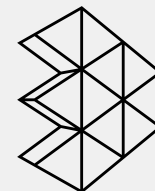


ATRESMEDIA



**20
23**

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

CONSOLIDATED STATEMENT OF NON-FINANCIAL INFORMATION



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01 Letter from the Chairman

As another year goes by, I find myself addressing you, our shareholders, advertisers, audience, external partners, suppliers and other stakeholders, as we take stock of the year and share our views on 2023, a year in which we continued to accompany the Spanish public as a leading communications group and in which we remained faithful to our corporate purpose of generating meaningful reflection and emotion as key elements in changing our society for the better.

Uncertainty remained the dominant trend in 2023, fuelled by the emergence of new armed conflicts, numerous social protests, or the relentless growth of artificial intelligence across all sectors, including the media. We are acutely aware of the benefits and challenges that this technological disruption brings to our industry. With that in mind, all of us at Atresmedia have drawn up a policy that ensures the ethical use of technology while placing the irrepressible talent of our professionals at the centre of everything we do. Aside from all these challenges, our industry is also undergoing constant transformation as the consumption habits of our viewers and listeners change over time.

However, we managed to successfully overcome these challenges and position ourselves, for yet another year, as the leading and most trusted communications group, and the first choice among the Spanish public. To succeed in this task, we reviewed our strategy in 2023 with the aim of keeping our objectives and projects up to date with the latest





Our audience and the industry strongly support our business model, predicated on quality, innovation, respect and commitment

market trends, while also leveraging our role as a mouthpiece for the society we live in and drawing on the tenacity of the professionals and collaborators that make up Atresmedia.

Our audience and the industry strongly support our business model, predicated on quality, innovation, respect and commitment. And they support our pledge to deliver diverse content, which is based on successful entertainment formats, major television events and a rigorous and impartial range of news programmes.

Turning to our audiovisual business, Atresmedia Televisión increased its dominance in television audiences in Spain and cemented its leadership of the segment for the second year running. We achieved record results across all of our channels, with the Group commanding a 26.8% audience share. It also happened to be the year of the atresplayer revolution, which became the leading Spanish OTT platform, with more than 4.5 million unique users per month, leading the online consumption rankings and scooping the most important awards in the sector.

We have an unwavering commitment to rigorous reporting. Examples here include the *Antena 3 Noticias*, which extended its winning streak by making it six straight years as the leading news programme, and the news prowess of *laSexta Noticias*, which is one of the most widely followed daily programmes on La Sexta. I would also be remiss not to mention the success of *Cara a Cara. El Debate*, the only show in which the two main candidates for the Presidency of the Government, Pedro Sánchez and Alberto Núñez Feijóo, went head to head, and which was watched by 46.5% of the audience, making it the most watched non-sporting broadcast of the year. It therefore gives us great pride that 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 2023 drawn up by Reuters Institute and the University of Oxford.

Atresmedia Radio continues to lead the way when it comes to audio content and remains firmly committed to virtues such as credibility, viewpoint diversity and proximity. Not only that, because it also achieves very positive results, reflecting the strong performance of this line of business. Notably, Onda Cero recorded its best end of year since 2016, having reached almost two million listeners in 2023, and both Europa FM and Melodía FM continued to attract listeners with their positive and upbeat message.

The achievements of our audiovisual and radio business come on top of those made by our advertising and diversification lines. Innovation, differentiation and the integration of advertising in the content were the hallmarks of Atresmedia Publicidad's strategy in 2023. Among its main novelties are the launch of a new commercial policy and of an audience targeting tool for television. Thanks to these achievements, and many others, together with the secure environment we guarantee, brands and agencies continue to choose us as their advertising space of choice. We are also hugely proud of our work with Atresmedia Diversificación, with milestones including the new agreements reached with pay TV

operators and with large streaming platforms, which have allowed us to continue bringing atresplayer content to the international scene.

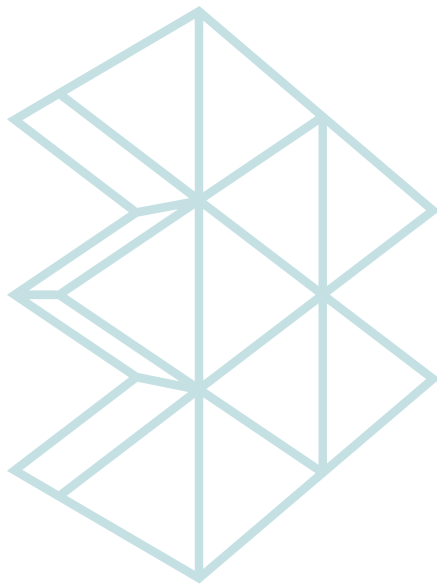
Aside from the obvious need to ensure the profitability of our business, we firmly believe in our responsibility as a media outlet for society and in the key role we play with each of our stakeholders. Sustainability has always been part of our corporate culture and we strive to extend it to all our activities. We therefore align our work with the Ten Principles of the UN Global Compact, the 2030 Agenda and the Sustainable Development Goals.

For all these reasons, for yet another year I would like to highlight the ongoing progress we have made towards the social initiatives led by Fundación Atresmedia, which in 2023 consolidated and expanded the scope of its *Efecto MIL*, *Mentes AMI* and *Amibox* projects, which aim to promote media, information and digital literacy among children, young people and the educational community, all while promoting a safe and responsible media environment. We are also aware of the positive impact that our company can make through its social 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* or *Levanta la Cabeza*. We also continue to promote our well-established Corporate Volunteering Programme, through which our employees are able to learn about and contribute to various worthy social causes.

Although our audiovisual activity does not have a significant environmental impact, we are strongly committed to our surroundings and to the fight against climate change, which is a growing threat to global development and the effects of which we are already seeing. Notably, the Science Based Targets initiative (SBTi) validated and verified our Net Zero strategy in 2023. We were also successful in reducing our carbon footprint and started working on driving more sustainable audiovisual productions. Meanwhile, we continue to embrace our role as a mouthpiece for positive climate action by broadcasting responsible content, which has a positive impact on attitudes, behaviours and public opinion on matters relating to the environment. Thanks to these efforts, we managed to achieve the highest score (A-) in recent years from the Carbon Disclosure Project.

Last but not least, I would like to express my sincere thanks and appreciation to our shareholders, audience, partners, advertisers and suppliers. Without you, Atresmedia would not be the audiovisual force and, above all, the social benchmark that it is today. It gives me immense pride that we are all firmly committed to treading a path towards a society that demands quality, rigour, proximity and trust in the media.

JOSÉ CREUHERAS





Message from the Chief Executive Officer

As we look back on 2023, I would like to start by sharing my pride and gratitude for all the successes we have achieved, thanks to the support and trust of our shareholders, as well as the hard work of all of us at Atresmedia. Following the trend seen in recent years, in 2023 we reported record results, making us once again the undisputed leader across all of our business segments and cementing our position, for the second year running, as the leading media group in terms of audience share in Spain.

In tandem, we have maintained and even stepped up our firm commitment to viewers, listeners, users and advertisers by demonstrating on a daily basis our proven ability to offer quality content, generate value —both economic and social— and in doing so help to achieve greater levels of well-being for Spanish society as a whole.

We are undoubtedly living in an era of rampant business transformation, marked by financial crises, geopolitical changes, technological disruption and climate disasters, among other signs of the times. As a leading company, we have a responsibility to address these challenges and provide effective solutions. To succeed in this task, in 2023 we





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reviewed Atresmedia's main strategic priorities, which will focus in the coming years on maximising the value of our core businesses, strengthening our digital businesses and spearheading the generation of audiovisual content. Yet we are aware that we must do more than just generate a shareholder return, and that we must contribute to social transformation and work towards the common good by realising our corporate purpose of generating meaningful reflection and real emotion to create a community with shared values.

As for our successes during the year, I would like to highlight the fact that Atresmedia closed out 2023 with revenue of EUR 971.4 million, net profit of EUR 171.2 million, and EBITDA of EUR 173.1 million, clearly showing that economic development and awareness of sustainability are mutually compatible pursuits.

These financial successes are in addition to the those achieved by each of our lines of business. Atresmedia Televisión ended the year as the leading media group, with an audience share of 26.8% and more than 18.2 million unique viewers per day, with Antena 3 being the most watched channel with an audience share of 13.3%. Meanwhile, laSexta made it 11 years at the top, ahead of its closest competitor, and cemented its position as the private channel with the second largest share of unique viewers. I would also like to highlight our speciality channels Nova, Neox, Mega and Atreseries, which achieved their best year since 2020 with a combined audience share of 7.3%.

In a world of information overload, trust has become our most highly prized asset. Our job as editors goes beyond simply distributing information; we take responsibility for everything we put out and work tirelessly to combat disinformation. We are therefore committed to providing truthful, fact-checked and reliable information to our audience. This commitment has made us the trusted partner of millions of households, who keep up with the latest news through our news programme. It is also reflected in the undisputed leadership of Antena 3 Noticias in 2023, which made it six straight years as the leading news programme in Spain.

During the year, we produced a multitude of fiction stories that have transcended our borders and made us a driving force within the wider industry. Notably, our OTT service atresplayer reached an average of 4.56 million unique monthly visitors and more than 600,000 subscribers, thanks to the première of original and exclusive content such as *Cristo y Rey*; *Las Noches de Tefía*; or *Vestidas de Azul*. In 2023 our platform expanded its live offering with a roster of 10 new FAST (free) channels. It also now features a more modern interface design that enhances the user experience. Meanwhile, Atresmedia Cine continued to invest in exciting cinema content by channelling EUR 23 million into 11 new feature films. It was an historic year in which we grossed EUR 19.1 million, making us the highest-grossing production company of the year and we also achieved a market share of 24%, with two productions making the top five of the highest-grossing Spanish films.



Atresmedia Radio also reported some very healthy audience figures, attracting a total of 2.83 million listeners across its three stations. Our general radio station, Onda Cero, ended 2023 with nearly 2 million daily listeners and Carlos Alsina, at the helm of *Más de uno*, achieved the best end of the year in the show's history. Meanwhile, Europa FM, the national go-to station for music radio, grew by 12% compared to 2022 to reach 850,000 listeners. It also happened to be a year full of awards for Onda Cero's various hosts and presenters. Carlos Alsina received, among other accolades, the Francisco Cerecedo award for journalism from the Association of European Journalists, while Julia Otero received the Medal of Honour from the City of Barcelona, which is a testament to the talent and professionalism of the voices of Atresmedia Radio.

Also in 2023, Atresmedia Publicidad continued to innovate and differentiate itself with the launch of a new commercial strategy to unlock the value and profitability of television content. Our partnership with advertisers is essential; they are our partners and will always be at the heart of our business project. We also continue to guarantee the safest and most secure environment for the brands who choose to advertise through us and we help to ensure the sustainability of the advertising industry through self-regulation, truth, diversity and quality of service.

Lastly, Atresmedia Diversificación continued to grow during the year by investing in new sources of revenue that help to expand the Atresmedia brand and consolidate some of the companies in which the Group holds stakes, such as Fever and Waynabox, which doubled its revenues during the period.

Yet our success is not only confined to the business world; we have also actively contributed to the cohesion and cultural development of our society. We genuinely believe that the media has the power to positively influence people's lives and to foster constructive dialogue within society. Along these lines, we have created new spaces for reflection, such as the Metafuturo event, which addresses the main challenges in the world we now live in, alongside national and international experts, while also working hard to foster diversity, respect and tolerance in our content, all with the aim of helping to build a more inclusive and supportive society.

Notably, in 2023 we subtitled 92.5% of our television content, we broadcast EUR 27.9 million worth of free advertising campaigns for NGOs, and we worked with the Disasters Emergency Committee to provide a rapid response to the humanitarian needs arising from the earthquakes in Turkey, Syria and Morocco. Meanwhile, our brand new *Hablando en plata* initiative looked to showcase the true value of the elderly and combat ageism by encouraging society to see them in a different light and showing that their experience and knowledge is a valuable asset for our society. Our unflinching social commitment through well-known initiatives such as *Ponle Freno*, *Constantes y Vitales*, *Tolerancia Cero*, the work of Fundación Atresmedia in promoting media literacy among children and young people and our



corporate volunteering programme, goes to show that we continually endeavour to have a positive impact on the society in which we operate and live.

All these results would not have been possible without the support of our shareholders, advertisers, partners and suppliers, and without our exceptional team of professionals and communicators. Our commitment to excellence and talent is what has allowed us to consolidate our position as market leaders, to have the most watched news shows, programmes and series of the year and to remain at the very forefront of the industry.

The success of our business model has also been recognised in a recent report published by the prestigious US magazine Newsweek, which ranked Atresmedia as one of the most reliable companies in the world and the only Spanish company to make the list from the media and entertainment sector. The Carbon Disclosure Project (CDP), the benchmark organisation in offering climate information to the investment community, awarded Atresmedia one of its highest climate performance scores, A-, which is our highest score in recent years and positions us above the average for our industry. All these awards make us immensely proud.

I would like to finish by reiterating our firm commitment as a Group to playing an active role in building a socially sustainable audiovisual sector and making a positive contribution to the environment in which we operate. I would also like to thank you for your ongoing support and for the trust you continue to place in us.

JAVIER BARDAJÍ





03

The year at a glance

Governance



€ 971.4 M

in total revenue
(+2.2% vs. 2022)

€ 171.2 M

in net profit
(+51.6% vs. 2022)

58/60

CNMV Good Governance Code recommendations complied with (same as in 2022)

€ 173.1 M

in EBITDA
(+0.2% vs. 2022)

€ 902.8 M

of net audiovisual revenue
(+2.1% vs. 2022)

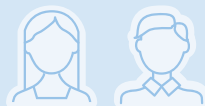
€ 77 M

in radio revenue
(+1.9% vs. 2022)

Social

2,562

employees
(+2% vs. 2022)



53.3%

46.7%

55.6%

new hires of female talent
(-5% vs. 2022)



90.7%

of permanent contracts
(+2% vs. 2022)

45,847

training hours
(-18% vs. 2022)



€ 388,830

invested in training
(-5% vs. 2022)



€ 27.9 M

in free advertising for NGOs
(+14% vs. 2022)



2,362

hours of volunteering
(+16% vs. 2022)

20

investee start-ups
(-5% vs. 2022)



23,554

showings of Atresmedia initiatives
(+41.75% vs. 2022)

92.5%

of subtitled programmes
(-0.2% vs. 2022)



8,281

educators benefiting from *Mentes AMI* by Fundación Atresmedia
(+174% vs. 2022)



Environment



Launch
of the
**Net Zero
Strategy**



2,211 tCO₂
Scope 1 and 2
emissions
(-26.3% vs. 2022)

Objectives

for 2030 and 2050 validated by the
SBTi

119,593 GJ
of energy consumption
(-5% vs. 2022)

100%

renewable energy
at Atresmedia's
headquarters and
local offices.



A- CDP
(Carbon
Disclosure Project)

Economic value



Economic value generated and distributed

€ 971.4 M

Economic
value
generated

€ 717.3 M

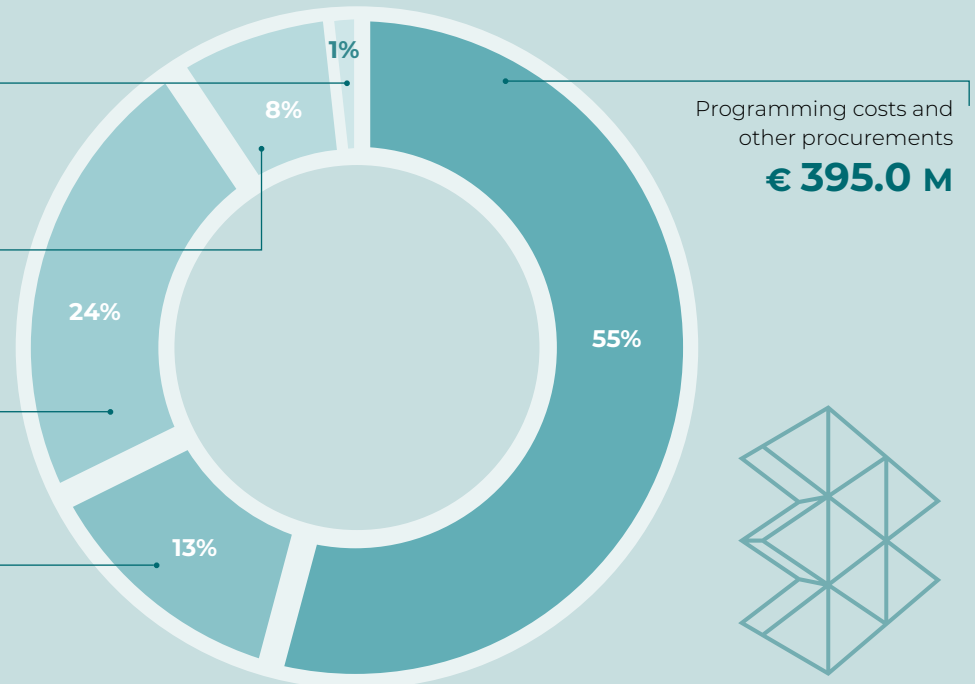
Economic
value
distributed

Atresmedia Corporación donations
€ 0.8 M

Payments to government
€ 55.4 M

Wages
€ 175.9 M

Dividends paid
€ 90.1 M





Milestones 2023

Atresmedia ends 2023 with **EBITDA** of EUR 173.1 million

Atresmedia TV: leading television group, with a 26.8% market share and the leader in prime time

Antena 3 makes it 26 consecutive months of leadership

Antena 3 Noticias: leading news programmes for the last six years

laSexta: 11 years of leadership over its closest competitor

atresplayer ends the period with more than 600,000 subscribers and a new interface to enhance the user experience

Atresmedia, one of the most trusted companies in the world according to prestigious U.S. magazine **Newsweek**

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

Antena 3 makes it 10 years running as the channel of choice among the Spanish public, according to **Personality Media**

Atresmedia Radio reaches 2.8 million listeners

Onda Cero renews its sound brand and Carlos Alsina reaches a new high in audience numbers

Las Noches de Tefía, an atresplayer original series, wins the Diversity TV Award at MIPCOM CANNES

Atresmedia Publicidad launches a new Commercial Policy and introduces differentiated selling and cost per mille (CPM)

Atresmedia Cine leads the Spanish cinema box office for the fifth year running, with takings of EUR 19 million

Atresmedia has offered all its employees training in **Diversity, Equality and Inclusión (DEI)**

The **Ponle Freno** race celebrates its 15th anniversary with a special circuit

Atresmedia's **Cero Neto** strategy and emission reduction targets have been validated by the **SBTi**

Fundación Atresmedia consolidates its three projects while continuing to champion media and information literacy



04 Scope of this report

This Statement of Non-financial Information (SNFI) 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 Disclosures.

This Statement of Non-financial Information was reviewed by the Audit and Control Committee and approved by the Board of Directors of Atresmedia on 28 February 2024, together with the Group's financial statements.

Objective and scope of the report

Atresmedia (the Company, the Group, Atresmedia Group or Atresmedia Corporación de Medios de Comunicación), in an exercise of responsibility and commitment to transparency, reports on environmental, social and good governance issues that are material to its lines of business, doing so through this Statement of Non-financial Information.

In 2023, Atresmedia Group conducted a double materiality assessment in order to anticipate and gradually adapt its reporting strategy to the requirements of the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards¹, or ESRS for short, which have been developed by the European Financial Reporting Advisory Group (EFRAG).

Atresmedia's aim in updating its materiality assessment is to identify the most relevant and top priority aspects relating to sustainability, both for the Group and its main stakeholders. Successfully identifying these material topics will allow the Group to establish a robust sustainability reporting system, while also disclosing more transparent information on such aspects and improving levels of accountability to stakeholders.

¹ The reporting of material topics in 2023 does not explicitly respond to such regulatory requirements; rather it is the 2024 report that will begin to disclose under the double materiality perspective.

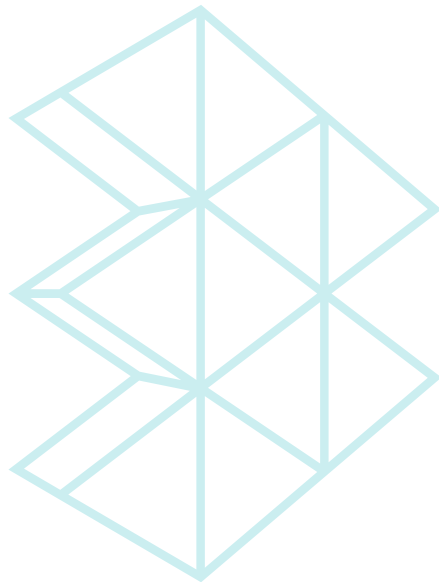
Double materiality assessment

The principle of double materiality unites two perspectives: the **impact perspective**, i.e. the impact that the Group's operations have on the local community and environment, and the **financial perspective**, in the sense of how conditions unrelated to the Group can affect its financial performance.

Atresmedia carried out an assessment to obtain a closer understanding of those issues with an environmental and/or social impact, and of the risks and opportunities it is now facing due to the environment in which it operates. Notably, these issues were analysed not only in relation to the Group's own operations, but also along its value chain.

In order to carry out the dual materiality assessment, a methodology based on the following four key phases was developed:

1. **Comprehension phase:** focused on comprehensively understanding the Group's business and operations. This assessment allowed the Group to categorise its operations into two main blocks: first, content-related activities, which include the audiovisual, radio and advertising lines that make up the core business; and second, activities related to diversification, which largely comprise activities that are not dependent on content creation.
2. **Identification phase:** the aim here was to identify issues related to the impact that Atresmedia generates on the environment and society along its value chain, as well as any aspects that may affect the Group's performance arising from the material sector-related issues identified during the understanding phase. During this phase, Atresmedia also consults internal and external sources in the media & entertainment industry.
3. **Evaluation phase:** here we defined a mechanism for evaluating relevant issues in order to determine their materiality. Atresmedia's main stakeholders took part in this evaluation, including employees, shareholders and investors, suppliers, customers and society.
4. **Determination phase:** to reliably define, based on internal thresholds, the material impacts, risks and opportunities (IROs) for the Group.



Key results of the double materiality assessment

During the double materiality assessment, each relevant IRO was analysed in order to gauge its degree of importance, both for Atresmedia and its stakeholders, and to link these issues with the themes and sub-themes of the ESRS (currently being prepared ahead of the entry into force of sustainability reporting under the CSRD in 2025)².

After analysing the results of the assessment process, the following topics were identified as being non-material: resource use and circular economy; responsible supply chain; hourly employees; water management; biodiversity; and pollution. When comparing those topics flagged as material in 2023 with those found to be material under the previous assessment, the following topics were considered priority concerns in both processes: responsibility for both news and entertainment content, advertising (truthfulness, independence, transparency, diversity, child protection, reputation, etc.) and the fight against fake news and disinformation.

Aspects related to cybersecurity have increased in materiality, with cybersecurity now being the most important aspect. Regulatory compliance is another of topic that has significantly increased its degree of importance, not only due to its significance in terms of reputation but also because it is viewed as very important by investors and shareholders alike. Other topics to have increased in importance include sustainable investment, sustainable productions, acting as a mouthpiece for social and climate concerns, and community relationship and impact.

Meanwhile, certain other material topics were identified in 2023 that had not been identified in previous assessments, such as aspects related to human and labour rights³; diversity, equity and inclusion; accessible content; media, information and digital literacy; and climate change.

² Although the Company has performed its double materiality assessment in accordance with the ESRS, its Statement of Non-financial Information continues to comply with the regulations and reporting frameworks in effect during the current financial year.

³ It is worth noting that Atresmedia has carried out an exhaustive human and labour rights due diligence process, identifying potential adverse impacts and implementing additional control measures.

Double materiality matrix

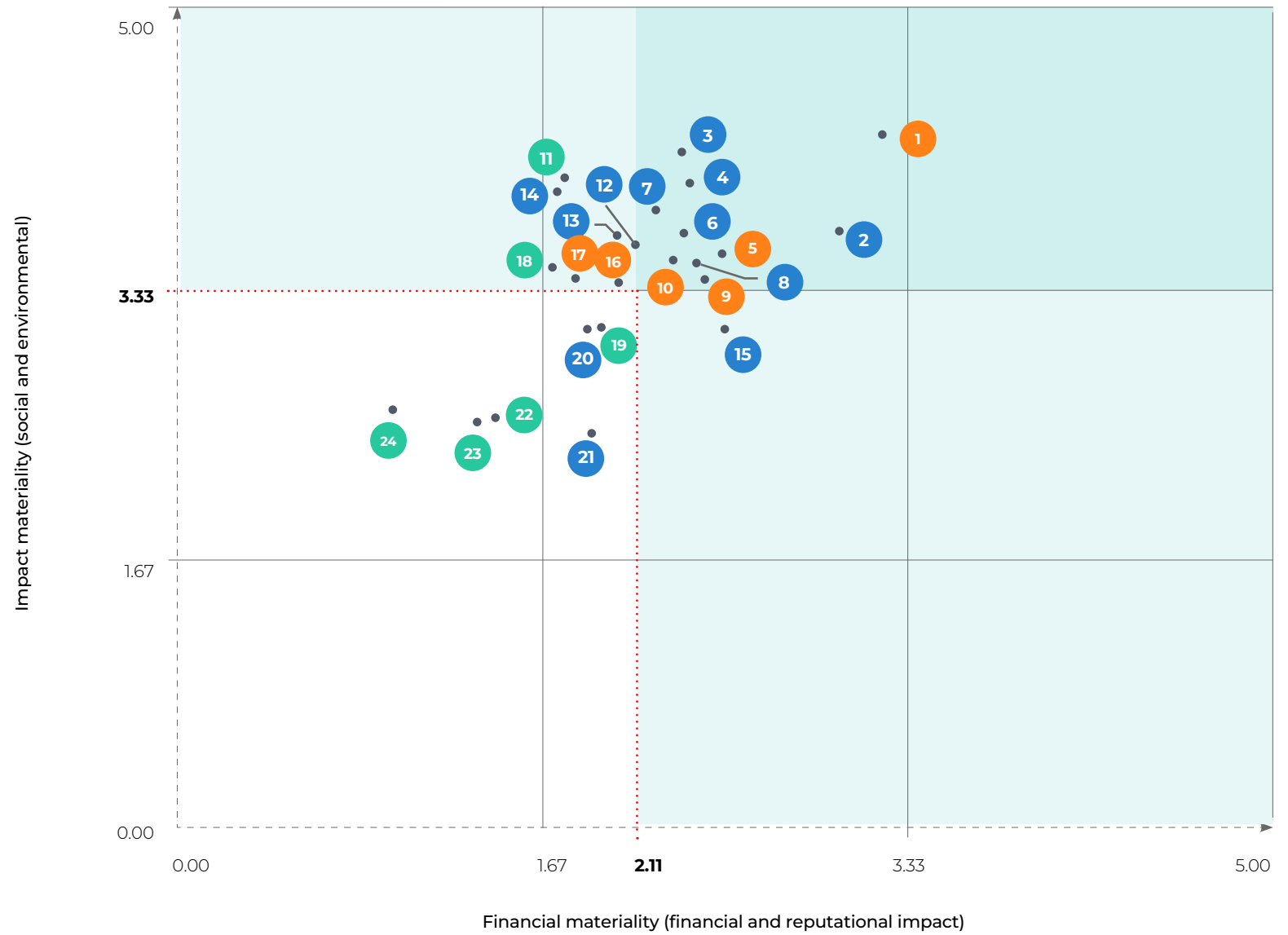
The thematic grouping of IROs to form material topics can be found in the double materiality matrix, which features two main axes: the X-axis, representing financial materiality, and the Y-axis, representing impact materiality. This matrix shows all the topics identified and assessed, both material and non-material, thus reflecting one of the Group's core values: transparency. The topics have also been classified according to their environmental, social and governance focus.

Once identified, the material topics were sorted into four categories according to their degree of importance: critical, high, medium and low. Critical topics were cybersecurity; responsible advertising; responsible, truthful and quality content; the fight against fake news and disinformation; and regulatory compliance. The materiality threshold for both impacts, and risks and opportunities, was defined based on the average between the topic with the highest value and the topic with the lowest value for both axes.





- Environmental dimension
- Social dimension
- Governance dimension





This double materiality assessment largely determines the selection of the information to be disclosed in this report, as described in the following tables:

	Nº	TOPICS	RESULT	SNFI content (section)
CRITICAL	1	Cybersecurity	3.72	7.4.3 Cybersecurity
	2	Responsible advertising	3.33	8.1 On customers and users: advertisers and audience
	3	Responsible, truthful and quality content	3.22	8.1 On customers and users: advertisers and audience 8.2.2 Commitment to the society surrounding Atresmedia
	4	War against fake news and disinformation	3.13	8.1 On customers and users: advertisers and audience
	5	Regulatory compliance	2.99	7.6 Regulatory compliance
HIGH	6	Content accessibility	2.98	8.1 On customers and users: advertisers and audience
	7	Media, information and digital literacy	2.97	8.1 On customers and users: advertisers and audience
	8	Employee health & safety and wellbeing	2.91	8.3 On employees 8.3.3 Professional development of employees 8.3.5 Fostering equality, diversity and work-life balance 8.3.6 Safe and healthy work environment
	9	Sustainable investment	2.88	7.1 Corporate governance 9. Atresmedia's impact on the environment
	10	Good governance and business ethics	2.87	7.1 Corporate governance 7.7 Tax compliance 8.2.2 Commitment to the society surrounding Atresmedia



	Nº	TOPICS	RESULT	SNFI content (section)
AVERAGE	11	Sustainable productions	2.86	9. Atresmedia's impact on the environment
	12	Engagement with and impact on the community	2.83	8.1 On customers and users: advertisers and audience 8.3.5 Fostering equality, diversity and work-life balance
	13	Diversity, equity and inclusion	2.81	8.1 On customers and users: advertisers and audience 8.3.5 Fostering equality, diversity and work-life balance
	14	Loudspeaker for social causes and the climate	2.81	8.2 Society 8.2.2 Commitment to the society surrounding Atresmedia 9. Atresmedia's impact on the environment
	15	Digital transformation and artificial intelligence	2.78	7.3 Business model and strategy
LOW	16	Data protection and privacy	2.68	8.2 Society 8.2.2 Commitment to the society surrounding Atresmedia
	17	Human and labour rights	2.59	8.2.4 Respect for human rights
	18	Climate change	2.57	9. Atresmedia's impact on the environment
NOT MATERIAL	19	Use of resources and the circular economy	2.50	-
	20	Responsible supply chain	2.46	-
	21	Workers in the value chain	2.16	-
	22	Water management	1.98	-
	23	Biodiversity	1.93	-
	24	Pollution	1.79	-

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).

05

Atresmedia's purpose, mission, vision and values

“We believe in the power of reflection and emotion” expresses Atresmedia's *raison d'être*, promotes the common good and seeks to create a society of shared values by developing trusted news and entertainment content

Atresmedia Group, through its activities and business model predicated on quality and trust, is firmly committed to its viewers, listeners, advertisers, shareholders, employees and main stakeholders, as it looks to generate value—economic, social and cultural—and thus help to achieve greater well-being for society as a whole.

Along these lines, Atresmedia carried out an internal reflection process in 2018 to define its corporate purpose “We believe in the power of reflection and emotion”, which embodies the Group's *raison d'être*. The informative and entertaining content that the Group creates and broadcasts is thought-provoking and stimulates real emotion. **It helps people form opinions and fosters integration and social awareness by creating a society of shared values that promote the common good.**

The corporate purpose embodies the mission, vision and values that govern Atresmedia's activity. The Company's **mission** is to broadcast varied, innovative and high quality news and entertainment that genuinely responds to our stakeholders' needs in order to win their trust and thus ensure the Group's continued leadership and sustainability. Meanwhile, Atresmedia's **vision** is to be the reference independent multimedia communication group with a valuable and positive contribution to the society in which we operate.

The values shared by Atresmedia employees are commitment to society, quality, creativity, long-term vision, innovation, diversity, leadership, individual and collective responsibility and teamwork. These values embody the spirit and corporate purpose of Atresmedia, which should not only reach out to society, but also guide the actions of all of us at Atresmedia Group as we go about our daily activities.



PURPOSE	“We believe in the power of reflection and emotion”.
MISSION	Broadcast of varied, innovative and high quality news and entertainment offerings that respond to our stakeholders' needs in order to win their trust and thereby ensure the leadership position and sustainability of the Group.
VISION	To be the reference independent multimedia communication group with a valuable and positive contribution to the society in which we operate.
VALUES	Commitment: We strive to make a valuable contribution to society by creating social awareness campaigns to help overcome problems and generate positive change. Quality: We work on the ongoing improvement of our activities, developing excellent products with regard to their form and content, aimed at the needs and expectations of the spectator. Creativity: We encourage our employees to be creative and allow them artistic freedom and freedom of thought while respecting the democratic and cultural values of society. Long-term vision: We work to make our company a leader within the audiovisual sector by embracing and creating the future. Innovation: We promote the creation of new ideas, products, services that contribute value to the Company and society. Diversity: We strive to provide a working environment that respects and promotes equality, diversity and inclusion, so that all our employees and partners can work in an environment that is safe, free and non-judgemental, ensuring an appropriate work-life balance. We also endeavour to ensure our content lends visibility to and reflects the diversity that defines the Company. Leadership: We motivate and guide our collaborators to encourage their development and that of the organization, transmitting energy and inspiring confidence to help the organization to achieve its business objectives. Individual and collective responsibility: We perform our duties with rigour and responsibility, complying with applicable laws and the principles and rules set out in the Code of Conduct, helping in good faith to identify and address possible weaknesses or deficiencies at Atresmedia. Teamwork: We encourage a culture based on the establishment of relationships of trust and mutual respect between employees and the Company. We develop their autonomy and participation in decision-making, based on the principles of delegation and responsibility.

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

Our role as a media group

As a media company, Atresmedia is aware of the influence it has on the behaviour, habits and ways of thinking of the people who interact with its content every day. Therefore, as Spain's leading audiovisual group, **its main responsibility is to be there for society by carrying out its communication work in a responsible manner and guaranteeing genuinely diverse, truthful, varied and accessible content** conducive to the exchange of ideas and informed decision-making within society. Atresmedia plays an important role as public service, working actively to deliver fact-checked and rigorous information, with the aim of helping people form reliable opinions and trust in the news they hear, while combating disinformation and bringing entertainment to all audiences.

The responsibility for the social sustainability of the content broadcast by Atresmedia comes to the forefront when covering key political, economic or social events and situations where truthful and quality news content is an absolute must. It is also embodied in Atresmedia's pledge to function as a mouthpiece for social issues and concerns, showing society in all its diversity and making numerous social causes more visible, thus helping to raise public awareness and calling society to action by undertaking different campaigns and initiatives (see [8.2.2. Commitment to the society surrounding Atresmedia](#)).



Atresmedia formally sets out its commitments to society in its [General Corporate Responsibility Policy](#), which was updated in 2021 in response to emerging social changes. This policy was approved by the Audit and Control Committee and is further supplemented by other policies and commitments that build on the Group's commitment to society and the environment:

- [Responsible Advertising Policy](#)
- [Human Resources Policy](#)
- [Environmental Policy](#)

Atresmedia also worked on drafting a [Diversity, Equity and Inclusion Policy](#) in 2023, which will be approved in early 2024, to set out the Group's commitments to these values.

As mentioned earlier, the principles and commitments set out in the General Corporate Responsibility Policy are a key element when it comes to building the Company's strategic priorities and in steering the actions undertaken to achieve them.





GENERAL CORPORATE RESPONSIBILITY POLICY – 2021		
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 all along 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 includes its commitment to society and the environment in its General Corporate Responsibility Policy, which reflects its tireless efforts to become more sustainable

The Atresmedia Corporate Responsibility Committee, set up in 2010, meets annually to address the Company's sustainability challenges and objectives with an all-encompassing perspective, thanks to the representation of various corporate areas that are key to success in the daily management of sustainability (Human Resources, General Services, Operational Management, Internal Audit, Corporate Governance, Advertising, Content, News, Suppliers, Finance and Strategy). Some of the most topical issues addressed by the Committee in 2023 included the **regulatory tsunami in sustainability, the Company's Net Zero strategy, the commitment to Diversity, Equity and Inclusion and the launch of the Zero Waste project to ensure proper waste management.**

Each year, the Group reports on the progress made towards the commitments set out in the General Corporate Responsibility Policy by disclosing relevant information in its Statement of Non-financial Information (SNFI), on Atresmedia's corporate responsibility website, which is regularly updated, and on its non-financial dashboard, which can be found in the final section of this report "[13. Non-financial dashboard](#)".

For all these reasons, and given that Atresmedia considers corporate responsibility to be part and parcel of its strategy, the Group strives to find and learn from good practices in other sectors, as well as the latest trends in ESG matters and any regulations that may have a direct or indirect impact on the Company. Along these lines, Atresmedia plays a proactive role in the Transparency, Social Commitment and Environment clusters of Forética, a benchmark organisation in sustainability and corporate social responsibility in Spain. It is also actively involved in the activities carried out by the SERES Foundation and the Global Compact and attends the quarterly meetings of the Responsible Media Forum, all of them prominent organisations that work hard to integrate social, environmental and good governance aspects into the strategy and management of companies.

06 About us

Atresmedia is Spain's leading communications group, with operations in the television, radio, digital, film and audiovisual production sectors. Atresmedia Group carries out its activities through various business divisions, including **Atresmedia Audiovisual**, **Atresmedia Radio**, **Atresmedia Publicidad** and **Atresmedia Diversificación**.



Atresmedia Audiovisual

With its six free-to-air television channels: Antena 3, laSexta, Neox, Nova, MEGA and Atreseries; its on-demand content platform atresplayer, which also includes the Flooxer and Neox Kidz channels, and its film production line through Atresmedia Cine and Buendía Estudios.



Atresmedia Radio

Includes Onda Cero, Europa FM, Melodía FM and, as of 2022, the digital audio platform Sonora.



Atresmedia Publicidad

Includes the Group's advertising and commercial operations, as well as the activities carried out by smartclip and H2H.



Atresmedia Diversificación

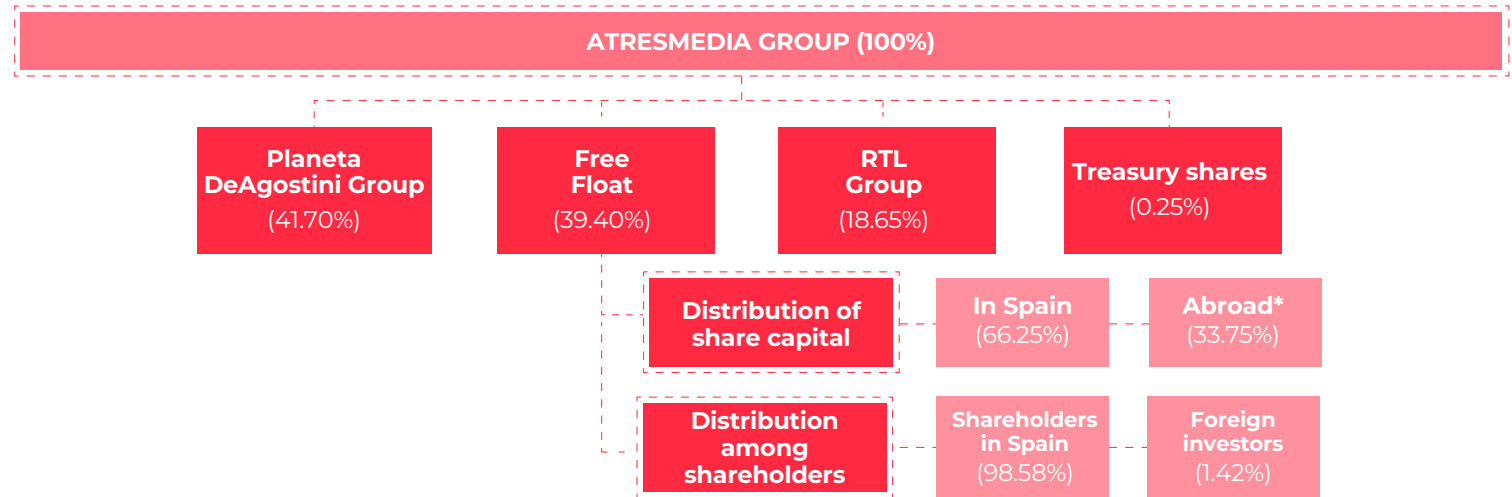
Encompasses the activities of other businesses that are not advertising-driven through Atresmedia Internacional, Media for Equity, New Businesses and the Music Business, as well as the activity of Pazy and Waynabox.

Aside from these activities, the Group has various other secondary business lines, including Atresmedia Formación, **which works to fully unlock the talent of the professionals who form part of Atresmedia for the ultimate benefit of society.**

They all share the core values of quality, commitment, viewpoint diversity and commitment to the industry, which govern all their activities and enable them to fulfil our purpose as a company, as well as our mission and vision.



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



The two shareholders with significant shareholdings are:

SHAREHOLDER	BUSINESS	BOARD PRESENCE
Grupo Planeta DeAgostini⁴	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.	D. José Creuheras ⁵ . D. Mauricio Casals Aldama D. Marco Drago D. Carlos Fernández Sanchiz
RTL Group	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.	D. Elmar Heggen D. Nicolas de Tavernost

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

⁴ Grupo Planeta – de Agostini, S.L. has an ownership interest through its wholly owned single-member subsidiary GRUPO PASA CARTERA, S.A.U

⁵ The Chairman, D. José Creuheras Margenat, is a proprietary director appointed at the proposal of the Planeta DeAgostini Group, and an executive director. Pursuant to Article 592(1) of the Spanish Corporate ENTERprises Act, he qualifies as an executive director.

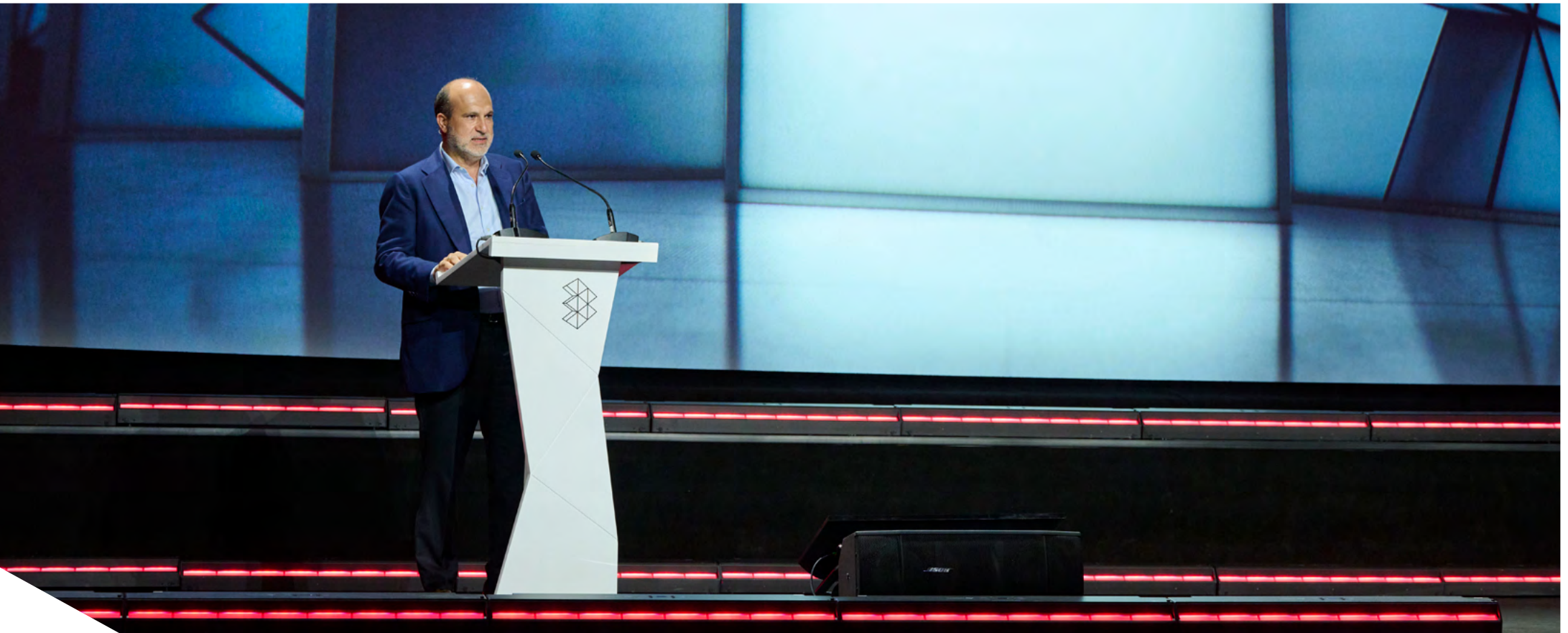


07

Sustainable management

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

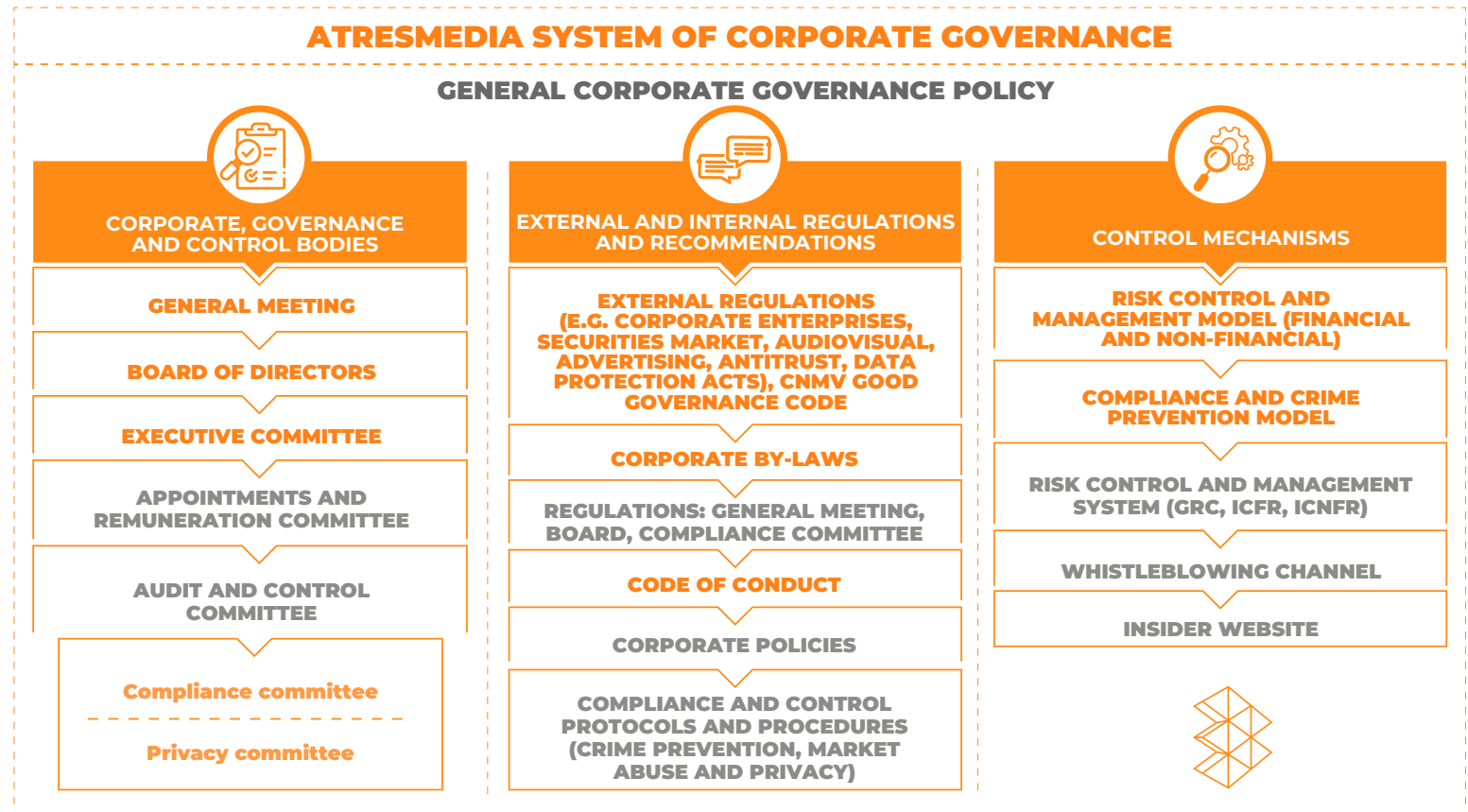
Atresmedia Group's Corporate Governance System ensures compliance with the Company's interests. This system steers its activities within a strict framework of regulatory compliance and responsibility.



07.1 Corporate governance

The **Corporate Governance System** and the **decision-making process** at Atresmedia are predicated on the Company's Corporate Governance Policy and comprise the **governing and management bodies**, together with the **law and regulations** there to ensure their proper functioning and control, as well as relations with stakeholders. Further information on this system is provided in the Annual Corporate Governance Report (ACGR).

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 2023 ACGR). Components of Atresmedia's corporate governance system:





The regular updating and improvement of Good Corporate Governance by applying the principles set out in Atresmedia's General Corporate Governance Policy and by acting on the recommendations of regulatory bodies such as ESMA or the CNMV have a positive impact by improving the company's reputation and building more confidence among audiences

Our internal rules on corporate governance (bylaws, regulations and policies) are available on the Atresmedia website, where you can also find the whistleblowing channel and its rules.

As for the various regulatory components of this Corporate Governance System, the following aspects were approved or amended in 2023:

- Approval of the General Policy on the Internal Reporting System and regulatory procedure for the internal whistleblowing channel, in compliance with Law 2/2023, of 20 February, **on the protection of persons who report regulatory breaches and the fight against corruption (Spain's whistleblower protection act, or WPA).**
- Modification of the Code of Conduct to bring it in line with the organisational changes and adjustments made to the Whistleblowing Channel following the enactment of the WPA, and also to **include the Group's pledge to protect human rights and personal data and rules of conduct on the use of artificial intelligence tools.**
- Approval of the policy on the responsible use of artificial intelligence and related documents in order to **establish general principles of action and expected standards of conduct.**
- Amendment of the Executive Committee's intervention protocol in order to **update the amounts of the legal transactions set out therein for approval by the committee.**
- Modification of the protocol for the analysis and approval of related-party transactions in order to **include a provision whereby the power to approve related-party transactions vested in the Board of Directors may be delegated in the specific cases established by law and to include the criteria applied for the valuation and approval of these transactions, based on the information document published by the Spanish National Securities Market Commission (CNMV).**

⁶ www.atresmediacorporacion.com

The mechanisms for dealing with conflicts of interest are set out in the regulations of the Board of Directors (article 34.3) and described in detail in section D.6 of the 2023 ACGR

The 2023 Annual Corporate Governance Report (ACGR) 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).





Each year the secretary of the board receives a statement signed by the directors confirming the absence of conflicts of interest or, as the case may be, the existence and description of such conflicts. this information is included in the notes to the financial statements and in the ACGR

The directors must also notify any actual or potential conflict of interest that they, or their related parties (as defined under 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.**

Annual General Meeting

The Annual General Meeting, which took place on 26 April 2023, was 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.



Annual General Meeting

The Annual General Meeting, which took place on 26 April 2023, was 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.

New Remuneration Policy 2024–2026

The Annual General Meeting of Shareholders held in April 2023 approved a new remuneration policy (the “Remuneration Policy” or the “Policy”) applicable throughout the remaining months of 2023 and during financial years 2024 to 2026, both inclusive. The Policy renders null and void and supersedes the remuneration policy until now in effect for financial years 2021–2023, which had been approved by the Annual General Meeting held on 28 April 2021.

When drafting the new policy, external independent law firm Cuatrecasas was engaged to provide advice. The policy follows on from the previous one, so it is **fair to say that Atresmedia's director remuneration model has remained stable and predictable in recent years, despite having undergone the necessary changes to ensure compliance with applicable legal requirements and to bring it in line with new trends and best practices**, which have involved the inclusion of new remuneration components. The main changes made to the policy are as follows:

- Adaptation of the policy to changes in internal positions in 2022, such as the appointment of an executive vice chairman, a position that had been vacant since 2019, and the disappearance of the position of General Manager of Television.
- Inclusion of a variable remuneration item linked to the performance of new businesses for executive directors and a group of Group executives with the aim of introducing competitive formulas to retain and motivate key members of the management team, in line with the Group's strategic objectives, and align their remuneration with the return on investment for shareholders. This has been carried out through a variable remuneration factor whereby shareholders may receive additional extraordinary dividends pegged to the performance of new businesses.
- System of compensation set out in the professional services agreement signed with the chairman of the Board of Directors brought in line with the system applicable to the other executive directors.
- Increase in the remuneration of external directors.
- Modification and technical adjustments to the situations warranting early payment of the percentage of annual variable remuneration of executive directors, typically requiring the director to remain in office for an additional year from the time of its vesting.

