión remains the leading media outlet in Spain and the media of choice for news and information, as shown in the **Digital News Report 2022** prepared by the Reuters



Institute for the Study of Journalism and the University of Oxford. According to the study, Antena 3 was once again the channel to have earned the **highest trust rating (46%)**, while laSexta was the second most trusted private channel in the eyes of the public (42%).

Results based on historical audiences

Atresmedia was able to maintain the excellent audience results reported in previous years, achieving record figures

in 2022 across all its channels and obtaining a **27.2% audience share** as a Group.

Atresmedia **Televisión’s efforts in 2022 looked to** build on the success of some already **consolidated shows** on Spanish television, including *La Voz*, *Mask Singer: adivina quién canta* or *Tu cara me suena*, which in 2022 featured the best finale since 2017 and achieved its best season out of the last four outings.

CHANNEL	SHARE	MILESTONE
ANTENA 3	13.90%	<ul style="list-style-type: none"> - Achieved its highest audience share of the last 13 years. - Was leader in news, achieving its best figure in 15 years with a 19.3% share. - <i>El Hormiguero 3.0</i>, <i>Tu cara me suena</i> and <i>Pasapalabra</i> were the channel's most watched programmes, with more than two million viewers each. - <i>Infiel</i> ranked as the most watched series on television, with more than 1,700,000 viewers.
LASEXTA	6.10%	<ul style="list-style-type: none"> - Made it nine straight years of prime time leadership. - <i>Aruser@s</i> beat its all-time record and took the lead in mornings. - Large audiences were achieved with shows such as <i>Los Borbones: una familia real</i> or the interview with the President of the Government on the programme <i>Al Rojo Vivo</i>.
NOVA	2.30%	<ul style="list-style-type: none"> - Was the leading women's channel with the most viewed series for the fifth year. - Was the leading specialty channel both for all day and prime time.
NEOX	1.80%	<ul style="list-style-type: none"> - Remained the leading channel for the 13–44 age group.
MEGA	1.40%	<ul style="list-style-type: none"> - Delivered another great year for the Monday–Thursday late-night show <i>El Chiringuito de Jugones</i>.
ATRESERIES	1.70%	<ul style="list-style-type: none"> - The audience share figure hit an all-time high.



Antena 3 reports its best result in 13 years, with a 13.9% audience share, and achieves its widest ever gap ahead of its closest competitor

ANTENA 3: leading the way in entertainment and news

Antena 3, thanks to its strong programming, was the **leading channel by audience share in 2022** (13.9%), having made it 14 consecutive months of leadership through to December 2022 and achieved its best audience share in 13 years. Relying on this successful television model, the channel achieved the **most watched news, programmes and series on television in 2022**. Antena 3 was also the channel with the most unique viewers, reporting more than 12.8 million viewers on average each day and becoming the most watched channel for pre-recorded programmes for the second year in a row, having achieved its best figures since 2016.

Antena 3's news programmes remained the undisputed leaders thanks to their excellent, responsible and independent journalism, making them the most watched

news programmes on television for the fifth year in a row and leading them to their best figures in 15 years.

The channel also broadcast the most watched programmes on television: *El Hormiguero 3.0*, *Tu cara me suena* and *Pasapalabra*. It also made the top 10 of the most watched entertainment formats, with hits such as *Joaquín, el novato*, the second edition of *El desafío*, *La Voz* and *La ruleta de la suerte*. Turning to fiction, Antena 3 ended the year with the most watched series on television. A success that it has built on thanks to its unwavering commitment to quality original fiction and, once again in 2022, to the biggest international successes. Antena 3 managed to place seven of its fiction programmes among the top 10 most watched series of the year. *Infiel* ended 2022 as the most watched TV series. Meanwhile, *Alba*, an original Atresmedia TV production, became a genuine television phenomenon.





laSexta has been ahead of its closest rival for 10 years, winning 63 of the last 65 months

laSexta: 10 years leading the way

Last year marked the 10th anniversary of the integration of laSexta into Atresmedia. Over these 10 years, the channel has grown and consolidated its identity: **strong desire to inform, commitment to society and biting entertainment.**

laSexta cemented its status as the third most watched private channel in 2022. The channel is widely known for its extensive coverage surrounding major electoral events, such as the regional elections in Castilla y León and Andalusia, making it the most watched election night broadcaster for the 17th time since 2014. Moving to entertainment content, the series *Los Borbones: una familia real* was the channel's most watched show (2,235,000 viewers). Many viewers also tuned in to watch the interview with the Secretary General of the PP political party, Teodoro García Egea, following his resignation (1,737,000 viewers).

When it comes to regular shows, *Aruser@s* continues to lead the morning programming, having topped the table for seven straight months with a 17.5% audience share. Equally positive performances were turned in by *laSexta*

Noticias (with an average of over 1.5 million viewers), *Lo de Évole* (1,372,000 viewers), *Jugones* (704,000) and *Al Rojo Vivo*, the channel's most popular content.

Specialty channels: consolidating their position within the market

Atresmedia Televisión's specialty channels (Nova, Neox, Mega and Atreseries) continued to **consolidate their position** in the market with their programming aimed at specific audiences, thus allowing Atresmedia to improve its audience share for these channels. Nova's status as the leading female channel for the fifth straight year was a particular highlight, with a 2.3% share of the audience. The channel's content includes new episodes of *Crimen en el paraíso* [*Death in Paradise*] and the premieres of *Vera* and *Crimen en el Trópico* [*Deadly Tropics*].

Meanwhile, Mega achieved its best figures among male audiences and in relation to its commercial targets, with notable growth in the late night slot thanks to the leadership of *El Chiringuito de Jugones*, the channel's most watched show.





Atresmedia and ATRESplayer close 2022 as the leading audiovisual group and platform in digital consumption

Atreseries (1.7%) delivered its best ever yearly performance and reached an all-time record (2.2%), once again making it the leading new channel and the most-watched pre-recorded specialty channel. Neox also closed out 2022 having made excellent progress towards its commercial targets and among viewers aged between 13 and 44 (2.6%). Further highlights included the premiere of the new episodes of season 33 of *The Simpsons*, which still ranks among the network's most watched content alongside *Cinematrix* and *Friends*.

Digital environment: leading the way also in digital audiences

Atresmedia, the leading television group in Spain, is also the leader when in digital audiences, having ended 2022 as the leading audiovisual group for this segment; a position it has held since April 2016. According to data published by Comscore for December 2022, Atresmedia not only held on to leadership but also climbed to **27.3 million unique users** (+3% compared to November 2022), once again pulling away from its closest rival, which it now leads by

>110%, equivalent to 14 million more unique visitors than its nearest rival. The Group also climbed to sixth place in the ranking of most visited sites, again widening its already large lead over its closest competitor.

ATRESplayer also ended the year as the leading platform, with more than 2.6 million unique visitors and outperforming its closest rival by >18% (>400,000 unique visitors). This leadership was down to Atresmedia's commitment to varied and attractive content and premières such as *La Ruta*, an original Atresmedia production, *UPA Next* and *La Novia Gitana [The Gypsy Bride]*, as well as the advance broadcasting of successful television formats such as *La Voz [The Voice]*.

Meanwhile, Antena 3 closed the year with more than 9.7 million unique users, its best figure since November 2021 and up 12% from November. This latest result moves it well clear of its main competitor, with a lead of 2.7 million more unique users (+38%).





Antena 3 and laSexta, also leading their competitors online, with 9.7 and 8.9 million unique visitors, respectively

laSexta.com is also outperforming its competitors' websites, with well over 8.9 million unique visitors.

Film production and the film business: one of Atresmedia's biggest commitments

Atresmedia strongly believes that films stir something within us and make us feel alive. It therefore continued to **lend close support to the film industry** throughout 2022, working to bring Spanish audiences closer to movie theatres. Proof of this is that its feature film production ***Padre no hay más que uno 3*** was the highest-grossing Spanish film of 2022, taking in more than **EUR 15.5 million** and attracting more than **2.7 million viewers**. Atresmedia managed to place two more titles among the five highest-grossing Spanish films of the year; in third position, *Los renglones torcidos de Dios*, with more than EUR 5.7 million in takings and upwards of 907,000 viewers, and in fourth position, *A todo tren 2*, taking more than EUR 4.5 million and attracting some 755,000 viewers, the only film to have been directed by a woman from among the top five.

In addition, **10 feature films** were released in 2022 to box-office success and industry acclaim. These include *La abuela*, *Camera Café*, *El juego de las llaves*, *Live is life*, *Por los pelos*, *El test* and *13 exorcismos*, in addition to those just mentioned.

Notably, Atresmedia began production of nine new films in 2022, which will be released in 2023 and will continue to contribute to the progress and success of the Spanish film industry.

Lastly, as a show of its support for the film industry and cultural dissemination, the Group maintained its close **support for film festivals**. Atresmedia has been an official sponsor of the Málaga Film Festival for 25 years. Moreover, the general manager of Atresmedia Cine, Jaime Ortiz de Artiñano, sat on the jury at the 20th edition of the Notodofilmfest festival in 2022.

As a further show of the Group's commitment to quality content, highlights during the period included Atresmedia's interest in **Buendía Estudios**, stemming from the strategic





agreement reached between Atresmedia and Telefónica to become the national benchmark in the creation and production of content in Spanish. In 2022, Buendía Estudios looked to **consolidate and grow** the volume of projects undertaken in the Spanish market and made significant **progress** also in the LATAM market.

In tandem with this, Buendía Estudios continued to produce and shoot fiction and non-fiction series, entertainment programmes and live daily magazines for several free-to-

air television channels. Highlights here include programmes such as *Yahora Sonsoles*, the live daily magazine premièred by Antena 3 in October, *Drag Race España T3*, and the fiction series *Mentiras*, *Heridas* and *Los Protegidos ADN*, which proved hugely popular among audiences.

Buendía Estudios was behind some of the year's most outstanding premières aired on various channels and platforms and received various awards in 2022, including:



PRODU Award for Best Action and Police Entertainment Show
(*G.E.O Más allá del límite*)

Iris Award for Best Fiction
(*La Unidad T2*)

Forqué Award for Best Series
Fical Award for Best Miniseries ie
(*Apagón*)

Feroz Award for Best Drama Series
Ondas Award for Best Drama Series
(*Cardo*)





Atresmedia Radio

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



Atresmedia's recognition as a pluralistic and diverse multimedia group aligned with the concerns and interests of society is largely thanks to the work that Atresmedia Radio has been carrying out. Through its three flagship stations — Onda Cero, with more than 30 years of experience, Europa FM, a national treasure when it comes to music radio, and Melodía FM, aimed at a more adult audience— Atresmedia offers a complete range of information and entertainment for radio lovers.

Sonora is Atresmedia Group's new commitment to **audio content**. An original, exclusive and premium entertainment platform that the Group aims to turn into a **disruptive digital audio listening experience**, all through an app that redefines the way people interact with content. Sonora also seeks to attract the finest creative talent in the country. Its roster currently includes fabulous content creators such as Isabel Coixet, Kiko Veneno and Pancho Varona, to name but a few. In the year of its launch, Sonora amassed more than **one hundred complete productions**, including audio films, series, documentaries and programmes, and thousands of hours of audio that is only available via the platform.

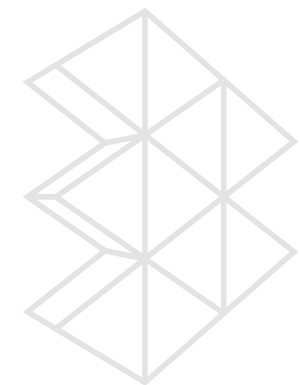
Over the years, Atresmedia Radio has been guided by the following principles, which have allowed it to grow and attract more listeners with every day that passes:

- Innovating to offer 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 2022, **Atresmedia Radio** achieved **2.6 million listeners** across its three stations, with **Onda Cero** continuing to lead the group with **1,774,000 listeners**; the division's **music stations** attracted **822,000 listeners**, of which **Europa FM** accounted for **731,000**.

The radio stations of Atresmedia Group also reported growth in digital audiences. Onda Cero surpassed 5 million unique users in December 2022, up 28.4% in audience numbers compared to the previous month. It is the fastest growing radio station among its competitors, both in percentage and absolute terms, and this is a result of the sheer variety of content and approaches within Onda Cero's programming. Meanwhile, europafm.com grew to 845,000 unique visitors, thanks to its ongoing commitment to *Cuerpos especiales*, the morning show of the new Europa FM, helmed by Iggy Rubín and Eva Soriano; to the arrival of Chenoa on *Tómatelo menos en serio* and, it goes without saying, to *Tus éxitos de hoy, tus favoritas de siempre*.



One of Atresmedia Radio's greatest endeavours in 2022 was the creation of Sonora, Atresmedia Group's original, exclusive and premium audio entertainment platform



Atresmedia Radio remains very much a diverse, credible and sensitive radio station that relies on the participation of its listeners

Onda Cero: credibility and proximity

Onda Cero has remained true to its **strategy**, continued to rely on its strong programming and roster of presenters, and remained faithful to **well-known figures** such as Carlos Alsina, Julia Otero, Jaime Cantizano, Edu García and Rafa Latorre, the new director and presenter of *La brújula*. It has also continued to place its trust in radio formats with a proven track record, such as *Más de uno*, *Julia en la onda*, *Por fin no es lunes* and *Radioestadio*. All of this, while upholding the virtues of credibility, plurality and proximity for which it is known.

Onda Cero also began the year with a big target in its sights: **to spend more time on local and regional information**, in a clear commitment to proximity and close contact with its listeners. This initiative has enriched local communities both economically and socially, as all the channel's stations are now airing local, provincial and/or regional content from the early hours of the morning throughout the day.



- **Onda Cero closes out 2022 with its best annual figure since 2015, having attracted almost two million listeners.**
- **Onda Cero increases its audience by 85,000 followers (+4.5%).**
- **Más de uno reaches out to 1.4 million people every morning with its news coverage and entertainment, adding 59,000 new followers (+4.4%).**
- **Julia en la Onda posts its best year on record, with an average of 590,000 listeners, up.**





Europa FM

Atresmedia Radio's **commitment to music** evolved in leaps and bounds throughout 2022, with Europa FM acquiring a new look and embracing a new musical formula.

Europa FM favours an **eclectic mix of music**, as it seeks to convey positivity to its listeners. One of the biggest challenges facing the station right now is adapting to a society in continuous change, accompanying it while steering its own course and building its own identity.

To succeed, it has continued to focus on programmes presented by the likes of Ricky García, one of the leading

figures in music and radio broadcasting and creator of some of the most unique sound identities of Spanish radio, who joined the Europa FM roster of DJs during the period. The year also witnessed the launch of *Tómalo menos en serio*, a branded programme aired on Friday and Saturday mornings, thus building on the success of already firmly established programmes such as *Cuerpos Especiales*, helmed by Eva Soriano and Iggy Rubín, the most innovative and entertaining morning show on Spanish radio, which launched a new season in 2022.



EUROPA FM



Cuerpos Especiales



Atresmedia Publicidad committed to innovation and advertisers



Atresmedia Publicidad is the marketing arm of the Group's advertising spaces and the main source of revenue for Atresmedia. When running the business, Atresmedia is aware of the **power of advertising as a catalyst within society** and is therefore committed to the transformation and sustainability of the advertising industry.

Amid all the uncertainty that prevailed throughout 2022, **Atresmedia Publicidad reinforced its support for brands**. A prime example of this commitment was the premiere of the **Ganas de vivir** campaign on all the Group's television

channels, which involved four major brands from different sectors and counted on the support of HbbTV. This TV spot highlighted the important role that brands in general continue to play within society.

Although the world is going through a difficult period, Atresmedia Publicidad, as a further show of its commitment to efficiency and innovation through technological development, once again offered innovative formulas to bring advertisers new options to improve their return on investment.



Atresmedia Publicidad's activities centre around three main courses of action:

Tri-media advertisers (those present across all of the Group's media – television, radio and internet) account for almost half of Atresmedia's total advertising spend (44.7%)





Innovation: innovation has traditionally been a central pillar of Atresmedia Publicidad’s strategy. Rapid technological progress has led to new tools that have optimised advertisers’ results and returns.

INNOVATION	
Launch of three new hybrid advertising formats	Relying on Hbbtv, XL, Masthead and Zoom technology, the new hybrid advertising formats have now joined the Digital Skin format, making messages really stand out and enhancing brand visibility and differentiation. The new formats have led to a 22% increase in brand awareness.
Launching hybrid clusters	Atresmedia has built six hybrid clusters (enabling better adaptation to the objectives of each campaign), which combine navigation in Atresmedia’s digital environment, data on television consumption on sets featuring HbbTV technology and the socio-demographic profile of the more than 10 million users registered on Atresmedia’s digital assets: <ol style="list-style-type: none"> 1. #Joveneox: Young profile 2. #Peekaboo: Children in the NEOX KIDZ slots, among its children’s programmes. 3. #Serielovers: There for heavy consumers of Atresmedia’s very best fiction. 4. #Motorfans: Horsepower, motor sports, browsing through related sites (Diarimotor). 5. #Familytime: Intended for heavy consumers of entertainment programmes. 6. #Ellas: Affinity cluster targeting female audiences.
Birth of live shopping	Last year witnessed the birth of Atresmedia’s global Live Shopping solution, allowing Atresmedia Publicidad advertisers to further enhance the existing special TV and digital formats with the potential offered by Live Shopping.
Launch of Pantaia	Pantaia manages to discriminate audiences that have not been exposed to the linear TV campaign to reach them through HbbTV display formats and digital videos on CTVs and the Atresmedia and ATRESplayer websites. This solution has allowed the 13 participating brands to achieve coverage of 61%, thanks to deterministic TV consumption data.
Two new hybrid clusters: #Lujo and #Superlujo	#Lujo and #Superlujo are there to impact users with greater purchasing power, who watch the Atresmedia channels through connected TV and browse the Group’s websites to find related content. These new clusters are available for both direct and programmatic selling.
Improved programmatic bidding and broadcaster-quality viewing, powered by Publica	This technological integration enables advanced decision-making on advertising blocks, while offering opportunities such as sector segmentation, frequency control or selection of the advertising position in the block. Features: <ul style="list-style-type: none"> • Allows for unified programmatic purchasing. Available for both AVOD and CTV video through multiple SSPs and Ad Exchanges. • Allows users to manage controlled, transparent and coordinated operations from all sources of demand, thus maximising their advertising return. • Programmatically offers a certain position in the block, thus guaranteeing exclusivity by category and allowing users to control the frequency of campaigns.
NEON, a Blackfriday strategy, is born	NEON combines coverage, affinity and awareness to offer brands maximum effectiveness at a key moment of consumption.



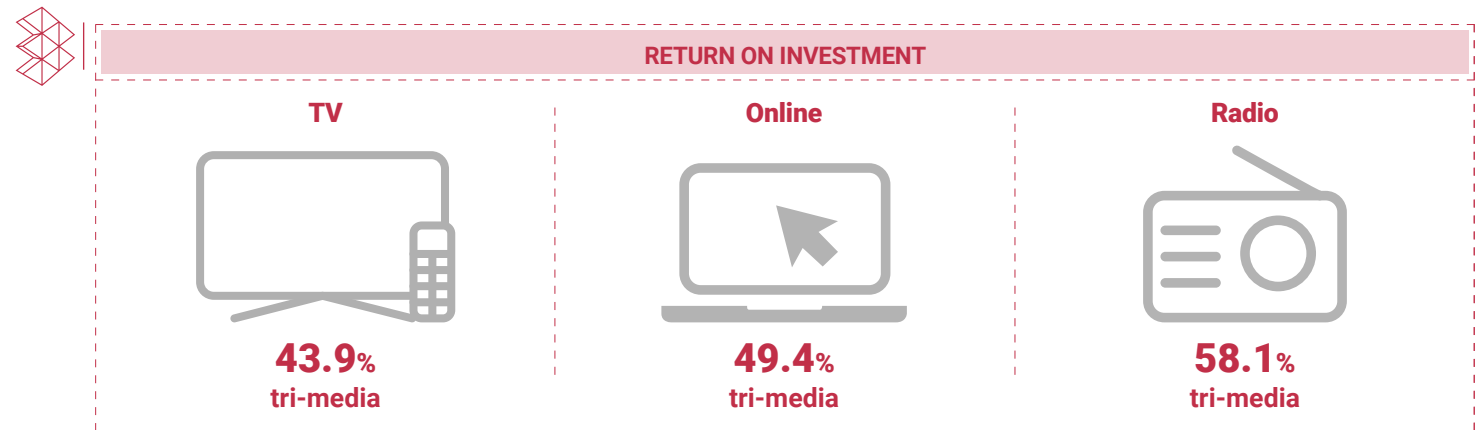
Effectiveness: Atresmedia Publicidad remains committed to offering the best service to advertisers and researching and improving its knowledge of advertising effectiveness.

EMPIRICAL STUDY OF ADVERTISING EFFECTIVENESS	
	TV presence is essential in order for brands' advertising to reach consumers, though how it is delivered is equally critical. To help advertisers plan and find those advertising options that will make their campaigns truly effective, Atresmedia Publicidad and advertising effectiveness and audience measurement company FLUZO conducted an empirical study into advertising effectiveness.
Methodology	Automatic Content Recognition (ACR) via audio technology converts the mobile phone of a representative panel of the population —managed by Netquest— into an audimeter that monitors their audiovisual consumption in real time, observationally and regardless of whether the panellist is at home or away.
Process	For a month, a panel of respondents was monitored and analysed to detect the spontaneous recall generated by the advertising broadcast during prime time on Antena 3, in what was essentially a quantitative analysis of the different advertising formats, with relevant aspects including the duration of the creative content, the size of the advertising blocks or the different positions within an advertising block.
Rationale for the study	The study was carried out in response to market demand, consumer requirements and the need to update existing information and do so in an empirical way. The aim of the study is ultimately to discover those aspects that make a TV advertising communication stay in a consumer's mind.
Conclusions	Short blocks (1–4 spots) multiply advertising recall by a factor of 2.4 compared to conventional blocks. Exclusive advertising blocks can multiply brand awareness generated by a factor of 3.9.
	Spots aired in prime positions generate almost twice as much advertising recall compared to spots placed in central positions within the advertising blocks.
	Increasing the duration over the standard 20 seconds also improves advertising recall. Formats shorter than 20 seconds have lower advertising recall, although their recall decreases less than proportionally to the reduced duration.
	Special advertising increases brand recall by a factor of 2.7 compared to conventional advertising. All special formats, without exception, multiply the notoriety of conventional advertising spots, with the telepromotion and section sponsorship formats yielding the best results.



Return on investment: in 2022, return on investment was once again one of the Group’s greatest strengths. That is why synergies between the various media segments are so important for the Company’s ongoing growth and success.

Tri-media advertisers –those who are present across all of Atresmedia’s media segments– accounted for around half (44.7%) of the advertising investment in the television channels. This ‘multimedia’ advertisers segment also delivered 49.4% of the Group’s total **online advertising revenue**, and 58.1% of its revenue from **radio advertising**. In the case of television, the percentage comes to 43.9%.



SmartClip, H2H and Diariomotor: improving their position in the digital environment

Aside from selling advertising space on television and radio, Atresmedia has strengthened its position in the digital environment and also sells advertising space on both its own and third-party websites, through SmartClip. In addition, through influencer marketing agency Human to Human, Atresmedia offers advertisers a new way of publicising their brands by harnessing the potential and reach of advertising through influencers and social media. Following the

incorporation of *Diariomotor* in 2021, Atresmedia now offers a full suite of products to advertisers and agencies alike.

SmartClip is a leader in **advertising technology**, offering a unique business model with hybrid solutions suited to both agencies and advertisers. It markets high-impact formats in **cross-device** channels and is a benchmark in digital video and **rich media**, offering the very best media and digital content publishers in the Spanish market.



H2H (Human to Human), an agency specialising in **influencer marketing** with a fully analytical approach, continued to build on the success of previous years, achieving its best ever turnover of EUR 17 million and growth of almost EUR 7 million in just one year. Further milestones in 2022 included the following:

- Market share up 11 points on 2021 to reach 29%, and consolidating its leading position in its market of influence in Spain.
- In just 12 months, H2H managed to generate the same EBITDA as its historical cumulative EBITDA over the past five years.
- It managed a total of 786 campaigns with influencers, 46% more than in 2021. Meanwhile, average investment per customer doubled compared to 2021 (+114%).

- In May 2022, the largest study of the sector in Spain was launched, revealing that brands in our market had wasted more than EUR 20 million in investment with influencers.

Diariomotor managed to exceed the sales reported in 2021, despite 2022 being a difficult year for the sector. Notably, it produced its first television series in 2022, featuring a total of 11 episodes. The series was broadcast as specialty content on the MEGA channel. As for its presence in the digital realm, highlights during the period included the launch of its profile on TikTok (surpassing 110,000 followers), further growth on Instagram (now with over 120,000 followers), and the relaunch of its YouTube channel (garnering 39,000 new followers).



PAULA
GONU



Atresmedia Diversificación

committed to the most innovative projects



The main objective of this business line is to flag and commit to **innovative** projects that have **high potential** and are likely to generate a significant **impact** on the Group's financial performance. It also seeks to create and build business lines around models that are not directly dependent on the traditional advertising market.

During the year, the division continued to show remarkable **maturity, versatility and an ability to adapt**, which allowed it to keep growing as in previous years, despite the ongoing war in Ukraine, the economic crisis and rampant inflation, all of which has slowed consumption in general.

Atresmedia Diversificación continued to seek out, find and invest in innovative companies with a desire to become leaders, to make them bigger and better. To give one example, it invested in a forward-looking academy in 2022: Lifecole, a start-up that has revolutionised the world of extracurricular classes for pupils aged from three to 16, with training courses in coding, robotics, digital art, audiovisual production, metaverse, and much more besides.





Atresmedia Diversification makes a significant contribution to the Group's EBITDA by committing to companies such as fever and business models focused on the silver economy

Atresmedia Diversificación's activity is split into four main areas:

ATRESMEDIA INTERNACIONAL

With its four linear channels (Antena 3, Atrescine, Atreseries and ¡HOLA! TV) and ATRESplayer International, this division reached the living rooms of 63 million households across the globe in 2022 and achieved an 11.5% increase in the number of subscribers compared to the previous year.

The enormous Spanish-speaking population around the world has allowed Atresmedia Internacional to continue to increase its presence with 6.5 million new subscriptions, especially in Latin America, though also in the United States, Canada and Europe. Thanks to its extensive catalogue, Atresmedia Internacional is now the private European operator with the most signals, leading the pack in the number of subscribers outside its borders. This success is the result of its commitment to quality, entertainment and the broadcasting of established and new series, hit movies, and exclusive information on royalty, fashion and lifestyle.

In 2022, Atresmedia Internacional expanded its presence thanks to the agreements reached with YouTube TV in the United States (which includes Antena 3 Internacional and ATRESplayer), clearly demonstrating the extent to which Spanish has permeated this country. Other channels were also added to the existing offer, following the agreements reached with Millicom (Tigo) which, with operations in Colombia, Panama, Bolivia, Guatemala and Paraguay, successfully integrated Atreseries and Atrescine during the year. Agreements were also reached with Sky Mexico and DirecTV US also added Atrescine to its range of available channels.

NEW BUSINESSES

This line of the Atresmedia Diversification division looks to **build alliances for the creation of new products** that will generate revenue by harnessing the existing awareness and notoriety of the Group's brands and content. Key partnerships in 2022 included:

- Tezenis, to promote the sale of their products via *La Voz (The Voice)*, for which Tezenis is an official sponsor.
- MAC, special point-of-sale actions through its sponsorship of *La Voz*.
- Openbank, launching its card alongside *El Hormiguero*.
- *Pasapalabra*, with the traditional and electronic board game and a monthly magazine.
- *Cocina fácil y rico*, the new title of a collection of books from Karlos Arguiñano's cookery programme, which generated more than 750,000 sales in 2022, making it, for yet another year, the best-selling non-fiction book on the market.

This division is also tasked with **attracting investment**, with formats such as the Atresmúsica musical agenda, through which media partnership agreements are forged for the promotion of successful musicals and shows such as *Matilda* or *Mamma Mia*, as well as tours and concerts by the country's leading artists; the *Mapamundi* programme, aimed at the tourism sector, and *Crea Lectura*, aimed at the publishing market, which goes from strength to strength with each passing year, illustrating the health of the sector.

Notably, the **first collection of NFTs** (non-fungible tokens) was launched during the year, based on a specific Atresmedia production: *Los Protegidos: el Regreso*. **Directo Shopping** was also launched, an innovative turnkey second screen solution available to advertisers, allowing them to continue their TV advertising by broadcasting a live stream on their website. It also allows advertisers to generate registrations and sales by improving conversions from their television advertising, while also generating a sense of community among their users, who are able to interact in real time.



MEDIA FOR EQUITY

Media for Equity aims to foster the growth of early-stage start-ups that are looking to launch advertising campaigns in exchange for an equity stake. Here, the division is a benchmark in the entrepreneurial and venture capital ecosystem within Spain.

Main milestones in 2022:

1. Sale of Emagister to private equity fund Miura, which integrated the company, together with Educaedu, to create the Spanish leader in online training.
2. Launch of a new round of financing for Fever, with Atresmedia as the company's main shareholder.
3. Stake acquired in Impress, a start-up specialising in invisible orthodontic treatments.
4. Stake acquired in TaxDown, a smart solution for reviewing tax returns.
5. Stake acquired in Cuideo, a leading company specialising in home care, thus further strengthening Atresmedia's position within the silver economy.
6. Additional stake acquired in Incapto, a digital native brand selling high quality coffee beans and super automatic machines to individuals and businesses alike through a subscription model.

MUSIC BUSINESS

The Music business division comprises Atresmedia Group's music publishing house and record label.

- As a music publishing house, it supervises and procures the musical resources for all sorts of audiovisual productions, and manages the necessary exploitation rights in each case, boasting an extensive catalogue that is promoted all over the world.
- As a record label, it releases soundtracks for the biggest productions and generates opportunities for musical placements in productions, while also finding synergies with artists and producers for the joint exploitation of phonograms (development in its own roster).



07.4 Risk prevention, control and identification



07.4

Atresmedia Group runs a well-defined **Risk Assessment and Management System**, comprising various controls and procedures to minimise the materialisation of the risks identified by the Company and, should they appear, to mitigate their impact rapidly. This system covers all the risks included in the Group's Risk Map (external and intrinsic to the business, financial and non-financial, strategic, operational, technological, legal, social, environmental and reputational) and is enhanced by the Company's Crime Prevention System, including risks related to compliance with applicable regulations (see [section 7.6 Regulatory compliance](#)).

(Audiovisual Media Services Directive). Therefore, to comply with prevailing law and regulations, as updated from time to time, Atresmedia's Risk Management and Control System includes measures to ensure compliance with obligations relating to the protection of minors, restrictions on the volume and content of advertising messages, content accessibility and investment in Spanish films and series.

As mentioned earlier, the Company constantly monitors its risks to anticipate their potential occurrence and minimise their impact should they materialise. The Group's Corporate Risk Management Model, ESG Risk Model and internal control systems for both financial and non-financial reporting are key to achieving this.

To get better at identifying environmental risks and complying with the requirements of the European Union Taxonomy Regulation, Atresmedia carried out its first ever climate risk analysis in 2022 (see [section on Risks and opportunities](#)).

In a show of transparency and to further supplement the information contained in this document, Atresmedia's Annual Corporate Governance Report discloses information on the structure and operation of its financial and non-financial risk assessment and management system

Given the risks inherent in its activity as a media company, Atresmedia Group is subject to compliance with the Spanish **Audiovisual Media Law**, as updated by Law 13/2022 of 7 July 2022, and transposing 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





7.4.1

Corporate Risk Management Model

In 2022, Atresmedia Group continued to work to improve its Corporate Risk Management Model by implementing new controls and assessing the value and worth of existing ones

Control tools

Aside from the Corporate Code of Conduct, the control tools for each risk shown on the Risk Map are as follows:

- **Policies, procedures and protocols**, which, together with the specific regulations affecting our business activities, make up the **Regulatory Compliance Model** at Atresmedia. The existence of these control mechanisms is adequately notified through the corporate communication channels to the areas and people affected.
- **Internal Control over Financial Reporting (ICFR) system**. The system comprises all control procedures relating to the system of internal control over the

preparation and issuance of financial information. It seeks to provide reliable, integrated, truthful and homogeneous information to stakeholders (investors and the market). In 2021, Atresmedia put in place its system of internal control over non-financial reporting (ICNFR).

- **Regulatory Compliance Committee and Chief Compliance Officer**. Comprising 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.





- **Internal Code of Conduct (ICC) on Matters relating to the Securities Market.**
- **IT control tools.** These can be further broken down into:
 1. GRC (Governance, Risks and Compliance system,
 2. Procurement management system,
 3. Contractual engagement proposal management and authorisation system,
 4. Programme budget management and authorisation system,
 5. Investment proposal management and authorisation system,
 6. Quality system, and
 7. IT application for compliance with the internal rules relating to securities markets – Insider Portal.
- **Whistleblowing Channel.** Where all employees and third parties who bear some form of relationship with Atresmedia may raise queries and/or make complaints confidentially, easily and anonymously through the Atresmedia corporate website. Once the whistleblower has entered all the necessary information, the case will be investigated in accordance with the procedure regulating the whistleblowing channel, which also states that any enquiry or complaint must relate to one or other of the following matters:
 1. Criminal offences or breaches of the Code of Conduct,
 2. Infringements of financial or accounting regulations,
 3. Discrimination or harassment at work,
 4. Infringements of applicable laws and corporate codes and policies that reflect the Group's values.
- **Crime Prevention Model and Officer.** The Crime Prevention Model is currently under review, with the aim of identifying those crimes within the new regulations that could affect Atresmedia Group (the previous review was carried out in 2019, identifying four laws and three regulations and a new risk assessment was carried out in relation to the Group's crime risks), and reviewing mitigation measures such as policies and procedures to identify possible needs to update them.

Internal Control over Non-Financial Reporting (ICNFR) system

Following 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 (NFS), **Atresmedia has implemented its own ICNFR system.** This control system seeks to ensure that the information disclosed is adequate, complete and reliable with respect to existing data and information relating to the control of financial reporting.



The system rests on the following pillars:



NON-FINANCIAL REPORTING PROCESS FORMALISATION AND DOCUMENTATION

The objective is to formalise and document all actions related to the process for preparing non-financial information (e.g. meetings, timetable, officers)

NON-FINANCIAL REPORTING RISK AND CONTROL MODEL

Control models already in place in the Corporate Risk Management System are used to ensure the information disclosed, while new models are put in place and additional measures are taken to make the system more robust.

ICNFR ASSESSMENT QUESTIONNAIRES

All key aspects of the processes are assessed in this stage, which precedes the process for preparing non-financial information. After the non-financial statement is prepared, there is a questionnaire for continuous implementation process improvements for subsequent NFSS.





ESG risk management model

Atresmedia is acutely aware that sustainability risks directly affect the profitability and survival of any company and has therefore been operating an **ESG Risk Model** since 2020, as part of the Group's Corporate Risk Management System. Moreover, in line with the Company's commitment to

sustainable management, **Atresmedia's Risk Policy – updated in 2021– includes Environmental, Social and Governance (ESG) Risks in the risk catalogue.** This ESG risk 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

This 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.



7.4.2

Risks materialising in 2022

The risks that materialised in 2022 fall into two categories:

- The performance of the advertising market due to the ongoing **war between Ukraine and Russia** and the macroeconomic landscape of rising **inflation**, which had already been increasing in the wake of the COVID-19 crisis.
- Other risks, related to **litigation and disputes**.

While the advertising market did recover in 2021, followed by a growth consolidation phase in 2022 (compared to the sharp decline experienced in 2020), this recovery process has lacked consistency. This is largely a result of the general instability shown by the wider economy due to supply chain disruptions or energy price inflation, as well as a lack of consensus among EU Member States on how best to approach matters. Although the global outlook is still fraught with uncertainty, action is being taken to address the situation, such as the European Central Bank's interest rate hikes to counteract the consequences of inflation.

This situation has meant, as in 2021, that large advertisers—the main ones affected by this instability—were unable to recover their pre-2020 advertising spend volumes. Considering that Atresmedia's main source of revenue is advertising, it is hardly a surprise that this situation had a significant impact on the Group's total revenue. This is compounded by uncertainty as to how the advertising market will fare in a still unstable environment. In response to the uncertainty facing the Group's advertising industry, the Group took the following mitigating measures during the period:

- **Amending the commercial policy**, adapting and shifting it towards emerging and/or already flagged advertising sectors and solutions. This makes it easier for Atresmedia to adapt to new advertisers and sectors of the economy.
- **Significantly cutting costs** in all areas of operations and content to maintain and improve the Group's profitability.
- **Monitoring working capital and financing** on an ongoing basis to ensure that Atresmedia has sufficient liquidity to fund its operations.

With respect to the **second block we mentioned**, the main risks that had already emerged in 2021 persisted throughout 2022, mainly in the form of lawsuits and disputes relating to:

- Fine imposed on Atresmedia/Mediaset by the **National Markets and Competition Commission (CNMC)** under sanctioning proceedings S/DC/0617/17. Prohibition on engaging in certain conduct considered to be anti-competitive. Atresmedia lodged an appeal against the decision before the Contentious-Administrative Chamber of the National Court (Audiencia Nacional), having posted in June 2021 a bank guarantee covering the full amount of the fine.
- Atresmedia requested the Court to impose precautionary measures to, among other reasons, suspend the obligation to cease the sanctioned conduct and the related obligation to adapt its business relationships. In order not to show prejudice

The review found that the model is compliant with prevailing legislation, and that it has been adapted and improved by the Group in due course in response to changes in the organisation, its control structure and business activity, or where weaknesses or opportunities for improvement have been identified

in this appeal, Atresmedia showed prudence and **modified its commercial policy and conduct** that led to this situation.

- Criminal proceedings related to the **SGAE**, arising from the investigation of Atresmedia initiated in February 2020 by Central Examining Court No 2 of the Audiencia Nacional within the context of the Preliminary Proceedings for 2017. The purpose of these proceedings against both natural and legal persons was to investigate alleged criminal activities that could be tantamount to corruption, as provided for and punishable under Article 286 bis of the Criminal Code.

