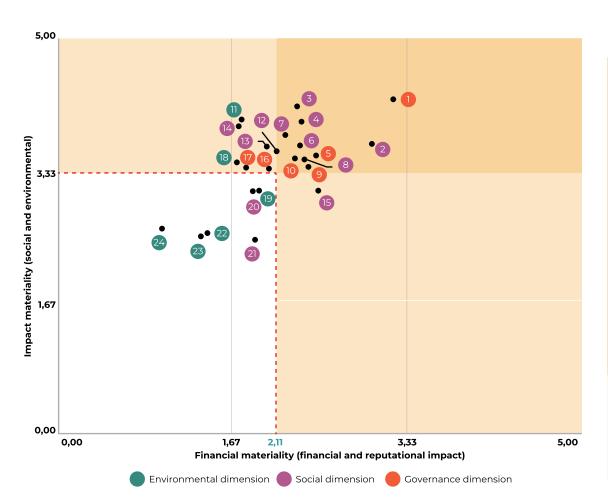


### SBM-2 Interests and views of stakeholders\_

In 2023, Atresmedia conducted a double materiality assessment in order to evaluate the environmental, social and governance impacts generated by the Company's activities, and the risks and opportunities that these same

factors may carry when it comes to the Group's financial and strategic performance in the short, medium and long term.

The findings of this analysis are shown in the matrix presented below:



	N° TOPICS		
	1	Cybersecurity	3,72
¥	2	Responsible advertising	3,33
CRITICAL	3	Responsible, truthful and quality content	3,22
క	4	War against fake news and disinformation	3,13
	5	Regulatory compliance	2,99
	6	Content accessibility	2,98
_	7	Media, information and digital literacy	2,97
표	8	Employee health & safety and wellbeing	2,91
	9	Sustainable investment	2,88
	10	Good governance and business ethics	2,87
GE	1	Sustainable productions	2,86
	12	Engagement with and impact on the community	2,83
AVERAGE	13	Diversity, equity and inclusion	2,81
₹	14	Loudspeaker for social causes and the climate	2,81
	15	Digital transformation and artificial intelligence	2,78
	16	Data protection and privacy	2,68
LOW	17	Human and labour rights	2,59
	18	Climate change	2,57
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
Σ	22	Water management	1,98
N L O N	23	Biodiversity	1,93
	24	Pollution	1,79



Set out below is information about how Atresmedia factors in the interests and opinions of stakeholders when shaping its strategy and business model. It also describes how the Group endeavours to understand the differing views and perspectives of its stakeholders, and how these perspectives influence the decision-making process. Moreover, in each social standard, the Group reports in further detail on the various channels put in place to collaborate with its own staff, its advertisers and its audiences.



#### Stakeholder engagement\_

Atresmedia appreciates the need for mechanisms to ensure dialogue, transparency and a two-way relationship with stakeholders, due to the importance of listening to the issues and/or concerns raised by them. The Group considers the following as its key stakeholders:

Anunciantes y

Accionistas e Inversores

**Empleados** 

**Proveedores** 

Sociedad

Notably, stakeholder engagement was essential during the double materiality assessment in order to include their expectations and views in the analysis. The ESRS define stakeholders as those who can affect or be affected by the undertaking, differentiating between:

- 1 affected stakeholders: individuals or groups whose interests are affected or could be affected - positively or negatively - by the undertaking's activities and its direct and indirect business relationships across its value chain: and
- 2 users of the sustainability statement: primary users of general-purpose financial reporting (existing and potential investors, lenders and other creditors, including asset managers, credit institutions, insurance undertakings), and other users of sustainability statements, including the undertaking's business partners, trade unions and social partners, civil society and non-governmental organisations, governments, analysts and academics.