Director and executive remuneration linked to non-financial indicators

The 2024–2026 Remuneration Policy sets out the long-term variable remuneration plan for executive directors and certain executives of the Group, comprising payments in cash and shares, which was already included in the previous policy approved in 2021.

The plan links a portion of variable remuneration (5%) to the performance of non-financial indicators from the dashboard related to the inclusion of ESG aspects in the Group's management. These indicators are as follows:

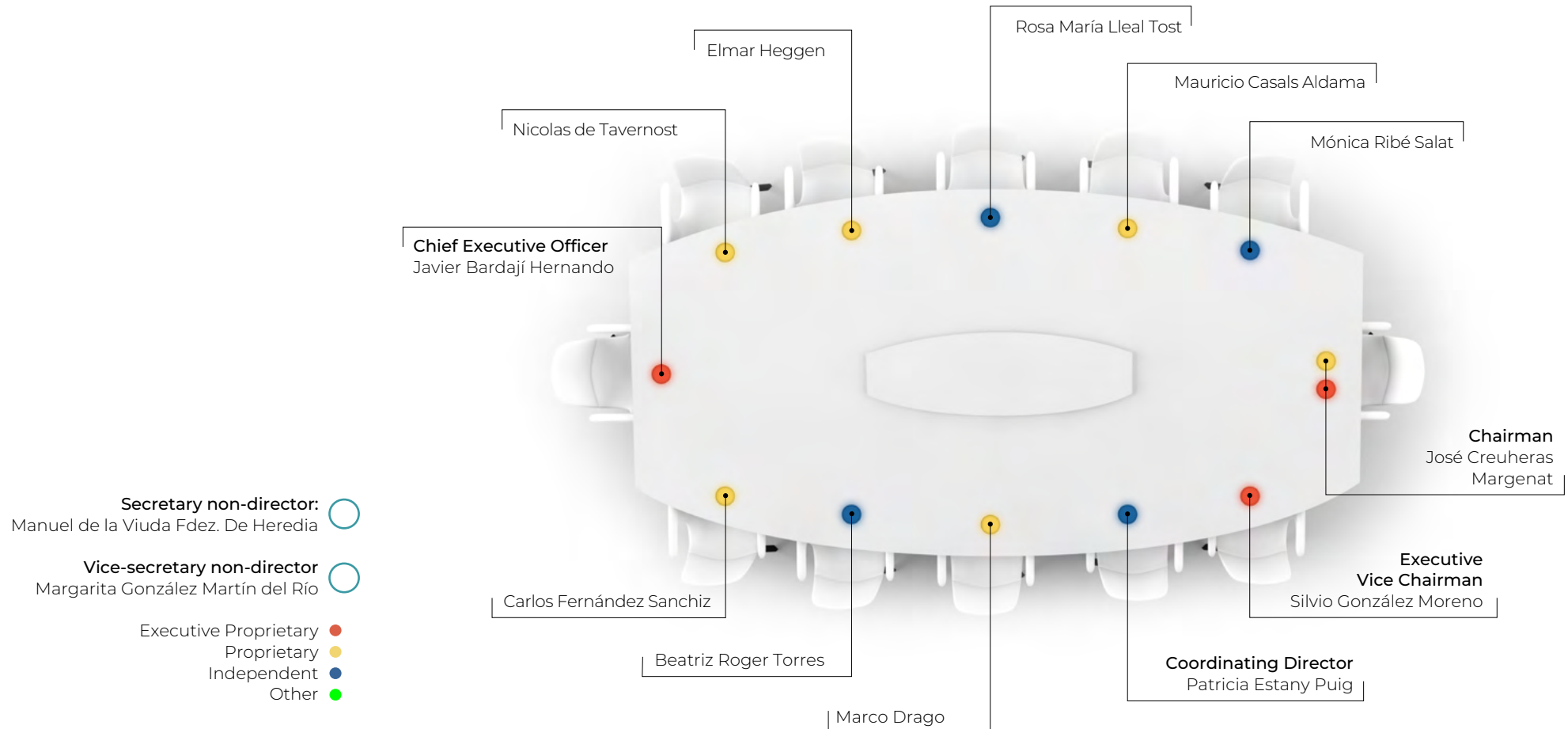
- Degree of compliance with the recommendations of the Good Governance Code (GGC) applicable to the Company.
- Setting aside a meaningful reserve of television advertising space for free campaigns for NGOs.
- Maintaining and improving the percentage of hours of subtitled content on television.
- Atresmedia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

The new Remuneration Policy received 84.08% of the votes cast by shareholders at the 2023 Annual General Meeting, while the directors' remuneration report received 99.80% of the votes cast.



Board of Directors and Board committees

As of 31 December 2023, the Board of Directors was composed of 12 directors, four of whom were women, thus accounting for more than 30% of total board membership. All members qualified as independent directors. In 2023 the Annual General Meeting resolved to re-elect seven directors: **the three executive directors, one independent director and three proprietary directors, without any change in the composition of the board in 2023.**



Diversity on the management bodies

Following the practice recommended by the CNMV in its Technical Guide 1/2019 on nomination and remuneration committees, the CNMV periodically reviews the skills matrix, which is an effective tool for determining needs related to the composition and profiles of the management bodies, so as to incorporate (as they arise) any relevant developments that may further improve the quality of the composition of the Board of Directors.

Atresmedia has pinpointed the diversity issues that pose the greatest social and corporate challenges for equal opportunities and non-discrimination. **These issues include diversity by gender, diversity by age group, diversity by nationality or background, and diversity by expertise.** However, the Group has failed to reach the recommended percentage of female directors set out in the Good Governance Code of Listed Companies (Recommendation 15). Therefore, this concern was addressed during the review of the skills matrix so as to ensure that gender diversity is considered when selecting new board members.





	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 AGE	
Under 50	0	0%
50-60	5	41.7%
61-70	4	33.3%
Over 70	3	25%
Average age	64	-

	BY NATIONALITY	
Spanish	9	75%
Foreign	3	25%

The average age of Atresmedia Group's directors is 64 and the percentage of spanish directors is 75%



Regarding the diversity of skills, in 2023 the Appointments and Remuneration Committee reviewed those included in the matrix in order to adapt them to the latest trends in corporate governance, regulatory changes and the recommendations of regulatory bodies. In doing so, it added the cybersecurity skill, separated the finance and risks skills so as to also cover non-financial risks, and included, in the sustainability skill, knowledge of environmental matters, climate change, social-human resources, remuneration, diversity, talent, social action, corporate governance and compliance.

Individual director skills were also updated to ensure closer alignment with the benchmarks used in the new skills matrix, as described in the preceding paragraph.

TOPIC	Nº OF DIRECTORS
Strategy	9
Business management	9
Sector (media, advertising, etc.)	6
Finance (accounting, auditing, etc.)	9
Risks (financial and non-financial)	8
Sustainability (environment, climate change, social, human resources, remuneration, diversity, talent, social action, corporate governance and compliance)	7
Cybersecurity	2
International experience	4



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 2024

Evaluation of governing bodies

Atresmedia Corporación de Medios de Comunicación, S.A., in line with Recommendation 36 of the GGC (as mentioned earlier) and CNMV Technical Guide 1/2019 on nomination and remuneration committees, carries out a review of the management bodies once every three years with the assistance of an external advisor, whose independence is verified by the Appointments and Remuneration Committee, to support the secretary of the Board of Directors, the board and its committees in the appraising their activities. In all other years, the same review is carried out entirely in-house by the secretary to the Board of Directors, who follows the same methodology and uses the same tools to gather the information (except for the personal interview with the directors), thus ensuring that the same data sources are used and enabling a reliable comparison between different financial years.

The review addresses the operation, quality and efficiency of the board as a collegial body, including its committees, the diversity of the Board's composition and skills, the performance of the Chairman, Vice Chairman, Chief Executive Officer, Lead Independent Director and Secretary to the Board, and the performance and contribution made by each director, focusing in particular on the chairs of the various board committees. In 2022, this evaluation was carried out under the advice of an external consultant whose independence and suitability were previously confirmed by the Appointments and Remuneration Committee. This external evaluation led to the 2022 evaluation report and, consequently, to the 2023 Action Plan, the implementation of which is reported in the 2023 ACGR. The main actions carried out along these lines include:

- More time spent by directors on the Group's long-term strategy and on reviewing the Risk Map.
- Cybersecurity training course delivered by experts.
- Implementation of a digital management tool for calling and minuting board and board committee meetings, thereby making the notifications of the confidential information regularly handled by these bodies more secure.
- Review of the skills matrix, redefining it in order to achieve greater alignment with the Group's needs; and incorporating new skills such as cybersecurity.

In 2023, the evaluation was carried out internally on the basis of corporate documentation, the preliminary activity reports of the Board of Directors and its committees for 2023, and individual questionnaires sent out to the directors.



Functions of the Board of Directors

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.

It 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.

The Board and committee meetings addressed the following issues related to sustainability (environmental, social, governance and compliance):



ESG ISSUES	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2022 reports on the evaluation of the Board and Board committees.		●										
2022 Statement of Non-Financial Information (2022 SNFI)		●										
External report on the evaluation of the Board and Board committees and their internal positions in 2022 and the action plan for 2023.		●										
Annual Corporate Governance Report (ACGR) for 2022.		●										
Annual Report on Director Remuneration (ARDR) for 2022.		●										
Report on the new director remuneration policy.			●									
Verification of financial and non-financial metrics linked to the annual variable remuneration of Atresmedia executive directors.		●										
Status of the long-term variable remuneration plan for executive directors and senior managers in 2022.			●									
Report by the Chief Compliance Officer on application of the compliance model and activity of the Regulatory Compliance Committee and the Privacy Committee.		●		●		●			●			
Progress on embedding ESG dimensions in Atresmedia in 2022. Next steps for 2023.				●								
Report on the situation of HR in Atresmedia.								●				
Assessment of diversity in the Board of Directors and Board committees of Atresmedia and review of the skills matrix.								●				
Review of the risk map (including, <i>inter alia</i> , risks related to climate change, cybersecurity and crime).								●				



07.2 Market landscape

Differentiation as a key strategy amid growing supply and demand for content

The market environment within the media industry and the markets in which Atresmedia operates are **highly dynamic, fiercely competitive and in constant flux**.

We have witnessed a global **increase in demand for content**, driven by the proliferation of both advertising-funded (AVOD – Advertising Video on Demand) and subscription-based (SVOD – Subscription Video on Demand) streaming platforms. This, combined with the **changes in the way viewers prefer to consume media**, poses a number of interesting challenges and opportunities for the Group. Never before has such an immense volume of content and formats been generated across all countries.

Notably, demand for quality content remains strong and the **supply of global content is expected to continue to grow** over the next few years, driven primarily by streaming platforms.

Despite the growth of these platforms and the fact that the budgets of many free-to-air and pay TV operators are under pressure, they **continue to invest in their schedules** and are likely to remain the largest buyers of content in the market.





While investment in content from streaming platforms is expected to slow, it will remain in positive territory. This includes investment in all types of content, including films and broadcasting rights for sporting events. In addition, with a strategy focused on **increasing subscribers while navigating a challenging landscape**, the platforms continue to offer exclusivity, with original brand-defining content, including local language and an extensive catalogue featuring the latest releases, in order to **meet the expectations of existing subscribers**.

In particular, **demand for high quality series has increased significantly**, with platforms investing substantial amounts to attract subscribers and using this as a means of **differentiating themselves and gaining prominence** in an increasingly competitive global environment. This has increased competition and pushed up costs within the market, particularly when it comes to attracting and retaining talent, thus reducing the profit margin on series, which tends to be lower than for other genres.

Meanwhile, **consumption has become even more fragmented** following the arrival of global subscription services such as Amazon Prime, local streaming services such as Movistar+, and user-generated video sharing platforms such as YouTube and TikTok. Moreover, this fragmentation is also accentuated by the popularity of ad-supported streaming services from both large global conglomerates, such as Pluto TV (ViacomCBS), and global subscription-based streaming platforms such as Netflix and Disney+, which offer “ad-lite” subscription tiers, i.e. with advertising, but at a lower price. The range and availability of platforms and options for viewing content is growing and this trend is expected to take hold within the market in the coming years.

Consumer behaviour is also evolving and there has been a **drop in the number of subscriptions per user**. This phenomenon, driven by household spending restraint (in both the United States and Europe, including Spain), has led to an increase in offers and choices of advertising-based platforms and content (AVOD) for both consumers and providers. It is also expected to grow at a faster pace over the coming five years.

Atresmedia already has its **own AVOD service**, in the form of atresplayer, and also offers a basic package as part of its new package and pricing strategy (launched in 2023), with the aim of growing in the digital advertising environment.

Outlook for the media sector

The increase in the number of platforms ultimately offers viewers greater choice and flexibility over what, how, where and when they watch content. This has had a significant impact on viewing habits worldwide, with a significant increase in TV streaming (especially smart TVs), as well as streaming via other devices (such as smartphones, tablets and PCs). However, this broad trend has not followed the same pattern across demographic groups: younger viewers spend proportionally more time consuming content on non-TV devices, while older demographic groups spend comparatively more time on free-to-air TV. The defining trait today is that viewers are able to watch the **content they want, where and when they want**. However, there is also the trend where viewers want platforms and channels to offer them moments where they can watch their favourite content to build affinity and bonding.

In Spain, free-to-air television viewing remains very popular, with **61% of the population** doing so on a daily basis. Overall TV usage (including free-to-air TV, streaming platforms, YouTube and games consoles) is **declining, having dipped 0.4% in 2023 to 225 minutes** per person. Within this broad figure, the total number of hours of free-to-air TV viewing **fell by 4.7%**, while other TV uses (such as for streaming platforms, YouTube and games consoles) **grew by 22.2%**.





In terms of total viewing, and regardless of the device on which it is viewed, free-to-air TV remains the most watched platform, accounting for **around 80%** of an individual's average TV viewing time in a day, followed by **streaming platforms** and **YouTube**.

Meanwhile, the advertising market has been performing rather erratically since 2020, with months of increased advertising swiftly followed by months of decline, and the market remains rather uncertain. That said, the **main advertising markets** did manage to grow in both 2022 and 2023, albeit not enough to return to the levels reported in 2019.

Notably, the advertising market has continued to grow in Spain, **rising by 4%** in 2023 compared with 2022.

According to Infoadex, advertising investment in conventional media was up 4.1% in 2023 compared with 2022, to reach EUR 5,991.9 million, with most media segments having upped their investment from 2022, except for Cinema (-3.2%) and Daily and Sunday Newspapers (-5.6%). **Advertising investment in conventional and digital television**—the main market in which Atresmedia operates—was up 2.9% to EUR 1,850 million, compared to EUR 1,797.4 million in 2022.

The Internet, with 118 minutes per person per day (5.2 minutes less than the previous year) was the second biggest medium in terms of consumption. According to the Comscore report released in December 2023, **Atresmedia's website ranks seventh**, with 24.6 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 2023, reaching **93 minutes per person**. Onda Cero, as the Group's leading radio station, reached out to more than two million regular listeners throughout the year, 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**, including both digital and conventional radio, was up **5.2%** on 2022, according to the latest report released by Infoadex.

Meanwhile, digital (including search engines, websites, and social media advertising) is the largest category of advertising spend, followed by TV advertising (including pay TV, free-to-air provincial, regional and national TV, and connected TV), which between them accounted for 76.5% of the controlled media advertising market in 2023.



The media market continues to evolve rapidly, with increasing global demand for quality content, changing viewing habits, a greater desire among advertisers to reach mass audiences and the rise of data-driven addressable advertising. Atresmedia is confident in its ability to pursue a strategy capable of capitalising on opportunities while mitigating potential risks in this constantly evolving market.

07.3 Business model and strategy

Atresmedia aims for all viewers and users to be able to consume its content in the medium and format they prefer

Atresmedia Group is structured around four divisions and businesses: **Audiovisual (Atresmedia Audiovisual, Radio (Atresmedia Radio), Advertising (Atresmedia Publicidad) and Diversification (Atresmedia Diversificación).**

Through its **Audiovisual** division, Atresmedia creates, produces and distributes content on its linear TV channels, on its OTT platform (atresplayer) and on all of its digital channels. It is outstanding at creating innovative and interesting high-quality content, which it produces with the aim of reaching all audiences, regardless of the channel or medium through which they access the content.

The **AUDIOVISUAL** division also includes the film business, which reflects the Group's commitment to Spanish film production. In 2023, this business achieved great results in revenue and at the box office, making Atresmedia —through its production company Atresmedia Cine— the Spanish production company with the highest number of viewers during the year, thus cementing its position as Spain's leading film producer.

Highlights during the period included Atresmedia's stake in **Buendía Estudios**, following the strategic agreement reached between Atresmedia and Telefónica to become the national touchstone for the creation and production of content in Spanish. In 2023, Buendía Estudios produced most of its main Spanish series and films for television and streaming platforms.

Atresmedia operates in the **Radio** business through Uniprex, with three radio stations: one general radio station, **Onda Cero**, and two music stations, **Europa FM** and **Melodía FM**. This business line, together with **audiovisual**, lies at the heart of Atresmedia's business model and paves the way for the other activities carried out by the Group.

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

atresplayer, it also receives both advertising revenues and revenues from the subscription to the premium platform with the various existing packages, as described further below.

Aside from the revenue earned from advertising and other content exploitation models (such as subscriptions to atresplayer or the sale of content to third parties), further revenues are received from the increasingly important activity of **Atresmedia Diversificación**, which works to develop and grow **other businesses not reliant on traditional advertising**, through the management of publishing rights, the international business of Atresmedia Group and the Group's participation in startups.

In addition to the Group's four main divisions, Atresmedia has other businesses that generate an additional source of revenue. One example is Atresmedia Formación, whose main objective is to harness the experience of the Group and its professionals to train companies, students and workers in communication and audiovisual skills.

Due to the diverse and wide-ranging divisions that comprise Atresmedia's business model, the value chain has been synthesised into the two main blocks represented below:

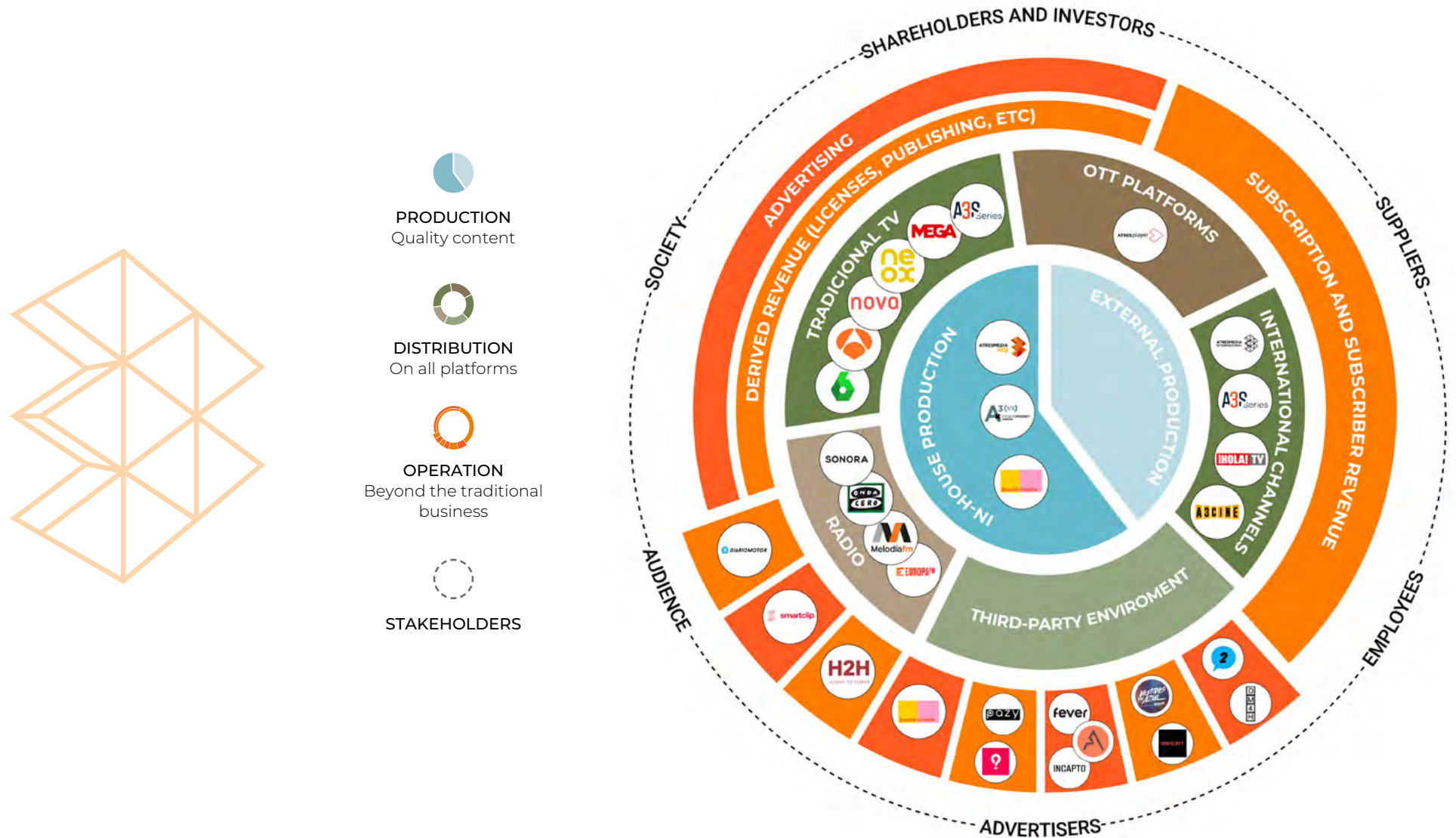
UNDERSTANDING THE VALUE CHAIN – CORE BUSINESS



UNDERSTANDING THE VALUE CHAIN - DIVERSIFICATION



The business lines are also depicted in the following diagram:



Atresmedia has amassed more than two years of absolute leadership in linear TV audience share, thanks to its commitment to a high quality, family-friendly and inclusive TV model

Lastly, it should be noted that 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 relies on its foundation, Fundación Atresmedia, 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 2023

Last year turned out to be a very positive year for Atresmedia in terms of results and KPIs across all of its businesses, especially in linear TV, where it achieved absolute leadership with a significant lead over its competitors in terms of audience numbers, both in all its channels and at Group level (with a total audience share of 26.8%). Antena 3's news programmes were a particular highlight, having led the market in audience figures for more than 27 months running, across all slots and news programmes.

As a benchmark for quality content, Atresmedia remains committed to content as the core of the business, as it responds to audience demands —both nationally and internationally— through its atresplayer platform. In 2023, atresplayer reported its **highest ever number of subscribers since its launch, at almost 600,000**, thanks to its pledge to deliver exceptional national content. It relishes being the local hero of the streaming business as it competes with large international platforms. As a result, thousands upon thousands of subscribers rely on atresplayer as their trusted platform. The atresplayer platform also happens to feature a **new design, cutting-edge technology and more functionalities to further enhance the user experience**. The year also witnessed a significant change in the platform's offer, with a change of strategy based on three pillars:



The commitment to 360-degree content distributed on different screens and formats and with a broad strategy of optimising content and distribution windows.

Atresplayer Premium becomes atresplayer to bring together Atresmedia's entire on-demand offer. This has allowed Atresmedia to bring together its entire range of digital content under a single brand, effectively allowing Advertising Video on Demand (AVOD) to be offered alongside Subscription Video on Demand (SVOD) via the same platform, thus providing the finest choice of content to both users and subscribers.



The launch of three new subscription offers for users:

Basic Plan
Premium Plan
Family Plan



The Company has spearheaded the digital transition of television and has developed a new segment of connected advertising that enables new formats and more user information

The Group's commitment to its digital business is also reflected in its various content websites, which have garnered more than 24.6 million unique visitors between them and make Atresmedia one of the leading publishers in Spain in terms of this metric.

Highlights in 2023 included the **global innovation developed by Atresmedia Publicidad for measuring advertising impact**. The classic GRP (gross rating point) for measuring TV advertising impact by advertisers has been replaced by CPM (cost per mille). This switch has been game-changing, as it means that linear television is now measured with the same metrics and parameters as digital advertising in any format and allows companies to reliably measure all the advertising impacts of an ad campaign, regardless of where and how it is watched. Aside from this momentous change in the measurement system, Atresmedia changed the format of TV commercials —mainly in Atresmedia's flagship programme, *El Hormiguero*— to show TV commercials in digital format and in a single cut. It is a radical and highly innovative change in TV advertising and signals clear progress in the linear TV business, where we have managed to convert linear seconds into digital impressions.





The Company has also been working hard to upscale its **addressable advertising** capabilities as it looks to lever its digital, data and analytics know-how. As part of its commitment to new forms of advertising and its leading position in the technological development of advertising products, Atresmedia has been spearheading the digital transition of television and has developed a new segment of connected advertising, allowing it to offer a range of both content and advertising that is more closely aligned with the interests of each user.

Turning to the **Advertising business**, Atresmedia's investees made a significant contribution to the Group's overall results. A prime example would be **smartclip**, Spain's leading digital advertising network, which manages more than 70 media and offers technology-based digital advertising solutions with differential value. A further highlight was the contribution made by **H2H**, the Group's investee in the influencer marketing sector, which, thanks to its unique positioning with customers in terms of quality and transparency, has managed to become leader over the years within this growing sector, with a market share of more than 30%. In this regard, Atresmedia has continued its commitment to the influencer marketing sector with its non-controlling stake in boutique agency **Digital Marketing for Humans (DM4H)**, which operates predominantly in the beauty and consumer sectors. DM4H just so happens to share the same differentiating traits as H2H and Atresmedia, and its clients include several major national and international brands, whose digital strategy is managed through influencer marketing, social media strategy design and content creation for their social networks.

Moving to the **Radio** business, Atresmedia has managed to maintain its share of advertising spend since 2017 while outpacing its competitors, making it the radio group in Spain with the highest accumulated profitability thanks to a strategy of cost optimisation and efficiency across all content segments. In 2023, several of its main programmes reported an increase in their audience share thanks to Atresmedia's **commitment to produce high quality content for all types of audiences**.

Atresmedia Diversificación is another key pillar of the Group's business structure. It is responsible for developing businesses that are not reliant on traditional advertising and which currently make a substantial contribution to the Group's EBITDA, which is growing every year. The diversification division runs the international business, which helps the Atresmedia brand and content grow globally, having now reached **58.2 million subscribers for the international channels** and with atresplayer International, which offers a catalogue of quality content for its subscribers outside Spain. This business line also includes the **Media for Equity** business, which expanded its portfolio of investees in 2023. Notably, Atresmedia is now the main investor in **Fever**, which after its latest round of financing was valued at over USD 1,800 million. In 2023, the Group pursued a strategy of consolidation and further investment in some of **Media for Equity's** investee companies, including **Waynabox** (a leading surprise travel company), with the aim of making these companies



Atresmedia has strengthened its commitment to content for Generation Z by acquiring a stake in the company Ac2ality, a leader in news and current affairs

part of the Group's businesses and making them scalable. Thanks to the Group's strategic support, Waynabox has increased its revenues by a factor of two and has therefore demonstrated the success of this strategy.

Atresmedia Diversificación also looks to invest in **startups** in the **Silver Economy**, which caters to the needs and interests of the population aged between 50 and 70. In this segment, Atresmedia holds investments in the Cuideo, Durcal and Pensium startups. It has also launched, under what is known as the corporate venture building model, Pazy Digital Ventures with the aim of disrupting the funeral industry by offering a new, fully digital experience.

Along similar things, Atresmedia has **continued its search for strategic lines that will help to capture the Generation Z audience**, who like to diversify their attention and their sources of entertainment and information. One such interest would be **CTK**, a company that organises eSports tournaments, gaming experiences and eSports in general, which was set up in 2022. In 2023, **CTK** launched its first *Warmup Arena* tournament with support from Santander Group, with a view to becoming the leading amateur eSports platform in Spain. A further highlight is the agreement reached in



ZORRAS


atresplayer
SERIE
ORIGINAL



2023 with Ac2ality, a leader in information and current affairs for Generation Z, **with more than 5 million followers on social media**. It offers a brand new format and novel narrative, capable of telling the news in one minute and explaining complex current affairs in the kind of colloquial language commonly used by this generation.

The Company also remains firmly continued to innovative companies by renewing its strategic agreement with **Lanzadera** to promote corporate innovation in the audiovisual and entertainment sector through the startup ecosystem. In 2023, more than 20 innovative startups that provide solutions to the challenges defined by Atresmedia were appraised, particularly in the areas of digitalisation and content automation.

As a result of all these activities and businesses, the Group has been able to excel and **grow**, successfully **outperforming** other market players while achieving remarkable **results**, despite the **difficult economic landscape**. The media and content generation sector is transforming. By diversifying its businesses and embracing a firm commitment to offering quality content (in any format and medium) and for any user, Atresmedia is managing to avoid the downturn that other groups and sectors are enduring, such as the written press and magazines segment. The steady transformation of its businesses has enabled Atresmedia to improve its results year after year on the path to becoming the leading communications group in Spain.

This formidable performance has translated into an **EBITDA margin of 17.8%**, driven by cost optimisation, new revenues, and an increase in audience share, making Atresmedia the leading player in the advertising market.

Atresmedia has been pursuing its strategic plan for the past four years. The plan has steered the Company forward and helped to strengthen and defend the core business and transform its business segments (even during the pandemic). This has led the Group to notable successes and yielded excellent results in this period. Notably, in 2023 the strategic objectives and projects were reviewed in order to accommodate and adjust them to the course of the businesses and the markets and sectors in which the Group operates. All the business areas and many of the Group's professionals have been involved in this process, and thanks to their hard work we were able to review the main strategic priorities summarised below:

**MAXIMISING THE VALUE OF THE CORE BUSINESSES**

Linear TV and radio as the Group's core businesses remain popular among audiences and advertisers alike. The aim is to optimise and continuously improve these businesses in order to streamline the use of the assets and capabilities available within the Group, while also improving its positioning and profitability in its core businesses. Thanks to its assets—both tangible and intangible—and harnessing these capabilities and the talent available within the group (both among its employees and in all the presenters, collaborators and content creators), Atresmedia will be able to remain relevant and continue to lead these business lines.

STRENGTHENING THE DIGITAL BUSINESS

For several years, Atresmedia has been committed to its digital business as an increasingly important window for the distribution of content and the generation of advertising. To succeed, Atresmedia is seeking to strengthen its strategic commitment to digital businesses, both advertising-based and subscription-based. It also has an ambitious growth plan for the coming years, both in its current digital businesses and in the new businesses it aims to develop over the coming years.

SPEARHEADING THE GENERATION OF AUDIOVISUAL CONTENT

Atresmedia believes that the key to the success and future of all the Group's businesses is the capacity to create quality content for all audiences. To succeed, it seeks to have the finest talent for generating internal and external content, through agreements and other interests in several of the country's main independent production companies. It also has traditional channels and formats as well as various new digital and social media formats. Atresmedia is confident of being able to reach out to any user, no matter where they are and no matter the channel and device they use to access any of its content. It strongly believes that by generating successful content and branding, it will be able to connect with any user on any platform, whether owned or third-party.

FURTHER DIVERSIFYING THE GROUP

Atresmedia has stuck with its strategy of diversifying its business and, therefore, its sources of revenue. This strategy has been remarkably successful in recent years. The aim is to further diversify the Group in order to discover and then grow—both organically and inorganically—new businesses that are different from its current ones, thus diversifying its sources of revenue and giving it a broad range of business interests that will ensure the Group's future growth. Essentially, this pillar looks to develop revenue streams not reliant on advertising and to expand internationally.

ACCELERATING THE GROUP'S TRANSFORMATION

For years now, Atresmedia has been pursuing various transformation plans and projects with the aim of becoming more flexible and efficient thanks to technology and the continuous improvement of processes. The aim is to accelerate this transformation process as the changes are now coming thick and fast, and the Group and its businesses must be ready for them. Atresmedia fosters continuous transformation, but will look to go one step further by undertaking various projects. One of the main changes and levers of transformation will be generative artificial intelligence (AI), which is expected to have a major impact on all sectors and businesses in which the Group operates, both in terms of content generation (video, text, audio) and on the corporate side of things, by transforming and simplifying many tasks that create little in the way of added value. Atresmedia is looking to develop and undertake various projects and actions involving AI in the near future.



As our strategy continues to evolve, in 2023 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:

KPIs	2022	2023
Share of TV audience	27.2%	26.8%
Power ratio	1.52	1.56
Cost trend/GRP ⁽²⁰²²⁾ / CPM ⁽²⁰²³⁾ Atresmedia (EUR) ⁷	838	2.36
Audience share for Atresmedia Radio – 12-month periods	12.3%	12.1%
Atresmedia radio audience share - waves	12.1%	12.1%
Share of radio investment	0.173	17.1%
Revenue per listener (quarterly)	25.7	26.5
% Own production vs. total programming (weighted by audience)	62.1%	64%

KPIs	2022	2023
Average no. of unique visitors – Total Group (million) (Comscore)	26.3	25.5
Nº of pages viewed – Total Group (PC only) (million) (Comscore)	58.3	55
Nº of pages viewed – Total Atresplayer (PC only) (million) (ComScore)	9.5	9
% of international revenue	3%	2.7%
Nº of paid subscribers to Atresmedia channels (million)	63	58.2
% of non-traditional revenue	19.7%	22.9%
Nº of M4E investees	21	25

⁷ The indicator is not comparable between 2022 and 2023 due to the change in the unit of advertising sales from cost/GRP to CPM.



Atresmedia Group: a data-driven management model

Thanks to Atresmedia Group's commitment to a data-driven management model, the Data & Analytics area has helped to make information a key element when it comes to corporate decision-making.

Throughout 2023, various factors within the industry triggered a number of significant internal developments aimed at minimising the financial impact. Firstly, in the regulatory realm, we witnessed the **entry into force of a new legal framework** governing user consent in the digital environment. Secondly, the **content industry moved steadily towards lower-priced subscription and advertising models**, which has prompted all players in the content creation market to rethink their strategies. And thirdly, we saw a **surge in AI models, with their use among companies becoming more mainstream**. These aspects proved to be the main challenges in 2023 and made up the roadmap for the developments carried out during the year.

The most ambitious project undertaken by the Group in 2023 was search for and implementation of an alternative to the DMP (Data Management Platform), to **segment and offer data-driven advertising that can provide autonomy to the commercial team and allow us to offer advertisers the targets they require**. In this context, the need arose to respond to a digital cookieless environment and to incorporate **HbbTV** into the targeting and marketing/advertising activation ecosystem.

After several months of poring over alternatives, Atresmedia successfully implemented a hybrid system, consisting of a data warehouse environment and a non-SQL targeting tool. **Thanks to this system, the commercial team now has all the information it needs to create segments updated daily and an automated system for sending them to the advertising activations for the broadcast of the ads**, both in the digital ecosystem and on HbbTV.

In addition, and in response to the second aspect mentioned above, the new Premium Family subscription offer on the atresplayer content platform was adapted and added to the reporting system. Its new features and functions, including the creation of consumption profiles, required a profound change in the tables and data models.

The constant search for optimisation and improvement of the Atresmedia data platform led to an audit by Amazon Web Services (AWS). The aim of this audit was to adapt the cloud environment to new reporting architecture offers, process orchestration and data governance. The findings will enable the Group to make necessary and important changes during the first half of 2024.

Perhaps the most complex and exciting challenge in data modelling and analytics has been gaining a closer understanding of new generative AI tools and the impact they can have on the business. The exponential growth of these models and the challenges they pose prompted us to set up a dedicated working group, in which the Data & Analytics area will play a key role for the entire company over the coming years.

In a nutshell, after years of consolidating Big Data in response to the Company's advanced analytical needs, 2024 will be the year in which we consolidate a data-driven management model capable of responding to the challenges of the industry, with data analytics being the main focus of our decision-making.



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, and production for third parties, through its flagship brands: Antena 3, laSexta, Onda Cero, Europa FM, atresplayer and more besides. Notably, Atresmedia pursues its strategy through various divisions: **Atresmedia Audiovisual** (with its six television channels: Antena 3, laSexta, Neox, Nova, MEGA and Atreseries, as well as its atresplayer platform, and the film production business); **Atresmedia Radio** (Onda Cero, Europa FM, Melodía FM), **Atresmedia Publicidad** (dedicated to advertising and commercial exploitation) and **Atresmedia Diversificación** (activities and businesses that are not advertising-driven).



7.3.1.1 Atresmedia Audiovisual

Within the Group's audiovisual business, a line can be drawn between **Atresmedia Televisión**, with its six linear television channels; the **atresplayer** content platform; the film business carried out through **Atresmedia Cine**; and the audiovisual productions of Buendía Estudios, a Group investee.

Last year was yet another success story for Atresmedia's audiovisual business, which reigned supreme across all of its formats:

- In the television business, Antena 3 made it two years of leadership over its closest rival.
- atresplayer surpassed 600,000 subscribers and ended the year with 28.71 million unique visitors, thus maintaining its lead over its nearest competitor.
- Atresmedia Cine led the Spanish cinema box office for the fifth year running, grossing more than EUR 19 million.
- Buendía Estudios added further locations to its business outreach, namely the Canary Islands, through Buendía Estudios Canarias, and the Basque Country, through Buendía Estudios Bizkaia.

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 disinformation and fake news, gives a voice to minorities and encourages pluralism and diversity. Thanks to these endeavours, Atresmedia Televisión managed to widen the gap with its closest competitor by embracing a television model based on content variety, the most successful entertainment formats, the most varied and complete catalogue of fiction series and the best rated news programmes, all of which led it to achieve the **treble in terms of audiences**, with the following milestones:

- Atresmedia Televisión once again cemented its position, for the second year running, as the leading media group in terms of audience, despite having one channel less than its competitor.



Atresmedia Televisión, leading group in 2023 for the second year running and with the largest ever gap over its closest rival

- Antena 3 remained the most watched television channel, having achieved two full years of absolute leadership over its rival.
- laSexta ended the year with an audience lead over its closest rival for the 11th year running.

It was also a year of great recognition for the Group's work. Its content, rigour, professionalism and commitment to current affairs caught the eye of various prestigious international organisations. To give just one example, Atresmedia was recognised by the **prestigious US magazine Newsweek as one of the most trusted companies in the world**. This is a testament to the success of its model and has cemented its position as one of the Spanish companies with the greatest international projection and reputation.

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 2023 prepared by Reuters Institute and the University of Oxford**. According to the study, Antena 3 was once again the television channel to have earned the highest trust rating (51%), while laSexta was the second most trusted private channel in the eyes of the public (42%).

The long-standing **Personality Media Image** study placed Antena 3 as the best rated television channel in Spain for the 10th year running, with the channel coming top in 10 of the 11 categories analysed. Meanwhile, laSexta **reached its highest position since October 2020**, as the third most watched private channel in Spain and as the **public's second favourite channel overall**.

The division continued to report excellent audiences figures across the busiest 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, and protects the most vulnerable, especially children. As a result, Atresmedia Televisión remains the leading media outlet in Spain and the first choice among viewers.

Results based on historical audiences

Atresmedia ended 2023 with one of its best ever showings. The Group managed to increase its dominance among television audiences in Spain, achieving historic results across all of its channels and closing the year with a **26.8% audience share and more than 18.2 million unique viewers per day**.

Atresmedia named by us magazine *Newsweek* as one of the most trusted companies in the world; the only spanish company to be singled out from the media and entertainment industry



During the year, Atresmedia Televisión continued to focus on its **already consolidated success stories** on Spanish television, such as *El Hormiguero 3.0*, *Pasapalabra*, and *Tu cara me suena*, as well as the absolute leadership of *Aruser@* in the morning slot, which set yet another record (now six years running) in terms of audience share. Aside from this work, Atresmedia continued to organise major TV news events such as *Cara a Cara. El Debate*, the only “face-off” to be aired on television between Pedro Sánchez and Alberto Núñez Feijóo, both vying to become Prime Minister. The debate was watched by 46.5% of the audience: 1 out of every 2 viewers, and by more than 5.9 million viewers (5,910,000), making it the most watched non-sport broadcast of the year, despite being aired in the middle of summer (10 July).

CHANNEL	SHARE	MILESTONE
Antena 3	13.30%	- Increased its leadership in audience numbers in 2023 and managed to lead in every single month of the year, from start to finish, while achieving the widest gap ahead of its closest rival in 27 years (almost +3 points). - Extended its market leadership to 26 months in a row and the leading Prime Time programming (14.5%) for the past three years. Antena 3 was the most watched channel on 86% of the total days in 2023 and achieves 91% of the 500 most watched broadcasts of the year. - <i>Antena 3 Noticias</i> ended 2023 as the leading news programme for the sixth year running, achieving its widest gap ever ahead of its closest rival. - <i>Y ahora Sonsoles</i> reigned in the afternoon slot by leading the pack in every month of the year. - Antena 3 was the channel with the highest number of unique viewers, averaging more than 12 million each day in 2023.
laSexta	6.30%	- Continued to grow and continued its lead over its closest rival to 11 years, even managing to widen the gap (+1.1 points). - Remained the private channel with the second most unique viewers, averaging over 9.5 million each day during the year. - <i>Aruser@s</i> hit yet another all-time high, for the sixth year running, and cemented its leadership in the morning by building the widest ever gap over its competitors. - Special show <i>Al Rojo Vivo Objetivo La Moncloa: Los resultados, Lo de Évole, El Intermedio, y laSexta Noticias</i> were the channel's most viewed shows in 2023. - <i>Jugones</i> grew and reached its highest ever share in 2023, for the second year running.
Nova	2.00%	- The leading female channel from Monday to Friday. - Achieved the best premiere of a fiction programme in the speciality segment with <i>Doctor Ali</i> (3.1% share).
Neox	2.00%	- Grew by 2 tenths of a point to reach its best figure in three years, and continued to impress in reaching its commercial target audience and in the 13–44 age group.
MEGA	1.50%	- Achieved its best result in three years, with <i>El Chiringuito de Jugones</i> continuing to be its most watched show.
Atreseries	1.80%	- Following its success in 2022, it achieved its best-ever market share, and was once again the leading new content player.



Antena 3: leading the way in entertainment and news for the second year running

Antena 3, thanks to its strong programming, was the **leading channel by audience share in 2023** (13.3%), having made it 26 straight months of leadership through to December, its longest ever winning streak. Relying on this successful television model, the channel once again achieved the **most watched news, programmes and series on television in 2023**. Antena 3 also happened to be the channel with the most unique viewers, reporting more than 12 million viewers on average each day and becoming the most watched channel in the busiest time slots. It also grew in the number of days it has been leading the market, with the most watched broadcast on 92% of days and becoming the absolute champion of minutes with peak viewers.

Antena 3's news programmes, meanwhile, was the leading news programme for the sixth straight year, their longest-ever leadership streak, and in 2023 they achieved their ever biggest gap over their direct competitor. These milestones were possible thanks to the high quality, rigorous, responsible and independent journalism offered by the channel, whose four editions are the most viewed on television.

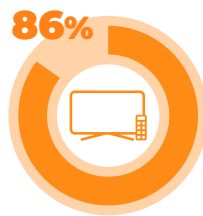




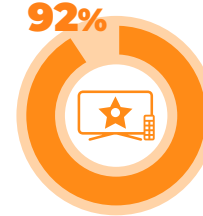
Antena 3 makes it 26 straight months of leadership and achieves the widest gap of the past 27 years over of its direct competitor

The channel also happens to broadcast the most viewed programmes on television: *El Hormiguero 3.0.*, *Tu cara me suena*, *El Desafío* and *Pasapalabra* and also ranks in the top 10 of the most watched light entertainment formats, with hits such as *La ruleta de la suerte* or *Mask Singer: adivina quién canta*. These programmes are also joined by *Y ahora Sonsoles*, which has a loyal fan base and continues to lead in the afternoon slot. Antena 3 was also the leading channel in 2023 for fiction series, with the most watched series on TV and also making the top 10 with these seven productions: *Tierra amarga*, *Hermanos*, *Secretos de familia*, *Cristo y Rey*, *Heridas*, *Pecado Original* and *Amar es para siempre*, the latter being the most watched national series in the afternoons. It has continued to build on this success thanks to its unwavering commitment to quality original fiction and, once again in 2023, to the biggest international successes.

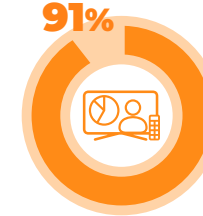
ABSOLUTE LEADERSHIP OF ANTENA 3 IN 2023:



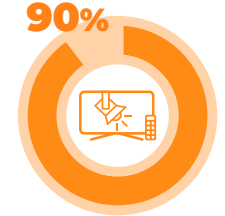
Antena 3 leader 86% of days in 2023



The most watched daily broadcast 92% of the days



91% of 500 most watched broadcasts



Antena 3 achieved 90% of minutes with peak viewers

laSexta: 11 years leading the way

Remaining faithful to the hallmarks that have defined the channel since it was integrated into Atresmedia 11 years ago, such as its **strong desire to inform, commitment to society and biting entertainment**, laSexta was once again the third most watched private channel in 2023, having maintained its leadership over its nearest rival since its integration. Moreover, the number of unique viewers it achieved in 2023—averaging more than 9.5 million—reveals a commanding lead not only over its direct rival, but also over the main channel of the competing group.

laSexta has been ahead of its closest rival for 30 months running

In 2023, highlights included the absolute leadership of *Aruser@s* in the morning slot, which made it six years running of back-to-back records in terms of audience share, while also achieving the widest gap ever ahead of its competitors. Once again, laSexta showcased its news broadcasting prowess through *laSexta Noticias*, which ranks among the channel's most watched daily programmes and whose most watched broadcasts in 2023 were *Cara a Cara* (2.7 million viewers and 21.4% share) and the special *Al Rojo Vivo Objetivo La Moncloa: Los resultados* (1.8 million viewers and a 13.4% market share). Meanwhile, *Lo de Évole* was once again the most watched programme, for the fourth year running, and *Al Rojo Vivo* was the content that contributed the most value to the channel.



Specialty channels: consolidating their position within the market

Atresmedia Televisión's specialty channels (Nova, Neox, MEGA and Atreseries) reported their best figure since 2020, with a combined audience share of 7.3%, thus **strengthening their position within the market** with their programming aimed at specific audiences. Nova's consolidated its status as the leading female channel from Monday to Friday and in its soap opera slot, with a 2.3% audience share.

Meanwhile, MEGA achieved its best annual figure in three years, with an audience share of 1.5%, and reached new highs among male audiences and in relation to its commercial target audience, with notable growth in the late night slot thanks to the leadership of *El Chiringuito de Jugones*, the channel's most watched show.

Atreseries (1.8%) delivered its best ever yearly performance, once again making it the leading new channel and also the most-watched pre-recorded specialty channel (2.1%). Neox also ended 2023 with its best result since 2020 and once again made gains in commercial targets, among young viewers (3%) and among viewers aged 25–44 (3.9%). The premières of the new episodes of the 34th season of *The Simpsons* and *Young Sheldon* were among the most watched content on the channel, as were feature films such as *Indiana Jones: Raiders of the Lost Ark*, the most watched film of the year.

Atresmedia: also leading the way in digital audiences

Atresmedia Group also maintained its leading position in the digital environment, ending the year with 24.6 million unique visitors, achieving its widest ever gap over its competitors and making it into 7th position in the ranking of the most visited websites.

Atresmedia was once again the leading audiovisual group in the digital realm, topping the table from January to December 2023 and making it **92 straight months of digital leadership**, in other words, making it the undisputed champion since April 2016.

This leadership is repeated for Atresmedia's main television channels, with the **lasexta.com** and **antena3.com** ending 2023 with 8.9 million and 8.4 million unique visitors, respectively⁸. The news and current affairs spaces, featuring the editions of *Antena 3 Noticias* and *Espejo Público*, were once again among the most visited content of Antena 3 in December.

⁸ Audience figures refer to the month of December.



atresplayer

2023, the year of the
atresplayer revolution

atresplayer 

atresplayer is the leading Spanish OTT platform which, with more than five million users per month and upwards of 600,000 subscribers, is the leader in internet consumption and has already won the biggest awards in the industry. Its success, which makes it a local hero squaring up against the international giants, is down to its pledge to offer high quality, innovative and varied locally-curated content. Last year was the year of the atresplayer revolution, in which it got even bigger. Atresmedia once again showed its commitment to the platform by giving it a new design, cutting-edge technology, more channels and an abundance of new productions and features that will improve the user experience for atresplayer, in both its free and paid versions.

Offering the best user experience goes to the heart of atresplayer. The **Atresmedia platform unveiled its new design in July 2023** and now features the latest technology. The new interface enhances the user experience on Smart TVs and mobile devices, allows for easier and more intuitive browsing and expands the customisation options, thus improving the user experience and enabling easy access to the platform's extensive catalogue of more than 30,000 hours of content.





atresplayer users currently enjoy the biggest library of free-to-air content of any platform in Spain. Aside from having access to all the content of Atresmedia TV's television channels, atresplayer also offers users a wide range of FAST channels, meaning linear online channels. In 2023 atresplayer expanded its live programming by adding **10 new free-to-air channels** (FAST), including **four new specialty linear channels** (Clásicos atresplayer, Multicine atresplayer, Comedia atresplayer and Mentas Inquietas), **five more programme-specific channels** (*Aquí no hay quien viva*, *El Club de la comedia*, *Equipo de investigación*, *Física o Química* and *El Hormiguero*) and a **Guest Channel**, airing different content each month. Atresplayer also launched Kidz, a FAST channel with uninterrupted broadcasting of children's content, and in July, atresplayer strengthened its commitment to shared experiences by launching a new subscription offer known as the *Premium Family Plan*, which allows viewing by up to three users at the same time, regardless of their location, making atresplayer one of the most attractive platforms for households.

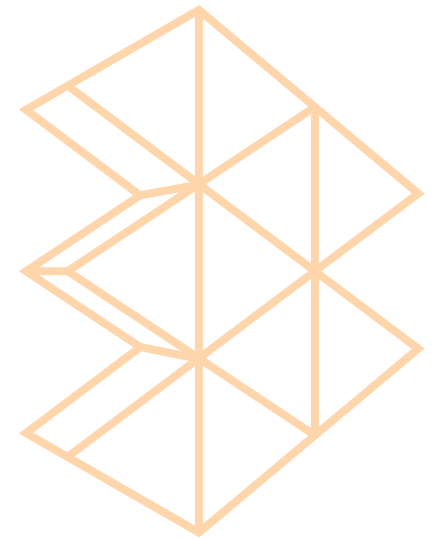




Aside from the varied content available on the free-to-air channels, atresplayer has become a benchmark in the industry thanks to its original and exclusive productions. Its impactful series and programmes have revolutionised the Spanish audiovisual industry in recent years, and it has also scooped some of the most prestigious awards on the Spanish cultural scene with productions such as **Veneno**, **Cardo** and **La Ruta**. Notably, atresplayer embarked on almost 30 new original and exclusive projects in 2023, and premièred more than 12 fiction series and new programmes and documentaries in order to maintain its status as a benchmark in the local market.

At an event held in July 2023 in the heart of Madrid, which brought together numerous prominent figures from the industry along with government representatives, Javier Bardají (CEO of Atresmedia) proclaimed that atresplayer upholds the Group's philosophy and principles. He also underscored Atresmedia's commitment to this platform, which is based on two basic principles —the best content and the best talent— all driven by an obsession with quality and diversity.

Thus, the success of atresplayer completes Atresmedia's pioneering hyper-distribution strategy, based on its 360-degree business model. The strategy now in place, which puts content at the heart of the business, allow for a more efficient exploitation of its series and programmes, thus extending their economic life and reaching all types of audiences.





Atresmedia Cine

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

Atresmedia cine ends 2023
having grossed eur 19.1 million and
achieving a 24% share

Atresmedia strongly believes that films **stir something within us and make us feel alive**. In 2023, it continued working to bring Spanish audiences into cinema halls and to be a key player in promoting the film industry. Notably, Atresmedia Cine ended the year with a film investment of EUR 23 million across 11 feature films. It was a historic year in which the division grossed EUR 19.1 million at the box office and achieved a market share of 24%. Atresmedia has plans to produce eight films in Spanish and in five co-official languages in 2024.