The investigation phase was completed in 2022 and a petition was filed to close the proceedings.

Atresmedia Group's Regulatory Compliance and Crime Prevention Model underwent an **assurance process** in 2021 by an **external expert** of recognised international standing.

The quality of the model is therefore compliant with national and international standards, thus making the compliance management system effective. With the model now an integral part of the Group's compliance culture, Atresmedia provides an adequate response to its stakeholders' concerns.





7.4.3 Cyber security

Atresmedia operates a Corporate IT Security Policy that embodies and showcases its commitment to security, information and the systems that support this, all of which are strategic assets for the Group

AtresmediaTech –Atresmedia Group’s IT services provider– runs rigorous cyber security processes to **guarantee the availability, integrity and confidentiality** of the information and offer protection against various 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 24/7 across all Group locations and business areas. With this in mind, detecting, managing and minimising possible security events is extremely important.

Information security management within the Group is carried out by the Cyber Security Area, which defines and organises the actions to take in close coordination with the technical divisions so as to ensure a secure environment for all business-critical information and systems.

The ultimate aim is to ensure information security, thereby improving the quality of the services offered by the group of companies that make up Atresmedia.

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.
- Wide variety of threats (cybercrime, cyber activism, cyber terrorism, etc.).

- Complex and extensive organisations.
- Wide-ranging and technologically diverse connectivity.

The **Atresmedia Cyber Security Model** includes all processes, technology (software and hardware), assets and personnel involved in activities that bear a connection with the Group’s information, both internal and from related third parties.

Atresmedia’s cyber security strategy considers current circumstances, including its surroundings, business model, applicable law and regulations, the state of the art, the existence of remote offices, convergence and its online presence. When pursuing this strategy, the Group relies on four support functions: the technical security office, continuous monitoring of infrastructure, the analysis and management of vulnerabilities and the security operations centre (SOC), which is tasked with monitoring, early detection and incident management.

The main cyber risks to which Atresmedia is exposed relate to reputation and operations. In strategic terms, cyber security at Atresmedia is managed on a vigilant, proactive and resilient basis, with the aim of generating value across all levels of the organisation (users, employees, shareholders) and building the reputation of the brand.

Highlights in 2022:

- Definition of an action plan with exceptional measures to toughen security against the threats posed by the ongoing Russia-Ukraine conflict.
- Incorporation of TV and radio production and engineering environments into the managed service to support cyber security functions.



The Information Security Model (ISM) is Group-wide and constantly evolving, based on a structure of mutually dependent tasks carried out by different areas of the Company

- Information Security Model (ISM) brought in line with best information security practices, as part of an ad hoc Information Security Management System (ISMS) that responds to new business, context, technological and organisational needs as they arise, due to the ongoing transformation of the Group's companies.
- Expanded and enhanced security in the field of protection and prevention, ensuring early warning, learning and forensic analysis of possible incidents that could threaten corporate information and business continuity, with the implementation of the MDR service.
- Atresmedia arranges the services offered by INCIBE for responding to cyber security incidents involving or targeting technology that could affect the proper functioning of infrastructure, strategies and services.
- Expansion of events per second (EPS), with new data sources included in the event correlation tool (SIEM).
- Model devised to measure the security maturity of third-party applications used by Group companies.
- More regular communication with staff to raise awareness of cyber security issues such as blocking communications from conflict zones, blocking external USB storage devices and blocking access to personal email accounts.
- Providing an extra layer of security through two-factor authentication in VPNs.





7.4.4 Data protection

Atresmedia's Personal **Data Protection Model** seeks to **ensure compliance with privacy regulations** across all of the Company's activities that involve the processing of personal data. The model applies to all Group companies and is continuously reviewed to bring it in line with prevailing service requirements and new market sectors in which the Company begins to operate.

Atresmedia has set up a **Privacy Committee** to ensure compliance with the model and current data protection laws and regulations. In 2021, the committee approved a plan for annual sectoral audits. Under this plan, two independent audits were carried out in 2021 and 2022 on activities involving the processing of data of customers and users of Atresmedia services. The findings of both audits were satisfactory. A new audit procedure targeting the ATRESplayer service was also launched in 2022.

Meanwhile, to provide stricter control over news content, in 2022 the Privacy Committee approved the **Protocol for Data Protection in News Programmes**, which sets out the lines of action needed to uphold the right to the protection of personal data in the production and dissemination of news content across the Group's various media.

In 2022, Atresmedia remained firmly committed to the data protection awareness campaigns broadcast on its television, radio and multimedia channels. A prime example of this was the broadcast of the **"Más que un móvil"** campaign by the Spanish Data Protection Agency (AEPD) and UNICEF Spain, with the close collaboration of the Fundación Atresmedia, whereby families are offered valuable tips on what they should bear in mind when deciding to give their children a mobile phone.

Within the Group, Atresmedia continued to pursue its awareness-raising actions in this realm by sending regular information to employees on privacy, data protection and information security.

In 2022, the Data Protection Officer received, logged and handled a total of **1,059 requests from data subjects looking to exercise their data protection rights**. These requests related mainly to requests for the erasure of personal data and 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 one complaint related to the exercise of rights in 2022. Following the arguments submitted by the Group, the AEPD shelved the complaint.





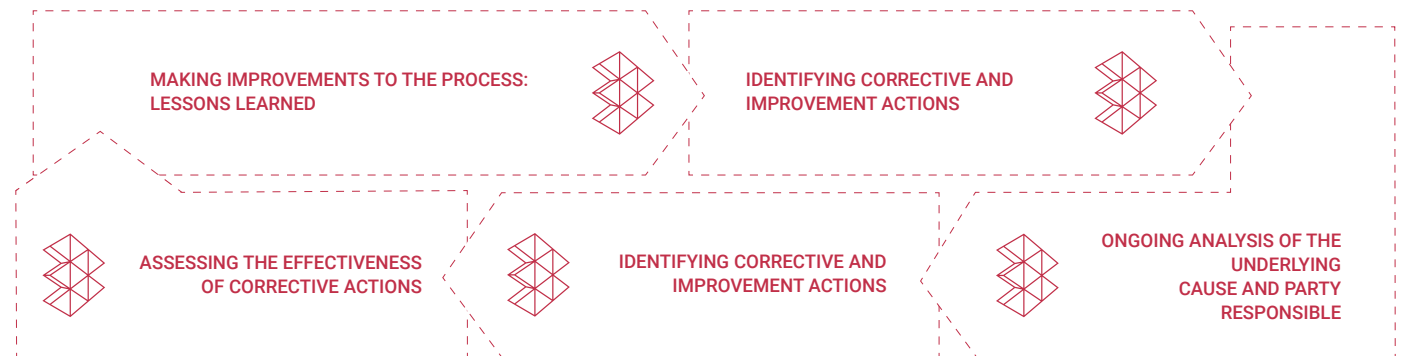
7.4.5 Management quality

Quality in management, as well as in the programming and advertising space broadcast, is one of Atresmedia's main objectives. The Group has a **Quality Management System** in place, setting out the framework and standards needed to achieve the desired quality.

The system is used to log, control and monitor incidents that could affect the broadcasting of its content across the different media. The system relies on a corporate app to **identify, classify and categorise all incidents, whether or not they affect broadcasting**. The system also seeks to detect possible improvements in Atresmedia's key processes, in a bid to eliminate any incident that may have an impact on viewers or users.

There is a **communication and reporting system** in place to ensure that these tasks are carried out successfully. Under this system, those responsible for the work report quarterly to Group management and the management of the various businesses on any quality incidents to have arisen, including a description of the root causes and how the incident should be classified. Atresmedia has entrusted the Internal Audit and Process Control Department with the task of coordinating the system and ensuring that it runs properly.

THE SYSTEM FOLLOWS THESE STEPS:



To ensure the best possible quality, not only does Atresmedia have its quality management system, but also an **additional routine procedure focused on live broadcasts**, which are naturally more prone to incidents than those that have been previously planned and scheduled. This procedure is headed up by the technical

department, which provides support in detecting and resolving potential broadcasting incidents in situ. Therefore, whenever a significant incident does occur in the broadcasting of content, the event is analysed, the affected areas identified and plans put in place to rectify the situation as and when needed.



Thanks to the actions taken by the Group, there has been a very favourable trend in the incidents reported during production, recording and broadcasting processes

The geopolitical and macroeconomic events that unfolded in 2022, following on from the recent COVID-19 crisis, forced the Group to focus on other management priorities, thus **leading to a reduction in the number of recorded incidents** occurring in the different programmes broadcast on Atresmedia's various TV channels. However, Atresmedia worked hard to identify those aspects with the greatest potential impact, notably advertising saturation, which

carries the risk of fines and other sanctions handed down by the regulatory bodies (mainly the CNMC, Spain's national markets and competition commission). Over the last two years, there has been a sizeable reduction in the sanctions imposed for advertising saturation, thus confirming the ongoing effectiveness of the continuous improvement actions carried out and of the Quality Management System.





07.5 Supply chain

Due to its activity, Atresmedia draws a distinction between two types of suppliers, with whom it interacts differently. The Group relies not only on **suppliers of goods and services**, but also **audiovisual production and distribution companies** that supply content which the Group then broadcasts on its channels.

In both cases, Atresmedia has mechanisms in place to ensure a healthy relationship with its supply chain. For example, the Group seeks to ensure that its suppliers are aware of its **Code of Conduct**, which sets out the principles of action that should govern the relationship between them and the Company. According to Atresmedia's Code of Conduct, relationships should be based on collaboration that enables and facilitates the achievement of mutual objectives and the **fulfilment of Atresmedia's social responsibility**. All in strict accordance with the internal rules and regulations in effect at the time the contract is signed, thus guaranteeing transparency and equal treatment.

Moreover, Atresmedia explicitly states that it will have no dealings with suppliers whose personal interests, external activities, economic interests or relationships may represent a conflict of interest for the Group.

Meanwhile, to uphold good practices in matters of information security and data protection, **Atresmedia is firmly committed to the proper processing of the data of its suppliers** and this commitment extends equally to all of its employees. Atresmedia assures all of its suppliers the utmost privacy and confidentiality in conversations and transactions.

		2021	2022	YEAR-ON-YEAR CHANGE
SUPPLIERS OF GOODS AND SERVICES	Spending on purchases (EUR million)	74.5	73.9	-0.8%
	Number of suppliers	1,152	1,225	6.3%
	% of national suppliers	95%	94%	-0.9%
	% of purchases from national suppliers	85%	88%	3.4%



		2021	2022	YEAR-ON-YEAR CHANGE
CONTENT PROVIDERS	Spending on purchases (EUR million)	395.6	382.8	-3.2%
	Nº. of production companies ¹	28	34	21.4%
	Nº. of contents (programmes and series)	74	79	6.8%
	Nº. of distributors	53	55	3.8%
	Nº. of bids received	124	132	6.5%
	% of Spanish distributors ²	30	47	56.7%

Suppliers of goods and services

In 2022, as part of its commitment to responsible management, Atresmedia made further progress in **updating its supplier approval process**, which will allow the Company to verify that its suppliers of goods and services comply with the quality and ESG criteria prescribed by Atresmedia.

The Procurement Department handles all relations with suppliers of goods and services and ensures compliance with the commitments and requirements set out in the **Group's Procurement Policy**. This policy ensures that:

- Negotiation processes meet transparency requirements
- Functions are duly separated
- Savings and process optimisation are prioritised
- The social and environmental responsibility of suppliers is taken into account

To ensure that approved suppliers meet the Company's sustainable management requirements, the **contract award procedure includes a clause governing the**

^{1,2} In 2022, the number of contracted production companies increased compared to 2021. There was also an increase in the number of national distributors, Atresmedia's preferred choice.

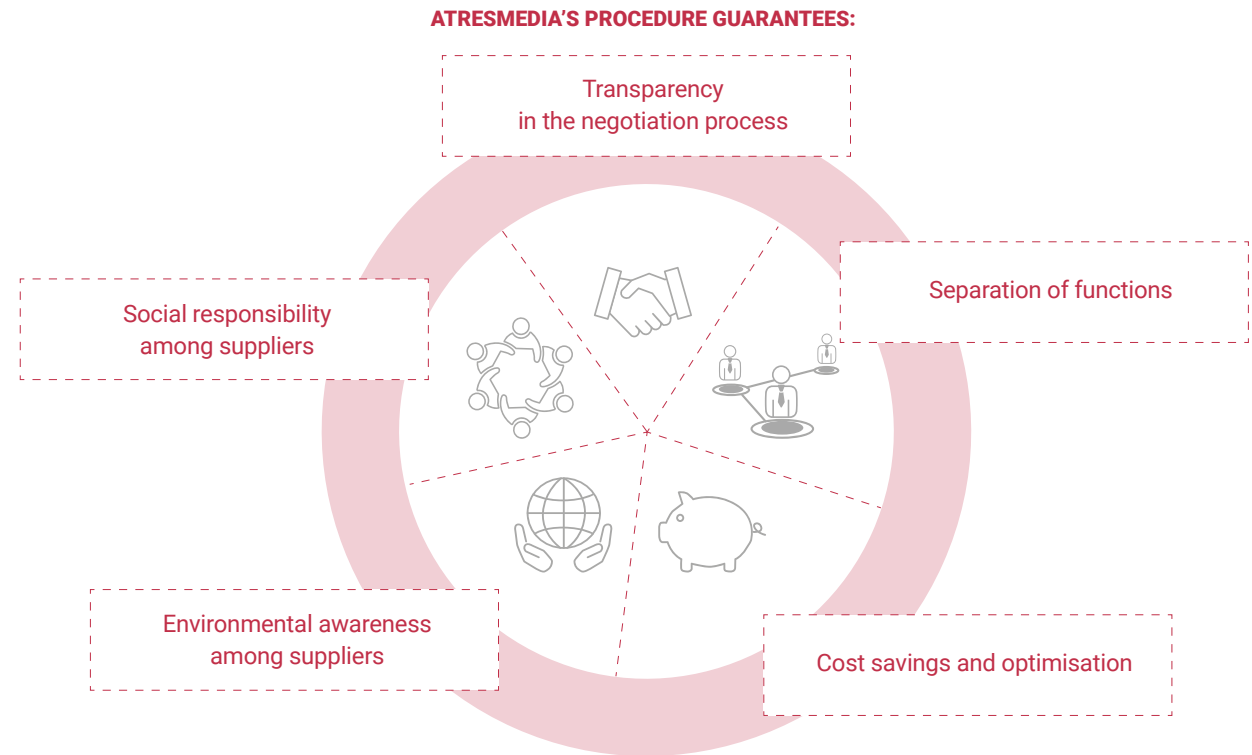


supplier's social responsibility, requiring them to foster equal opportunities, respect the principle of non-discrimination, ensure employee safety and minimise the environmental impact of their activities and the fight against climate change.

A Supplier Approval Process Digitalisation initiative was launched in 2021, which will ultimately ensure the suitability of suppliers from all angles. This process

underwent further improvements in 2022 and is expected to be put into production in the first quarter of 2023.

In 2022, 94% of suppliers contracted were Spanish, a clear show of our commitment to arranging national goods and services and which in turn helps to minimise the risk of human rights abuses occurring along the supply chain, given the stringent requirements of Spanish legislation in this regard.





Atresmedia includes a specific clause in the contracts it signs with its content producers governing responsibility for equality, human and labour rights and environmental impact

Producers and distributors

Content producers and distributors are an essential part of Atresmedia’s business. That is why the Group focuses heavily on the sound management of its procurement process.

Contracts signed with content producers fall within the remit of the Production Department, which manages the contract award and the relationship with them. Respect for the Group’s values goes to the heart of all areas and departments, which is why Atresmedia Televisión, acting through the Content Committee, curates and controls all the content that is produced and broadcast. Thanks to this management system, Atresmedia sees to it that these values are applied across the entire content creation process. Thus, by signing a commitment clause, content producers are required to honour the Group’s values and its environmental and social commitments.

In accordance with its **General Corporate Responsibility Policy**, Atresmedia Group includes a clause in all contracts signed with its content producers, whereby the latter state that, among other principles, they foster equality among their workers and uphold human and labour rights, without tolerating any kind of discrimination on the grounds of gender, race, sexual orientation, religious belief, political opinion, nationality, social origin, disability or any other circumstance that could be a source of discrimination. Producers are also asked to confirm that they scrupulously manage the environmental impact of their activity.

Atresmedia and the **production companies also undertake to examine how plot lines and/or content relating to pressing social concerns can be worked into their productions**, e.g. normalising disability, promoting diversity and equality, raising awareness against gender violence, or

respecting human and fundamental rights. They are equally committed to enabling people with disabilities to access all content.

When picking and controlling content producers, Atresmedia insists that all such companies comply with prevailing law and regulations on **occupational health and safety, sectoral agreements** and any other provisions that may apply. It also demands that minors be afforded all due protection when taking part in programmes or series for the Group.

The last few years have been dominated by the COVID-19 crisis and ensuing health controls. Although society has steadily returned to life as normal, Atresmedia has kept its hygiene and health measures and prevention protocols firmly in place. These measures include the use of face masks, antigen testing, PCR and interpersonal distance to protect the health of all those who visit the Group’s facilities, whether as members of the public, contestants, those taking part in internal productions and external producers.

From a quantitative perspective, the number of content producers increased by 21.4% last year, climbing from 28 to 34. Moreover, the number of programmes and series increased by 6.8% compared to 2021 (79 in 2022). **Distributor contracts** are managed by the External Production Department, which ensures transparency throughout the contracting process through its internal approval processes, while also managing all related intellectual property rights.

In 2022, Atresmedia Group had dealings with **55 distributors, 3.8% more than in 2021** and matching the figure reported in 2020. These figures, which have remained largely unchanged in recent years, reflect the concentration



of distributors in the international market in the wake of COVID-19 (Warner/Discovery, for example). However, the number of **proposals** received, following the effective reopening of the market, increased to **132 in 2022**, 6.5% more than the previous year.

accounting for 47% of the total number of contracts arranged with distributors, which matches the 2020 figure. This confirms Atresmedia's ongoing commitment to small national suppliers, who were hit hard by COVID-19.

This level of international concentration is no obstacle to Atresmedia's ongoing commitment to national distributors. In 2022, dealings with **national distributors** were up 56.7%,





07.6 Regulatory compliance

Atresmedia's Regulatory Compliance Model is the set of rules, standards, procedures, its tools and other technical and human resources the common purpose of which is that Atresmedia Group's activities comply at all times with the law and remain consistent with the ethical principles that the Group itself has put in place to steer its business as a media group and as an enterprise

Atresmedia has a **Regulatory Compliance and Crime Prevention Model** in place that applies across the entire Group and extends to some investees. 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, comprehensive 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 at 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 carrying risk because they involve the processing of personal data (employees, customers, suppliers, digital businesses, etc.).

The corporate website now includes a specific section on compliance and prevention, containing the key internal rules and regulations of the model (Code of Conduct, Anti-corruption Protocol, Gifts Protocol, etc.) as well as a form for using the Whistleblowing Channel, which is also available to whistleblowers outside the Group and allows for anonymous reporting. The **Crime Prevention and Detection Protocol** covers (i) Group **activities** that carry 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 constitute the essential control and prevention

rules within this model. The central pillars of this model are the Atresmedia Code of Conduct and the Anti-corruption Protocol. These controls and preventive measures notably include:

- The Code of Conduct: sets out the principles, aims and values guiding 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 at Atresmedia Group. It further specifies and implements the provisions of the Code of Conduct, such as 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. Atresmedia has the following specific controls in place to prevent and detect the risk of corruption and bribery:



1

Payment control procedure

Describes the tasks related to the management of payments made by Atresmedia and by those Group companies to which the Accounting and Treasury Department provides support. It also describes the pertinent controls and existing segregation of duties.

2

Billing and collection control procedure

Describes the tasks related to the management of payments received by Atresmedia and by those Group companies to which the Accounting and Treasury Department provides support. It also describes the pertinent controls and existing segregation of duties needed to mitigate any risks that might arise. In 2021, Atresmedia introduced an electronic billing system to improve and streamline billing processes and help detect and prevent fraud.

3

Expense and per diem procedure

Describes how the reimbursement of employee expenses should be requested, authorised and settled, in alignment with the Employee Expenses Policy approved in 2021. A tool is in place to centralise the management of payments and to optimise control and oversight processes.

4

Related party transactions protocol

Sets out the procedure for scrutiny by the management area and the Internal Audit and Process Control department of procurements of goods and services from related parties which, in accordance with the Corporate Enterprises Act enacted by means of Royal Legislative Decree 1/2010, of 2 July, must be previously approved by the Board of Directors or, as the case may be, by the General Meeting of Shareholders following a report from the Audit and Control Committee on whether the transaction is fair and reasonable in the eyes of Atresmedia or the Group company awarding the contract and, where appropriate, in the eyes of shareholders other than the related party. It was amended in 2021 to bring it in line with the reform of the LSC ushered in by Law 5/2021 of 12 April.

5

Procurement procedure

Governs the procurement of goods and services considered necessary for Atresmedia Group to carry on its business, which is centralised at the Procurement unit (Finance department), which provides service to all Group companies. This procedure is there to ensure the transparency of the process, the separation of duties, cost savings, and the optimisation of Group purchases.



The Anti-corruption Protocol clearly defines prohibited acts, including payments to facilitators, business corruption, influence peddling, illegal funding of political parties, and cash payments



Gift giving and acceptance protocol

Describes the procedure that must be followed regarding the acceptance by Atresmedia Group employees of gifts or invitations from third parties, as well as the giving of gifts or invitations by Atresmedia employees to third parties.



Powers of attorney and use of electronic certificates protocol

Sets out the internal procedure governing powers of attorney (granting, revocation, amendments, etc.) and for securing and authorising the use of electronic certificates within Atresmedia Group. As electronic communications are becoming increasingly common and in many cases compulsory, both with public administrative bodies but other third parties, this risk is now particularly important as we endeavour to avoid the improper or fraudulent use of electronic signatures.



The Code of Conduct also includes a specific section on anti-money laundering, requiring all Atresmedia employees to monitor any suspicion or evidence they may have of improper conduct in this regard.

- 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 the 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 to the processing of personal data are also included.
- **Whistleblowing channel:** mechanism made available to all Group employees and third parties for resolving

doubts on how the Code of Conduct and other internal rules should be applied and enforced. It also allows whistleblowers to report breaches of the Regulatory Compliance Model, or of financial accounting standards, irregularities in the process of drawing up financial and non-financial information, instances of discrimination, or labour or sexual harassment occurring within the Group, as well as any conduct that is unlawful and/or breaches the policies, protocols and other regulations of Atresmedia Group. This is the channel that should be used in such cases, as it protects the confidentiality or anonymity of the whistleblower should they wish to remain anonymous.



The channel can also be used by third parties outside the Group and is available on the corporate website (in the "Compliance and Crime Prevention" section) and via the email address

canal-consultasydenuncias@atresmedia.com

A total of 14 communications were received through the channel in 2022, comprising 13 complaints related to three issues, and one query related to one of the aforementioned complaints received. All these communications were resolved following proper procedure. None of them concerned issues of particular importance or carried a significant economic or reputational risk, nor did they relate to corruption.

In 2022, an instance of irregular conduct was detected but which was not reported through the channel. An employee of a Group company made improper use of company bank cards and made unjustified purchases of certain goods and services by deliberately evading the controls in place. The company's finance department spotted these actions and immediately activated the protocol for responding to non-compliances with the model and the protocol for responding to situations carrying criminal risk. This led to an exhaustive investigation and criminal proceedings were initiated involving the company's legal team to defend its interests and seek redress for the damage and loss it had sustained. Following a joint analysis by the Group's own Internal Audit Department and a specialised external partner, new organisational controls were put in place to ensure enhanced financial oversight of this company and





In 2021, the Regulatory Compliance Committee, the body tasked with enforcement of the model, approved an online internal training plan for Group employees on the compliance and crime prevention model, including specific training for people responsible for SAP-GRC system controls

which also extend to other subsidiaries of the Group with similar characteristics.

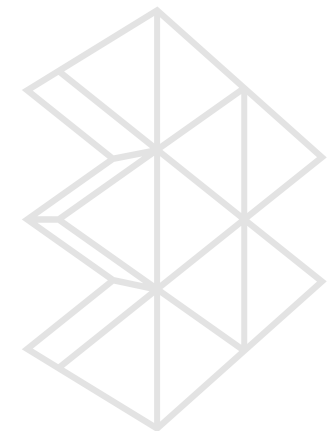
On 14 September 2022, the Council of Ministers approved a bill for the protection of persons who report breaches of European and domestic law and, consequently, who contribute to the fight against corruption to transpose Directive (EU) 2019/1937 of the European Parliament and of the Council of 23 October 2019 on the protection of persons who report breaches of Union law. In 2022, Atresmedia analysed the impact that this future law will have on how this channel operates and the action it will need to take once the bill becomes law.

- **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.

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 the ethical principles guiding the conduct of all members of the organisation.

In 2022, 57% of all Group employees completed this training, including all executives, middle managers and comptrollers. In 2023, the training will be delivered to the Group's entire workforce and will extend also to newly incorporated companies.

Since 2021, all Group executives and middle managers are asked to provide an annual **statement explicitly confirming their awareness and knowledge of the model** and its related rules. They must also confirm the absence or any **conflicts of interest**, or disclose such conflicts where they exist.





07.7 Tax compliance

Atresmedia has a **tax strategy in place that is based on compliance with applicable tax law and regulations in all the territories in which it operates**. It applies common tax criteria for all transactions —not only those of the parent company but of all other companies that make up the Group. This strategy demonstrates the Company's commitment to the principle of responsible taxation, good tax practices, sustainable development and the responsible running of its business.

The Company's tax strategy is geared towards strict compliance with the law and transparency in all its operations by systematically analysing all aspects of the business and focusing on tax planning aligned with the Company's objectives. **Atresmedia also avails itself of available tax incentives aligned with its activity and business, in accordance with current legislation. In 2020, Atresmedia adhered to Code of Good Tax Practices of Foro de Grandes Empresas (Spanish Forum of Large Companies), thus embracing the commitments set out therein: transparency, good faith, collaboration with the tax office and avoidance of conflicts.**

Tax transparency is also addressed as part of the materiality assessments that Atresmedia carries out, as a further show of the importance that the Company attaches to this topic. Following the most recent materiality assessment carried out in 2020, **tax transparency has been ranked as**

one of the most relevant topics for the Group. This report contains relevant disclosures on the matter, following the reference frameworks provided herein.

In accordance with Corporate Enterprises Act and the Regulations of the Board of Directors of Atresmedia Corporación de Medios S.A., the Board is the most senior representative, administrative, management and control body existing within the Company. Atresmedia's Board of Directors defines the Company's tax strategy and approves the corporate tax policy following a favourable report from the Audit and Control Committee. Its tax policy is available on the corporate website and sets out the principles underpinning tax strategy for all Group companies.

In turn, **Atresmedia's Tax Management and Control Model** is part of its Corporate Risk Management Model. The model includes **special controls and a Protocol for Tax-significant Transactions**, meaning those transactions which, due to their importance or nature, must undergo a prior analysis before they can be carried out. Atresmedia's Board of Directors is tasked with approving the risk control and management policy, including tax risks, and for overseeing the internal reporting and control systems. For more information on Atresmedia Group's Corporate Risk Management Model, see section 7.4. [Prevención, control e identificación de riesgos](#).



Atresmedia Group obtained profit before tax in 2022 of EUR 150,393,970 million (1.96% less than in 2021), broken down by country as follows³:

PROFIT/(LOSS) BEFORE TAX (€)		
COUNTRY	2021	2022
Spain	152,665,244	150,393,970
Brazil	168,233	-
Mexico	743,752	-
Colombia	-47,815	-
Peru	11,544	-
Argentina	-63,546	-
Chile	46,288	-

Further to its tax obligations, in 2022 Atresmedia’s tax contribution was **EUR 13,578 thousand in direct taxes, EUR 1,385 thousand in local taxes, EUR 1,486 thousand in indirect taxes (tax on certain digital services) and EUR 129,037 thousand in taxes collected from others.** As for aid received from the government, in 2022 Atresmedia received grants amounting to EUR 2,522 thousand, in addition to the corresponding deductions to which the Group is entitled for film and audiovisual productions.

The new Audiovisual Media Law imposes certain legal obligations on commercial television networks, which Atresmedia must honour due to its status as an audiovisual group. As a result, Atresmedia allocates part of its revenue to the production of Spanish films. Thanks to its talented team of professionals, Atresmedia has turned this into a great opportunity and indeed one of the Company’s hallmarks. In line with this obligation, the main aspect mitigating the tax payable on Atresmedia’s earnings is the **tax credits for cinema and audiovisual production.** In

³As SmartClip Latam was sold in January 2022, the Group operated solely in Spain at year-end 2022.



2022, the Group applied **tax credits** for audiovisual and film production of EUR 15,647 thousand (2021: EUR 13,842 thousand).

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

	2021	2022
Income tax (EUR thousand)	6,414	13,578
Grants received (EUR thousand)	2,143	2,522
RTVE Royalty (EUR thousand)	16,041	21,701
Tax credits applied (EUR thousand)	13,842	15,647





07.8 Investor relations

The investor community is one of Atresmedia's main stakeholders. Therefore, the Group's Investor Relations teams seeks to build stronger relations with investors by adapting to their needs and expectations.

The COVID-19 crisis had a significant impact on the activity of the Investor Relations department and its relations with the financial community. While it was largely business as usual again throughout 2021 and 2022, several factors led to a structural decline in interest from the investment community in 2022, including:

- Media for Europe's acquisition of an 82% stake in Atresmedia Group's main competitor, which has caused its stock market cap to fall significantly in 2022, thus dampening the level of interest in the sector shown by domestic investors.
- New regulatory changes in the financial services industry, such as the amendments to the MiFID II Directive, which reduced the frequency of contact between investors and issuers.

Despite this, a total of **181 contacts with investors took place in 2022**, of which **91 were face-to-face meetings** at sector conferences and roadshows (35% less than in 2021), while **90 took the form of phone calls** (25% less than the previous year).

Levels of interest among analysts and investors in ESG aspects continued to grow during the year, with both agents showing a closer interest in issues such as CO2 emissions, corporate governance, customer data security and privacy and supplier relations. In response to these concerns, the Investor Relations department took part in

internal workshops to assess and quantify the climate change risks and opportunities facing the Company to devise a strategy aimed at achieving Zero Net Emissions by 2050.

As it does every year, Atresmedia staged a new edition of Investor Day, an event at which it informs the investment community about the various lines of business that the Company is pursuing. In 2022, the focus was on Atresmedia's ESG strategy –which it has been designing and honing for 17 years– by describing the Group's performance in each of the dimensions: social, environmental and governance. In 2022, more than **20 analysts and investors attended the virtual event**, which is now available to the entire investment community on the corporate website.

Atresmedia's presence in ESG indices and tables has also continued to climb in recent years. In 2022, Atresmedia was once again picked as a member of the **FTSE4Good Ibex** sustainability index, which lists the leading companies in corporate responsibility practices by evaluating and scoring their 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 2022, **Atresmedia's average score was 4.2**. Atresmedia also worked hard in 2022 to earn an S&P Global rating for the Dow Jones index. In addition, the following listings and scores were obtained:

- MSCI: **BBB (Maximum AAA – Minimum CCC)**
- CDP: **B (Maximum A – Minimum F)**
- Vigeoeiris: **44 (Maximum 100 – Minimum 0)**
- Sustainalytics: **13.6 (Maximum 0 – Minimum 40)**

Atresmedia once again made the FTSE4Good Ibex sustainability index, with an average score of 4.2/5



07.9 EU Taxonomy

7.9.1 Regulatory context

In 2018, the European Commission launched the action plan on financing sustainable growth, in a bid to boost sustainable finance and redirect capital flows towards more sustainable activities. As a result of this initiative, several pieces of legislation were developed, including the **EU taxonomy for sustainable activities**, a system for classifying economic activities according to their potential impact and contribution to sustainability.

Based on the current extent of regulatory development within the EU, companies are required to report only on **climate change mitigation and adaptation**. By viewing the list of activities and the technical criteria for each activity, companies, investors and regulators alike can obtain more standard and reliable information on which activities help to achieve environmental objectives and are therefore making a greater contribution to the transition to a green economy.

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 objectives⁴.

- 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 regulation outlines several reporting requirements for certain undertakings (financial market participants that make available financial products and undertakings 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).

As the regulation is still under development, there is some uncertainty as to how certain aspects of the regulation will be applied and interpreted. Market participants must make decisions on the classification of the activities included in the taxonomy. On 19 December 2022, the European Union published two documents to resolve the doubts raised by various market players, thus shedding further light on the Taxonomy report, which this year incorporates the alignment analysis.

⁴ Amended to introduce economic activities in the nuclear and natural gas sector by Commission Delegated Regulation (EU) 2022/1214 of 9 March 2022 amending Delegated Regulation (EU) 2021/2139 as regards economic activities in certain energy sectors and Delegated Regulation (EU) 2021/2178 as regards specific public disclosure for those economic activities.

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 2022:

- Proportion of taxonomy-eligible and taxonomy-aligned turnover
- Proportion of taxonomy-eligible and taxonomy-aligned capital expenditure (CapEx)
- Proportion of taxonomy-eligible and taxonomy-aligned operating expenditure (OpEx)

Furthermore, the reporting of these three indicators should cover the most relevant aspects related to accounting policy, compliance with Regulation (EU) 2020/852 and qualitative contextual information, thus making the results of these three indicators easier to understand.

Two **key concepts** should be made clear:

- **Eligible activities** (reported in 2021 and thereafter): activities listed in Annexes I (mitigation) and II (adaptation) of Commission Delegated Regulation (EU) 2021/2139.
- **Aligned activities** (reported for the first time this financial year): eligible activities that meet the technical screening criteria and which are divided into the following three levels:

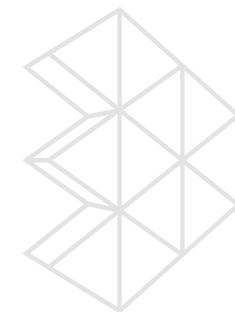
- Substantially contribute to at least one of the six objectives set out in the Regulation⁵:

- 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 safeguards across all procedures, in line with the OECD Guidelines for Multinational Enterprises and the UN Guiding Principles on Business and Human Rights

The following sections describe the criteria applied by Atresmedia to meet the requirements of the Taxonomy for each of the three levels of technical screening criteria.



⁵ Technical criteria included in Annexes I (Mitigation) and II (Adaptation) of Commission Delegated Regulation (EU) 2021/2139



7.9.2 Scope of the report

In applying the EU Taxonomy, **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.

In the **2021 report**, the exercise carried out by Atresmedia Group involved the eligibility analysis of the activities carried out, in accordance with prevailing law and regulations.

In **2022**, it reviewed the eligibility exercise carried out in 2021, thus reviewing the criteria applied in 2021. It also carried out the alignment exercise for the first time, analysing compliance with substantial contribution criteria, respect for the principle of "Do no significant harm" and minimum safeguards.

This exercise should be reviewed in subsequent years, so as to ensure that the expectations of the regulator and other stakeholders are met, in light of any developments or clarifications issued by the European Union.





7.9.3

Scope of the Taxonomy

At the time of writing this report, only the technical screening criteria have been published for the activities considered, in relation to their potential contribution to climate change mitigation and adaptation.

As an audiovisual media group, Atresmedia does not have a significant impact on climate change. However, due to its activities and leading position within Spain, it is able to raise awareness and inform its audience on aspects related to climate change, meaning it can be considered as an adapted and enabling activity.

The Group has a robust sustainability management model, which is implemented through a governance framework that showed its worth in driving and leading the launch in 2022 of its Net Zero Strategy, focused on the fight against climate change, and marking a new step forward in the Group's contribution to the transition towards a green economy.

To understand those activities considered eligible for the Group, one must consider that the Group's 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).

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.

In 2021, two scenarios were reported for turnover eligibility, one considering the assignment of advertising space as an operating model and the other disregarding such activity. Based on all currently available information, only non-advertising-driven businesses such as Content Production and Distribution were retained in 2022.

For the purpose of calculating the three key performance indicators (KPIs), the following **eligible activities contemplated in the Taxonomy** have been identified:

- Activities that can make a substantial contribution to **climate change adaptation**⁶:
 - **8.3.** Programming and broadcasting activities
 - **13.3.** Motion picture, video and television programme production, sound recording and music publishing activities

These activities are listed in the regulation as **adapted enabling activities** (an adapted activity is one that is in line with current and projected climate change and its impacts). To qualify as an adapted activity, an activity must meet the technical screening criteria regarding its substantial contribution to climate change adaptation. This obligation

⁶ Identification of activities listed in Annex II of Commission Delegated Regulation (EU) 2021/2139 on disclosure



results in the requirement to **identify the physical climate risks with respect to the activity** listed in **Annex A** of the Taxonomy.

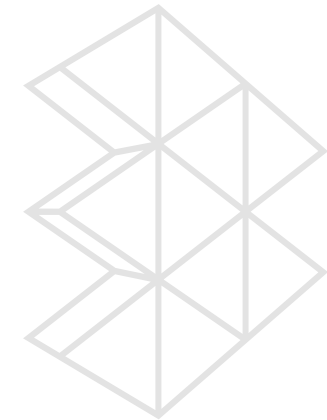
Atresmedia carried out a climate risk analysis of all its assets, assessing its exposure to climate risk factors at the asset level, considering the **short-term (2030)** and **long-term (2050)** horizons, analysing **scenarios RCP2.6** (in which mitigation efforts lead to a very low level of forcing) and RCP8.5 (with a very high level of GHG emissions) and **considering all the risk factors set out in Annex A** of the Taxonomy⁷.

The entire universe of risk factors was analysed across the different scenarios and time frames mentioned, the **implications of the physical risk factors of climate change were translated into operational and financial risks for the Company** and the criticality of the risks was assessed, concluding that there are **no risks with the potential to significantly affect the operations or financial statements** of Atresmedia.

Atresmedia's activity is considered enabling because it is able, through its channels and broadcasters, to raise awareness among audiences in Spain, increase their resilience to physical climate risks and help to promote adaptation efforts among audiences.