Both types of stakeholders were considered and engaged in the assessment carried out. The Group's specific stakeholder groups are shown in the table below, together with the various mechanisms put in place by the Group to engage with its stakeholders:



## ATRESMEDIA CONSOLIDATED NON-FINANCIAL INFORMATION AND SUSTAINABILITY STATEMENT 2024

<b>(2)</b>		
Stakeholder group	Media	Stakeholder relationship
	AFFECTED STAKEHOLDERS	
Goods and services	Supplier procurement platform for goods and services.	Management of the relationship with suppliers of goods and services is the responsibility of the Purchasing Department, which ensures compliance with the commitments set out in the Purchasing Policy.
Production companies	Direct relationship with the relevant departments (Purchasing, External Production, Own Production).	The Production Department heads up relations with content production companies.
Distributors		The External Production Department heads up relations with content production companies.
Advertisers	<ul> <li>Event (UPFRONT) for the Group's advertisers.</li> <li>Advertiser's office, customer portal.</li> <li>Atresmedia Publicidad website.</li> <li>Social media sites and WhatsApp channel</li> <li>Direct communication.</li> </ul>	The Advertising Department heads up relations with advertisers.
Audience	atresplayer help center:     Profiles on social media, email support and telephone support.     The speak-up channel is available so that anyone can voice their	Audience relations are managed through various departments, including Radio and Television.
Subscribers	<ul><li>The speak-up channel is available so that anyone can voice their concerns.</li><li>Discussion groups and studies.</li></ul>	There is a dedicated department tasked with managing relations and providing support to users of the atresplayer platform.
Workforce (own staff)		
Employees	Corporate Intranet – Atresmil and a3mia     Communications related to Atresmedia's corporate responsibility initiatives in which employees can get involved.	Employee relations are largely managed by Human Resources and ORP, which operate under Corporate General Management.
Non-employees	<ul> <li>Area mailboxes (HR or Sustainability)</li> <li>MASDIII internal magazine, where the Group's main news are published.</li> <li>Programme 3.0 training.</li> <li>Onboarding process</li> <li>Works Committees.</li> </ul>	Relations with non-employees are overseen by Occupational Health and Safety and Medical Services and by the various areas in charge of arranging the services.

Stakeholder group	Media	Stakeholder relationship
	AFFECTED STAKEHOLDERS AND USERS OF THE	STATEMENT
NGO	Press conferences, press releases and website section:	Atresmedia interacts with NGOs through different initiatives and in various ways, such as granting them free advertising space, or forging agreements with organisations such as Manos Unidas or UNICEF, which are headed up by the Sustainability Department.
Associations and working groups	https://www.atresmedia.com/prensa/ • Sustainability website: https://www.atresmediacorporacion.com/sostenibilidad/	Atresmedia has dealings with numerous associations through active participation in their forums and activities, including AUTOCONTROL, Fonética or the RMF.
Vulnerable and minority groups	<ul> <li>Websites of the Group's various divisions and business units.</li> <li>Atresmedia's own channels (television, radio and digital).</li> <li>Whistleblowing channel and email inboxes.</li> <li>Participation in specific clusters and working groups. (Forética, RMF)</li> <li>Free advertising space to showcase the valuable work of social entities.</li> </ul>	Atresmedia supports these segments by signing agreements with different entities that work to ensure their inclusion. These efforts are managed jointly by Sustainability and Human Resources, both of which operate under Corporate General Management.
Local communities	• Free advertising space to showcase the valuable work of social entities.	The main conduit steering relations with the community is our corporate volunteering programme. Here, we sign partnership agreements with foundations and associations, headed up by the Sustainability department.
	USERS OF THE STATEMENT	
Planeta DeAgostini Group	Corporate presentations, events.	Shareholder relations are mainly handled by Legal Services.
RTL Group  Non-controlling shareholders	<ul> <li>Direct communication via the Investor Relations area.</li> <li>Corporate website, shareholder's office</li> </ul>	-
Potential investors	<ul> <li>Corporate presentations, events.</li> <li>Direct communication via the Investor Relations area. · Investor Day</li> <li>Corporate website – investors' office</li> </ul>	Investor relations is the purview of the Investor Relations department, which operates under the larger Finance division.
CNMV (Spanish National Securities Market Commission)	Communications via amail or the CNMV/CNMC portal	Relations with the CNMV mainly take place through the exchange of information, though also through the Group's involvement in the Issuers Group.
CNMC (Spanish National Markets and Competition Commission)	<ul> <li>Communications via email or the CNMV/CNMC portal.</li> <li>Involvement in the Issuers Group.</li> </ul>	The CNMC has an important relationship with the business community through its work on matters of competition regulation, sectoral regulation, supervision of tariffs and conditions, control of business mergers and consumer protection.
	Regular meetings	Relations with employee representatives take place mainly through HR,