During this latest cycle, the Group was successful in placing two productions in the top five of the highest-grossing Spanish films of 2023: the comedy **Summer Vacation (Vacaciones de verano)**, which grossed EUR 7.4 million and was watched by more than 1.2 million viewers, and the animated film **Mummies (Momias)**, which grossed over EUR 5.9 million and hit almost one million viewers. Two other titles produced by Atresmedia also managed to position themselves in the top 10 of the highest-grossing Spanish films: the comedy **How to Become a Modern Man (Como Dios manda)**, starring Leo Harlem, and the horror film **The Communion Girl (La niña de la comunión)**.

Aside from these titles, **nine other feature films** were released throughout 2023, all of which achieved box-office success and industry recognition. These include **Good Manners (Los buenos modales)**, **The Boogeyman: The Origin of the Myth (El hombre del saco)**, **Me he hecho viral**, **Jokes & Cigarettes (Sabén Aquell)** and **Just One Small Favor (El favor)**.



For yet another year, several Atresmedia titles were nominated for various annual industry awards, under different categories, to recognise outstanding feature films, actors and directors. Three of Atresmedia Cine's films received **15 nominations** for the prestigious Goya Awards. This is a testament to the Audiovisual Group's cinematographic success and prowess.

Last but by no means least, the Group continued its support for film festivals and cultural outreach initiatives, as it has traditionally done and as an unconditional show of its support for the film industry. Indeed, in 2023 Atresmedia celebrated 26 years as an official sponsor of the Malaga Film Festival.

 AWARDS AND NOMINATIONS IN 2023	
VALLE DE SOMBRAS	3 nominations at the Goya Awards
SABEN AQUELL	11 nominations at the Goya Awards 13 nominations at the Gaudí Awards 1 nomination at the Forqué Awards
MOMIAS	1 nomination at the Goya Awards

Buendía Estudios

Consolidation of the leading production company in Spain



With the backing of both Atresmedia Group and Telefónica, Buendía Estudios managed to carve out a position as the leading production company in Spain in 2023. It proved to be a busy year for the company, which added further locations to its business outreach, namely the Canary Islands, through Buendía Estudios Canarias, and the Basque Country, through Buendía Estudios Bizkaia. The production company is also involved in content creation and development and is currently working on a large number of projects targeting the Spanish and Latin American markets, illustrating the diverse and multi-genre nature of its audiovisual catalogue. Buendía Estudios has also been busy defining the lines of action needed to ensure the effective implementation of a tailor-made sustainability protocol for all its productions.

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. More precisely, in 2023 it premièred nine fiction and non-fiction titles, shot 10 productions and renewed production of Atresmedia Group's daily live magazine show **Y Ahora Sonsoles**.



Atresplayer's original series, *Las Noches de Tefía*, produced by Buendía Estudios, won the Diversity TV awards for its LGTBQIA+ visibility at mipcom Cannes

Buendía Estudios and its subsidiaries carried out numerous productions in 2023 for Atresmedia Group channels and its atresplayer platform, including new fictions *Beguinas*, *La Pasión Turca*, *Ángela* (produced by Buendía Estudios Bizkaia), the branded content *La caja de arena*, or the new seasons of *Drag Race España*, as well as the premières on the platform of the series *Déjate ve* or *Camilo Superstar* and *Las Noches de Tefía*, both produced by Buendía Estudios Canarias.

Buendía Estudios' endeavours also included those made for other platforms that were released in 2023, such as the final season of *The Unit: Kabul* and *Poquita fe* for Movistar Plus+, the third season of *The Boarding School: Las Cumbres (El internado Las cumbres)* for Prime Vídeo, or *Poor Devil (Pobre Diablo)*, the first animated series produced by Buendía, released by MAX.





The production and work of Buendía Estudios and its excellent track record were recognised in 2023 with numerous nominations and awards, including:



AWARDS AND NOMINATIONS IN 2023

LA UNIDAD T2

- **Iris Award** for Best Fiction and Best Director.
- **Actors' Union Award** for Best Actress in a Leading Role and Best Supporting Actress.

LA UNIDAD KABUL

- Most awarded fiction at the **Iris Awards 2023** (Best Fiction, Production, Screenplay, Cinematography and Actor).
- **FesTVal Vitoria Award** for Best Fiction.
- **Fical Award** for Best Drama Showrunner.

LAS NOCHES DE TEFÍA

- **Ondas Award** for Best Actor.
- **FesTVal Award** for Best Actor.
- **Feroz Award nomination** for Best Actor in a Leading Role.
- **Iris Award nomination** for Best Fiction, Screenplay, Production and Actor.

POQUITA FE

- **Fical Award** for Best Comedy Series.
- **Fical Award** for Best Actor in a Comedy Series.
- Best Comedy Showrunner.
- **Fical Award** for Best Comedy Series.
- **Forqué Award Nominations** for Best Series, and Best Male and Female Acting.
- **Feroz Award nominations** for Best Comedy Series, Leading Actor, Leading Actress, Supporting Actor, Supporting Actress and Screenplay.

 **7.3.1.2**

Atresmedia Radio

The most outstanding offer of news and entertainment for radio lovers



Atresmedia's reputation as a viewpoint-diverse multimedia group attentive to the concerns and interests of society is thanks in no small measure to the work that Atresmedia Radio has been carrying out. 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. With them, the Group offers a full range of information and entertainment for all you radio lovers out there.

In 2023, the Radio Division of Atresmedia Group continued to focus on virtues such as credibility, viewpoint diversity and proximity, targeting in particular the fight against fake news and hoaxes spread through social networks. To succeed in this task, it used the most powerful weapon at its disposal: the professionalism and commitment of its entire team (editorial, production, commercial, back office, etc.), which in the case of Onda Cero features a perfect combination of experience and youth.

The audience figures once again demonstrated the success of Atresmedia Radio's strategy, having achieved 2.83 million daily listeners across its three stations. Onda Cero continued its leadership in audience share within the Group, with 1.94 million daily listeners, followed by Europa FM, which grew by 12% compared with 2022, to reach 850,000 listeners. This success was further reflected in the division's year-end figures. In the digital realm, Onda Cero ended December with 4.4 million unique visitors, up 9% on the previous month. Europa FM also ended the year on a high note, with more than 1.4 million unique visitors, its third best figure of 2023 and its fourth best ever.

Onda Cero recorded its best end to the year since 2016, reaching almost 2 million listeners, with Carlos Alsina hitting an all-time record





One of the hallmarks of *Más de uno* are the audio fictions directed by Carlos Alsina. Four such works were released during the year: *Caifás*, *Casas Viejas*, *El Asesinato de Kennedy... 60 años después* and *Qué bello es vivir*, in addition to the documentary *Radio Ucrania*

In 2023, Atresmedia Radio continued to incorporate new voices to join its already fabulous roster of Onda Cero communicators, including Carlos Alsina, Julia Otero, Rafa Latorre, Edu García and Jaime Cantizano, among others. One of the most noteworthy new arrivals was journalist Rocío Martínez. The *Antena 3 Deportes* presenter has taken on a new role as host, alongside Edu Pidal, of the nightly sports programme **Radioestadio noche**. The aim is to give more prominence to women's voices in the world of sport.

Journalist Miguel Ondarreta also joined the first part of the morning show on **Más de Uno**, directed and hosted by Carlos Alsina. In his new role, he tackled a season packed with challenges, notably the investiture debates between Alberto Núñez Feijóo and Pedro Sánchez, the state of the Spanish economy, territorial challenges and emerging armed conflicts.

Meanwhile, the evening programme **Julia en la onda**, helmed by Julia Otero, added various new voices to the roster, thus ensuring a fresh look and feel each year.

Lastly, Jaime Cantizano's team was joined by journalists Santi Seguro and Nacho Gay, and by actor Miguel Rellán.

Onda Cero: more time spent on meaningful content and new corporate jingle

Onda Cero updated its corporate jingle in 2023, opting for newer and fresher institutional symphonies that resonate better with audiences. The new corporate sound of Atresmedia's generalist radio station was composed by musician and producer Álex Soler and performed by the Bratislava Symphony Orchestra. Onda Cero has thus made a qualitative leap forward in its sound branding.

In 2023, Atresmedia Radio responded to the challenge set in 2022 by looking to build closer ties with its listeners and being the national radio station that dedicates the most time to local and regional content. From 7:20 in the morning until 7:20 in the evening, Onda Cero opens windows for local and regional news and magazine programmes.

It also happened to be a year full of awards for Onda Cero's various hosts and presenters. **Carlos Alsina** received the Francisco Cerecedo award for journalism from the Association of European Journalists, and the Golden Antenna from the Spanish Federation of Professional Television Associations. Meanwhile, **Julia Otero** was handed the Medal of Honour of the City of Barcelona from the Mayor, Jaume Collboni, and the head of the Economics Department of Onda Cero, **Ignacio Rodríguez Burgos**, was awarded the 6th KPMG/Rosa del Río Economic Journalism Prize by the Spanish Association of Economic Journalists.

The Europa FM morning show met with great success in all its outings and public shows, having been staged at universities, auditoriums and theatres, with all tickets selling out in advance

Europa FM: the evolution continues

True to its philosophy of constantly reinventing itself, Europa FM revolutionised its morning show, **Cuerpos especiales**, by taking over its entire production —previously in the hands of an external production company— and making other significant changes, such as bringing comedian Nacho García on board to co-host the show alongside Eva Soriano, while also shaking up the team of collaborators and scriptwriters.

In 2023, Europa FM organised 40 concerts throughout the country, bringing the artists that appear on its roster closer to listeners and fans. It also took part in large formats at festivals such as San Fermín, Pílares and La Mercè.

Sonora, the leap in Spanish audio quality

In 2023, Atresmedia Radio pivoted its digital audio strategy from a closed and paid model to an open, multi-distribution model. All the podcasts (fiction, documentaries and current affairs) will now be integrated into the Atresmedia Radio platforms, thus expanding the audio universe of the Division's brands.



7.3.1.3

Atresmedia Publicidad

Commitment to innovation
and advertiser service

Atresmedia Publicidad is the marketing arm of the Group's advertising spaces and its main source of revenue. 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**. Innovation, differentiation and the integration of advertising in the content were the hallmarks of Atresmedia Publicidad's strategy in 2023.

Its overwhelming success in terms of audience figures makes Atresmedia the platform of choice among advertisers for showcasing their products and services. In fact, thanks to this success, Atresmedia's programmes have been **triumphing as special advertising outlets**, making them highly attractive to the market and offering advertisers the possibility of linking their brands to premium content. All of this, combined with the Group's multimedia prowess—which includes the appeal of its six television channels and atresplayer—, its radio outreach, its websites and its social media platforms, make Atresmedia Publicidad an unrivalled proposition compared to its competitors.

In 2023, Atresmedia Publicidad's strategy was successful in unlocking the value of the media it markets and continued to target innovation, automation and digitalisation. These values are embodied in Atresmedia Publicidad's **traditional three main pursuits: innovation, profitability and efficiency**.



Atresmedia Publicidad launched its new Commercial Policy in 2023, switching the sales unit from GRP to CPM and introducing differentiated selling in *El Hormiguero 3.0*

Innovation

During 2023, Atresmedia remained firmly committed to innovation as a key pursuit in offering advertisers the **very best commercial service**. Highlights in 2023 included the launch of the new Atresmedia Commercial Policy, the creation of three new hybrid clusters, and the launch of the audience targeting tool for television, known as The Cube.

New Commercial Policy; the power of television

One of Atresmedia Group's main strategic commitments in 2023 was to have Atresmedia Publicidad draw up a **new Commercial Policy**. Most notably, the new policy switches the unit of advertising sales from GRP (gross rating point) to CPM (cost per mille), making it easier for agencies and advertisers to compare the cost and profitability of their investments across different media.



⁹ GRP: Puntos de porcentaje sobre la gente que ve televisión.

With this new sales model, the Group is now speaking the same language as other forms of media in the audiovisual market and is looking to showcase the **excellent return on investment offered by television** in general, and by Atresmedia in particular, in terms of coverage, context, brand safety, brand awareness and brand-building capacity, compared to other propositions within the market such as YouTube, Meta or Netflix. Atresmedia Publicidad has thus provided a further argument for advertisers to choose it as a shop window of sorts to showcase their wares to society.

Another big change ushered in by new Commercial Policy was the launch of differentiated sales in *El Hormiguero 3.0.*, which so far has allowed upwards of 80 advertisers from different 19 sectors to be featured during the programme's ad breaks, making it the most premium space in the wider Spanish advertising market thanks to the audience figures it commands. The space is introduced by host Pablo Motos and offers advertisers the ideal setting to maximise the effectiveness of their ad campaigns.

Given the success of the format, the concept of differentiated sales has been extended to other programmes such as *El Debate* and *Las Campanadas*. A clear commitment to innovation that has resulted in an increase in advertising effectiveness for advertisers and added profitability for Atresmedia.

Hybrid clusters: single-family homes, households with children and self-employed.

In 2023, Atresmedia Publicidad continued to improve its targeting and geolocation capacity, launching three new hybrid clusters to complement its existing range. These clusters are built by combining navigation in the digital environment, TV consumption data on HbbTV-enabled TV sets and the socio-demographic and economic profile of the audience. Thanks to these clusters, Atresmedia Publicidad can better adapt to the specific objectives of each commercial campaign. Notably, three new clusters were added in 2023:

- Single-family homes: designed for energy, communications or security advertisers, this cluster is aimed at areas with a high density of this type of housing.
- Households with children: aimed at population centres with the highest number of families with children under the age of 18. A perfect choice for advertisers of children's products, food, FMCG and youth-targeted brands.
- Self-employed: aimed at devices used by this segment. It is an ideal target for advertisers of banking, telecommunications, insurance or other specific products and services aimed at self-employed workers.

Hybridisation: holistic viewer awareness on TV thanks to *The Cube*

As a show of its commitment to innovation, Atresmedia launched *The Cube* in 2023: a television audience targeting tool based on the hybridisation of AIMC-KANTAR MEDIA data that helps advertisers reach out to certain audiences according to their consumption habits, interests, attitudes and opinions. Thanks to this tool, the television consumption data that Atresmedia Publicidad obtains is enriched with information from a third party (third-party data), allowing it to identify and offer specific television audience segments based on attitudes and behaviours, thus enriching the traditional socio-demographic segmentations.

Essentially, The Cube allows for a holistic understanding of the Atresmedia viewer by combining four axes of great interest to brands: audience, content, product consumption and interests/opinions. Moreover, thanks to the tool, advertisers can plan and report on the performance of their TV campaigns.

The Cube is another step forward in Atresmedia's innovation strategy and in the pursuit of the best commercial service.

Advertising innovations

In 2023, Atresmedia Publicidad continued to innovate in the advertising campaigns of its advertisers by seeking to improve the impact of such advertising among consumer audiences. Noteworthy new developments in advertising actions in 2023 included:

- The collaboration with Mahou San Miguel for the launch of **UPA NEXT**. Working alongside OMD, Atresmedia and Mahou sought to generate an emotional connection with the young target audience and create innovative experiences.
- Design and launch, together with PHD Media, of Škoda's multimedia brand experience campaign titled **"Make every mile count"**.
- **Kinder Surprise Moment** campaign on *El Hormiguero* to promote children's growth and learning through play, imagination and exploration.

Creation of a new advertising format for television alongside Iberdrola and Ac2ality. This format adapts the codes and aesthetics of social networks to the language of television.



Atresmedia's new advertising attention formula: attention equals emotion to the content degree times screen ($A=E^{\wedge}CXS$)

Effectiveness and impact

In 2023, Atresmedia Publicidad remained firmly committed to advertising effectiveness as a mainstay of its strategy. It therefore continued to invest in new formulas, formats and tools with the aim of automating and digitalising the advertising market, offering its advertisers a more attractive commercial proposition in terms of both form and scope.

New advertising attention formula $A=E^{\wedge}C \times S$

In 2023, Atresmedia presented its new and revolutionary formula for advertising attention at the 38th edition of the European benchmark meeting AEDEMO TV, scooping the prize for the most innovative presentation.

The formula, based on a joint neuroscience study between Atresmedia and Neurologica, measures the effectiveness of advertising in terms of attention and awareness, when viewed on different screens, platforms and content. The aim of the research was to measure emotional responses and spontaneous recall of content viewed on television, platforms, and digital media such as YouTube, Instagram and TikTok, across all available screens for each format.

In a clear commitment to boost the digitalisation and automation of processes demanded by the market, Atresmedia Publicidad continues to research new targeted or addressable advertising experiences in a bid to improve advertising effectiveness and the targeting capacity of television and in the digital environment. Thanks to this type of advertising, brands achieve more accurate targeting and frequency control and a better distribution of contacts in their campaigns.

The improvement in their targeting capacity and commitment to technology, digitalisation and automation makes Atresmedia stronger than its competitors and gives its advertisers greater outreach, enabling them to reach mass audiences in record time thanks to hybrid products such as Pantaia, which allows them to obtain a remarkable level of coverage, even exceeding that achieved via linear television.

In 2023, the main actions carried out by Atresmedia Publicidad in terms of automation and digitalisation were as follows:

- The launch of a **real-time audience measurement platform** alongside Kantar Media. Thanks to HbbTV-enabled televisions, historical audience data and the information delivered by the atresplayer platform, users can view minute-by-minute audience data via a dashboard with a very small time lag.
- The **agreement reached with Smartme Analytics** to find out the awareness of those brands that rely on *El Hormiguero* for their advertising. Through daily surveys using ACR methodology, every week Smartme compiles the 10 most recalled advertisements by the audience.



- Pledge to improve **contextual targeting alongside Meaning Cloud**, to improve the user's advertising experience by showing relevant messages closely related to the content they are consuming.
- Membership of **One Platform**, NBCUniversal's global platform which is the largest market place for broadcasters and allows advertisers to manage multinational campaigns.
- The launch of **AtresDesk**, together with The Trade Desk, to deliver linear TV spots to the advertising market automatically via The Trade Desk's demand-side platform. This will give agencies and advertisers alike new ways to access the best linear advertising inventory and maximise the outreach of their ad campaigns.

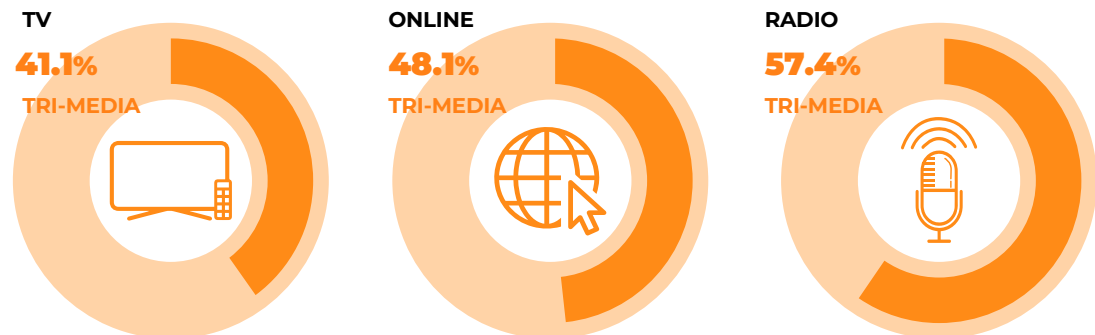
Aside from the agreements described above, Atresmedia Publicidad took further actions to automate and digitalise its proposition, including the first steps in purchasing programmatic advertising for atresplayer, the contextual advertising experiences just mentioned, and taking advertising to the next level on social media.

Return on investment

In 2023, return on investment was once again one of the Group's strategic priorities. The synergies unlocked between the various types of media that Atresmedia markets continue to drive the Company forward.

Around half of the advertising investment on Atresmedia's television channels (**42%**) came from **tri-media advertisers**, meaning clients who advertise across all the media platforms offered by Atresmedia. Moreover, this segment of

Return on investment





multimedia advertisers accounted for **48.1%** of the Group's **internet advertising revenues**, **57.4%** of **radio** revenues and **41.1%** of **television** revenues.

smartclip, H2H and Diariomotor: strengthening the digital environment

Atresmedia Publicidad holds stakes in other companies with the aim of strengthening its advertising strategy and improving its positioning in the digital environment. For example, the Company owns smartclip and is also a majority shareholder at the marketing agency Human to Human (H2H).

Smartclip

smartclip is a market leader in **advertising technology**, offering agencies and advertisers a unique business model with hybrid solutions. 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.

In 2023 smartclip consolidated its cross-device strategy, based on a **model of providing additional coverage or increasing ad frequency** among TV, multi-screen and multi-format audiences. It also introduced CTV inventories to **strengthen the video catalogue in the market**. smartclip expects to work even more closely with Atresmedia Group throughout 2024, focusing on the cross-device experience through the **marketing of joint products and combined television and digital strategies**. Special focus will be placed on reaching out to advertisers to improve their influence and the programmatic presence of the product to **further improve the media agency channel**. To contend with the disconnection of third party cookies that will arrive in the new year, smartclip has been working hard to identify projects that will allow it to continue running its existing business model, while also relying on complementary contextual products.

H2H (Human to Human)

H2H, the **leading influencer marketing agency** in the Spanish market, offers advertisers a new way to showcase their brands by harnessing the outreach of social media advertising and influencers. In 2023, the agency cemented its position in Spain and opened a new office in Lisbon with the aim of ramping up its commercial activity in Portugal.



H2H was named by Forbes as the “Best Influencer Marketing Agency” in 2023

H2H once again hit a new record in terms of turnover, growing by 30% compared to 2022 to sail past EUR 22 million. This growth was mainly due to:

- Attracting high-value customers. The agency’s client structure was enhanced in 2023, now focusing on client value and financial profitability.
- Better market positioning than its competitors. According to IAB, H2H reached 28.1% of the Spanish market share in 2023.
- More campaigns and more investment per customer. A total of 940 campaigns were managed in 2023 (20% more than in 2022), average investment per client grew by 24%, and the average number of campaigns per client was up 17%.
- Commitment to the industry. H2H remains firmly committed to the industry by producing and publishing the Influencer Marketing Sector in Spain Report.

Lastly, H2H was named by Forbes as “Best Influencer Marketing Agency” in 2023. Furthermore, according to the findings of the sector-wide study conducted by Scopen, H2H ranks first in “Exemplary Agency” based on client and agency ratings.

Diariomotor

In 2021, Atresmedia Group strengthened its digital proposition by acquiring a stake in Diariomotor. Last year was a successful time for the company, which managed to surpass its 2022 tally in terms of turnover and achieve an all-time high in revenues from the video segment, its main strategic line.

Diariomotor has grown significantly in the digital environment, ending the year with upwards of 200,000 followers on TikTok, 360,000 on YouTube and 130,000 on Instagram. Diariomotor is currently the fourth biggest motoring magazine in Spain.

7.3.1.4

Atresmedia Diversificación

Committed to the most innovative projects

Atresmedia Diversificación's main goal is to find and commit to innovative projects with high potential and that are likely to contribute significantly to the Group's earnings. It also works to create and grow businesses that are not directly dependent on the traditional advertising market.

In recent years, Atresmedia Diversificación has become a particularly important source of revenue for Atresmedia Group through its **four lines of action: Atresmedia Internacional, New Businesses, Media for Equity and Music Businesses.**

1. Atresmedia Internacional

With its four linear channels (Antena 3, Atrescine, Atreseries and ¡HOLA! TV) and atresplayer, Atresmedia Internacional sees to it that Atresmedia's content crosses national borders by taking the Group's news and entertainment content to the United States and other Spanish-speaking countries.





Antena 3 Internacional continues to offer outstanding entertainment and current affairs programming, and atreseries and atrescine also improved their audience figures

For the first time since Antena 3 Internacional began broadcasting in 1996, the number of subscribers to the international channels fell during the year, owing to a loss of subscribers within the pay TV industry across the main markets in which Atresmedia Internacional operates. This decline was largely due to competition from streaming platforms. That said, Atresmedia Internacional's channels performed just as well as in previous years.

Against this backdrop, atresplayer has become a new opportunity to bring the Group's content to the international scene. In 2023, the platform grew in international subscribers thanks to the new agreements reached with pay TV operators, such as SimpleTV in Venezuela, and with large streaming platforms, such as Amazon in Mexico.

Meanwhile, ¡HOLA! TV, which turned 10 years old in 2023, continued to provide outstanding coverage of all the events surrounding the coronation of King Charles III of the United Kingdom and the special programmes broadcast to mark the occasion.



2. New Businesses

The New Businesses and Licences line of Atresmedia Diversificación looks to build alliances for the creation of new products that will generate revenue by harnessing existing awareness of the Group's brands and content. Highlights in 2023 included the launch of the highly innovative official *Pasapalabra* app. A new fully digital tool of the programme of the same name, it became the most downloaded app in the Trivia category and the second most downloaded in the Games category at national level, with more than half a million downloads since its launch.

Meanwhile, Atresmedia Diversificación continued to carry out activations in licensed formats with the aim of taking the Group's brands to the highest level off-screen. Examples here include the relaunch of the karaoke microphone of *La Voz (The Voice)* with Vieta, promotional marketing actions linked to big brands such as Halls, Lowy or Banco Santander, or the launch of the 10th edition of the book *Cocina de Diez con Karlos Arguiñano*, which has sold more than 850,000 copies since its launch.

This division is also responsible for attracting sectoral investment, with well-consolidated formats such as:

- The "Atresmúsica" music agenda, which relies on media partnership agreements to promote successful musicals and shows such as *We Will Rock You*, *Chicago*, or the *Film Symphony Orchestra*, as well as festivals and concerts by the country's leading artists, such as *Noches del Botánico*, *Mallorca Live* or the *Hombres G* tour.
- Crea Lectura, an initiative aimed at the publishing market that continues to grow in terms of outreach year after year, reflecting the good health of the sector and generating positive social and cultural impacts. In 2023, *Crea Lectura* completed 100 programmes as it worked alongside authors, creators and publishers to promote culture.

3. Music Businesses

The Music Businesses division manages the music publishing house and Atresmúsica, the Group's record label, which also provides other services related to setting and ambience, music supervision and reporting of works in television broadcasts.

Through its **music publishing house**, Atresmedia Diversificación exploits the Group's audiovisual content and its own library, reaching out to global media platforms and territories outside Spain.

Meanwhile, **Atresmúsica** publishes the original soundtracks of these contents, while also creating specific opportunities for musical placement and synergies with artists or producers for the joint exploitation of phonograms, both for

emerging and established artists. In 2023 Atresmedia Diversificación, through its Music Businesses line, produced 15 albums that will be published at some point in 2024, with news-related and suspenseful music; it published more than 12 soundtracks and numerous singles by emerging artists and consolidated talent such as Dieggi and Bestiah.

4. Media for Equity

Atresmedia has become a benchmark in the entrepreneurial and venture capital ecosystem in Spain through its Media for Equity model, with which the Group supports startups as they look to ramp up their business. In exchange for a stake in the company, Atresmedia offers businesses the opportunity to launch advertising campaigns to boost their growth and brand awareness.

As part of the Media for Equity model, a particular highlight in 2023 was the purchase of Waynabox, a startup that organises mystery trips by air and road. Thanks to the Group's support and investment in advertising, Waynabox achieved record sales in most months of the year. Overall, 2023 was a year of growth for the startup in both headcount and turnover, with the latter gaining 125% to over EUR 7.5 million. Looking ahead to 2024, Waynabox plans to sustain this rate of growth and continue investing in advertising to reach break-even in 2025.

Further highlights in 2023:

- Partial sale of **Fever**, in which the Group remains the majority shareholder.
- Acquisition of additional stake in **Pazy**, a startup intent on digitalising the funeral services market in Spain, allowing customers to pre-arrange their funeral at a fixed price, pay in instalments and personalise their package.
- Investment in **Saldados**, a startup offering a unique, fully digital advice and support service to help users avail themselves of the Second Chance Law.
- Launch of **Adecua**, a startup that adapts homes for the elderly.
- Further stake in **Incapto**, which took part in a round led by a European fund to expand its international activity.

Some of the startups in which Atresmedia Diversificación holds equity interests have a strong social or environmental component, thus contributing to the sustainability of the businesses. Notable examples here include Saldados, Adecua, Incapto, Cuideo and Dúrcal.



Atresmedia Formación



Communication there for society

Atresmedia Group treats the experience and know-how of its professionals as a further opportunity to diversify its business. The Group launched Atresmedia Formación in 2016 to bring to bear the knowledge, experience and professionalism of its journalists and communicators for the benefit of society.

What began as an initiative to respond to the interest and demand for training in communication skills among professional audiovisual profiles, has since become a new hallmark of the Atresmedia brand, as well as a new line of business divided into three key pursuits: open training, training in the educational sphere and in-company training. This allows the Group to also bring its knowledge to educational institutions and to any person in the corporate world wishing to train in one or other of the key skills needed to up their performance and grow professionally. The following figures showcase the strong performance of this line of activity over the last few years. Note that the significant changes between years are due to the increase in courses, learners and training activities in the educational realm.

ATRESMEDIA TRAINING	2022	2023	Annual change 2022-2023 (%)
Courses (nº)	109	140	28.4%
Learners (nº)	1,178	2,081	76.7%
Open training learners (nº)	325	337	3.7%
Educational training learners (nº)	-	553	-
In-company training learners (nº)	853	1,030	20.8%
Training hours	8,527	19,721	131.3%



Open training

Atresmedia Formación offers communication professionals and any other person looking for their first opportunity in the audiovisual sector, an extensive catalogue of more than 50 training courses aimed at improving the qualification and communication skills of its participants.

Popular open courses in 2023 included the online audiobook voice-over course, the TV hosting course, the make-up and hairdressing course for film and television and radio and TV advertising voice-over, the entertainment show hosting course and the digital journalism course, among others.

As part of its open training program, since 2020, and thanks to collaboration agreements with different entities, Atresmedia Group has been offering training scholarships for people with disabilities who seek to develop their communication skills in Atresmedia Formación courses. The agreements reached with Fundación Randstad, Fundación Capacis and Fundación Universia continued throughout 2023 and a new agreement with Fundación Integra was added.





Training in educational settings

Atresmedia Formación has various partnership agreements running with educational entities that aim to improve the training of its learners in communication and audiovisual skills, this time targeting a more specific audience than the open training courses. Educational training rests on following three main pillars, on which Atresmedia worked especially hard in 2023, thus allowing it to reach a greater number and variety of learners:

1. Agreements with vocational training centres

In 2023, Atresmedia Formación pressed forward with its agreement with IFP (Innovación en Formación Profesional) by getting involved in the production, direction and DJs modules.

Atresmedia Formación's main role in the project is to assign its employees to deliver the courses, allow the use of its own premises for the courses, lend support in drawing up the syllabus and offering both curricular and extra-curricular internships at Atresmedia Group companies for the learners.

2. Agreements with universities

Through agreements with the Valencian International University (VIU) and the Entertainment Science School (The Core), Atresmedia Formación seeks to improve the job prospects of learners from all industries, focusing on the key role played by new technologies within the audiovisual sector and the importance of developing communication skills at work, and offering the kinds of training that are now highly sought after within the market. Atresmedia Formación therefore wishes to cater to the communication needs of young university students who, after completing their studies, will be entering the job market.

3. Agreements with training academies

In 2023, Atresmedia continued to support training initiatives at private institutions such as the Galician 35mm School in online masterclass format, and with the Master D School in Zaragoza, providing on-demand courses for its outstanding students at the Group's own facilities. These agreements seek to maximise the existing synergies by harnessing the extensive know-how and experience of all the parties when it comes to audiovisual and communication training.



Aside from training in corporate communication, the Group happens to offer training in areas such as social media, or audiovisual content production aimed at professionals from other media outlets such as CMMEDIA, Galicia TV or Televisión de Asturias

In-company training

There has been increasing demand among companies for lifelong training in communication and, in 2023, they continued to trust in expertise and experience of Atresmedia's professionals to help their employees develop this top-drawer soft skill. Atresmedia Formación has become a benchmark in providing this type of service, having built a strong relationship with long-standing clients such as Roche, DHL, Sanitas, Generali, Banco Santander and Orange. Some new big names from various industries became clients in 2023, including Mercadona, Lidl, L'Oréal, Repsol, Iberdrola, Redexis, Sandoz, El Corte Inglés, IBM with its subsidiary Viewnext, Evo Banco, Randstad, Acciona and Elecnor.

Atresmedia Group has a team of highly sought-after educators, who take part in training programmes, manage teams, people, situations, public speaking, presentations, and much more. In 2023, both the number of courses delivered and the number of companies involved rose sharply.

Atresmedia Formación will continue working throughout 2024 to bring its experience and passion for communication to companies, learners, professionals and anyone else who understands the importance of communication as a basic skill for their working life.

07.4

Risk prevention, control and identification

Atresmedia Group operates a highly precise Risk Assessment and Management System that helps prevent the risks identified by the Company from occurring, or, if they do materialise, acts swiftly to mitigate the impact through a set of specific processes and controls.

The system covers all risks shown on the Group's Risk Map, thus revealing risk factors arising from both external sources (environmental) and internal sources (intrinsic and inherent to the business). This includes both financial and non-financial risks, which are grouped into the following categories: fraud, financial, reputational, strategic, operational, technological, cybersecurity, data and privacy, ESG and climate.

This system is complemented by the criminal and compliance risks that are also part of the Company's Crime Prevention System, including risks related to compliance with applicable regulations (see section 7.6 Regulatory compliance).

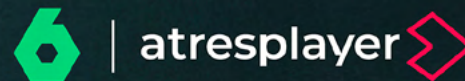
¹⁰ Environmental, Social and Governance.

Thanks to the review of the annual Risk Map in 2023, the Corporate Risk System has been adapted to the latest changes within the industry, including the following updates:

- **Inclusion of a specific category for cybersecurity risk**, meaning threats arising from the failure or misuse of applications or software and the systems that support them. These concerns used to be addressed within the category of technology risks. However, the Group decided that they warranted their own category due to their importance, as shown by the analysis of both qualitative aspects (strategic pillar of the digital transformation, regulations there to support the good governance model in cybersecurity) and quantitative aspects (general increase in activity within the business environment).
- **Specific inclusion of the category of climate risks**, following the analysis initiated in 2022 to identify and analyse such risks in order to comply with the requirements of the EU Taxonomy Regulation.



ANATOMÍA DE...



In 2023, the Group updated its internal reporting system by adapting and improving the whistleblowing channel in order to comply with the requirements and safeguards set out in Spanish Law 2/2023, on the protection of persons who report regulatory breaches and the fight against corruption

- **Crime Prevention Model updated to bring it into line with the new requirements stemming from the reform of the Criminal Code.** This led to a new category of criminal risks in the Company's Risk Map, whereas previously these risks were included under the category of compliance risks.

Meanwhile, various lines of action were identified within other existing risk categories to address potential emerging risks such as ESG factors. In response to stricter law and regulations regarding sustainability, the Group has been working hard to identify relevant and priority sustainability risks—both current and potential—as part of the process of updating the Double Materiality Assessment according to ESRS standards and the Human Rights Due Diligence Procedure. This is to comply with the requirements of the Corporate Sustainability Reporting Directive (CSRD) and with the minimum safeguards set out in the European Union Taxonomy Regulation.

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 (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.

The Company constantly monitors its risks to anticipate the potential occurrence of emerging risks and minimise their impact should they materialise. To succeed in this task, the Group has a Corporate Risk Management Model, an ESG Risk Model and Internal Control Systems over both Financial and Non-financial Reporting, which are key elements for the proper management of such information.

To further supplement the information contained in this document, Atresmedia's annual corporate governance report (ACGR) discloses information on the structure and operation of its financial and extra-financial risk assessment and management system.

¹¹ European Sustainability Reporting Standards refers to the standards drawn up by the European Financial Reporting Advisory Group (EFRAG).

Corporate Risk Management Model

7.4.1

Control tools

Aside from the Corporate Code of Conduct (updated in 2023), Atresmedia Group has the following **control mechanisms** in place for each risk identified in the corporate Risk Map:

- **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.
- **System of Internal Control over Financial Reporting (ICFR)**, comprising all control procedures related to the Internal Control System for 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, the System of Internal Control over Non-financial Reporting (ICNFR) was implemented, with the aim of steadily making this information more reliable and robust, as is already the case with financial information.
- **Regulatory Compliance Committee and Chief Compliance Officer**. The Regulatory Compliance Committee is a corporate body that oversees the Group's compliance with laws and regulations. Its members are tasked with managing, monitoring, coordinating and implementing corporate policies and actions aimed at compliance with applicable law and regulations (external regulations and those related to internal procedures and protocols), overseeing compliance with the Code of Conduct, and supervising the management of the Whistleblowing Channel. Meanwhile, the Regulatory Compliance Officer is responsible for implementing and monitoring the Group's Criminal Prevention System. They are also responsible for providing advice to managers and directors on any and all issues that might have criminal implications.
- **Internal Code of Conduct (ICC) on Matters relating to the Securities Market**.
- **Control mechanisms** which in turn comprise:
 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 Monitoring Committee,
 6. Artificial Intelligence Committee,
 7. Quality system,
 8. IT application for compliance with the internal rules relating to securities markets – Insider Portal.



In 2023, Atresmedia brought its Code of Conduct into line with Spain's whistleblower protection law, to show its commitment to the protection of human rights and personal data, including guidelines of conduct on the use of artificial intelligence tools

- **Whistleblowing Channel**, which has been updated in accordance with Law 2/2023 and whereby all employees and any third parties who have a relationship with Atresmedia may **make queries and/or report any acts or omissions that might be unlawful** (see section 7.6 [Regulatory compliance](#)). Disclosures made via the Whistleblowing Channel may be made confidentially or anonymously through a new tool available on the Atresmedia corporate website and the intranet.
- **Crime Prevention Model and Crime Prevention Officer**. The model was reviewed in 2023 in order to identify any crimes under the new regulations that might affect Atresmedia Group (carrying out a new risk assessment related to the Group's compliance crimes). Meanwhile, the Crime Prevention Officer is responsible for reviewing possible mitigation measures such as policies and procedures in order to identify future needs to update the model.



System of Internal Control over Non-Financial Reporting (ICNFR)

Atresmedia Group must, as a media company, but, above all, as a listed company, follow the recommendations of the CNMV and other regulatory bodies to ensure greater control over the information reported in the Statement of Non-financial Information. Along these lines, **Atresmedia has implemented its own ICNFR** system so as to help ensure that its non-financial reporting is **adequate, complete and reliable**, as is already the case with the Group's financial reporting, over which controls have been in place within the Group for years.

The system rests on the following pillars:





ESG risk management model

ESG risk management has become an essential element for organisations because it can negatively impact companies' growth, performance, financial position and profitability. Atresmedia appreciates the importance of managing these risks and has therefore had an **ESG Risk Model** in place since 2020 as part of the Group's Corporate Risk Management System. Moreover, in line with the Company's commitment to responsible and sustainable management and its business model, **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 SNFI 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 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 materialised in 2023

The main risks that materialised in 2023 at Atresmedia are described below, broken down into the following areas:

- The trend in the advertising market shaped by the prevailing uncertainty surrounding **inflation** and various geopolitical concerns.
- Other risks, related to **litigation and administrative disputes**.

The advertising market remains on uncertain footing, despite the recovery trend observed since 2022. This is still largely influenced by the general instability shown by the wider economy amid supply chain disruptions or rising energy prices, as well as a lack of consensus among EU Member States on the best way forward. While the global outlook is still fraught with uncertainty, progress has been made, such as the interest rate hikes carried out by the European Central Bank to get a lid on inflation.





In 2023, the review of the Risk Management Model concluded that it is compliant with current legislation and that it adapts and evolves as and when necessary or when weaknesses or opportunities for improvement are identified

As regards large advertisers, as the main players affected by the instability of the economy, as in 2022 this ongoing situation meant that they were unwilling to return to their pre-2020 advertising investment volumes. Nevertheless, Atresmedia Group was able to deliver an increase in advertising revenue by pursuing an innovative commercial policy. However, the Group saw fit to pursue the following **mitigating actions** during the period in response to this persistently low growth and the uncertainty facing the Group's advertising industry:

- **Implementing an amended commercial policy**, which is now reoriented 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.
- **Controlling costs and maintaining cost discipline** to offset and absorb the effects of inflation on operations and content so as to protect 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.

As for materialised risks relating to litigation and administrative disputes, certain key risks that emerged in 2022 persisted throughout 2023 and related to the following aspects:

- Fine imposed on Atresmedia/Mediaset by the **National Markets and Competition Commission (CNMC)** under sanctioning proceedings S/DC/0617/17. The CNMV fined both operators and banned them from 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.
- 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. No further developments of note took place in 2023.

During the investigation phase, Atresmedia's Crime Prevention System was evaluated by an independent expert and found to be compliant with prevailing legislation.

It is considered a genuinely high quality model, in accordance with national and international standards, thus helping

to ensure that Atresmedia's compliance management system is likewise effective. Thanks to all these aspects and now that the model is part of the Group's compliance culture, Atresmedia is possible to respond to the demands and expectations of both regulators and Atresmedia's other stakeholders.

7.4.3 **Cybersecurity**

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 considered 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.

The Cybersecurity Unit is tasked with information security management. It defines and organises actions in close coordination with the various departments in order to guarantee a secure environment for information and data processing relevant to management and production operations.

The scope of the cybersecurity support service extends to Group companies based on their nature¹², especially those with a shared technological infrastructure. It is managed and run on a centralised basis out of the technical departments of AtresmediaTech, TV and Radio Engineering in San Sebastián de los Reyes.

In order to guarantee the quality of the Group's services and the security of its information, Atresmedia considers it essential to have a robust cybersecurity system in place. This is because there are currently several factors that could significantly affect the Company and its activities, most notably:



Closely interrelated risks



Wide variety of threats (cybercrime, cyberactivism, cyberterrorism, etc.)



Wide-ranging and technologically diverse connectivity



Complex and extensive organisations



Complex and diverse supply chain



Extensive and varied IT (Information Technology) and OT (Operations Technology) infrastructure



Emerging regulatory requirements

¹² More precisely, Atresmedia Corporación, 6&M, Antena 3 Noticias, Atres Advertising, Atresmedia Tech, Uniprex and Uniprex Televisión.

- It has an organisational model that involves the management bodies and senior management.
- It features resilient managed security, with controls focused on protection, detection and response.
- It covers the field of information technology (IT) and the digital environments of television and radio.
- It focuses on the core principles of security: confidentiality, integrity and uptime.
- It fosters co-operation with organisations that are benchmarks in the field of information security.

The IT Security Model is part of the broader Corporate Security Policy, which sets out the policies, standards and procedures that enable the relevant controls to be defined, implemented and monitored. The model is based on a process of continuous improvement and regular updates.

The security measures and technologies applied by Atresmedia are grouped into the concepts of protection, detection and response, each with its own scope, such as cloud, workstation, servers, storage and communications.

The model has a number of security features and requirements, most notably:

- 1. Cybersecurity support services**, including:
 - a) Technical security office.
 - b) Continuous infrastructure monitoring process.
 - c) Vulnerability analysis and management.
 - d) Security Operations Centre (SOC), tasked with monitoring, early detection and incident management.
- 2. Registration Authority**, meaning the registered and authorised authority responsible for issuing, overseeing and controlling digital certificates.
- 3. Incident management.**
- 4. Geopolitical conflicts**, which keeps close track of current international conflicts, such as the Russia-Ukraine war, reviews the risks to which Atresmedia is exposed when broadcasting opinions, and draws up action plans with the technical measures duly defined and implemented.
- 5. Cyber Guru**, which provides a platform for phishing and smishing campaigns to improve employee awareness and training.

6. Digital surveillance, which includes the detection of external threats such as brand abuse, domain squatting, data leakage, identity theft and VIP profiles.

7. Cybersecurity policy, which covers technical, operational, legal, reputational and third-party damage.

In addition, cyber technology risks could have reputational or operational implications for Atresmedia Group. In strategic terms, cybersecurity is managed in a **proactive, vigilant and resilient manner in a bid to add value across all levels of the organisation**, paying close attention to all aspects related to brand reputation due to the potential impact of cybersecurity threats on the brand.





In 2023, Atresmedia approved a new Policy on the use of Artificial Intelligence (IA) and related technologies

Artificial intelligence (AI)

Recent and emerging developments in the field of AI have generated considerable **debate, information-sharing and uncertainty over its use and likely impact**. For Atresmedia, AI is a tool that can bring innumerable benefits if used responsibly, on the clear understanding that if it is not managed properly it could carry certain **unwanted dangers and risks**.

The Group has analysed how best to incorporate different AI tools and their respective implications, in order to establish its vision and stance as a company with regard to their responsible use. Atresmedia has also made progress in defining an implementation plan based on the development of specific use cases that deliver competitive advantages and effective results both at an operational level for the different areas of the company and for the Group as a whole and the society in which it is present. Moreover, a Group-wide guideline has been drawn up on the limited and responsible use of AI applications in the professional environment, thus ensuring a consistent approach to AI throughout the Group. In order to adapt to this new environment, in December 2023 Atresmedia approved a new [Policy on the Use of Artificial Intelligence and Related Technologies](#).

For all these reasons, and always taking this policy as a reference point to mitigate the possible associated risks, it is believed that the use of AI tools has huge potential in helping to further optimise the business and its processes. Atresmedia pays close attention to this policy when implementing AI tools in business and corporate areas, thus ensuring their proper use.

7.4.4

Data protection

Data protection is a key concern for Atresmedia, given that the various companies that make up the Group process the personal data of employees, clients, suppliers and other participants when carrying out their activities. The Group therefore considers it necessary to continuously adapt and update its procedures in order to ensure **compliance with privacy regulations**.

Notably, Atresmedia has a **Personal Data Protection Model** and a **General Data Protection Policy** that applies to all Group companies and is addressed to **employees, managers and directors**. Both the model and the policy are essential in ensuring the correct and proper processing of personal data at the Group in relation to the provision of services and where the data relate to its corporate management or business activities, no matter the type or source of the data.



Atresmedia has set up a Privacy Committee to ensure compliance with the model and current data protection laws and regulations

The **Data Protection Model** also defines the main organisational and governance guidelines and parameters for privacy and data protection. Atresmedia Group thus has a governance model in place capable of achieving the objectives set, defining the agents involved, as well as their roles and responsibilities and the operational procedures enabling compliance with applicable law and regulations governing the privacy of personal data.

Security breaches resulting from the failure of mechanisms to control the privacy and security of this personal data pose a real threat to the Group, which could incur complaints, fines and reputational damage, among other negative impacts. Therefore, the model envisions the implementation of various proactive responsibility measures, including:

- Properly assessing risks when processing data through the tools of the Record of Processing Activities (ROPA) and Data Protection Impact Assessments, considering the management of rights, as well as data security breaches.
- Implementing controls over data controllers to ensure compliance with regulations and the updating of the ROPA.
- Appointing a Data Protection Officer (DPO).
- Conducting sectoral audits.
- Implementing data protection and privacy training and awareness initiatives for employees.

As part of the annual sector-wide audits, this committee approved an independent audit of the supplier certification platform in 2023.

To ensure tougher control over news content, in 2023 the **Privacy Committee approved a set of protocols for the protection of personal data in relation to Uniprex news content, as well as TV current affairs and entertainment shows**. The protocols set out the procedure to be followed to ensure the protection of personal data rights in the production and dissemination of news content across the Group's various media. More than 200 employees have now received specific training on data protection in relation to news programmes.

In relation to the commitments embraced upon joining the Digital Pact in 2020, which aims to educate citizens about sensitive internet content and its consequences, Atresmedia carried out awareness campaigns in 2023 on data protection. An example of this is the free broadcast of the *A un click de ayudarles* campaign spot on its television and radio channels, and on the website and social networks of Fundación Atresmedia. This campaign has been promoted jointly alongside the European Association for Digital Transition (AETD), the Spanish Data Protection Agency (AEPD)



and the ANAR Foundation (Ayuda a Niños y Adolescentes en Riesgo). Atresmedia's foundation also happens to support the State Pact proposal to protect children and adolescents in the digital realm.

In 2023, the Data Protection Officer received, logged and handled a total of 2,894 requests from data subjects looking to exercise their data protection rights. Most of the communications related to requests for the erasure of personal data and to unsubscribe from digital services. Meanwhile, the AEPD initiated two sanctioning procedures in 2023, one against Atresmedia Corporación de Medios de Comunicación, S.A. for posting on its websites the audio provided by a court without distorting the voices, and the second against Uniprex, S.A.U. for posting a video on the social media profile of a local radio station. Each case culminated in a fine of EUR 30,000.

Atresmedia did not have to report any security breach affecting personal data in 2023.





7.4.5 Management quality

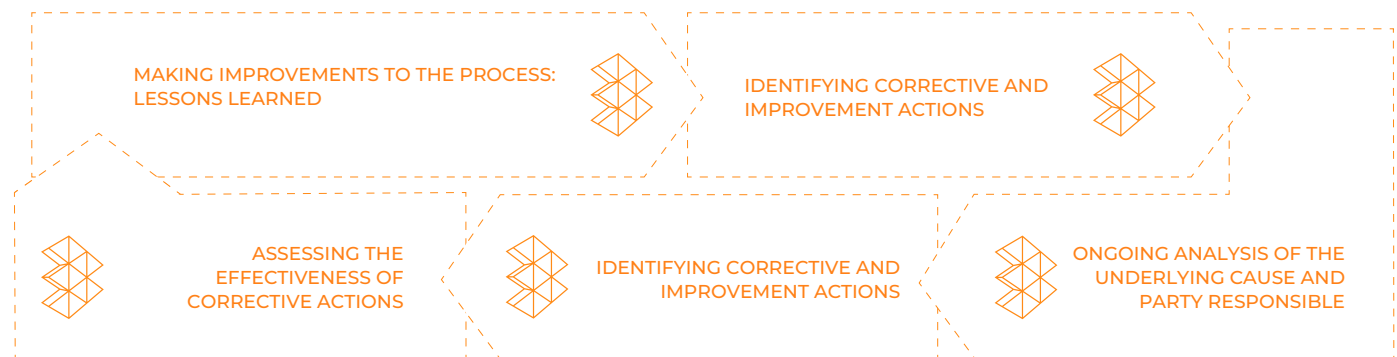
Thanks to the actions taken by the Group, there has been a very favourable downward trend in the incidents reported during production, recording and broadcasting processes

One of Atresmedia Group's main objectives is to ensure **quality in management** and in the programmes and advertising it broadcasts. To succeed in this task, it has a **Quality Management System** in place that sets the bar when it comes to quality.

The system ensures the proper logging, control and monitoring of any incidents that might 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**. It 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 also a **communication and reporting system** in place to ensure that those responsible for making these improvements are able to do so successfully. This system was reviewed in 2023 with the aim of providing an early response to emerging incidents. As a result, it is now run weekly, instead of quarterly, as had been the case until 2022. Under this communication and reporting system, information on the origin of quality incidents is reported to the Group's management and to the executive team of the various businesses, including a full description and their effect and classification. Atresmedia has also 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 inherently more prone to incidents than those that have been previously planned and scheduled. This process is headed up by the technical department, which provides support for detecting and resolving in situ any incidents in the broadcasting process. All of this allows Atresmedia to analyse any relevant incidents that may occur when broadcasting content, to gauge the impact on the affected areas and to implement plans to rectify them when necessary.

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, it 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.



Atresmedia has launched a new supplier approval procedure that relies on digitalisation to ensure the transparency, fluidity and efficiency of the procurement process

Suppliers of goods and services

The new digital supplier approval procedure became operational on 1 June 2023. It is part of the Group's ongoing transformation process and its main aim is to speed up, facilitate and streamline the approval process. Following the implementation of the new approval system, a new digital (paperless) procedure for accreditation, collection and validation of documentation from external partners and suppliers has been built into the Supplier Portal, thus ensuring a fluid and efficient process. Depending on the supplier's tax residence and the type of purchase, whether it enters Atresmedia's premises or processes data, it may be required to provide the relevant documentation in relation to the following aspects:

- Tax
- Cash
- Legal affairs
- Data protection
- Human resources
- Occupational health and safety
- Third-party liability
- Corporate social responsibility





It is worth noting that approval is requested for all suppliers from whom Atresmedia intends to do business involving more than EUR 3,000 of goods or services. The procedure was launched in June and by year-end 2023 the number of suppliers approved or in the process of being approved represented 44% of the total number of suppliers that meet this threshold.