Given that Atresmedia's normal activity includes both radio and television programming and broadcasting, as well as

the production of audiovisual content for its different platforms, channels and broadcasters, from an accounting standpoint it is hard to discriminate the various items linked to these activities. Similarly, according to the description of these activities, the technical screening criteria are identical for both activities, which is why the KPIs are still reported jointly.



⁷ Delegated 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 environme



7.9.4 Compliance with screening criteria

In 2022, Atresmedia assessed, for the first time, compliance with the technical screening criteria, which consists of three discrete assessments.

1. Assessment of compliance with the substantial contribution criteria

In order for economic activities 8.3 and 13.3 to be considered as contributing substantially to climate change adaptation, the company must demonstrate, through a physical climate risk assessment, that physical risks material to the company have been identified and if such material risks are identified, that the necessary adaptation measures have been put in place. Atresmedia carried out this assessment, which revealed that there are no material corporate risks for the Group arising from climate change.

For these purposes, non-material risk means any risk that, due to its probability of occurrence, the potential impact on the business or the combination of both, does not have the potential to significantly affect Atresmedia's operations or financial statements, within the horizons and scenarios evaluated. For more information on the analysis carried out, see risks and opportunities of climate change in section 9.1.1 [Fight against climate change](#).

For activities considered to be enabling activities, they must provide a technology, product, service, information or practice that helps to increase the

level of resilience to physical climate risks of third parties. Due to the diversity of the content it broadcasts and produces, as well as the breadth of its audiences, Atresmedia is able to convey messages that inform and raise awareness of the possible impacts of climate change, thus helping to make audiences more resilient. To meet this criterion, the Group has identified the content it broadcasts that does help raise awareness within society by finding content that bears some connection with climate change, such as rising sea levels, rising temperatures, water stress, heat waves and floods, among others⁸.

In addition to these terms, all meteorological content broadcast by Atresmedia Group will also be considered aligned, including both the weather sections of the news programmes and weather-related programming (for example, *Mundo Brasero*).

2. Assessment of compliance with "do no significant harm" (DNSH) criteria

The Taxonomy considers that activities 8.3 and 13.3 are not likely to cause significant harm to the other objectives.

3. Assessment of compliance with minimum safeguards

Lastly, for an activity to be considered taxonomy-aligned, it must respect the minimum safeguards.

⁸ The associated concepts are aligned with the risk factors identified in Annex A of Commission Delegated Regulation (EU) 2021/2139



Within its management model, Atresmedia can consider that its procedures are aligned with principles and good practices in human rights, anti-corruption, consumer interests, competition and taxes. The Group has a corporate Code of Conduct, which is also made known to all suppliers when signing supply and service contracts, and also runs a whistleblowing channel available to all its stakeholders.

In addition, Atresmedia has implemented measures to protect minors and drawn up a responsible advertising policy, subtitles its content to make it

more accessible and carries out fact-checking processes. As a socially responsible company, Atresmedia is a signatory of the United Nations Global Compact and operates an Anti-corruption Policy, a crime prevention model, a Procurement Policy rooted in ESG criteria, an Internal Control over Financial Reporting System, and a Protocol for Tax-Significant Transactions. In the sphere of competition, Atresmedia provides continuous training to its employees as part of its compliance model.



7.9.5 Methodology and results

7.9.5.1 General considerations

For the analysis carried out in relation to the accounting and management breakdown of revenue, CapEx and OpEx, Atresmedia relied on the **consolidated information for the Group**, thus including all companies that fall within the consolidation scope, without counting intercompany transactions. The various items used for the three key indicators were identified on the basis of corporate management control criteria.

To ensure the reliability of the information reported, Atresmedia took proper care 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.





Proportion of taxonomy-eligible and taxonomy-aligned turnover

7.9.5.2

This KPI shows the relative weight of turnover derived from products or services associated with Taxonomy-aligned economic activities divided by net turnover.

Note 20 to the Group's consolidated financial statements was used to determine the **denominator** of the turnover KPI for both eligibility and alignment.

Accounting items linked to the production and distribution of content were used to calculate the **numerator** as regards

the **eligibility** exercise, adopting the most restrictive scenario whereby the sale of advertising space was not taken into account and which was reported in 2021.

In 2022, Atresmedia Group's **taxonomy-eligible** revenue related to the following activities:

	TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES	ATRESMEDIA GROUP ACTIVITIES
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>	Revenue from the creation and production of television, radio and film audiovisual content and broadcasting over conventional and digital channels.

In 2022, the eligibility rate was 7.45%, compared to 8.20% in the previous year, with no significant differences.

In relation to the numerator for taxonomy-aligned activities, we estimated the number of hours of broadcasting of content related to the key concepts associated with climate change adaptation, focusing on own productions that generate turnover not associated with advertising (ATRESplayer and Canal Internacional). The time of the

taxonomy-aligned content was multiplied by the turnover/hour of those platforms, thus giving the total turnover aligned with the taxonomy.

In 2022, the alignment exercise revealed that turnover from environmentally sustainable activities, i.e. taxonomy-aligned, was 0.03% (EUR 265,220). For more information, please see [Annex I. Proportion of taxonomy-eligible and taxonomy-aligned turnover](#).



7.9.5.3

Proportion of taxonomy-eligible and taxonomy-aligned CapEx

This second KPI envisaged in the regulations is the **proportion of capital expenditure (CapEx) relating to assets or processes associated with economic activities** covered by the Taxonomy.

Therefore, to calculate the percentage of taxonomy-eligible and taxonomy-aligned percentages, the **denominator** will include 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.

When calculating the numerator for obtaining the **taxonomy-eligible** percentage, and continuing with the interpretation carried out in the previous exercise, we count

investments in **property, plant and equipment**, more precisely investments in plant such as video and audio equipment for television and radio, as well as other investments in other installations and tooling. 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 were counted as taxonomy-eligible.

Likewise, and following the calculation method followed in 2021, 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 2022, 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	<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>	Expenditure relating to the creation and production of television, radio and film audiovisual content and broadcasting over conventional and digital channels.

In 2022, the ratio of taxonomy-eligible CapEx to total CapEx stood at 84.65%, whereas this ratio stood at 60.92% in 2021. This difference is mainly due to the increase in investment in plant, machinery and audiovisual productions (which now include new plant), the Sonora facilities and investments in assets associated with OCR.

To calculate the numerator, which includes the amount of **taxonomy-aligned** CapEx, we estimated the taxonomy-eligible CapEx associated with Atresmedia's own productions. We then multiplied this own production CapEx using a proxy —the same one used for turnover—, estimating the hours of broadcasting of programming

labelled under climate change adaptation over the total hours of broadcasting.

In 2022, the alignment exercise revealed that CapEx from environmentally sustainable activities, i.e. taxonomy-

aligned, was 0.59% (EUR 95,028). For more information, please see [Annex II. Proportion of taxonomy-eligible and taxonomy-aligned CapEx.](#)



#elintermedio

7.9.5.4 Proportion of taxonomy-eligible and taxonomy-aligned OpEx

This third and last KPI shows the **proportion of operating expenditure** (OpEx) derived from **assets or processes associated with economic activities** covered by the Taxonomy.

As in 2021, the **denominator** for both the taxonomy-eligible and taxonomy-aligned exercise in 2022 included direct

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



As for the numerator used to calculate the **taxonomy-eligible** percentage, the same magnitudes used in 2021 were included and excluded, thus replicating the methodology used.

This includes the repair and maintenance of plant for production systems, software and transport items, the latter mainly associated with radio. In addition, **short-term leases** of buildings, offices and production facilities and leases of plant such as video production equipment, sound production,

lighting, image capture, mobile units, and scenery leases, are counted as eligible, as was the case in 2021.

Lastly, the repair and maintenance of furniture and office equipment are **not included as taxonomy-eligible activities**. We also excluded other leases, such as vehicle and computer equipment leases.

In 2022, Atresmedia Group's **taxonomy-eligible** operating expenses related to the following activities:

	TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES	ATRESMEDIA GROUP ACTIVITIES
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>	Operating expenses relating to the creation and production of television, radio and film audiovisual content and broadcasting over conventional and digital channels.

Taxonomy-eligible OpEx also experienced a significant change during the period. In 2021, taxonomy-eligible OpEx was 61.76%, climbing to 69.60% in 2022. The change was due, first of all, to the 52% increase in repair and maintenance costs, predominantly repairs of plant at Atresmedia Corporación and of software. In addition, leasing expenses saw a significant reduction due to lower expenditure on leasing plant. As with the calculation of the CapEx numerator, taxonomy-aligned OpEx was calculated by taking the estimated amount of taxonomy-eligible OpEx associated

with own productions and multiplying it by the proxy associated with content that meets the technical screening criteria for substantial contribution.

In 2022, the alignment exercise revealed that CapEx from environmentally sustainable activities, i.e. taxonomy-aligned, was 0.43% (EUR 79,628). For more information, please see [Annex III. Proportion of taxonomy-eligible and taxonomy-aligned OpEx](#).



 08

Atresmedia's impact on society

Atresmedia ensures engagement and dialogue with all its stakeholders. The main stakeholders identified by Atresmedia and with which it has regular dealings are:

- Advertisers
- Audiences
- Shareholders
- Investors
- Employees
- Suppliers (distributors, producers and suppliers of goods and services)
- Regulators
- Society

Atresmedia Group works hard to understand and meet the needs and expectations of these stakeholders. To succeed in this task, it carries out specific actions for each of them, based at all times on the **General Corporate Responsibility Policy and the Responsible Advertising Policy**, thus ensuring that the relationship is based on trust, transparency and mutual respect.

To ensure fluid, two-way communication with all of them and to hear their concerns, they may send an **email** to Corporate Responsibility in relation to matters such as advertising or technical incidents, or to give feedback on content, request information or make suggestions in other areas.

In 2022, this mailbox received a total of **128 mails** (2021: 132), many of them in the form of specific suggestions. Following the trend seen in previous years, there are also specific channels available for each stakeholder group: advertiser's office, shareholder's office and investor's office.

The corporate responsibility mailbox collects information on the users of Atresmedia's various services.

To further improve relations with shareholders and investors, the Group's corporate website (www.atresmediacorporacion.com) features a specific section dedicated to them (or any other profile that may be interested), providing information of interest on corporate governance at the Company, the shareholders' meetings and other relevant KPIs.

In a bid to bring the Group's activity closer to its stakeholders, Atresmedia has for years been giving guided tours of its facilities to schools and universities, and also to advertisers and other agents, thus contributing to media literacy. This initiative led to 25 visits in 2022 (150% more than in 2021, due to the easing of the COVID-19 restrictions⁹). There is also direct phone number that the public can call to get in touch. In 2022, Atresmedia received 29,205 calls, compared to 35,709 calls in 2021.

A system was also put in place to manage users of the ATRESplayer platform following its creation. In 2022, 42% of the communications received concerned requests for information, suggestions and complaints, while 20% related to technical incidents.

Atresmedia Group, due to the nature of its business and its philosophy, always seeks to be at the very forefront of new trends. The use of new technologies and social networks has revolutionised dialogue with stakeholders. Notably, Atresmedia has **632 accounts across different social media platforms** (618 in 2021), through which it uploads content and communicates with society. The accounts

⁹ Due to the COVID-19 pandemic, there was a considerable reduction in the number of visits to our facilities. Following the return to normal, a clear increase was reported in 2022.



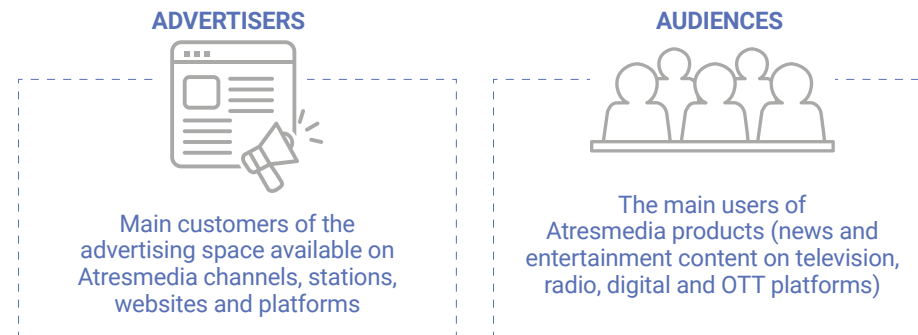
relate to the Group as a whole and to specific Atresmedia platforms, series, channels and actions. In 2022, Atresmedia amassed a total of **72.6 million followers** (61.5 million in

2021) allowing for an engagement totalling **7,101 million impressions**, thanks to the constant generation of content.

08.1 On customers and users: advertisers and audience

Atresmedia Group differentiates between two main types of users: **advertisers and audience**. Both figures play a key role in the business model, having different needs and

concerns that must be addressed separately yet in a complementary manner. Thus, these two types of users can be defined as:



In 2022, average TV consumption came to 190 minutes per day (214 minutes in 2021). In view of this situation, Atresmedia has embarked on a process of constant transformation with the aim of generating content tailored to the demands and preferences of audiences, while upholding the standards of quality, diversity and accessibility that are an intrinsic part of the Group's corporate values.

(social media profiles, email addresses, phone lines, etc.) and by analysing audience figures on a daily basis. The research carried out by the marketing and audiences departments gives us valuable insight into the tastes and preferences of society and enables us to generate content that reflects their interests.

This can be achieved by actively listening to audiences through the channels made available for this purpose

These mechanisms are further complemented with regular **discussion groups**. In 2022, a total of **60** such groups were held (33 in 2021), both in person and remotely. A total of **427 participants** took part in the groups during the period,

Pasapalabra, Antena 3 Noticias and Cocina Abierta de Karlos Arguiñano top the table when it comes to perceived quality, according to the Personality Media ranking system

thus giving us a better understanding of how Atresmedia's products are perceived within society.

Thanks to all this work, **Antena 3** was chosen for the ninth consecutive year as the favourite channel among Spaniards, according to the latest results of the Personality Media Image Study, which polled upwards of 17,800 people. Antena 3 ranked first in 10 out of the 11 categories analysed, while laSexta once again placed second. Atresmedia TV has thus reasserted its status as a leading group when it comes to quality.

Meanwhile, to satisfy the expectations of advertisers, Atresmedia constantly strives to ensure that the advertising

it broadcasts is appropriate, low-risk and safe, in line with the commitments set out in the **General Corporate Responsibility Policy** and the **Responsible Advertising Policy**.

Atresmedia Publicidad (see [Atresmedia Publicidad: committed to innovation and advertisers](#)) work hard 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.



8.1.1 Audience protection mechanisms

Atresmedia understands that to **carry out its activities responsibly it must have audience safeguards in place**. These mechanisms take the form of the Group's various corporate policies, mainly the General Corporate Responsibility Policy and the Responsible Advertising Policy, which define the key elements of audience protection, the mechanisms there to promote safe and inclusive environments and the Group's commitment to relationships based on ethics and responsibility.

More precisely, in its section on responsible and accessible content production and broadcasting, the General Corporate Responsibility Policy enshrines Atresmedia's commitment to the protection of and advocacy for human rights, freedom of speech, diversity of viewpoints, non-discriminatory content and the protection of minors. It also establishes the concept of a safe environment for audiences and advertisers. These commitments are fortified in the **Group's Responsible Advertising Policy**.

In line with these commitments, Atresmedia Publicidad ensures sound and proper advertising activity across all its channels, thus seeing to it that all advertisements broadcast are suitable for all audiences and aligned with the Group's values and mission, guaranteeing a safe environment for the brands (**Brand Safe**). Atresmedia Publicidad is also acutely aware of the changes that are occurring in the consumption of content, with the surging popularity of digital platforms. It therefore focuses on these platforms to ensure that responsible advertising is also offered there.

All these assurances and safeguards also serve to strengthen professional alliances and commitments with advertisers, which continue to increase with each year that passes due to the high commercial value offered by the Group and the various social awareness initiatives that it carries out. It is effectively this value offered by Atresmedia Publicidad that makes advertisers increasingly place their trust in the Group.

Media ethics

Atresmedia is committed to and complies rigorously with the rules on independence between journalism and advertising under the Spanish Audiovisual Media Law.

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.



EDITORIAL COMMITTEE

Tasked with scrutinising 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.

The new Law 13/2022 seeks to promote and strengthen self-regulation and correlation mechanisms, especially for those matters the warrant special protection according to the general principles of audiovisual media

The entry into force on 9 July 2022 of *Ley 13/2022 de 7 de julio*, Spain's new General Audiovisual Media Law, was a further step forward in promoting the management of ethical and deontological aspects at Atresmedia and in strengthening audience protection mechanisms. The Act identifies the following general principles of audiovisual media:

- Human dignity
- Pluralism
- Gender equality and the protection of women's image
- Protection of people with disabilities
- The truthfulness of information, official languages
- Media and information literacy
- Protection of intellectual property

The new law introduces a new model for the protection of minors that includes a content rating system to be carried out through a co-regulation model. The model is currently under development but will ultimately be binding on audiovisual media service providers (both linear pay and free-to-air services) and on-demand services.

The **Codes of Ethics** of *Antena 3 Noticias* and *laSexta Noticias* set out the principles, rules and framework of action for news and current affairs programmes.

The newsroom of **Antena 3 Noticias** operates under the following premises:

- No conduct or information may violate the principles enshrined in the Spanish Constitution or breach any law or regulation.
- Using language that respects and reflects Spain's linguistic diversity.
- Respecting the dignity of people in all the news and 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.
- Clearing and explicitly separating 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
- 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 meaningful information to the news.
- 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.

Meanwhile, the Code of Ethics of laSexta 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

Child protection

The General Corporate Responsibility Policy underwent a review in 2019. This review addressed the need to **reinforce the mechanisms in place at the Company for the protection of children**, focusing on three key aspects: TV content, commercial communications and labour rights.

Notably, the recently approved General Audiovisual Media Law ushers in a **new model for the protection of minors** and the rating of content through a **co-regulation** model, to which all providers of audiovisual communication services



will be subject, both linear free-to-air and pay services, as well as on-demand services. This model **eliminates special watersheds** by ensuring that advertisements that are not aimed at children are never broadcast or are inserted in blocks that are positioned before or after programmes and content that are specifically or primarily aimed at children.

The new law also **maintains the existing prohibitions for providers of free-to-air linear television services on the broadcasting of content with scenes that include gratuitous violence and/or pornography**, and has established a general protection band for minors that prohibits content classified as >18 from being broadcast between 06:00 and 22:00.

Meanwhile, the new law and resulting model of co-regulation of content has meant that the system of self-regulation for complaints handling has been suspended. This suspension is effective from the end of the second four-month period, which means that there are no complaints during this period. Therefore, while 14 complaints were filed in the first eight months of 2022 (compared to 31 of the total received in 2021)¹⁰, none were related in form or content to Atresmedia.

It should be noted that the recommendations channel available on www.tvinfancia.es is not currently supported because, as per the public announcement made, work is

currently being carried out on a new space for receiving complaints about audiovisual and television content.

The issue of disinformation

Atresmedia Group, as a benchmark when it comes to news coverage through the *Antena 3 Noticias*, *laSexta Noticias* and the *Onda Cero* news programmes, is **firmly committed to rigour and truthful information**. To succeed, its editorial teams rely on mechanisms and tools to guarantee the truthfulness of the information, data and images they broadcast and to ensure that all such information is context-specific and reliable. In April 2022, Atresmedia attended the seminar on disinformation organised by the European Parliament in Strasbourg, which discussed what the institution is doing to fight disinformation and reflected on the current situation and how this problem affects society. Legislation on the matter was also addressed¹¹.

The commitment to rigour and truthful information remains a key priority at *Antena 3 Noticias*, which has a **sound strategy in place to combat fake news**. Aside from the fact-checking and verification work carried out on programmes such as *Antena 3 Noticias*, *Espejo Público* and *Antena 3 Internacional*, the channel also works to combat disinformation on social media through **VerificaA3N**. Atresmedia was already posting information on Facebook and Twitter in a bid to dismantle hoaxes and fake news and is now doing the same on Instagram and TikTok.

¹⁰ For 2021, the whole year (12 months) is considered, while in 2022 only claims from the first eight months of the year are considered, so no annual change can be reliably calculated.

¹¹ https://www.antena3.com/noticias/mundo/asi-combate-desinformacion-parlamento-europeo-aprendizaje-retos-2024_2022040962510694b5d74200019e6ead.html

Setting up #VerificaA3N on these two new social networks pursues the following objectives:

- Provide valuable, dynamic and interactive content
- Reach out to a younger audience that is especially sensitive to these issues
- Become invested in the topics that are trending on both networks by creating our own specific content tailored to this younger target segment
- Generate more impact by referring to URLs online to give users more context
- Encourage more active community participation

The ongoing efforts of *Antena 3 Noticias* to fight fake news, hoaxes and the misuse of social networks is the focus of the digital debate in **Lo Hablamos?**, a programme streamed from the *Antena 3 Noticias* website to tackle various topical issues. For instance, the programme includes a section where A3N social media followers can ask the guests questions.

Fact-checking is a job that involves the entire editorial staff of *Antena 3 Noticias*. Along these lines, the VerificaA3N initiative works with the various areas of the newsroom to stop hoaxes and combat misinformation. A particular highlight in 2022 was the use of specialised tools and apps to **stop images and videos relating to the conflict in Ukraine from being posted out of context**. An example of this fact-checking work was the release of a map of



fact-checked information on the conflict, which was broadcast on **Espejo Público** and is also available on the *Antena 3 Noticias* website¹².

Meanwhile, for our employees to be able to report and fact check in digital environments, the Digital area of Atresmedia delivered a **Digital Transformation Course** to the entire newsroom of *Antena 3 Noticias*, addressing issues such as the 'synchronised newsroom', whereby editors from other departments and sections –not only the specific editors of digital subjects– can contribute valuable content for both the website and social networks. Also, to coincide with **International Fact-Checking Day**, Atresmedia shed light on various hoaxes such as those that had emerged during the COVID-19 pandemic and others relating to Russia's invasion of Ukraine¹³.

In April 2022, Atresmedia attended the seminar on disinformation organised by the European Parliament in Strasbourg, which discussed what the institution is doing to fight disinformation, reflected on the current state of play and how this problem affects society, and addressed current legislation on the matter.

For *laSexta*, as with Antena 3, **the phenomenon of disinformation was particularly significant in 2022**. Once again, the war in Ukraine has tested the media's ability to spot hoaxes and fake news. To further illustrate its commitment to telling the truth, two new initiatives were launched during the period:

- Explaining current affairs and the doubts they can generate within society in a novel way on *laSexta Xplica*, which is aired on Saturday nights.

- Adapting *laSexta's* newsroom to digital transformation and readying it for the future.

The new laSexta Xplica show is a **forum for analysing current affairs, where citizens and experts alike take centre stage**. This idea stems from an awareness that we all live in an increasingly complex world and that citizens need to be informed, in a simple and educational way, about the most pressing issues of the present day. Thus, citizenship and interaction with the public are the main premises underlying this new show. They are given a platform where they can share their experiences and then pose questions to the experts. This panel of experts and analysts sit on what is called the *Grada de Xplicadores* stand, where they tackle the topic to be addressed that night. There are also *Xplicas*, sections of the show that give a quick and detailed overview of complex topical issues.

Therefore, *laSexta Xplica* joins the rest of the channel's programmes already bringing the fight to disinformation (*Al Rojo Vivo*, *Más Vale Tarde*, *laSexta Clave*, etc.). **laSexta spends a great deal of time and resources in carrying out news fact-checking exercises**. This Group-wide fight against hoaxes in programming is carried out alongside the fantastic team at Newtral, a start-up specialised in fact-checking and led by journalist Ana Pastor.

Ana and her team on the programme *El Objetivo de Ana Pastor* are leading the fight against disinformation. Thanks to their immense knowledge and international renown, they are the first Spanish team member of the International Fact-Checking Network, making them benchmarks when it comes to live fact-checking, dismantling fake news and fighting disinformation and hoaxes online.

¹² https://www.antena3.com/noticias/mundo/que-esta-pasando-ucrania-consultalo-este-mapa-que-cuelen_202203046221dc14447ec100016097ac.html

¹³ https://www.antena3.com/noticias/tecnologia/dia-internacional-fact-checking-bulos-coronavirus-guerra-mentiras-conflicto-rusia-ucrania_202204026247fc1456349d0001a6af4b.html



Russia's invasion of Ukraine has been one of the biggest challenges when it comes to fact-checking, so as to ensure that the channel is known for broadcasting genuine and truthful information

As we mentioned earlier, 2022 was a challenging year in terms of disinformation. The fact-checking of videos, information and messages that saturated the Internet following Russia's invasion of Ukraine took up a large part of the resources of the editorial staff of laSexta. Along these lines, a team of journalists specialised in fighting hoaxes was set up and has since been working throughout the conflict to ensure that the information broadcast on our channels is first screened and approved.

This whole project is further strengthened by the decision to physically merge the lasexta.com team into the laSexta newsroom, a process that is now complete.

The **new digital offering of laSexta.com has made it the leading online news channel, reaching 11 million users and garnering 53 million page views**. LaSexta Noticias is the only private television programme to have its own data and fact-checking team. The department was launched in 2015, making it the first of its kind and it has since become a benchmark.

The digital transformation is also viewed as the channel's big project looking forward, as it will shape the new approach to making television. We need to be aware of the changes going on in the world and make them part of the present by listening to new ideas, innovation and talent. Lastly, all laSexta employees have been trained in digital techniques and multimedia content.

Accessibility to all audiences

The General Audiovisual Media Law protects the rights of the visually- and hearing-impaired. This law imposes requirements in three areas: **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).

To ensure absolute compliance with this Law, CESYA held an informative session in 2022 on "The accessibility implications of the new General Audiovisual Media Law of 7 July 2022", to analyse the impact, implications and changes arising from the new law. The new audiovisual accessibility scenario was also addressed, including the possible reopening of the UNE 153010:2012 standard on subtitling, so as to adapt it to the times.

One of the Group's priority objectives under its Corporate Social Responsibility Policy is to ensure that its **news programmes and entertainment shows are accessible to all of society**. To succeed in this task, Atresmedia Televisión seeks to provide easier access to content that is produced and broadcast to all people, regardless of their hearing or visual ability, thus going far beyond minimum legal requirements. Internal tools are also used to monitor daily and weekly compliance with our numerous legal obligations. **Once again, all programmes in the commercial time slot in 2022 featured live subtitling**. However, Atresmedia has pledged to continue to make all current affairs programmes accessible regardless of the time slot in which they are broadcast, thus responding to the needs of the deaf community to receive their news live.

In response to the LGCA, Atresmedia has successfully run the first ARV (Automatic Voice Recognition) tests, so that once the system has been perfected, it can be implemented at the company.

Meanwhile, **subtitling on Premium and ATRESplayer ensures that exclusive non-TV content is made fully accessible**. In 2022, there was a significant increase in

Digital transformation is a lengthy process involving a three-year plan, once again showing the creative capacity, determination and keen interest of laSexta in addressing and embracing change



For yet another year, Atresmedia Group has gone beyond the accessibility obligations set out in the General Audiovisual Media Law 13/2022

subtitling of new content and new releases on the platforms.

An Engineering and I3 study was also initiated to start working towards the new Act and to be able to incorporate more content with sign language in ATRESplayer and Premium. This will ultimately make Atresmedia's programming even more accessible to all audiences. Meanwhile, we have been working with the Fundación Atresmedia to subtitle exclusive content for ATRESPlayer Premium.

To fully understand and be ready for the new accessibility regulations, Atresmedia attended a seminar titled "The new Audiovisual Law and its impact on accessibility", organised by RedBeeMedia. Atresmedia and the main agents in this sector also carried out a joint analysis of the new Act to identify the main challenges in store for companies and to figure out how best to overcome them.





TELEVISION ACCESSIBILITY		2021	2022	Annual change, 2021-2022 (%)
TV SUBTITLING FOR THE HEARING IMPAIRED	Total hours	41,367.1	41,103.3	-0.6%
	% To 24 hours	92.3	92.7	0.4%
SUBTITLED TELEVISION ADVERTISING (HOURS) ¹⁴	A3	26	44.2	70.2%
	laSexta	28.9	47.3	63.8%
	Neox	30.2	60.2	99.2%
	Nova	21.3	28.3	33.0%
NUMBER OF TV HOURS OF SIGN LANGUAGE		1,219.1	1,258.4	3.2%
NUMBER OF TV HOURS OF AUDIO DESCRIPTION		2,054.7	1,915.5	-6.8%

WEBSITE ACCESSIBILITY	2021	2022	Annual change, 2021-2022 (%)
SUBTITLING FOR THE HEARING-IMPAIRED, WEBSITES	TOTAL HOURS 39,550	TOTAL HOURS 37,807	3.59 %
	HOURS SUBTITLED 20,849.8	HOURS SUBTITLED 21,598	
NUMBER OF WEBSITE HOURS OF SIGN LANGUAGE	1,292.3	1,300	0.60%

¹⁴ The number of subtitled hours on speciality television channels increased considerably, due to the Group's commitment and in response to legal requirements.



Live subtitling is a product of Atresmedia's commitment to make all current affairs programmes accessible to all audiences, regardless of the time slot and ensuring the utmost flexibility

Thanks to these efforts, Atresmedia achieved various milestones in 2022 in the programming and broadcasting of slots featuring subtitling, audio descriptions and sign language. Highlights:

- **Subtitling for streamed content on the ATRESplayer platform**, so that users can enjoy live subtitling of all programmes.
- **Increase in the number of hours of live subtitled programmes**, with time slots running through the day. A particular highlight was the subtitling of programmes such as *La Voz*, *El Chiringuito de jugones* or *El Hormiguero*, and of monumental events such as the funeral of Queen Elizabeth II.
- **Increase in the number of hours of programming with audio-descriptions and sign-language**. Atresmedia is working on a new catalogue of programmes (both entertainment and fiction).
- Attendance at the unveiling of the **Media, Reliable Information and Deaf People in Europe** project to promote the inclusion of deaf people in the labour market in Europe, which was held on the premises of the State Confederation for Deaf People (Confederación Estatal de Personas Sordas).
- **Launch on the morning news of the remote sign language service**, which turned out to be a huge success due to the collaboration and support of various departments.

Therefore, **Atresmedia has cemented its leading position in providing access to content for all audiences**. Moreover, as shown by the Servimedia study, it has done so while following a positive and well-consolidated trend within the market. This study, which is still awaiting data for 2022, shows that subtitled programming on DTT was up 4.6% on 2021, according to data released by the Spanish Centre for Subtitling and Audio Description (CESyA) and the Royal Board on Disability of the Ministry of Social Rights and Agenda 2030.

Ad-content tracking mechanisms

Atresmedia Publicidad has been promoting a **model of advertising communication based on quality and responsibility towards advertisers and audiences alike**, focusing on two main lines of action:

- Making quality controls more effective.
- Lobbying for industry self-regulation to protect the rights of consumers and customers.

The Group **ensures that all the advertising content undergoes strict quality control** prior to broadcasting, doing so through Atresmedia Publicidad.

Atresmedia Publicidad also has its own oversight and legal advisory area, as well as a Legal Affairs department, to evaluate any advertising campaigns that might prove complex or create problems from a legal standpoint. This monitoring and internal control exercise is activated right at the start of an advertising campaign in the interests of caution and to minimise potential risks down the line.



Notably, Atresmedia Publicidad is an active and certified member and part of the founding group of the Association for the Self-Regulation of Commercial Communication (AUTOCONTROL). As such, it was awarded the AUTOCONTROL CSR certificate in 2022. The association works hard to improve compliance with advertising and anti-competition rules and to provide additional safeguards for advertisers, broadcasters and consumers.

It is also worth noting that the advertising broadcast on the Company's channels is reviewed:

- internally through a quality control procedure and numerous screening processes further strengthened by the advertising guidelines and continuity departments;

- externally by AUTOCONTROL through copy advice requests. In response to these requests, AUTOCONTROL issues reports that vouch for the legal and deontological propriety of advertisements broadcast and provide answers to legal queries and doubts raised by Atresmedia Publicidad in relation to the regulation or self-regulation of advertising content. There is also a system of checks in place to confirm whether the campaign is subject to any restriction resulting from the copy advice.

In 2022, Atresmedia Publicidad made 2,414 copy advice requests, down 11.9% on 2021 (2,739). The number of ethical queries made during this period was 83, 41.6% less than in 2021 (142).

	2021	2022
N° of copy advices	2,739	2,414
N° of cases	0	1
N° of breaches	0	1
Fine (€)	0	187,585
Ethical queries	142	83



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 embrace commitments to ensure 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)

Atresmedia Group is adhered to **AUTOCONTROL's Code of Conduct on Data Processing in Advertising**. This code introduces a new system for handling complaints regarding data protection and advertising. The procedure enables users to file complaints free of charge with companies adhering to the Code. A complaint may be filed if data protection rights are breached in an advertising context, including receipt of unsolicited advertising, exercise of rights relating to advertising, and data processing in advertising promotions or ad cookies.

In 2021, Atresmedia became a signatory to the **Code of Conduct on the Use of Influencers in Advertising**, again 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". Atresmedia is equally committed to promoting advertising content accessibility and encouraging advertisers to use subtitling and audio description in their campaigns, which also saw an increase compared to the previous year.

08.2 On society

The media has a remarkable impact on society, especially now as we move through the 21st century. Atresmedia views its role as a loudspeaker in transmitting messages to the entire population as an exercise in responsibility and in **informing and raising awareness**, as we seek to contribute to the further development and progress of our society. Atresmedia is convinced that the media not only have a responsibility for reflecting society as it is, but also the capacity to bring about positive change within society, mainly through the content they broadcast.

Thus, Atresmedia's objective is not only to **inform** in an honest and factually-accurate way, but also to raise **awareness** through all of its programmes, whether through its **content** or its **advertising spaces**. Indeed, Atresmedia, as a further show of its commitment to society, has been giving NGOs free advertising space for more than ten years, thus allowing them to publicise and raise awareness of their social endeavours and benefit from the media impact of Atresmedia. This outreach takes place on television and radio and also in digital content in the form of banners.

	2021	2022	CHANGE
TV investment (€) ¹⁵	9,365,730€	15,072,920€	60.9%
Radio investment (€)	7,860,940€	9,208,095€	17.3%
Digital investment (€)	136,514€	125,019€	-8.5%
Total investment	17,363,184€	24,40,034€	40.6%
Nº of campaigns	38	33	-13.2%
Nº of beneficiary NGOs	29	26	-8.9%
Campaigns subtitled	100%	100%	0%
Audio-described campaigns	2	1	-50%

¹⁵ The change in the number of campaigns compared to 2021 was largely due to the fact that there were a greater number of extraordinary campaigns in 2021 (held outside the established fortnightly deadlines). One such example would be the goODS awards, which Atresmedia supported through a total of three extraordinary campaigns.

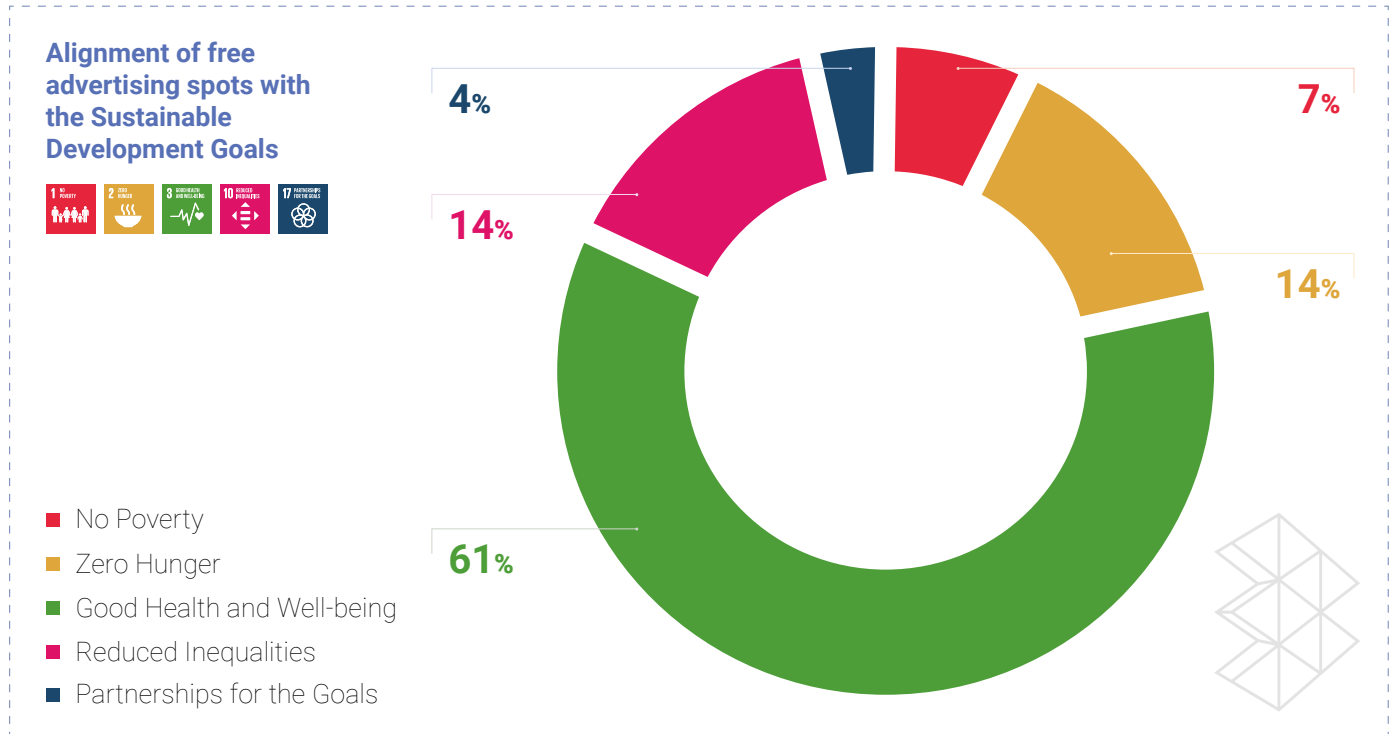


In 2022 Atresmedia broadcast 33 campaigns free of charge for 26 different non-profit organisations, for a total value of more than EUR 24.4 million

These campaigns were predominantly aligned with the following **Sustainable Development Goals: Zero Hunger** (SDG 2); **Good Health and Well-being** (SDG 3) and **Reduced Inequalities** (SDG 10). Campaigns were also broadcast in

relation to **No Poverty** (SDG 1), and **Partnerships for the Goals** (SDG 17). Key contributions to each SDG included:

	<p>The broadcast of the campaigns <i>#30añosmás</i> by Fundación RAIS – Hogar Sí and <i>Hay pandemias que pueden durar toda la vida</i> by Fundación Integra, both of which contribute to the "No Poverty" SDG targets.</p>
	<p>The campaigns broadcast for the Spanish Federation of Food Banks, the <i>Nuestra indiferencia condena el olvido</i> campaign by Manos Unidas and Educo's <i>Becas Comedor</i> campaign are aligned with the Zero Hunger SDG.</p>
	<p>SDG 3 was the goal that garnered the greatest number of contributions, thanks to the campaigns <i>Aceptamos el reto</i>, <i>Prevención del consumo pornográfico de menores</i> and <i>Descubre como disfrutar la adolescencia de tus hijos</i> by FAD; the celebration of the 50th anniversary of Doctors Without Borders; the <i>#Yoinvestigotuinvestigas</i> campaign to promote breast cancer research, by GEICAM; <i>#ByeByeQuimio</i> by Juegaterapia; <i>Fuerza 2020</i> by the Fundación Isabel Gremio; and <i>Uno para uno y todos para uno</i> by Fundación Aladina.</p>
	<p>Meanwhile, the campaigns <i>Gracias por tanto</i> by Fundación Down, FESOCE's awareness-raising on deafblind people, or <i>#Edición Limitada</i> by Fundación Capacis, are aligned with SDG 10.</p>
	<p>To promote SDG 17, we covered Forética's <i>Give&Gain</i> Corporate Volunteering and Solidarity Action Week.</p>



Moreover, as a show of Atresmedia’s commitment to providing accessible content, **each and every one of the campaigns broadcast on television was subtitled** and one was also accompanied by audio description.