EU TAXONOMY ESRS E1





### Stakeholder engagement plan\_

Before carrying out its double materiality assessment, the Atresmedia Group drew up a stakeholder engagement plan in a bid to ensure that all stakeholders were represented and that their input helped to identify the most material topics for the Group. This plan had three main phases:

- 1 IRO identification phase. This phase involved senior and middle managers from all the Group's strategic areas, with the aim of achieving an overview of the entire business (strategy, production, general services, corporate social marketing, finance, consultancy, human resources, diversification, etc.). Thanks to their hard work, Atresmedia identified and validated a preliminary list of impacts, risks and opportunities to be examined during the second phase. Each manager helped to identify the IROs associated with their activity within the Group.
- 2 IRO assessment phase. This phase involved the participation of all stakeholders, both internal and external to the Atresmedia Group. A total of 56 people took part in the process, which is divided into two subphases: internal assessment and external assessment.

Internal assessment: This process involved:

- Atresmedia directors and middle managers, who identified the initial IROs by completing questionnaires and interviews to gauge the materiality of all impacts, risks and opportunities relating to their work and activities within the Group. A total of 28 responses were collected during this process.
- The Internal Audit department, which is responsible for the Company's risk management, together with the finance department, assessed all the risks and opportunities identified during the previous identification phase.
- The Group's employees from various departments of Atresmedia

(Finance, General Services, Programming, Strategy, HR, Marketing, Fundación Atresmedia, Antena 3 and laSexta News, Advertising, External Production, Onda Cero and Diversification) took part in two workshops, where they assessed all the impacts previously identified.

A total of 13 employees were involved in this process, in which a broad representation of the Group's employees was sought.

External assessment: through interviews and questionnaires, Atresmedia involved its external stakeholders in the IRO evaluation process. Looking at their relationship with Atresmedia and their role in society, a distinction was drawn between impact assessors and risk and opportunity assessors, as follows:

- Impact assessors: representatives of our suppliers of goods and services, of the production and distribution companies with which Atresmedia works, of its advertisers and agencies, of the audience and of society in general, assessed all the impacts identified. A total of 12 responses were received during this process.
- Risk and opportunity assessors: shareholder and investor representatives assessed all the previously identified risks and opportunities. A total of three people were involved in this process.



Stakeholder group	N° of participants	Assessment
Internal		
Representatives of the strategic areas	20	IROs specific to their area of expertise
Internal Audit and Finance	28	All risks and opportunities
Workforce	13	All impacts
External <sup>7</sup>		
Shareholders	1	All risks and opportunities
Investors	2	All risks and opportunities
Suppliers of goods and services	3	All impacts
Production companies	1	All impacts
Distributors	1	All impacts
Advertisers and/or advertising agencies	1	All impacts
Audience representatives <sup>8</sup>	2	All impacts
Representatives of society	4	All impacts

**Determination phase:** in this phase all responses from the previous phase were consolidated by applying the parameters described in this Statement (see section ESRS 2 IRO-1). This revealed the most material topics for the Atresmedia Group, from both an impact and a financial perspective (risks and opportunities). This identification of material topics was also made possible by linking all the impacts, risks and opportunities identified and assessed to the Atresmedia Group's own topics. The results were then reflected in the materiality matrix.

# Understanding stakeholder priorities\_

Thanks to the double materiality process, Atresmedia can gain a better understanding of the interests, concerns and opinions of its stakeholders, while also gauging their views of its business model. Moreover, the methodology used for the assessment process, segmented by stakeholder groups, affords Atresmedia a targeted view of the most material topics for each of the stakeholders, as well as an overview of the most material topics for all of them. This particular aspect, together with the Company's own internal vision, was used to identify the most material topics for the Atresmedia Group.

This process, along with other methods and actions that the Group relies on to collaborate specifically with different stakeholders and which are described in this Statement, allow Atresmedia to respond to the suggestions, concerns and proposals raised by its stakeholders.