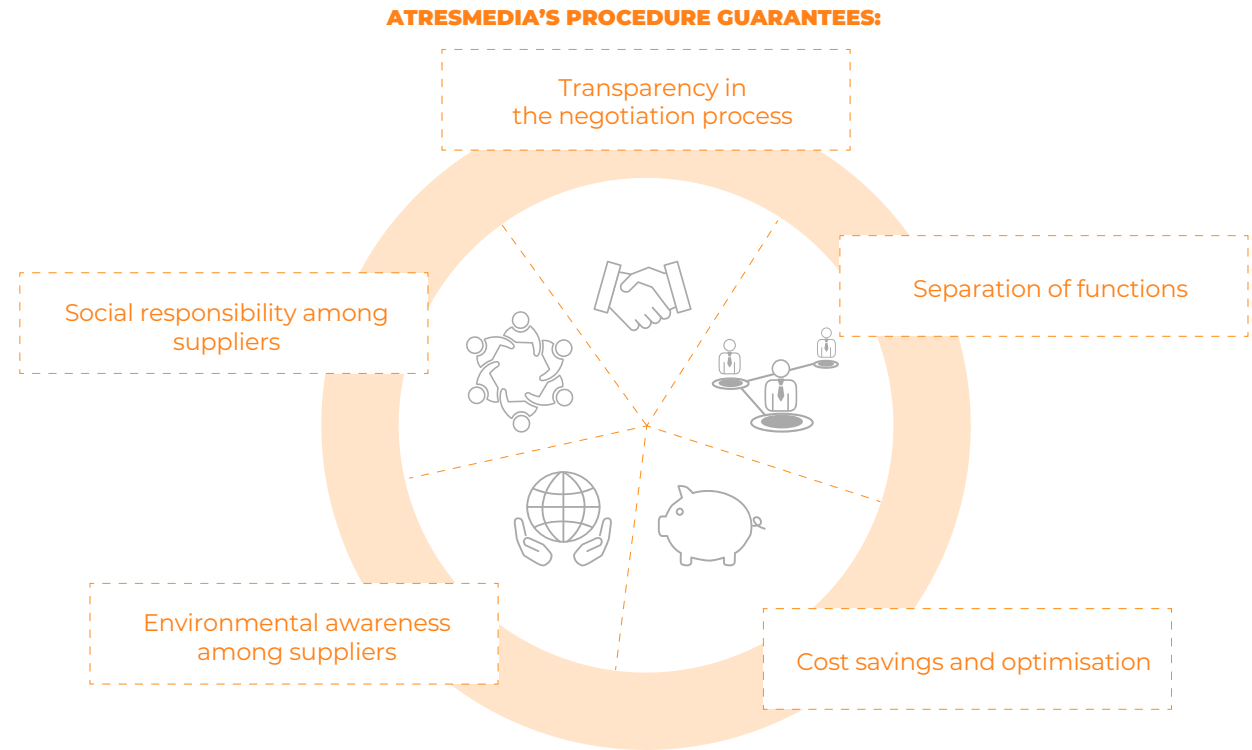
The Procurement Department handles all relations with suppliers of goods and services and ensures compliance with the commitments and requirements set out in the **Group's Procurement Policy**. This policy ensures that:

- 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

There is also a **clause in the award procedure concerning the social responsibility** of suppliers, 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.

It should be noted that, in 2023 and as in 2022, **94% of the suppliers contracted were Spanish, thus helping to minimise the risk of human and labour rights occurring along the supply chain**, given the strict requirements of Spanish legislation in this regard.

SUPPLIERS OF GOODS AND SERVICES	2022	2023	Annual change 2022-2023 (%)
Spending on purchases (EUR million)	73.9	75	1.5%
Number of suppliers	1,225	1,160	-5.3%
% of national suppliers	94%	94%	0.0%
% of purchases from national suppliers	88%	91%	3.4%



Producers and distributors

Content producers and distributors are an essential part of Atresmedia's business. For that reason, the Group places special emphasis on the sound management of its procurement process and in nurturing relations with them.

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 the Television 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.



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

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 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.

Atresmedia is acutely aware of the impact that audiovisual productions have on the environment through the consumption of resources and of the waste generated during filming and while transporting goods and people. It has therefore begun to work on the design of measures that will allow it to plan more sustainable productions and thus help reduce the carbon footprint of its own and other productions. Implementation of these measures will commence in 2024.

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.

In 2023, the **number of production companies increased by 7% to 30** (28 in 2022), while the number of programmes and series was down 3% at **72 in 2023** (74 in 2022).

Contracts with **distributors** 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. Along these lines, Atresmedia Group's External Production content is curated based on the programming needs of the Group's channels, ensuring through the procurement process the assignment of the intellectual property exploitation rights needed for the commercial exploitation of the audiovisual content.

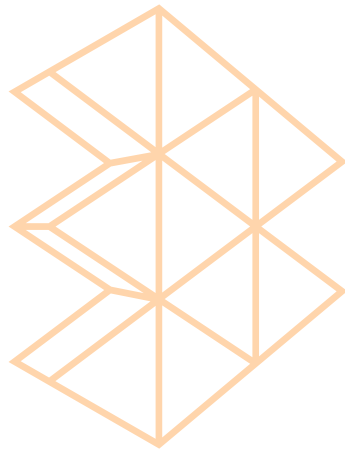
Procurement processes involving foreign companies are carried out within those territories covered by the Financial Action Task Force (FATF). This ensures the absence of dealings with companies resident in tax havens or any ties with money laundering, the financing of terrorist activities or any other type of unlawful activity, thus minimising the harm caused to society.



With the aim of making Atresmedia Group more sustainable and stepping up its commitment to the environment, physical materials are no longer delivered in relation to the audiovisual content acquired for the Group. In addition, almost all procurement processes are carried out digitally, thus avoiding unnecessary paper consumption and unnecessary transport to the recipients.

In 2023, Atresmedia had dealings with **58 distributors, 5.17% more than in 2022** (55 distributors) and the number of bids received was up 2.94% at 136.

Meanwhile, Atresmedia remained firmly committed to **national distributors**, which **increased by 26.9% to a total of 33**, compared to 26 in 2022. This growth and sustained preference for national distributors is mainly due to Atresmedia's **increased investment in local content and in the production of content in the co-official languages of Spain, such as Catalan, Basque, Galician and Valencian.**



CONTENT PROVIDERS	2022	2023	Annual change 2022-2023 (%)
Spending on purchases (EUR million)	382.8	395	3.2%
Nº of production companies	28	30	7.1%
Nº of contents (programmes and series)	74	72	-2.7%
Nº of distributors	55	58	5.5%
Nº of bids received	132	136	3.0%
% of Spanish distributors	26	33	26.9%

07.6

Regulatory compliance

Atresmedia's Regulatory Compliance Function is the set of rules, standards, procedures, it tools and other technical and human resources the aim of which is to ensure 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 to Fundación Atresmedia. 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 contains a specific section on compliance and prevention that includes the main internal regulations of the model (Code of Conduct, Anti-corruption Protocol, Gifts Protocol, etc.). In addition, the Whistleblowing Channel can be accessed from the main page of the corporate website.

The main development affecting the model and, more precisely, the Whistleblowing Channel in 2023 was the enactment of Law 2/2023, of 20 February, on the protection of persons who report regulatory breaches and the fight against corruption (Spain's whistleblower protection act, or WPA).

The new regulation aims to provide greater safeguards to persons who, in an employment or professional context or in the framework of a services arrangement, become aware of possible unlawful behaviour. Under the new law, the following must be assured:

- The confidentiality of the name of the whistleblower and of any third parties mentioned, as well as of the processing of the information and resulting investigation.
- Non-retaliation.
- Respect for the principle of the presumption of innocence and the rights of the parties concerned to mount a defence.
- Independence, impartiality and absence of conflicts of interest.
- The effective processing of all disclosures received.

Atresmedia has had a Whistleblowing Channel in place since 2015 across the entire Group (all subsidiaries and investees that fall within the scope of the model) and Fundación Atresmedia. This channel was for employees only at the outset, but was extended in 2021 to include other external stakeholders, allowing them to submit their reports anonymously. The procedure regulating the Whistleblowing Channel established mechanisms to safeguard the rights of the whistleblower and the party being reported. However, the Board of Directors, at the proposal of the Regulatory Compliance Committee and following a report from the Audit and Control Committee, decided to carry out the following actions to bring the existing system in line with the stricter requirements under the new law and regulations:

- The Internal Reporting System was set up for the entire Group and Fundación Atresmedia and the General Policy setting out the system's general principles was also approved. All Group employees were notified in due course and the information is posted on the intranet and the corporate website;



- A new tool provided by an external supplier was implemented to help run the Atresmedia Whistleblowing Channel, offering all functionalities and security safeguards required under the new regulations. This tool is accessible from the A3Mil intranet and the home page of the corporate website. An internal procedure for handling reports submitted via the channel was also approved.
- The Compliance Officer was assigned responsibility for the internal system and, therefore, management of the channel.

Moreover, and as prescribed by the WPA, the workers' representatives at each Group company concerned was consulted beforehand.

As a result, the channel now functions as the preferred means of communication, providing an integrated and unified response, in accordance with the new law, to all applicable regulatory requirements and recommendations. More precisely, the channel should be used to report:

- breaches of European Union law under the scope of the Union acts listed in the Annex to Directive (EU) 2019/1937;
- breaches of Spanish criminal, administrative and labour laws;
- breaches of internal rules and regulations of Atresmedia Group's Compliance Model; and
- any other unlawful act or omission that directly affects or undermines the general interest or may entail a human rights abuse and, specifically, any conduct that constitutes harassment in the workplace, sexual harassment, or discrimination, and involves health and safety, workers' rights, market and consumer rights, intellectual and industrial property, financial and non-financial information, data protection, fraud and corruption, money laundering, social security, public finances, or queries regarding the application of the Compliance Model.

The **Crime Prevention and Detection Protocol** covers Group **activities** that carry a higher risk of links to criminal conduct that could entail corporate criminal liability and includes a **criminal risk map** and risk assessment focusing on these activities, as well as **control mechanisms**, both general and specific for each criminal offence.

The Protocol is a living document to which all modifications affecting the Compliance Model are added and it is closely supervised by the Regulatory Compliance Committee.

In 2023, the main updates made to the Protocol concerned the following issues:

- Approval of the 10th Atresmedia Corporación Collective Bargaining Agreement for 2022–2025, which refers to the Protocol in its section on disciplinary action;
- Review of the criminal risk map following the reform of the Criminal Code in 2022. As a result, new activities that could constitute corporate crime were added to the map, in accordance with Article 31a of the Criminal Code, and new criminal offences were added. Moreover, the criminal risk map has been integrated into the Group's general risk map (see section 7.4. [Risk prevention, control and identification](#)).
- Inclusion of new corporate governance, compliance and privacy rules relating to the protocols developed for news programmes, either approved or amended in 2023. These rules act as further controls over certain kinds of conduct that could generate criminal risk for the Group's companies (see section 7.4. [Risk prevention, control and identification](#)).
- Inclusion of the Group's Supplier Approval Procedure;
- Inclusion of actions carried out for the purpose of applying the WPL.

The Atresmedia Code of Conduct and the Anti-corruption Protocol constitute the essential control and prevention rules within this model. These regulatory control and prevention mechanisms include the following:

- 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.

Bribery and corruption

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**
 This procedure describes how 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**
 This protocol describes the analysis that must be conducted by the management area of each operation and by the Internal Audit and Process Control Department when procuring goods and services from related parties, in accordance with the Spanish Corporate Enterprises Act, approved by Royal Legislative Decree 1/2010, of 2 July 2010. Related party transactions must be approved in advance by the Board of Directors or, as the case may be, by the General Shareholders' Meeting, following a report from the Audit and Control Committee. This is to ensure that the transaction is fair and reasonable in the eyes of Atresmedia or the Group company about to procure the products or services and, as the case may be, in the eyes of the shareholders other than the related party.
- 5 Procurement procedure**
 This 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. The procedure is there to ensure the transparency of the process, the separation of duties, cost savings, and the optimisation of Group purchases.
- 6 Supplier approval process**
 This is required for all suppliers from whom Atresmedia plans to procure goods or services exceeding EUR 3,000 in value. The new digital (paperless) procedure for accreditation, collection and validation of documentation by suppliers speeds up, facilitates and streamlines their approval.
- 7 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.
- 8 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.

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

In addition to the rules under the Compliance and Crime Prevention Model, the specific data protection model, and the bodies involved in enforcing those rules, Atresmedia has introduced a range of tools that contribute to 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 and to report breaches of the law, as mentioned earlier. This is the channel that should be used in all such cases, as it protects the confidentiality or anonymity of the whistleblower should they wish to remain anonymous.

In 2023, one query and 22 complaints were received through the Whistleblowing Channel. The complaints related to five matters that were all dealt with following the established procedure, and none of which involved human rights abuses, corruption or bribery.
- **Insider website:** support mechanism to help ensure 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 July 2023, this course was added to the onboarding programme for new employees as a mandatory training module in order to ensure that they are familiar with the Model and the Code of Conduct, as well as other internal Group regulations. Specific actions will continue to be carried out throughout 2024 so as to provide further training in this area for all Group employees.



In 2023, Atresmedia included the course on compliance and the crime prevention model as mandatory training for all Group employees

Moreover, 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 of any **conflicts of interest**, or disclose such conflicts where they exist.

Lastly, the Chief Compliance Officer issues an annual communication to all Group employees on the Compliance Model, explaining the most important changes and reminding them that it is mandatory. Further communications are also made on specific matters of interest as and when considered necessary. In 2023, a communication was sent out to employees regarding the new Whistleblowing Channel and reminding them, as is customary, on the importance of understanding and observing the protocol on the granting and acceptance of gifts.

07.7 Tax compliance

Atresmedia remains firmly committed to tax compliance and has been a signatory since 2020 to the Code of Good tax Practices of the Forum of large companies. the group also embraces the principles of transparency, good faith, collaboration with the tax agency and avoidance of possible conflicts

Atresmedia Group 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**. The aim is to ensure that common tax criteria are applied to all transactions—not only those involving the parent but all other companies that make up the Group. This strategy reflects the Company's commitment to the principle of responsible taxation, good tax practices, sustainable development and the responsible running of its business.

Notably, the Company's tax strategy ensures strict compliance with the law and transparency in all its transactions. It continuously and systematically analyses all aspects of the business, paying close attention to the alignment of tax planning with the Company's objectives.

Atresmedia also avails itself of available tax incentives aligned with its activity and business, in accordance with current legislation. Along these lines, the tax incentive provided for in **Article 39(7) of the Corporate Income Tax Law** was applied in 2023.

Thanks to these incentives, the Group is able to pass on the tax relief on audiovisual production to those investors who wish to finance them according to the parameters set out in the Act. Note that the financing received from investors to whom the relief is passed on is recorded in the accounts as a grant.

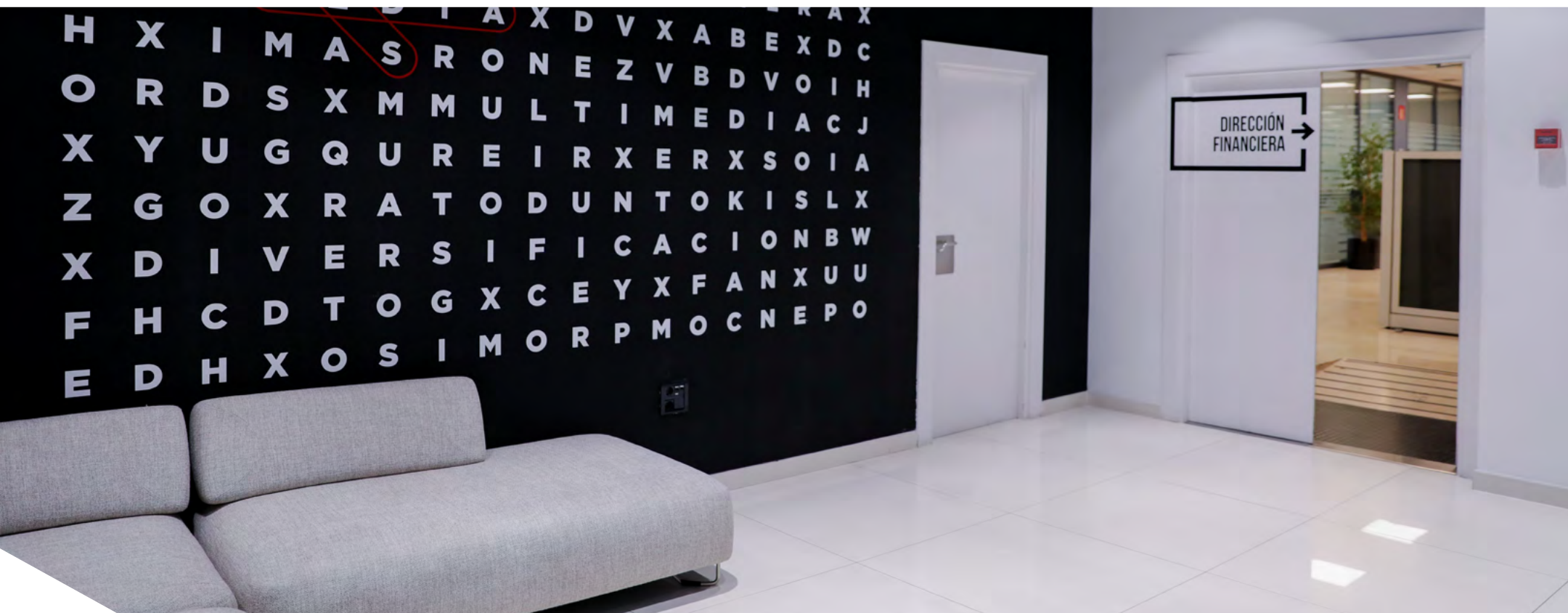
For Atresmedia Group, tax transparency is an overriding concern and has been taken into account in recent years in the various materiality analyses to have been carried out. According to the last Double Materiality Assessment, tax transparency is viewed to be one of the social impacts of the Group's **good governance and business ethics**, a topic identified as material for the current year (for more information on the Double Materiality Assessment, see section [4. Scope of this report](#)).



Atresmedia's Board of Directors is responsible for approving the Risk Control and Management Policy, including tax risks, and for overseeing the internal reporting and control systems

Notably, the **tax strategy and the Corporate Tax Policy** help to improve the mechanisms in place for the control of tax risks, generating positive impacts on society and promoting tax equity and fairness.

Responsibility for tax compliance lies with the Board of Directors of Atresmedia Corporación de Medios S.A., the Company's most senior representative, steering, management and control body, in accordance with the provisions of the Spanish Corporate Enterprises Act and the Board's own regulations. The Board defines the Company's tax strategy and approves the corporate tax policy following a favourable report from the Audit and Control Committee. Atresmedia's Tax Policy is available on the corporate [website](#) and sets out the principles underpinning the management of the tax strategy at all Group companies.





The Group also has a Tax Management and Control Model, which has been defined on the basis of the Corporate Risk Management Model. It includes **special controls and a Protocol for Tax-Significant Transactions**. The model describes the types of transactions which, due to their importance or specific nature, must be analysed before they are carried out (for more information on Atresmedia Group's Corporate Risk Management Model, see section [7.4. Risk prevention, control and identification](#)).

In 2023, Atresmedia Group obtained taxable profit of EUR 147,663,285 (EUR 150,393,970 in 2022), broken down as follows:

PROFIT/(LOSS) BEFORE TAX (EUR)		
2022	2023	Variación anual 2022-2023 (%)
150,393,970	147,663,285	-1.8%

Further to its tax obligations, in 2023 Atresmedia's tax contribution was **EUR 7,081 thousand in direct taxes, EUR 1,391 thousand in local taxes, EUR 2,298 thousand in indirect taxes (tax on certain digital services) and EUR 112,416 thousand in taxes collected from others**. As for aid received from the government, in 2023 Atresmedia received grants amounting to EUR 168 thousand, in addition to the corresponding tax relief 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 2023, the Group applied tax credits for audiovisual and film production of EUR 12,341 thousand (2022: EUR 15,647 thousand).



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

TAX INDICATORS	2022	2023	Annual change 2022-2023 (%)
Income tax (EUR thousand) ¹³	13,578	7,081	-47.8%
Grants received (EUR thousand) ^{14 15}	680	168	-75.3%
RTVE royalty (EUR thousand)	21,701	19,417	-10.5%
Tax deductions applied (EUR thousand)	15,647	12,341	-21.1%

07.8 Investor relations

Building close ties with Atresmedia Group's investors is a key part of its business and the Investor Relations team works hard to understand and cater to their needs and expectations while nurturing the relationship.

The COVID-19 crisis had a significant impact on the activity of the Investor Relations department and its relations with the financial community. The last three years have witnessed a return to pre-pandemic levels of activity, although the way we engage with investors has certainly changed since then. Much of our contact with the investment community now takes place electronically. It is a quick and useful way of keeping up to date with company events and industry developments, and is mainly used for update calls and for in-depth studies of financial analysis and modelling. Moreover, all of the industry conferences held in 2023 bar one—which resumed its face-to-face format—were held virtually.

Indeed, the remote channels have been used mainly for update calls and for the detailed study of analyses and financial models. In addition, all the industry conferences held in 2023 were **held remotely, with the exception of one, which resumed its face-to-face format**. This model seems to be here to stay and will likely be the predominant approach as we move forward, even though face-to-face contact with investors is a more gratifying way of interacting.

¹³ In 2023 the rebate of income tax for both 2021 and 2022 was received.

¹⁴ The figure for grants received in 2022 was restated to harmonise criteria with respect to the figure reported in 2023.

¹⁵ The change observed is due to the fact that the 2022 figure was rescated to harmonise criteria. The difference is due to the fact that in 2022 UNIPREX received more subsidies from the Autonomous Regions of Spain than in 2023.



In 2023, Atresmedia
made the IBEX Gender
Equality Index

A total of **102 contacts with investors** took place in 2023 (44% less than in 2022)¹⁶, of which **39 were face-to-face meetings** at industry conferences or roadshows¹⁷ (57% less than in 2022), while **63 took the form of telephone calls** (30% less than in 2022).

The cyclical nature of the television sector, together with the disappearance of Mediaset España¹⁸ as a listed company and the new regulatory changes in the financial services industry¹⁹, led to a significant drop in the coverage provided by banks and industry analyst firms of companies such as Atresmedia. This resulted in lower daily trading volumes on the stock exchanges of companies in the sector.

Levels of interest and concern in relation to ESG matters among analysts and investors continued to grow during the year, with the main concerns relating to CO2 emissions, corporate governance, customer data security and privacy and supplier relations.

The Investor Relations department worked jointly with other departments of the Company in carrying out the **Double Materiality Assessment**. Through dialogue, transparency and close relations with stakeholders, Atresmedia has been attentive to all issues and/or concerns raised by them and has flagged certain positive impacts that could affect the course of its business. Along these lines, both shareholders and investors have taken part in this financial materiality assessment, with key aspects such as **regulatory compliance, responsible advertising, cybersecurity and accessibility of content** flagged as material.

Atresmedia has remained a regular presence in ESG indexes and tables in recent years. In 2023, 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 governance (ESG) performance. The threshold score for a listing on the index is 3.1, while the maximum score is 5. **In 2023, Atresmedia's average score was 4.2.**

¹⁶ The percentage change is largely due to regulatory changes in the financial services industry and the disappearance of Atresmedia's main competitor (Mediaset España) as a listed company in the Spanish market.

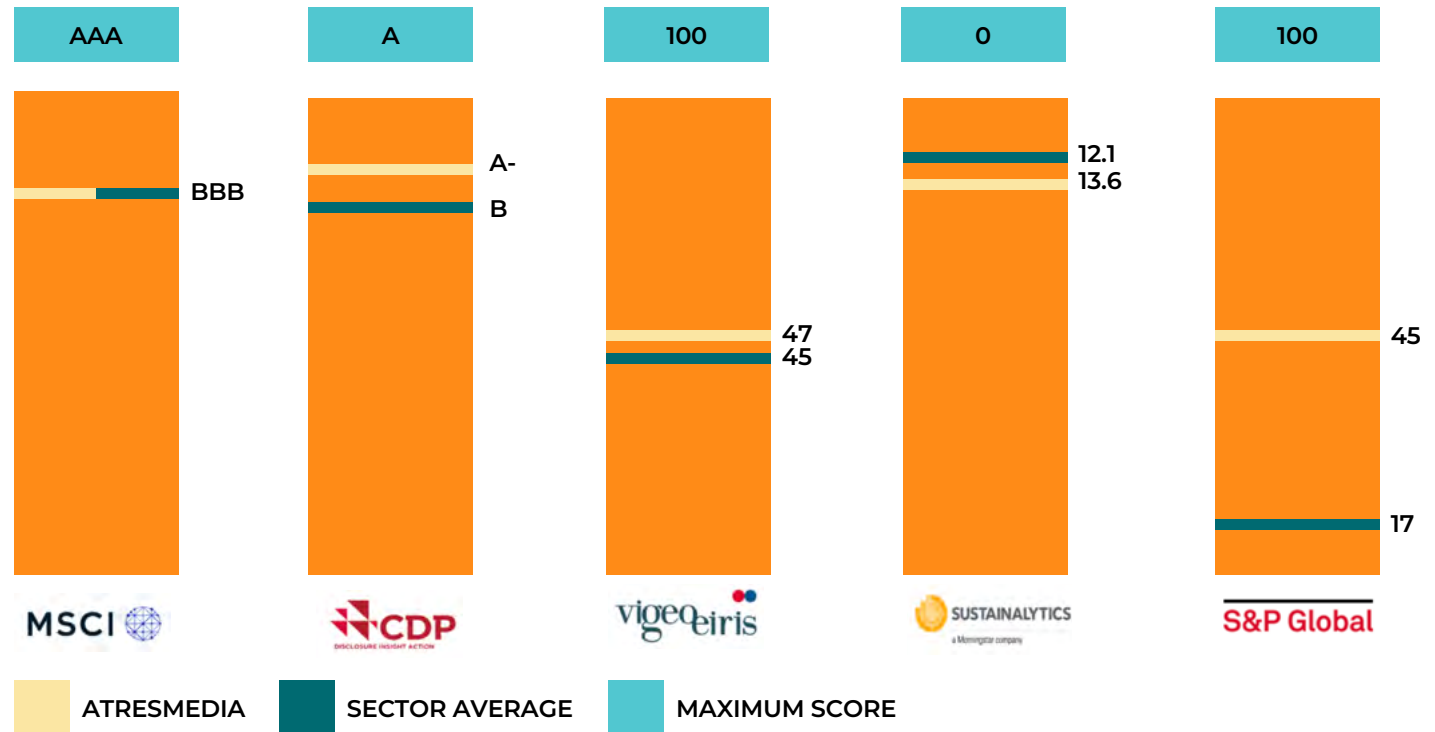
¹⁷ Travelling event used to promote brands or products.

¹⁸ Mediaset España used to be Atresmedia's main local competitor.

¹⁹ They have been influential in reducing the number of contacts between investors and issuing companies.



Also, since June 2023, Atresmedia has been part of the Ibex Gender Equality index along with 52 other Spanish companies that **promote gender equality in their senior management positions**. Meanwhile, Atresmedia obtained a rating of 45 points out of 100 from S&P Global for the Dow Jones index in 2023, well above the sector, which has an average rating of 17. The following listings and scores were also obtained:



07.9 EU Taxonomy

7.9.1 Background

In 2018, the European Commission launched an action plan²⁰ with the objective of financing sustainable growth, in a bid to boost sustainable finance and redirect capital flows towards more sustainable activities. In 2019, the Commission presented the European Green Deal, a package of policy initiatives, which aims to set the European Union (EU) on the path to a green transition, with the ultimate goal of reaching climate neutrality by 2050. 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**.

The **European Taxonomy** is a unified classification system that outlines a series of harmonized benchmarks for determining whether an economic activity is sustainable based on current practices in the market and the technical expert group's initiatives and advisory assistance. This paved the way for drafting a number of standards and labels for sustainable financial products. 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.



²⁰ Action Plan: Financing sustainable growth

7.9.2 Regulatory context

The regulatory framework of the Taxonomy was set out in **Regulation (EU) 2020/852**²¹ on the establishment of a framework to facilitate sustainable investment, which listed six environmental objectives:

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

This Regulation was followed by two complementary Commission Delegated Regulations, **Delegated Regulation (EU) 2021/2139 of 4 June** and **Delegated Regulations (EU) 2021/2178 of 6 July**²². The first listed economic activities that contribute substantially to climate change mitigation, establishing technical screening criteria by economic activity listed. The second specified 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 (indicators and calculation methodology).

New updates were made to the Taxonomy's regulatory framework in 2023. One was **Delegated Regulation (EU) 2023/2485**²³ of 27 June, which includes additional economic activities that contribute substantially to climate change mitigation and adaptation and updates some of the technical screening criteria for selecting those objectives. Another was **Delegated Regulation (EU) 2023/2486** of 27 June, which publishes the list of economic activities and establishes the technical screening criteria for determining the conditions under which an economic activity qualifies as contributing substantially to the sustainable use and protection of water and marine resources, the transition to a circular economy, to pollution prevention and control, or to the protection and restoration of biodiversity and ecosystems.

²¹ The taxonomy regulation outlines several reporting requirements for certain 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 19bis Directive 2013/34/EU of the European Parliament and of the Council or a consolidated non-financial statement pursuant to Article 29 bis of that Directive.

²² 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.

²³ None of the activities reported by Atresmedia in 2023 changed as a result of updates to that Regulation.

Taxonomy reporting requirements

Undertakings falling under the Taxonomy must perform annual assessments of compliance with the eligibility and alignment criteria and report the results in the Statement of Non-Financial Information:

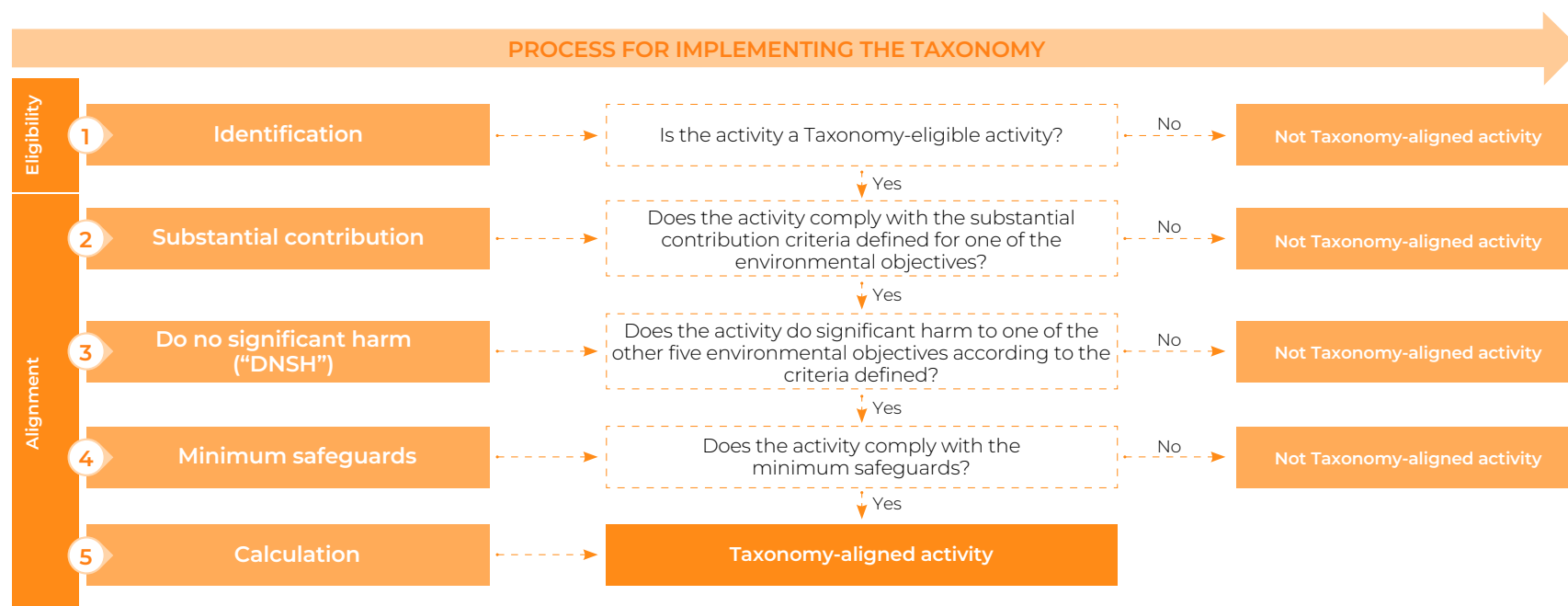
- **Eligible activities:** an economic activity carried out by an undertaking is eligible if it matches the description of an activity listed in the annexes of Delegated Regulation (EU) 2021/2139 of 4 June 2021 or one listed in the annexes of Delegated Regulation (EU) 2023/2486 of 27 June 2023. Eligibility has a nature of potentiality, i.e. an eligible activity is one that could become sustainable according to the European Taxonomy.



- **Aligned activities:** alignment of an economic activity shows its substantial contribution to one or more of the environmental objectives defined by the European Commission. This level of contribution is measured by compliance, not only with the definitions of the economic activities, but also at least one substantial contribution criteria, the principle of do no significant harm (DNSH) and certain minimum social safeguards.

In addition, Commission Delegated Regulation (EU) 2021/2178 requires undertakings to disclose information on key performance indicators (KPIs): the proportion of Taxonomy-eligible and Taxonomy-aligned economic activities of the undertaking's total **turnover, capital expenditure (CapEx) and operating expenditure (OpEx)**.

The process for implementing the Taxonomy is as follows:



The requirements for applying the obligations of the Taxonomy have evolved. In 2021, undertakings only had to report on eligibility for the climate change mitigation and adaptation objectives. In the 2022 reporting year, they were required to provide disclosures for both eligibility and alignment with the same objectives. However, for the **2023 reporting year**, Atresmedia was required to report on the **eligibility and alignment** of all activities as regards compliance with the

climate change mitigation and adaptation objectives and, in addition, to disclose the extent of **eligibility** of the **rest of the environmental objectives**.

In applying the EU Taxonomy and calculating the KPIs, the activity of **Atresmedia Corporación de Medios de Comunicación S.A. and subsidiaries** (Atresmedia Group, the Group or Atresmedia) was considered in accordance with the scope of the consolidated financial statements.

Scope of the taxonomy

7.9.3

Atresmedia Group, as an audiovisual media group, does not have a high potential impact on climate change. However, given its activity and leadership position in Spain, it can raise awareness among and inform viewers about climate change-related issues. This scenario implies that the Group's activity is considered an enabling economic activity in the European Taxonomy. However, this assumption does not mean that the Group cannot contribute to climate change mitigation if it performs an economic activity included in that Taxonomy objective.

To understand those activities considered eligible for the Group, the Atresmedia's business model must be put into context. This 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 subscription video-on-demand platform (atresplayer Premium), sale of content produced by the Group to other television networks or SVOD platforms, both individually and packaged as complete channels.

For the 2023 reporting year, as in 2022 and considering the Group's current business model, only non-advertising-driven businesses (e.g. content production and distribution through the above-mentioned channels) were included in the Taxonomy assessment.

 7.9.3.1

Eligibility assessment

Following the publication of activities for the rest of the environmental objectives, Atresmedia conducted a robust assessment of new potentially eligible activities. It also assessed the Group's environmental investments carried out in 2023 to verify whether they are related to the Taxonomy activities listed for any of the six environmental objectives.

As a result of this eligibility assessment, taking information provided by Atresmedia's various areas, the following were identified as **eligible activities** that comply with **Delegated Regulation (EU) 2021/2139 of 4 June 2021**:

- Activities that can make a substantial contribution to **climate change adaptation** (already disclosed in the 2022 report):
 - **8.3** Programming and broadcasting activities
 - **13.3** Motion picture, video and television programme production, sound recording and music publishing activities
- Activities that can make a substantial contribution to **climate change mitigation** (new activities included in the 2023 report):
 - **7.3** Installation, maintenance and repair of energy efficiency equipment
 - **7.4** Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)

After determining the eligibility of those activities, including for the first time in 2023 activities 7.3 and 7.4 from the mitigation annex, the **key assumptions** used in the process were:

- First, Atresmedia core business (news and entertainment content creation and broadcasting, and distribution through a range of audiovisual channels, including television, cinema or digital platforms, as well as radio) is related to the description of activities 8.3 and 13.3 in the climate change adaptation annex and, therefore, considered eligible activities. These activities generate turnover for the Group, while it also makes significant investments (CapEx) and incurs maintenance (OpEx) expenses associated with them.

- The review of investments undertaken in 2023 also uncovered the eligibility of the following economic activities in the climate change mitigation annex:
 - **7.3**, as Atresmedia has invested in lighting systems, air conditioning and solar filters that enhance the energy efficiency of the Group's offices. It also incurred maintenance expenses related to those assets.
 - **7.4**, as Atresmedia has installed charging stations for electric vehicles at its San Sebastián de los Reyes offices.





The following chart provides a summary of eligible activities by KPI based on the assessment conducted by Atresmedia:

	Climate change adaptation		Climate change mitigation	
	8.3	13.3	7.3	7.4
Turnover	Sí	Sí	No	No
CapEx	Sí	Sí	Sí	Sí
OpEx	Sí	Sí	Sí	No

7.9.3.2

Alignment assessment

Alignment is based on compliance with three levels of assessment: substantial contribution criteria of eligible activities, do no significant harm ("DNSH") to the rest of the environmental objectives, and minimum social safeguards. Following is a detailed description of compliance with these criteria, differentiating between the eligible activities in the climate mitigation annex and the eligible activities in the climate adaptation annex.

Assessment of compliance with the substantial contribution criteria

Activities **8.3** and **13.3** of the climate change adaptation objective are included in the Taxonomy regulation as enabling activities. To qualify as an aligned activity, an activity must meet the technical screening criteria regarding its substantial contribution to climate change adaptation. This obligation results in the requirement to identify the physical climate risks with respect to the activity listed in Annex A of the Taxonomy.

²⁴ Delegated Regulation (EU) 2021/2139 laying down the technical selection criteria for determining the conditions under which an economic activity is deemed to make a substantial contribution to climate change mitigation or adaptation and for determining whether that economic activity does not cause significant harm to any of the other environmental objectives.



In 2022, 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 Taxonomy.

To assess their risks, the risk factors were assessed across different scenarios and those time horizons, 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 were no risks with the potential to significantly affect Atresmedia's operations or financial statements.

The assessment of physical climate risks confirms compliance with the substantial contribution to climate change adaptation criteria of activities 8.3 and 13.3 since no material risks for the Group derived from climate change were revealed (for further details on the assessment of physical climate risks, see section [9.1.1 Fight against climate change: towards Net Zero](#)).

As regards compliance with the substantial contribution to **climate change mitigation** criteria of **activity 7.3**, the assessment showed that CapEx and OpEx associated with that activity comply with at least one of those listed in the Taxonomy:

CapEx/OpEx	Substantial contribution criteria
LED lighting	d) installation and replacement of energy efficient light sources;
Solar filters	a) addition of insulation to existing envelope components, such as external walls (including green walls), roofs (including green roofs), lofts, basements and ground floors (including measures to ensure air-tightness, measures to reduce the effects of thermal bridges and scaffolding) and products for the application of the insulation to the building envelope (including mechanical fixings and adhesive).
HVAC systems	e) installation, replacement, maintenance and repair of heating, ventilation and air-conditioning (HVAC) and water heating systems, including equipment related to district heating services, with highly efficient technologies;

For **activity 7.4**, the regulation does not require compliance with any substantial contribution criteria.

Assessment of compliance with criteria for 'do no significant harm' (DNSH)

Atresmedia assessed compliance with the technical screening criteria for 'do no significant harm' ("DNSH") of its eligible activities. The Taxonomy considers that activities **8.3** and **13.3** of the climate change adaptation objective are not likely to cause significant harm to the other objectives.

Meanwhile, activities 7.3 and 7.4 of the Taxonomy's climate change mitigation annex list set out different requirements, which were assessed by Atresmedia to determine that:

- All eligible items of CapEx and OpEx of activity **7.3** comply with the requirements set out in **Appendix A** and **Appendix C**.
- All eligible items of CapEx of activity **7.4** comply with the requirements set out in **Appendix A**.

As explained above, **Appendix A** relates to having an assessment of physical climate risks, which Atresmedia does. Regarding **Appendix C**, a review was carried out confirming that none of the Group's activities relate to manufacturing, placing on the market or use of the substances (chemicals) listed in that appendix. Therefore, Atresmedia Group complies with the DNSH of all its eligible activities.

Assessment of compliance with minimum safeguards

Lastly, for an activity to be considered Taxonomy-aligned, it must respect the minimum safeguards. Compliance with these safeguards was assessed at corporate level and are set out in Article 18 of Regulation (EU) 2020/852²⁵. The social minimum safeguards are divided up into four core topics:

- Human rights.
- Fair competition.
- Taxation.
- Bribery/corruption.

The Group has a Code of Conduct (updated in 2023) which outlines its commitment to conducting its business and professional activities in accordance with applicable legislation and ensuring respect for, protection of and compliance with regulations regarding human rights, anti-corruption, anti-tax evasion and anti-competitive behaviour. The code includes a whistleblowing channel available to all stakeholders to ensure correct compliance with relevant legislation. Atresmedia also has a series of internal policies reinforcing the commitments outlined in the Code of Conduct, such

²⁵ "The minimum safeguards shall be procedures implemented by an undertaking that is carrying out an economic activity to ensure the alignment with the OECD Guidelines for Multinational Enterprises and the UN Guiding Principles on Business and Human Rights, including the principles and rights set out in the eight fundamental conventions identified in the Declaration of the International Labour Organisation on Fundamental Principles and Rights at Work and the International Bill of Human Rights".

as the Human Resources Policy, the General Corporate Responsibility Policy, the Responsible Advertising Policy and the Supplier Code of Ethics. As a socially responsible company, Atresmedia is a signatory of the United Nations Global Compact, endorses Autocontrol's Code of Conduct, has an Anti-corruption Policy, a crime prevention model, a Procurement Policy that embeds ESG criteria, an Internal Control over Financial Reporting system, and a Protocol for Tax-Significant Transactions. Moreover, Atresmedia continuously implements measures to protect minors, subtitles its content to make it more accessible and carries out fact-checking processes, while it also provides ongoing training to employees on topics related to human rights, competition and corruption, and monitors the related risks.

For the first time in 2023, Atresmedia performed a human rights due diligence process. The findings confirmed that Atresmedia Group had not had any adverse impact on human rights. Nevertheless, the process helped the Group to understand which salient issues require it to reinforce control mechanisms (see section 8.2.4 [Respect for human rights](#)).

Within its management model, Atresmedia can consider that its procedures are aligned with principles and good practices in human rights, fair competition, taxation, and bribery/corruption.



7.9.4 Methodology and results

7.9.4.1

General considerations

In accordance with Delegated Regulation (EU) 2021/2178 of 6 July, Atresmedia calculated the proportion of its **turnover, CapEx and OpEx** derived from Taxonomy-eligible and Taxonomy-aligned economic activities for the climate change mitigation and climate change adaptation objectives.

For the calculation, Atresmedia used the **Group's consolidated information**, including all companies that fall within the consolidation scope, without considering 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, subtotals were verified to ensure that all data are included at all times.
- CapEx and OpEx items related to economic activities 7.3 and 7.4 were identified, to exclude them from eligible CapEx of economic activities 8.3 and 13.3 to ensure that it avoids double accounting.

For activities considered to be climate change enabling activities (8.3 and 13.3), 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 others²⁶.

²⁶ The associated concepts are aligned with the risk factors identified in Annex A of Commission Delegated Regulation (EU) 2021/2139.



- 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*).

Lastly, 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 economic activities 8.3 and 13.3. 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.

7.9.4.2

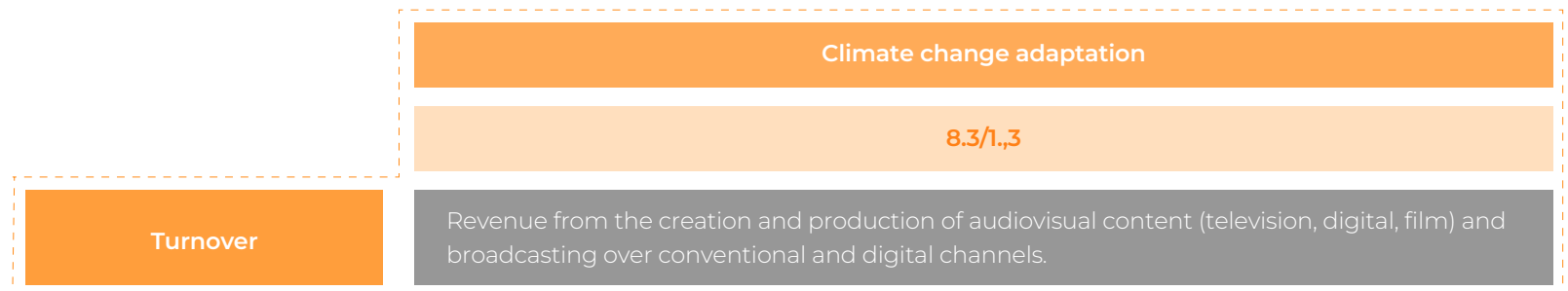
Proportion of Taxonomy-eligible and Taxonomy-aligned turnover

Section 1.1.1 of Annex I of Commission Delegated Act 2021/2178 of 6 July states that the numerator is defined the part of the net turnover derived from products or services, including intangibles, associated with Taxonomy-aligned economic activities and that the denominator is net turnover as defined in IAS 1, paragraph 82(a).

To calculate the **numerator** for the assessment of **eligibility**, the most restrictive scenario was selected, so it did not consider the sale of advertising spaces; i.e. it only considered accounting items linked to content product and distribution.

To determine the **denominator**, Atresmedia considered the disclosures in Note 20 to the Group's consolidated annual financial statements for both the assessment of eligibility and the assessment of alignment.

In 2023, Atresmedia Group turnover considered **eligible** relates exclusively to economic activities **8.3 and 13.3** as revenue generators:



The percentage proportion from Taxonomy-eligible activities in 2023 was 7.84%, up from 7.45% the year before, i.e. with no significant differences.

To calculate the numerator for Taxonomy-aligned activities, an estimate was made of the number of hours of broadcasting of content related to the key concepts associated with climate change adaptation, focusing on own productions that generate revenue 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.

After the assessment of alignment, the conclusion was that the proportion of turnover from environmentally sustainable activities (Taxonomy-aligned) was 0.02% (EUR 227,297). For more information, please see [ANNEX I. European Taxonomy](#).

7.9.4.3

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 considered 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 items.

As in the previous year, 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 Taxonomy-non-eligible activities.



To calculate the **numerator** of economic activities **7.3 and 7.4**, items relating to investments that meet the description of those activities were used. After obtaining the calculations of both numerators, the CapEx of economic activities 7.3 and 7.4 was excluded from the items related to Taxonomy-eligible CapEx of economic activities 8.3 and 13.3 to avoid double accounting.

In short, Atresmedia Group's investments considered **eligible** in 2023 were related to activities 8.3 and 13.3 of the Annex for climate change adaptation and activities 7.3 and 7.4 of the Annex for climate change mitigation.

CapEx	Climate change adaptation	Climate change mitigation
	8.3/13.3	7.3 / 7.4
	Expenditure relating to the creation and production of audiovisual content (television, radio, film) and broadcasting over conventional and digital channels.	Expenditure related to energy efficiency in buildings and electric vehicle charging stations.





The trend in Taxonomy-eligible CapEx in 2023 was broadly similar to that of the year before, with a proportion of 84.67% compared to 84.65% in 2022.

The calculation of the numerator for alignment of activities 8.3 and 13.3 used an estimate of eligible CapEx derived from Atresmedia's own productions (% of own production costs). Own production CapEx was multiplied using an additional proxy to the one used to calculate turnover, estimating the hours of broadcasting of programming labelled under climate change adaptation over the total hours of broadcasting.

The calculation of the aligned numerator of activity 7.3 considered that the entire amount is aligned after the review of the related technical factsheets and compliance with DNSH criteria. For activity 7.4, the full amount is aligned as it complies with the technical screening criteria.

In 2023, after the assessment of alignment, the conclusion was that the proportion of CapEx of environmentally sustainable activities (Taxonomy-aligned) was 2.43% (EUR 402,831). The trend in aligned CapEx compared to the year before is slightly significant (0.59%), although the increase is warranted by the alignment of the two new activities of the climate change mitigation objective (7.3 and 7.4). For more information, please see [ANNEX I. European Taxonomy](#).

7.9.4.4

Proportion of Taxonomy-eligible and Taxonomy-aligned OpEx

The last KPI to report is OpEx, defined as the proportion of operating or maintenance expenditure derived from assets or processes associated with economic activities covered by the Taxonomy.

The **denominator** for both the taxonomy-eligible and taxonomy-aligned exercise includes accounting items 621 and 622 in Spain's General Accounting Plan, which cover 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.

The **eligibility numerator of activities 8.3 and 13.3**, included the repair and maintenance of plant for production systems, software and transport items, the latter mainly associated with radio, as was the case in 2022. 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 also the case the year before.



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.

To calculate the **eligibility numerator of activity 7.3**, items relating to operating expenditure that meet the description of that activity were used. After obtaining the calculations of both numerators, the OpEx of activity 7.3 was excluded from the item related to Taxonomy-eligible OpEx of economic activities 8.3 and 13.3 to avoid double accounting.

Regarding activity 7.4, no maintenance expenditure was incurred in relation to this activity.

Atresmedia Group's operating expenditure considered **eligible** in 2023 were related to activities 8.3 and 13.3 of the Annex for climate change adaptation and activities 7.3 and 7.4 of the Annex for climate change mitigation.

OpEx	Adaptación al Cambio Climático	Mitigación del Cambio Climático
	8.3/13.3	7.3 / 7.4
	Expenditure relating to the creation and production of audiovisual content (television, radio, film) and broadcasting over conventional and digital channels.	Expenditure related to energy efficiency in buildings and electric vehicle charging stations.

The trend in OpEx in 2023 was broadly similar to that of the year before, with a proportion of 68.57% compared to 69.60% in 2022.

As with the calculation of the CapEx numerator, **taxonomy-aligned** OpEx of activities 8.3 and 13.3 was calculated by taking the estimated amount of OpEx associated with own productions (% of own productions) and multiplying it by the proxy associated with content that meets the technical screening criteria for substantial contribution.



Regarding the calculation of the aligned numerator of activity 7.3, the entire amount was considered aligned after the review of the technical factsheets of the assets associated with that activity under the Taxonomy and compliance with DNSH criteria.

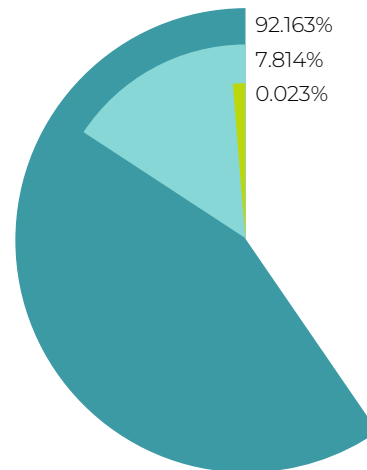
In 2023, after the assessment of alignment, the conclusion was that the proportion of OpEx of environmentally sustainable activities (Taxonomy-aligned) was 1.44% (EUR 290,085). The trend in aligned OpEx compared to the year before is slightly significant (0.43%), although the increase is warranted by the alignment of the new activity of the climate change mitigation objective (7.3). For more information, please see [ANNEX I. European Taxonomy](#).

7.9.4.5

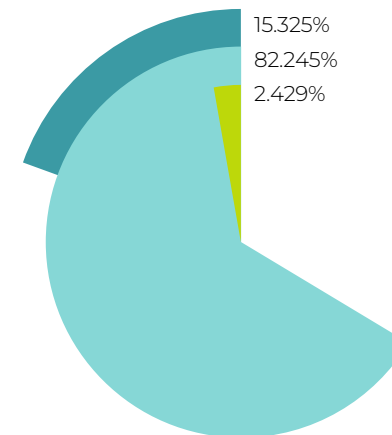
Result of KPIs: Turnover, CapEx and OpEx

The results of the proportion of Taxonomy-eligible and Taxonomy-aligned, Taxonomy-eligible but not Taxonomy-aligned, and not Taxonomy-non-eligible KPIs are as follows:

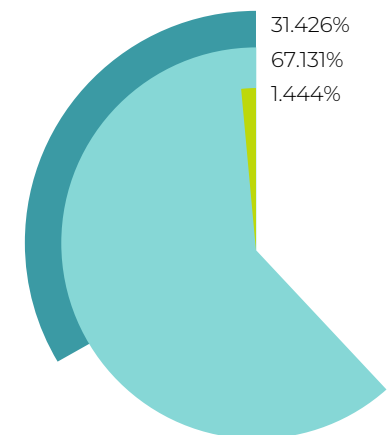
Turnover



CapEx*



OpEx



■ % eligible and aligned ■ % non-eligible ■ % eligible and not aligned

(*) The sum of the eligible and non-eligible proportions of CapEx does not equal 100% as it only adds to three decimals.