Research into cancer and neurodegenerative diseases, support for children—especially sick children in hospitals—, **loneliness** in older people and **donations to food banks** were just some of the issues that Atresmedia sought to

raise awareness of in collaboration with the NGOs benefiting from these free advertising spaces. Further support was also provided to NGOs looking to raise awareness of various groups of vulnerable people with some form of disability, whether intellectual (Down’s syndrome), physical-organic (multiple sclerosis, acquired brain injury) or sensory (deafblind people), and the homeless.

In 2022, Atresmedia broadcast a total of 33 **advertising campaigns free of charge** across all of its media outlets (TV, radio and digital), benefiting **26 social organisations**.

Atresmedia also carries out other social responsibility actions, either through the Fundación Atresmedia or its team of corporate volunteers.

Also in 2022, as part of its enduring commitment to society, the Group collaborated with the **Emergency Committee** that was set up to provide support to the ongoing **humanitarian crisis in Ukraine**. Atresmedia provides this support by informing society about the humanitarian crisis

through all of its communication channels (TV, radio and digital platforms) and by launching public fund-raising appeals to help the Emergency Committee provide assistance in the crisis area and save lives. Thanks to the collaboration of Atresmedia Group, the Emergency Committee **raised more than 1,370,000 euros** in response to this humanitarian crisis, which it allocated to basic aid projects such as food and water, health care, psychological care and child protection, among other lines of action. The Emergency Committee is made up of six NGOs and looks to channel society's support to provide a rapid response to humanitarian emergencies¹⁶.



¹⁶ The extraordinary support given to the Ukraine War Emergency Committee and the increase in the Group's advertising rates, due to good audience figures, led to a sizeable increase in the financial investment in advertising space compared to 2021.

Contribution to the Sustainable Development Goals

8.2.1

Atresmedia remains firmly committed to supporting, disseminating and implementing initiatives and policies linked to the 17 Sustainable Development Goals of the United Nations and measures its contribution to the 2030 Agenda.

The **Group has also been a signatory and partner of the UN Global Compact** since 2008, an organisation that gets companies working towards the 2030 Agenda and promotes a series of principles to ensure that businesses do not have a negative impact on society and the environment. By adhering to the Global Compact, Atresmedia is committed to respecting its Ten Principles, which centre around the four core values of Human Rights, Labour, Environment and Anti-Corruption. Atresmedia makes these principles an integral part of its processes

and activities, and draws up progress reports to disclose truthful and transparent information on its level of compliance.

In 2022, Atresmedia published its first **Global Compact Progress Report** in the advanced version for 2021, which can be found on the initiative's website.



Human Rights	<p>Principle 1. Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.</p> <p>Principle 2. Businesses should make sure that they are not complicit in human rights abuses.</p>
Labour	<p>Principle 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.</p> <p>Principle 4. Businesses should uphold the elimination of all forms of forced and compulsory labour.</p> <p>Principle 5. Businesses should uphold the effective abolition of child labour.</p> <p>Principle 6. Businesses should uphold the elimination of discrimination in respect of employment and occupation.</p>
Environment	<p>Principle 7. Businesses should support a precautionary approach to environmental challenges.</p> <p>Principle 8. Businesses should undertake initiatives to promote greater environmental responsibility.</p> <p>Principle 9. Businesses should encourage the development and diffusion of environmentally friendly technologies.</p>
Anti-corruption	<p>Principle 10. Businesses should work against corruption in all its forms, including extortion and bribery.</p>



Atresmedia helps to promote the Sustainable Development Goals through various channels. Aside from providing advertising space free of charge to NGOs, the Company has sought to promote the outreach and effect of the Sustainable Development Goals by disseminating content,

partnering up with various organisations, running its corporate volunteering programme and organising in-house and external awareness-raising activities. Atresmedia has identified the priority SDGs where it can make more of a contribution.





Below we present our most telling contributions in 2022, where Atresmedia went the extra mile in identifying its main SDGs and related targets.


In 2022, Atresmedia once again renewed its contributions at corporate level by forging new alliances and broadcasting content.

STRATEGIC CORPORATE ACTIONS ALIGNED WITH THE SDGs		TARGETS ¹⁷
	<p>Capaz Scholarships: in 2022 Atresmedia launched four new editions of its <i>Capaz Scholarship</i> programme in partnership with Fundación Randstad, Fundación Universia, Fundación Capacis and Fundación Integra for the empowerment and training of people with disabilities.</p>	10.2
	<p>Net Zero strategy: in 2022, Atresmedia Group pledged to achieve net zero carbon emissions by 2050, setting STBi targets aligned with a 1.5 °C scenario.</p>	13.1 13.3

PARTNERSHIPS WITH ENTITIES TO CHAMPION THE SDGs		TARGETS
	<p>In 2022, the Group joined the <i>Companies for a society free from gender-based violence</i> initiative, promoted by the Women's Institute and the Government Delegation against Gender-based Violence.</p>	5.2
	<p>Atresmedia is a member of the <i>Responsible Media Forum</i> and in 2022 took part in the 10th edition of the <i>Mirrors or Movers</i> conference, addressing the challenges of how the media affects society and the environment.</p>	16.10

¹⁷ All targets are described in point 13. Contribution to the targets of the SDGs in this NFS.



PARTNERSHIPS WITH ENTITIES TO CHAMPION THE SDGs		TARGETS
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>Atresmedia once again produced the <i>ESG 2022 Corporate Sustainability Forum</i> organised by Forética, the leading business forum in Spain on the subject of sustainability. The 10th edition of the event was held on the stages of Atresmedia, which welcomed more than 1,500 people.</p> <p>Atresmedia promoted the <i>goODS</i> initiative, organised by the Spanish Global Compact Network and Fundación Rafael del Pino, which recognises the invaluable work and contributions made by various entities in helping to reach each of the 17 Sustainable Development Goals.</p> <p>In 2022, Atresmedia took part in the <i>9th Social Impact Study</i>, on social contribution and support for the SDGs. The study is carried out by Fundación SERES working alongside Deloitte.</p> <p>Atresmedia was a media partner and active participant in the <i>3rd Corporate Volunteering Congress</i> organised by Voluntare.</p>	<p>17.17</p> <p>y</p> <p>17.19</p>
DISSEMINATION OF CONTENT RELATED TO THE SDGs		TARGETS
 <p>13 CLIMATE ACTION</p>	<p>Special episode of Salvados devoted to the mental health of young people. Salvados put the spotlight on the mental health of health-conscious young Spaniards, known as the Gen Z.</p> <p>La edad de la Ira podcast. Aimed at addressing issues such as anxiety, gender identity, sexual orientation, social networks and the role of parents.</p> <p>Episode of Lo de Évole. Gymnast Gervasio Deferr shares his life story. After enjoying Olympic success, he fell into the depths of addictions to alcohol and depression.</p> <p>Interviews on De esto hay que hablar. A series of interviews as part of the Constantes y Vitales campaign to raise awareness of mental health issues.</p> <p>Operación Salida podcast. Promotes safe and responsible driving as part of the Ponle Freno initiative, ahead of the mass summer exodus.</p>	<p>3.4,</p> <p>3.5</p> <p>y</p> <p>3.6</p>
 <p>4 QUALITY EDUCATION</p>	<p>Documentary titled Somos únixxs: las caras del bullying. Various sportsmen and women talk about their experience with bullying and how the doing sports promotes safety, empathy and companionship, all essential in helping to combat school bullying.</p>	<p>4.7</p>

DISSEMINATION OF CONTENT RELATED TO THE SDGs		METAS
<p>5 GENDER EQUALITY</p>	<p>Debate titled <i>Mujeres transformadoras: ellas emprenden</i>. Discussing the future of women in the business world and their role as a driver of digital transformation in the context of 8-M, International Women’s Day.</p> <p>Nevenka: especial 8M. To mark the occasion of International Women’s Day, a special programme was broadcast on the historic Nevenka case, in which PP councillor Nevenka Fernández sued her boss, Mayor Ismael Álvarez, for sexual harassment and secured the first sentence against a politician in Spain for this offence.</p>	<p>5.1, 5.5 and 5.b</p>
<p>10 REDUCED INEQUALITIES</p>	<p>Reinas al Rescate. Tells the LGBTIQ+ stories of small towns in Spain far removed from the glitz and glamour of the big cities.</p> <p>Talent Show Drag Race. The show aims to uncover the best drag superstar in the country, thus giving visibility to the transgender.</p>	<p>10.2</p>



DISSEMINATION OF CONTENT RELATED TO THE SDGs		METAS
	<p>Quince días de Invasión Rusa special report. Antena 3 Noticias broadcast a special programme to analyse the state of the conflict 15 days into the Russian invasion.</p> <p>Especial Objetivo: La toma de Kiev. laSexta offered the latest news on the military advance with journalists reporting from the front line, the United States and various European capitals.</p> <p>Special programme in which Ana Pastor travels to the border between Poland and Ukraine. The report presented the reception facilities set up for refugees, their stories and accounts, and the work of the NGOs, Spanish aid workers and associations to have travelled to the area.</p> <p>Documentary: El instante decisivo. Based on an extensive documentary archive and mixed with elements of fiction, it recounts the 12 days in July 1997 between the rescue of José Antonio Ortega Lara and the kidnapping and murder of Miguel Ángel Blanco.</p>	16.10

Aside from the initiatives highlighted in this section, Atresmedia makes further contributions to the SDGs through other initiatives promoted by the Group

- 8.2.2.1. Strategic social impact initiatives
- 8.2.2.2. Corporate volunteering
- 8.2.3. Fundación Atresmedia
- 8.2.2.3. Other corporate awareness-raising initiatives (with society and employees).



 8.2.2

Commitment to the society surrounding Atresmedia

Atresmedia wants to be an active part of the society in which it lives. With that in mind, it has been championing projects and actions for over a decade targeting those issues of greatest social concern.

Through projects, awareness campaigns, specific resources and specific actions, Atresmedia unlocked the full potential of its media in transmitting awareness messages to mobilise society and achieve real changes in pressing issues such as road safety, scientific research, universal digitalisation and the fight against gender-based violence.

Through its activity, the Group also aims to encourage all agents within our society to take stock and think how they can help. A prime example of this was the launch by laSexta of *Metafuturo*, a forum that brought together world leaders to analyse and reflect on the main challenges that lie ahead. The event addressed issues related to **technology, sustainability, the political and health situation and what the new world will look like**, with the participation of world-renown experts from various fields, such as Steve Wozniak, co-founder of Apple; María Ressa, Nobel Peace Prize winner; environmental activist Céline Cousteau; and the Minister of Employment, Yolanda Díaz, to name but a few.



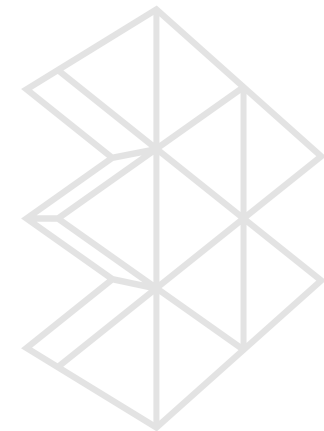
8.2.2.1 Strategic social impact initiatives

Since Atresmedia launched *Ponle Freno* in 2008 to improve and raise awareness of road safety, the company has promoted six more initiatives. The last of these, *Levanta la Cabeza*, relating to the use of and access to new technologies, was released in 2019. These initiatives are highly effective in channelling the transformative power and influence of television and radio on the behaviours and habits of our society. Moreover, all these actions are aligned with the most relevant Sustainable Development Goals for Atresmedia.

Here are the projects that Atresmedia is undertaking and the social problems they are a response to:

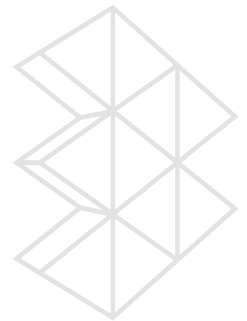
- Road Safety – *Ponle Freno* (2008)
- Environment – *Hazte Eco* (2010); discussed further in chapter 9.2. [Environmental awareness](#).
- Promoting healthy habits – *Objetivo Bienestar* (2014)
- Protecting cultural creation and intellectual property – *Crea Cultura* (2014)
- Supporting scientific research and preventive medicine – *Constantes y Vitales* (2014)
- The fight against gender-based violence – *Tolerancia Cero* (2015)
- Promoting the sustainable digitalisation of society – *Levanta La Cabeza* (2019)

These initiatives aim to tackle the issues identified in a bid to transform society and bring about real change, thanks to the genuine impact that Atresmedia can achieve as a communications and audiovisual group. These initiatives are hugely important to Atresmedia Group, as shown by the fact that for years it has been seeking to raise employee awareness and get them involved, while aligning Atresmedia's actions with its business values.





	SHOWINGS													
	Antena 3		laSexta		Neox		Nova		Mega		Atreseries		Total	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Ponle Freno	946	709	600	405	923	750	1,307	731	1,233	697	1,305	734	6,314	4,026
Objetivo Bienestar	13		-		-		11		11		11		46	
Constantes y Vitales	40	-	855	275	416	-	265	-	233	-	265	-	2,074	275
Tolerancia Cero	341	348	236	230	79	80	-	-	-	-	-	-	656	658
Crea Cultura	388	446	165	223	-		-		-		-		553	669
Levanta Cabeza	296	509	442	742	492	958	341	819	329	697	340	735	2,240	4,460
Ukraine emergency committee	-	69	-	68	-	85	-	95	-	89	-	95	-	501
Fire prevention	-	21	-	42	-	33	-	38	-	31	-	38	-	203





	Hours		Total audience (thousands)		Coverage %		SDGs		Contribution
	2021	2022	2021	2022	2021	2022	2021	2022	
Ponle Freno	36.4	22.7	35,852	36,593	89%	84%	3,554.8	2,340.4	Target 3.6: Halve the number of global deaths and injuries from road traffic accidents.
Objetivo Bienestar	0.3	-	9,237	-	21%	-	54.3	-	Ensure healthy lives and promote well-being for all at all ages (SDG 3)
Constantes y Vitales	17.3	1.8	34,768	18,700	80%	43%	1,686.4	264.9	Ensure healthy lives and promote well-being for all at all ages (SDG 3) Target 9.5: Enhance scientific research and invest in research spending.
Tolerancia Cero	5.2	4.3	5,500	36,842	85%	85%	1,717.5	1,188	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.
Crea Cultura	5.2	10.85	658	641	74%	70%	1,857.65	29.38	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. Target 11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage. Target 16.10: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.
Levanta Cabeza	15.2	35.4	36,700	38,019	84%	87%	1,956.5	3,785.2	
Comité Emergencia Ucrania	-	4.6	-	23,330	-	54%	-	412.5	
Prevención de incendios	-	1.8	-	13,400	-	31%	-	127.9	

Ponle Freno

Reckless driving has traditionally been one of the biggest causes of death in Spain. Since it was launched in 2008, Ponle Freno has continued to grow, though always with the aim of **reducing road accidents by helping to save lives on the road** and expanding its scope of action by following new trends to address and promote **safe, sustainable and connected mobility**.

In 2022, *Ponle Freno* received an **honorary award** from the Spanish Association of Automotive Suppliers (SERNAUTO) for its **invaluable work in the realm of social responsibility in improving road safety and driver awareness**.





Ponle Freno carried out the following actions in 2022:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
<p>Launch awareness campaigns on specific causes of road accidents</p>	<p>Following the launch of the new Traffic Law in March 2022, a campaign to raise awareness of mobile phone use while driving was broadcast on TV, radio and digital channels. In June, the Las 5 fundamentales campaign was broadcast, to raise awareness of the importance of wearing a seat belt, not consuming alcohol before and while driving, sticking to the speed limits, not using mobile phones while driving and ensuring that your vehicle is safe to drive.</p>
<p>Expand road safety outreach and promotion through new formats</p>	<p>Première of the first Operation Salida podcast with the aim of encouraging a more enjoyable and safer approach to driving while at the same time allowing listeners to enjoy their time on the road.</p>
<p>Stage awareness raising actions focusing on PMVs (personal mobility vehicles)</p>	<p>New edition of the PONLE FRENO-AXA Study and Opinion Centre's 3.0 Conference on Mobility in Large Cities. The findings of a study on electric scooters were presented, concluding that while such vehicles are certainly useful, there is a definite need for compulsory safety measures. Other reports carried out this year included speed in cities and vehicle collisions with animals.</p>
<p>Awareness-raising and support for road accident victims</p>	<p>With the COVID-19 crisis now in the rear-view mirror, the <i>Ponle Freno</i> racing circuit was reopened. This initiative aims to raise awareness and funds through race entry fees, which are used for projects to support the victims of road accidents.</p>
<p>To recognise the work of the people, institutions and initiatives that have helped promote road safety</p>	<p>Staging of the 14th Edition of the Ponle Freno Awards on road safety. The winners were:</p> <ul style="list-style-type: none"> - SACYR <i>Inroad analysis of asphalt condition</i> (AXA Innovation and Development Award for road safety) - <i>Training project for users of VPMS</i> (Personal Mobility Vehicles), by Fundación Educatrafic (Best action in road safety) - <i>Trenty Child Road Safety</i> project, by Emesa M30 (<i>Ponle Freno Junior Award</i>) - Elsamex Gestión de Infraestructuras for its BLIAS beaconing system and the Spanish Navy for its risk prevention workshops (ex aequo award for the best occupational road safety initiative) - José Vázquez, retired police officer from Oviedo (<i>Ponle Freno Citizen's Award</i>) - Bartolomé Vargas, Road Safety Prosecutor (<i>Ponle Freno Road Safety Lifetime Achievement Award</i>)
<p>Spreading the road safety awareness message</p>	<p>The <i>Ponle Freno</i> racetrack returned to the streets once again to support the victims of traffic accidents, this time breaking a new record with a total of nine participating cities. Throughout the years, the event has attracted more than 23,100 registered participants and raised 217,402 euros, all of which has gone to projects to support victims of traffic accidents.</p>
<p>GOALS IN 2023</p>	<p>Celebrate 15 years of <i>Ponle Freno</i> by looking back at its achievements and looking to the future to continue fighting to achieve zero casualties on our roads.</p> <p>Spread the road safety awareness message by mobilising the public through the <i>Ponle Freno</i> racetrack and to continue supporting road accident victims through the funds raised.</p> <p>Work even harder to disseminate and promote road safety through the Ponle Freno-AXA Study Centre and launch new formats such as the podcast or clips on television.</p>

Constantes y Vitales

laSexta, together with the Axa Foundation, launched the Constantes y Vitales initiative back in 2014 with the aim of promoting **medical and scientific research and preventive health**.

In the wake of the COVID-19 crisis, society is now more aware than ever of the importance of innovating and making further progress in the field of medicine, such as vaccines, which were essential in making it through the

pandemic. *Constantes y Vitales* has always strived to spread the word and educate society in the importance of science, while also stressing the important role that we all have to play in other aspects such as prevention.

Atresmedia knows that science must continue to carry out new research to improve people's lives. **Constantes y Vitales supports science and researchers** who still do not get the recognition they deserve as agents of social change, and strives every day to highlight their work.





Highlights in 2022:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
<p>Continue to lobby for the target of 2% of GDP to be invested in R&D and follow up on Congressional subcommittee to raise the country's investment in science</p>	<p><i>Constantes y vitales</i> released its first short film, <i>Pide un deseo</i> to highlight the importance of investing in science, bringing Atresmedia's considerable resources and outreach to bear in promoting this cause. The short film premiered in front of numerous prominent political figures and was broadcast on laSexta, attracting more than 500,000 viewers and had a communication campaign with 30% coverage (11 million impacts in the first month). In August 2022, the reform of the <i>Ley de Ciencia</i>, Spain's Science Act, was approved, with the aim of spending 1.25% of GDP on public R&D funding by 2030, climbing to 3% when combined with private investment.</p>
<p>Mental health, as one of the major problems facing society in the post-COVID-19</p>	<p>Rebroadcast of the TV and radio campaign <i>De esto hay que hablar</i>, focusing this year on suicide prevention. <i>Constantes y vitales</i> partnered up with Newtral to premiere <i>Mañana puedes ser tú</i>, where prominent public figures talk about various forms of mental disorders through the personal accounts of those who had to endure them, in a bid to eliminate the stigma surrounding this type of illness.</p>
<p>Recognise and strengthen the value of the research carried out by Spanish scientists in biomedicine, and health prevention campaigns</p>	<p>Staging of the 8th Constantes y Vitales Awards. The winners were:</p> <ul style="list-style-type: none"> - Asociación Internacional del Teléfono de la Esperanza (Best Medical Prevention Outreach Campaign). - José Manuel Fernández-Real, Jordi Mayneris-Perxachs and Anna Castells, from the Institute for Biomedical Research of Girona (IDIBGI) and Rafael Maldonado, from the Pompeu Fabra University of Barcelona (Best Biomedical Publication of the Year). - Nuria Montserrat, from the Catalan Bioengineering Institute (IBEC) (Young Talent in Biomedical Research), was awarded a cheque worth EUR 100,000 to allow her to continue her research project. - Manel Esteller, Head of the Josep Carreras Leukaemia Research Institute (IJC), ICREA Research Professor and Professor of Genetics at the Faculty of Medicine of the University of Barcelona (Award for Lifetime Achievement in Biomedical Research).
<p><i>Constantes y vitales</i> talks</p>	<p>As a separate section on Onda Cero's <i>La Brújula</i> program, <i>Constantes y vitales</i> looks to broaden the initiative's scientific outreach work by interviewing experts in different fields each month.</p>
<p>GOALS IN 2023</p>	<p>Promote STEM vocations among girls by nurturing female talent in science and giving such women more visibility.</p>
	<p>Recognise and strengthen the value of the research undertaken by Spanish scientists in biomedicine and health prevention campaigns by staging the 9th Constantes y Vitales Awards.</p>
	<p>Contribute to the fight against cancer through prevention awareness campaigns and by publicising the latest scientific breakthroughs.</p>

Crea Cultura

In 2018 *Crea Cultura* was born, a new initiative that seeks to arouse an interest in culture among society and increase the outreach of cultural activities, while also supporting all professionals present within this sector by defending their copyrights. Highlights in 2022:

OBJECTIVE	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>For yet another year, laSexta and Mega broadcast their twice-weekly programme <i>Crea Lectura</i>, which is devoted to literature and books and to defending and recognising the value and worth of intellectual property and supporting creators and their works.</p>
<p>GOALS IN 2023</p>	<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 <i>Ahora qué leo</i> platform and the <i>Crea Lectura</i> programme.</p> <p>Hold regular spaces for discussion on cultural creation and the importance of defending intellectual property.</p>





Tolerancia Cero

In 2015, the Mutua Madrileña Foundation and Antena 3 Noticias launched the initiative *Contra el maltrato: Tolerancia Cero*, to raise awareness of the social blight that is gender-based violence, which has been one of the biggest concerns in our society in recent years.

In recognition of its valiant efforts, it has received various awards and accolades in recent years, including from the Spanish and regional governments. On the international stage, *Tolerancia Cero* was recognised by UN Women as a success story in tackling a social issue through a media outlet.





Key actions in 2022:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
<p>Promoting social education and awareness-raising among the population</p>	<p>In 2022, five campaigns were launched on the following topics, harnessing the notoriety of Antena 3 and laSexta:</p> <ol style="list-style-type: none"> 1. The local environment 2. Local populations against abuse 3. Vicarious violence 4. Violence among young people 5. Women +65 years-old <p>To mark the occasion of the Day against Gender Violence 2022, Antena 3 broadcast a special that is now in its fourth edition, <i>IV Especial Tolerancia Cero</i>.</p>
<p>Dissemination of projects against gender-based violence and abuse</p>	<p>In 2022, Atresmedia once again collaborated on the Nos duele a todos Awards organised by Fundación Mutua Madrileña, which celebrated its eighth edition during the year. The awards are a great way of getting society involved in the fight against this blight by rewarding the most creative projects submitted by students from all over Spain to raise awareness of gender-based violence, by broadcasting the selected products on television, social networks and on the <i>Tolerancia Cero</i> website. Atresmedia also looked to increase its presence on social networks by creating the A3N <i>Tolerancia Cero</i> account on Instagram.</p>
<p>Conducting studies into gender-based violence</p>	<p>3rd Macro-study into Gender-based Violence: Online macro-survey in which 6,275 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. For the first time in 2022, the study was broadened to focus on young people aged 18 to 21.</p>
<p>GOALS IN 2023</p>	<p>Continue to fight against gender-based violence within Spanish society.</p> <p>Develop new communication actions focused on young audiences, with the support of the National Police Force.</p>



Levanta la Cabeza champions the rational, responsible, constructive and positive use of technology

Levanta la Cabeza

The use of new technologies is widespread within our society and affects all age groups. In a bid to promote the responsible and sustainable use of new technologies and sustainable digitalisation, Atresmedia launched the *Levanta la Cabeza* initiative back in 2018. This project is structured around three pillars: security, responsibility and universality.

In 2022, the initiative gained widespread recognition within society, winning the following awards for its work:

- **Zapping Award for social awareness-raising** for *Levanta la Cabeza*, an initiative that invites people to

interact with technology in a healthy, egalitarian and responsible way.

- **ARHOE Award** (National Commission for the Rationalisation of Spanish Timetables) for **Levanta la Cabeza** for its contribution in rationalising the use of technology as a valuable work-life balance measure in Spain.

The key to the success of this initiative lies in the contribution made by its expert committee, which is tasked with sharing its views and advising the platform on the latest technological trends.





Highlights in 2022:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
<p>Promote responsible and safe use of technology among children by disseminating the Levanta la Cabeza initiative among parents and children</p>	<p>This initiative aims to protect the most vulnerable –young people aged between 10 and 17– from the negative impacts that technology and social networks can have on their lives and make them aware of the consequences of misuse: lack of proper communication skills, loss of trust, family conflicts or low self-esteem, among others. The aim of this initiative is to get parents and children alike to sign the agreement that can be found on the website acuerdolevantatalacabeza.com</p> <p>Since its launch in early 2022, upwards of 1,200 people have consulted the document and there have been 4,694 downloads of the teaching guide, with tips and advice on how best to talk with children about the responsible use of mobile devices.</p>
<p>Foster universal digitalisation by looking to bridge the digital divide</p>	<p>While the previous action was aimed at young people, <i>Levanta La Cabeza</i> also focuses on older people by seeking to close the digital divide through various initiatives, including <i>Que nadie se quede atrás</i>, presented by Carlos San Juan, the driving force behind the <i>Soy mayor, no idiota (I'm old, not stupid)</i> movement.</p> <p>Through this initiative, a specific section was launched on the levantatalacabeza.info platform, filled with news and information to help combat the digital divide. Meanwhile, spots were broadcast on Europa FM with talks in youth jargon to get the younger generations helping the older generations in the use of new technologies.</p> <p>Antena 3, in its programme <i>Espejo Público</i>, also broadcast interviews with recognised elderly people with the aim of making them more tech-savvy.</p>
<p>Raise public awareness of online safety to prevent and avoid cyber-scams</p>	<p>Various campaigns were launched to raise awareness among users of the most common forms of cybercrime, so that they can learn to avoid them, through simple and practical advice. The initiative, which focused on spotting attempted fraud perpetrated through digital media, counted on the collaboration of AEB (Spanish Banking Association), CECA (Spanish Confederation of Savings Banks), UNACC (National Union of Credit Cooperatives) and ASNEF (National Association of Financial Credit Establishments), all from the financial sector.</p>
<p>Sharing content and tips for achieving sustainable digitalisation</p>	<p><i>Levanta la Cabeza</i> shared informative and educational content and tools specially designed to get the general public learning about, invested in and practising safe, responsible and universal digitalisation. The initiative addressed the following topics, among others:</p> <ul style="list-style-type: none"> - Cyber security - Digital divides - Artificial intelligence - Ethics of technology - Young people and screens, disorders resulting from the misuse of devices - Legislation - The changing social media landscape



GOALS IN 2023	Promote universal digitalisation by looking to combat the digital divide while focusing on the elderly.
	Raise public awareness of online safety to prevent and avoid cyber-scams.
	Combat fake news by disseminating tools and keys to help spot it.

Objetivo Bienestar

Atresmedia launched Objetivo Bienestar in 2014 with the aim of promoting healthy lifestyle habits among both adults and children. The initiative has its own weekly slot on the programme *Espejo Público* and also shares its initiatives and milestones on its website (atresmedia.com/objetivo-bienestar).

Through these channels, *Objetivo Bienestar* offers advice aimed at raising awareness of the **importance of healthy eating habits, physical exercise and taking proper care of our emotional well-being.**

This initiative not only aims to raise society's awareness of healthy habits, but also to **build alliances between companies and public administrations to promote these**

habits. A prime example would be the ongoing partnership agreement between the Ministry of Health, Consumer Affairs and Social Welfare and Atresmedia, with two spots broadcast in 2022 to promote the benefits of consuming fruit and vegetables and to the consumption of pulses, as part of a healthy, balanced and sustainable diet. The Spanish Agency for Food Safety and Nutrition (AESAN) is also involved in this initiative by validating the content.

Highlights in 2022 included Atresmedia's collaboration with the Association of Canary Islands Banana Growers (ASPROCAN) in promoting fruit consumption among little ones.

8.2.2.2 Corporate Volunteering

Atresmedia Group has been running an extensive **Corporate Volunteering programme** since 2005, with the aim of getting its employees and their families involved in activities related to different social causes and groups, thus

generating a positive impact on society and aiding in the achievement of the Sustainable Development Goals. The **Corporate Volunteering Programme features two main lines of action:**

ACTIVE PARTICIPATION IN VOLUNTEERING ACTIVITIES

Atresmedia 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.

PROMOTING AND ENCOURAGING VOLUNTEERING:

The programme aims to promote and encourage corporate volunteering through the Group's various communication channels (television, radio and digital platforms), and by taking part in major forums such as *Red Voluntare* and *Give&Gain* by Forética.





In 2022 Atresmedia volunteers carried out a total of 2,044 hours (+22.84% compared to 2021) of volunteering by collaborating with 19 different social welfare organisations (+72,7% compared to 2021)

Highlights in 2022 included Atresmedia’s commitment to **resuming face-to-face formats following** the COVID-19 health crisis, as well as its efforts to reach out to more segments of society and to **consolidate long-standing volunteering projects**, such as the reading clubs for the elderly, which has already held 215 get-togethers since its inception a year and a half ago and which has accounted for 23% of the total hours spent by the volunteering programme during the year.

The resumption of face-to-face events has meant that volunteers can once again enjoy direct contact with the beneficiaries, while also allowing other volunteering projects to resume, such as the collaboration with the Santa María Josefa de Vallecas soup kitchen in Madrid, which Atresmedia volunteers visited on six occasions in 2022 to help with cooking, cleaning and menial tasks.

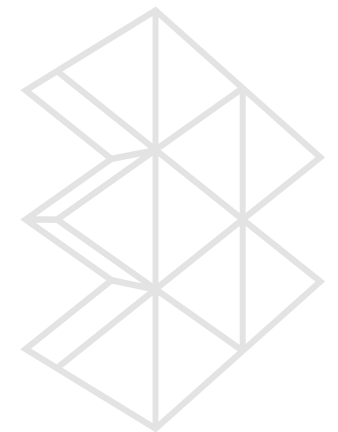
Atresmedia also brought back its summer volunteering programme. **In 2022, two volunteers from Atresmedia joined the Accem NGO team for two weeks to help refugees, migrants** and other people at risk of exclusion in the city of Cartagena (Murcia) and town of Roquetas de Mar (Almería).

The Company also took part as a media partner in the **3rd International Congress on Corporate Volunteering** organised by the Voluntare Network. The event provides space for collaboration that adds real value to corporate volunteering initiatives and projects, and involved some 150 companies. And for the eighth year running, Atresmedia was a media partner of Give&Gain, a Forética initiative to highlight the immense social contribution that companies can make through the Week of Solidarity and Volunteering Action. More than 35 companies, 50 NGOs and 6,000 volunteers took part in the event.

Atresmedia continues to measure the impact generated by its corporate volunteering activities as it seeks to make a greater positive impact each year. It does this mainly through employee surveys, which yielded the following results for the year and which will be used to continue improving in the future:

- **90.2%** of respondents affirmed that volunteering **influenced their positive perception of the Company by either a lot, or quite a lot.**
- **97%** stated that they would do **it again.**

Investment in volunteering totalled 10,255 euros in 2022, 7.8% more than in 2021





	2021	2022
Number of volunteers	343	341
Hours of volunteering	1,664	2,044
Nº. of volunteering activities	15	29
Spending on volunteering (€)	9,515	10,255
Number of charities supported	11	19





CONTRIBUTION MADE BY VOLUNTEERING INITIATIVES TO THE SDGs		TARGETS
	<p>Spend time to feed others: regular collaboration throughout the year with the Santa María Josefa soup kitchen to help with cooking, serving and cleaning.</p> <p>The Great Food Drive: food collection in supermarkets to encourage shoppers to donate, as part of the work being promoted by FESBAL.</p> <p>Te invito a cenar (Let me invite you to dinner): solidarity dinner for low-income people, in collaboration with teinvitoacenar.org. The volunteers prepare, cook, clean and serve tables to provide a Christmas dinner for people who could not otherwise afford one.</p>	2.1
	<p>Reading clubs for the elderly: accompaniment of elderly people through reading clubs by video call and face-to-face in some care homes. Special event to celebrate the first anniversary of the project with the presence of violinist and composer María Dueñas at one of the care homes.</p> <p>Minutos de compañía (Minutes of company): accompaniment of lonely elderly people through regular phone calls, in partnership with Adopt a Grandparent.</p> <p>Juntos desde casa (Together from home): support for children and young people with cancer by Fundación Aladina, in the form of fun online workshops delivered by Atresmedia employees.</p>	3.4
	<p>Online training: collaboration with Cibervoluntarios, where volunteers provided training in new technologies for young and old people alike to become more digitally literate.</p> <p>Jovenes Transformadores (Young Transformers): organising leisure activities and educational workshops for children at risk of exclusion at a summer camp of Fundación Balia.</p> <p>Mentes AMI: support in producing a Fundación Atresmedia event that aims to bring media and information literacy to children and young people.</p>	4.1
	<p>Cruz Roja SSRR Boletines: Rproduction of digital newsletters for Cruja Roja del Jarama, thus helping it to voice its social initiatives with different vulnerable groups in the local area.</p> <p>Online training: collaboration with Fundación Randstad, where volunteers provided training in new technologies so that people with some form of disability can fend for themselves in the digital realm and in finding and holding down a job.</p> <p>Visit to an occupational centre: employees and their family members visit the El Molino Occupational Centre, which is run by people with disabilities of Fundación Aldaba, to learn what their day involves.</p>	10.2

CONTRIBUTION MADE BY VOLUNTEERING INITIATIVES TO THE SDGs		TARGETS
 <p>10 REDUCED INEQUALITIES</p>	<p>Summer volunteering in Spain: working alongside Accem for two weeks in providing support to refugees, migrants and people in, or at risk of, social exclusion in Roquetas de Mar and Cartagena.</p> <p>Visit to the climbing wall with people with mental disabilities: awareness-raising through inclusive recreational sport with people with mental disabilities from Fundación Manantial.</p> <p>Visit to the Museum of Science and Technology: guided visit around a museum with children from families at risk of exclusion from Fundación Senara.</p>	10.2
 <p>13 CLIMATE ACTION</p>	<p>Basuraleza: waste clean-up and recycling in and around the district of Arroyo Culebro, in Madrid, as part of the Libera Project of SEO Bird Life and Ecoembes.</p>	13.3
 <p>15 LIFE ON LAND</p>	<p>Animal shelter: visit to an animal shelter, together with Fundación ANAA, where volunteers helped with cleaning, organising and caring for the animals.</p> <p>Reforestation: environmental volunteering alongside Asociación Reforesta in which the volunteers planted more than 100 shrubs in and around Madrid with the aim of curbing the impact of deforestation and the consequent desertification of the local area.</p>	15.2





Other corporate awareness-raising initiatives with society and among employees

8.2.2.3

Atresmedia, as a Spanish media group, knows its potential when it comes to transmitting messages to the population and is aware of the outreach that its programming can achieve. So aside from the ongoing or regular campaigns described in the previous section, there are also other awareness-raising initiatives that take place as and when needed.

In 2022, Atresmedia worked on other campaigns to raise awareness of various issues. The company launched these additional initiatives alongside other brands to raise awareness of a specific social issue.

Highlights in 2022:

#Inseparables

Atresmedia looks to **build a stronger bond between people and their pets** by combating the abandonment of pets. This initiative has been made possible thanks to an agreement between Fundación Affinity and Atresmedia.

Un país lleno de orgullo (A country full of pride)

This initiative works to promote tolerance towards all people, reflecting Spain's status as one of the safest

and most secure countries in the world when it comes to LGTBIQ+ rights.

StopBullying

H&S and Atresmedia launched this **initiative to combat bullying at school** by raising awareness of what observers should do to prevent it rather than just looking on or turning a blind eye.

Financial Health

Atresmedia, BBVA and Mindshare looked to **explore the concept of financial health in greater depth**, in a campaign that taught financial health to more than 23.4 million viewers.

If there is one thing that has characterised Atresmedia in recent years, it is that its social actions have not been isolated events, but responses to a business culture and a way of doing things. The company continues to launch **training and awareness-raising campaigns among its employees**, with the aim of internalising among its staff the very values that it seeks to convey to others. Highlights in 2022 included:

AWARENESS-RAISING CAMPAIGNS AMONG EMPLOYEES RELATED TO THE SDGs



Once again in 2022, Atresmedia promoted the FESBAL **food drive** among its employees, collecting 4,598 kg, compared to 3,008 kg in the previous edition. Upwards of 18 tonnes have been donated since 2013.



AWARENESS-RAISING CAMPAIGNS AMONG EMPLOYEES RELATED TO THE SDGs



Atresmedia employees had the chance to listen to Mónica González, presenter of Entiendo tu mente, at the Atresmedia facilities, who offered **tips for managing your emotions in times of uncertainty** while helping to work on mental health.



In 2022, the **disability awareness days returned with the activity Vive su realidad**, in which Atresmedia employees are able to put themselves in the shoes of people with various forms of disability.



Atresmedia held two **clothing flea markets** for employees in 2022. In one of them, numerous Atresmedia presenters put their own wardrobes up for sale, while the other was organised together with Ecoalf, a sustainable clothing brand. Some of the proceeds from these sales went to Fundación Atresmedia.



Bird protection film was installed on the windows of Atresmedia's facilities to stop the birds in the area from colliding with the building.



As it does every year, Atresmedia celebrated **SDG Day** to continue raising awareness and disseminating the 2030 Agenda among its employees. In 2022, the initiative included an SDG quiz accompanied by an SDG hopscotch game designed specifically for the activity.



 8.2.2.4**Other positioning campaigns:
Hablando en Plata**

One of the biggest highlights in 2022 was the launch by laSexta and Antena 3 of *Hablando en Plata*, an **initiative to support the elderly within society**.

The launch of this initiative coincided with International Day of Older Persons and is part of the UN Decade of Healthy Ageing (2021–2030).

The first campaign launched under this initiative was **Curriculum Vitae**, which sought to stimulate reflection within society on the true value of the elderly by having

them recount their own life stories to remind us of the essential role they play in society. This initiative was largely channelled through the Group's content. The news, current affairs and entertainment programmes broadcast on both channels provide an enlightening view of the valuable role played by the elderly.

As part of this initiative, Atresmedia launched the new hablandoenplata.es vertical, which aims to be a meeting point for all issues of interest to the elderly.

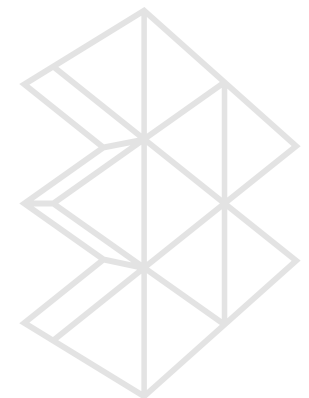




OBJECTIVES	Show the true value of the elderly and making society aware that they are an important asset for society and a generation that continues to add value and meaning to our society, although this level of social recognition is not always felt.
	Become a useful tool for them and championing their interests by bringing all of our communication capabilities to bear.

	SHOWINGS													
	Antena 3		laSexta		Neox		Nova		Mega		Atreseries		Total	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
<i>Hablando en Plata</i>	-	346	-	282	-	335	-	336	-	309	-	337	-	1,945

	Hours		Total audience (thousands)		Coverage %		SDGs		Contribution
	2021	2022	2021	2022	2021	2022	2021	2022	
<i>Hablando en Plata</i>	-	13.6	-	30,928	-	71%	-	1,279.5	-



8.2.3

Fundación Atresmedia

The new phase of Fundación Atresmedia targets Media and Information Literacy skills in children and young people, allowing them to use information more safely and responsibly

For Fundación Atresmedia, 2022 was the first year in which its activity was wholly devoted to **Media and Information Literacy (MIL) in children and young people, as it pursues its new mission and goals**, which were established following the reflection process carried out in 2021.

In refocusing the Foundation's aims and pursuits, the aim was to **bring the Foundation's activity more closely in line with the Group's corporate purpose, while at the same time providing an effective response to the most pressing problems currently faced by children and young people**. Moreover, the Foundation's new-found direction has been endorsed by the approval and entry into force of the Spanish General Audiovisual Media Law of 7 July 2022. The new regulation calls on audiovisual media service providers to take action to acquire and develop media literacy skills for all sectors of society, for citizens of all ages and for all

media. Through this change of course, Atresmedia Group –more precisely its Foundation– has responded to the new requirements under the Act, and got there ahead of most other audiovisual operators in Spain.

The purpose of Fundación Atresmedia's endeavours in 2022 was threefold:

1. **Develop and consolidate** internally the skills needed to work in this field.
2. **Inform** society and stakeholders about the **refocusing of the Foundation's mission**.
3. **Conceptualise, design and embark on new projects** whose objectives are aligned with this new mission.



Fundación Atresmedia's Committee of Experts is already working to provide proper educational guidance and to assess the implications of the new regulations, while also detecting the threats to which young people and children are exposed

As part of the first purpose, Fundación Atresmedia targeted two central aspects in 2022: First, **defining the main pillars underpinning the Foundation's work in the field of media and information literacy**. Second, setting up a group of experts from different fields (academia, psychology and sociology, education, journalism and influencer marketing), which is tasked with **informing and steering the actions** undertaken by the Foundation in the relevant areas of knowledge.

To disseminate and position its new identity among its stakeholders, Fundación Atresmedia has been busy conveying the concept of media and information literacy (MIL) to society by relying on the group's various media and

social networks. In 2022, institutional relations were also forged with various entities dedicated to such matters, along with various ad-hoc partnerships to carry out awareness campaigns. The Foundation also **formalised its membership of the UNESCO Media and Information Literacy Alliance**, an initiative that calls for international cooperation in a bid to ensure that all citizens have access to media and information skills.

Many of the projects drawn up and undertaken in 2022 focused on the need to address various aspects of media and information literacy, with the overriding aim of generating a positive impact on each target group flagged as a priority:



Children and young people

Raising young people's awareness of the media and information environment, and getting them actively invested in the responsible use of social networks.



Teachers and families

Providing teachers and families with practical tools and knowledge to transfer core MIL skills to children and young people.



Society at large

Disseminating practical content that raises awareness of the opportunities and the main risks posed by the informal and digital media environment.

The following projects were undertaken in 2022:

Busca tu causa y dale efecto MIL: a project aimed at young people that seeks to foster the positive use of social networks. Through *Efecto MIL*, young people aged between 16 and 25 were asked to produce videos for social media to raise awareness of worthy causes promoted by various NGOs. The creators of the best proposals then took part in a training activity delivered by Atresmedia employees, made a final edit of their videos and shared them on social

media, with the support of the NGOs. The creator of the winning video received a technology pack worth EUR 3,000 and an experience at Atresmedia.

Dale a tu causa efecto MIL aims to convey a double message: first, that social networks, when used with a positive social purpose, are great drivers of change within society, and second, that young people, with their language, creativity and commitment, are the best influencers of this idea.



Mentes AMI: an educational project aimed at the teaching community that seeks to develop media and information literacy skills in the classroom through two actions:

1. Awarding the best initiatives undertaken by teachers and educational centres during the school year (**Mentes AMI Awards**) in three categories: fostering critical thinking, promoting responsible audiovisual creativity and promoting positive values and coexistence.
2. Creating a space for inspiration and learning that brings together teachers from all over Spain

(**Encuentro Mentes AMI**). There, with the help of experts from different fields and professionals in education and communication, they are given practical tools to promote media and information skills among their own pupils.

Mentes AMI is a long-term endeavour that aims to make media and information literacy one of the core subjects when it comes to the education of children and young people in the classroom, thus allowing them to become more critical and free citizens.



AMIBOX: a Fundación Atresmedia project that produces content for ATRESplayer aimed at young people and children (AMIBOX Kids), their families and educators, to bring them closer to the world of media, information and devices. AMIBOX, under the pedagogical supervision of prominent experts, enables young people to develop and grow safely in this environment by discovering the concepts and skills that will allow them to get the most out of the

opportunities it offers while protecting themselves from the risks involved. AMIBOX content can also be used by teachers and family members as an educational resource.

AMIBOX is essentially an **open window to all the media and information skills** that are essential for building responsible citizenship in the information society.





	SHOWINGS													
	Antena 3		laSexta		Neox		Nova		Mega		Atreseries		Total	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Fundación Atresmedia	125	746	143	785	153	679	120	676	112	650	120	676	773	4.212
Fundación Atresmedia AMIBOX	-	50	-	43	-	92	-	44	-	42	-	44	-	315

	Hours		Total audience (thousands)		Coverage %		SDGs		Contribution
	2021	2022	2021	2022	2021	2022	2021	2022	
Fundación Atresmedia	6.4	33.3	28,661	38,032	65.9%	87.3%	706.5	3,936.4	-
Fundación Atresmedia AMIBOX	-	2.8	-	20,293	-	46.6%	-	265.6	-

CONTRIBUTION OF FUNDACIÓN ATRESMEDIA TO THE SDGs		TARGETS
	<p>Media and Information Literacy (MIL): Fundación Atresmedia has undertaken initiatives that directly promote quality education through media and information literacy.</p>	4.4

Corporate governance

In 2022, there were no changes in the composition of the Board of Trustees of Fundación Atresmedia, and it exercised its governance and accountability functions as it should before the Protectorate of Foundations attached to the Ministry of Culture and Sport. The Executive Committee, made up of six trustees of the Foundation, all tasked with steering and overseeing the Foundation's activities, did not undergo any changes in its composition and held its regular meetings as planned during the period.

Funding model

Atresmedia Group granted the foundation a total of EUR 500,000 in 2022. Together with donations (EUR 33,187, 64.35% less than in 2021) and other income (EUR 84,800), this brought the foundation's total budget to EUR 617,987 for the year. The sizeable difference in donations received between both years was due to the fact that fundraising activity was pared back in 2022, with efforts focused instead on refocusing the Foundation's mission. The foundation does not receive any state subsidy or aid.

8.2.4

Respect for human rights

As a signatory of the United Nations Global Compact, Atresmedia **embraces all the principles and commitments upheld by the pact**. The Group ensures the utmost respect for human rights.

Due to the nature of its activity and the fact that most of it is carried out in Spain and under the laws of Spain, Atresmedia believes that the dissemination of its content and the relationship it shares with its employees are the aspects most likely to have an impact on human rights.

While Atresmedia Group does not have a human rights due diligence process, it does have mechanisms in place to prevent possible impacts on human rights and, in 2023, it will develop a new procedure to identify potential risks in this realm.

Atresmedia has various **mechanisms in place for the protection of human rights**, most notably its General Corporate Responsibility Policy, which sets out its firm commitment to respect them and ensure their compliance. More precisely, this policy embodies Atresmedia's commitment to:

- **Promote freedom of expression, diversity, pluralism and non-discrimination** in its news and entertainment content and ensure the protection of human rights, as enshrined in the Universal Declaration of Human Rights.
- **Ensure that advertising content strictly respects human rights**, firmly rejecting campaigns that incite violence or discrimination, or encourage behaviours that violate human dignity, or that harm minors or any minority group requiring special protection.



- **Uphold labour rights** by ensuring compliance with ILO provisions, especially those related to the privacy of employees or the work of minors, rejecting any practices that infringe on them or any other of its principles.
- Aside from the Corporate Responsibility Policy, there are other policies and procedures that contribute to the protection of Human Rights, notably:

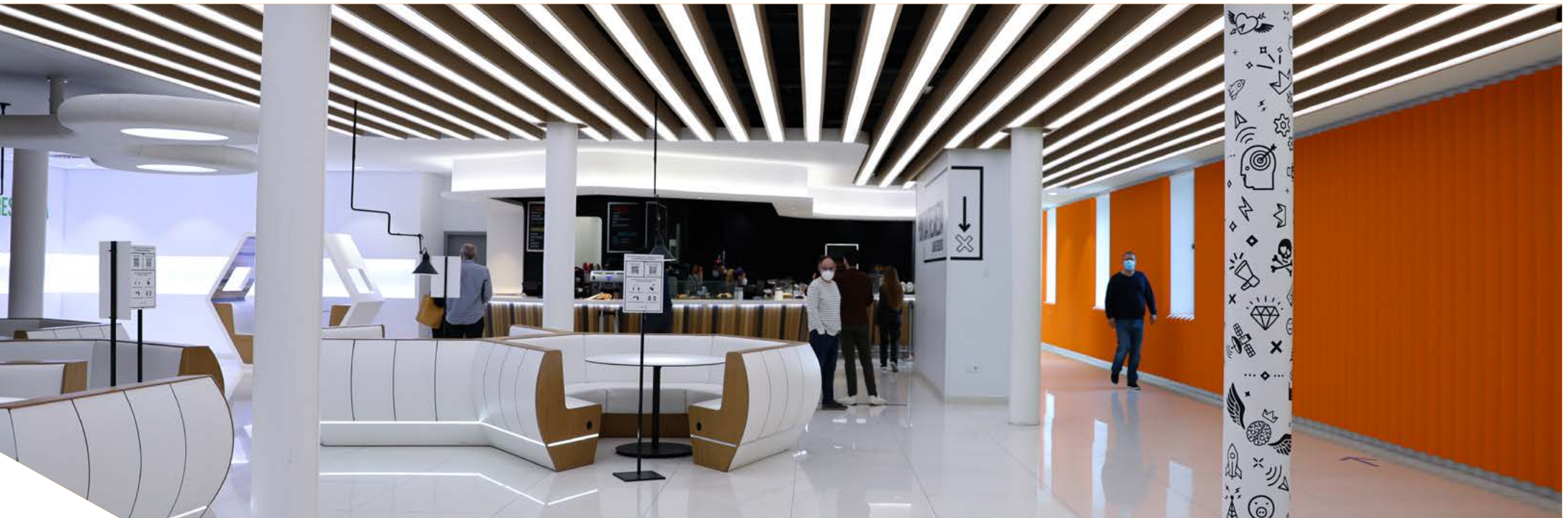
<p>HR Policy</p>	<p>The HR Policy sets out the following principles, applicable to all Atresmedia employees:</p> <ul style="list-style-type: none"> • Providing stable employment and a rewarding working environment • Training and promoting the professional development of our workforce • Attracting and retaining talent • Guaranteeing human and labour rights • Championing equality, diversity and work-life balance • Overseeing a safe and healthy work environment <p>In addition to these principles, Atresmedia upholds human and labour rights through its Human Resources Policy, which reflects international principles of conduct, mainly those emanating from the United Nations and the International Labour Organization (ILO), especially those related to the work of minors, while also recognising the right to freedom of association and promoting dialogue with workers' representatives.</p>
<p>Responsible Advertising Policy</p>	<p>Advertising is a core aspect of Atresmedia's business. The Group is therefore committed to offering advertising that is suitable for all audiences and sees to it that all advertising content reliably upholds the fundamental values of truthfulness, honesty, credibility and respect for human rights, as stated in its policy.</p> <p>Furthermore, in this policy Atresmedia unequivocally pledges to ensure respect for human rights, especially the protection of minors. This has meant not only keeping up with the latest changes in the law, but also adopting a specific framework for the protection of audiences, especially the youngest ones.</p>
<p>Code of Conduct</p>	<p>The Code of Conduct dictates how all Group employees should behave, including <i>compliance with regulations and respect for ethical values</i>.</p> <p>This code is a way of getting all members of the organisation invested in respect for human rights.</p>

Atresmedia understands that respect for and protection of human rights necessarily involves the need to safeguard the rights of its workers, especially labour rights. (See section 8.3.4 Safeguarding labour rights).

Training was also provided during the year on the Group's **Crime Prevention Model**, which includes issues related to human rights.

All the activities and initiatives described in this document illustrate the lengths that Atresmedia Group goes to to uphold the principles of the UN Global Compact and ensure the **well-being of its employees** and stakeholders.

Atresmedia has a **Corporate Responsibility mailbox** and a **Whistleblowing Channel** that anyone can use to report any evidence or suspicion they may have of human rights abuses. During the period, none of the issues reported through this channel related to human rights abuses in accordance with the reporting criteria of the GRI 406-1 indicator, which states that "discrimination on grounds of race, colour, sex, religion, political opinion, national extraction, or social origin as defined by the ILO, or other relevant forms of discrimination involving internal and/or external stakeholders across operations in the reporting period." Therefore, as in previous years, no reports or complaints of human rights abuses and/or breaches were received in 2022.

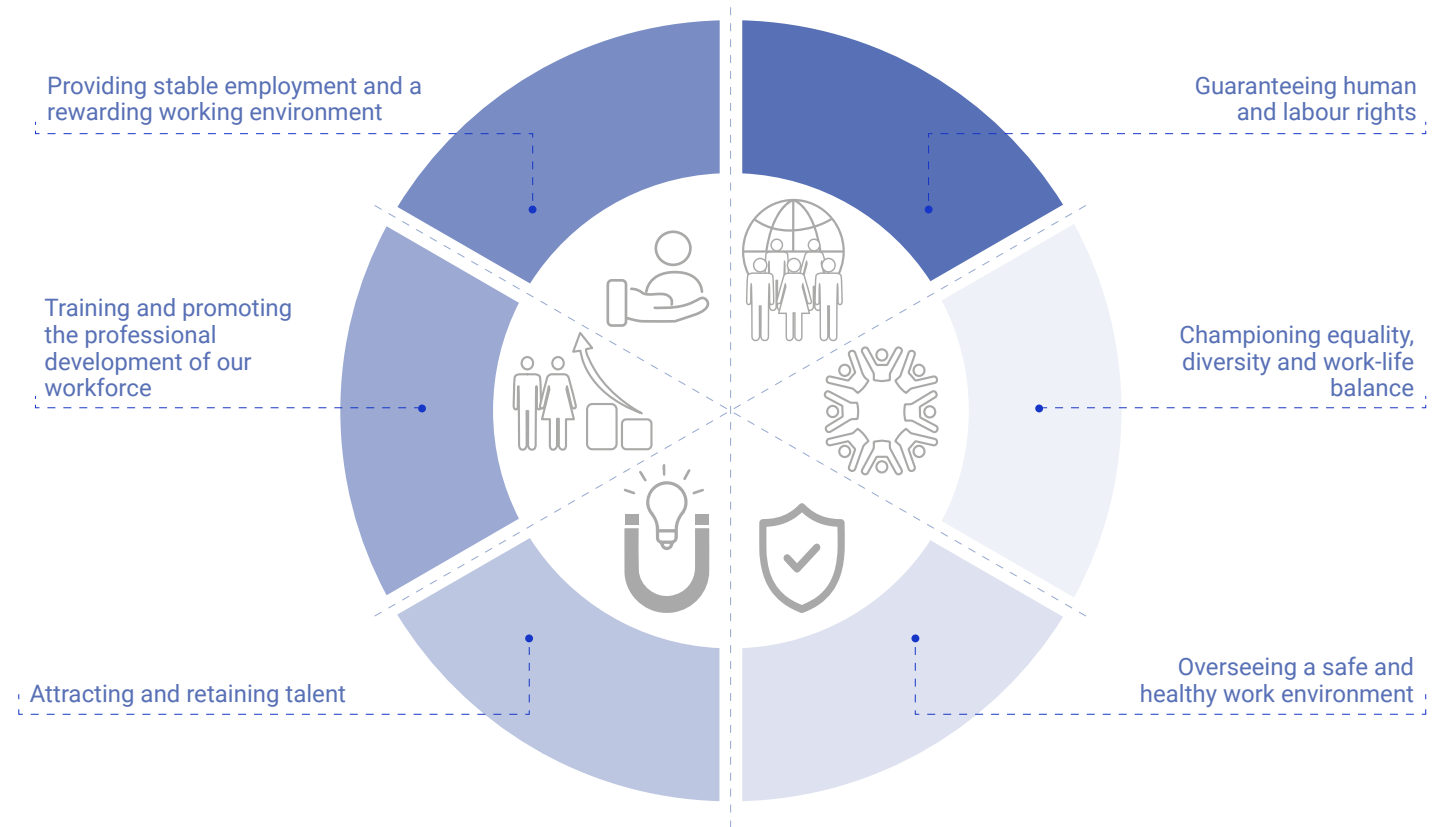


08.3 On employees

Proper people management is a key concern for Atresmedia Group. The Company strongly believes that its employees are its greatest asset and therefore pays close attention to managing its human resources. The **Human Resources**

Policy sets out Atresmedia's commitments in relation to employee management, together with the Company's objectives, values and strategic principles in this realm.

The main objectives of this policy and, therefore, of people management are:





Key HR figures in 2022



8.3.1
Workforce structure

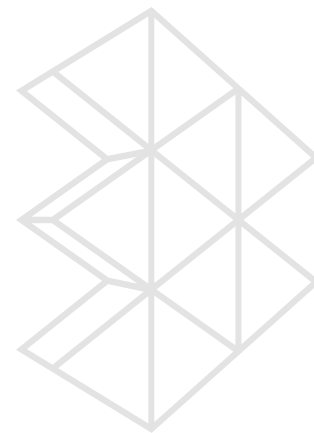
In 2022, Atresmedia Group team comprised a total of **2,508 people**, up 1.5% on the previous year. Of this total number, **1,325 were women** (52.8%) and **1,183** (47.2%) were men, with an average age of 42 years. The average length of service of the workforce is 12.5 years. Of the total number of employees, 1.7% (44 individuals) had some form of disability. Atresmedia had a voluntary turnover rate of 6.4% (compared to 6.5% in 2021) and involuntary turnover of 18.1% (compared to 37.7% in 2021)¹⁸.

There was a total of 365 new hires in 2022 who remained on the workforce at the end of the year, of whom 213 were women and 152 were men. As regards contract type, 43.6% held an open-ended contract. Meanwhile, the total number of new hires in 2022 came to 520.

¹⁸ Turnover rates include all Group companies except H2H, Sonora and Diariomotor.



		2021	2022	Annual change 2021-2022 (%)
By gender (at 31/12/2022)	Men	1,173	1,183	0.9%
	Women	1,297	1,325	2.2%
	TOTAL	2,470	2,508	1.5%



		2021	2022		Annual change 2021-2022 (%)	
		Total	Total	Men		Women
By age (at 31/12/2022)	20 - 29	337	355	119	236	5.3%
	30 - 45	1,107	1,068	496	572	-3.5%
	45 - 60	971	1,019	521	498	4.9%
	Over 60	55	66	47	19	20.0%
	TOTAL	2,470	2,508	1,183	1,325	1.5%



	2021		2022		Annual change 2021-2022 (%)			
	Men	Women	Total	Men	Women	Men	Women	
By employee category (at 31/12/2022)	Senior Management*	9	1	12	10	2	11.1%	100.0%
	Managers	154	90	233	151	82	-1.9%	-8.9%
	Technicians	839	869	1,753	854	899	1.8%	3.5%
	Administrative staff	22	117	142	20	112	-9.1%	-4.3%
	Other	146	220	365	145	220	-0.7%	0.0%
	TOTAL	1,173	1,297	2,508	1,183	1,325	0.9%	2.2%

	2021	2022	Annual change 2021-2022 (%)	
By country (at 31/12/2022)	Spain	2,431	2,508	3.2%
	Brazil ¹⁹	12	-	N/A
	Colombia	4	-	N/A
	Argentina	6	-	N/A
	Chile	4	-	N/A
	Mexico	13	-	N/A
	TOTAL	2,470	2,508	3.2%

	2021		2022		Annual change 2021-2022 (%)			
	Men	Women	Total	Men	Women	Men	Women	
By type of employment contract (at 31/12/2022)	Temporary staff	38	50	143	62	81	63.2%	62.0%
	Permanent	1,039	1,126	2,235	1,067	1,168	2.7%	3.7%
	Interim	28	31	59	25	34	-10.7%	9.7%
	Labour	61	84	46	19	27	-68.9%	-67.9%
	Internships	7	6	25	10	15	41.9%	150%
	TOTAL	1,173	1,297	2,508	1,183	1,325	0.9%	2.2%

* The total number of employees (2508) includes the 3 executive directors.

¹⁹ As SmartClip Latam was sold in January 2022, the Group's entire workforce was located in Spain at year-end 2022.



	Permanent contract		Temporary contract		Part-time contract	
	H	M	H	M	H	M
	Gender					
2021	998.8	1,072.9	142.2	188.7	10.7	25.0
2022	1,022.9	1,105.2	101.7	131.9	10.8	23.7
Annual change 2021-2022 (%)	2.41%	3.01%	-28.5%	-30.1%	0.7%	-4.9%

	Permanent contract				Temporary contract				Part-time contract			
	20-29	30-45	46-60	>60	20-29	30-45	46-60	>60	20-29	30-45	46-60	>60
Age												
2021	129.1	968.7	915.0	57.9	165.3	126.5	37.2	0.0	7.2	16.5	11.2	2.1
2022	164.2	956.2	948.1	59.6	116.5	87.5	29.4	0.1	7.7	18.0	10.8	0.0
Annual change 2021-2022 (%)	27.2%	-1.3%	3.6%	3.0%	-29.5%	-30.9%	-21.1%	N/A	7.0%	9.2%	-2.8%	N/A

	Permanent contract				Temporary contract				Part-time contract			
	Managers	Technicians	Administrative staff	Other	Managers	Technicians	Administrative staff	Other	Managers	Technicians	Administrative staff	Other
Employee category												
2021	260.5	1,506	121.3	190.3	0	174.2	14.4	141.3	1.1	21.2	8.9	4.3
2022	234.5	1,539.2	121.6	230.6	0	130.4	12.6	90.6	1	1.1	9.0	3.5
Annual change 2021-2022 (%)	-9.9%	2.2%	0.3%	21.2%	N/A	-25.1%	-12.6%	-35.9%	-7.4%	-0.7%	0.9%	-17.9%

Annual average by contract type²⁰

²⁰ The companies H2H, Diariomotor and Sonora fall outside the reporting scope of this indicator, as they have recently joined the Group and their systems have not been adapted in Meta4.



		N° employees by Group company															
		Atresmedia	Advertising	Noticias	Fundación	A3 Tech	Uniprex TV	Multi-media	Cine	6M	Smartclip	Uniprex SAU	Sonora	Diario Moto	H2H	Pazy	TOTAL
2021		432	333	288	5	74	77	163	3	376	122	564	-	18	15	-	2,470
2022		440	335	282	6	79	92	168	4	379	77	564	30	20	30	2	2,508
Annual change 2021-2022 (%)		1.9%	0.6%	-2.1%	20.0%	6.8%	19.5%	3.1%	33.3%	0.8%	-36.9%	0.0%	N/A	0.6%	2.1%	N/A	6.8%

8.3.2 Stable employment and rewarding working environment

In 2022, **job stability** and **optimal working conditions** remained **key objectives for the Company**, especially in the realm of people management. These objectives are maintained as a sign of Atresmedia's commitment to the well-being of its workforce and the Group's commitment to a working environment in which people take centre stage.

Job stability

In 2022, the **workforce increased by 1.5%**, with a total of 30 dismissals, three fewer than in 2021²¹.

		N° of dismissals by gender		
		Men	Women	Total
2021		18	15	33
2022		13	17	30
Annual change 2021-2022 (%)		-27.8%	13.3%	-9.1%

		N° of dismissals by age range				
		20-29	30-45	45-60	>60	Total
2021		5	16	11	1	33
2022		2	9	15	4	30
Annual change 2021-2022 (%)		-60.0%	-43.8%	36.4%	300%	-9.1%

²¹ Figures on departures and redundancies include all Group companies except Sonora, Diariomotor and H2H.



	N° of dismissals by employee category				
	Managers	Technicians	Administrative staff	Other	Total
2021	2	28	0	3	33
2022	7	19	1	3	30
Annual change 2021-2022 (%)	250.0%	-32.1%	N/A	0.0%	-9.1%

Terms of employment

Atresmedia Group has shown considerable resilience, having made it through the worst of the COVID-19 crisis while maintaining the working conditions agreed with its employees and even enhancing them in some areas. The following table shows remuneration for 2022 and how it compares to previous years:





	Average remuneration	2021 ²²	2022			Annual change (%)
			Total	Men	Women	
By category	Managers	125,772	140,012	153,644	113,883	11.3%
	Technicians	42,016	42,765	44,466	41,149	1.8%
	Administrative staff	31,097	32,562	35,122	32,142	4.7%
	Other	28,280	29,329	29,037	29,522	3.7%
By age	20-29	23,830	24,321	24,983	23,987	2.1%
	30-45	39,590	39,346	41,417	37,551	-0.6%
	46-60	62,808	65,442	72,644	57,978	4.4%
	Over 60	105,674	112,832	137,095	55,367	6.8%
By gender	Men	54,666	57,308	N/A		4.8%
	Women	41,960	43,000	N/A		2.5%

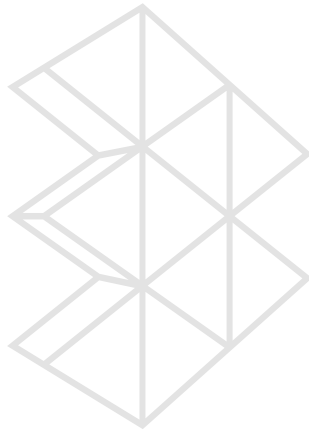
²² The figures for 2021 have been restated to align the remuneration by employee category with the information contained in the Annual Corporate Governance Report (ACGR) and the Annual Report on Director Remuneration (ARDR), an approach that was followed for 2022.



Average remuneration of Senior Management ²³	2021 ²⁴	2022	Annual change (%)
Men	325,618	418,625	28.6%
Women	-	307,698	N/A
Average	-	400,137	N/A

Average Board remuneration – Non-executive directors	2021	2022	Annual change (%)
Men	199,800	207,515	3.9%
Women	77,875	82,875	6.4%
Average	145,611	152,120	4.5%

Average Board remuneration – Executive directors	2021	2022	Annual change (%)
Men	1,213,333	1,326,292	9.31%
Women	-	-	-
Average	1,213,333	1,326,292	9.31%



Gender pay gap ²⁵	2021	2022	Annual change (%)
Management ²⁶	25.0%	25.8%	3.5%
Senior Management	-	26,5%	N/A
Middle managers	5.4%	3.6%	-32.8%
Managers	22.2%	21.8%	-1.78%
Technicians	7.4%	7.5%	0.38%
Administrative staff	6.8%	8.5%	24.8%
Other	-2.0%	-1.7%	-14.9%
Total	23.2%	24.9%	7.4%

²³ Senior Management comprises those employees categorised as such in the ACGR. The accrual criterion is used to calculate average remuneration, so as to ensure that the information provided in the non-financial statement (NFS) is consistent with that reported in the ARDR.

²⁴ In the interests of confidentiality, the breakdown of Senior Management women for 2021 is not disclosed.

²⁵ The figures for 2021 have been restated to align the remuneration by employee category with the information contained in the Annual Corporate Governance Report (ACGR) and the Annual Report on Director Remuneration (ARDR), an approach that was followed for 2022.

The gender pay gap calculation was made considering as remuneration the base salary plus additional amounts paid to an employee; e.g. for length of service, agreements for the performance of specific duties, over-time, supplements for availability or dedication, bonus/incentives for the achievement of objectives, extra pay for nights shifts and work on holidays. In other words, all amounts set out on tax form 190.

²⁶ Management includes Senior Management, managers and middle managers.



To promote and ensure the well-being of the workforce, Atresmedia provides its employees with certain **benefits and perks that add value to their annual wages**, in the form of services and other benefits in kind.

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, which is entirely voluntary for employees on permanent contracts (health insurance, childcare vouchers and public transport card) 	<ul style="list-style-type: none"> • Fund to help with school tuition fees and dental insurance • Travel allowance when employees change work centre

Notably, Atresmedia launched a **new flexible remuneration plan** in 2022, offering preferential terms and conditions to all the Group's permanent employees when arranging any of the services included in the plan. The services include health insurance, childcare vouchers and public transport card.

8.3.3 Professional development of employees

Atresmedia knows full well that the **training of its employees is essential in enabling them to adapt effectively and proactively to the new digital environment and to adjust processes and ways of working on the fly** to remain competitive in the business market. With this in mind, in 2022 Atresmedia continued to promote and foster a training model to enable:

- Business-led **digital change**

- Skills training for all profiles
- **Professional development** of employees

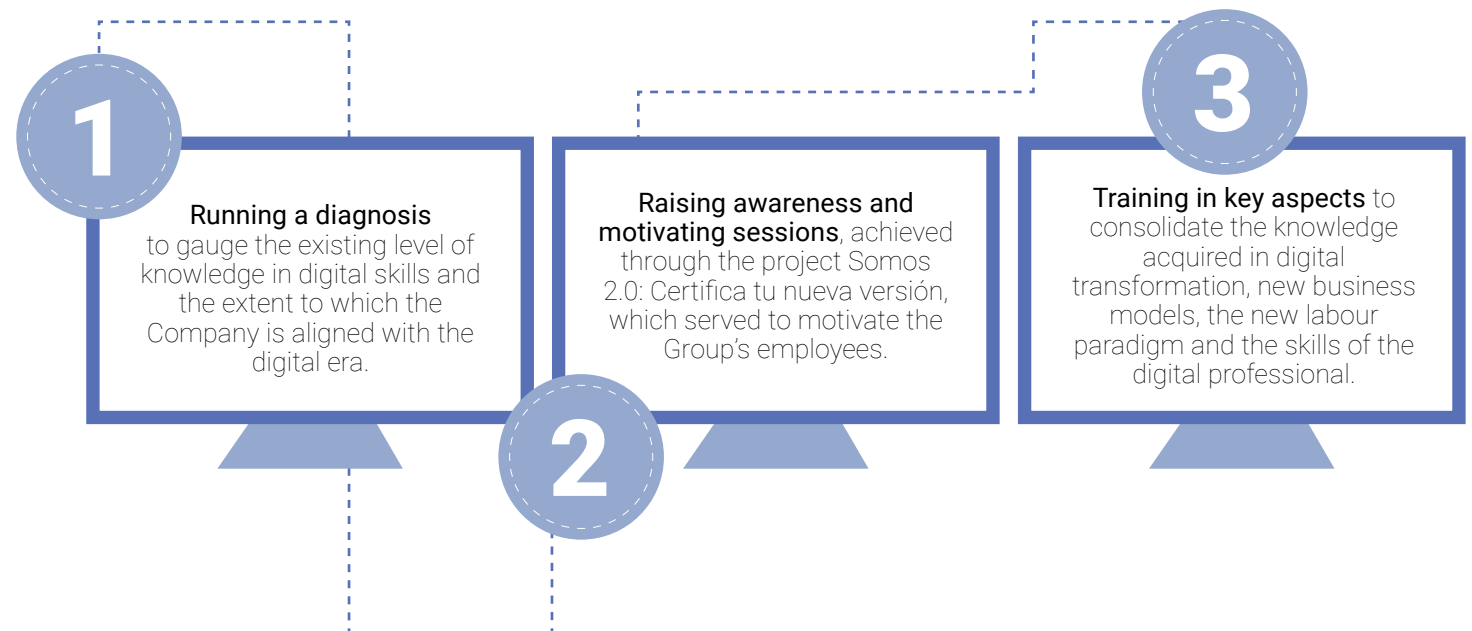
Atresmedia also displayed a strong **commitment** to a **blended training model** by offering a wide range of content in classroom, virtual and e-learning formats. This commitment rests on four pillars:



The approach taken in 2021 with regard to the professional development of employees continued throughout 2022 and the Group also **made further progress towards the ongoing process of digital transformation**. This process is being channelled through the Digital Skills Training Programme, which was launched in 2021 and is aimed at managers and employees of the Company.

During phase one of the Digital Skills Training Programme, the aim was to build a **shared knowledge base** surrounding the key concepts and terms of the digital environment and business, so as to ensure that all profiles within the Group possess basic digital skills. To succeed, a **strategic alliance** was forged with The Valley Digital Business School (a benchmark in the digital transformation of large companies).

This first phase involved the following three steps:





The Master Fundamentals in Digital Business certification had a completion ratio of over 80% and was scored 9/10

The following objectives were achieved in this first phase of Somos 2.0: Certifica tu nueva versión:

- Bringing about a **change of mindset**, involving all levels of the organisation, from Management Committee to employees, including executives and middle management.
- Providing a **base layer of digital economy skills** needed to handle change.
- Building the **foundations needed to drive digital change**.
- **Reflecting on how processes can be improved**.
- Driving a culture of transformation: 60% of staff members earned the prestigious Master Fundamentals in Digital Business qualification under the **“tu nueva versión”** project.

Atresmedia Group took firm steps in 2022 to achieve the objectives set out in the plan’s roadmap, including:

- Continuing the **Digital Skills Training Programme**, organising **“New ways of working”** training events for managers and celebrating **Disruption Day**.
- Holding specific workshops to analyse the results of the tests carried out by **The Valley Digital Index** and **Corporate Digital Level**, showing the Group’s alignment with the digital era and the progress made towards the three key levers in the digital transformation processes: **Change management, exponential business models and leadership**.

Notably, the **Group provided more than 2,100 employees with access to certification under The Valley Master’s Degree**, which includes subjects such as digital transformation, business innovation, soft skills, digital marketing and agile for business. Once completed, the learner earns the *Master Fundamentals in Digital Business* by The Valley. These trainings were enhanced through additional tutorials via streaming with experts in each subject.

To complete the training cycle, and as an exercise in transparency, the Group’s situation was explained through a **Corporate Webinar**, with a round table titled **“How digitalisation is moving along at Atresmedia Group”**, with seats for all the areas involved in the process.