Following are Taxonomy-eligible and Taxonomy-aligned figures by KPI and economic activity covered by the Taxonomy:

TURNOVER		€	%
Activity 8.3/13.3	Taxonomy-eligible and Taxonomy-aligned	€ 227,297	0.02%
	Taxonomy-eligible but not Taxonomy-aligned	€ 75,905,783	7.81%

CapEx		€	%
Activity 8.3/13.3	Taxonomy-eligible and Taxonomy-aligned	€ 78,175	0.47%
	Taxonomy-eligible but not Taxonomy-aligned	€ 13,639,546	82.25%
Activity 7.3	Taxonomy-eligible and Taxonomy-aligned	€ 110,508	0.67%
	Taxonomy-eligible but not Taxonomy-aligned	€ 0	0.00%
Activity 7.4	Taxonomy-eligible and Taxonomy-aligned	€ 214,148	1.29%
	Taxonomy-eligible but not Taxonomy-aligned	€ 0	0.00%

OpEx		€	%
Activity 8.3/13.3	Taxonomy-eligible and Taxonomy-aligned	€ 70,182	0.35%
	Taxonomy-eligible but not Taxonomy-aligned	€ 13,489,002	67.13%
Activity 7.3	Taxonomy-eligible and Taxonomy-aligned	€ 219,903	1.09%
	Taxonomy-eligible but not Taxonomy-aligned	€ 0	0.00%
Activity 7.4	Taxonomy-eligible and Taxonomy-aligned	€* 0	0.00%
	Taxonomy-eligible but not Taxonomy-aligned	€* 0	0.00%

(*) No maintenance expenses were incurred in 2023 related to activity 7.4

The gap between the eligibility and alignment figures for activities 8.3 and 13.3 is because the content broadcast by Atresmedia is based on national and international events, which are completely variable depending on the events that occur. Meanwhile, the light entertainment content (e.g. films, series, radio) is not only climate-related, but varies according to the editorial focus, not to mention the freedom of content creation. Therefore, while Atresmedia uses its platforms to be a mouthpiece for climate, aligned content will always depend on the specific current affairs of each moment.

There is no gap between the eligibility and alignment figures for activities 7.3 and 7.4 since all eligible items are also aligned.





Atresmedia's impact on society

The double materiality assessment reveals that five of the 10 most important issues for Atresmedia are related to its social responsibility as a media company

Social aspects are a key concern, not only due to the impact that Atresmedia can have on society through its content as a media company, but also the need to adapt to the social context in which it operates and to address the concerns of its stakeholders in order to maintain a sustainable business model, as indeed confirmed by the Group's Double Materiality Assessment.

In fact, the result of the analysis shows that five of the 10 most relevant issues for the Group are related to its social responsibility as a media company. More precisely, by ensuring responsible advertising, offering responsible, truthful and quality content, fighting fake news and disinformation, ensuring accessible content and promoting media and information literacy.

Atresmedia remains firmly engaged and in constant dialogue with all of its stakeholders and has an array of channels enabling such contact. The new Double Materiality Assessment showed Atresmedia those issues that matter most to its main stakeholders, including:

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

Atresmedia works relentlessly 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 other Group policies and internal regulations (data protection, responsible advertising, human resources, health and safety, etc.)**, thus ensuring that the relationship is based on trust, transparency and mutual respect.

To enable easier communication with all of them and to be aware of their needs, Atresmedia makes various communication channels available, including:

- **Email.** Stakeholders 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.

The mailbox received a total of **80 mails** in 2023 (2022: 128), many of them relating to matters of corporate social responsibility (62.5%). 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 Social Responsibility mailbox collects information on the users of Atresmedia's various services, which is forwarded to each area responsible according to the subject matter.

- **Shareholders and investors section on the corporate website.** 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.
- **Whistleblowing channel.** As mentioned in other chapters of this report, all Atresmedia stakeholders can make use of the Group's whistleblowing channel to raise queries and report unlawful or improper conduct.
- **Support for atresplayer users.** A system was also put in place to support users of the atresplayer platform. During 2023, the categories of queries in the atresplayer mailbox were updated to ensure more reliable categorisation of issues when interacting with users. Of the total queries received, 19% were requests for information or suggestions, 15% concerned requests for help with payment on the platform, and 11% related to technical incidents.
- **Social media profiles.** Atresmedia Group, due to the nature of its business and its philosophy, always seeks to be at the very forefront of new trends. In 2023, Atresmedia's social media profiles were revamped across all platforms, adapting the content and language to the consumption needs of users. In tandem with this, Atresmedia Group expanded its presence to include new digital environments, such as Broadcast or WhatsApp Channels.

Notably, Atresmedia has **761 accounts across different social media platforms** (632 in 2022), through which it uploads content and communicates with society. The accounts relate to the Group as a whole and to specific Atresmedia platforms, series, channels and actions. In 2023, Atresmedia amassed a total of **70.2 million followers** (72.6 million in 2022) allowing for an engagement totalling 5,124 million impressions, thanks to the constant generation of content.

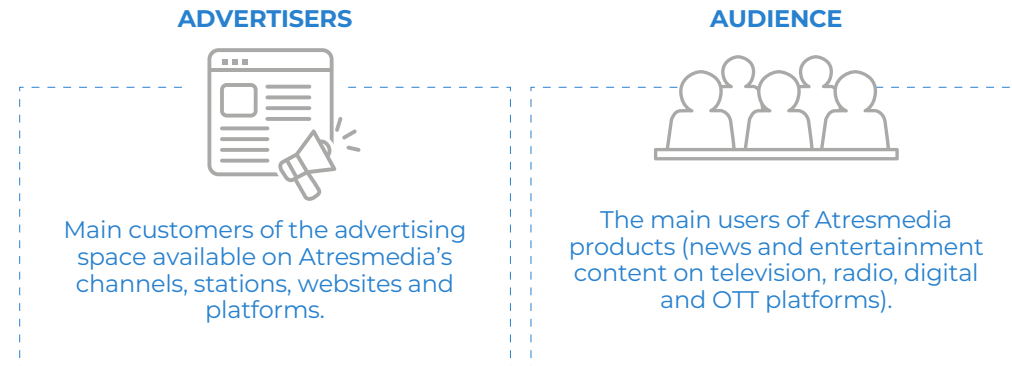
- **Guided tours of Atresmedia.** In a bid to bring the Group's activity closer to its stakeholders, Atresmedia has for years been giving guided tours of its facilities to schools and universities, and also to advertisers and other agents, thus contributing to media literacy. A total of 70 tours of Atresmedia's offices were given in 2023 (25 in 2022), involving a total of 1,312 visitors from 62 different organisations.
- **Direct public support service.** There is also direct phone number that the public can call to get in touch. In 2023, Atresmedia received 29,493 calls, compared to 29,205 in 2022.
- **Internal communication.** Atresmedia maintains fluid two-way communication with its employees through various channels, including corporate webinars, the corporate intranet and the internal magazine (see section 8.3.7. Internal communication).



08.1 On customers and users: advertisers and audience

Among the users of Atresmedia's products and services, two stand out due to their importance to the Group's business model: **advertisers** and **audience**. Therefore, Atresmedia has a special commitment to both stakeholder groups, as it seeks to generate value for them and cater to their needs and concerns.

The Company offers its audiences attractive, high-quality entertainment and reliable news content. It also seeks to ensure that vulnerable audiences are protected, while reflecting the diversity of today's society with the clear aim of making the audience feel represented. The intrinsic values of the content that the Group offers across all of its channels allow Atresmedia to offer its advertisers spaces that are both highly attractive and secure. Thanks to this value, more and more advertisers choose to place their trust in Atresmedia.



To cater to the needs and concerns of its audience and to gain first-hand knowledge of how they perceive the Group, Atresmedia engages in continuous and active listening through the various channels enabled for this purpose, including its profiles on social networks, email and audience helplines²⁷.

Meanwhile, the Marketing Department and the Audience Department conduct research to gain first-hand knowledge of the tastes and preferences of society, so that the right kind of content can then be produced. A total of **32 focus groups** (60 in 2022), **11 mini-groups** and **four in-depth interviews**, both face-to-face and virtual, were held in 2023. A total of **276 participants** took part (427 in 2022), thus allowing Atresmedia to understand once again how the audience perceives the end product offered by Atresmedia. These research and listening activities have contributed to the impressive audience figures that the Group has achieved in recent years.

²⁷ Atresmedia provides social media profiles, email and telephone numbers for communicating with its audiences.

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**. More precisely, Atresmedia Publicidad works hard to offer advertisers, agencies and media centres an innovative service and a fresh range of multimedia products and services to cover their needs. This allows it to reach its target audience through all the Group's media (see section 7.3.1.3 [Atresmedia Publicidad](#)). To succeed, it conducts exhaustive research to enhance its **core products and to offer new creative advertising formulas and formats that are highly innovative and effective**.



8.1.1

Protection mechanisms for audience and advertisers

Atresmedia Group has a series of internal and external audience and advertiser protection mechanisms in place to promote safe and inclusive environments

To ensure that it runs its business responsibly, Atresmedia has a series of audience and advertiser protection mechanisms in place to promote **safe and inclusive environments**. The General Corporate Responsibility Policy and the Responsible Advertising Policy describe the key mechanisms in place to ensure audience protection, as well as the Group's commitment to fostering ethical and responsible relationships with its advertisers.

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, viewpoint diversity, non-discriminatory content and the protection of minors, introducing the concept of safe environment for audiences and advertisers alike.

As regards advertising content, all these commitments are further reinforced in the **Group's Responsible Advertising Policy**, which promotes and fosters self-regulation, innovation and quality in commercial communications, the social commitment of both the Group and advertisers, as well as respect for the rights just mentioned in relation to advertising content, especially the protection of minors.

In line with these commitments, **Atresmedia Publicidad** ensures the proper development of the advertising activity across all of the Group's channels and formats, including the digital platforms. In doing so, it ensures that the advertising broadcast is suitable for all audiences and aligned with the Company's values and mission, while guaranteeing a safe environment for brands (**Brandsafe**). In addition, strict compliance with applicable law and regulations on the identification of advertising activity and its differentiation from editorial activity under the General Law on Audiovisual Communication is another of the core principles steering the Group forward.

Atresmedia operates a robust Ethics Management System that ensures quality and responsibility throughout the content creation process

Media ethics

With the clear aim of conducting its business ethically, the Company not only ensures that it complies with applicable law and regulations, it is also actively involved in formal discussions with other service providers and with competent public authorities regarding the control mechanisms for the audiovisual market and prevailing standards in this regard. There have been some major regulatory changes in recent years and the Company has been paying close attention.

These include certain key developments relating to the new **co-regulation agreement model for the rating of audiovisual programmes** provided for in Article 98(2) and Transitional Provision Two of the General Law on Audiovisual Communication (*Ley General de Comunicación Audiovisual*, or LGCA for short), as well as the changes ushered in by the draft Royal Decree currently being processed, which regulates the requirements to be considered an influencer within the meaning of the LGCA.

Amid a relentless increase in technology in general and artificial intelligence in particular, it is essential for companies such as Atresmedia to stay informed, to be ready for possible new laws and regulations governing such matters, and to maintain strict standards of ethics, quality and independence as the news environment becomes increasingly complex and intricate. It should be noted that:

- On 8 December 2023, an agreement was reached as a result of the trilogue negotiations leading up to the European Artificial Intelligence Regulation (AI Act) and once it is formally approved in the coming months, it will be directly and equally applicable throughout the European Union.
- On 15 December 2023, an agreement was reached as a result of the trilogue negotiations leading up to the European Media Freedom Act. Once the Act is formally approved in the coming months, it will be directly and equally applicable throughout the European Union, given its legal status as a Regulation. The purpose of this regulation is to strengthen and guarantee media freedom, transparency and viewpoint diversity in response to state intervention and disinformation.

Against this backdrop, in 2023 Atresmedia drew up a [Policy for the responsible use of artificial intelligence and related tools](#), as already referred to in previous chapters of this report. This policy embodies the Group's commitment to using AI tools in a safe, responsible and transparent manner so as to avoid any discriminatory effects and, among other issues, ensure respect for intellectual property rights.

Moreover, to ensure that its values are applied throughout the content creation process and that its content meets minimum standards of quality and responsibility, Atresmedia has a sound ethics management system in place based on the following mechanisms:

- **Television 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.
- **Corporate Code of Conduct:** includes principles, objectives and values that will serve as a guide at all times for those who work in, or collaborate with, any Group company ([Atresmedia Code of Conduct](#)).
- **General Corporate Responsibility Policy:** sets out the Group's commitments to society and the environment ([Corporate Responsibility Policy](#)).



- **Codes of Ethics of Antena 3 Noticias and la Sexta Noticias:** both codes include the principles and rules regulating all news and current affairs programmes and are there to ensure a truthful, viewpoint diverse and committed news offering (Codes of Ethics of *Antena 3 Noticias* and *laSexta Noticias*).
- **Due Diligence Handbook:** sets out the human rights considered material for the Group and the mechanisms in place to prevent and mitigate possible any adverse impacts on any of them (see section [8.2.4 Respect for human rights](#)).

The Group also has two editorial committees tasked with ensuring the independence and viewpoint diversity of its professionals, thus guaranteeing rigour, objectivity and truthfulness in the performance of their tasks when creating and curating content for the Group's channels, while also protecting audiences. To ensure that content is properly reviewed, these editorial committees meet on a weekly and monthly basis.

Child protection

Atresmedia Group is firmly committed to the protection of minors and therefore has voluntary and regulatory mechanisms in place to ensure that its spaces are safe environments for them. This commitment has been formally enshrined in the **Group's General Corporate Responsibility Policy** since 2019, thus serving as a form of institutional reinforcement of the protection mechanisms that the Company has in place to protect children in three key areas: television content, commercial communications and employment rights.

With regard to the latter, Atresmedia's Code of Conduct sets out the Group's commitment to comply with current legislation on the hiring of minors and explicitly rejects child labour. The Group also insists that its suppliers provide a compliance statement, undertaking to respect the provisions of the Code of Conduct and the Group's Regulatory Compliance Model.

Moreover, and as detailed later in this report (see section [8.2.4. Respect for human rights](#)), Atresmedia conducted a human rights due diligence process in 2023. While the protection of children was not found to be a material topic for the Group, it was included as a right to which special attention should be paid in its Due Diligence Handbook, which sets out the mechanisms established by the Group for the protection of children.

When it comes to commercial communications, Atresmedia Publicidad applies the codes of ethics to which it adheres—discussed further in due course—and complies with the General Law on Audiovisual Communication in relation to

Atresmedia's Human Rights Due Diligence Handbook was drawn up in 2023 and includes, among other matters, the child protection mechanisms in place at the Group

the placement of commercial communications, which must not be placed next to children's programming. To uphold responsible behaviour, Atresmedia runs internal controls to ensure legal and ethical correctness, as well as external controls, through the copy advice service.

As mentioned earlier, there have been various regulatory changes in recent years in the realm of audiovisual communication relating to the protection of minors, and it goes without saying that the Group has been paying close attention. With regard to the new model of a *co-regulation agreement for the rating of audiovisual programmes* provided for in Article 98(2) and Transitional Provision Two of the General Law on Audiovisual Communication, Atresmedia and a significant proportion of the providers of television audiovisual communication services—free-to-air and conditional access, linear and on-demand—saw fit to sign a document to further complement the transitional legal regime. This document essentially functions as a support mechanism until such time as the definitive co-regulation agreement is signed. The aim is to establish a **transitional and complementary age-based rating system for audiovisual programmes which includes guidance for each rating**. While we await the approval of the co-regulation agreement, it has been agreed that programmes will be rated and recommended in accordance with the following criteria:

SUITABLE FOR ALL AUDIENCES
+7
+12
+16
18
X

The **signatories concluded that the best approach was to continue to apply the age-based rating system provided for in the Self-Regulatory Code on Television Content and Children**, which was subsequently ratified by the Spanish CNMV. It was further agreed by the Committee that these guiding criteria for the rating of audiovisual content should be applied by all providers of state television audiovisual media services.

Notably, no claims were made under the new co-regulation model in 2023, as it remains under development and is not yet operational, as mentioned earlier.

Meanwhile, the Royal Decree setting out the requirements to be met to qualify as an influencer for the purposes of the LGCA will, following its approval, make it possible to insist, for the first time, that **influencers comply with obligations aimed at protecting minors and the general public from certain harmful commercial content and communications**.

To further protect minors from the content it broadcasts, Atresmedia worked hard in 2023 to improve the parental control of its atresplayer platform. Along these lines, a special subscription option for household users was launched, enabling families to create different profiles for each member, each with different restrictions on the content that can be viewed.



In relation to commercial communications, Atresmedia voluntarily complies with the principles enshrined in the Content and Children's Self-Regulation Code, thus ensuring the protection of the most vulnerable audiences. All the mechanisms that Atresmedia puts in place to protect minors in the field of advertising are set out in the following section.

Further highlights in the period included the ongoing work of Fundación Atresmedia, which helps to protect the rights of children and young people in the audiovisual environment and on social media through its various projects on media and information literacy and safe and responsible access to information.

Ad-content tracking mechanisms

Atresmedia Publicidad operates a **model of advertising communication based on quality and responsibility towards advertisers and audiences alike**, focusing on two 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 television 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 have legal repercussions. This monitoring and internal control exercise takes place right at the start of an advertising campaign in the interests of caution and to minimise potential risks down the line.

The Group made additional internal improvements in 2023 to further enhance its control over advertising. Notably, the Group is adhered to AUTOCONTROL's Code of Conduct on Data Processing in Advertising. Turning to accessibility, an internal report was drawn up in 2023 and recorded in the ABACO intranet system, detailing the advertising spots logged in the system and quantifying those prepared to be accessible.

To ensure compliance with the highest quality standards, the advertising broadcast on Atresmedia's television channels is reviewed both internally and externally:

- **Internally**, through a quality control procedure and numerous screening processes, further bolstered 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. There is also a system of checks in place to confirm whether the campaign is subject to any restriction resulting from the copy advice²⁸.

	2022	2023	Annual change 2022-2023 (%)
Nº of copy advices	2,414	2,218	-8.1%
Nº of cases	1	0	-100%
Nº of breaches	1	0	-100%
Fines (€)	187,585	0	N/A
Ethical queries	83	84	1.2%

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.

²⁸ In 2023, Atresmedia Publicidad requested a total of 2,218 copy advices, down 8% on 2022 (2,414). Meanwhile, the number of ethical queries in the year came to 84, one more than in the previous year.

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)

To ensure safe and secure spaces for its advertisers while also complying with applicable law, in 2023 Atresmedia Publicidad worked closely with other departments to bring the Group in line with the latest updates made to the *Guide on the use of cookies* of the Spanish Data Protection Agency (AEPD), which reflects the latest Guidelines of the European Data Protection Committee. This joint work has enabled Atresmedia to raise awareness internally of the potential risks and other consequences arising from the updates made to the Guide and to be able to make appropriate decisions when adapting it.

Atresmedia Corporación and smartclip are also adhered to **AUTOCONTROL's Code of Conduct on Data Processing in Advertising**. This code offers a new system for handling complaints regarding data protection and advertising, allowing users to lodge their claims or complaints free of charge to 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.

Atresmedia promotes and encourages advertisers to take positive action to make their ad campaigns more accessible. In 2023, there was a substantial increase in the number of subtitled ads, as discussed further in the section titled [Accessibility for all audiences](#). Atresmedia Publicidad has pledged to encourage its advertisers to take positive action to make their ad campaigns more accessible.

Accessibility for all audiences

The General Law on Audiovisual Communication (LGCA) protects and safeguards the rights of visually and hearing impaired people by imposing requirements in the following three areas:

- Subtitling for the deaf and hearing impaired
- Sign language
- Audio description

The regulations were updated in July 2023, following the entry into force of the LGCA in 2022, on television accessibility and platforms. This has led to stricter requirements when producing and supplying content in the areas described above.





	Reform of the LGCA in 2022	
	LGCA 2010	LGCA 2022
Subtitled content	75%	80%
Audio-described content	2h/week	5h/week
Content with sign language	2h/week	5h/week

The Group relies on internal tools to monitor daily and weekly compliance with legal accessibility obligations, far exceeding the ratios set out in the 2022 LGCA

Atresmedia stepped up its investment and dedicated more in the way of technical and human resources to meet the new legal requirements. It succeeded in adding three more hours of content with audio description and sign language during prime time for each of the Group's channels. This work was coordinated with the scheduling department, with a screening process carried out to select those programmes that meet the relevant audience requirements and, at the same time, meet programme profitability thresholds.

Atresmedia Group's Regulatory Board and Legal Department also work together to respond to weekly requests received from the National Markets and Competition Commission (CNMC) and its supplier Gabinete de Estudios de la Comunicación Audiovisual (GECA). The reports analyse the new quantitative requirements of the law, as well as the quality of accessible services, both on television and on other platforms.

Not only does Atresmedia exceed the ratios established by the LGCA, it also meets AENOR standards on the quality of its subtitling and audio description²⁹.

Accessibility of television content

The availability of live subtitled programming during 2023 remained at 100% in the commercial slot. The **Group has pledged to continue making all its current affairs programmes accessible, regardless of time slot**, in order to bring live news to all hearing-impaired people.

As for content with sign language, following the enactment of the latest version of the LGCA, the **new HbbTV sign language project was launched in July in close coordination with engineering and Atresmedia Tech**. The project is

²⁹ Audio description 153.020/2005 and Subtitling 153.10.2012.



Broadcasting with automatic speech recognition (ASR) officially began in 2023, with key improvements made to make the sign language system in HbbTV work more efficiently

undergoing continuous improvement in a bid to ensure the utmost quality and compliance with the law (minimum of five hours of content with sign language to be broadcast each week).

For yet another year, Atresmedia attended the AMADIS congress organised by the Royal Board on Disability and CESYA, with the attendance of official bodies and associations, together with other television operators, platforms and companies providing audiovisual and communication services. The new law was examined and debated over the course of the event in order to understand its main challenges and the current situation. New technical solutions for accessible television broadcasting have also been presented.

Accessibility of television content ³⁰		2022	2023	Annual change 2022-2023 (%)
N° of hours of subtitled content	Antena 3	6,712.9	6,480.70	-3.5%
	laSexta	6,813.9	6,726.7	-1.3%
	MEGA	7,085.3	7,025.1	-0.8%
	Neox	6,811.1	6,960.8	2.2%
	Nova	6,389.5	6,345.5	-0.7%
	Atreseries	7,278.7	7,029.5	-3.3%
	Total hours	41,091.5	40,568.3	-1.3%
	% of 24 hours	92.7%	92.5%	-0.2
N° of hours of subtitled advertising	Antena 3	44.2	176	298.2%
	laSexta	47.3	190	301.7%
	Neox	60.2	149	147.5%
	Nova	28.3	187	560.8%

³⁰ The entry into force of the General Law on Audiovisual Communication on 9 July 2023 led to an increase in the broadcasting of content with sign language and subtitles, as well as an increase in the airing of subtitled advertising spots.



Accessibility of television content ³⁰		2022	2023	Annual change 2022-2023 (%)
N° of hours of content with sign language	Antena 3	116.3	223.4	92.1%
	laSexta	158.2	305.2	92.9%
	MEGA	204.3	309.6	51.5%
	Neox	192.2	325.7	69.5%
	Nova	260.9	332.2	27.3%
	Atreseries	326.2	474.7	45.5%
	Total hours	1,258.3	1,970.8	56.6%
N° of hours of audio-described content	Antena 3	142.9	308.4	115.8%
	laSexta	152.5	299.4	96.3%
	MEGA	193.4	420.8	117.6%
	Neox	733.7	926.5	26.3%
	Nova	174.2	294.5	69.1%
	Atreseries	518.5	608.5	17.4%
	Total hours	1,915.3	2,858.1	49.2%

Meanwhile, atresplayer has more than 22,800 hours of subtitled content as part of its international and national catalogue, available in Spanish, Catalan, Basque, Galician and Valencian.

The issue of disinformation

Atresmedia Group, as a communicator and benchmark for news coverage through the Antena 3 Noticias, laSexta Noticias and the *Onda Cero* news programmes, is firmly committed to rigour and truthful information. For instance, it has robust mechanisms in place to ensure the truthfulness of the information and images it broadcasts and to provide the appropriate context to ensure that audiences properly understand what they are viewing or listening to. In 2023, both Antena 3 and laSexta continued to develop their news strategies to combat fake news and disinformation.

Antena 3 Noticias, a robust strategy for combating fake news

Antena 3 Noticias follows a trusted strategy for fighting fake news based on its commitment to rigour and truthful information. The newsrooms combat hoaxes and disinformation on a daily basis by working hard to fact-check all information received, processed and broadcast. In 2023, a fact-checking course was delivered to our journalists, giving them useful knowledge to help screen and verify the information received through the Group's various communication channels.

Aside from the work traditionally carried out within the newsroom, the channel is also making efforts to keep up this fight across social media platforms, which are inherently vulnerable to fake news and the like. In 2023, Antena 3 Noticias, under its brand *#VerificaA3N*, extended its fact-checking mechanisms to two new social media platforms: Instagram and TikTok. This broadened the scope of the work already being carried out on the accounts of *Antena 3 Noticias*, *Espejo Público*, *Antena 3 Internacional* and on the profiles of *A3N Verifica* on Facebook and Twitter.



During 2023 Antena 3 Noticias and its brand *Verifica A3N* took the fight against fake news to Instagram and Tiktok

The strategy followed by *Antena 3 Noticias* to fight fake news on social media pursues the following objectives:

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

These initiatives amassed a community of 439,700 people on Instagram and 147,000 people on TikTok. The most prominent topics trending on social media in 2023 and which *Verifica A3N* managed to debunk or raise awareness of included a level 5 alert of an imminent terrorist attack, scams targeting the elderly, the dangers of “say yes” phone calls, or the infamous WhatsApp scams. In this particular case, the campaign achieved more than two million views on TikTok and Instagram.

Atresmedia also took the fight against fake news to the digital realm, through *¿Lo hablamos?*, a current affairs programme streamed live from the Antena 3 Noticias website. The programme also includes a Q&A section in which Antena 3 Noticias social media followers can ask the guests questions. Notably, the *Verifica A3N* brand has become a relevant element in the branded campaigns of Antena 3 Noticias.

For Antena 3 Noticias, fact-checking is a task that involves the entire newsroom. In 2023, *Verifica A3N* worked closely with the various units and especially with International in order to stop the dissemination of images and/or videos taken out of context, especially in certain sensitive scenarios such as the ongoing conflicts in Ukraine and the Middle East. This fact-checking is carried out through various mechanisms and applications, such as InVID and Fact Check Explorer. In 2023, Antena 3 Noticias also teamed up with the IVERES³¹ project, which is working on an artificial intelligence tool to help journalists spot false information. The first phase of the project involved understanding the needs of the media, their processes and the tools they currently use to carry out their work. The overriding philosophy of the project is to create an artificial intelligence toolbox.

³¹ www.iveres.es

In 2023, laSexta remained faithful to the truth and to upholding viewpoint diversity and investigation

laSexta reaffirms its commitment to fact-checked information.

Meanwhile, laSexta continues to fight against disinformation by spotting hoaxes and fake news. Not only did the Russia-Ukraine and Middle East conflicts generate considerable disinformation in 2023, so did political events such as elections, protests, investitures and the amnesty law, the earthquake in Morocco, droughts and heavy rainfall events, all of which were covered rigorously by laSexta, **as a further show of its commitment to information, current affairs and accuracy.**

laSexta has remained faithful to the truth, committed to viewpoint diversity and fact-checking, as it embraces the challenge of telling what genuinely happened from where it happened. The pillars of laSexta's strategy are current affairs, information, analysis and investigation. It therefore has a broad selection of programmes to keep the audience informed and to stave off fake news. Notably, laSexta has various mechanisms for analysing the current political and economic panorama, which it offers to its viewers through programmes such as *Al Rojo Vivo*, *laSexta Columna*, *laSexta Clave*, *laSexta Xplica* and *Más Vale Tarde*.

laSexta relied on the valuable support of Newtral in 2023, the company widely acknowledged to have introduced fact-checking in Spain back in the day.

08.2 Society

With the 21st century now in full swing, the media have a huge impact on society and act as a mouthpiece for transmitting messages to the wider population. Atresmedia treats this as an exercise in responsibility in providing reliable information and raising awareness, as we strive to make a valuable contribution to the growth and progress of the society in which we operate. 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.

The results of the Double Materiality Assessment pay testament to Atresmedia's enduring commitment to society. It analysed, among other matters, the impacts, risks and opportunities arising from the Group's ongoing efforts to inform society in a truthful and responsible manner, as well as its capacity to help build, through its content, a more sustainable and supportive society based on shared values. Ultimately, issues related to truthful and responsible content, the fight against fake news and disinformation, and the Group's capacity to be a mouthpiece for pressing social and climate issues were identified as material topics.



In 2023, Atresmedia broadcast across all of its media a total of 32 free advertising campaigns for 28 NGOs, worth a total value of eur 27.9 million

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**. For some 15 years, Atresmedia has been granting part of its advertising space free of charge to non-profit organisations, so that they can promote and publicise their social pursuits and thus 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.

	2022	2023	Annual change 2022-2023 (%)
Television investment (€)	15,072,920	17,602,850	16.8%
Radio investment (€)	9,208,095	10,188,163	10.6%
Digital investment (€)	125,019	131,366	5.1%
Total investment (€)	24,406,034	27,922,379	14.4%
N° of campaigns broadcast	33	32	-3.0%
N° of beneficiary NGOs	26	28	7.7%
Campaigns subtitled (%)	100%	100%	0.0%
Campaigns audio-described (n°)	1	1	0.0%

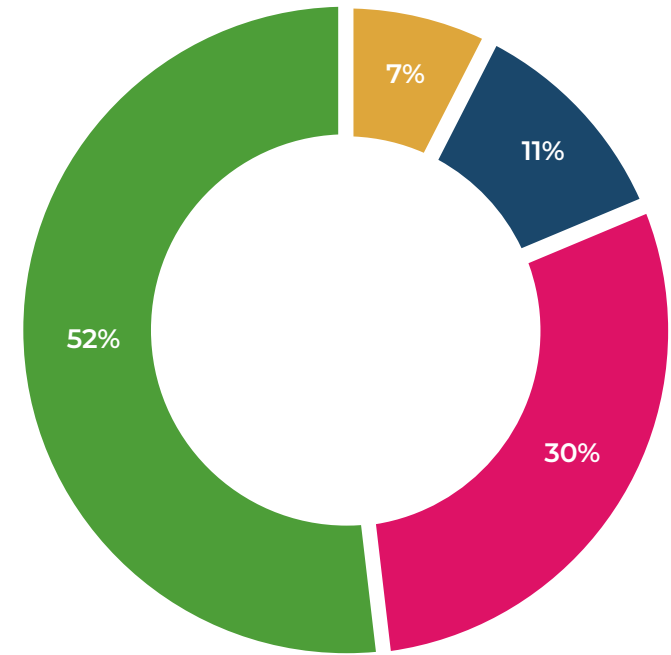
These campaigns were predominantly aligned with the following **Sustainable Development Goals: Good Health and Well-being** (SDG 3), **Reduced Inequalities** (SDG 10) and **Partnerships for the Goals** (SDG 17). Meanwhile, campaigns related to the following SDGs were broadcast: **No poverty** (SDG 1), **Zero Hunger** (SDG 2), **Quality Education** (SDG 4), **Gender Equality** (SDG 5), **Sustainable Cities and Communities** (SDG 11) and **Peace, Justice and Strong Institutions** (SDG 16), involving the following key actions for each SDG supported:



EXAMPLES OF FREE ADVERTISING CAMPAIGNS	
	<i>37,000 homeless people – We can do something by Fundación RAIS – Hogar.</i>
	<i>Stopping inequality is in your hands by Manos Unidas.</i>
	<i>Adolescent mental health can't wait by Fundación ANAR; Help us to stay alive by Asociación de Cáncer de Mama Metastásico; and Sit close to people with ALS by Fundación Luzón.</i>
	<i>Digital leisure among adolescents by FAD.</i>
	<i>International Day of the Girl Child by Plan Internacional.</i>
	<i>We are not a stereotype by Fundación Síndrome de Down; With you everything fits by Fundación ADSIS; Discover foster care by Mamás en Acción; and Double candle double wish by Fundación Pequeño Deseo.</i>
	<i>Support for the Turkey/Syria and Morocco earthquake Disasters Emergency Committee.</i>
	<i>Help us reduce cases of child sexual abuse by the Vicky Bernadet Foundation.</i>
	<i>Learn how to enjoy your children's adolescence by FAD and support for the goODS awards of the Global Compact and Fundación Rafael del Pino.</i>

Alignment of free advertising campaigns with the Sustainable Development Goals

- Health and well-being
- Reduced inequalities
- Partnerships for the Goals
- Sustainable cities and communities



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, the visibility of **mental health problems among adolescents**, **support for children**, especially sick children in hospitals and **child victims of sexual abuse**, as well as the **need for foster care for vulnerable children** were some of the issues that Atresmedia raised awareness about alongside the NGOs that benefit from this free advertising space. The Group also ramped up its support in raising awareness of various vulnerable segments of society, including people with **intellectual disabilities** (Down's syndrome), people with physical-organic disabilities (multiple sclerosis, acquired brain damage and ALS), people with **mental disabilities** (mental health problems and Autism Spectrum Disorder) and the **homeless**.

In 2023, Atresmedia collaborated twice with the Emergency Committee to send urgent humanitarian aid to those affected by the earthquakes in Syria, Turkey and Morocco

Atresmedia is also involved in other social responsibility endeavours, whether through Fundación Atresmedia, its corporate volunteering programme or its strategic social responsibility actions aimed at society, including *Ponle Freno*, *Constantes y Vitales* and *Contra el Maltrato – Tolerancia Cero*.

In 2023, Atresmedia collaborated once again with the **Emergency Committee** set up in response to the earthquakes in Syria and Turkey in February and the Morocco earthquake in September. Thanks to Atresmedia's support and outreach on all its TV, radio and digital channels, more than EUR 1,400,000 million was raised so that urgent humanitarian aid can be delivered to those affected by one or other of the catastrophes. The Committee is made up of six NGOs and looks to channel society's support to provide a rapid and effective response to humanitarian emergencies.



8.2.1

Contribution to the Sustainable Development Goals



Atresmedia has been a signatory and partner of the United Nations Global Compact since 2008

In 2023, Atresmedia made further efforts to support, disseminate and implement initiatives and policies linked to the 17 Sustainable Development Goals of the United Nations and the 2030 Agenda.

By adhering to the Global Compact, Atresmedia has pledged to honour its Ten Principles, which centre around the four core values of **Human Rights, Labour, Environment and Anti-Corruption**. For yet another year, Atresmedia has presented its Global Compact Progress Report, which seeks to measure the company's contribution towards the 10 Principles.

HUMAN RIGHTS

Principle 1.

Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.

Principle 2.

Businesses should make sure that they are not complicit in human rights abuses.

LABOUR

Principle 3.

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4.

Businesses should uphold the elimination of all forms of forced and compulsory labour.

Principle 5.

Businesses should uphold the effective abolition of child labour.

Principle 6.

Businesses should uphold the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

Principle 7.

Businesses should support a precautionary approach to environmental challenges.

Principle 8.

Businesses should undertake initiatives to promote greater environmental responsibility.

Principle 9.

Businesses should encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

Principle 10.

Businesses should work against corruption in all its forms, including extortion and bribery.

As mentioned earlier, in 2023 Atresmedia continued to lend its full support to the SDGs by allotting free advertising space for NGOs, broadcasting specialised content, partnering up with various entities, the corporate volunteering programme and internal and external awareness-raising actions. With the aim of focusing its efforts, Atresmedia has identified the following priority SDGs based on its activity:





Below we describe some of the main contributions made to the Sustainable Development Goals in 2023, as well as related content.

STRATEGIC CORPORATE ACTIONS ALIGNED WITH THE SDGs		TARGETS ³²
	Becas Capaz programme: thanks to which more than 150 young people with disabilities enrolled on Atresmedia Formación courses.	10.2
	Residuo Cero (Zero Waste) : the project was launched on the Group's premises to make us better at managing waste and leftover food.	12.5
	Net Zero Strategy and the objectives of reducing emissions under the SBTi.	13.1 13.3
PARTNERSHIPS WITH ENTITIES TO CHAMPION THE SDGs		METAS
	In 2023, the Group remained part of the Companies for a society free from gender-based violence , initiative, promoted by the Women's Institute and the Government Delegation against Gender-based Violence.	5.2
	Atresmedia continues to be a member of the Responsible Media Forum and took part in an event titled <i>Mirrors or Movers</i>, which once again addressed the impact of the media on society and the environment. For yet another year, Atresmedia took part in the ESG 2023 Corporate Sustainability Forum organised by Forética. This time around Atresmedia's CEO took part in one of the round tables, where he offered his views on the importance of addressing social sustainability. Atresmedia promoted the go! SDGs initiative of the Global Compact and Fundación Rafael del Pino. Atresmedia took part in the first edition of ThinkforSocial organised by Fundación Botín with the aim of fostering relations between companies and NGOs. In 2023, the Group took part in the 10th Social Impact Study, on social contribution and support for the SDGs. The study is carried out by Fundación SERES working alongside Deloitte.	17.17 and 17.19

³² All targets are described in point ¹³. Contribution to the targets of the SDGs in this SNFI.



DISSEMINATION OF CONTENT RELATED TO THE SDGs		TARGETS
	¿Qué me pasa doctor? a space dedicated to health, where every week we deal with a different health-related issue or concern. The campaign was launched to mark the occasion of World Cancer Research Day. It is promoted by Constantes y Vitales, working alongside the Spanish Association Against Cancer. De esto hay que hablar on laSexta explores the problem of mental health in Spain.	3.4., 3.5. and 3.6
	Broadcast of La Caja de Arena branded content on atresplayer, to raise awareness of bullying.	4.7
	Especial 8M El Objetivo, hosted by Ana Pastor in Iran. Vestidas de Azul, original series that tells the story of trans women and raises awareness. Especial Salvados Plácido Domingo, nominated for the Gabo 2023 awards, in which Gonzo interviewed several women who had come forward alleging sexual harassment at the hands of the tenor. Broadcast of El Gran hotel de las reinas, to raise awareness of the drag queen community. Production and broadcast of the original series titled Las noches de Tefía, which tells the story of various dissidents housed at the Agricultural Penal Colony of Tefía.	5.1., 5.5. and 5.b
	Crisis Cabinet – Are we prepared for a major blackout in Spain? This edition discusses the threat of a solar storm causing the instantaneous destruction of all electronic devices, leading to a major blackout scenario in which no devices would work at all.	7.1
	Environmental awareness-raising by Endesa, focused on communication and educational awareness-raising among the population on how to contribute to energy saving and its positive consequences.	13.3
	Special show of El Objetivo from Ukraine, to mark the first anniversary of the war between Russia and Ukraine. In this special Ana Pastor travelled to Kiev. El Odio Sin fin. Salvados, which tells the story of an Israeli and a Palestinian living together in Spain.	16.10

Aside from the initiatives featured in this section, Atresmedia makes other contributions to the SDGs through the various 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 issues of major social concern

In 2023, Atresmedia held the second edition of the metafuturo event, which brought together prominent leaders from various fields to discuss current issues

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. Following the success of the first edition of Metafuturo, a second edition was held as a further show of Atresmedia Group's firm commitment to society. This second edition brought together prominent and influential world leaders, including journalist and Nobel Peace Prize winner Dmitry Muratov, engineer and data scientist Frances Haugen, known for being the 'deep throat' of Facebook, and David Rowan, expert in artificial intelligence (AI) and CEO of the magazine *Wired*.



**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. 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 currently undertaking and the social problems they are a response to:

- Road Safety – *Ponle Freno* (2008)
- Environment – *Hazte Eco* (2010) (see section [9.2 Environmental awareness](#)).
- Promoting healthy habits – *Objetivo Bienestar* (2014)
- Supporting scientific research and preventive medicine – *Constantes y Vitales* (2014)
- Protecting cultural creation and intellectual property – *Crea Cultura* (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 group. To illustrate the importance of these initiatives for the Group, since its inception Atresmedia has encouraged its own employees to get involved in these actions and has been raising awareness of these issues among the workforce and aligning these actions with its business values.



	SHOWINGS BY CHANNEL													
	ANTENA 3		LASEXTA		NEOX		NOVA		MEGA		ATRESERIES		TOTAL	
	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023
<i>Ponle Freno</i>	709	1,492	405	952	750	1,177	731	1,630	697	1,566	734	1,620	4,026	8,437
<i>Constantes y vitales</i>			275	653									275	653
<i>Tolerancia Cero</i>	348	349	230	249	80	80							658	680
<i>Crea Cultura</i>	446	391	223	149									669	540
													10,088	10,310

	Hours		Accumulated audience (thousand)		Pillars of the training programme	
	2022	2023	2022	2023	2022	2023
<i>Ponle Freno</i> ³³	22.7	45.2	36,593	35,794	84%	81.4%
<i>Constantes y vitales</i>	1.8	4.6	18,700	23,226	43%	52.8
<i>Tolerancia Cero</i>	4.3	4.3	36,842	31,999	85%	73%
<i>Crea Cultura</i>	10.85	4.5	641	567	70%	64%

³³ The Ponle Freno race spot was viewed by 37,537 thousand people, with a coverage of 85.3%.

Ponle Freno

Traffic accidents are one of the main causes of death and injury in Spain. Since its launch in 2008, *Ponle Freno* has been seeking to **reduce road accidents and help save lives on the road**, while expanding its scope of action by following new trends to address and promote safe, sustainable and connected mobility.

Ponle Freno is Atresmedia's biggest and longest-running social action and celebrated its 15th anniversary in 2023. Over the past five years, it has continued to work to achieve its goal: **bring road casualties to zero**. This commitment is currently more alive than ever and *Ponle Freno* will continue to rely on the might of Atresmedia Group to reach beyond the screens and the airwaves and achieve results with a real impact on society.





Ponle Freno celebrated its 15th anniversary in 2023 by carrying out the following actions:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
Continue to raise road safety awareness with a special 15th anniversary campaign	To mark this 15-year milestone, <i>Ponle Freno</i> broadcast a campaign of spots throughout the year in which some of the Group's best-known faces offered 15 key tips on how to drive safely . Using a friendly and non-aggressive tone, these messages underscored the need to achieve coexistence between users in cities in order to improve mobility and avoid accidents.
Bring road safety to new targets through new formats	Première of the second season of the 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. Featuring some of the Group's best-known voices, the podcast was one of the most listened to shows on Onda Cero over the summer.
Expand road safety outreach and advocacy work through the Ponle Freno-AXA Study and Opinion Centre.	Two major studies were carried out in 2023, one on animal collisions and the other on the importance of tyre pressure, with more than 1,000 vehicles assessed in the latter study. Moreover, a new edition of the 3.0 Conference of the PONLE FRENO-AXA Study and Opinion Centre was held under the title <i>Danger, animals on the loose</i> . The aim was to analyse the data obtained from the study on collisions with animals and offer advice on safe driving when this type of situation arises.
Recognise the work of the people, institutions and initiatives that have helped promote road safety	Staging of the 15th Edition of the Ponle Freno Awards on road safety. The winners this time around were: • Kawasaki Spain's Advanced Motorcycle Safety System (AXA Innovation and Development in Road Safety Award). • Study on the effectiveness, updating and improvement of road safety actions in terms of sentencing and community measures by the European University of Valencia and various Penitentiaries (Best action in road safety). • María Inmaculada School, Verín, Ourense (Ponle Freno Junior Award). • Fire Station, Gandía, Valencia (Ponle Freno Protagonist Award). To mark its 15th anniversary, <i>Ponle Freno</i> wanted to give special recognition to Alfredo Pérez Rubalcaba, to road victims (Mar Cogollos), to the key agents involved in lowering the accident rate (Juan Pedro Fernández Palomino and José María Galofré), to the pioneers in modern urban mobility for the cities of Barcelona (Joan Clos), Bilbao (Alfonso Gil) and Pontevedra (Miguel Anxo Fernández), and to those responsible for improving road safety (Pere Navarro, Bartolomé Vargas and Jordi Jané).
Spread the message of road safety awareness and lend support to road accident victims	The <i>Ponle Freno</i> race circuit has broken records in terms of participation and fundraising. Adding up the figures for the nine cities that host this circuit, more than 33,000 people signed up and upwards of EUR 300,000 was raised, all of which was donated to projects to support victims of traffic accidents. The Madrid edition of the 15th anniversary of <i>Ponle Freno</i> was the most special and attracted the largest crowds, featuring a new route that passes through the iconic Puerta del Sol public square, kilometre zero of the Spanish roads and emblematic point for the initiative.



GOALS IN 2024

Continue to raise public awareness through communication campaigns on specific issues affecting road safety. In 2024, *Ponle Freno* will focus its attention on common distractions while driving, general road safety regulations and scooters.

Spread the road safety awareness message by mobilising the public through the *Ponle Freno* racetrack and continue supporting road accident victims through the funds raised.

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.

Constantes y Vitales

Back in October 2014, **Constantes y Vitales** became **laSexta's** first ever corporate responsibility initiative. Promoted alongside the AXA Foundation, it aims to support and champion **medical and scientific research and preventive health**.

Through nine years or so of tireless work, **Constantes y Vitales** has achieved some tremendous milestones, largely thanks to the ongoing support and collaboration of society. These include the **collection of signatures** for 'Target 2%', which calls for a pact between all political parties to raise the percentage of GDP devoted to investment in science in our country. By year-end 2023, the initiative had managed to collect over 975,000 signatures.

Its achievements also include the promotion of the **State Research Agency**, the **installation of defibrillators**, which was supported by more than 120,000 people, and the **publication of the first database of Spanish women researchers**, in partnership with the Association of Women Researchers and Technologists (AMIT), which now has almost 4,000 entries.

³⁴ https://www.lasexta.com/constantas-vitales/causas/objetivo-ciencia/firma-elevar-pib-espanol-inversionciencia_202010165f89665bdf72120001c2ad3a.html

Highlights in 2023:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
Promote STEM vocations among girls by nurturing female talent in science and giving such women more visibility.	<i>Constantes y Vitales</i> sought to awaken an interest in science among girls through the campaign <i>Chicas, la ciencia nos necesita (Girls, science needs us)</i> . This was made possible through examples of real women, such as the molecular biologist and first Spanish woman astronaut candidate, Sara García Alonso, the physicist Alba Cervera Lierta, and the bioengineer Nuria Montserrat Pulido. The campaign was promoted on TV spots and various shows, as well as on the radio, website and social media. The campaign included the broadcast of <i>Cortinillas</i> to promote and publicise the work of other scientists, such as Margarita Salas, María Blasco and Elena García Armada.
Contribute to the fight against cancer by lobbying for more investment in research	In honour of World Cancer Research Day on 24 September, <i>Constantes y Vitales</i> broadcast a campaign on TV, radio and digital channels to raise awareness of the need for further research into this disease, and thus increase the survival rate. The campaign had the backing of the Spanish Association Against Cancer, which promotes the Todos Contra el Cáncer movement with the aim of achieving a 70% survival rate against the disease by 2030. Using the metaphor of the two sides of a coin (heads and tails), the campaign conveys the sombre message that one in two people will be diagnosed with cancer at some point.
Recognise and strengthen the value of the research carried out by Spanish scientists in biomedicine, and health prevention campaigns	The 9th edition of the <i>Constantes y Vitales</i> Awards was held. The winners this time around were: • Association of bone marrow donors of Extremadura (Best Medical Prevention Outreach Campaign). • Eduard Batlle, ICREA researcher at the Institute for Research in Biomedicine (IRB Barcelona) and CIBER Cancer (CIBERONC) (Best Biomedical Publication of the Year). • Samuel Sánchez, from the Catalan Bioengineering Institute, who was awarded a cheque worth EUR 100,000 to enable him to continue his research project (Young Talent in Biomedical Research). • Jesús San Miguel, senior consultant at the Cancer Center attached to Clínica Universidad de Navarra and professor of medicine-haematology (Award for Lifetime Achievement in Biomedical Research).
Science outreach through the <i>Constantes and vitales</i> talks	As a separate section on Onda Cero's <i>La Brújula</i> programme, <i>Constantes y vitales</i> looks to broaden the initiative's scientific outreach work by interviewing experts in different fields each month. The talks also have their own programme on atresplayer, which in 2023 dedicated a space to analysing the current state of cancer research in Spain.

GOALS IN 2024

Commemorate the 10-year anniversary of *Constantes y Vitales* with a communication campaign to showcase the achievements to date in the field of medical research and prevention.

Recognise and strengthen the value of the research undertaken by Spanish scientists in biomedicine and health prevention campaigns by staging the 10th *Constantes y Vitales Awards*.

Help to improve levels of mental health and lobby for more research on rare diseases through various communication actions.



Crea Cultura

Crea Cultura was born in 2018, with the aim of arousing an interest in culture among society and increasing the outreach of cultural activities, while also supporting all professionals present within this sector by defending their copyrights.

Crea Cultura carried out the following actions in 2023:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
Disseminate literary creation and promote reading habits	Broadcast of the <i>Crea Lectura</i> programme. In 2023, laSexta and MEGA continued to 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. <i>Ahora qué leo</i> platform. A pioneering initiative on FTA television and being developed across the Internet, social media and all laSexta programming, which seeks to spark passion and reading habits among all audiences. Partnership agreement to sponsor Forum Edita.

crea **Cultura**





To give some audience figures for **Ahora que Leo** (AQL), in 2023 a total of 381 mentions were made of the initiative in different programmes on laSexta with the following scope:

PROGRAMME	AVERAGE AUDIENCE	VIEWERS (thousand)	MENTIONS
<i>Al Rojo Vivo</i>	10.8%	450	53
<i>laSexta Noticias 14H</i>	9.7%	908	99
<i>laSexta Noticias 20H</i>	6.8%	640	51
<i>laSexta Noticias Fin de Semana</i>	7.1%	599	75
<i>Más Vale Tarde</i>	6.7%	556	51
<i>laSexta Xplica</i>	5.2%	459	52

GOALS IN 2024

- Continue to defend the value of cultural creation in all its facets through different actions.
- Disseminate literary creation and reading habits through the *Ahora que leo* platform and the Crea Lectura programme.
- Hold regular spaces for discussion on cultural creation and the importance of defending intellectual property.

Tolerancia Cero

“Contra el Maltrato, Tolerancia Cero” (zero tolerance for abuse) is a **corporate responsibility campaign launched in 2015 by Fundación Mutua Madrileña and Antena 3 Noticias** to tackle the scourge that is gender-based violence. The campaign takes place in the most well-known location across the entire Atresmedia Group — the set of Antena 3 News — and with all its presenters involved in the fight against gender violence. The media might of *Antena 3 Noticias* joins forces with the expertise and extensive track record of Fundación Mutua Madrileña in taking the fight to this social blight.

In 2023, we also began to **collaborate closely with the national police force**, who took part in the campaign by appearing on screen alongside our opinion leaders and helped us with their expertise in selecting messages and target audiences.

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





Tolerancia Cero carried out the following actions in 2023:

OBJECTIVES	PARTNERED ACTIONS AND MILESTONES
Promote social education and awareness-raising among the population	In 2023, six campaigns were launched on the following topics, harnessing the brand awareness of Antena 3 and laSexta: 1. Now more than ever. 2. Witnesses to gender-based violence. 2.1. Information on what gender-based violence is. 2.2.. Webinar for schools. 3. Municipal actions against gender-based violence targeting young people. 4. Confide in someone close to you. 5. Resources for victims of gender-based violence. Presentation of the 3rd Macro-Study to Queen Letizia at the Royal Household. The Contra el Maltrato, Tolerancia Cero initiative receives the Meridiana Award in Andalusia. To mark the occasion of International Day for the Elimination of Violence Against Women 2023, Antena 3 broadcast the fifth edition of its special show Tolerancia Cero. Recognition of 30 municipalities from all over Spain for the projects against gender-based violence they have carried out locally. 3rd Conference against abuse, Tolerancia Cero, focusing on young people. Commemorative event to mark the occasion of International Day for the Elimination of Violence against Women on 25 November in the Spanish Senate.
Disseminate of projects against gender-based violence and abuse	In 2023, 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 Tolerancia Cero website.
Conducting studies into gender-based violence	4th Macro-study into Gender-based Violence: Online macro-survey in which 6,000 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, the study was broadened to focus on young people aged between 16 and 21.
GOALS IN 2024	
Continue to fight against gender-based violence within Spanish society. Develop new communication actions targeting younger audiences. Rely once again on the support of the national police force, plus further support from the Guardia Civil, judges and prosecutors. Continue to collaborate with local councils in Spain through the campaign: "Local populations against abuse".	