Under phase one of the Digital Transformation project, 93,000 hours of face-to-face, streaming and online training actions were delivered.

Two major training projects were undertaken to make the various areas and departments of the Company more aware of the importance of digital transformation:

- **laSexta “Digital transformation: new approaches”**: the aim of this project was to broaden knowledge and awareness of the newsroom digital environment, the tools now being used to optimise content, the way information is displayed and the target audience. To succeed in this task, more than 300 editors received face-to-face training, which was scored 9 out of 10.
- **Antena 3 Noticias “Training in digital transformation”**: with the collaboration of experts from the A3Noticias website, this project sought to **transform processes**



and promote the use of **newsroom tools**, all adapted to the digital environment, thus enabling editors to work with the CMS manager. Upwards of 200 **editors** received face-to-face **training**, which received a score of **9.7 out of 10**.

Atresmedia also continued to promote transversal training actions in subjects such as English, Criminal Liability, Languages and Occupational Risk Prevention for new employees and for existing employees wanting to refresh their knowledge. This training is always provided online so that it can reach all professional profiles of Atresmedia Group.

Atresmedia also continued to enrol employees on the **Master's Degree in Communication Business Management from the University of Navarra** with the aim of promoting executive talent.

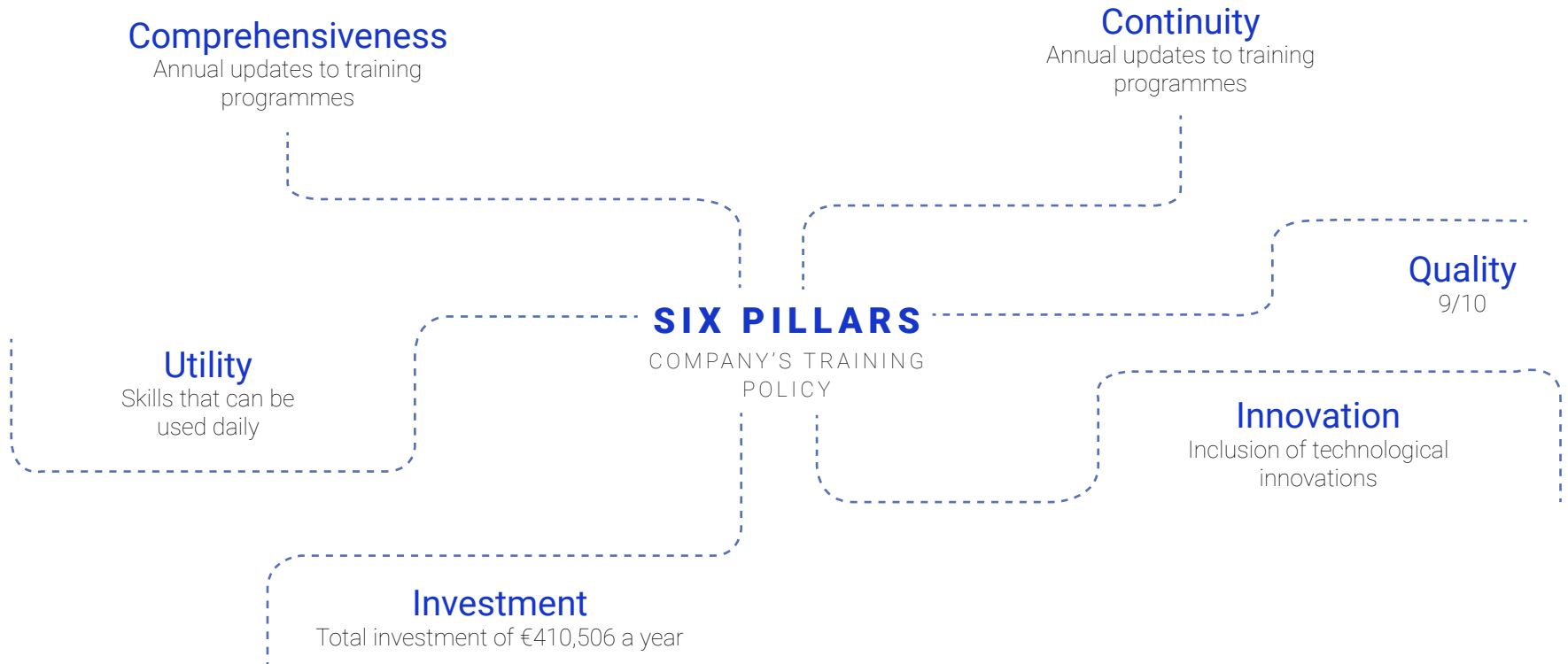
Lastly, face-to-face training was finally able to resume in 2022 as the effects of COVID-19 crisis gradually eased.

Lifelong training delivered in-house is key to the growth and development of the Company's employees. Atresmedia Group offers an **extensive training catalogue** featuring multiple online and classroom courses and covering the varying needs of the numerous job positions existing within the Group and the different needs or interests of each employee.





The **six pillars** underpinning the Company's Training Policy are as follows:



Atresmedia invested EUR 410,506 in training in 2022, equivalent to 55,689 hours of training delivered to 1,973 employees, distributed across 66 courses and 288 events

Thanks to the new blended model, **training content is now accessible** from anywhere, and from any device, making training more convenient and effective for Atresmedia employees. The **microlearning format was introduced in 2021 to adapt to the pace of each** learner and their available learning time and this format continued to be used throughout 2022.

Not only were specific training courses delivered, but also Group-wide training suitable for all Group profiles, such as languages.



		2021	2022	Annual change 2021-2022 (%)
Average no. of training hours / employee category ^{*27}	Management	15	46	213.7%
	Technicians	10	27	170.0%
	Administrative staff	28	46	65.9%
	Other	12	18	50.0%
Total no. of training hours / employee category*	Management	2,989	10,437	249.2%
	Technicians	7,819	37,752	382.8%
	Administrative staff	779	2,632	237.9%
	Other	503	4,868	867.8%

Internal communication

For Atresmedia Group it is crucial for the company to maintain a robust system of **two-way dialogue** and communication with its **employees**. This communication model allows Atresmedia to understand the needs and satisfaction of its staff, while also promoting transparency and engagement. It has a series of internal communication channels for this; e.g. the corporate intranet, the MASDIII digital magazine, the onboarding manual for new hires and various corporate emails, from which information of interest is sent out to its employees. In 2022, MASDII

magazine celebrated its tenth anniversary alongside the real stars of the show: Atresmedia’s employees.

In 2022, we continued to focus on communication plans with a high visual impact in a bid to make communication more dynamic, through gamification and attractive formats. A prime example would be the Corporate Webinars – exclusive sessions aimed at Atresmedia employees to promote and raise awareness of the latest projects or success stories within the Group.

^{*27} Excludes H2H, Diariomotor, SmartClip, Sonora and Pazy because the training at these companies in 2022 was not significant when compared to the Group as a whole. Moreover, they are all in the process of adapting to the internal META4 tool.
The increase is due to the Group’s commitment to training as the key to digital transformation.



Attracting and retaining talent

Atresmedia Group considers it essential to build value as we look forward. With this in mind, the Group **swung its doors open to young talent** a few years back, as a strategic decision regarding talent management.

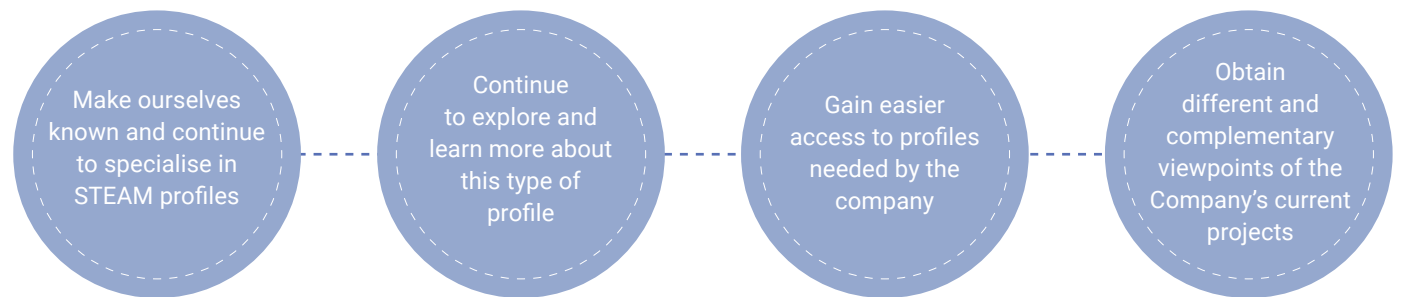
To build connections with young talent and provide them with valuable job opportunities, Atresmedia runs **various internship programmes for undergraduate, master's and vocational training students**. Thanks to these programmes, the company is able to build mutually beneficial relationships with them by improving job prospects, bringing interns closer to the real labour market and gaining access to talent.

Promoting youth employment

In 2022, Atresmedia continued with the strategy initiated in 2021 of **searching for young talent**, especially STEAM profiles, who are the foundation for business growth in the digital environment. Atresmedia considers it essential to continue building its workforce with those profiles that adapt best to the new agile and hyper-connectivity digital environments and are able to succeed in a VUCA world.

Notably, Atresmedia got involved for the second straight year in the Universia initiative: **Metaworking; the first talent competition in the metaverse**. This event promotes the gamification of skills by bringing video games into the educational or professional sphere and using them to spot talent. In this experience, candidates complete missions that are assigned to them by company recruiters through video games such as **Minecraft**. These same recruiters then review the results and evaluate the candidates. This activity offers high differential value in **finding and attracting the best university talent** in digital environments. These environments are adapted to the reality of young people, allowing companies such as Atresmedia to pursue their digitalisation strategy. A total of 3,000 young people took part in the competition, with just 70 of them making the final. Among the skills appraised are the ability to excel, problem-solving, working under pressure and communication skills.

Also in 2022, Atresmedia took part in the **Universia STEAM+ eSports Competition**, the first esports competition for STEAM talent.



Further highlights in the period include the ongoing success of the Internship Programme for Atresmedia students. A total of 275 scholarship places were offered in 2022. The biggest change in 2022 was that the scholarship programmes were finally able to return to face-to-face format. However, interns were permitted to work from home one day a week, matching the conditions offered to other employees.

Meanwhile, vocational training students continued to build projects similar to a TFG or TFM pathway on current affairs by generating an audiovisual product under the close supervision of Atresmedia Group employees. These learners received valuable support from company workers with a wealth of experience, along with tutors from their vocational training centre. The aim was to ensure that the learners completed their work experience in much the same way as an on-site intern would.

Inclusive talent

As in previous years, the Group reaffirmed its commitment to diversity and inclusion in 2022. The Human Resources and Corporate Responsibility departments (more precisely the division focused on disability) continued to work together to offer **job opportunities and internships to people with disabilities at all the Group's companies**. They likewise saw to it that the selection processes carried out by the Company were inclusive and that the necessary adjustments and adaptations were made so that the individuals hired could do their job.

Following interviews with more than 30 candidates, four people with disabilities joined the Atresmedia workforce in 2022. In addition, four other people were given the opportunity to do their training internships at one or other of the Group's companies.





In 2022, Atresmedia formación reached out to more students and also increased the number of courses and training hours

Also in 2022, Atresmedia continued to promote its already successful training scholarship project for people with disabilities, known as the **Capaz Scholarships**. The initiative seeks to improve the employability of disabled people by offering them financial aid to take one or other of the courses offered by Atresmedia Formación. These training programmes ensure the accessibility of content and formats for any individual who requires specific adaptation.

More than 100 beneficiaries have taken part in the programme since its launch in 2020, thanks to agreements signed with Fundación Universia, Fundación Randstad and Fundación Capacis.

Highlights in 2022:

- New agreement with Fundación Integra, whereby 10 people from the foundation will take part in the programme in 2023.
- Renewal of the agreement with Fundación Universia, thanks to which 30 new faces will be able to benefit from the programme.
- Successful agreement for the first edition of the Capaz Scholarships signed with Fundación Randstad, which was signed in 2021 and effectively carried out in 2022. In addition to the initial number of scholarships agreed upon (10), a further 15 training opportunities have been added for users of the Foundation.

- New edition of the “Communication Techniques” course, in which six people with borderline intellectual functioning from Fundación Capacis were able to complement the daily training they receive at the Foundation with a communication programme tailored to their needs.

In 2022, Atresmedia maintained strong relations with various disability associations to learn more about the reality of their work. These organisations include the ALCER association (Association for the Fight against Kidney Diseases) and the Asociación Convives con Espasticidad.

Driving intrapreneurship

As we mentioned earlier, Atresmedia’s most prized asset are its employees. That is why the Company strives to foster and retain internal talent and stimulate the creativity of its employees. The *TH’NK* initiative is a great example of this.

TH’NK aims to boost internal talent by motivating and creating job opportunities for employees. It is also an opportunity to share knowledge between different areas of the Group by fostering learning, connection and a sense of belonging.

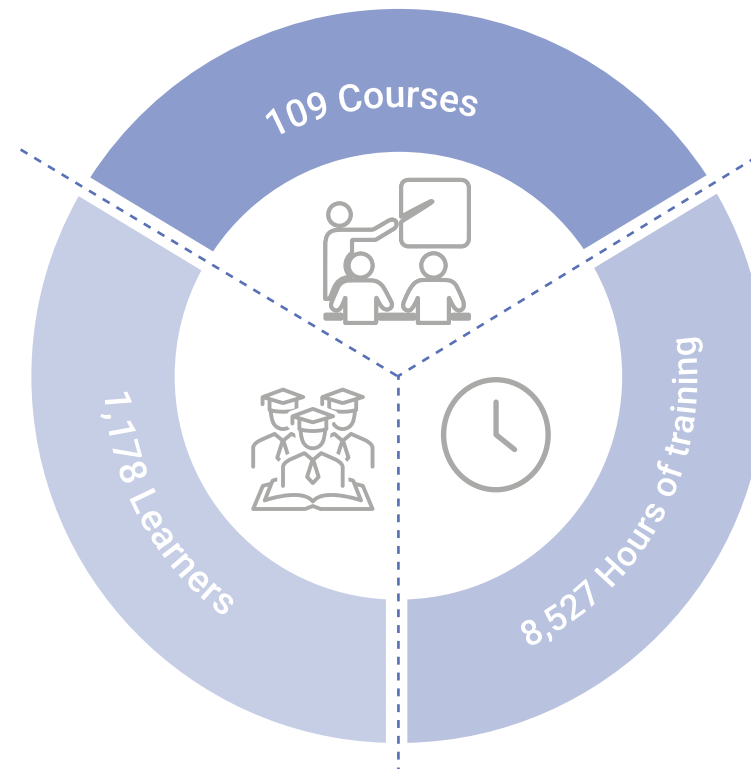
Atresmedia Formación: the talent of Atresmedia’s employees there for society

Atresmedia employees are hugely talented when it comes to communication. Professionals devoted, on a daily basis, to conveying information and messages to society. The

demand for strong communication skills among employees prompted Atresmedia Group to launch a new line of business in 2016: **Atresmedia Formación**.

Students and workers from companies operating in various sectors of the economy are able to **acquire these**

communication skills by learning first-hand from Atresmedia's fabulous team of communication experts and are afforded excellent opportunities, such as training on the Group's sets and facilities.



The Atresmedia Formación business line is divided into three main areas of action:



1. Free training

Atresmedia Formación offers a broad range of more than 50 audiovisual media courses, with the aim of improving the qualifications of those already working within the communication industry or those looking to get their foot in the door.

Atresmedia also promotes inclusive training through partnership agreements with entities such as Fundación Randstad, Fundación Capacis and Fundación Universia, so that people with disabilities have access to the courses provided by Atresmedia Formación. Since the first edition back in January 2021, more than 100 young people with disabilities have enrolled on Atresmedia Formación courses.

2. Training in educational settings

Atresmedia Formación has entered into partnership agreements with various educational centres in a bid to improve the training of students in communication and audiovisual skills.

This type of collaboration comes in three main forms:

a. Agreements with vocational training centres

Key agreements entered into with vocational training centres in 2022 include the agreement signed with IFP to offer disruptive training in audiovisual media, more precisely in the modules of production, direction or DJ.

Atresmedia Formación role in the agreement is to assign its **employees to deliver the courses, allow the use of its own premises**, lend support in **drawing up the syllabus** and offer both curricular and extra-curricular internships at the Group's companies for the learners.

b. Agreements with universities

Communication skills are also a crucial concern for **university students** who, after completing their studies, will be looking for their **first job**.



Thanks to the **agreements** with the International University of Valencia (VIU), and previously with the University of Nebrija, Atresmedia Formación has sought **to improve the employability** of students from all sectors by conveying the importance of communication skills in the labour market and playing an active role in the various training courses on offer.

Along these lines, Atresmedia Formación entered into an agreement with **Grupo Planeta** for the joint development of new audiovisual training content, focusing on **adaptation to new technologies** within the communications sector. The main output will be the Entertainment Science School (The Core) project, the only one of its kind in Spain.

c. Agreements with training academies

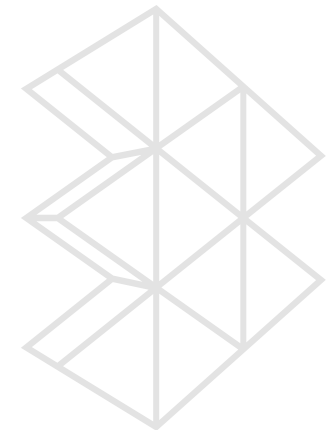
In addition to the pillars mentioned above, Atresmedia Formación has developed training courses at various private institutions, including its masterclass in 35mm and Master D. These two agreements seek to maximise synergies by relying on the extensive know-how and experience of both parties in audiovisual and communication training.

3. Training at companies

Lifelong training over the course of a whole career is becoming increasingly important for businesses and it was in response to this need that Atresmedia Formación decided to offer **bespoke training programmes** for all companies, thus promoting and

improving **internal communication** between the various levels of a business and enhancing its **communication with third parties**.

More and more companies are now placing their trust in Atresmedia Formación and in 2022 alone, it teamed up with big names such as Orange, Bosch, Banco Santander, Sanitas, Securitas Direct, Línea Directa, Ferrovial, Generali, Altadis, DHL, Mondragón, Lyreco, Cofares and Campofrío.



8.3.4 Safeguarding labour rights

As enshrined in its Human Resources Policy, Atresmedia Group is committed to the well-being of its employees and to the protection of human rights. Atresmedia ensures absolute compliance with fundamental conventions such as those of the ILO, respecting the freedom of association and the right to collective bargaining of its employees.

As a signatory of the United Nations Global Compact, Atresmedia embraces and promotes the following principles as part of its corporate culture:

- 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.





As mentioned earlier, Atresmedia upholds and supports the **right of its workers to be represented**. In 2022, as a further show of its unflinching commitment to the well-being of its employees, Atresmedia Corporación approved a new Collective Bargaining Agreement, governing aspects such as working conditions, holiday leave and working hours and broadening the use of teleworking arrangements.

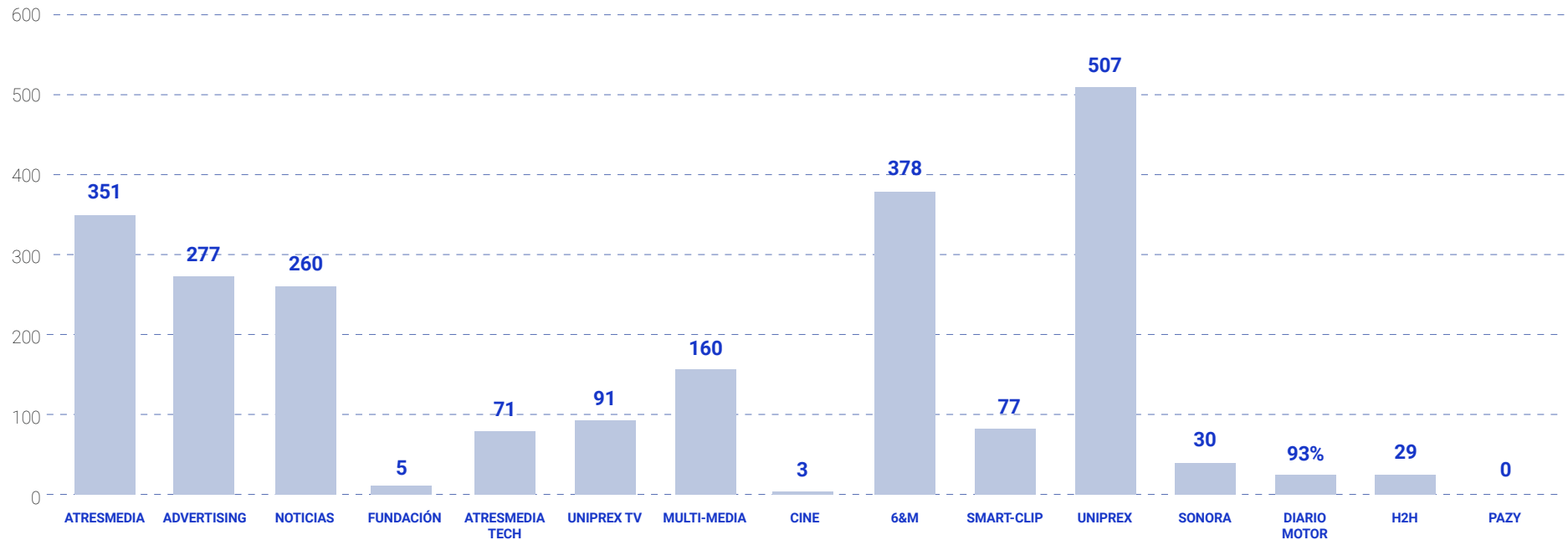
There is a remarkably close degree of **understanding** between the Group and its workers, with agreements reached to negotiate the **new collective bargaining agreements** for **Atresmedia Corporación** and **Antena 3 Noticias** for a period of four years, until **2025**. Moreover, the agreements with laSexta and Antena 3 Multimedia remain in effect.

A total of 2,180 employees (86.9%) were adhered to one or other of the Group's collective bargaining agreements in 2022, slightly lower than the figures reported in 2021 (88.18%), 2020 (88.9%), 2019 (88.1%), 2018 (87.3%) and 2017 (87.0%) and slightly higher than in 2016 (86.6%).

Employees adhered to collective agreements by Group company²⁸

The number of persons covered by the agreement differs depending on the Group company, as follows:

NUMBER OF EMPLOYEES COVERED BY COLLECTIVE BARGAINING AGREEMENT



²⁸ Of the 17 employees in the Canary Islands, 14 are covered by the collective agreement and two are not.



8.3.5

Fostering equality, diversity and work-life balance

Atresmedia's **Corporate Social Responsibility Policy** and **Human Resources Policy** reflect the Group's commitment to equality and diversity. The Human Resources Policy explicitly includes among its objectives that of "**fostering equality, diversity and work-life balance**" by guaranteeing equal treatment regardless of race, age, gender, political orientation, social status or religious beliefs.

In 2022, Atresmedia **approved a new Equality Plan for Atresmedia Corporación** to illustrate its commitment to promoting equality and also to comply with the requirements set out in Royal Decree 901/2020, of 13 October, on equality plans and their registration and amending Royal Decree 713/2010, of 28 May, on the registration and filing of collective bargaining agreements, and Royal Decree 902/2020, on equal pay for women and men.

As a result, **Antena 3 Noticias** and **Antena 3 Multimedia** unveiled their respective equality plans, while for the rest of the Group's companies with more than 50 employees, the corresponding equality plans are currently under negotiation.

The Head of Human Resources is responsible for ensuring compliance with the Atresmedia Corporación Equality Plan. Aside from the new Plan, Atresmedia Corporación has an **Equality Committee**, which is tasked with ensuring compliance with the Plan and taking action to promote equality.

The general objectives of the new Equality Plan are as follows:

- Ensure equal treatment and opportunities for men and women within the company.

- Integrate measures aimed at reconciling work and family life into the plan.

Notably, Atresmedia Corporación employees may avail themselves of the following measures provided for under Equality Plan, business interests permitting:

- Flexible start and end times of 30 minutes
- Continuous working hours on Fridays
- Intensive 7-hour working day (no lunch break) during the summer months of July and August
- Extension of maternity leave to 18 weeks
- Early payment of two extra yearly payments
- Telework (working from home)
- Choice of full days off for breastfeeding leave
- Fostering gender diversity in management and senior management positions, so that when a vacancy arises, at least one of the candidates should be a woman

The **Equality Plan also includes protection for maternity, pregnancy and breastfeeding in the workplace** by preventing any form of direct or indirect discrimination against women who find themselves in this situation. To succeed in this task, the **Corporation has drawn up a Maternity and Breastfeeding Guide**, which was approved by the Equality Committee in June 2022 and sets out the obligations incumbent on the employer to achieve effective protection.

Atresmedia is equally committed to the prevention of harassment. In 2022, it included in its Equality Plan the **Protocol against sexual harassment and gender-based harassment**, which is available to all employees on the Company's intranet.

That women accounted for 52.8% of the workforce as of December 2022, compared to 52.5% in 2021, is a clear reflection of Atresmedia's commitment to gender equality.

In August 2022, Atresmedia renewed its commitment to the initiative of the **Ministry of Equality** (more precisely, the Government Delegation Against Gender-based Violence) known as the **Network of Companies for a Society Free of Gender-based Violence**, of which Atresmedia has been a member since 2015. The network works to promote awareness and social awareness of gender-based violence. Under this partnership, Atresmedia has undertaken to:

- Collaborate in the dissemination of awareness-raising and prevention campaigns launched by the Ministry of Equality.
- Carry out social awareness-raising actions to mark the occasion of certain international days devoted to the eradication of different forms of violence against women.
- Deliver information to the Government Delegation against Gender-based Violence on the effective implementation and monitoring of all actions carried out under this agreement.





Work-life balance

Atresmedia is acutely aware of the need and desire among its employees for a healthy **work-life balance and flexibility mechanisms**. It has therefore put measures in place to balance the personal and professional lives of its employees. Indeed, its Equality Plan includes measures such as flexible start and end times of 30 minutes, a continuous working day on Fridays, a seven-hour intensive working day in the summer (July and August), the possibility of teleworking, early payment of two extra annual payments, and extended leave for death or illness within the family.

While the Company does not have an official digital disconnect policy, it is not actually required for much of the shift work carried out. However, measures are in place to encourage responsible behaviour in disconnecting from work, such as the recommendation for office staff to avoid meetings after 18:00.

As part of its efforts to adapt to the needs of its employees and respond to the challenges of the hybrid work model, **in 2022 Atresmedia continued to digitalise administrative processes relating to people management** —a process that had got under way in 2021— so that they can be carried out remotely.

Following the publication of the new collective bargaining agreement for Atresmedia Corporación employees, the following measures were put in place in addition to those mentioned above:

- Progressive increase of days spent working from home, at those departments where this kind of arrangement is possible, to a total of eight days per month from 1 July 2025 onward.

- Extension of the intensive working day in the summer months to match the school calendar of the Community of Madrid, thus providing a better work-life balance.

A total of 46 workers exercised their right to parental leave in 2022 (22 men and 24 women).

Managing diversity

As described in various chapters of this report, diversity management is a key concern for Atresmedia Group. In addition to the inclusive recruitment processes and training programmes for people with disabilities, as described earlier in this report, the Company takes further action to raise awareness of diversity issues, notably:

- Since 2021 Atresmedia has taken part in the **Companies for Diversity and Inclusion** initiative of Fundación Randstad, which celebrated its second edition in 2022. Atresmedia Group's role in this initiative is to generate knowledge and promote business and social awareness of disability issues.
- In 2022, **Atresmedia signed the Diversity Charter**, publicly embracing its 10 principles on equality, diversity and inclusion. The initiative, which is promoted by the European Commission and Fundación Diversidad in Spain, is entirely voluntary and is backed by the Commission in 27 countries.
- The **Vive su Realidad** diversity awareness days resumed in 2022, following a hiatus caused by the COVID-19 pandemic, with Atresmedia employees once again being able to put themselves in the shoes of people with disabilities. The news programmes of



laSexta and Antena 3 provided coverage of the initiative.

- Under the Atresmedia Corporate Volunteering Programme, employees were able to take part in various activities involving people with disabilities and experience what they experience. These activities were carried out with NGOs such as Fundación Manantial and Fundación Randstad.
- To mark the occasion of International Day of Persons with Disabilities, information was delivered to Atresmedia employees on the various projects that the Company is undertaking in relation to diversity.

In addition, the **Atresmedia website has featured a section on disability** since 2020, describing all related initiatives carried out by the Group, including the **Becas Capaz** internship programmes, external and in-house awareness-raising activities and the various commitments embraced, such as the signing of the Diversity Charter.

As regards facility and building accessibility, in 2016 Ilunion issued a report confirming that Atresmedia's facilities were suitably adapted, in accordance with prevailing law and regulations. Atresmedia also has several parking places reserved for people with reduced mobility.

8.3.6 Safe and healthy work environment

Atresmedia Group's **Occupational Risk Prevention Policy** has been in effect since February 2020. It provides the framework for its **Occupational Risk Prevention System**, which was certified in 2021 under ISO 45001:2018 and in 2022 the first and second follow-up audits were carried out and passed. In addition, Group companies Smartclip Hispania, 6yM Producciones y Contenidos Audiovisuales, Atresmedia Tech and Uniprex Televisión all carried out and passed their own regulatory audit in 2022.

Meanwhile, five of the Group's companies, namely Atresmedia CMC, Uniprex, Antena 3 Noticias, A3 Multimedia and AtresmediaTech (formerly I3 Televisión), have their own Health and Safety Committee. Each of these committees meets regularly and has a prevention officer, who is informed of any new developments or activity in relation to occupational risks.

In 2022, the Joint Prevention Service met every six months with those Group companies that do not have their own prevention officer, so as to keep them apprised of any relevant issues related to the health and safety of their employees.

The Medical Service supporting all Atresmedia Group companies carried out a total of 1,797 responses in 2022, comprising 903 instances of medical care, 884 consultations and 10 emergencies. Of the medical care provided, 77% was given to Group staff and 23% to contractor personnel or visitors.

Addressing health and safety issues

The regular meetings of the Health and Safety Committees of Atresmedia companies address a variety of issues relating to workers, such as the use of personal protective

²⁹ 6yM Producciones y Contenidos Audiovisuales, Atres Advertising, Uniprex TV, Fundación Atresmedia, SmartClip and H2H.



equipment (PPE), proper signage and the thermo-hygrometric conditions of work spaces. In 2022, the main focus of these committee meetings was to prevent the spread of viruses within the workplace and to protect the health of workers.

Various companies adhered to the **Joint Prevention Service of Atresmedia Group** are subject to the provisions of collective bargaining agreements on matters relating to health and safety, although three of these companies have their own collective agreements:

Atresmedia Corporación de Medios de Comunicación	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 y 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	Convenio Colectivo estatal de empresas de consultoría y estudios de mercado y de la opinión pública. Artículo 39: Trabajos en pantallas. Prevención de Riesgos. Hace referencia a los puestos de trabajo de pantallas de visualización de datos y a la protección de los trabajadores sensibles y la maternidad en los supuestos que recoge la Ley de Prevención.
FUNDACIÓN ATRESMEDIA	Convenio Colectivo estatal del sector de la acción e intervención social. Capítulo X: Seguridad y salud laboral. Hace referencia a distintos puntos de la Ley de Prevención de Riesgos Laborales tales como el Servicio de Prevención, vigilancia de la salud, protección de los trabajadores especialmente sensibles, formación e información y la participación del personal en PRL.



Protecting employees from COVID-19

In 2022, 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. Key actions included:

- 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:
 - Daily logging and monitoring of any confirmed or suspected cases reported to the Medical Service.
 - Daily logging and monitoring of any confirmed or suspected cases among contractor employees entering the workplace.
 - Managing and running diagnostic tests by qualified personnel at the Group's Medical Service (serological tests and antigen tests).
 - Daily inspections to monitor the proper use of PPE and social distancing among 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 Quirón Prevención (the external prevention service entrusted with health surveillance).
- Hand hygiene posters and signage.
- Pandemic-related data delivered to the representatives of all Group companies.

The mandatory use of face masks in the workplace was lifted in 2022, in line with the new guidelines released by the health authorities and based on a risk assessment carried out by Atresmedia's own Prevention Service. Following this, other health-related measures were gradually eased or abandoned, such as social distancing in the workplace and enhanced cleaning and disinfection protocols.

Trend in health and safety indicators

In 2022, there were four accidents resulting in medical leave (affecting three men and one woman). Total absenteeism came to 167,792 hours and the absenteeism rate was 3.9 due to accidents at work or temporary



incapacity and 3.7 due to non-work-related illness. Meanwhile, the accident frequency rate was 0.9 (0.4 for women and 1.5 for men) and the severity rate was 0.03 (0.01 for women and 0.06 for men). No occupational

diseases were reported in 2022. Note that the health and safety indicators provided by the joint prevention service do not include Sonora employees.

	Number of accidents involving medical leave (not including accidents while travelling to and from work)			Employee absenteeism rate			Hours of absenteeism		
	Total	Women	Men	Total	Women	Men	Total	Women	Men
2021	4	2	2	3.7	4.9	2.3	153,696	107,744	45,952
2022	4	1	3	3.9	4.5	3.2	167,792	102,256	65,536
Annual change 2021-2022 (%)	0%	-50.0%	50.0%	6.4%	-8.4%	40.5%	9.2%	-5.1%	42.6%

	Absenteeism rate due to non-worked-related illness			Accident frequency rate			Serious accident frequency rate		
	Total	Women	Men	Total	Women	Men	Total	Women	Men
2021	3.6	4.8	2.3	1.0	0.9	1.0	0.04	0.06	0.01
2022	3.7	4.4	3.0	0.9	0.4	1.5	0.03	0.01	0.06
Annual change 2021-2022 (%)	3.2%	-8.4%	31.7%	-2.6%	-51.6%	47.9%	-21.0%	-86.2%	476.8%

Training in health and safety

In 2022, the Prevention and Medical Services Department provided **mandatory initial training and information on occupational risk prevention to 726 workers** in e-learning format, with each course lasting two hours (1,452 hours of training). In addition, a further 30 hours under a single 30-hour course was delivered by Quirónprevención to one new member of the A3 Multimedia Safety Committee.

Also in 2022, Atresmedia updated its risk assessments for the San Sebastián de los Reyes work centre, the H2H work centre, the A3 Noticias delegation in Barcelona and the radio stations operating out of Alicante, Barcelona, Malaga and Oviedo. An initial workplace risk assessment was also drawn up for the two sites of the company Diariomotor and for Pazy's one site.





09 Atresmedia's impact on the environment

While the environmental impact of the audiovisual sector is relatively modest, Atresmedia has shown a firm **commitment to environmental protection**, especially since 2010, when it decided to approve its **Environmental Policy**, which sets out the Group's environmental strategies and principles of action and which was updated in 2019, thus showing Atresmedia's sense of responsibility in relation to this global challenge.

Atresmedia has plotted out the following four **lines of action**, which focus on managing and minimising the environmental impact of its activity and, more precisely, on fighting climate change, on the responsible use of natural resources, on the proper management of waste and on raising environmental awareness within society and among its employees:





Atresmedia does not carry out operations in any protected areas. Therefore, the Group has no impact on biodiversity, so this topic is not material for the Company and there are

no related lines of action. However, screens were installed on the windows of Atresmedia facilities in 2022 to stop local birdlife from colliding with the buildings.

09.1 Environmental management

Aside from the Environmental Policy itself, the General Corporate Responsibility Policy and the successive environmental strategies drawn up by the Group complete the actions that Atresmedia has taken to address its environmental responsibility.

Atresmedia achieves the commitments assumed under this framework of action through a governance structure

involving control bodies and various areas and departments of the Company, thus ensuring a Group-wide vision that allows us to overcome our environmental challenges.

The **Audit and Control Committee** is tasked with **overseeing** compliance with the General Corporate Responsibility Policy and the ESG strategy of Atresmedia. It also has responsibility for all matters related to climate





change and for identifying climate risks with financial implications.

The Audit and Control Committee reports regularly to the Board of Directors on the progress and results of the Company's ESG strategy. The **Board of Directors** approves the General Corporate Responsibility Policy and the sustainability strategy. The involvement of the Board of Directors and the Audit and Control Committee in environmental aspects is a key concern for Atresmedia, so much so that in 2022 the Audit and Control Committee received training in sustainability, addressing aspects such as the management of non-financial risks, the importance of considering the financial implications of climate change and the need to address the new European regulations in this area.

As a further show of the company's commitment to sound environmental management, both the CEO and the Board members, as part of the executive team, have been receiving, since 2021, variable remuneration pegged to the performance of four ESG indicators, one of them directly related to environmental performance: maintaining the Group's **"B"** rating in the CDP climate change report.

The **Corporate Responsibility Committee** plays a prominent role within Atresmedia's environmental governance framework. The committee is coordinated by the Corporate Responsibility Department and is tasked with implementing the sustainability strategy and policies.

Under this governance framework, there are four broad areas involved in the management of internal environmental concerns:

Corporate Responsibility	<ol style="list-style-type: none"> 1. Defines the environmental strategy 2. Reports on the Company's environmental compliance and performance 3. Establishes partnerships in environmental and SDG projects and campaigns
Infrastructure	<ol style="list-style-type: none"> 1. Manages investments relating to the environment 2. Conducts environmental optimisation studies 3. Controls and manages the invoicing of utilities (water, gas, electricity, etc.)
General Services	<ol style="list-style-type: none"> 1. Calculates the carbon footprint 2. Manages and optimises consumption of resources and fuels 3. Oversees the removal and treatment of waste
Procurement	<ol style="list-style-type: none"> 1. Disseminates the Group's environmental commitments to its suppliers of goods and services 2. Establishes a supplier certification process that includes ESG criteria, e.g. minimisation of environmental impact



In 2022, Atresmedia's environmental strategy focused on the following aspects:

- **Definition and implementation of the Net Zero strategy, aligned with the SBTi (Science Based Targets initiative).**
- **Improved integrated waste management.**

- **Supplier approval on the basis of environmental criteria.**

Two further lines of action were also considered with the aim of finding new initiatives to make further improvements in environmental management:



Studies on implementing photovoltaic energy at our San Sebastián de los Reyes facilities



Studies on installing more electric vehicle charging stations

In recent years, Atresmedia has been part of the **Forética Climate Change Cluster**, a business platform that looks to set companies on the path to achieving zero net emissions,

accelerate climate change action, facilitate networking between companies and build alliances and engage with key public administrations.