Levanta la Cabeza

Since 2018, Atresmedia Group has been promoting the **Levanta la Cabeza** movement, with the overriding aim of championing the sustainable digitalisation of Spanish society by promoting the rational, responsible, constructive and positive use of technology. This project is structured around three pillars: **security, responsibility and universal access**.

The initiative also has a **committee of experts** who share their different viewpoints and advise the platform on the latest technological trends.

In 2023, *Levanta la Cabeza* carried out the following actions based on the respective objectives:

OBJECTIVE	PARTNERED ACTIONS AND MILESTONES
Champion sustainable digitalisation	<i>Levanta la Cabeza</i> worked towards this objective by disseminating educational content and specific tools, both on its digital channels (website and social media) and through Group's TV news programmes.
Make the website a touchstone in several key areas	The content produced by <i>Levanta la Cabeza</i> focused on two main topics: artificial intelligence and cybersecurity . Other recurrent issues such as the digital divide, digital literacy and the sustainable digitalisation of society were also addressed.
Commit to new content	The initiative is firmly committed to producing more content in news format. In addition, longer reports continued to be broadcast to allow experts to voice their views and concerns, and practical posts were published to promote digital literacy in different areas.

GOALS IN 2024	Promote the sustainable digitalisation of society by disseminating content and tools on the website and social media platforms of <i>Levanta la Cabeza</i> .
	Raise awareness among parents and teachers of the need to accompany and educate children in the responsible use of mobile phones.
	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.

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**. Notably, the partnership agreement between the Ministry of Consumer Affairs and Social Welfare and Atresmedia continued for yet another year, with the broadcast of two spots to promote physical activity among adolescents; an alliance in which the Spanish Agency for Food Safety and Nutrition (AESAN) also participates by validating the content broadcast.

Corporate volunteering

8.2.2.2

Atresmedia has been running an extensive **Corporate Volunteering Programme** since 2007, 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:

Atresmedia promotes and encourages 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.

The programme witnessed significant growth in 2023, with a **considerable increase in the number of participants** (32%), **entities impacted** (16%) and **volunteer hours carried out** (15%) compared to the previous year. This is largely due to the consolidation of projects such as the Reading Clubs, the regular collaboration with the Santa María Josefa de Vallecas soup kitchen and the continuous search for new groups and realities to raise awareness among the Group's employees. In 2023, Atresmedia also resumed —much to the relief of its employees— its international volunteering programme, which had been put on hold amid the pandemic.



In 2023, the Group resumed its international volunteering activities and three volunteers travelled to Nong Khai in Thailand to work for two weeks at an orphanage

In order to press forward in its social commitment and do a better job with each year that passes, Atresmedia continued to measure the impact generated by the corporate volunteering programme:

	2022	2023	Annual change 2022-2023 (%)
Nº. of volunteers	341	449	31.7%
Hours of volunteering	2,044	2,362	15.6%
Nº. of volunteering activities	29	29	0.0%
Voluntary work spend (€)	10,255	16,372	59.6%
Number of charities served	19	22	15.8%

As a shift in its strategy, in 2023 the Group looked to build new relationships with social institutions with which it had not previously collaborated, thus allowing it to further enrich its volunteering programme, cater to the social and environmental concerns of its employees and raise awareness of the needs of different groups and entities.

To make sure that each volunteer achieves the greatest possible impact, participants are briefed and provided with training and context before taking part in any activity so that they are able to team up the social institutions involved in an utterly responsible way. This has had a positive impact on the employee experience and the quality of the activities offered by the Group.

In 2023, the Group's financial investment in volunteering grew by 60, while the number of volunteer hours was up 16%

As in previous years, Atresmedia wanted to gauge the perception of its employees about the Corporate Volunteering programme. In doing so, it sought feedback from the participants of each activity by asking them to fill out a survey. These surveys not only provide the information needed to make further progress and improve, but also confirm once again the success of the programme: **99% of volunteers stated that they would be back for more**. None of the volunteers said that they would not be coming back, showing that the experience was very positive overall



92.8% of Atresmedia volunteers consider the Corporate Volunteering programme to be a factor that significantly influences their positive perception of the company

Skills such as **empathy, adaptability and teamwork** are among those that volunteers feel they developed the most in 2023, with an average score of 9.5 out of 10.

Lastly, and to complement its corporate volunteering programme, in 2023 **Atresmedia** took part in *Think Social*, an event that aims to help the third sector regain its poise and thus ensure its economic sustainability. The company also attended the annual assembly of the Voluntare network, which works to build spaces for collaboration between businesses and social entities through corporate volunteering.





The main volunteering activities carried out in 2023 and their contribution to the SDGs are as follows.

CONTRIBUTION MADE BY VOLUNTEERING INITIATIVES TO THE SDGs		TARGETS
	Alimenta con tu tiempo (Spend time to feed others): regular collaboration throughout the year with the Santa María Josefa soup kitchen to help with cooking, serving and cleaning. The Great Food Drive: involvement in the food collection in supermarkets to encourage shoppers to donate, as part of the work being promoted by FESBAL. Te invito a cenar (Let me invite you to dinner): collaboration with teinvitoacenar.org to hold a charity dinner for very low-income people. The volunteers wrap gifts, help with the preparations, cook, clean, serve tables and provide a cloakroom service at a Christmas dinner event for people who could not otherwise afford one.	2.1
	Reading clubs for the elderly: accompaniment of elderly people through reading clubs by video call and face-to-face in some care homes. A very special event was held to celebrate the project's second anniversary: a group of elderly people from a nursing home were given a tour of Atresmedia's facilities and shown around its iconic television sets. Superhero kits for hospitalised children: partnership with the organisation Pequeño Deseo, in which volunteers were handed craft kits to make superhero costumes for hospitalised children afflicted by an illness or disease, in the hope of making them feel better and aiding in their recovery.	3.4
	International Volunteering in Thailand: support for two weeks in an orphanage in Nong Khai, Thailand, with children and young people aged from zero to 17 years old alongside Asociación para la Solidaridad. During their time there, our three volunteers gave it their all with education, accompaniment and fun and games. Online training: collaboration with Cibervoluntarios, where volunteers provided training in new technologies for young and old people alike to become more digitally literate. Mentes AMI: support in producing a Fundación Atresmedia Mentes AMI event for educators, with the aim of bringing media and information literacy to children and young people.	4.4, 4.5



CONTRIBUTION MADE BY VOLUNTEERING INITIATIVES TO THE SDGs		TARGETS
 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. Tote bags workshop: a handicraft workshop making tote bags together with Fundación Antares alongside and young people with intellectual disabilities. Cooking workshop with refugees: a cooking workshop in which volunteers were able to help refugees assisted by CEAR to practise their Spanish and communication skills. Refurbishment of the headquarters of Fundación Manantial: collaboration with the organisation to paint and refurbish its facilities where they work with people with mental disabilities. Visit to the bowling alley: fun and games in a bowling alley with foster children living in shelters, in collaboration with Soñar despierto. Entertainment with migrants: a gymkhana in and around the city of Madrid with migrants, alongside La Merced Migraciones. Urban farm with people with borderline intelligence: support during a day in the urban farm managed by people with borderline intelligence together with Fundación Capacis. Street market by Fundación SonÁngeles: support for a fundraising event for people with severe disabilities. Tour of Atresmedia: guided tour around the headquarters of Atresmedia for students with intellectual disabilities from an audiovisual workshop of the Gil Gayarre Foundation.	10.2, 10.3	
 Immersive recreation with homeless people: recreational activity alongside homeless people from Hogar Sí – Fundación RAIS consisting of a breakfast and a visit to an immersive cultural exhibition.	11.1	
 Beekeeper for a day: environmental awareness-raising activity at an apiary managed by the organisation Ecocolmena.	15.1, 15.2, 15.5	

8.2.2.3

Other corporate awareness-raising initiatives with society and among employees

Aside from the long-running initiatives mentioned in the previous sections, in 2023 Atresmedia continued to work on an ad hoc basis on various awareness campaigns in partnership with other brands and organisations to **increase awareness and raise the profile of various specific social issues**. Highlights:

#Inseparables

This initiative, which is the product of the collaboration agreement renewed in 2023 between Fundación Affinity and Atresmedia, seeks to **improve the bond between people and their pets**, as well as to combat the blight that is pet abandonment.

OrguYO de lo que eres (Proud of what you are)

To celebrate Pride month, and as a further show of its commitment to promote diversity and connect people with the reality that surrounds them, Atresmedia launched the *OrguYO* de lo que eres campaign, with the aim of addressing the importance of self-acceptance and self-love among people who fear rejection due to their sexual identity or orientation.



Accessible television with adapted content

Atresmedia celebrated World Television Day with a campaign to underscore the importance of accessible television with adapted content. The campaign is made up of various spots from Atresmedia programmes and the volume is progressively turned down until the content becomes inaudible. This campaign aims, just for a moment, to place all viewers on the same playing field, underlining the importance of breaking down these barriers in the media.

Children's mental health on social media

Atresmedia and Dove teamed up in a bid to protect children's mental health, by creating safer and more positive digital and social media environments.

Atresmedia also organised various initiatives to raise social awareness among its employees in line with the SDGs.

AWARENESS-RAISING CAMPAIGNS AMONG EMPLOYEES ALIGNED WITH THE SDGs	
	Once again in 2023, Atresmedia promoted the FESBAL Great Food Drive among its employees, collecting a total of 2,503 kg of food. Since Atresmedia began its collaboration in 2013, upwards of 20 tonnes have already been donated.
	Atresmedia staged an emotional campaign to commemorate International Women's Day through an audiovisual project broadcast on all Atresmedia Televisión channels and all Atresmedia Radio stations, as well as on the Company's social media profiles.
	Atresmedia celebrated Diversity Month by including a special report in its in-house magazine <i>MASDIII</i> and also took part as an official partner of European Diversity Month.
	Atresmedia held the fifth edition of the Mercadillo de la Tele (<i>Tele flea market</i>) for employees, which is committed to the circular economy, solidarity and giving a new life to the clothes of the most famous television presenters.
	Atresmedia joined the eighth anniversary of the launch of the Sustainable Development Goals with the #ODSporbandera campaign, promoted by the United Nations Global Compact in Spain. The campaign included an interactive awareness-raising activity for Atresmedia employees and an internal communication describing some of the key initiatives that Group has carried out since the launch of the 2030 Agenda.

8.2.2.4

Other positioning campaigns: *Hablando en Plata*

In 2023, Atresmedia continued to work on its *Hablando en Plata* initiative, a **movement to promote the elderly** being undertaken by laSexta and Antena 3.

This initiative aims to promote active ageing, enabling older people to reach their potential for physical, social and mental well-being throughout their life cycle and to play an active role within society in a manner suiting their needs, wishes and abilities, while providing them with adequate protection, security and care as and when needed.

In 2023, the *Hablando en Plata* initiative carried out several communication campaigns, notably: *Gracias*, to raise awareness of the contribution made by the elderly to society and *Soledad no Deseada*, in collaboration with Asociación Amigos de los Mayores. The initiative was also linked to certain key dates on the agenda, such as World Elder Abuse Awareness Day. Moreover, two **specials**, namely *El Escándalo de las Residencias* and *Ciudadanos de Segunda*, were broadcast, focusing on a particularly sad problem sometimes faced by elderly people.





Since the birth of the initiative, Atresmedia has shown a firm commitment to providing news coverage of current affairs concerning the elderly. Indeed, the initiative runs throughout most of the year through the news programmes of Antena 3 and laSexta, with content broadcast under the title *Hablando en Plata*, thus ensuring that priority is given to the broadcasting of news that falls within the mission, vision and values of this initiative.

Meanwhile, the website is kept regularly up to date with content related to the elderly, the problems they often face and other related topics, including articles, news and reports, always under the premise of offering genuinely useful information to our target audience. The website of the initiative complements the Group's own endeavours by offering valuable content above and beyond the content already available through the rest of Atresmedia's communication channels.

OBJECTIVES	Lead a social movement to raise awareness .
	Increase the Group's perceived value .
	Help and support the over-55 age group.

SHOWINGS OF THE INITIATIVE BY CHANNEL															
ANTENA 3		LASEXTA		NEOX		NOVA		MEGA		ATRESERIES		TOTAL			
2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023		
Hablando en plata		346	1,983	282	1,646	335	1,280	336	1,473	309	1,435	337	1,469	1,945	9,286

		HOURS			Accumulated audience (thousand)		Coverage (%)	
		2022	2023	Change (%)	2022	2023	2022	2023
Hablando en plata ³⁶		13.6	60.8	347%	30,928	39,430	71	89.6

³⁵ www.hablandoenplata.es

³⁶ The spot of the *Hablando en Plata* campaign alongside Fundación Amigos de los Mayores was viewed by 24,675 thousand viewers, with a coverage ratio of 56%.

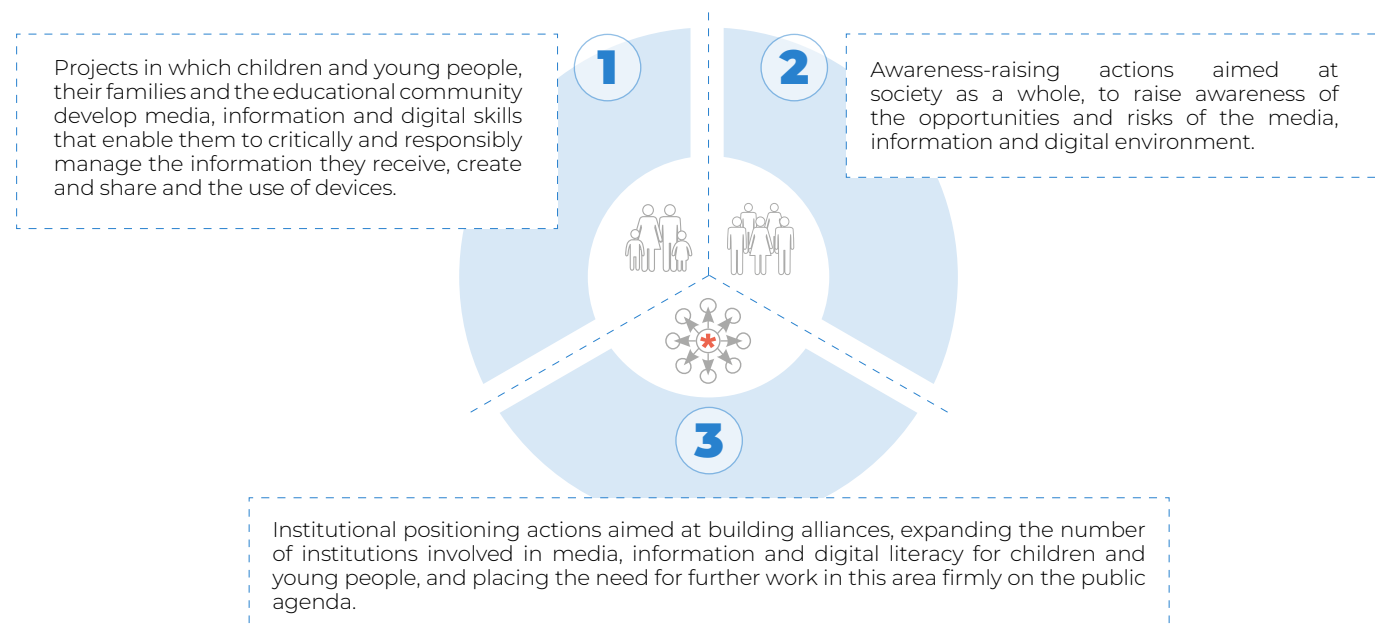
8.2.3

Fundación Atresmedia

In 2023, the mission of Fundación Atresmedia remained aligned with the Group's corporate purpose, as it endeavoured to improve the media and information literacy of children and young people and addressed aspects related to digital literacy, in line with UNESCO's interpretation of the concept. Thanks to the Foundation's expertise in this field, it is able to respond to the requirements of Article 10 of the Spanish General Audiovisual Communication Law 13/2022, which calls on the media to promote the uptake and development of media literacy skills across all sectors of society.

With the aim of ensuring that children and young people develop the skills they need to use information safely and responsibly, Fundación Atresmedia promotes various high-impact projects to tackle the key opportunities and problems they face when it comes to media literacy, access to and management of information, and the responsible use of digital devices.

In 2023, the work of Fundación Atresmedia focused on the following lines of action:



Efecto Mil works to convey a dual message about the use of social media: it shows that when used in a positive way, they are useful as a tool to solve the problems they produce and that young people, with their language, creativity and commitment, are the best agents of change in their environment

1. Projects

Busca tu causa y dale Efecto MIL

Creative development and awareness-raising project, which seeks to promote the positive use of social media among young people aged 16 to 25 by **involving them in raising awareness of the main problems that affect them through the creation and dissemination of videos for social networks**. In this second edition, participants were able to sign up and take part in the call for entries by submitting their videos on one or other of the five proposed themes: fake news, bullying on social media, the dangers posed by viral challenges, hate speech and social media addiction.

After receiving all the entries, 10 young people were short-listed and invited to take part in training delivered by Atresmedia professionals, allowing them to do a final edit of their videos before sharing them on social networks, thus helping to raise awareness among other young people. The creators of the winning video received a technology pack worth EUR 3,000 and an experience at Atresmedia.



In addition, it has a **committee of experts** who share their different points of view and advise the platform on the latest technological trends.

A total of 37 educational and social welfare entities worked alongside Fundación Atresmedia in disseminating this project. Universities, creativity schools, vocational training centres, NGOs and youth information networks, aligned with the values and purpose of Efecto MIL, have sought to engage the students and young people with whom they work by broadening the scope of the initiative. The success of this year's edition was illustrated by the participation figures, with a total of 474 enrolments and 275 videos received.

Mentes AMI

A project aimed at teachers and schools to promote the development of media, information and digital literacy skills in the classroom through two actions: a call for entries for outstanding initiatives carried out at schools and other



Fundación Atresmedia launched AMIBOX-Aula in 2023, an interactive platform with resources for teachers to work on media, information and digital skills in the classroom

educational centres, and a major annual event that educators can attend to gain inspiration and knowledge. In its second edition, the project achieved a very meaningful impact in its two components:

1. The AMI Minds Awards recognise the best initiatives developed by teachers and schools during the school year in three categories: **fostering critical thinking, encouraging responsible audiovisual creativity and promoting values and coexistence**. The award-winning projects were broadcast on the television channels of the Atresmedia Group to showcase their excellence, share the good practices they embrace and serve as an inspiration to other educational centres looking to develop initiatives in the same areas. A total of 232 projects were entered into the competition in 2023.
2. The 2nd *Mentes AMI* conference was attended by 8,000 teachers and was once again one of the biggest educational events held in Spain and the benchmark meeting in the field of media and information literacy. This space for inspiration and learning **brings together teachers from all over Spain with experts and professionals who address aspects related to media, information and digital skills from various angles**, and share experiences and practical tools for their application in the classroom. In 2023, the event was attended by more than 8,000 teachers, either in person or via streaming, of whom 92% said they had received resources that they will apply in their classrooms.

AMIBOX

Educational audiovisual content produced by Fundación Atresmedia and aimed at young people (AMIBOX) and children (AMIBOX kids), along with their families and educators, to help them broaden their knowledge of the world of media, information and devices. AMIBOX, under the pedagogical supervision of prominent experts in media literacy, 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. In 2023, more than 120 AMIBOX chapters were released on atresplayer and YouTube, garnering upwards of 800,000 views.

Fundación Atresmedia also developed the **AMIBOX-Aula** project in 2023 due to the proven pedagogical quality of the AMIBOX chapters and to respond to the need within the educational community for resources so that teachers can bring to the classroom the media and information skills provided for in the LOMLOE³⁷. This interactive and free-to-access platform allows teachers to prepare their classes on key subjects relating to media and digital literacy, with full access to the resources offered by AMIBOX structured according to themes, learning situations and different activities. The resources can be deployed in the classroom and also come with skills assessment tools.

³⁷ Spanish acronym for the amended Organic Law on Education 3/2020, of 29 December 2020.

Two months after its presentation, in late October 2023, AMIBOX-Aula received registrations from teachers from all over Spain and received log-ins from more than 10% of the educational centres that teach primary and secondary education in Spain.

In addition to the AMIBOX content, Fundación Atresmedia produces and disseminates other flash content weekly on social media under the title **AMIFLASH**. These contents address current issues from a didactic and critical perspective, integrating knowledge of the media, information management or the opportunities and risks posed by the digital world. AMIFLASH **relies on the collaboration of the Group's young journalists, who act as opinion leaders and are followed by a community of more than 64,000 social media users.**

2. Awareness actions

When it comes to **raising social awareness**, Fundación Atresmedia carried out various actions in partnership with leading organisations who uphold the rights of children and adolescents and raise awareness of online risks. In 2023, two campaigns were broadcast on television and radio with the aim getting families more invested in accompanying and tutoring children and young people in the use of social media:

AWARENESS ACTIONS

A un clic de ayudarles, promoted by the European Association for the Digital Transition, with the collaboration of the Spanish Data Protection Agency, Fundación ANAR and Fundación Atresmedia.

Descubre su mundo digital, promoted by Fundación FAD Juventud, with the collaboration of Fundación Atresmedia.

Atresmedia signed collaboration agreements with UNICEF España, Platino Educa, UNIE Universidad, Fundación Telefónica and Universidad Villanueva to broaden the impact of its actions

3. Institutional positioning

Further progress was also made in 2023 towards the Foundation's strategy of **institutional positioning** by forging alliances with public entities of recognised standing and repute. These entities joined forces with Fundación Atresmedia to broaden the scope and impact of their projects or to raise awareness within society of the risks and dangers of using digital devices.



FUNDACIÓN ATRESMEDIA SHOWINGS BY CHANNEL														
	ANTENA 3		LASEXTA		NEOX		NOVA		MEGA		ATRESERIES		TOTAL	
	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023
Fundación Atresmedia	746	324	785	404	679	668	676	311	112	268	120	308	4,212	2,283
Fundación Atresmedia AMIBOX	50	305	43	305	92	328	44	256	42	250	44	256	315	1,675

	HOURS		Accumulated audience (thousand)		Coverage (%)	
	2022	2023	2022	2023	2022	2023
Fundación Atresmedia	33.3	19.0	38,032	33,209	87.3	75.5
Fundación Atresmedia AMIBOX	2.8	14.4	20,293	31,738	46.6	72.1

Lastly, Fundación Atresmedia joined the **State Pact proposal to protect children and adolescents in the digital realm**, which is being promoted by the European Association for Digital Transition, with the support of Save the Children, Fundación ANAR, iCMedia, Dale la Vuelta and UNICEF.

Contribution to the SDGs

As in customary, below we describe the contribution made by Fundación Atresmedia to the SDGs.

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

Corporate governance

In 2023, 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 2023. Together with donations (EUR 85,134, 157% more than in 2022) and other income from partnership agreements (EUR 215,000) ³⁸, this brought the foundation's total budget to EUR 800,134 for the year. It should be noted that the foundation does not receive any state subsidy or aid.

8.2.4

Respect for human rights

In 2023 Atresmedia developed a Human Rights Due Diligence Handbook to serve as an internal guide for the proper management of the rights flagged as priority concerns

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

Given the nature of Atresmedia's activity, and the fact that most of its business is carried out in Spain under national legislation, the Group believes that the purchase and dissemination of its content and the relationship with its employees are the aspects meriting the greatest attention so as not to generate any adverse impact on human rights.

In 2023, one of the most relevant aspects was the development of a Human Rights Due Diligence procedure that allowed the Group to identify and assess potential adverse impacts in this regard. Notably, **Atresmedia has a corporate Due Diligence Handbook on Human Rights**, which acts as an internal guide to ensure that key issues are handled properly and to identify material concerns in this regard should the Group's business model undergo any changes.

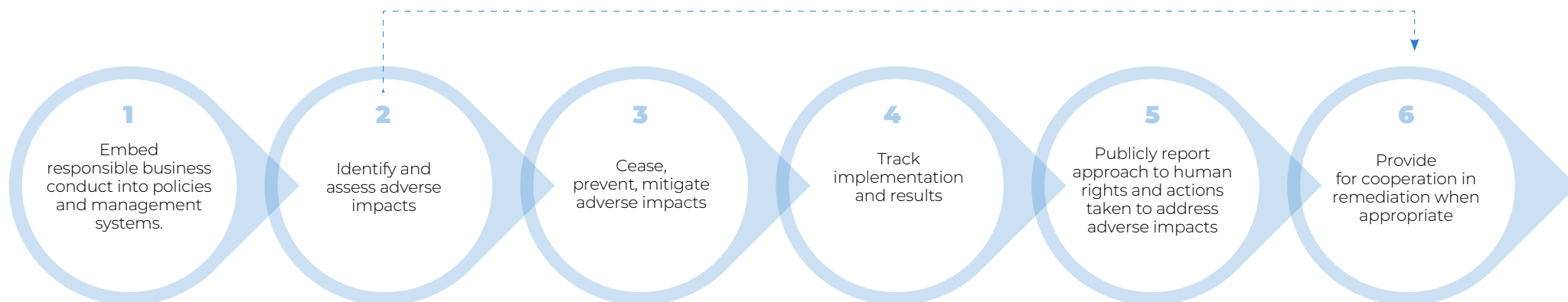
The handbook covers the essential aspects of any due diligence procedure, as prescribed by the Organisation for Economic Co-operation and Development (OECD) in its Guidelines:

- Formulate a commitment on responsible conduct and embed it into policies and procedures.
- Identify and assess adverse impacts.

³⁸ During 2023 the foundation collaborated on projects with EGEDA, Fundación Telefónica and UNIE. Fundraising activities were also stepped up, thus increasing the income raised during the year.

- Take action to cease, prevent, mitigate adverse impacts.
- Gauge and track the effectiveness of the actions taken.
- Publicly report its approach to human rights, adverse impacts identified, actions taken, complaints/grievances and remediation mechanisms.
- Establish and implement (as and when needed) remediation mechanisms, including a whistleblowing channel.





Another highlight of 2023 was the update by Atresmedia Group of its Code of Conduct, which expressly sets out its commitment to human rights. The Code also addresses issues such as regulatory compliance, respect for ethical values and human rights as basic tenets of the Group's behaviour and sets out its explicit commitment to respect, protect and comply with the United Nations International Bill of Human Rights, as well as the commitment to the United Nations Guiding Principles on Business and Human Rights and the commitment to the European Charter of Human Rights, which enshrines the protection of personal data as a fundamental right.

In line with the main national and international instruments on the protection of human rights, Atresmedia also has mechanisms in place for the prevention, identification and eradication of any conduct that might constitute an abuse of fundamental rights, paying particular attention to freedom of expression, the dignity of individuals, the right to honour, privacy and one's own image, and the protection of personal data. Atresmedia's values and corporate culture are all about upholding these rights.

Not content with solely updating its Code of Conduct, Atresmedia also updated its Whistleblowing Channel in 2023. This is the preferred means of communication for reporting abuses or violations of human rights and public freedoms by Atresmedia Group or its related persons, in accordance with internationally accepted laws and practices or that are contrary to the provisions of the International Labour Organization (ILO), especially those related to child labour. In 2023, no queries or complaints were received through this channel in connection with abuses and/or violations of human rights³⁹.

³⁹ All complaints or reports received through the channel are analysed in accordance with the reporting criteria of the GRI 406-1 indicator, which states that "the reporting organization shall include incidents of 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."

Aside from the aforementioned Whistleblowing Channel, Atresmedia has other mechanisms enabling it to detect possible human rights abuses, such as the Corporate Responsibility mailbox, which anyone can contact.

Atresmedia also 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, freedom of expression and opinion, 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, most notably:

HR POLICY

The HR Policy sets out the following principles, applicable to all Atresmedia employees:

- 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

In addition to these principles, Atresmedia guarantees human and labour rights through its Human Resources Policy, which enshrines international principles of conduct, mainly emanating from the United Nations. These principles refer to compliance with the provisions of the International Labour Organization (ILO), especially those related to child labour, recognising the right to freedom of association and fostering dialogue with the employees' representatives.

RESPONSIBLE ADVERTISING POLICY

Advertising is a key part of Atresmedia's business and for that reason the Group is committed to offering advertising that is suitable for all audiences. In this regard, the Company ensures that advertising content clearly upholds the fundamental values of truthfulness, honesty, credibility and respect for human rights, as enshrined in the policy.

Furthermore, in this policy the Group 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.

For Atresmedia, respect for and protection of human and labour rights is crucial in upholding the rights of all the workers along its value chain, especially its own workers (see section [8.3.5 Safeguarding labour rights](#)).

Upon joining the Group, all new employees must undergo mandatory training in the Group's Crime Prevention and Compliance Model, the content of which was updated in late 2023 to include human rights issues.

All of 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.



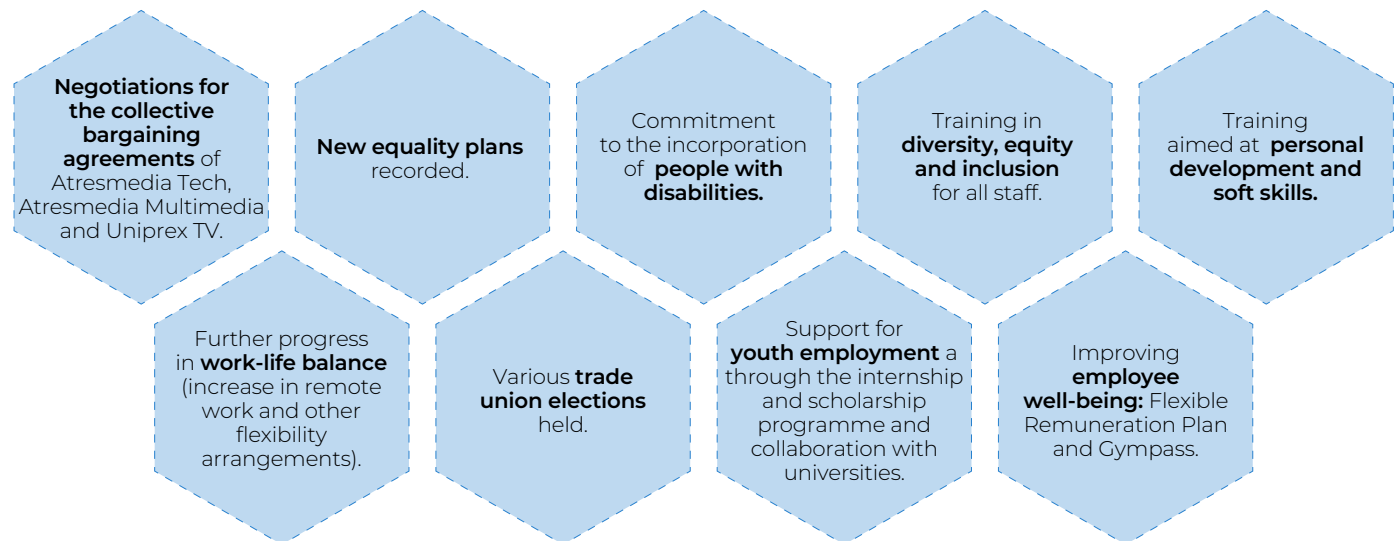
08.3 On employees

As reflected in its **Human Resources Policy**, Atresmedia Group strongly believes that people are a company's most prized asset and that excellent people management delivers a real competitive advantage over time and can be the key to its success. Along these lines, Atresmedia's Human Resources strategy is based on the following values: **people-orientation, teamwork, communication and pride in belonging**. The policy also pursues the following objectives:

- 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

Key HR figures in 2023

In 2023, the following key aspects were flagged in relation to people management and addressed by the Human Resources team at Atresmedia. Detailed information on such matters is provided throughout this chapter:



8.3.1 Workforce structure

Atresmedia Group had a headcount of **2,562 people** at year-end 2023, up 2% on the previous year. The gender breakdown is **1,365 women** (53.3%) and **1,196 men** (46.7%). The average age of the workforce is 43 years and average length of service is 12.9 years. Of the total number of employees, 2.1% (54 individuals) had some form of disability. Atresmedia had a voluntary turnover rate of 6.3% (compared to 6.4% in 2022) and involuntary turnover of 40.6% (compared to 18.1% in 2022).⁴⁰

There was a total of 340 new hires in 2023 who remained on the workforce at the end of the year, of whom 189 were women and 151 were men. Notably, 43.6% of the new recruits were hired on permanent contracts.

Total number of employees and distribution by gender, age, employee category and type of employment contract:

		2022	2023	Annual change 2022-2023 (%)
By gender (at 31-12-2023)	Men	1,183	1,197	1.2%
	Women	1,325	1,365	3%
	TOTAL	2,508	2,562	2.2%

		2022	2023			Annual change 2022-2023 (%)
			TOTAL	HOMBRES	MUJERES	
By age (at 31-12-2023)	20-29	355	386	128	258	8.73%
	30-45	1,068	1,050	483	567	-1.69%
	46-60	1,019	1,052	536	516	3.24%
	Over 60	66	74	50	24	12.12%
	TOTAL	2,508	2,562	1,197	1,365	2.15%

⁴⁰ Turnover rates include all Group companies. The significant increase in involuntary turnover is due to the expiry of many casual contracts.



		2022		2023			Annual change 2022-2023 (%)	
		MEN	WOMEN	TOTAL	MEN	WOMEN	MEN	WOMEN
By employee category (at 31-12-2023)	Senior Management	10	2	12	10	2	0.0%	0.0%
	Managers	151	82	240	154	86	2.0%	4.9%
	Technicians	854	899	1,808	878	930	2.8%	3.4%
	Administrative staff	20	112	142	19	123	-5.0%	9.8%
	Other	145	220	360	136	224	-6.2%	1.8%
	TOTAL	1,183	1,325	2,562	1,197	1,365	1.2%	3.0%

		2022		2023			Annual change 2022-2023 (%)	
		MEN	WOMEN	TOTAL	MEN	WOMEN	MEN	WOMEN
By type of employment contract (at 31-12-2023)	Temporary staff	62	81	151	59	92	-4.8%	13.6%
	Permanent	1,067	1,168	2,325	1,106	1,219	3.6%	4.5%
	Interim	25	34	67	26	41	4.0%	20.6%
	Labour	19	27	10	2	8	-89.5%	-70.4%
	Internships	10	15	9	4	5	-60%	-66.7%
	TOTAL	1,183	1,325	2,562	1,197	1,365	1.2%	3.0%



Annual average by contract type and gender, age, and type of employment contract:

Gender	Permanent contract		Temporary contract		Part-time contract	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
2022	1,022.9	1,105.2	101.7	131.9	10.8	23.7
2023	1,089.6	1,178.7	77.7	111.7	12.9	20.9
Annual change 2022-2023 (%)	6.5%	6.7%	-23.6%	-15.3%	19.7%	-11.7%

Age	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
2022	164.2	956.2	948.1	59.6	116.5	87.5	29.4	0.1	7.7	18	10.8	0.0
2023	196.8	994.4	1,009.5	67.8	115.4	54.6	18.2	1.2	4.6	17	12	0.2
Annual change 2022-2023 (%)	19.8%	4.0%	6.5%	13.7%	-1%	-37.6%	-38.3%	1,130.8%	-40.1%	-5.1%	11.1%	N/A

Employee category	Permanent contract				Temporary contract				Part-time contract			
	Managers	Technicians	Administrative staff	Other	Managers	Technicians	Administrative staff	Other	Managers	Technicians ⁴¹	Administrative staff	Other
2022	234.5	1,539.2	121.6	230.6	0	130.4	12.6	90.6	1	1.1	9	3.5
2023	247.9	1,648.5	129	243	0	87.9	11.2	90.4	1	19.2	10.4	3.2
Annual change 2022-2023 (%)	5.7%	7.1%	6.1%	5.4%	N/A	-32.6%	-11.5%	-0.2%	0.0%	1,648.3%	15.4%	-7.7%

N° employees by Group company at year-end 2023:

	N° employees by Group company															
	Atresmedia	Advertising	Noticias	Fundación	A3 Tech	Uniprex TV	Multimedia	Cine	6M	Smartclip	Uniprex SAU	Sonora	Diario Motor	H2H	Waynabox	Pazy
2022	440	335	282	6	79	92	168	4	379	77	564	30	20	30	N/A	2
2023	444	345	305	7	83	75	114	4	436	76	596	1	19	37	13	7

⁴¹ The change in the part-time contracts of technicians is due to the number of additions and departures.

8.3.2

Stable employment and rewarding working environment

In 2023, **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 2023, the **workforce increased by 2%** compared with 2022, with a total of 321 dismissals during the year, two more than in 2022.

	N° of dismissals by gender		
	HOMBRES	MUJERES	TOTAL
2022	13	17	30
2023	17	15	32
Annual change 2022-2023 (%)	30.8%	-11.8%	6.7%

	N° of dismissals by age range				
	20-29	30-45	45-60	+60	TOTAL
2022	2	9	15	4	30
2023	3	13	13	3	32
Annual change 2022-2023 (%)	50.0%	44.4%	-13.3%	-25.0%	6.7%

	N° of dismissals by employee category				
	Managers	Technicians	Administrative staff	Other	TOTAL
2022	7	19	1	3	30
2023	3	25	3	1	32
Annual change 2022-2023 (%)	-57.1%	31.6%	200%	-66.7%	6.7%



Terms of employment

Atresmedia Group has continued to respect the working conditions agreed with its employees, even improving them in some aspects. The following table shows **remuneration for 2023 and how it compares to previous years**:

Average remuneration		2022	2023			Annual change 2022-2023 (%)
			TOTAL	MEN	WOMEN	
By category	Managers	140,012	151,001	165,892	123,251	7.8%
	Technicians	42,765	43,850	45,818	41,995	2.5%
	Administrative staff	32,562	34,151	35,229	33,983	4.9%
	Other	29,329	30,126	30,494	29,904	2.7%
By age	20-29 años	24,321	24,772	25,645	24,339	1.9%
	30-45 años	39,346	40,040	42,251	38,157	1.8%
	46-60 años	65,442	69,709	77,979	61,119	6.5%
	Over 60	112,832	109,450	135,276	55,646	-3.0%
By gender	Men	57,308	60,360	N/A		5.3%
	Women	43,000	44,533			3.6%

Average remuneration of Senior Management	2022	2023	Annual change 2022-2023 (%)
Men	418,625	501,465	19.8%
Women	307,698	365,082	18.6%
Average	400,137	478,735	19.6%



Average remuneration of non-executive directors	2022	2023	Annual change 2022-2023 (%)
Men	207,515	215,955	4.1%
Women	82,875	83,583	0.9%
Average	152,120	157,123	3.3%

Average remuneration of executive directors	2022	2023	Annual change 2022-2023 (%)
Men	1,326,292	1,414,474	6.6%
Women	-	-	-
Average	1,326,292	1,414,474	6.6%

Gender pay gap ⁴²	2022	2023	Annual change 2022-2023 (%)
Management ⁴³	25.8%	25.7%	-0.4%
Senior Management	26.5%	27.2%	2.6%
Middle managers	21.8%	13.6%	-37.6%
Managers	3.6%	8.1%	125.5%
Technicians	7.5%	8.3%	11.3%
Administrative staff	8.5%	3.5%	-58.4%
Other	-1.7%	1.9%	211.8%
Total	24.9%	26.2%	5.3%

⁴² 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.

⁴³ 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:

- Life insurance
- 100% of salary paid during medical leave
- Parking
- Canteen
- Training
- **Flexible Remuneration Plan**, which is entirely voluntary for employees on permanent contracts (health insurance, childcare vouchers and public transport card)

For Atresmedia Radio:

- 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 (**health insurance, childcare vouchers and transport card**).



8.3.3

Professional development of employees

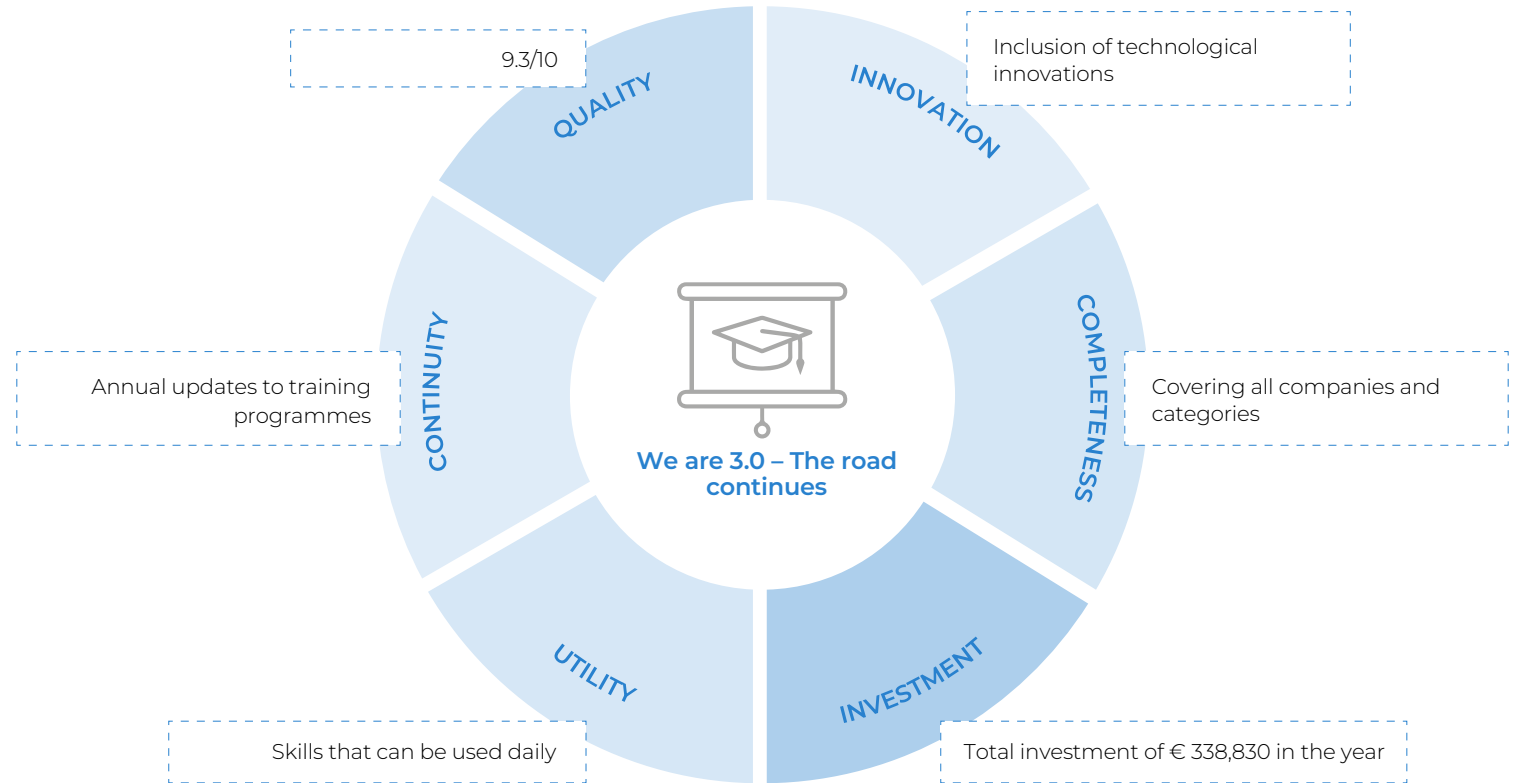
Atresmedia invested EUR 388,830 in training in 2023, equivalent to 45,847 hours of training delivered to 1,883 employees, distributed across 87 courses and 252 training events

Atresmedia knows full well that the **training of its employees is essential in developing their skills and aptitudes and enabling them to adapt effectively and proactively to the new digital environment**. Along these lines, it actively seeks to adjust its processes, its organisation and its different ways of working in an agile manner, in a bid to become more competitive in the business environment in which it operates. With this in mind, in 2023 Atresmedia continued to **promote** and **foster a training model** that enables:

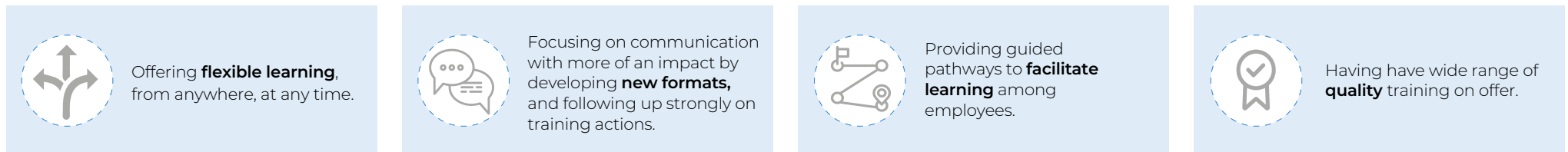
- Business-led **digital change**.
- **Skills** training for all profiles.
- **Professional development of employees**.

For yet another year, the Group continued its efforts to cater to the training needs and concerns of its employees. Proof of this is that the hours of training offered in 2023 were more than 40% higher than in 2022, with more content, formats and types of courses available.

In delivering its training, the Group seeks to ensure continuity, quality, innovation, outreach, usefulness and investment, as follows in 2023:



The Group 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**:



Turning to the professional development of employees, the Group followed the same approach as in 2022 and further progress was made towards the Group's **digital transformation process**. This process is being channelled through the **Digital Skills Training Programme**, which was launched in 2021 and is aimed at the Company's managers and employees.

As part of this digital transformation process, Atresmedia considers **learning and training to be strategic values for the Group**, which are developed through:

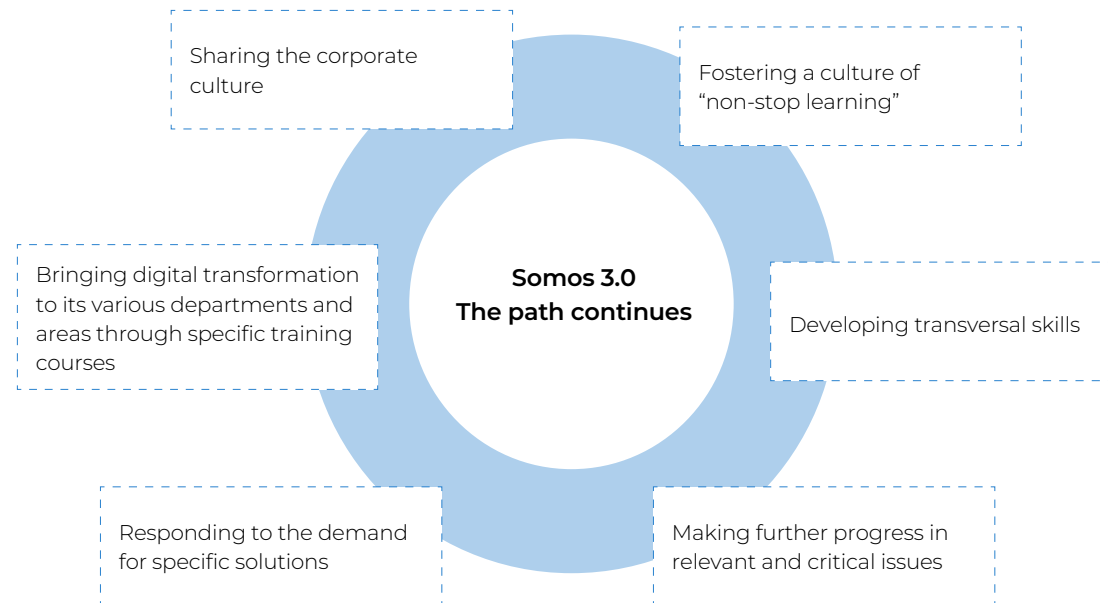
- **Soft skills:** developing employees' skills in the new digital world.
- **Hybrid environment:** ability to manage remote and multidisciplinary teams.
- **Re-skilling:** profiles transformed according to the Company's needs.
- **Up-skilling:** continuous improvement of the professional profiles and skills of each person.
- **Change and development:** change of mindset (digital, flexibility, creativity, teamwork).
- **Open mind:** staff prepared to embrace and facilitate change.



In 2022, the Group carried out **phase one of the Digital Skills Training Programme**, which was launched in 2021. It was decided that a key element of this programme would be a common knowledge base on the most relevant concepts and terms of the digital environment and business world, with the aim of ensuring that all profiles within the Group possess basic digital skills.

Having already completed phase one of the programme and in order to further consolidate its digital transformation process, in 2023 the Group embarked on phase two (which will continue throughout 2024) titled **“We are 3.0 – The road continues”**. The aim of this second phase is to **train and promote the professional development of human capital through a flexible and specialised Group-wide model**. This programme is being promoted through a series of **training actions**, under the slogan **“Wherever and whenever you want”**, with various **learning ecosystems** that Atresmedia has developed to achieve the objectives marked out in its roadmap.

In this **phase two** of the programme, a **roadmap** has been drawn up to enable the Company to make further progress towards its goal, focusing on:



Notably, the following **objectives were achieved** in this phase two of the “**We are 3.0 – The road continues**” programme:

- Bolstering and raising awareness about diversity, equality and inclusion through the **DEI Programme**, while also increasing cybersecurity awareness through the **Crypto Programme** and entrenching a culture of sustainability through the **Zero Waste Programme**.
- Championing digital transformation across all areas and departments through the **Digitalisation Programme** at Atresmedia Radio and the **Artificial Intelligence** pilot at A3 Noticias and laSexta, as we embrace innovative training both in developing the methodologies to be applied and in the content to be addressed. This training is delivered in the form of **game-based learning**, which helps professionals develop a series of skills and includes training pathways designed for the different groups within the organisation.
- Access to outstanding **Masters Programmes** to enable **business upskilling** through our alliance with **The Power Business School**, thanks to which employees are able to choose their own training from a selection 17 key subjects. They also earn a certificate upon completing the course.
- The continuous improvement of profiles thanks to the **Content Lab Media Library**, which offers valuable content for training, inspiration and reflection in the form of podcasts, videos, infographics and reports on the digital economy, and the new **English Programme** based on the Vaughan Model.
- Honing employee's soft skills through the **Communication Skills Programme**, developed by professional experts from Atresmedia Formación, through which a very practical and highly intensive course was delivered. The programme addressed aspects related to communication as a management tool in any field, as well as communication in front of the camera, in a debate and on the radio, among other aspects.
- Support during the **onboarding** process through the Occupational Risk Prevention and Compliance Model.

In addition, and in order to respond to the specific needs of the areas, Atresmedia Group provides employees with **specialised training** by allowing them to attend seminars, masters or training courses in Atresmedia's classrooms. The training courses delivered during the period related to *Avid Media Composer*, *Avid Cloud UX*, Regulatory Compliance Model, Data Protection for Information Programmes, Digital Productivity or Basic First Aid and Semi-Automatic Defibrillation, among others. These training events helped to build a very collaborative relationship between the internal experts and the trainees.

Similarly, with the aim of promoting the professional development of managers, Atresmedia pressed ahead with its master's programmes leading to an official **The Power Business School** certification, including the development of communication skills by Atresmedia Formación. It also continued to enrol its employees on the Master's Degree in the **Management of Communication Companies at the University of Navarra**.

The main indicators relating to Atresmedia Group's training activities are as follows:

		2022	2023	Annual change 2022-2023 (%)
Average n° of training hours per employee category ⁴⁴	Managers	46	35	-23.9%
	Technicians	27	24	-11.1%
	Administrative staff	46	38	-17.4%
	Other	18	15	-16.7%

		2022	2023	Annual change 2022-2023 (%)
Total n° of training hours per employee category	Managers	10,437	6,968	-33.2%
	Technicians	37,752	31,869	-15.6%
	Administrative staff	2,632	2,364	-10.2%
	Other	4,868	4,656	-4.4%

It is worth noting that the significant annual change that can be seen in the manager training figures is due to the fact that the specific training programme for managers was not delivered during 2023.

⁴⁴ 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. Despite the increase in training activities made available in 2023, there was a reduction in the number of training hours because this figure only shows attendance of courses considered to have been completed (+75%). The annual change in this respect is due to the wide range of training on offer and the workload.

8.3.4 Attracting and retaining talent

Atresmedia is aware of the importance of building an attractive working environment to retain and attract the talent it needs. The Group knows full well that having the best talent is key to building future value and ensuring the sustainability of its business. Therefore, aside from paying special attention to the well-being of its employees, it has made efforts in recent years to open its doors to young talent, especially digital profiles.

In order to connect more closely with this talent and put itself forward as an attractive place to work, each year Atresmedia stages several internship programmes for undergraduate, master's and vocational training students. The initiatives have allowed the Group to build mutually beneficial relationships with its interns by improving their employability and introducing them to working life.

Promoting youth employment

In line with the strategy pursued by Atresmedia Group throughout 2022 and 2021, in 2023 the **search for young talent** continued, targeting **digital profiles** in particular, which are considered essential for the Company and which are seen as the springboard basis for the future growth of the business in the digital realm.





Atresmedia considers it essential to continue hiring profiles best suited to the new business environment, and it therefore looks to recruit different profiles under its internship programme

Thanks to *Becas Capaz*, 160 people with disabilities were able to pursue Atresmedia training courses

Notably, in 2023 the Group took part in **The Core's Speed Meeting**, allowing it to network with Master's students from different backgrounds. Subsequently, following a thorough curricular screening process, the short-listed profiles were asked to attend a short interview.

The Company also took part in a **focus group** organised by Barlovento Comunicación to prepare a Europe-wide study focused on identifying training needs for the audiovisual sector and improving the employability of young people.

Highlights in 2023 included the work carried out by Atresmedia both on the **Internship Programme for vocational training students** and in the **Summer Internship Programme**. Under these programmes, students undergo an onboarding process which, aside from welcoming them to the Company, **has them complete a training programme created especially for them during their first few weeks in a real working environment**. A total of 664 internships⁴⁵ were offered in 2023.

Inclusive talent

During 2023, Atresmedia Group **reaffirmed its commitment to diversity and inclusion**. The Human Resources and Corporate Responsibility departments and especially the team focused on disability continued to work actively and jointly in offering job opportunities and business practices to people with all sorts of disabilities at all Atresmedia Group companies. The Company **sees to it that all selection processes are inclusive and that the people ultimately hired receive the necessary adaptations of the workstations for the proper performance of their job**. Notably, more than 30 candidates were interviewed during 2023, with eight people joining the workforce and three more people joining the Group's internship programmes.

Atresmedia's partnership with Fundación Integra Foundation resumed in 2023, with three scholarships available to **lend a lifeline to women victims of gender violence, allowing them to rejoin the workplace**.

Also in 2023, 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.

⁴⁵ Uniprex SAU is included within the total number of internships offered.

Since its launch in 2020, 160 people have benefited from this scholarship programme, thanks to agreements signed with Fundación Universia, Fundación Randstad, Fundación Integra and Fundación Capacis. Highlights in 2023:



18

People from **Fundación Randstad** were able to access the Capaz Scholarships offered by Atresmedia Formación in 2023.

30

New scholarships approved in October for **Fundación Universia** users following the renewal of the agreement.

8

Participants from **Fundación Capacis** took part in the new edition of the Communication Techniques course, complementing the daily training they receive at the Foundation with an adapted communication programme.

Atresmedia also maintained strong relations with various disability associations to learn more about the reality of their work. These entities include the associations Afanias and Achalay (organisations focused on the care of people with intellectual disabilities), Grupo OSGA (special employment centre for people with disabilities), AEDEM and COCEMFE (both organisations working with people with multiple sclerosis).



8.3.5

Safeguarding labour rights

As part of its commitment to its employees, Atresmedia sees to it that the employment rights of every and every worker are respected. The Group complies with the provisions of fundamental conventions such as the International Labour Organization (ILO), respecting the freedom of association and the right to collective bargaining of its employees, while promoting social dialogue with workers' representatives in order to achieve working conditions that benefit all parties. In addition, as a signatory and partner of the UN Global Compact, Atresmedia promotes and has pledged to comply with the following principles in 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.

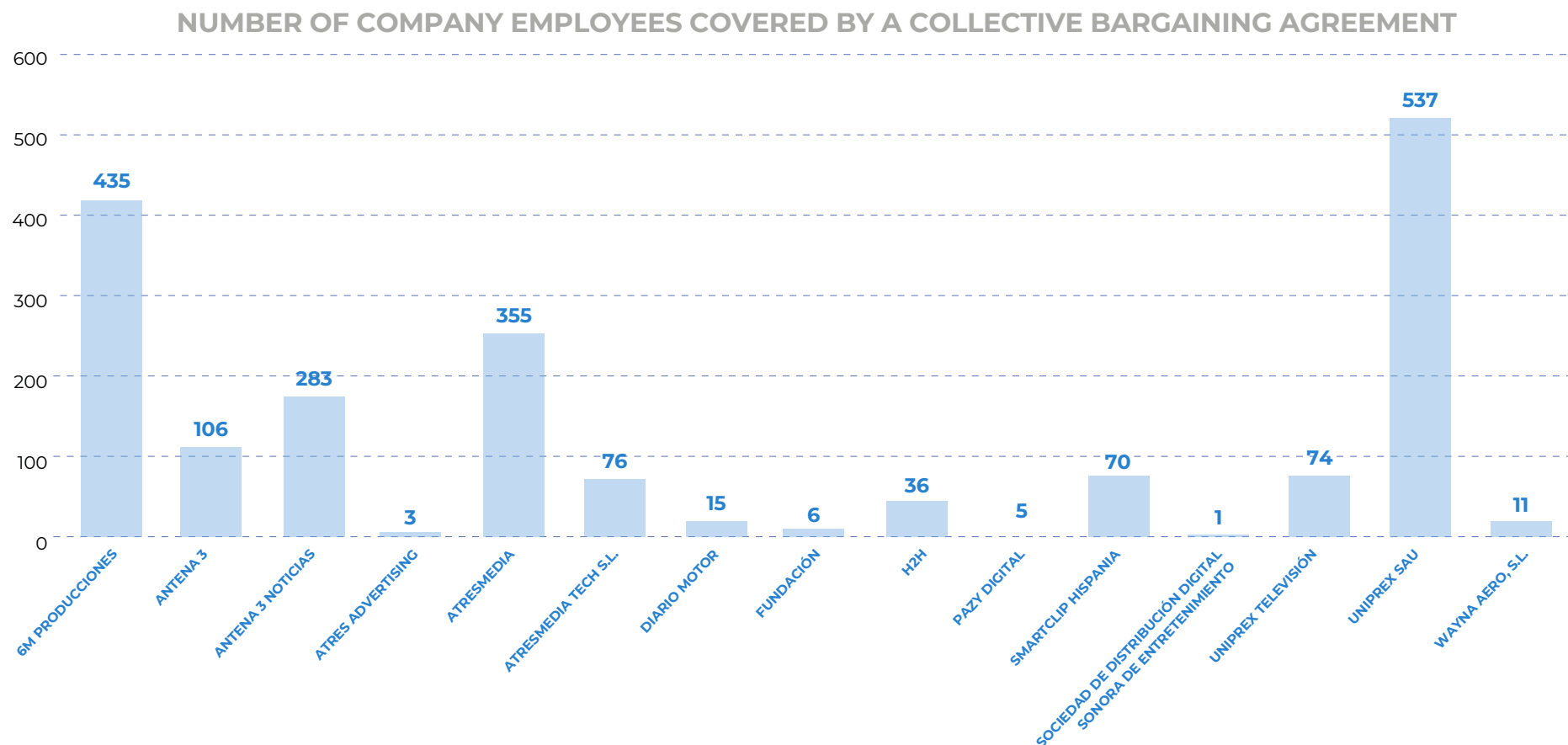
Atresmedia protects and supports the **right to representation** of its workers and endeavours to reach collective agreements with the representatives of the different companies that make up the Group, while attending to their needs and requests. Thanks to the negotiations that took place throughout 2023, the collective bargaining agreements for Atresmedia Multimedia, Atresmedia Tech and Uniprex TV were successfully signed, thus complementing the collective agreements already reached in 2022 for Atresmedia Corporación and Antena 3 Noticias. Meanwhile, the collective bargaining agreement for 6&M Producciones, which also underwent further negotiation in 2023, has yet to be finalised following talks with the workers' representatives. Employees of other Group companies are covered by the applicable sectoral agreements.

A total of 2,298 employees (90%) were adhered to one or other of the Group's collective bargaining agreements in 2023, notably up on the figures for 2022 (86.9%), 2021 (88.18%), 2020 (88.9%), 2019 (88.1%), 2018 (87.3%), 2017 (87.0%) and 2016 (86.6%).



Employees adhered to collective agreements by Group company⁴⁶

The number of persons covered by the agreement differs depending on the Group company, as follows:



⁴⁶ Of the 17 employees in the Canary Islands, 14 are covered by the collective agreement and two are not.

8.3.6

Fostering equality, diversity and work-life balance

In 2023, Atresmedia worked on its first Diversity, Equity and Inclusion (DEI) Policy and offered all its employees interactive training on the subject

Traditionally, the **General Corporate Responsibility Policy** and the **Human Resources Policy** embody the Group's commitment to equality and diversity. The Human Resources Policy 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. To strengthen this commitment, the Group worked throughout 2023 to develop a **Diversity, Equity and Inclusion (DEI) Policy** that explicitly sets out the Group's commitments in this area, and which will be approved in early 2024.

To further promote these values, an interactive training event on Diversity, Equity and Inclusion was made available to the entire workforce, in which virtual recreations of experiences in the work environment were used to discuss issues such as discrimination and stereotypes.

In the regulatory realm, **a new Equality Plan for Atresmedia Corporación** was approved in 2022 to illustrate Atresmedia's 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 filing and amending Royal Decree 713/2010, of 28 May, on the registration and filing of collective bargaining agreements, as well as the requirements of Royal Decree 902/2020, on equal pay for women and men. The committee works to ensure compliance with the plan and to implement specific measures to promote and foster equality.

When it comes to work-life balance, some of the Group's companies have measures in place such as:

- Flexible start and end times of 30 minutes.
- Continuous working hours on Fridays, finishing earlier.
- 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.

In 2023, Atresmedia Group filed three new equality plans for Atresmedia Multimedia, Uniprex S.A. and Atresmedia Tech and continued to negotiate for the rest of the companies subject to collective bargaining.

The Group's **equality plans also include 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.

Atresmedia also has a **protocol against sexual harassment and harassment based on sex**, which is within easy reach of all Company employees via the intranet.

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

Aware of the needs and indeed desire for a healthy **work-life balance and flexibility**, Atresmedia has measures in place to balance the personal and professional lives of its employees, as set out in the collective bargaining agreements and equality plans of each Group company. These measures include flexible working hours, intensive working hours to fit in with the school calendar, the possibility of working from home, or extended leave due to death or family illness, among other measures.

While the Company does not have its own digital disconnect policy, it does respect and uphold the right to disconnect and encourages responsible behaviour through measures such as recommending office staff not to schedule meetings after 18:00. It is worth noting that part of Atresmedia's workforce performs shift work.

In 2023, Atresmedia focused its efforts on complying with **Royal Decree Law 5/2023, on work-life balance**. To show that it is there for its employees, the Group worked hard to adapt its work-life balance measures in terms of working hours, paid leave, parental leave and other forms of leave due to *force majeure*, among others.

As part of its pledge to cater to the needs of its employees and respond to the challenges of the hybrid work model, Atresmedia has been working to develop a tool to digitalise the administrative processes of people management. This tool allows employees to self-manage leave requests and centralises HR-related information in one place (objectives, recruiting, training, etc.).

A total of 84 people (33 men and 51 women) took parental leave in 2023.

Managing diversity

Diversity management is a key concern for Atresmedia. Therefore, Group promotes diversity and works to create an inclusive working environment, in which the differences of the workforce are valued and respected. In order to foster diversity, the Company carries out inclusive recruitment processes and specific programmes for people with disabilities, along with other initiatives to raise awareness in this regard (see section on [Inclusive talent](#)):



In 2023, Atresmedia remained firmly adhered to the Companies for Diversity and Inclusion initiative, reaffirmed its commitment to the Diversity Charter, and pressed ahead with its *Becas Capaz* initiative and Corporate Volunteering programme

- Since 2020, Atresmedia has been a member of Fundación Randstad's Companies for Diversity and Inclusion initiative, the aim of which is to promote corporate and social awareness of disability, employment and social inclusion. Atresmedia Group's role in this initiative is to generate knowledge and promote business and social awareness of disability issues.
- In 2023, Atresmedia, a signatory of the Diversity Charter, reaffirmed its commitment to inclusion and diversity in the workplace by celebrating an institutional event with Fundación Diversidad, the driving force behind the Charter in Spain, in which it reiterated its pledge to ensure compliance with its 10 principles.
- Thanks to the agreement signed with Fundación Integra, Atresmedia has been able to throw a lifeline to women victims of gender violence by helping them get back to work through internships at various Group companies.
- As part of the Atresmedia Corporate Volunteering Programme, employees have the opportunity to take part alongside people with disabilities in different activities aimed at raising awareness of the plight faced by victims of gender-based violence. These activities have been carried out with entities such as Fundación Antares, the Fundación Capacis and Fundación Gil Gayarre (see section [8.2.2.2 Corporate volunteering](#)).
- To mark the occasion of International Day of Persons with Disabilities, Atresmedia shared with all its employees a communication on the impact of the various projects it champions to promote disability.

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 scholarship scheme, external and in-house awareness-raising activities and the various commitments embraced.

Lastly, in 2016 Ilunion produced a report confirming that Atresmedia's facilities are suitably adapted and therefore accessible, in accordance with prevailing law and regulations. It is also worth noting that Atresmedia has several parking places reserved for people with reduced mobility. It also ensures that the people it hires have their workstation adapted accordingly so that they can carry out their work.

Internal communication

8.3.7

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. To succeed in this task, Atresmedia has various internal communication channels in place, including the corporate intranet, a welcome manual for new employees, corporate emails used to share information of interest and the digital magazine known as MASDIII. In 2023, a total of 4,575 users accessed the magazine, viewing 156,225 pages in total.

In 2023, Atresmedia 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.

Lastly, with the aim of improving internal communication within the Group, employees were offered the opportunity to take part in Atresmedia Training courses to develop their communication skills.

Safe and healthy work environment

8.3.8

Atresmedia Group approved its Occupational Risk Prevention Policy in February 2020, providing the framework for its **Occupational Risk Prevention Management System**.

No changes were made to the Occupational Risk Prevention Management System in 2023, and the handbook and procedures previously approved remain in force. This system was certified in 2021 under ISO 45001:2018 and in 2023 a follow-up audit was carried out and passed.

In December 2023, the **Joint Prevention Service of Atresmedia Group underwent certain updates to comply with Law 31/1995 on the prevention of occupational risks** and Sonora (Sociedad de Distribución Sonora de Entretenimiento S.L.) was brought within the scope of the service.

A total of six Group companies have their own Health and Safety Committee, which meets quarterly. **Each committee has prevention officers who are informed of any new developments or activities in relation to occupational risk prevention.**

⁴⁷ Group companies with a Health and Safety Committee: Atresmedia Corporación de Medios de Comunicación, Uniprex, Antena 3 Noticias, A3 Multimedia, Atresmedia Tech and Uniprex Televisión.



As for those companies without a prevention officer, in 2023 the Joint Prevention Service met with all of them every six months to keep them informed of any relevant issues related to the health and safety of their employees.

Addressing health and safety issues

The main issues dealt with at the regular meetings of the Health and Safety Committees held in 2023 related to the monitoring of occupational risk prevention objectives and the planning of preventive activity, the review of absenteeism and accident rate data or the annual activity reports, as well as information on any other activities carried out by the Prevention and Medical Services Department over the course of the year, such as the annual health surveillance campaign, the specific dermatology health campaign or the evaluation of psychosocial factors. Requests and questions raised by the prevention officers were also addressed at these meetings.

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, Human to Human and Diariomotor	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.
Antena 3 Noticias, Antena 3 Multimedia, Uniprex TV, Atresmedia Cine and Sociedad de Distribución Digital Sonora de Entretenimiento	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).
Atresmedia Tech	State collective agreement for consulting, market study and public opinion firms. Article 39: Screen-based Work. Risk Prevention.
	Refers to workstations at which users view data on screen and governs the protection of sensitive workers and maternity in the cases set out in the Prevention Law.
Fundación Atresmedia	State collective bargaining agreement for the social pursuits and welfare sector. Chapter X: Occupational health and safety.
	Refers to various aspects of the Law on Occupational Risk Prevention, including the Prevention Service, health surveillance, protection of particularly sensitive workers, training and information, and the active involvement of personnel in occupational risk prevention.

As a further show of its commitment to the health of its employees, Atresmedia offers its employees an in-house Medical Service, which in 2023 carried out a total of **1,926 activities**, broken down into **1,017 medical visits, 899 consultations and 10 emergency responses**. Of the medical care provided, 78% was given to Group staff and 22% to contractor personnel or visitors. Meanwhile, the QUIRÓNPREVENCIÓN External Preventive Health Service carried out the annual health monitoring campaign, involving a total of **650 workers**. In addition, a specific dermatology campaign was carried out with the professional team of Dr Pedro Jaén, which was very well received by the Company's employees.

Also in 2023, the risk assessment was updated for all the work stations and the Smartclip work centre, the Atres Advertising warehouse, the Villajoyosa, Barcelona and Zaragoza broadcasting stations, and the Tarazona and Carballino broadcasting centres. An assessment of psychosocial factors was also conducted at A3 Noticias and Atresmedia CMC.

Trend in health and safety indicators

In 2023 there were only three accidents resulting in lost time (involving two men and one woman), one fewer than in 2022. Total hours of absenteeism in 2023 fell by 4% to 160,824 hours (from 167,792 in 2022). Meanwhile, the rate of absenteeism due to work-related accidents was 3.6 (3.9 in 2022) and the rate of absenteeism due to non-occupational illness was 3.45 (3.8 in 2022). The accident frequency rate was 0.67 (0.90 in 2022), while the severity rate 0.06 (0.03 in 2022). The number of occupational diseases was zero in both 2022 and 2023.

	Number of lost-time accidents (not including accidents while travelling to and from work)			Employee absenteeism rate			Hours of absenteeism		
	TOTAL	WOMEN	MEN	TOTAL	WOMEN	MEN	TOTAL	WOMEN	MEN
2022	4	1	3	3.9	4.5	3.2	167,792	102,256	65,536
2023	3	1	2	3.6	4.0	3.0	160,824	96,664	64,160
Annual change 2022-2023 (%)	-25.0%	0.0%	-33.3%	-7.7%	-9.6%	-4.1%	-4.2%	-5.5%	-2.1%

	Absenteeism rate due to non-worked-related illness			Accident frequency rate			Serious accident frequency rate		
	TOTAL	WOMEN	MEN	TOTAL	WOMEN	MEN	TOTAL	WOMEN	MEN
2022	3.7	4.4	3.0	0.9	0.4	1.5	0.03	0.01	0.06
2023	3.45	4.05	2.77	0.67	0.42	0.96	0.06	0.00	0.13
Annual change 2022-2023 (%)	-9.2%	-8.0%	-7.7%	-25.6%	-5.0%	-36.0%	100.0%	-100.0%	116.7%

Training in health and safety

In 2023, the Joint Prevention Service provided **mandatory initial training and information on occupational risk prevention to 560 workers in e-learning format, with each course lasting two hours (1,120 hours of training).**

Also in 2023, six 30-hour training courses were given by the External Prevention Service QUIRÓNPREVENCIÓN to the new prevention officers, for a total of 180 hours of training (two prevention officers from A3 Multimedia, one prevention officer from Atresmedia Tech, one prevention officer from Atresmedia CMC and two prevention officers from Uniprex TV).

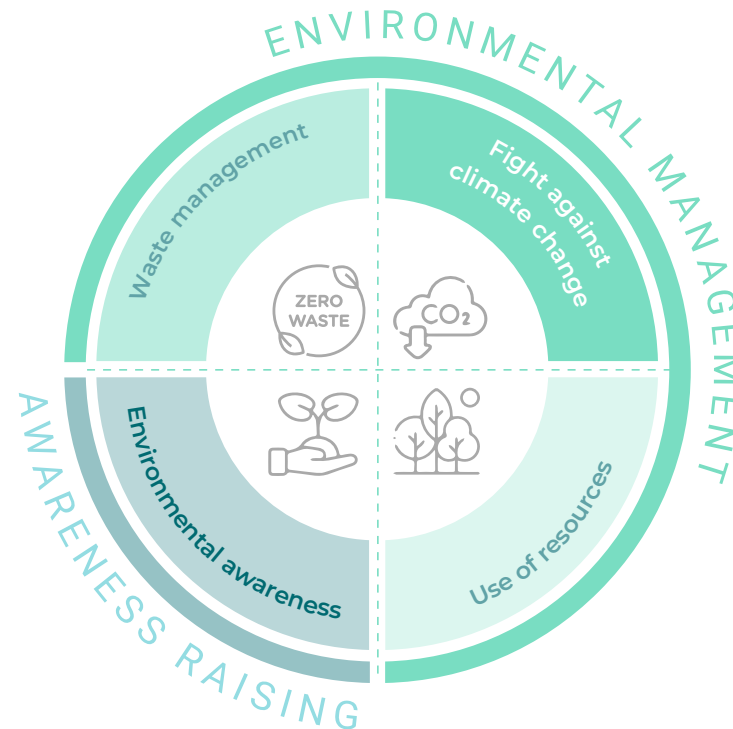
Similarly, ANEK delivered two courses to a total of 20 workers on basic first aid and semi-automatic defibrillation, which added an additional 80 hours to prevention training, **bringing the total to 1,380 hours on the subject in 2023.**



09 Atresmedia's environmental impact

Although Atresmedia Group has a relatively small environmental impact given the nature of its activities, it is nonetheless committed to protecting the environment and fighting against climate change. This commitment, initially set out in the General Corporate Responsibility Policy, was formalised and emboldened upon in 2010 with the approval of the **Group's first Environmental Policy**, which was later updated in 2019 to broaden its scope and adapt to the new demands of the environment. Atresmedia follows a preventive approach when it comes to environmental management and over the years has been developing and perfecting a strategy that focuses largely on minimising its environmental impact and raising the environmental awareness of society.

Atresmedia's **environmental lines of action** fall into two broad categories: the **environmental management** of its own activity, which includes all the Group's activities related to the fight against climate change, the responsible use of natural resources and the responsible management of its waste; and secondly, the Group's endeavours to raise awareness in society and among its employees.





As confirmed by the Double Materiality Assessment carried out in 2023, Atresmedia's activity does not generate significant impacts on biodiversity, seeing as though it does not take place in natural areas and does not require a significant amount of raw materials. Therefore, the Group does not need to develop strategic actions to minimise its impact on biodiversity.

09.1 Environmental management

Atresmedia obtained, for the first time, an A- rating in CDP, placing it above the industry average and its closest competitor

In recent years, Atresmedia has worked towards an environmental strategy based on best practices to minimise the Company's impact. Matters related to environmental management are built into the Company's decision-making and daily activities, within a framework of action that is supervised by a governance structure involving various areas of Atresmedia and its control bodies. Thanks to this approach and the knowledge of its professionals, Atresmedia is able to **tackle environmental challenges from a cross-cutting perspective.**

The Audit and Control Committee is **tasked with supervising compliance with the Company's General Corporate Responsibility Policy and ESG Strategy**, as well as all matters related to climate change.

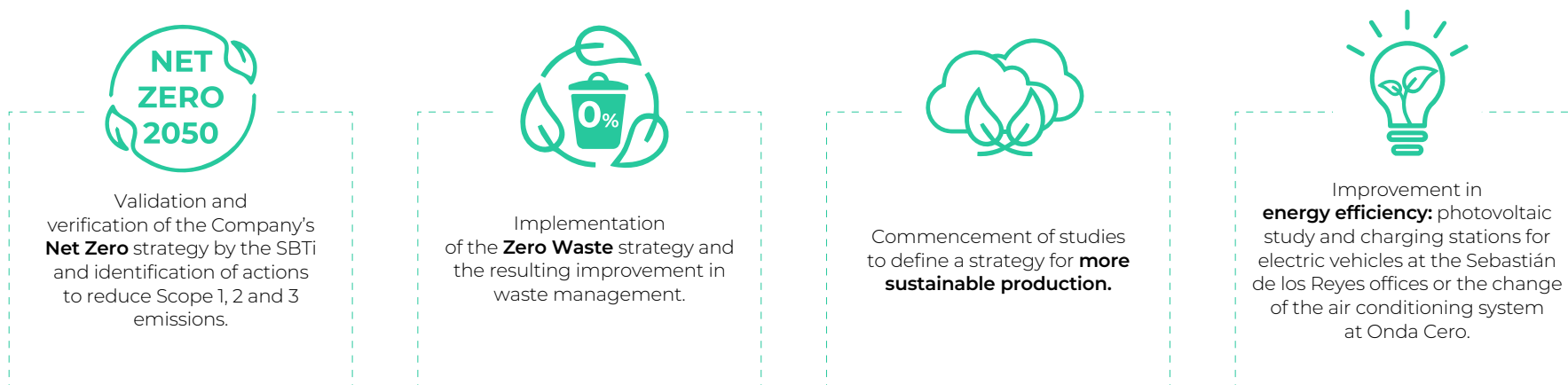
This Committee reports regularly to Atresmedia's Board of Directors on the progress and results of the ESG strategy. The Board of Directors is responsible for approving the General Corporate Responsibility Policy and the sustainability strategy.

A key aspect illustrating the Company's commitment to the sustainable management of its activity is that some members of the Board of Directors receive variable remuneration linked to four ESG indicators (as discussed in section [7.1 Corporate governance](#)), one of which is directly related to Atresmedia's climate performance. More precisely, **part of the variable remuneration of directors is linked to the achievement of a B score in the Carbon Disclosure Project (CDP) questionnaire.**

The actions carried out by Atresmedia to improve its performance and reduce its environmental impact have been recognised in the latest CDP index, which has awarded the Company a score of A. This is a testament to the Group's efforts to define a decarbonisation strategy, improve its waste management, and identify climate-related risks and opportunities that could be critical for its business.

Aside from the CDP report, Atresmedia discloses information on its climate performance in various sustainability indices, including: Morgan Stanley Capital International (MSCI), the Global Compact Progress Report or the Standard & Poor's Sustainability Index, among others (see section [7.8 Investor relations](#)).

Atresmedia's environmental management pursued the following objectives in 2023:



Atresmedia appeared, for the first time ever, in Europe's Climate Leader ranking prepared by Financial Times and Statista, with a score of 69.9 and in ranking 14 among spanish companies

It is certainly worth noting that Atresmedia's environmental management in recent years has been recognised among the best according to the **Europe's Climate Leaders 2023**⁴⁹ ranking, compiled by the Financial Times and Statista, which distinguishes the 500 companies most invested in climate action in Europe.

This recognition mainly highlights the climate strategy and governance of the participants, especially their emission reduction targets, transparency in the reporting of Scope 3 emissions and the rating awarded by the CDP.

The **Corporate Responsibility Committee** plays a key role within Atresmedia's environmental governance system, as it is tasked with implementing the Group's sustainability strategy and policies, including those related to environmental management. Under this governance framework, there are four broad areas involved in the management of internal environmental concerns:

⁴⁹ https://www.atresmediacorporacion.com/responsabilidad-corporativa/noticias/atresmedia-lideres-climaticoseuropeos_202305086458d4d02a35640001f8eed6.htm



CORPORATE RESPONSIBILITY	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. 4. Calculates Atresmedia's carbon footprint.
INFRASTRUCTURE	1. Manages investments relating to the environment. 2. Conducts environmental optimisation studies. 3. Controls and manages the invoicing of utilities (water, gas, electricity, etc.). 4. Implements energy efficiency projects.
GENERAL SERVICES	1. Manages and optimises consumption of resources and fuels. 2. Oversees the removal and treatment of waste.
PROCUREMENT	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.
FINANCIAL	1. Conveys Atresmedia's climate performance to investors. 2. Identifies the financial ramifications of climate risks. 3. Responds to the EU Taxonomy Regulation.

For yet another year, Atresmedia continued to take part in the **Forética Climate Change Cluster** in 2023, 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.



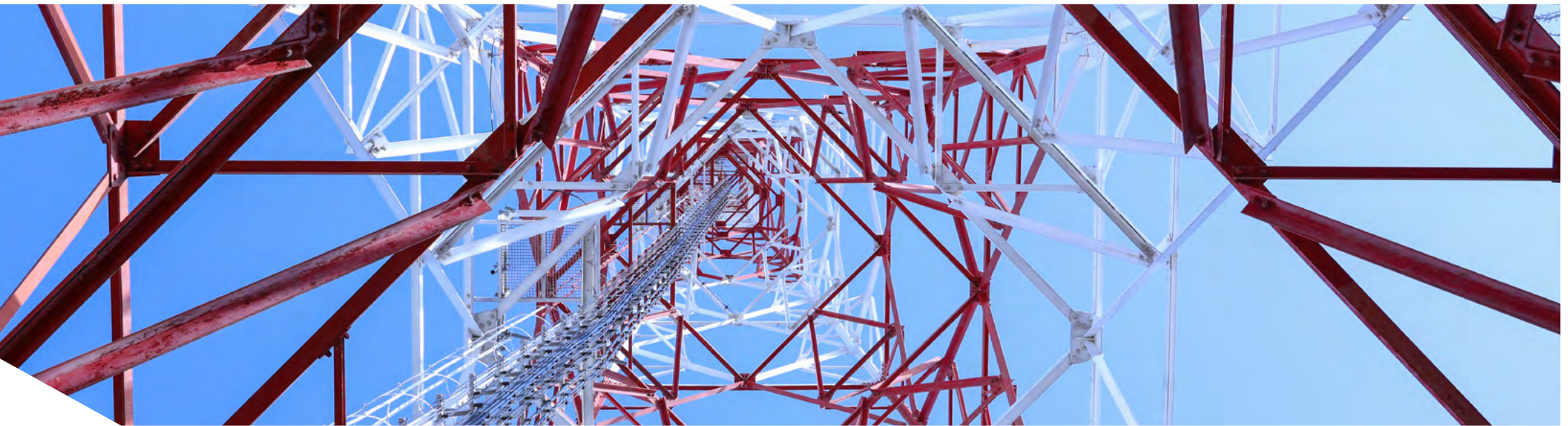
9.1.1

Fight against climate change: towards Net Zero

While its operations do not generate a significant environmental impact in terms of carbon emissions, Atresmedia is aware of the need to join the fight against climate change. In order to formalise and solidify this commitment, in 2022 the Group worked to define its Net Zero strategy and set concrete emission reduction targets with the aim of becoming **Net Zero by 2050**. In 2023, the Company's decarbonisation strategy and targets were endorsed and verified by the prestigious **Science Based Targets initiative (SBTi)**.

This strategy brings together and strengthens the various actions undertaken by the Group over the years, which are now having a real impact on the reduction targets. As a show of Atresmedia's fight against climate change, and in response to the requirements of the EU Taxonomy Regulation, in 2022 Atresmedia carried out its first physical climate risk assessment, in which it identified the Group's potential vulnerabilities to the impacts of climate change.

The Group also took further action in 2023 to make its productions more sustainable, working alongside the various in-house production teams and the Corporate Responsibility department with the aim of understanding how this part of the business affects Atresmedia's emissions and how steps can be taken —both internally and with content providers— to reduce the environmental impact of the productions in which the Group is involved.





Atresmedia has publicly committed to achieve a 90% reduction in its scope 1+2 and 3 emissions by 2050, on the path to becoming Net Zero

Strategy: Towards Net Zero

As mentioned earlier, Atresmedia is committed, through its Net Zero strategy, to the deep decarbonisation of its operations and value chain. This commitment means achieving net zero carbon emissions (CO₂ and other polluting gases) by 2050. To achieve this, specific reduction targets have been set (**Near-term** by 2030 and **Net-Zero** by 2050) with the aim of helping to reach a global temperature increase of no more than 1.5 °C and to avoid a climate scenario of no return, in line with the Paris Agreement.

To meet the targets set, Atresmedia will have to achieve a 90% reduction in its Scope 1+2 and Scope 3 emissions by 2050, compared to the emissions envisioned in its 2019 base year. It must also offset 10% of the remaining emissions through economic investment in verified carbon sequestration projects.

On the near-term horizon, Atresmedia has embraced a public commitment to reducing its Scope 1+2 emissions by 86.1% by 2030 and its Scope 3 emissions by 28%, compared to 2019, focusing on a reduction in Category 1 emissions (purchased goods and services), Category 3 (energy consumption) and Category 15 (relating to the Group's investments). As mentioned earlier, Atresmedia's Net Zero strategy and its reduction targets were validated, verified and published in 2023 by the prestigious SBTi initiative, thus ensuring that they are sufficiently ambitious and science-based.

In 2023, Atresmedia took a further step forward in its climate management efforts by having its Scope 1 and 2 carbon footprint verified according to the GHG Protocol and by identifying other measures to further reduce its direct emissions. As for its Scope 3 emissions, it identified certain emission calculation improvements so as to be able to reduce the carbon emissions associated with its value chain.

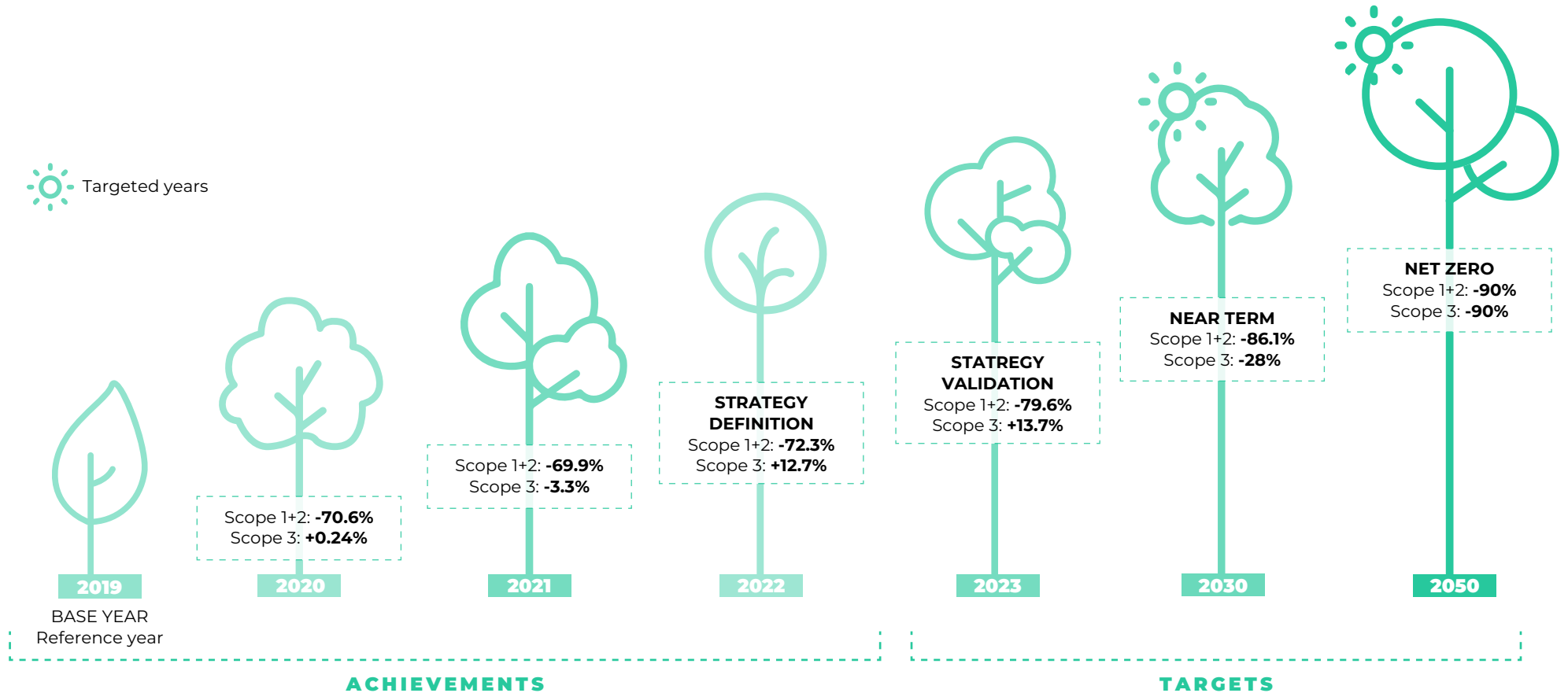
Below we outline how the strategy has evolved since 2019:

	Objective by 2030	Objective by 2050	Status of the 2023 objective
Scopes 1+2	-86.10%	-90%	-79.6%
Scope 3 ⁵⁰	-28%	-90%	+13.7%

⁵⁰ The Net Zero strategy covers all Scope 3 emissions identified as material with the exception of Category 11, which is not part of the strategy as it is beyond the organisation's control.



STRATEGY EVOLUTION





Atresmedia's Net Zero Strategy and decarbonisation targets have been validated and verified by the prestigious SBTi

To achieve the targets set, Atresmedia has taken various steps that will steadily reduce the carbon emissions associated with its operations and value chain. These include the purchase of renewable energy, which since 2020 has had a significant impact on the Group's Scope 2 emissions. This solution will continue throughout 2024 and is currently being implemented across Atresmedia's offices, its headquarters in San Sebastián de los Reyes and certain Onda Cero studios and broadcasting centres. Various other projects were also carried out in 2023, including the change of air conditioning equipment or the installation of charging stations for electric vehicles, all of which helped to make the Company more energy efficient.

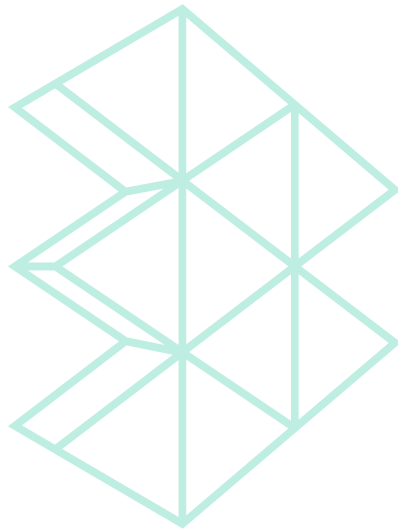
Atresmedia continues to work towards an energy transition that will enable it to reduce its carbon emissions and meet the objectives of its Net Zero strategy. The main actions implemented in 2023 that are expected to have an impact on the Group's emissions are described below.





Emission reduction actions identified and taken in 2023

Aside from the design of its Net Zero strategy, Atresmedia continued to pursue various courses of action throughout 2023 that will ultimately allow it to reduce its greenhouse gas emissions.



SCOPES 1+2 ACTIONS	SCOPE 3 ACTIONS
Purchase of renewable energy: work went ahead in 2023 on the practicality of extending the purchase of renewable energy to the Onda Cero offices. A study was carried out on what might generate the greatest impact, and once the contracts have ended, they will be replaced by renewable energy contracts.	Sustainable productions: work began on the merits of making the Group's audiovisual productions more sustainable, beginning with a preliminary working meeting with the various content production teams involved to appraise the viability of the project. In the meantime, talks began with Atresmedia's existing production companies to see how this issue is being addressed.
Hybrid vehicles: further efforts were made to expand the fleet of hybrid and electric vehicles.	Teleworking: days spent working from home were increased, thus reducing levels of commuting among employees and the resulting carbon emissions.
Energy efficiency: part of the cooling equipment was replaced with more efficient technology.	Charging stations for electric vehicles: electric charging stations were installed for employees, with the aim of championing sustainable mobility, the use of electric vehicles and the reduction of travel-related emissions.
Photovoltaic energy: further progress was made in relation to the study for the installation of photovoltaic panels.	Waste management: the Company's waste management system underwent further improvements.



Figures on Atresmedia's carbon footprint in 2023 and its comparison with 2022 are shown below:

	2022	2023	Annual change 2022-2023 (%)
Scope 1 emissions (t CO ₂ e) ⁵¹	2,433	1,667.62	-31.5%
Stationary installations	1,467.49	1,364.15	-7.0%
Vehicle travel	173.51	163.74	-5.6%
Fugitive emissions ⁵²	792	139.73	-82.4%
Scope 2 emissions (tCO ₂ e)	568	543.84	-4.3%
Scope 1 + 2 emissions	3,001	2,211	-26.3%
Scope 3 emissions ⁵³	168,025	168,636.95	3.6%
Scope 1 emissions intensity, ^{54,55}	0.97	0.65	-33.0%
Scope 2 emissions intensity	0.23	0.21	-8.7%
Scope 3 emissions intensity	66.9	65.82	1.4%
NO _x ⁵⁶	322.3	409	26.9%
SO _x	91.4	89	-2.6%
CO	194.5	300	54.2%

⁵¹ Scope 1 emissions are produced from fuel consumption at the headquarters in San Sebastián de los Reyes, at smartclip and at Onda Cero's studios, offices and broadcasting centres.

⁵² The change in fugitive emissions is largely due to the fact that the calculation changed from an estimate in 2022 to a comprehensive calculation in 2023.

⁵³ Scope 3 emissions arise from categories 1, 2, 3, 4, 5, 6, 7, 8, 11 and 15. In 2023, Scope 3 emissions and emission intensities were recalculated for 2022.

⁵⁴ Emission intensities are calculated on the basis of the number of employees at year-end.

⁵⁵ The change in emissions intensity is due to the reduction of Scope 1 emissions as well as the increase in the number of employees.

⁵⁶ Changes in NO_x, SO_x and CO are due to the scale of measurement, as small fluctuations mean high percentage variations in the final readings. It is understood that this is largely due to the timing of the measurement rather than the Group's activity.



GHG protocol category	Sources of Scope 3 emissions	Status of assessment	2022 emissions (tCO ₂ e) ⁵⁷	2023 emissions (tCO ₂ e)	Annual change 2022-2023 (%)
1	Purchased goods and services	Material, calculated	87,272.5	88,470.38	-1.4%
2	Capital goods ⁵⁸	Material, calculated	2,746.2	3,450.63	25.7%
3	Activities related to energy production	Material, calculated	408.98	338.82	-17.2%
4	Upstream transportation and distribution	Material, calculated	2,130.6	1,960.98	-8.0%
5	Waste generated in operations ⁵⁹	Material, calculated	89.4	138.81	55.3%
6	Business travel ⁶⁰	Material, calculated	1,719	2,368.51	37.8%
7	Employee commuting	Material, calculated	5,295	5,326.31	0.6%
8	Leased assets ⁶¹	Material, calculated	1,906.6	2,527.0	32.5%
11	Use of products sold by the organization	Material, calculated	21,673	20,354.51	-6.1%
15	Investments	Material, calculated	44,783.7	43,700.99	-2.4%
TOTAL			168,025	168,637	0.36%

⁵⁷ The calculations for categories 3, 6 and 11 have been adjusted after spotting certain errors in the methodology.

⁵⁸ The increase in category 2 emissions is due to increased spending on procurement.

⁵⁹ The increase in category 5 is largely due to the inclusion in the calculation of emissions from food waste following the start-up of the Oreka project and the increase in municipal solid waste.

⁶⁰ The change in category 6 emissions is mainly due to an increase in the number of trips made.

⁶¹ The change in category 8 is due to increased expenditure on leasing.

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 among our main 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, making them a kind of operational risk.





Atresmedia has included in its corporate risk map the physical climate risk factors to which its business activities may be exposed

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 assessed Atresmedia's exposure under three climate pathways: **RC 2.6** (where mitigation efforts lead to a very low level of radiative forcing), **RCP4.5** (where the associated risk factors do not represent a relevant exposure for Atresmedia's assets) and **RCP8.5** (involving a very high level of GHG emissions). It also considered both short-term (2030) and long-term (2050) time horizons.

The criticality of climate risks was 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 costs⁶².

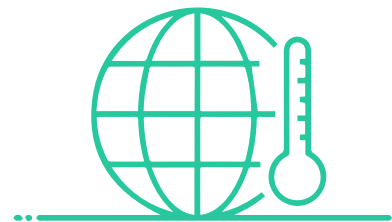
⁶² No repair and maintenance costs were identified for the impairment of assets due to climate change-related issues, both in Note 2 — Basis of preparation and consolidation and in Note 17 — Risk management policies of the consolidated annual financial statements for the year ended 31 December 2023, as well as in the 2023 consolidated management report under the section titled "Main risks associated with the activity".

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:** current regulations on carbon reduction and offsetting, on which Atresmedia relies heavily. 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.

Physical risks

- Negative impacts of high temperatures on working conditions
- Increase in energy consumption
- Signal instability and communication interruptions
- Damage to assets



Transition risks

- Compliance with current regulation
- Compliance with emerging regulation
- Legal non-compliance risk
- Reputational risk

Atresmedia has already taken action to address and reduce the impact of these identified risks. In the case of **physical risks**, Atresmedia has, for example, a series of health and safety measures in place to ensure the well-being of the employees and the safe performance of their activities, along with support mechanisms for the broadcasting teams, all of which make the Group less vulnerable to the climate risks identified. As for **transition risks**, the Company responds to and anticipates regulatory requirements to reduce the potential impact of non-compliance. 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. In addition, the Double Materiality Assessment identified certain opportunities in terms of climate change associated with the implementation of the Net Zero strategy defined in 2022, compliance with environmental regulations and adaptive capacity by running a physical risk assessment.

The Zero Net strategy not only drives the reduction of emissions in its own operations and in the value chain, but also offers tangible benefits for Atresmedia such as **improved reputation, growing investor interest** and an **increase in market share**. Being able to reliably anticipate future decarbonisation regulations would be another competitive advantage for the Company. Complying with prevailing environmental regulations also has the benefit of producing **greater knowledge of and control over the Group's own operations**, which in turn pushes down costs and improves the Group's reputation and good name. Lastly, the physical risk assessment carried out during 2023 **has enabled the Company to anticipate possible adverse situations and take the corresponding measures to adapt to climate change**.





9.1.2

Responsible management of natural resources

In 2023, Atresmedia installed 39 electric vehicle charging stations at its headquarters and initiated a tender process for the use of photovoltaic energy

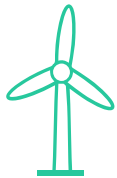
For Atresmedia Group, responsible and rational use of resources is important in order to ensure the sustainability of the environment in which it operates. The Group therefore **works hard to optimise and minimise its consumption**.

Last year witnessed a sharp increase in environmental investment by Atresmedia, **exceeding the figures for the previous period by almost 200% and enabling it to become more energy efficient**. For instance, the Group installed electric vehicle charging stations at its San Sebastián de los Reyes headquarters and replaced air conditioning equipment and transmitters at various offices and Onda Cero radio stations.

Investment in the environment	2022	2023	Annual change 2022-2023 (%)
Investment in the environment (€)	136,528.00 €	406,343.58 €	197.6%

Energy consumption

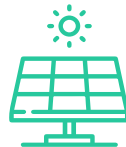
To make its facilities more energy efficient and ensure responsible energy consumption, Atresmedia took further action in 2023 to improve its daily operations, notably:



All of the electricity purchased at Atresmedia's headquarters and offices came with a **Renewable Guarantee of Origin**.



A total of **39 electric vehicle charging stations** were installed at the San Sebastián de los Reyes headquarters.



A **tender process** was launched for the installation of **photovoltaic panels** at Atresmedia's headquarters in San Sebastián de los Reyes. The work will be completed in 2024.



Two **investment projects** were initiated with the aim of making **Atresmedia's air conditioning equipment more energy efficient**. Along these lines, the insulation of the cooling installations was improved and insulation was added to the distribution pumps.



Automated lighting (triggered by presence sensors) was installed during the bathroom refurbishment carried out in 2023. Automatic taps were also installed (again triggered by motion sensors).



Preventive maintenance of **all infrastructures and control of boiler use** continued throughout the period, with maintenance personnel working around the clock to optimise and adjust the settings to real production needs. Solar glass windows were also installed.



Atresmedia Group's energy consumption decreased by 5% in 2023, largely due to a reduction in the quantity of diesel and electricity consumed at the Group's headquarters. Natural gas consumption increased by 51% due to the inclusion of smartclip consumption in the calculation, which was not included in previous periods.

Energy	2022	2023	Annual change 2022-2023 (%)
Total energy consumption (GJ)	126,362	119,593	-5.4%
Electricity consumption (kWh) ⁶³	29,011,785	28,814,160	-0.7%
Percentage of electricity from renewable sources (%)	92.4	93.08	0.7%
Percentage of electricity from renewable sources at the headquarters (%)	100	100	0.0%
Percentage of electricity from renewable sources at Atresmedia offices (%)	100	100	0.0%
Percentage of electricity from renewable sources at other facilities (%)	-	76	-
Energy consumption outside of the organization (GJ) ⁶⁴	386,214	499,156	29.2%
Consumption of heating oil (L)	502,709	495,656	-1.4%
Gas consumption (m ³)	5,095	7,696	51.1%
Petrol consumption for transport (L) ⁶⁵	29,807	30,249	1.5%
Diesel consumption for transport (L)	42,243	37,977	-10.1%

⁶³ Electricity consumption includes the headquarters in San Sebastián de los Reyes, as well as the Atresmedia offices in different cities, studios and the broadcasting centres of Onda Cero, and smartclip.

⁶⁴ Energy consumption outside of the organisation is calculated considering only category 11 of Scope 3 (use of products sold by the organization).

⁶⁵ Fuel consumption includes the headquarters in San Sebastián de los Reyes and the Onda Cero studios.



Use of materials

Atresmedia's business activities focus mainly on the creation and broadcasting of content. As a result, the Company does not consume a sizeable amount of raw materials. The main consumption comes from the use of paper and toner at Atresmedia's offices.

Atresmedia recycles all spent toner cartridges. To ensure this, used cartridges must be handed in for recycling when new units are collected. Meanwhile, paper is almost entirely processed and recycled.

Paper consumption remained stable in 2023, while the consumption of toner increased by 59%. The change in toner consumption is largely due to the fact that toner consumption at studios and offices was counted in the period.

Materials	2022	2023	Annual change 2022-2023 (%)
Consumption of toner (kg) ⁶⁶	372	592.15	59.2%
Consumption of plain paper (kg)	12,987	13,083	0.7%

Water consumption

Atresmedia's water consumption does not have a significant impact on the environment and is therefore not considered a material topic. The Company's water consumption comes entirely from the public network and is for domestic use, with the central offices reporting the highest consumption. Water consumption remained stable in 2023.

Water ⁶⁷	2022	2023	Annual change 2022-2023 (%)
Water consumption (m ³)	41,310	43,093.55	4.3%

⁶⁶ The change in toner consumption is due to the fact that Atresmedia has included the consumption of broadcasters and offices, which were not included in 2022.

⁶⁷ 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. smartclip's figures have counted towards this total consumption since 2023.

9.1.3

Responsible waste management

The Zero Waste project focuses on integrated and efficient waste management, waste sorting and recycling and food waste reduction

One of the most important milestones in Atresmedia's environmental management in 2023 was the consolidation of **Zero Waste**: a comprehensive waste management strategy focused on reduction, proper sorting, removal and treatment and the fight against food waste.

It is a further show of Atresmedia's firm commitment to the environment and to minimising its environmental impact. In 2023, the project was launched at the San Sebastián de los Reyes headquarters and the practicality of extending it to the Onda Cero studios and the Atresmedia 2024 offices was also studied.

The project involves various actions carried out around the primary objective of Zero Waste. Most notably, **recycling points** were installed at the San Sebastián de los Reyes headquarters in 2023 with the aim of correctly sorting the waste generated. The waste is then collected and treated accordingly by authorised waste managers, prioritising recycling and reducing the volume of waste sent to landfill. Aside from this main action, further activities were carried out to promote the project within the Company:

- Paper tablecloths were no longer used in the canteen at the San Sebastián de los Reyes building. This measure resulted in an estimated saving of 500,000 litres of water.
- Thanks to an agreement reached with Bumerang, the single-use packaging of the takeaway option in the canteen was replaced by returnable packaging that features an innovative system guaranteeing the quality and hygiene of the products.
- Paper cups in the cafeteria and vending machines were replaced by compostable options, thus lowering the use of lightweight packaging.
- Training on the Zero Waste project and how to manage waste correctly was delivered to all Group employees. The course was attended by more than 950 employees during the period.
- To continue raising awareness among employees, a Zero Waste section was created in the internal magazine *MASDIII*, where every month employees can read tips on sustainable habits.
- As in previous years, a charity flea market was held in which Atresmedia employees were able to purchase second-hand clothes used in the Group's shows and programmes. A total of 3,130 garments were sold in 2023, the proceeds of which were donated to Fundación Atresmedia.