9.1.1 Fighting climate change

Atresmedia, in its fight against climate change, is always seeking to minimise its environmental impact. Highlights in 2022 included the definition of the company's Net Zero strategy, which is suitably aligned with the other actions already in place to reduce emissions, the analysis of climate risks and, in line with previous years, disclosure of the Company's climate performance in the CDP index.

Strategy: Towards Net Zero

As part of its commitment to protecting the environment and fighting climate change, Atresmedia drew up a Zero Net strategy in 2022, with specific emission reduction

targets that will enable it to achieve zero net emissions by 2050. While Atresmedia's activities are not particularly harmful to the environment, the Company was keen to take on this challenge in the interests of the precautionary principle. Aware that any activity can contribute to climate change and generate an environmental impact, the Company has always sought to act responsibly and get involved in the protection of the environment and the planet.

To this end, specific time-bound reduction targets have been set in a bid to limit the global temperature increase to



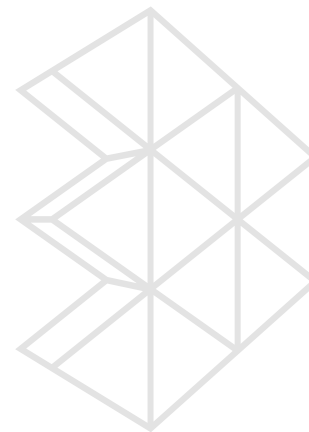
Atresmedia has committed to a 90% reduction in its scope 1+2³⁰ and 3 emissions by 2050, on the path to becoming net zero

no more than 1.5°C by 2050, in line with the objectives of the Paris Agreement and avoiding a climate scenario of no return. Given its responsibility and in response to growing demands regarding the need to reduce the environment impact, Atresmedia has decided to set its targets based on one of the most recognised initiatives in the market, the Science Based Targets initiative (SBTi), as can be seen on its website. The SBTi is an alliance between the CDP, UN Global Compact and other international institutions for the verification of emission reduction targets set by companies, which should be aligned with the scientific consensus on the level of decarbonisation needed to achieve net zero emissions by 2050.

Atresmedia has publicly pledged, through the SBTi initiative, to reduce its Scope 1+2 emissions by 90% and its Scope 3 emissions by 90% compared to 2019, its base year. To achieve this, new actions are being devised in addition to those already in place, all of which will help to minimise the Company's GHG emissions.

In 2019, Atresmedia Group's emissions —a reference point and basis for the targets set by the Net Zero strategy— were as follows: 10,051 tonnes of CO2 from Scopes 1+2 and 167,963.3 tonnes from Scope 3.

The main absolute targets assumed for the base year 2019, based on Atresmedia's strategy, are:



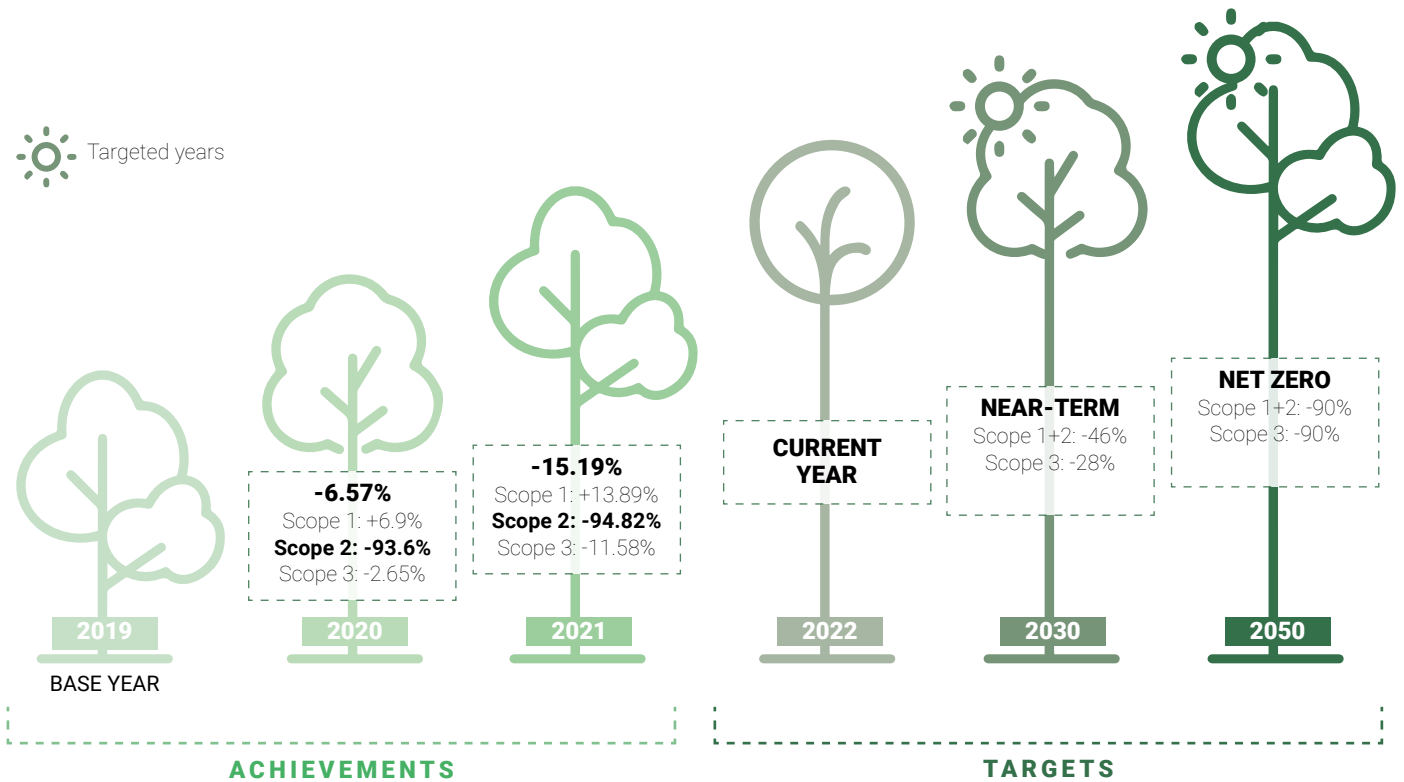
	Type of emissions	Percentage reduction
By 2030	Scopes 1+2	-46%
	Scopes 3	-28%
By 2050	Scopes 1+2	-90%
	Scopes 3	-90%
By 2022	Scopes 1+2	-7.5%
	Scopes 3	+10 %

³⁰ Scope 1 emissions: direct emissions produced from running the business; Scope 2 emissions: indirect emissions, mainly from energy purchases; Scope 3 emissions: other indirect emissions associated with the value chain and that are not controlled by the company, such as employee commuting.



Atresmedia has made its commitment public on the SBTi website and its targets are currently pending validation by the initiative.

STRATEGY EVOLUTION





In 2022, all of the energy consumed at the San Sebastián de los Reyes head offices was renewable

To achieve these objectives, Atresmedia has already implemented measures such as the use of 100% renewable energy in its facilities. In 2022, 100% of the energy consumed at its San Sebastián de los Reyes centre was renewable, while this figure was 92.4% for all the offices of Atresmedia Televisión and Onda Cero. Work is also ongoing to extend these measures to all the Group's workplaces. This particular measure has led to a 93.1% reduction in Scope 2 emissions since 2019.

The measures are set out in the transition plan that Atresmedia drew up in 2022 and will be implemented

progressively from 2023 onward. This plan will include a roadmap with actions to align the Company's emission reduction targets with the SBTi, while also reducing and offsetting the Company's carbon footprint and allowing it to achieve its short- and long-term targets.

Strategy: other measures put in place to reduce emissions

Aside from the design of its Net Zero strategy, Atresmedia continued to pursue various courses of action throughout 2022 that will ultimately allow it to reduce its greenhouse gas emissions.





Sustainable mobility

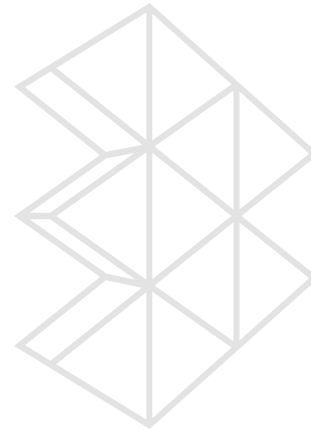
- Atresmedia continues to operate a travel policy, which encourages the use of rail rather than air travel for medium-haul journeys. It also continues to invest in technology that allows workers to connect remotely, thus avoiding unnecessary travel.
- Atresmedia has eight charging stations for its electric vehicle fleet. In 2022, 70% of company vehicles were electric.
- Various studies were carried out for the first time in 2022 on how best to increase the number of charging stations in employee car parks, to meet future needs for electric mobility.
- Atresmedia also polled its employees during the year to find out their mobility habits and the most used mode of transport among workers, thus allowing the Company to calculate their environmental impact and promote measures to reduce it. Among them, Atresmedia increased the number of teleworking days, which has helped to reduce the emissions generated by its workers while commuting to and from the workplace.

Use of renewable energies

- In line with previous years, all the electricity supplied (100%) to the San Sebastián de los Reyes head offices in 2022 came from renewable sources.
- Of all the electricity consumed during the period, counting the facilities of Onda Cero, 92.4% was renewable.
- Studies were carried out into the feasibility of implementing photovoltaic energy at our San Sebastián de los Reyes site.

Calculating emissions along the value chain:

- Since 2010 Atresmedia has been calculating its complete carbon footprint, including the most relevant categories of its value chain (Scope 3).



Emissions	2021	2022	Annual change 2021-2022 (%)
Scope 1 emissions (tCO2e) ³¹	2,039	1,641	-19.5%
- Stationary installations	1,878	1,467	-21.9%
- Vehicle travel	161	174	8.4%
Scope 2 emissions (tCO2e) ³² (electricity consumption)	428	568	32.9%
Scope 1 + 2 emissions	2,467	2,209	-10.4%
Scope 3 emissions ³³	148,505	162,735	9.6%
Scope 1 emissions intensity ³⁴	0.83	0.65	-21.2%
Scope 2 emissions intensity	0.22	0.23	3.0%
Scope 3 emissions intensity	60.12	64.88	7.9%
NOx	307.9 ppm (limit 880)	322.3 ppm (limit 1,040)	4.6%
SOx	87 ppm (limit 252)	91.4 ppm (limit 252)	5.1%
CO	120.9 ppm (limit 1,600)	194.5 ppm (limit 3,690)	60.8%

³¹ Scope 1 emissions come from the fuel consumed at the San Sebastián de los Reyes head offices.

³² Scope 2 emissions come from the electricity consumed at the head offices in San Sebastián de los Reyes and at Atresmedia offices in other cities. Scope 2 emissions increased during the period following an increase in consumption at the Onda Cero offices, whose electricity is not arranged directly by Atresmedia.

³³ Scope 3 emissions arise from categories 1, 2, 3, 4, 5, 6, 7, 8, 11 and 15

³⁴ Emission intensities are calculated on the basis of the number of employees at year-end.



GHG protocol category	Sources of Scope 3 emissions ³⁵	Status of assessment	2021 emissions (tCO2e)	2022 emissions (tCO2e)	Annual change 2021-2022 (%)
1	Purchased goods and services	Material, calculated	73,077.4	87,272.5	19.4%
2	Capital goods	Material, calculated	3,320.8	2,746.2	-17.3%
3	Activities related to the production of energy (not included in Scope 1 or 2) ³⁶	Material, calculated	4,241.9	1,069.1	-74.8%
4	Upstream transportation and distribution ³⁷	Material, calculated	1,494.4	2,130.6	42.6%
5	Waste generated in operations	Material, calculated	88.8	89.4	0.6%
6	Business travel ³⁸	Material, calculated	3,535.3	1,692.6	-52.1%
7	Employee commuting ³⁹	Material, calculated	2,856.2	5,295.0	85.4%
8	Leased assets	Material, calculated	2,241.2	1,906.6	-14.9%
11	Use of products sold by the organization ⁴⁰	Material, calculated	22,399.5	15,749	-29.7%
15	Investments ⁴¹	Material, calculated	35,249.0	44,783.7	27%
Total			148,504.6	162,735	10%

³⁵The methodology for calculating Scope 3 is explained in Annex IV to this report.

³⁶The change in category 3 emissions is due to higher stationary combustion fuel consumption in 2021 than in 2022. The absence of B7 diesel consumption led to a reduction in stationary combustion emissions. The calculation of electricity consumed in 2022 does not include the WTT emission factor for electricity consumed from 100% renewable sources. In 2021, this emission factor was included, thus leading to a reduction in emissions.

³⁷Spending on postal and transport services by the company was up on the previous year, affecting category 4 of Scope 3.

³⁸ There was a decrease in emissions compared to the previous year due to a significant reduction in expenditure on leasing vehicles, whose related emission factor ('Automotive equipment rental and leasing - Passenger car rental') also decreased considerably; and due to the fact that hotel stays reported in 2022 were also down on 2021.

³⁹ The changes seen in category 7 are due to the updating of employee mobility patterns following a survey conducted in 2022. The employee mobility patterns of 2018 had been used up until 2021. The 2018 survey was completed only by San Sebastián de los Reyes employees. The 2022 survey was completed by 18% of employees across all Atresmedia departments, thus yielding more up-to-date and representative data.

⁴⁰ In 2022, a distinction is drawn between mobile and PC visits to the website. According to the literature review, the power of mobile phones is lower and most visits are made via mobile phone. In 2021, all visits were considered to be made via computer as there was no separate breakdown for mobile phones. As computers use more power, they generate more emissions.

⁴¹ Investment in external production plus 'other procurement' is higher in 2022.



Risks and opportunities posed by climate change

The climate crisis and all the ensuing risks are a cause for concern among the productive sectors of the economy and are therefore of particular interest to stakeholders. In recent years, various initiatives such as the Task Force on Climate-related Financial Disclosures (TCFD) or the Carbon Disclosure Project (CDP) have sought to make companies more transparent when it comes to climate risk reporting. In response to these demands and in line also with its commitment to improving its environmental performance, Atresmedia has looked to identify and manage its physical climate risks.

Physical climate risks result from the increased frequency of changing weather events, such as floods and droughts, which put business assets at risk.

Companies are exposed to various risk factors (changes in temperature, wind patterns and precipitation types and

patterns, thermal stress, thawing of permafrost, etc.). These climatic risk factors can affect the activities and operations of companies in various ways.

In 2022, Atresmedia Group carried out a climate risk assessment, enabling it to pinpoint various physical risk factors to which its business may be exposed and identify how these factors could lead to risks with operational and financial implications for the Company.

The scope of this exercise assesses Atresmedia's exposure under two climate pathways: RCP2.6 (in which mitigation efforts lead to a very low level of forcing) and RCP8.5 (with a very high level of GHG emissions). It also considers both short-term (2030) and long-term (2050) time horizons. In 2023, work will continue on further scoping to assess other scenarios and horizons.

The criticality of climate risks has been estimated in quantitative terms on the basis of:





- The probability of occurrence of the risk, based on the exposure of the assets to the various risk factors.
- The impact, based on the current measures that the Company has in place and the potential consequences should these risks materialise.

After analysing the entire universe of risk factors across all its assets, horizons and scenarios, Atresmedia transposed the implications of the physical risk factors of climate change into various operational and financial risks.

The main risks identified arising from the physical impacts of climate change are:

- **Negative effects on working conditions due to high temperatures:** high temperatures, heat waves and heat stress can make working conditions more arduous for Atresmedia employees.
- **Increased energy consumption:** an increase in the number of days with high temperatures, as well as temperature variance or heat waves, could lead to heavy energy consumption and push up costs.
- **Signal instability and communication interruptions:** variations in wind patterns and storms away from current typical values could lead to unstable signal conditions and communication outages.
- **Damage to assets:** floods, forest fires, heavy rainfall or storms could damage some of Atresmedia's assets, leading to an increase in repair and maintenance costs.

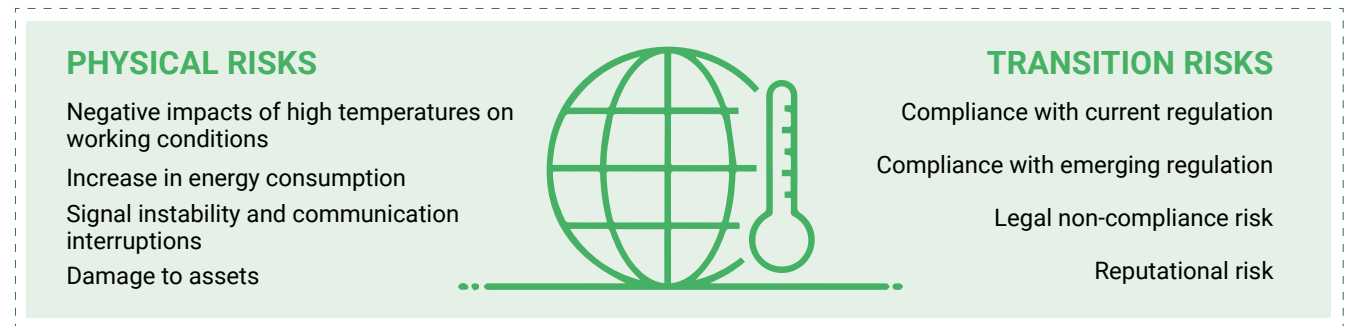
Aside from the scenario analysis for the identification of physical risks, the Company's risk and sustainability officers held various workshops, together with other areas involved in the Company's environmental management, to identify the transition risks arising from climate change. As of the reporting date, the Company has identified the following transition risks:

- **Current regulation:** Atresmedia is subject to prevailing regulations on carbon reduction and offsetting. Stiffer regulation on climate change could lead to greater investment in adapting Atresmedia's facilities and training its staff, while also requiring it to engage the services of climate change experts.
- **Emerging regulation:** non-compliance with international agreements such as the Paris Agreement, the European Climate Law and national legislation on climate change or new environmental requirements for companies operating in Spain, could lead to an increase in reporting requirements and in the level of investment needed to adapt Atresmedia's facilities and train its staff, or even require it to engage the services of climate change experts.
- **Legal:** non-compliance with current and future climate change and environmental regulations is a risk identified by Atresmedia due to the possibility of fines, sanctions, suspension of the operating licence and reputational damage as a result of non-compliance.
- **Reputational:** there is now a growing expectation among investors, customers and shareholders that organisations will act positively and effectively to



protect the environment and actively combat climate change through their services and products, while also implementing climate change strategies to minimise

the impact. Failure to do so can damage a company's reputation and put off new investors, customers and talent.



The Company has already taken action to address and reduce the impact of these identified risks. For physical risks, examples include health and safety measures to ensure the well-being of employees and support mechanisms for broadcasting equipment. To combat transition risks, the Company responds to and anticipates regulatory requirements to reduce the potential impact of non-compliance. Atresmedia also responds to these climate change demands among shareholders by making its management structure more transparent through its Environmental Policy, which is published on the Atresmedia website, and its Net Zero strategy. The criticality analysis of climate risks showed that none of them qualify as material in the Company's corporate risk map. Even so, Atresmedia is aware of how climate change can affect the market and

company performance and therefore analyses and monitors these climate risks to increase its resilience to them.

Meanwhile, no major opportunities related to climate change have yet to be identified at Atresmedia. However, studies have shown that consumers are prepared to pay more for sustainable products and demand environmentally friendly alternatives, so companies need to meet this growing demand. Therefore, beyond just actively ensuring that its sites, operations and employees have the least possible environmental impact, Atresmedia believes that the best way of responding to the "greener" attitudes and demands of its stakeholders is to disseminate content on climate change and raise awareness within society of the



In 2022 atresmedia held on to its “B” rating for the third consecutive year in the Carbon Disclosure Project (CDP) climate change report

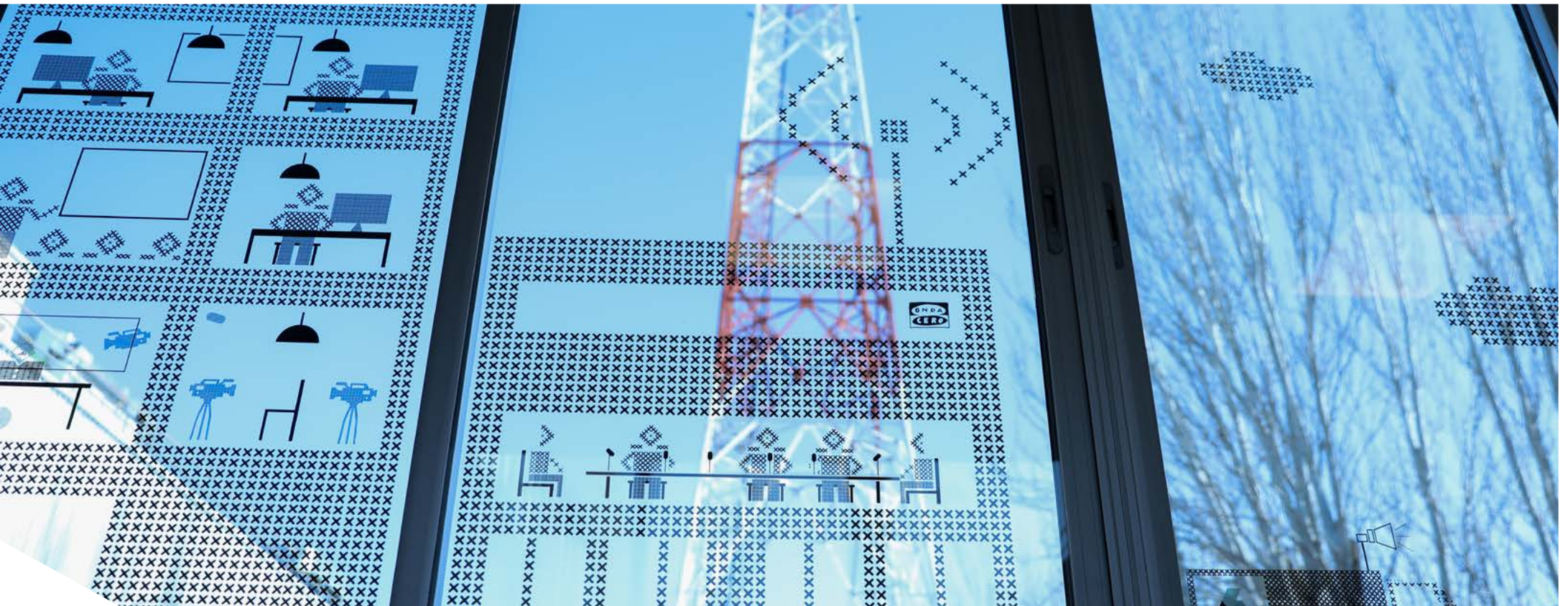
important role that each agent plays in tackling this global challenge. To succeed, Atresmedia relies on the potential of its six television channels and three radio stations. To learn more, see section 9.2. Environmental awareness

Reporting climate change performance

Atresmedia reports annually on its climate change performance through the CDP questionnaire aimed at institutional investors. Thanks to the progress made by the Company, it has succeeded in steadily improving its score

under this initiative from a “C” in 2019 to a “B” in 2022, for the third year running.

Apart from the Group’s CDP disclosures, Atresmedia reports its progress in the fight against climate change through various initiatives and recognised sustainability indices, including MSCI, the Global Compact Progress Report, and, for the first time in 2022, the prestigious Standard and Poor’s Sustainability Index. (See section 7.8 Investor relations).





Responsible management of natural resources

9.1.2

Atresmedia continues to manage natural resources with a strong sense of responsibility, having invested EUR 136,528 during the year. This spending on environmental protection includes investments in solar filters, the replacement of a chiller in the technical divisions building and the change of lighting to LED in Studio 7.

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.

Management	2021	2022	Annual change 2021-2022 (%)
Environmental spend (€) – Expenditure incurred on environmental protection	165,663	136,528	-17.59%

Atresmedia seeks to minimise its consumption, despite having a relatively low environmental impact

Energy consumption

Once again in 2022, Atresmedia treated the efficient use of energy as one of its top priorities in relation to the Company's environmental management and the Group made new actions and initiatives part of its daily operations during the year. Highlights:

- Ongoing preventive maintenance of all infrastructure, with personnel on site 24 hours a day and close 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.
- Replacement of conventional lighting in Studio 7 and related parking facilities with LED technology.
- Implementation of automated lighting as part of the toilet refurbishments carried out in Atresmedia's

facilities, as well as a reduction in the flow rate of taps by installing diffusers (two actions in 2022).

- Various studies carried out to reduce consumption of infrastructure, currently pending economic appraisal:
 - Implementation of photovoltaic energy.

Consumption of certain fossil fuels increased in 2022 compared to 2021 (gas: 18.5%; petrol 24.9%), with a slight reduction in transport diesel consumption of 3%. The increases were largely down to a greater presence of employees on site following the lifting of the restrictions. Consumption of heating oil was down 22.9% on 2021, due to the prevailing weather conditions and higher temperatures than in the previous year.

⁴² Due to the nature of its operations, Atresmedia does not incur provisions or guarantees for environmental risks, which are minimal.



Energy	2021	2022	Annual change 2021-2022 (%)
Total energy consumption (GJ)	127,286.1	126,362	-0.7%
Electricity consumption (kWh) ⁴³	27,720,126	29,011,785	4.7%
Percentage of electricity from renewable sources	93.8%	92.4%	-1.5%
Energy consumption outside of the organization (GJ) ⁴⁴	522,607	386,214	-26.1%
Consumption of heating oil (L)*	652,205	502,709	-22.9%
Gas consumption (m ³)*	4,299	5,095	18.5%
Petrol consumption for transport (L)*	23,862	29,807	24.9%
Diesel consumption for transport (L)*	43,551	42,243	-3.0%

Use of materials

Due to Atresmedia’s business activities, which focus mainly on the creation and broadcasting of content, the Company does not consume a sizeable amount of raw materials. Paper and toner are the main consumables in the offices of

Atresmedia. Atresmedia recycles all toner cartridges. To ensure this, used cartridges must be handed in for recycling when new units are collected.

With regard to paper consumption, Atresmedia has so far recycled virtually all of the paper it consumes. However, to

⁴³ Electricity consumption figures include Atresmedia’s head offices in San Sebastián de los Reyes and its other offices in various cities.

⁴⁴ Energy consumed outside of the organisation is calculated considering only category 11 of Scope 3 (Use of sold products). The increase in energy consumed outside of the organisation is largely a result of the distinction drawn in 2022 between PC and mobile phone consumption (not segregated in 2021; only PC consumption considered), seeing as though the use of mobiles has a lower associated emission factor.

* Fuel consumption includes the San Sebastián de los Reyes head offices.



bring about further improvements in waste recycling at the San Sebastián de los Reyes site, a new waste collection plan was drawn up in 2022, which will ultimately result in the installation of waste sorting containers in 2023, including one for paper and cardboard.

In 2022, paper and toner consumption was up 1.7% and 22.8%, respectively, compared to the previous year, as all staff were once again working on site following the lifting of the restrictions.

Materials ⁴⁵	2021	2022	Annual change 2021-2022 (%)
Consumption of toner (kg)	303	372	22.8%
Consumption of plain paper (kg)	12,765	12,987	1.7%

Water consumption

Atresmedia’s water consumption comes entirely from the public network and is for domestic use, with the central offices reporting the highest consumption. Given the nature of its business, water consumption at Atresmedia does not have a significant environmental impact. The water we use is discharged directly into the public sanitation system.

There was an increase in water consumption in 2022 (+14.9%), due to the presence of more employees in the offices.

Materials	2021	2022	Annual change 2021-2022 (%)
Water consumption (m ³) ⁴⁶	36,208	41,310	14.1%

⁴⁵ Consumption of paper and toner relates to Group companies operating out of the head offices in San Sebastián de los Reyes.

⁴⁶ Consumption of water relates to Group companies operating out of the head offices in San Sebastián de los Reyes and Atresmedia offices in various cities.



9.1.3

Responsible waste management and contribution to the circular economy

The year 2022 marked a milestone in the Company's waste management. Atresmedia's new Zero Waste project was successfully designed during the year and even partially implemented, a further show of Atresmedia's firm commitment to the environment and to minimising its environmental impact.

New in 2022 was the reporting of waste directed to disposal and waste diverted from disposal, distinguishing between hazardous and non-hazardous waste and disclosing data in tonnes.

Waste directed to disposal	2022	Waste diverted from disposal	2022
Non-hazardous waste	44.5	Non-hazardous waste	197.7
Hazardous waste	2.7	Hazardous waste	-





The Zero Waste project, which is expected to be fully up and running in 2023, focuses on integrated and efficient waste management, waste sorting and recycling and food waste reduction

Management of hazardous waste

Atresmedia ensures the proper management of all the hazardous waste it generates once it reaches the end of its useful life by relying on the services of authorised private waste management companies. This type of waste includes computer material and technical equipment, lamps and fluorescent bulbs, batteries, and toner cartridges.

As an example of Atresmedia’s unflinching commitment to sustainability, all toner cartridges are managed and recycled by Fundación APADUAM. This foundation works

for the social and occupational inclusion of people with disabilities, meaning that the proper management of this waste also has a positive social impact.

Generation of hazardous waste more than doubled during the year –following a similar path to the indicators discussed above– due to the schedule for changing UPS batteries and generators at Atresmedia’s offices, which required actions at several of them. As with the rest of the hazardous waste, these items were removed and treated by authorised waste managers.

Hazardous waste	2021	2022	Annual change 2021-2022 (%)
Televisions (units)	7	53	657.1%
Light bulbs (t)	0	0	-
Batteries (units)	37	524	1,316.2%
Toner (t)	0.3	0.4	24.7%
Batteries (t)	1.2	1.2	1.7%

Management of non-hazardous waste

Atresmedia also manages non-hazardous waste as part of its integrated waste management activities. The Company’s Zero Waste project has enabled further progress in waste management and allowed Atresmedia to focus on proper waste sorting and collection. This project will lead to an improvement in the treatment of waste at the Group, focusing on reuse, recycling, composting and energy recovery, thus avoiding landfill.

In 2022, Atresmedia signed an agreement with Ecoembes for the in-house selective sorting and containerisation of plastic, cans, cartons, paper and cardboard and organic waste at Atresmedia’s facilities in San Sebastián de los Reyes. Atresmedia treats paper and cardboard using an on-site cardboard baler and blue recycling containers, which are collected and managed by an authorised waste management company.



This selective waste collection agreement will be achieved in 2023 by installing recycling points at the facilities. Workers will also be shown a video explaining the types of waste to be placed in each container, followed by a practical demonstration, in which the worker will be asked to sort various types of waste in each of the containers (yellow, blue and grey).

Atresmedia is aware of the need to embrace practices that guarantee proper waste management, and therefore continues to monitor and calculate these figures:

Non-hazardous waste	2021	2022	Annual change 2021-2022 (%)
Paper and cardboard (t)	37	35	-6.5%
Construction waste (m ³)	180	200	11.3%
Municipal solid waste (t)	197	191	-2.9%

Food waste management

As part of its Zero Waste project, Atresmedia has joined the fight against food waste. While it does not generate much an impact here due to its business activities, the Group has detected opportunities for improvement, mainly related to food consumption in the kitchen and canteen of its San Sebastián de los Reyes centre.

In 2022, the Company reached an agreement with Oreka to measure the food waste generated at its San Sebastián de los Reyes site and to ensure the sound management of the surplus food generated there. Since November 2022 and thanks to this agreement, Atresmedia:

- Donates surplus food fit for consumption to the Cottolengo del Padre Ángel home. In 2022, a total of

1,447 rations were donated during the months of November and December.

- Meanwhile, waste not fit for donation will be composted under this new waste management project, thus transforming the product into compost or, failing that, making the corresponding energy recovery.

Food waste is considered a non-material concern, given the activities carried out by Atresmedia Group. Even so, the Company has devised specific food waste monitoring policies and indicators, such as the metrics relating to shrinkage (loss) or rations donated.



09.2 Environmental awareness

In 2022, the Ecology and Development Foundation (ECODES), together with the Climate Change Communication Observatory, launched its 2022 declaration of recommendations for climate change disclosure in the current context of ecological transition, which counts on the full support of Atresmedia. It is essentially a renewal of Atresmedia's adherence in 2019 to the Media declaration against climate change, spearheaded by ECODES in partnership with Investigación Mediación Dialéctica de la

Comunicación Social (MDCS) of the Complutense University of Madrid.

This renewed sense of commitment has meant embracing new principles that seek to improve societal awareness of the climate crisis through media strategies, and thus encourage the implementation of effective management policies. The new principles are:



2022 DECLARATION OF RECOMMENDATIONS FOR CLIMATE CHANGE DISCLOSURE AMID THE ONGOING ECOLOGICAL TRANSITION

- Promote the frequency, continuity and mainstreaming of climate change in news content, outreach and entertainment.
- Communicate the causes, impacts and especially the solutions to promote a forward-looking ecological transition.
- Look to approach the problem from the standpoint of a just and inclusive ecological transition that avoids inequalities.
- Frame climate change in terms of realities and lifestyles with which we can identify, to show that this is very much a present rather than a future phenomenon.
- Disseminate initiatives undertaken or led by citizens.
- Uphold critical and independent journalism.
- Communicate and disseminate scientific research on climate change.
- Raise awareness of the outstanding scientific research work that goes on at universities and research centres.
- Connect climate change with extreme weather events (EWEs).
- Improve the way climate change is communicated.
- Innovate in climate change communication.
- Promote climate change education and communication.





Antena 3, laSexta and Onda Cero all provided close news coverage of the COP27 event in Egypt as it took place

The Group allotted part of its programming to environmental concerns in 2022, notably:

- Special coverage by laSexta of the Metafuturo event, organised by the channel itself, which addressed issues related to energy and the climate emergency and which are available on ATRESplayer.
- News programme Hazte Eco tackled various issues related to climate, energy and rural communities, among other matters.
- Various episodes of *El Intermedio* reflected on the effects of climate change, with a healthy dose of humour and criticism, and the need to act now.
- Antena 3, laSexta and Onda Cero all provided special coverage of the COP27 held in Egypt in their news programmes.
- *Salvados special* on the Prestige oil disaster. To mark the 20th anniversary of the sinking of the oil tanker

Prestige off the Galician coast, *Salvados* reconstructs the disaster in two special episodes and discusses the aftermath of the worst ever environmental disaster in Spain and one of the worst ever worldwide.

Atresmedia has also been working towards the fortnightly *Hazte Eco* campaign on the NEOX channel, which since 2010 has been informing and raising awareness of eco-friendly values and conduct.

The *Hazte Eco* initiative has been raising awareness of the value and worth of environmental protection for more than ten years, bringing environmental problems closer to the public to increase social awareness. In 2022, *Hazte Eco* once again 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 on the main façade of its buildings.





10 Requirements of Law 11/2018 on non-financial and diversity information

Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Business model	Brief description of the Group's business model, including: 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	2-1, 2-2, 2-6, 2-9 and 2-23	7.3 Business model and strategy	40-46
Policies	A description of the policies pursued by the Group in relation to those matters, including; 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	2-23 and 2-24	Discussed throughout the NFS	Discussed throughout the NFS
Policy results – KPIs	The results of these policies, including relevant non-financial key performance indicators that enable: 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	2-23 and 2-24	Discussed throughout the NFS	Discussed throughout the NFS
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 * 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	3-3	7.4 Risk prevention, control and identification 9.1.1 Fighting climate change >> Risks and opportunities	65-76 201-204



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
KPI	<p>Non-financial key performance indicators (KPIs) relevant to the particular business and that meet comparability, materiality, relevance and reliability criteria.</p> <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	Discussed throughout the NFS	Discussed throughout the NFS
	<p>Overall environment</p> <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	3-3; 2-23	9. Atresmedia's impact on the environment	193-212
Environmental matters	Pollution				
	Measures to prevent, reduce or repair carbon emissions that seriously affect the environment	Atresmedia Group (see each of the categories)	3-3	9. Atresmedia's impact on the environment	194-204



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Environmental matters	Pollution				
	Measures to prevent, reduce or remedy other forms of activity-specific air pollution, including noise and light pollution.	Not material	3-3	Not material	Not material
	Circular economy and waste prevention and management				
	Circular economy	Companies operating out of the head offices	Not material	Not material	Not material
	Waste: Waste prevention, recycling and reuse measures, and other forms of waste recovery and removal	Companies operating out of the head offices	3-3, 306-2	9.1.3. Responsible waste management and contribution to the circular economy	194-204
	Actions to combat food waste	While not a material topic, measures have been put in place for those companies operating out of the head offices	Not material	Not material	Not material
	Sustainable use of resources				
	Water consumption and water supply in accordance with local limits;	Companies operating out of the head offices and regional units	3-3 and 303-5	9.1.2 Responsible management of natural resources	207
	Consumption of raw materials and measures taken to make more efficient use of them;	Companies operating out of the head offices	3-3 and 301-1	9.1.2 Responsible management of natural resources	206-207
	Direct and indirect consumption of energy, measures taken to improve energy efficiency and use of renewable energies.	Companies operating out of the head offices and regional units	3-3, 302-1 and 302-2	9.1.2 Responsible management of natural resources	205-206



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Environmental matters	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 (see each of the categories)	3-3, 305-1, 305-2, 305-3 and 305-4	9. Atresmedia's impact on the environment	194-204
	Measures taken to adapt to the consequences of climate change;	Atresmedia Group	3-3	9. Atresmedia's impact on the environment	194-204
	The voluntary medium- and long-term greenhouse gas emission-reduction targets and the measures implemented to achieve them.	Atresmedia Group	3-3	9. Atresmedia's impact on the environment	194-204
	Protection of biodiversity				
	Measures taken to preserve or restore biodiversity;	Not material	3-3	Not material	Not material
Impacts caused by activities or operations in protected areas.	Atresmedia Group	3-3	Not material	Not material	
Social and employee-related matters	Employment				
	Total number and breakdown of employees by gender, age, country and professional classification;	Atresmedia Group	3-3, 2-7 and 405-1	8.3 On employees	161-163
	Total number and breakdown of types of employment contracts;	Atresmedia Group	2-7 and 405-1	8.3 On employees	161-163
	Average annual number of permanent, temporary and part-time contracts by gender, age and employee category;	Atresmedia Group (excluding Diariomotor, Sonora and H2H)	2-7 and 405-1	8.3 On employees	164
	Number and breakdown of dismissals by gender, age, and employee category;	Atresmedia Group	401-1	8.3 On employees	165-166
	Average remuneration and trends by gender, age and employee category or equivalent amount; gender pay gap, remuneration for equal positions or average remuneration within the company,	Atresmedia Group	3-3 and 405-2	8.3 On employees	167-168



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Social and employee-related matters	Employment				
	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;	Atresmedia Group	3-3 and 405-2	8.3 On employees	168
	Implementation of right to disconnect policies	Atresmedia Group	3-3	8.3 On employees	185
	Employees with disabilities.	Atresmedia Group	405-1	8.3 On employees	161
	Organisation of work				
	Organisation of working hours	Atresmedia Group	3-3	8.3 On employees	181-186
	Number of hours of absenteeism	Atresmedia Group (excluding Sonora)	3-3	8.3 On employees	189
	Measures aimed a facilitating work-like balance and encouraging the equal enjoyment by both parents.	Atresmedia Group (excluding Sonora)	3-3	8.3 On employees	183-186
	Health and safety				
	Health and safety conditions in the workplace;	Atresmedia Group	3-3	8.3 On employees	188-189
	Workplace accidents, in particular their frequency and severity, and occupational diseases, broken down by gender.	Atresmedia Group (excluding Sonora)	403-9 and 403-10	8.3 On employees	188-189
	Employment relations				
	Organisation of social dialogue, including procedures for informing and consulting with staff and negotiating with them;	Atresmedia Group	3-3	8.3 On employees	181-182
	Percentage of employees covered by a collective bargaining agreement, by country;	Atresmedia Group	2-30	8.3 On employees	182



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Social and employee-related matters	Employment relations				
	Status of collective bargaining agreements, particularly in relation to occupational health and safety.	Atresmedia Group	3-3	8.3 On employees	181-182
	Mechanisms and procedures that the company has in place to promote the engagement of workers in the management of the company, in terms of information, consultation and participation	Atresmedia Group	2-29	8.3 On employees	181-182
	Training				
	Policies implemented in relation to training;	Atresmedia Group	3-3 and 404-2	8.3 On employees	169-177
	Total hours of training by employee category	Atresmedia Group (excluding Diariomotor, H2H, Smartclip, Sonora and Pazy)	404-1	8.3 On employees	174
	Universal accessibility for people with disabilities	Atresmedia Group	3-3	8.3 On employees	176-177; 183-186
	Equality				
	Measures adopted to promote equal treatment and opportunities between men and women;	Atresmedia Group	3-3	8.3 On employees	183-186
	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;	Atresmedia Group	3-3	8.3 On employees	183-186
Policy against all forms of discrimination and, where applicable, diversity management.	Atresmedia Group	3-3	8.3 On employees	183-186	
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;	Atresmedia Group	3-3, 2-23 and 2-26	8.2.4 Respect for human rights	183-186



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Human rights	Reported human rights violations;	Atresmedia Group	406-1	8.2.4 Respect for human rights	157-159
	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	3-3	8.2.4 Respect for human rights	157-159
	The elimination of workplace discrimination and job discrimination;	Atresmedia Group	3-3 and 406-1	8.2.4 Respect for human rights	157-159
	Elimination of forced or compulsory labour	Atresmedia Group	3-3	8.2.4 Respect for human rights	157-159
	Effective abolition of child labour.	Atresmedia Group	3-3	8.2.4 Respect for human rights	157-159
Corruption and bribery	Measures adopted to prevent corruption and bribery;	Atresmedia Group	3-3, 2-23 and 2-24	7.6. Regulatory compliance	82-86
	Anti-money laundering measures	Atresmedia Group	3-3, 2-23 and 2-24	7.6. Regulatory compliance	82-86
	Contributions to foundations and non-profit organisations	Atresmedia Corporación de Medios de Comunicación, S.A. and Fundación Atresmedia	413-1	7.6. Regulatory compliance	82-86
Society	Company commitments to sustainable development				
	The impact of the company's operations on local employment and development;	Atresmedia Group	3-3, 203-1, 413-1	8.2 On society	103-157
	The impact of the company's operations on local communities and in the area;	Atresmedia Group	3-3, 203-1, 413-1	8.2 On society	103-157
	The relationships with key members of local communities and the various forms of engaging them;	Atresmedia Group	G4-M6, G4-M7, 2-29	8.2 On society	103-157
	Association and sponsorship activities.	Atresmedia Group	2-28	8.2 On society	103-157



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
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	3-3, 2-6, 204-1, 414-1 and 308-1	7.5. Supply chain	77-81
	Supervision and audit systems and their findings.	Atresmedia Group	3-3, 2-6, 204-1, 414-1 and 308-1	7.5. Supply chain	78-84
	Consumers				
	Consumer health and safety measures;	Atresmedia Group	3-3, 308-1, 417-2, G4-M3, G4-M4, G4-M5	8.1. On customers and users: advertisers and audience	103-117
	Whistle-blowing systems, complaints received and their resolution.	Atresmedia Group	3-3, 308-1, 417-2, G4-M3, G4-M4, G4-M5	8.1. On customers and users: advertisers and audience	103
	Tax information				
	Country-by-country earnings obtained Income taxes paid	Atresmedia Group	3-3 and 201-1	7.7. Tax compliance	88-89
Public subsidies received	Atresmedia Group	201-4	7.7. Tax compliance	88-89	
Other content	Eligibility and alignment of business activities with the European Taxonomy	Atresmedia Group	Regulation (EU) 2020/852 and Commission Delegated Regulations 2021/2139 of 4 June and 2021/2178 of 6 July	7.9. EU Taxonomy Annex I Annex II Annex III	91-102 233 234 235

* In addition to the GRI contents mentioned in the table above, the Non-Financial Statement of Atresmedia Group includes the following contents: general disclosures (2-3, 2-4, 2-5, 2-10, 2-11, 2-12, 2-13, 2-14, 2-15, 2-16, 2-17, 2-18, 2-19, 2-20, 2-22, 2-25, 2-27); material topics (206-1, 207-1, 207-2, 207-3, 401-1, 403-4, 418-1, 303-1, 303-2).



11 GRI content index

Statement of use	Atresmedia Group reports using the GRI standards as a reference for the period running from 1 January 2022 to 31 December 2022. [GRI 2-3]
GRI used	GRI 1: Foundation 2021
Applicable sector standard	Sector supplement: media

Standard	Content	Section	Page
GENERAL DISCLOSURES			
2-1	Organisational details	4. Scope of this report	13-17
2-2	Entities included in the organisation's sustainability reporting	4. Scope of this report	13-17
2-3	Reporting period, frequency and contact point	4. Scope of this report	13-17
2-4	Restatements of information	Any restatement of information has been indicated in due course in the NFS.	N/A
2-5	External assurance	15. Independent external review	238,239
2-6	Activities, value chain and other business relationships	7.3.1. Lines of business	47-64
2-7	Employees	8.3. On employees	160-186
2-9	Governance structure and composition	7.1. Corporate governance 9. Environmental management	25-36; 191-194
2-10	Nomination and selection of the highest governance body	7.1. Corporate governance	25-36
2-11	Chair of the highest governance body	7.1. Corporate governance	34
2-12	Role of the highest governance body in overseeing the management of impacts	7.4. Risk prevention, control and identification	65-74
2-13	Delegation of responsibility for managing impacts	7.4. Risk prevention, control and identification	65-74
2-14	Highest governance body's role in sustainability reporting	4. Scope of this report	13
2-15	Conflicts of interest	7.1 Corporate governance	25-36
2-16	Communication of critical concerns	7.1 Corporate governance	25-36



Standard	Content	Section	Page
GENERAL DISCLOSURES			
2-17	Collective knowledge of highest governance body	7.1. Corporate governance	25-36
2-18	Evaluating the highest governance body's performance	7.1. Corporate governance	25-36
2-19	Remuneration policies	7.1. Corporate governance	29-31
2-20	Process for determining remuneration	7.1. Corporate governance	29-31
2-22	Statement on sustainable development strategy	1. Letter from the Chairman 2. Message from the Chief Executive Officer	4-6 7-9
2-23	Policies and commitments	All the Group's policies are indicated in due course throughout the NFS.	Throughout the NFS
2-24	Embedding policy commitments	Disclosed throughout the NFS 8.2.On society	N/A
2-25	Processes to remediate negative impacts	8. Atresmedia's impact on society 8.2.On society	118-159
2-26	Mechanisms for advice and concerns about ethics	7.6. Compliance 8.1.1. Audience protection mechanisms	82-86 104-117
2-27	Compliance with laws and regulations	7.6. Compliance 8.1.1. Audience protection mechanisms	82-86 104-117
2-28	Membership of associations	8.2 On society	118-159
2-29	Approach to stakeholder engagement	8.2 On society	118-159
2-30	Collective bargaining agreements	8.2 On society	181-184
ECONOMIC PERFORMANCE			
GRI 3: MATERIAL TOPICS			
3-3	Management of material topics	7.3 Business model and strategy	40-46
GRI 201: ECONOMIC PERFORMANCE			
201-1	Direct economic value generated and distributed	3. The year at a glance	10-12
201-4	Financial assistance received from government	7.7 Tax compliance	87-89
GRI 203: INDIRECT ECONOMIC IMPACTS			
203-1	Infrastructure investments and services supported	8.2.On society	118-159



Standard	Content	Section	Page
ECONOMIC PERFORMANCE			
GRI 204: PROCUREMENT PRACTICES			
204-1	Proportion of spending on local suppliers	7.5 Supply chain	79
GRI 206: ANTI-COMPETITIVE BEHAVIOR			
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	7.6. Regulatory compliance	118-159
GRI 207: TAX			
207-1	Approach to tax	7.7 Tax compliance	87-89
207-2	Tax governance, control and risk management	7.7 Tax compliance	87-89
207-3	Stakeholder engagement and management concerns related to tax	7.7 Tax compliance	87-89
207-4	Country-by-country reporting	No se dispone de esta información para el año 2022	-
SOCIAL PERFORMANCE			
GRI 3: MATERIAL TOPICS			
3-3	Management of material topics	8. Atresmedia's impact on society	103-104
GRI 401: EMPLOYMENT			
401-1	New employee hires and employee turnover	8.3.1 Workforce structure	160 a 164
GRI 403: OCCUPATIONAL HEALTH AND SAFETY			
403-4	Worker participation, consultation and communication on occupational health and safety at work	8.3.6 Safe and healthy work environment	186 a 190
403-9	Work-related injuries	8.3.6 Safe and healthy work environment	189
403-10	Work-related ill health	8.3.6 Safe and healthy work environment	189



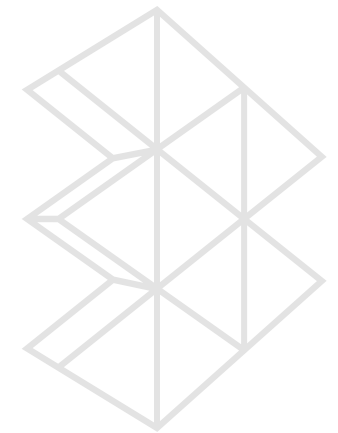
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GRI 404: TRAINING AND AWARENESS-RAISING			
404-1	Average hours of training per year per employee	8.3.3 Professional development of employees	174
404-2	Programs for upgrading employee skills and transition assistance programs	8.3.3 Professional development of employees	169-180
GRI 405: DIVERSITY AND EQUAL OPPORTUNITIES			
405-1	Diversity of governance bodies and employees	7.1. Corporate governance 8.3 On employees	35-36; 161-169
405-2	Ratio of basic salary and remuneration of women to men	8.3.2 Stable employment and rewarding working environment	167-168
GRI 406: NON-DISCRIMINATION			
406-1	Incidents of discrimination and corrective actions taken	8.2.4 Respect for human rights	157-159
GRI 413: LOCAL COMMUNITIES			
413-1	Operations with local community engagement, impact assessments, and development programs	8.2. On society	118-159
GRI 414: SUPPLIER SOCIAL ASSESSMENT			
414-1	New suppliers that were screened using social criteria	7.5 Supply chain	77 a 81
GRI 417: MARKETING AND LABELING			
417-2	Incidents of non-compliance concerning product and service information and labeling	7.6 Regulatory compliance	82 a 86
GRI 418-1: CUSTOMER PRIVACY			
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	7.4.4 Data protection	74



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GRI 3: MATERIAL TOPICS			
3-3	Management of material topics	9. Atresmedia's impact on the environment	191-212
GRI 301: MATERIALS			
301-1	Materials used by weight or volume	9.1.2 Responsible management of natural resources	206-207
GRI 302: ENERGY			
302-1	Energy consumption within the organization	9.1.2 Responsible management of natural resources	205 -206
302-2	Energy consumption outside of the organization	9.1.2 Responsible management of natural resources	205-206
GRI 303: WATER			
303-1	Interactions with water as a shared resource	9.1.2 Responsible management of natural resources	207
303-2	Management of water discharge-related impacts	9.1.2 Responsible management of natural resources	207
303-5	Water consumption	9.1.2 Responsible management of natural resources	207
GRI 305: EMISSIONS			
305-1	Direct (Scope 1) GHG emissions	9.1.1 Fighting climate change	199
305-2	Energy indirect (Scope 2) GHG emissions	9.1.1 Fighting climate change	199
305-3	Other indirect (Scope 3) GHG emissions	9.1.1 Fighting climate change Annex IV. Scope 3 calculation method	199; 236-237
305-4	GHG emissions intensity	9.1.1 Fighting climate change	199
GRI 306: WASTE			
306-2	Management of significant waste-related impacts	9.1.3 Responsible waste management and contribution to the circular economy	208-210
GRI 308: SUPPLIER ENVIRONMENTAL ASSESSMENT			
308-1	New suppliers that were screened using environmental criteria	7.5 Supply chain	78-81



Standard	Content	Section	Page
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SPECIFIC SECTOR DISCLOSURES			
G4-PR-M3	Actions taken to improve adherence to content creation values and results obtained	8.1 On customers and users: advertisers and audience	104-117
G4-PR-M4	Actions taken to improve performance in relation to content dissemination issues and results obtained	8.1 On customers and users: advertisers and audience	104-117
G4-PR-M5	Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses.	8.1 On customers and users: advertisers and audience	104-117
G4-PR-M6	Methods to interact with audiences and results	8.1 On customers and users: advertisers and audience	104-117
G4-PR-M7	Actions taken to empower audiences through media literacy skills development and results obtained	8.1 On customers and users: advertisers and audience	104-117





12 Historical figures at a glance

Financial dimension	2021	2022
Total net revenue (€ million)	963.3	950.8
Revenue from advertising	81%	80%
Revenue from other sources	19%	20%
EBITDA (€ million)	172.5	172.8
Net profit (€ million)	118.5	112.9
Economic value distributed (€ million)	650.9	708.1
Tax credit and government aid received (€ million)	16.0	18.2
Advertising cost-to-income ratio	1.50	1.52
Nº. of production companies	28	34
Number of suppliers of goods and services	1,152	1,225
Average viewership share – Antena 3 Televisión (%)	13.8	13.9%
Average viewership share – laSexta (%)	6.4	6.1
Average viewership share – Neox (%)	1.8	1.8
Average viewership share – Nova (%)	2.4	2.3
Average viewership share – MEGA (%)	1.4	1.4
Average viewership share – Atreseries (%)	1.4	1.7
Number of Onda Cero listeners (3rd wave of EGM survey)	1,866,000	1,774,000
Number of Europa FM listeners (3rd wave of EGM survey)	971,000	731,000
Number of Melodía FM listeners (3rd wave of EGM survey)	120,000	91,000
Number of unique visitors of Atresmedia websites (million/month)	27.9	26.4
Number of directors	12	12
Number of independent directors	4	4
Number of women directors	4	4



Environmental dimension	2021	2022
Investment in the environment (€)	165,663	136,528
Consumption of plain paper (kg)	12,765	12,987
Water consumption (m3)	36,208	41,310
Consumption of toner (units)	303	372
Consumption of heating oil (L)	652,205	502,709
Electricity consumption (kWh)	27,720,126	29,011,785
Gas consumption (m3)	4,299	5,095
Petrol consumption for transport (L)	23,862	29,807
Diesel consumption for transport (L)	43,551	42,243
Scope 1 emissions	2,039	1,641
Scope 2 emissions	428	568
Scope 3 emissions	148,505	162,735
Score under the CDP	B	B

Social dimension	2021	2022
Cumulative hours of subtitling and closed captioning on TV	41,367.1	41,103.3
hours of subtitling on the web	20,849.8	21,598
Number of employees	2,470	2,508
% of women on the workforce	52.5%	52.8%
Investment in training (€)	196,131	410,506
Hours of training per employee	11.3	34.2
Hours of corporate volunteering donated to the community	1,664	2,044
Foundation revenue contributed by Atresmedia (€)	500,000	500,000
Nº. showings, Compromiso con la sociedad	12,656	16,616
Infringements on the Code on Self-Regulation	0	1
Number of copy advice requests made to Autocontrol	2,739	2,414
Opportunity cost of granting free promotional space on television for NGOs (€)	9,365,730	15,072,920
Opportunity cost of granting free advertising space on the radio for NGOs (€)	7,860,940	9,208,095
Opportunity cost of granting free advertising space on the website for NGOs (€)	136,514	125,019

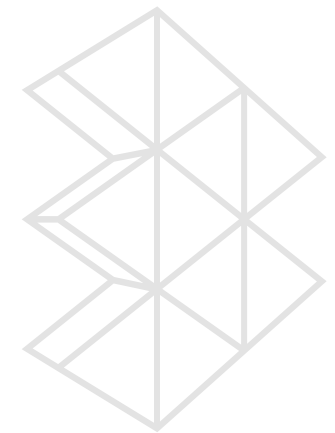


13 Non-financial dashboard

	Material topic	Indicator	2021	2022
CORPORATE GOVERNANCE	Good governance	CG 1 Level of compliance with the Code of Good Governance for Listed Companies (%)	98.3% Atresmedia complies with 59 of the 60 recommendations applicable to it	96.7% Atresmedia complies with 58 of the 60 recommendations applicable to it
	Regulatory compliance	CG 2 Penalties for non-compliance with LGCA regulations	0 cases 0 infractions	1 case 1 infraction
HUMAN RESOURCES	Engagement and management of human talent and capital	HR 1 Percentage of permanent contracts	84.9%	89.1%
	Culture of equality, inclusion and non-discrimination in the workplace	HR 2 Gender pay gap	Management: 25.0% Technical staff: 7.4% Administrative staff: 6.8% Other: -2% Average: 23.2%	Management: 25.8% Technical staff: 7.5% Administrative staff: 8.5% Other: -1.7% Average: 24.9%
	Engagement and management of human talent and capital	HR 3 Investment in training	€196,131	€410,506
	Engagement and management of human talent and capital	HR 4 Voluntary turnover rate	6.5%	6.4%
	Culture of equality, inclusion and non-discrimination in the workplace	HR 5 Women as a % of total new hires who remained at the Group at year-end	56% women	58.4% women
	Culture of equality, inclusion and non-discrimination in the workplace	HR 6 % women in management positions	35.4%	35.2%
	Culture of diversity and integration of people with disabilities	HR 7 % of employees with disabilities	46 employees (1.9%)	44 employees (1.75%)








	Material topic	Indicator	2021	2022	
SOCIETY	Specific programming related to social issues	S 1	Average viewership share – Atresmedia Televisión	27.3%	27.2%
		S 2	Listeners – Atresmedia Radio	2.9 M	2.6 M
		S 3	Average number of unique digital users	27.4 M	27.3 M
		S 4	Nº. of free campaigns donated to NGOs	38	33
		S 5	Value of advertising space donated to non-profits	€17.4 M	€24.4 M
	Promoting community development initiatives and creating opportunities	S 6	Economic value distributed	€650.9 M	€708.1 M
		S 7	Voluntary work hours donated	1,664	2,044
	Accessibility	S 8	Percentage of subtitled programmes	92.3%	92.7%
INNOVATION	Innovation and development of new technologies for content distribution	IN 1	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	IN 2	Approved investment in technological innovation projects	€9,538,398	€6,849,762
	Promoting community development initiatives and creating opportunities	IN 3	Number of start-ups with ongoing investment	19	21












14 Contribution to the targets of the SDGs

SDGs	TARGETS
 <p>2 ZERO HUNGER</p>	<p>2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations including infants, to safe, nutritious and sufficient food all year round</p>
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being</p> <p>3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol</p> <p>3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents</p>
 <p>4 QUALITY EDUCATION</p>	<p>4.1 By 2030 ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes</p> <p>4.4 By 2030 substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p> <p>4.7 By 2030 ensure all learners acquire knowledge and skills needed to promote sustainable development, including among others through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development</p>
 <p>5 GENDER EQUALITY</p>	<p>5.1 End all forms of discrimination against women and girls everywhere</p> <p>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> <p>5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life</p> <p>5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women</p>
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>9.5 Upgrade technological capabilities, including encouraging innovation</p>



SDGs	TARGETS
	<p>10.2 By 2030 empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</p>
	<p>11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage</p>
	<p>12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse 12.3 By 2030 halve per capita global food waste at the retail and consumer level, and reduce food losses along production and supply chains including post-harvest losses</p>
	<p>13.3 Improve education, awareness raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning</p>
	<p>15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally</p>
	<p>16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements</p>
	<p>17.17 Encourage and promote effective public, public- private, and civil society partnerships, building on the experience and resourcing strategies of partnerships 17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement GDP, and support statistical capacity building in developing countries</p>



ANNEX I. Proportion of taxonomy-eligible and taxonomy-aligned turnover

Economic activities	CODE(S)	ABSOLUTE TURNOVER	PROPORTION OF TURNOVER	Substantial contribution criteria						DNSH criteria (does not significantly harm)						MINIMUM SAFEGUARDS	TAXONOMY-ALIGNED PROPORTION OF TURNOVER, 2022	TAXONOMY-ALIGNED PROPORTION OF TURNOVER, YEAR N-1	ENABLING ACTIVITY (E)	TRANSITIONAL ACTIVITY (T)
				CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER AND MARINE RESOURCES	CIRCULAR ECONOMY	POLLUTION	BIODIVERSITY AND ECOSYSTEMS	CLIMATE CHANGE MITIGATION (Y/N)	CLIMATE CHANGE ADAPTATION (Y/N)	WATER AND MARINE SOURCES (Y/N)	CIRCULAR ECONOMY (Y/N)	POLLUTION (Y/N)	BIODIVERSITY AND ECOSYSTEMS (Y/N)					
A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES																				
A1. Environmentally sustainable activities (Taxonomy-aligned)																				
Programming and broadcasting activities/Motion picture, video and television programme production, sound recording and music publishing activities	8.3/ 13.3	€265,220	0.03%	0	100%	N/A	N/A	N/A	N/A	Y	N/A	Y	Y	Y	Y	Y	0.03%	N/A	E	
Turnover of environmentally sustainable activities (Taxonomy-aligned) (A.1)	x	€265,220	0.03%	0	100%	N/A	N/A	N/A	N/A	Y	N/A	Y	Y	Y	Y	Y	0.03%	N/A	E	
A2. Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities)																				
Programming and broadcasting activities / Motion picture, video and television programme production, sound recording and music publishing activities	8.3/ 13.3	€70,616 thousand	7.42%																	
Turnover of Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities) (A.2)	x	€70,616 thousand	7.42%																	
Total (A.1 + A.2)	x	€70,881 thousand	7.45%														0.03%	N/A		
B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES																				
Turnover of Taxonomy-non-eligible activities (B)	x	€879,913 thousand	92.55%																	
TOTAL(A+B)	x	€950,794 thousand	100%																	



ANNEX II. Proportion of CapEx of Taxonomy-eligible and Taxonomy-aligned activities

ECONOMIC ACTIVITIES	CODE(S)	ABSOLUTE TURNOVER	PROPORTION OF TURNOVER	Substantial contribution criteria ⁴⁷						DNSH criteria (does not significantly harm)						TAXONOMY-ALIGNED PROPORTION OF TURNOVER, 2022	TAXONOMY-ALIGNED PROPORTION OF TURNOVER, YEAR N-1	ENABLING ACTIVITY (E)	TRANSITIONAL ACTIVITY (T)
				CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER AND MARINE RESOURCES	CIRCULAR ECONOMY	POLLUTION	BIODIVERSITY AND ECOSYSTEMS	CLIMATE CHANGE MITIGATION (Y/N)	CLIMATE CHANGE ADAPTATION (Y/N)	WATER AND MARINE SOURCES (Y/N)	CIRCULAR ECONOMY (Y/N)	POLLUTION (Y/N)	BIODIVERSITY AND ECOSYSTEMS (Y/N)				
A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES																			
A1. Environmentally sustainable activities (Taxonomy-aligned)																			
Programming and broadcasting activities / Motion picture, video and television programme production, sound recording and music publishing activities	8.3/ 13.3	€95,028	0.59%	0	100%	N/A	N/A	N/A	N/A	Y	N/A	Y	Y	Y	Y	Y	0.59%	N/A	E
CapEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)	8.3/ 13.3	95.028 €	0.59%	0	100%	N/A	N/A	N/A	N/A	Y	N/A	Y	Y	Y	Y	Y	0.59%	N/A	E
A2. Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities)																			
Programming and broadcasting activities / Motion picture, video and television programme production, sound recording and music publishing activities	8.3/ 13.3	€13,464 thousand	84.06%																
CapEx of Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities) (A.2)	x	€13,464 thousand	84.06%																
Total (A.1 + A.2)	x	€13,559 thousand	84.65%														0.59%	N/A	
B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES																			
CapEx of Taxonomy-non-eligible economic activities (B)	x	€2,458 thousand	15,35%																
TOTAL(A+B)	x	€16,017 thousand	100%																

⁴⁷ The technical screening criteria for the final four environmental objectives have yet to be published.



ANNEX III. Proportion of OpEx of Taxonomy-eligible and Taxonomy-aligned activities

ECONOMIC ACTIVITIES	CODE(S)	ABSOLUTE TURNOVER	PROPORTION OF TURNOVER	Substantial contribution criteria ⁴⁸						DNSH criteria (does not significantly harm)											
				CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER AND MARINE RESOURCES	CIRCULAR ECONOMY	POLLUTION	BIODIVERSITY AND ECOSYSTEMS	CLIMATE CHANGE MITIGATION (Y/N)	CLIMATE CHANGE ADAPTATION (Y/N)	WATER AND MARINE SOURCES (Y/N)	CIRCULAR ECONOMY (Y/N)	POLLUTION (Y/N)	BIODIVERSITY AND ECOSYSTEMS (Y/N)	MINIMUM SAFEGUARDS	TAXONOMY-ALIGNED PROPORTION OF TURNOVER, 2022	TAXONOMY-ALIGNED PROPORTION OF TURNOVER, YEAR N-1	ENABLING ACTIVITY (E)	TRANSITIONAL ACTIVITY (T)	
A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES																					
A1. Environmentally sustainable activities (Taxonomy-aligned)																					
Programming and broadcasting activities / Motion picture, video and television programme production, sound recording and music publishing activities		8.3/ 13.3	€79,628	0.43%	0	100%	N/A	N/A	N/A	N/A	Y	N/A	Y	Y	Y	Y	Y	0.43%	N/A	E	
OpEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)			79.628 €	0.43%	0	100%	N/A	N/A	N/A	N/A	Y	N/A	Y	Y	Y	Y	Y	0.43%	N/A	E	
A2. Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities)																					
Programming and broadcasting activities / Motion picture, video and television programme production, sound recording and music publishing activities		8.3/ 13.3	€12,894	69.17																	
OpEx of Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities) (A.2)			€12,894 thousand	69.17%																	
Total (A.1 + A.2)		x	€12,974 thousand	69.60%														0.43%	N/A		
B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES																					
OpEx of Taxonomy-non-eligible economic activities (B)		x	€5,666 thousand	30.40%																	
TOTAL(A+B)		x	€18,641 thousand	100%																	

⁴⁸ The technical screening criteria for the final four environmental objectives have yet to be published.



ANNEX IV. Scope 3 calculation methodology

In keeping with its commitment to transparency, Atresmedia discloses in this non-financial statement the methodology used to calculate each category of Scope 3 emissions reported by the organisation. It used the following sources to perform the calculation:

- CEDA (Comprehensive Environmental Data Archive) database
- DEFRA 2022
- International Energy Agency (IEA) factors

Category 1: supply chain

The data used to calculate category 1 emissions are the expenses in cost accounting (€) from the company's statement of profit or loss.

To use secondary data from certified amounts by expense item, the various groups of purchases are mapped to the CEDA emission factor (EF) for the corresponding year that most closely resembles the name of the expense. Moreover, an in-depth analysis was carried out to determine exclusions (e.g. voided items, taxes) and avoid double counting of some cost groups that could relate to information inherent in other Scope 3 categories or even Scope 1 and 2 categories. Lastly, the following formula is applied: $\sum (\text{value of purchased good or service (€)} \times \text{emission factor of purchased good or service per unit of economic value (kg CO}_2\text{e/€)})$.

Category 2: capital goods

The data used to calculate category 2 are the expenses in cost accounting. Specifically, the certified cost amount by group of items is considered. Data include cost by group of items according to each investment portfolio catalogued in the Group's systems, both Uniprex and Atresmedia. Each group of items is given a generic description, "Name", which is used as a basis for selecting a suitable emission factor, provided that this name is not too generic for the purpose. In such a case, the emission factor is assigned based on, to the extent possible, a more detailed level, if it can be provided. Similar to the procedure applied in category 1, the cost items related to capital goods are identified (provided by Atresmedia) and used as the basis for selecting the CEDA 6.0 Global emission factor. Then, the following formula is applied: $\sum (\text{value of purchased or acquired capital good (€)} \times \text{emission factor of purchased or acquired capital good per unit of economic value (kg CO}_2\text{e/€)})$.

Category 3: life cycle of fuels and energy consumed

The data used to calculate category 3 were:

- Primary data on stationary combustion data: record of natural gas consumption in kWh and diesel consumption in litres.
- Primary data on mobile combustion: record of litres consumed by the entire car fleet, including the fuel used. Also included are leased vehicles.
- Primary data on electricity consumption: record of grid electricity and renewable electricity consumption in kWh.

The calculation method used was as follows:

- For fuel Atresmedia consumes at its fixed and/or mobile facilities, to achieve consistency among the three scopes defined by the GHG Protocol, we used the "Well to Tank" (WTT) emissions factors available in the DEFRA database, where the WTT factor for each fuel is found under the same name used to calculate the Scope 1. Energy consumption data for stationary and mobile consumption is therefore multiplied by the WTT emission factor DEFRA associated with each type of fuel.
- For fuels consumed in electricity generation: The upstream emission factor of the WTT grid is applied to electricity consumed without Renewable Energy Guarantees of Origin (REGOs) or all electricity consumed if the calculation is by site. This factor comprises the sum of the related WTT factors for that electricity, distribution losses and the distribution WTT. The WTT generation emission factor is not applied to electricity consumed with REGO. For the generation and distribution WTT and the correction of losses by country, the IEA offers direct and specific emission factors per country based on the last year of available data. All these factors are applied to the total amount of electricity consumed by Atresmedia. Total electricity consumed also includes the component of biomass from the production of renewable energy. The appropriate DEFRA 2022 emission factor was used for this.

Category 4: upstream transportation and distribution

Data used to calculate category 4 were economic data included in the category of transport and postal services in the 2022 statement of profit or loss.

The calculation for transport included secondary data of the value of the messenger service paid. The emission factor that most closely relates to this activity is then found from the CEDA. The following formula is applied: $\sum (\text{value of purchased service (€)} \times \text{emission factor of purchased service per unit of economic value (kg CO}_2\text{e/€)})$.

Category 5: waste life cycle

This category is calculated using physical units in tonnes per type of waste generated identified by waste type and final disposal received (recovery, landfill, incineration, biological or thermal treatment) provided by waste managers. The calculation was made using DEFRA 2022 emission factors for processing.

Category 6: business travel

Emissions associated with business travel were calculated using two data types. First, data on the location and number of hotel nights incurred and distance travelled by passenger by air, train and in rental cars. Second, data on money spent (€) on hotel nights, travel in car, taxi, train or air not included in primary data collected. Calculation method: For distance travelled in km for which primary data have been collected, the method entailed identifying the kilometres travelled and multiplying this by the corresponding DEFRA factor (differentiated by type of vehicle used). For hotel nights for which



primary data on number of nights have been collected, the DEFRA factor for the hotel's geographical location (kg CO₂e/night). Where the EF was not available in the DEFRA database, the original source (Greenview Hotel Carbon Footprint Tool) was consulted and the kg Co₂e/night emissions were assigned based on country. Lastly, the category was completed by calculating the emission of expenditure not covered by primary data with data for cost items related to business travel, including transportation in taxis⁴⁹.

Each item name is used as the bases for selecting the most suitable CEDA emission factor applying the following formula: $\sum (\text{value of purchased travel (€)} \times \text{emission factor of purchased travel per unit of economic value (kg CO}_2\text{e/€)})$.

Category 7: employee commuting

This category was calculated using the total number of employees who work at Atresmedia's physical centres and the results of the mobility survey conducted in 2022, which was filled out by 460 employees in the Group and collected data such as: mobility patterns, kilometres travelled or mode of transport used by employees to commute, among others.

The calculation was made by extrapolating the data for the employee survey to the total number of employees. Emissions from kilometres travelled by each mode of transport is calculated by multiplying distance travelled in km by the corresponding DEFRA transport factor. The DEFRA emissions factor was used to calculate emissions from public transport. Similarly, the DEFRA "Well to Tank" (WTT) factor was also applied. Data for km travelled was prioritised over fuel consumption due to the lack of data of the latter.

Category 8: upstream leased assets

Data used to calculate this category were obtained from expenses in cost accounting (€) for rental payments made in the current year. To use secondary data from certified amounts by expense item for rents, the various groups of purchases were mapped to the CEDA emission factor (EF) for the corresponding year that most closely resembled the name of the expense.

Category 11: use of sold products

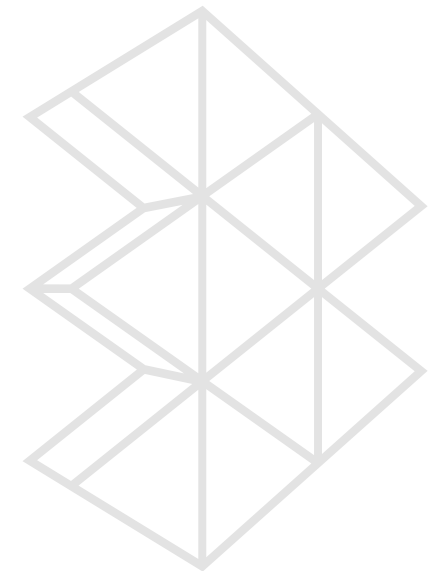
Data used to calculate category 11 were average number of visitors to the various platforms (TV, radio and web) and average usage time on the various platforms. Also used were estimated capacities of the various devices.

Category 11 emissions were obtained by calculating total power consumed (kWh) per device used to reproduce Atresmedia content considering average capacity (kW), hours of usage (h) and useful life (years) of each device. Consumption data are multiplied by the IEA emission factor corresponding to the country of sale of the device.

Category 15: investments

The calculation for this category of emissions took data for investments in film and audiovisual rights from the Company's statement of profit or loss.

Category 15 is divided up among investments in (1) investees, (2) films and (3) audiovisual rights. For (2) and (3), data are collected from the statement of profit or loss (main source of categories 1, 4 and 8) and extracted similarly from the items recognised in the statement. Emissions were estimated through financial analysis and applying the relevant CEDA 6 emission factors. For the companies, their emissions were considered insignificant and excluded from the calculation of the footprint.



⁴⁹ Non-CEDA EFs include calculations of Well To Tank (WTT) emissions, since they are not included in the EFs. For terrestrial vehicles (taxis, rental cars and other modes of transport) primary data are not available, so the spend-based method was used taking CEDA factors.



15 External assurance



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 2022 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 section "10. Requirements of Law 11/2018 on non-financial and diversity information" and in section "11. 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 using as a reference the criteria of the *Sustainability Reporting Standards of the Global Reporting Initiative* ("GRI Standards") and GRI G4 Media Sector Disclosures as per the details provided for each matter in section "10. Requirements of Law 11/2018 on non-financial and diversity information" and in section "11. 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 management

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 Pu.C. 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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Our firm applies current international quality standards and maintains, consequently, a quality system that includes policies and procedures related to compliance with ethical requirements, professional standards and applicable legal and regulatory provisions.

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 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 2022, based on the materiality analysis carried out by Atresmedia and described in section "4. Scope of 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 2022.
- Review of information relating to risks, policies and management approaches applied in relation to material matters presented in the SNFI for the year 2022.
- Verification, by means of sample testing, of the information relating to the content of the SNFI for the year 2022 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.

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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 2022 has not been prepared, in all material respects, in accordance with the provisions of current mercantile legislation and using as a reference the criteria of GRI and GRI G4 Media Sector Disclosures as per the details provided for each matter in section "10. Requirements of Law 11/2018 on non-financial and diversity information" and in section "11. 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 aligned in relation to the objectives of climate change mitigation and adaptation to climate change for the first time for the year 2022, in addition to the information referring to eligible activities required in the year 2021. Consequently, comparative alignment information has not been included in the accompanying SNFI. On the other hand, to the extent that the information referring to eligible activities in the year 2021 was not required with the same level of detail as in the year 2022, detailed information regarding eligibility is not strictly comparable either in the accompanying SNFI. Additionally, it should be noted that Atresmedia's directors have incorporated information on the criteria that, in their opinion, best allow compliance with the aforementioned obligations and that are defined in note "7.9 EU Taxonomy" 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
23 February 2023

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Consolidated Statement of Non-Financial Information (“SNFI”) 2022

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 22nd 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