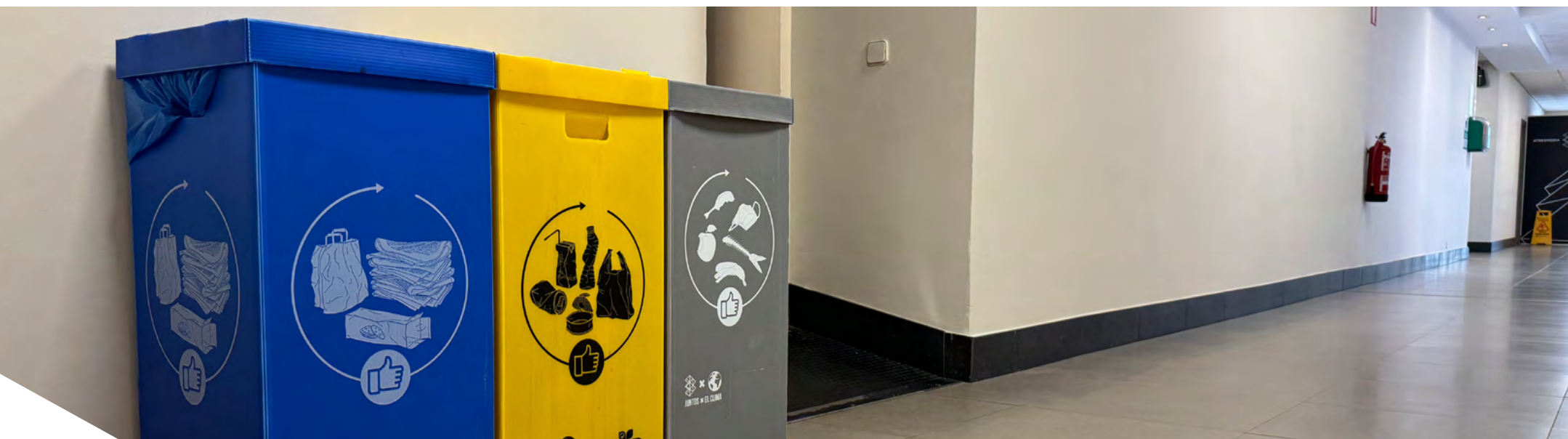
Atresmedia, as a show of transparency, has been reporting waste categorised by destination and hazardous/non-hazardous nature since 2022. For the first time in 2023, two new waste categories were sorted and counted: glass and metal.



Waste directed to disposal (t)	2022	2023	Annual change 2022-2023 (%)
Non-hazardous waste	44.5	106	138.2%
Hazardous waste	2.7	19.89	636.7%

The increase in the amount of waste directed to disposal was mainly due to the implementation of the Zero Waste project.

Waste not directed to disposal (t)	2022	2023	Annual change 2022-2023 (%)
Non-hazardous waste	197.7	219.9	11.2%
Hazardous waste ⁶⁸	0	0	0



⁶⁸ All hazardous waste generated by the Atresmedia Group is directed to disposal.



Atresmedia's partnership with Fundación APADUAM has a double impact: the proper management of the waste generated and the social inclusion of people with disabilities

Management of hazardous waste

Atresmedia pledged to properly manage all hazardous waste that reaches the end of its useful life, which includes absorbents and filtering materials, motor oil, batteries and toner cartridges. Indeed, all of the hazardous waste generated by Atresmedia in the last two years has been correctly disposed of. The Group relies on the services of private waste managers to ensure the proper management of hazardous waste.

An example of the transversal commitment that Atresmedia has made to sustainability is its collaboration with Fundación APADUAM, which works for the social and occupational inclusion of people with disabilities and is tasked with managing and recycling Atresmedia's toner cartridges. This agreement has a double positive impact: social and environmental, by minimising the impact of cartridge waste while generating quality employment for people with disabilities.

In 2023, hazardous waste increased by 19% for televisions, 42% for batteries and 50% for toner. There was also a 1.382% increase in the case of UPS batteries and generators, some of which required further processing. As with the rest of the hazardous waste, these items were removed and treated by authorised waste managers.

Hazardous waste managed ⁶⁹	2022	2023	Annual change 2022-2023 (%)
Televisions (units)	53	63	18.9%
UPS batteries and generators (t) ⁷⁰	1.2	17.78	1,381.7%
Toner (t) ⁷¹	0.4	0.8	100.0%
Batteries (t)	1.2	1.7	41.7%

⁶⁹ In the case of managed hazardous waste and specifically in the case of fluorescent lamps, no such waste was managed for 2022 and 2023 and it is not, therefore, shown in the table.

⁷⁰ The notable increase in the amount of waste UPS batteries and generators was due to the change in the battery schedule of certain studies, as a preventive measure.

⁷¹ The volume of toner was twice as much in 2023 as it also includes Onda Cero toner cartridges, which were not reported in 2022.



The Zero Waste project seeks to improve the treatment of waste, focusing on reuse, recycling, composting and energy recovery and minimising the volume of waste sent to landfill

Management of non-hazardous waste

Atresmedia manages its non-hazardous waste as part of its Zero Waste project, prioritising its reduction and recycling. It has therefore begun to collect it separately at the Group's facilities.

As mentioned earlier, in 2023 individual litter bins were replaced with recycling points at the San Sebastián de los Reyes headquarters. This involved the removal of more than 1,500 litter bins and the placement of 98 bins for light packaging (yellow), 90 bins for paper and cardboard (blue) and 93 bins for other waste (grey). **In total, more than 90 recycling points were set up.**

Atresmedia has an arrangement with Ecoembes to ensure the proper management of the waste now stored at these points. This company helps Atresmedia with the internal and selective sorting and containerisation of plastic packaging waste, cans, cartons, paper and cardboard and other kinds of waste at Atresmedia's facilities. The Company also compacts its paper and cardboard waste to make it easier to recycle. The compacted waste is then collected and managed by an authorised manager.

Atresmedia is also looking into the possibility of carrying out an in-depth characterisation of waste during 2024, with the aim of monitoring the proper sorting and deposit of waste at the recycling points and of gauging the success and effectiveness of the Zero Waste project.

As in the case of hazardous waste, the Group is fully aware of the need to take positive action to ensure proper waste management. It has therefore continued to monitor its waste on an ongoing basis:

Non-hazardous waste managed	2022	2023 ⁷²	Annual change 2022-2023 (%)
Paper and cardboard (t)	25	45.85	83.4%
Construction waste (m ³) ⁷³	200	91.78	-54.1%
Municipal solid waste (t)	191	183.74	-3.8%
Wood (t) ⁷⁴	5.66	20.62	264.3%

⁷² For the first time in 2023, figures on wood, glass and metal waste are also provided.

⁷³ The reduction in the quantity of construction debris generated is due to a reduction in such construction work in 2023.

⁷⁴ Variation due to change of set decoration and warehouse cleaning.



Non-hazardous waste managed	2022	2023 ⁷²	Annual change 2022-2023 (%)
Glass (t)	-	3.88	N/A
Metals (t)	-	5.68	N/A

In 2023, Atresmedia donated more than 11,078 food rations to the Cottolengo del Padre Alegre, thus ensuring that food fit for consumption does not go to waste

Food waste management

As part of its Zero Waste project, Atresmedia has joined the **fight against food waste**. Although Atresmedia does not have a significant impact in this regard, it did detect some areas for improvement in how it manages surplus food from the kitchen and canteen at its facilities in San Sebastián de los Reyes.

Thanks to the agreement signed in 2022 with Oreka, the Group is able to reliably measure and manage food waste at its facilities. Under this agreement, Atresmedia donates daily the surplus food that is still fit for consumption to the **Cottolengo del Padre Alegre**. In 2023, thanks to the support of Oreka, which sees to it that the donations arrive in perfect condition for consumption, the Group donated 11,078 food rations. Meanwhile, in order to know the amount of food waste that is generated and implement measures to reduce it, Atresmedia monitors such waste on a monthly basis. In 2023, the San Sebastián de los Reyes canteen generated a total of 24.66 tonnes of waste. In this second phase of the project, Atresmedia is now assessing the practicality of using this waste for composting, either to transform its leftover food into compost or biofuel, or for energy recovery.

Thanks to the Oreka project, Atresmedia is once again generating a positive impact on society by donating its leftover food.

09.2 Environmental awareness

Antena 3 Noticias created the Climate, Society and Culture section in 2023 with the aim of reinforcing its news commitment to the future of the planet and society

Thanks to its role as a media outlet, Atresmedia Group is able to act as a mouthpiece for society on climate issues by broadcasting varied content and campaigns to raise environmental awareness among its audiences, promoting knowledge about issues such as the climate crisis or pollution, and encouraging people to embrace sustainable habits. A prime example would be the partnership agreement that the Group signed with Endesa in 2023 to raise social awareness of energy efficiency. The **Company has developed a 360-degree strategy for communicating this campaign by relying on its various media channels as mouthpieces:** television, radio and digital. Through these channels, topical and interesting content has been broadcast in specialised and innovative formats to showcase the sizeable energy savings we can achieve by taking some simple steps, such as lowering the brightness of our television set.

Meanwhile, Antena 3 Noticias created the **Climate, Society and Culture** section with the aim of stepping up its commitment to the future of the planet and to society in its news-telling. Antena 3's news programmes are once again demonstrating their pedigree by being at the forefront when it comes to news-telling on Spanish TV, while also ranking among the very best international television channels.

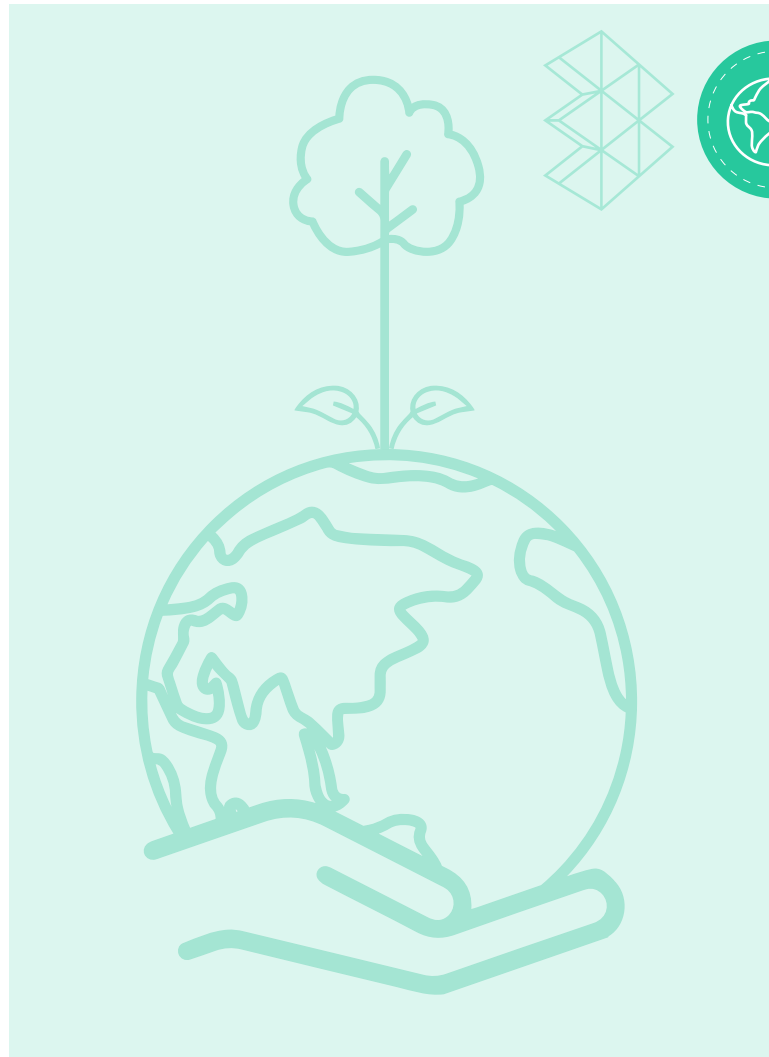


As is customary, Atresmedia, through its television, radio and digital channels, has **continued to broadcast news-related and entertaining content which—in a very natural and unforced way— helps to raise the audience's environmental awareness**. In 2023, this kind of content included:

- The *Climabar* activists' special section on *El Intermedio*, in which they explained climate phenomena in simple and amusing language.
- Coverage of the Metafuturo event and a day devoted to sustainability and energy. The event included a chat on sustainability and energy with Teresa Ribera, Third Deputy Prime Minister of the Government and Minister for Ecological Transition and the Demographic Challenge.
- The broadcasting of the special *Doñana se seca* or the report *Y tú también* on laSexta, on the effects of the drought in the Doñana National Park.
- The broadcasting of spaces for reflection and analysis on climate change hosted by El Gran Wyoming on *El Intermedio*.
- Conducting live recycling tests on programmes such as *Zapeando* or *Espejo Público*.
- The broadcast of the *Hazte Eco* news show, focused on raising awareness of the values of environmental defence and protection, with all its chapters available on atresplayer.

Furthermore, with the aim of responding to the EU Taxonomy Regulation, in 2023 Atresmedia found that it had broadcast approximately 413 hours of climate-related content across its various programmes and platforms (see section [7.9 EU Taxonomy Regulation](#)).

Also in 2023, Atresmedia continued to observe the principles set out in the declaration of recommendations on how best to communicate climate change within the wider framework of the ecological transition. The declaration was drawn up by the Spanish Ecology and Development Foundation (Fundación Ecología y Desarrollo or ECODES) with the support of the Dialectical Mediation of Social Communication Research Group (MDCS) of the Complutense University of Madrid.



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 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.



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 2-22	7.3 Business model and strategy	Page 47-49
Policies	(b) 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 Fight against climate change	Page 91 – 107 Page 237 - 247



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
KPIs	Non-financial key performance indicators (KPIs) relevant to the particular business and that meet comparability, materiality, relevance and reliability criteria. * 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 statement of non-financial information. * 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
Environmental matters	Overall environment				
	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; 2.) Resources allocated to preventing environmental risks; 3.) Application of the precautionary principle or approach, amount of provisions and guarantees for environmental risks. (e.g. arising from the environmental responsibility law)	Atresmedia Group	3-3; 2-23	9. Atresmedia's impact on the environment	Page 233 – 258
	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	Page 233 – 258



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.	Atresmedia Group	Not material	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	Page 251 – 255
	Actions to combat food waste	Companies operating out of the head offices	Not material	9.1.3 Responsible waste management	Page 255
	Sustainable use of resources				
	Water consumption and water supply in accordance with local limits;	Companies operating out of the head offices	3-3 and 303-5	9.1.2 Responsible management of natural resources	Page 250
	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	Page 250
	Direct and indirect consumption of energy, measures taken to improve energy efficiency and use of renewable energies.	Companies operating out of the head offices	3-3, 302-1 and 302-2	9.1.2 Responsible management of natural resources	Page 249
	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	9.1.1 Fight against climate change	Page 237 – 247
	Measures taken to adapt to the consequences of climate change;	Atresmedia Group	3-3	9.1.1 Fight against climate change	Page 237 – 247



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Environmental matters	Climate change				
	The voluntary medium- and long-term greenhouse gas emission-reduction targets and the measures implemented to achieve them.	Atresmedia Group	3-3	9.1.1 Fight against climate change	Page 237 – 247
	Protection of biodiversity				
	Measures taken to preserve or restore biodiversity;	Atresmedia Group	Not material	Not material	Not material
	Impacts caused by activities or operations in protected areas.	Atresmedia Group	Not material	Not material	Not material
Social and employee-related matters	Employment				
	Total number and breakdown of employees by gender, age, country and employee category;	Atresmedia Group	3-3, 2-7 and 405-1	8.3 On employees	Page 207 – 208
	Total number and breakdown of types of employment contracts,	Atresmedia Group	2-7 and 405-1	8.3 On employees	Page 207 – 208
	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	Page 209
	Number and breakdown of dismissals by gender, age, and employee category;	Atresmedia Group	401-1	8.3 On employees	Page 210
	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	Page 211 – 212
	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	Page 212
	Implementation of right to disconnect policies	Atresmedia Group	3-3	8.3 On employees	Page 224 – 226



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Social and employee-related matters	Employment				
	Employees with disabilities.	Atresmedia Group	405-1	8.3 On employees	Page 228 – 232
	Organisation of work				
	Organisation of working hours	Atresmedia Group	3-3	8.3 On employees	Page 224 – 226
	Number of hours of absenteeism	Atresmedia Group (excluding Sonora)	3-3	8.3 On employees	Page 231
	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	Page 224 – 226
	Health and safety				
	Health and safety conditions in the workplace;	Atresmedia Group	3-3	8.3 On employees	Page 228 – 232
	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	Page 231
	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	Page 221 – 222
	Percentage of employees covered by a collective bargaining agreement, by country;	Atresmedia Group	2-30	8.3 On employees	Page 223
	Status of collective bargaining agreements, particularly in relation to occupational health and safety.	Atresmedia Group	3-3	8.3 On employees	Page 223
	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	Page 228



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Social and employee-related matters	Training				
	Policies implemented in relation to training;	Atresmedia Group	3-3 and 404-2	8.3 On employees	Page 213 – 217
	Total hours of training by employee category	Atresmedia Group (excluding Diariomotor, H2H, smartclip, Sonora and Pazy)	404-1	8.3 On employees	Page 218
	Universal accessibility for people with disabilities	Atresmedia Group	3-3	8.1 On customers and users: advertisers and audience 8.3 Employee	Page 159 – 161 Page 227
	Equality				
	Measures adopted to promote equal treatment and opportunities between men and women;	Atresmedia Group		8.3 On employees	Page 224 – 225
	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	Page 224 – 225
Human rights	Policy against all forms of discrimination and, where applicable, diversity management.	Atresmedia Group		8.3 On employees	Page 224 – 225
	Implementation of due diligence processes in relation to human rights Prevention of risks of human rights violations and, where applicable, measures to mitigate, manage and redress any such violations;	Atresmedia Group	3-3, 2-23 y 2-26	8.2.4 Respect for human rights	Page 201 – 205
	Reported human rights violations;	Atresmedia Group	406-1	8.2.4 Respect for human rights	Page 201 – 205
	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	Page 201 – 205
	The elimination of workplace discrimination and job discrimination;	Atresmedia Group	3-3 and 406-1	8.2.4 Respect for human rights	Page 201 – 205



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Human rights	Elimination of forced or compulsory labour	Atresmedia Group	3-3	8.2.4 Respect for human rights	Page 201 – 205
	Effective abolition of child labour.	Atresmedia Group	3-3	8.2.4 Respect for human rights	Page 201 – 205
Corruption and bribery	Measures adopted to prevent corruption and bribery;	Atresmedia Group	3-3, 2-23 and 2-24	7.6 Regulatory compliance	Page 113 – 119
	Anti-money laundering measures	Atresmedia Group		7.6 Regulatory compliance	Page 113 – 119
	Contributions to foundations and non-profit organisations	Atresmedia Corporación de Medios de Comunicación, S.A. and Fundación Atresmedia	413-1	7.6 Regulatory compliance	Page 113 – 119
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 Society	Page 164 – 205
	The impact of the company's operations on local communities and in the area;	Atresmedia Group		8.2 Society	Page 164 – 205
	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 Society	Page 164 – 205
	Association and sponsorship activities.	Atresmedia Group	2-28	8.2 Society	Page 164 – 205
	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	Page 107 – 112
	Supervision and audit systems and their findings.	Atresmedia Group		7.5 Supply chain	Page 107 – 112



Topic	Content	Scope / Boundary	Related GRI standards	Chapter in which it is addressed	Page
Sociedad	Consumers				
	Consumer health and safety measures;	Atresmedia Group	3-3, 417-2, G4-M3, G4-M4, G4-M5	8.1 On customers and users: advertisers and audience	Page 148 – 164
	Whistle-blowing systems, complaints received and their resolution.	Atresmedia Group		8.1 On customers and users: advertisers and audience	Page 148 – 164
	Tax information				
	Country-by-country earnings obtained Income taxes paid	Atresmedia Group	3-3 and 201-1	7.7 Tax compliance	Page 119 – 122
	Public subsidies received	Atresmedia Group	201-4	7.7 Tax compliance	Page 119 – 122
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.	Page 125 – 144 Page 279 – 283

* In addition to the GRI contents mentioned in the table above, the Statement of Non-Financial Information 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, 2-25, 2-27); material topics (206-1, 207-1, 207-2, 207-3, 401-1, 403-4, 418-1, 303-1, 303-2).





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GRI content index

Statement of use	Atresmedia Group reports using the GRI standards as a reference for the period running from 1 January 2023 to 31 December 2023. [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	14-20
2-2	Entities included in the organisation's sustainability reporting	4. Scope of this report	14-20
2-3	Reporting period, frequency and contact point	4. Scope of this report	14-20
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	288-289
2-6	Activities, value chain and other business relationships	7.3.1 Lines of business	59-91
2-7	Employees	8.3 On employees	206-232
2-9	Governance structure and composition	7.1 Corporate governance 9.1 Environmental management	30-42 234-255
2-10	Nomination and selection of the highest governance body	7.1 Corporate governance	30-42
2-11	Chair of the highest governance body	7.1 Corporate governance	30-42



Standard	Content	Section	Page
GENERAL DISCLOSURES			
2-12	Role of the highest governance body in overseeing the management of impacts	7.4 Risk prevention, control and identification	91-107
2-13	Delegation of responsibility for managing impacts	7.4 Risk prevention, control and identification	91-107
2-14	Highest governance body's role in sustainability reporting	4. Scope of this report	14-20
2-15	Conflicts of interest	7.1 Corporate governance	30-42
2-16	Communication of critical concerns	7.1 Corporate governance	30-42
2-17	Collective knowledge of highest governance body	7.1 Corporate governance	30-42
2-18	Evaluating the highest governance body's performance	7.1 Corporate governance	30-42
2-19	Remuneration policies	7.1 Corporate governance	30-42
2-20	Process for determining remuneration	7.1 Corporate governance	30-42
2-22	Statement on sustainable development strategy	1. Letter from the Chairman 2. Message from the Chief Executive Officer	4-6 7-10
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	N/A
2-25	Processes to remediate negative impacts	8. Atresmedia's impact on society 8.2 Society	145-205
2-26	Mechanisms for advice and concerns about ethics	7.6 Regulatory compliance 8.1.1 Audience protection mechanisms	113-119 149-164
2-27	Compliance with laws and regulations	7.6 Regulatory compliance 8.1.1 Audience protection mechanisms	114-119 149-162
2-28	Membership of associations	8.2 Society	164-205
2-29	Approach to stakeholder engagement	4. Scope of this report 8.2 Society	14-20 164-205
2-30	Collective bargaining agreements	8.3 On employees	206-232



Standard	Content	Section	Page
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GRI 3: MATERIAL TOPICS			
3-3	Management of material topics	7.3 Business model and strategy	47-91
GRI 201: ECONOMIC PERFORMANCE			
201-1	Direct economic value generated and distributed	3. The year at a glance	11-13
201-4	Financial assistance received from government	7.7 Tax compliance	119-122
GRI 203: INDIRECT ECONOMIC IMPACTS			
203-1	Infrastructure investments and services supported	8.2 Society	164-205
GRI 204: PROCUREMENT PRACTICES			
204-1	Proportion of spending on local suppliers	7.5 Supply chain	107-112
GRI 206: ANTI-COMPETITIVE BEHAVIOR			
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	7.4.2 Risk materialized in 2023 7.6 Regulatory compliance	98-100 113-119
GRI 207: TAX			
207-1	Approach to tax	7.7 Tax compliance	119-122
207-2	Tax governance, control and risk management	7.7 Tax compliance	119-122
207-3	Stakeholder engagement and management concerns related to tax	7.7 Tax compliance	119-122
207-4	Country-by-country reporting	This information is not available for 2023.	-
SOCIAL PERFORMANCE			
GRI 3: MATERIAL TOPICS			
3-3	Management of material topics	8. Atresmedia's impact on society	145-232



Standard	Content	Section	Page
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GRI 401: EMPLOYMENT			
401-1	New employee hires and employee turnover	8.3.1 Workforce structure	207-209
GRI 403: OCCUPATIONAL HEALTH AND SAFETY			
403-4	Worker participation, consultation and communication on occupational health and safety at work	8.3.8 Safe and healthy work environment	228-232
403-9	Work-related injuries	8.3.8 Safe and healthy work environment	231
403-10	Work-related ill health	8.3.8 Safe and healthy work environment	231
GRI 404: TRAINING AND AWARENESS-RAISING			
404-1	Average hours of training per year per employee	8.3.3 Professional development of employees	218
404-2	Programs for upgrading employee skills and transition assistance programs	8.3.3 Professional development of employees	213-218
GRI 405: DIVERSITY AND EQUAL OPPORTUNITIES			
405-1	Diversity of governance bodies and employees	7.1 Corporate governance 8.3 On Employees	30-42 206-232
405-2	Ratio of basic salary and remuneration of women to men	8.3.2 Stable employment and rewarding working environment	211-212
GRI 406: NON-DISCRIMINATION			
406-1	Incidents of discrimination and corrective actions taken	8.2.4 Respect for human rights	201-205
GRI 413: LOCAL COMMUNITIES			
413-1	Operations with local community engagement, impact assessments, and development programs	8.2 Society	164-205
GRI 414: SUPPLIER SOCIAL ASSESSMENT			
414-1	New suppliers that were screened using social criteria	7.5 Supply chain	107-112



Standard	Content	Section	Page
SOCIAL PERFORMANCE			
GRI 417: MARKETING AND LABELING			
417-2	Incidents of non-compliance concerning product and service information and labeling	7.6 Regulatory compliance	113-119
GRI 418-1: CUSTOMER PRIVACY			
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	7.4.4 Data protection	103-105
ENVIRONMENTAL DISCLOSURES			
GRI 3: MATERIAL TOPICS			
3-3	Management of material topics	9. Atresmedia's impact on the environment	233-258
GRI 301: MATERIALS			
301-1	Materials used by weight or volume	9.1.2 Responsible management of natural resources	250
GRI 302: ENERGY			
302-1	Energy consumption within the organization	9.1.2 Responsible management of natural resources	249
302-1	Energy consumption outside of the organization	9.1.2 Responsible management of natural resources	249
GRI 303: WATER			
303-1	Interactions with water as a shared resource	9.1.2 Responsible management of natural resources	254-236
303-2	Management of water discharge-related impacts	9.1.2 Responsible management of natural resources	254-236
303-5	Water consumption	9.1.2 Responsible management of natural resources	254-236
GRI 305: EMISSIONS			
305-1	Direct (Scope 1) GHG emissions	9.1.1 Fight against climate change	237-247
305-2	Energy indirect (Scope 2) GHG emissions	9.1.1 Fight against climate change	237-247



Standard	Content	Section	Page
ENVIRONMENTAL DISCLOSURES			
GRI 305: EMISSIONS			
305-3	Other indirect (Scope 3) GHG emissions	9.1.1 Fight against climate change Annex II. Scope 3 calculation method	237-247 284-287
305-4	GHG emissions intensity	9.1.1 Fight against climate change	237-247
GRI 306: WASTE			
306-2	Management of significant waste-related impacts	9.1.3 Responsible waste management and contribution to the circular economy	251-255
GRI 308: SUPPLIER ENVIRONMENTAL ASSESSMENT			
308-1	New suppliers that were screened using environmental criteria	7.5 Supply chain	107-102
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	148-164
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	148-164
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	148-164
G4-PR-M6	Methods to interact with audiences and results	8.1 On customers and users: advertisers and audience	148-164
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	148-164



12 Historical figures at a glance

Financial dimension	2022	2023
Total net revenue (EUR million)	950.8	971.4
Revenue from advertising	80%	77%
Revenue from other sources	20%	33%
EBITDA (EUR million)	172.8	173.1
Net profit (EUR million)	112.9	171.2
Economic value distributed (EUR million)	708.1	717.3
Tax credit and government aid received (EUR million)	18.2	12.5
Advertising cost-to-income ratio	1.52	1.56
No. of production companies	28	30
Number of suppliers of goods and services	1,225	1,160
Average viewership share – Antena 3 Televisión (%)	13.9	13.3
Average viewership share - laSexta (%)	6.1	6.3
Average viewership share – Neox (%)	1.8	2
Average viewership share – Nova (%)	2.3	2
Average viewership share – MEGA (%)	1.4	1.5
Average viewership share – Atreseries (%)	1.7	1.8
Number of Onda Cero listeners (3rd wave of EGM survey)	1,970,000	1,940,000
Number of Europa FM listeners (3rd wave of EGM survey)	757,000	850,000
Number of Melodía FM listeners (3rd wave of EGM survey)	96,000	81,000
Number of unique visitors of Atresmedia websites (million/month)	26.4	25.5
Number of directors	12	12
Number of independent directors	4	4
Number of women directors	4	4



Environmental dimension	2022	2023
Investment in the environment (EUR)	36,528	406,343
Consumption of plain paper (kg)	12,987	13,083
Water consumption (m3)	41,310	43,093
Consumption of toner (kg)	372	592
Consumption of heating oil (L)	502,709	495,656
Electricity consumption (kWh)	29,011,785	28,814,160
Gas consumption (m3)	5,095	7,696
Petrol consumption for transport (L)	29,807	30,249
Diesel consumption for transport (L)	42,243	37,977
Scope 1 emissions	1,641	1,667
Scope 2 emissions	568	543
Scope 3 emissions	162,735	168,636
Score under the CDP	B	A-

Social dimension	2022	2023
Cumulative hours of subtitling and closed captioning on TV	41,103.3	40,568.3
hours of subtitling on the web	21,598	22,800
Number of employees	2,508	2,562
% of women on the workforce	52.8%	53.3%
Investment in training (EUR)	410,506	388,830
Hours of training per employee	34.2	24.3
Hours of corporate volunteering donated to the community	2,044	2,362
Foundation revenue contributed by Atresmedia (EUR)	500,000	500,000
Nº. of showings of Atresmedia's social initiatives	16,616	23,554
Infringements on the Code on Self-Regulation	1	0
Number of copy advice requests made to Autocontrol	2,414	2,218
Opportunity cost of granting free promotional space on television for NGOs (EUR)	15,072,920	17,602,850
Opportunity cost of granting free advertising space on the radio for NGOs (EUR)	9,208,095	10,188,163
Opportunity cost of granting free advertising space on the website for NGOs (EUR)	125,019	131,366



13 Non-financial dashboard

	Material topic		Indicator	2022	2023
Corporate governance	Good governance	GC 1	Level of compliance with the Code of Good Governance for Listed Companies (%)	96.7% Atresmedia complies with 58 of the 60 recommendations applicable to it	96.7% Atresmedia complies with 58 of the 60 recommendations applicable to it
	Regulatory compliance	GC 2	Penalties for non-compliance with LGCA regulations	1 case 1 infraction	0 case 0 infractions
Human Resources	Engagement and management of human talent and capital	RH 1	Percentage of permanent contracts	89.1%	90.7%
	Culture of equality, inclusion and non-discrimination in the workplace	RH 2	Gender pay gap	Management: 25.8% Technical staff: 7.5% Administrative staff: 8.5% Other: -1.7% Average: 24.9%	Management: 25.7% Technical staff: 8.3% Administrative staff: 3.5% Other: 1.9% Average: 26.2%
	Engagement and management of human talent and capital	RH 3	Investment in training	€ 410,506	€ 388,830
	Engagement and management of human talent and capital	RH 4	Voluntary turnover rate	6.4%	6.3%
	Culture of equality, inclusion and non-discrimination in the workplace	RH 5	Women as a % of total new hires who remained at the Group at year-end	58.4% women	56% women
	Culture of equality, inclusion and non-discrimination in the workplace	RH 6	% women in management positions	35.2%	36%
	Culture of diversity and integration of people with disabilities	RH 7	% of employees with disabilities	44 employees (1.75%)	54 employees (2.1%)



	Material topic		Indicator	2022	2023
Society	Specific programming related to social issues	S 1	Average viewership share – Atresmedia Televisión	27.2%	26.8%
		S 2	Listeners – Atresmedia Radio	2.6 M	2.8 M
		S 3	Average number of unique digital users at year-end	27.3 M	24.6 M
		S 4	Nº. of free campaigns donated to NGOs	33	32
		S 5	Value of advertising space donated to non-profits	€ 24.4 M	€ 27.9 M
	Promoting community development initiatives and creating opportunities	S 6	Economic value distributed	€ 708.1 M	€ 717.3 M
		S 7	Voluntary work hours donated	2,044	2,362
	Accessibility	S 8	Percentage of subtitled programmes	92.7%	92.5%
Innovation	Innovation and development of new technologies for content distribution	IN 1	Advertising innovation projects	See section: 7.3.1.3 Atresmedia Publicidad.	See section: 7.3.1.3 Atresmedia Publicidad.
	Customer experience when using the platforms	IN 2	Approved investment in technological innovation projects	€ 6,849,762	€ 10,254,323
	Promoting community development initiatives and creating opportunities	IN 3	Number of start-ups with ongoing investment	21	20



14 Contribution to the targets of the SDGs

SDGs	TARGETS
	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.
	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. 3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol. 3.6 By 2030, halve the number of global deaths and injuries from road traffic accidents.
	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. 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. 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.
	5.1 End all forms of discrimination against women and girls everywhere. 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. 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. 5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.
	9.5 Upgrade technological capabilities, including encouraging innovation.



SDGs	TARGETS
	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.
	11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage.
	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.
	13.3 Improve education, awareness raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.
	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.
	16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.
	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.



ANNEX I. European Taxonomy

Turnover

Financial year 2023				Substantial contribution criteria						DNSH criteria ("Does Not Significantly Harm")									
ECONOMIC ACTIVITIES	CODE(S)	TURNOVER (€)	PROPORTION OF TURNOVER, 2023*	CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER	POLLUTION	CIRCULAR ECONOMY	BIODIVERSITY	CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER	POLLUTION	CIRCULAR ECONOMY	BIODIVERSITY	MINIMUM SAFEGUARDS	Proportion of Taxonomy-aligned (A.1.) or eligible (A.2.) turnover, 2022	CATEGORY ENABLING ACTIVITY	CATEGORY TRANSITIONAL ACTIVITY
A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES																			
A.1. Environmentally sustainable activities (Taxonomy-aligned)																			
Programming and broadcasting activities	CCA 8.3			N/EL	Y	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y		E	
Motion picture, video and television programme production, sound recording and music publishing activities	CCA 13.3	€ 227,296.72	0.02%	N/EL	Y	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.03%	E	
Turnover of environmentally sustainable activities (Taxonomy-aligned) (A.1)		€ 227,296.72	0.02%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	Y	Y	Y	Y	Y	Y	Y	0.03%		
Of which enabling		€ 227,296.72	100.00%	0.00%	100.00%	0.00%	0,00 €	0.00%	0.00%	Y	Y	Y	Y	Y	Y	Y	0.03%	E	
Of which transitional		€ 0.00	0.00%	0.00%						Y	Y	Y	Y	Y	Y	Y	0.00%		T
A.2. Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
Programming and broadcasting activities	CCA 8.3			N/EL	EL	N/EL	N/EL	N/EL	N/EL										
Motion picture, video and television programme production, sound recording and music publishing activities	CCA 13.3	€ 75,905,782.60	7.81%	N/EL	EL	N/EL	N/EL	N/EL	N/EL								7.42%		
Turnover of Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities) (A.2)		€ 75,905,782.60	7.81%	0.00%	7.81%	0.00%	0.00%	0.00%	0.00%								7.42%		
A. Turnover of Taxonomy-eligible activities (A.1+A.2)		€ 76,133,079.32	7.84%	0.00%	7.84%	0.00%	0.00%	0.00%	0.00%								7.45%		
B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES																			
Turnover of Taxonomy-non-eligible activities (B)		€ 895,296,145.00	92.16%																
TOTAL		€ 971,429,224.32	100.00%																

ANNEX I. European Taxonomy

ANNEX I. European Taxonomy



CapEx

Financial year 2023	2023			Substantial contribution criteria						DNSH criteria ("Does Not Significantly Harm")									
ECONOMIC ACTIVITIES	CODE(S)	CapEx (€)	PROPORTION OF CAPEX, 2023*	CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER	POLLUTION	CIRCULAR ECONOMY	BIODIVERSITY	CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER	POLLUTION	CIRCULAR ECONOMY	BIODIVERSITY	MINIMUM SAFEGUARDS	Proportion of Taxonomy-aligned (A.1.) or eligible (A.2.) turnover, 2022	CATEGORY ENABLING ACTIVITY	CATEGORY TRANSITIONAL ACTIVITY
A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES																			
A.1. Environmentally sustainable activities (Taxonomy-aligned)																			
Programming and broadcasting activities	CCA 8.3	€ 78,175.09	0.47%	N/EL	Y	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.59%	E	
Motion picture, video and television programme production, sound recording and music publishing activities	CCA 13.3	€ 78,175.09	0.47%	N/EL	Y	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.59%	E	
Installation, maintenance and repair of energy efficiency equipment	CCM 7.3	€ 110,508.28	0.67%	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.00%	E	
Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)	CCM 7.4	€ 214,147.89	1.29%	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.00%	E	
CapEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)		€ 402,831.26	2.43%	1.96%	0.47%	0.00%	0.00%	0.00%	0.00%	Y	Y	Y	Y	Y	Y	Y	0.59%		
Of which enabling		€ 402,831.26	100.00%	100.00%	100.00	0.00%	0.00%	0.00%	0.00%	Y	Y	Y	Y	Y	Y	Y	0.59%	E	
Of which transitional		€ 0.00	0.00%	0.00%						Y	Y	Y	Y	Y	Y	Y	0.00%		T
A.2. Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
Programming and broadcasting activities	CCA 8.3	€ 13,639,546.19	82.25%	N/EL	EL	N/EL	N/EL	N/EL	N/EL										
Motion picture, video and television programme production, sound recording and music publishing activities	CCA 13.3	€ 13,639,546.19	82.25%	N/EL	EL	N/EL	N/EL	N/EL	N/EL										
Installation, maintenance and repair of energy efficiency equipment	CCM 7.3	€ 0.00	0.00%	EL	N/EL	N/EL	N/EL	N/EL	N/EL										
Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)	CCM 7.4	€ 0.00	0.00%	EL	N/EL	N/EL	N/EL	N/EL	N/EL										
CapEx of Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities) (A.2)		€ 13,639,546.19	82.25%	0.00%	82.25%	0.00%	0.00%	0.00%	0.00%								84.06%		
A. CapEx of Taxonomy-eligible activities (A.1+A.2)		€ 14,042,377.45	84.67%	1.96%	82.72%	0.00%	0.00%	0.00%	0.00%								84.65%		
B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES																			
CapEx of Taxonomy-non-eligible economic activities (B)		€ 2,541,569.56	15.33%																
TOTAL		€ 16,583,947.01	100.00%																



OpEx

Financial year 2023	2023			Substantial contribution criteria						DNSH criteria ("Does Not Significantly Harm")									
ECONOMIC ACTIVITIES	CODE(S)	OpEx (€)	PROPORTION OF OPEX, 2023*	CLIMATE CHANGE MITI- GATION	CLIMATE CHANGE ADAP- TATION	WATER	POLLUTION	CIRCULAR ECONOMY	BIODIVERSITY	CLIMATE CHANGE MITIGATION	CLIMATE CHANGE ADAPTATION	WATER	POLLUTION	CIRCULAR ECONOMY	BIODIVERSITY	MINIMUM SAFEGUARDS	Proportion of Taxo- nomy-aligned (A.1.) or eligi- ble (A.2.) turnover, 2022	CATEGORY ENABLING ACTIVITY	CATEGORY TRANSITIONAL ACTIVITY
A. TAXONOMY-ELIGIBLE ECONOMIC ACTIVITIES																			
A.1. Environmentally sustainable activities (Taxonomy-aligned)																			
Programming and broadcasting activities	CCA 8.3			N/EL	S	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.43%	E	
Motion picture, video and television programme production, sound recording and music publishing activities	CCA 13.3	€ 70,181.60	0.35%	N/EL	S	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.00%	E	
Installation, maintenance and repair of energy efficiency equipment	CCM 7.3	€ 219,903.11	1.09%	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0.00%	E	
Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)	CCM 7.4	€ 0.00	0.00%	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0,00 €	E	
OpEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)		€ 290,084.71	1.44%	1.09%	0,35%	0,00%	0,00%	0,00%	0,00%	Y	Y	Y	Y	Y	Y	Y	0.43%		
Of which enabling		€ 290,084.71	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%	Y	Y	Y	Y	Y	Y	Y	0.43%	E	
Of which transitional		€ 0.00	0.00%	0.00%						Y	Y	Y	Y	Y	Y	Y	0.00%		T
A.2. Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
Programming and broadcasting activities	CCA 8.3			N/EL	EL	N/EL	N/EL	N/EL	N/EL										
Motion picture, video and television programme production, sound recording and music publishing activities	CCA 13.3	€13,489,002.38	67.13%	N/EL	EL	N/EL	N/EL	N/EL	N/EL										
Installation, maintenance and repair of energy efficiency equipment	CCM 7.3	€ 0.00	0.00%	EL	N/EL	N/EL	N/EL	N/EL	N/EL										
Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)	CCM 7.4	€ 0.00	0.00%	EL	N/EL	N/EL	N/EL	N/EL	N/EL										
OpEx of Taxonomy-eligible but not environmentally sustainable economic activities (not Taxonomy-aligned activities) (A.2)		€ 13,489,002.38	67.13%	0.00%	67.13%	0.00%	0.00%	0.00%	0.00%							69.17%			
A. OpEx of Taxonomy eligible activities (A.1+A.2)		€ 13,779,087.09	68.57%	1.09%	67.48%	0.00%	0.00%	0.00%	0.00%							69.60%			
B. TAXONOMY NON-ELIGIBLE ECONOMIC ACTIVITIES																			
OpEx of Taxonomy-non-eligible economic activities (B)		€ 6,314,520.53	31.43%																
TOTAL		€ 20,093,608	100.00%																

ANNEX I. European Taxonomy

ANNEX I. European Taxonomy



ANNEX I. European Taxonomy

	PROPORTION OF TURNOVER/TOTAL TURNOVER	
	Taxonomy-aligned per objective	Taxonomy-eligible per objective
CCM	0.00%	0.00%
CCA	0.02%	7.84%
WTR (*)	0.00%	0.00%
CE (*)	0.00%	0.00%
PPC (*)	0.00%	0.00%
BIO (*)	0.00%	0.00%

	PROPORTION OF OPEX/TOTAL OPEX	
	Taxonomy-aligned per objective	Taxonomy-eligible per objective
CCM	1.09%	1.09%
CCA	0.35%	67.48%
WTR (*)	0.00%	0.00%
CE (*)	0.00%	0.00%
PPC (*)	0.00%	0.00%
BIO (*)	0.00%	0.00%

	PROPORTION OF CAPEX/TOTAL CAPEX	
	Taxonomy-aligned per objective	Taxonomy-eligible per objective
CCM	1.96%	1.96%
CCA	0.47%	82.72%
WTR (*)	0.00%	0.00%
CE (*)	0.00%	0.00%
PPC (*)	0.00%	0.00%
BIO (*)	0.00%	0.00%

(*) In 2023, undertakings are not required to report alignment of activities in those Annexes under the regulation.



ANEXO I. Taxonomía Europea

NUCLEAR AND FOSSIL GAS RELATED ACTIVITIES		
Row	Nuclear energy related activities	
1	The undertaking carries out, funds or has exposures to research, development, demonstration and deployment of innovative electricity generation facilities that produce energy from nuclear processes with minimal waste from the fuel cycle.	NO
2	The undertaking carries out, funds or has exposures to construction and safe operation of new nuclear installations to produce electricity or process heat, including for the purposes of district heating or industrial processes such as hydrogen production, as well as their safety upgrades, using best available technologies.	NO
3	The undertaking carries out, funds or has exposures to safe operation of existing nuclear installations that produce electricity or process heat, including for the purposes of district heating or industrial processes such as hydrogen production from nuclear energy, as well as their safety upgrades.	NO
	Fossil gas related activities	
4	The undertaking carries out, funds or has exposures to construction or operation of electricity generation facilities that produce electricity using fossil gaseous fuels.	NO
5	The undertaking carries out, funds or has exposures to construction, refurbishment, and operation of combined heat/cool and power generation facilities using fossil gaseous fuels.	NO
6	The undertaking carries out, funds or has exposures to construction, refurbishment and operation of heat generation facilities that produce heat/cool using fossil gaseous fuels.	NO

ANNEX II. Scope 3 calculation methodology

In keeping with its commitment to transparency, Atresmedia discloses in this Statement of Non-Financial Information 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 6.0(Comprehensive Environmental Data Archive) database.
- DEFRA 2023.
- Catalan Office for Climate Change factors: Practical Guide for Calculating Greenhouse Gas Emissions (GHG), Catalan Office for Climate Change.
- International Energy Agency (IEA) factors.

Category 1: supply chain

This category includes emissions associated with the life cycle of all products and services acquired by Atresmedia during the reporting year.

The data used to calculate category 1 emissions are the expenses in cost accounting (EUR) 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: $\sum (\text{value of purchased good or service (EUR)} \times \text{emission factor of purchased good or service per unit of economic value (kg CO}_2\text{e/EUR)})$.

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: $\sum (\text{value of purchased or acquired capital good (EUR)} \times \text{emission factor of purchased or acquired capital good per unit of economic value (kg CO}_2\text{e/EUR)})$.

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:** 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. Electricity consumption from renewable sources also includes the component of biomass (1.30% from the production of renewable energy (data from Red Eléctrica de España on the Spanish national electricity system). The appropriate DEFRA 2023 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 2023 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: $\sum (\text{value of purchased service (EUR)} \times \text{emission factor of purchased service per unit of economic value (kg CO}_2\text{e/EUR)})$.

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 2023 emission factors for processing.

Category 6: business travel

Emissions associated with business travel were calculated using two data types: Primary data, data on the location and number of hotel nights incurred and distance travelled by passenger by air, train and in rental cars. Secondary data, data on money spent (EUR) 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 and territory). 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 taxis⁷⁵.

Each item name is used as the bases for selecting the most suitable CEDA emission factor applying the following formula: $\sum (\text{value of purchased travel (EUR)} \times \text{emission factor of purchased travel per unit of economic value (kg CO}_2\text{e/EUR)})$.

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.

⁷⁵ 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. For national trains, the average of AVE and Avant is taken. For international trains, long haul.

**Category 8: upstream leased assets**

Data used to calculate this category were obtained from expenses in cost accounting (EUR) 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

Emissions associated with the use of products were calculated using two data types: Primary data, average number of visitors to the various platforms (TV, radio and web) and average usage time on the various platforms. Secondary data 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. Meanwhile, the calculation of radio emissions was modified, as the calculations for 2022 were shown to be far below actual levels and did not take into account annual emissions, but rather monthly emissions. Lastly, data used to calculate emissions for the web (pc + mobile) for 2022 were adjusted and for 2023 were correct.

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.

15 External assurance

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INDEPENDENT LIMITED ASSURANCE REPORT OF THE CONSOLIDATED NON-FINANCIAL STATEMENT

Translation of a report originally issued in Spanish. In the event of discrepancy, the Spanish-language version prevails

To the Shareholders of ATRESMEDIA CORPORACIÓN DE MEDIOS DE COMUNICACIÓN, S.A.:

Pursuant to article 49 of the Code of Commerce we have performed a verification, with a limited assurance scope, of the accompanying Consolidated Non-Financial Information Statement (hereinafter NFIS) for the year ended December 31, 2023, of ATRESMEDIA CORPORACIÓN DE MEDIOS DE COMUNICACIÓN, S.A. and subsidiaries (hereinafter, the Group), which is part of the Consolidated Management Report of the Group.

The content of the NFIS includes additional information to that required by prevailing mercantile regulations in relation to non-financial information that has not been subject to our verification. In this regard, our assignment has been exclusively limited to the verification of the information shown in section 10 "Requirements of Law 11/2018 on non-financial and diversity information" of the accompanying NFIS.

Responsibility of the Board of Directors

The preparation of the NFIS included in the Consolidated Management Report of ATRESMEDIA CORPORACIÓN DE MEDIOS DE COMUNICACIÓN, S.A. and its content is the responsibility of the Board of Directors of the Group. The NFIS was prepared in accordance with the content required by current commercial regulation and in conformity with the criteria outlined in the *Global Reporting Initiative Sustainability Reporting Standards* (GRI standards) selected, as well as other criteria described in accordance with that indicated for each subject in section "Requirements of Law 11/2018 on non-financial and diversity information" from the accompanying NFIS.

The Board of Directors are also responsible for the design, implementation, and maintenance of such internal control as they determine as necessary to enable the preparation of an NFIS that is free from material misstatement, whether due to fraud or error.

They are further responsible for defining, implementing, adapting, and maintaining the management systems from which the information necessary for the preparation of the NFIS is obtained.

Our independence and quality management

We have complied with the independence and other ethics requirements of the International Code of Ethics for Accounting Professionals (including international standards on independence) issued by the International Standards Board on Ethics for Accounting Professionals (IESBA) which is based on the fundamental principles of integrity, professional objectivity, competence and diligence, confidentiality and professional behaviour.

Domicilio Social: Calle de Raimundo Fernández Villaverde, 65, 28003 Madrid - inscrita en el Registro Mercantil de Madrid, tomo 9.364 general, B.130 de la sección 3ª del Libro de Sociedades, hoja 68, hoja nº 87.890/1, inscripción nº C.I.F. B-79871395.
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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 legal provisions and applicable regulations.

The engagement team consisted of experts in the review of Non-Financial Information and, specifically, in information about economic, social and environmental performance.

Our responsibility

Our responsibility is to express our conclusions in an independent limited assurance report based on the work performed. Our review has been performed in accordance with the requirements established in the current International Standard on Assurance Engagements 3000 "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 the guidelines for verifying Non-Financial Statement, issued by the Spanish Official Register of Auditors of Accounts (ICJCE).

The procedures carried out in a limited assurance engagement vary in nature and execution timing and are smaller in scope than reasonable assurance engagements, and therefore, the level of assurance provided is likewise lower.

Our work consisted in requesting information from Management and the various Group units participating in the preparation of the 2023 NFIS, reviewing the process for gathering and validating the information included in the NFIS, and applying certain analytical procedures and sampling review tests as described below:

- ▶ Meetings with Group personnel to know the business model, policies and management approaches applied, the main risks related to these matters and obtain the necessary information for our external review.
- ▶ Analysis of the scope, relevance and integrity of the content included in the NFS for the year 2023 based on the materiality analysis made by the Group and described in section "Double materiality assessment", considering the content required by prevailing mercantile regulations.
- ▶ Analysis of the processes for gathering and validating the data included in the 2023 Non-Financial Statement.
- ▶ Review of the information on the risks, policies and management approaches applied in relation to the material aspects included in the 2023 NFIS.
- ▶ Check, through tests, based on a selection of a sample, the information related to the content of the 2023 NFIS and its correct compilation from the data provided by the information sources.
- ▶ Obtaining a representation letter from the Board of Directors and Management.

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Emphasis paragraph

Regulation (EU) 2020/852 of the European Parliament and of the Council of 18 June 2020 on the establishment of a framework to facilitate sustainable investments, as well as the Delegated Acts enacted in accordance with the provisions of that Regulation, settle the obligation to disclose information on how and to what extent the company's activities are associated with eligible economic activities in relation to the environmental objectives of sustainable use and protection of water and marine resources, transition to a circular economy, pollution prevention and control, and protection and restoration of biodiversity and ecosystems (environmental objectives), and for certain new activities included in the climate change mitigation and adaptation objectives, for the first time for the financial year 2023, in addition to the information on eligible and aligned activities already required in the 2022 financial year in relation to the climate change mitigation and climate change adaptation objectives. As a result, no comparative information on eligibility has been included in the attached NFIS in relation to the other environmental objectives listed above or to the new activities included in the climate change mitigation and adaptation objectives. On the other hand, to the extent that the information relating to the financial year 2022 was not required with the same level of detail as in the financial year 2023, the disaggregated information in the attached NFIS is also not strictly comparable. In addition, it should be noted that the directors of ATRESMEDIA CORPORACIÓN DE MEDIOS DE COMUNICACIÓN, S.A. have incorporated information on criteria that, in their opinion, allow better compliance with the aforementioned obligations and that are defined in section 7.9 "EU Taxonomy" of the accompanying NFIS. Our conclusion has not been modified in relation to this matter.

Conclusion

Based on the limited assurance procedures conducted and the evidence obtained, no matter has come to our attention that would cause us to believe that the Group NFS for the year ended December 31, 2023 has not been prepared, in all material respects, in accordance with the contents required by prevailing company law and the criteria of the selected GRI standards, as well as other criteria, described as explained for each subject matter in section "Requirements of Law 11/2018 on non-financial and diversity information" of the NFIS.

Use and distribution

This report has been prepared as required by current commercial regulation in Spain, thus it may not be suitable for any other purpose or jurisdiction.

ERNST & YOUNG, S.L.

(Signature on the original in Spanish)

Elena Fernández García

February 29, 2024

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Consolidated Statement of Non-Financial Information



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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 28th February 2024. 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