# ${\color{red} \bigcirc}$ Considering the views of stakeholders\_

Having identified the most material topics for Atresmedia, and the impacts, risks and opportunities associated with each of them, the Group then analysed how it responds to each of the topics raised, and how it willcontinue to work to cover those topics which are not fully covered through its policies, commitments, actions and objectives.

This commitment stems from the importance that the Atresmedia Group attaches to considering the interests, opinions and concerns of its stakeholders and understanding how they can influence its strategy and business model.

The actions described in this Statement aim to satisfy the needs and concerns of Atresmedia's stakeholders, especially its employees (ESRS S1), and its advertisers and audiences (ESRS S4), while also generating value

<sup>&</sup>lt;sup>7</sup> No regulators were involved, due to their status as a public body.

<sup>8</sup> Audience representatives such as associations and representatives of society such as associations, NGOs and foundations representing local communities.



for shareholders and wealth for the Group and society as a whole. Through its policies, mechanisms and actions, the Group seeks to generate positive impacts on society and the environment, mitigate possible negative impacts that may arise from its activity, minimise the emergence of any risks that could affect its business and seize any opportunities that may arise.

Thanks to this regular process and the other collaboration processes carried out with stakeholders, the Group is able to effectively listen to their needs and, as the case may be, make them part of Atresmedia's strategy.



#### Reporting process to the administrative, management and supervisory bodies

As mentioned earlier, various corporate divisions of Atresmedia submit to the administrative, management and supervisory bodies any material topics that they believe may affect the strategy and business model, including aspects related to sustainability. In 2024, the Corporate General Manager delivered a presentation to the Audit and Control Committee on the process followed when conducting the Group's first double materiality assessment. She also described the main material topics related to the impacts, risks and opportunities addressed during the analysis, as gleaned from the feedback received from the various stakeholders involved.

## Material impacts, risks and opportunities and their interaction with strategy and business model

Atresmedia seeks to provide a clear and structured view of the material impacts, risks and opportunities identified in its double materiality assessment and show how these affect its strategy and business model.

To gain a proper understanding of those topics considered in the double materiality assessment, prior to the stakeholder engagement plan described in the previous section (SBM-2), the Group conducted a process to understand the business, its stakeholders and its value chain. The findings served as the inputs for the subsequent identification, assessment and determination of IROs and material topics.

Thus, the complete materiality assessment process was divided into four main stages:



During the identification phase, as mentioned above, Atresmedia linked the impacts, risks and opportunities to be assessed to a series of concrete topics defined by looking at the unique features of the media sector with the aim of reflecting the specific characteristics of its business.

These topics were selected in view of the following aspects:

- Atresmedia's own knowledge of its business model and the environment in which it operates.
- -The materiality assessments carried out by the Group in previous years, which revealed the significance of certain topics intrinsic to a media outlet
- -The inputs received by taking part in working groups specialized in media and sustainability on the international scene, such as the Responsible Media Forum. This includes its reports, such as the Media Materiality Report 2022.

To meet ESRS requirements (specifically ESRS 1 AR 16), Atresmedia mapped these topics to the topics, sub-topics and sub-sub-topics set out in the standard, thus ensuring absolute correlation between them and so that all the IROs identified would be covered by the ESRS. More precisely, Atresmedia's own topics were linked to nine of the ten topical ESRS, excluding ESRS S3 - Affected communities, from the process. This, together with a series of sub-sub-topics of other ESRS were excluded from the assessment because they were not directly linked to Atresmedia's business or its value chain (see section IRO-2 for more information).

ESRS S4



The following table sets out the relationship between Atresmedia's own topics, reflected in the double materiality matrix, and the topics and sub-sub-topics included in AR16:

Atresmedia topics	Associated ESRS topic	Associated ESRS sub-sub-topic
6 Content accessibility	S4 Consumers and end-users	S4 Non-discrimination
Content accessibility	54 Consumers and end-users	S4 Access to (quality) information
Media, information and digital literacy	S4 Consumers and end-users	S4 Access to (quality) information
		S4 Non-discrimination
Mouthpiece for social causes and the climate	S4 Consumers and end-users	S4 Responsible marketing practices
		S4 Access to (quality) information
		S1 Work-life balance
		S1 Health and safety
		S1 Secure employment
Employee health & safety and wellbeing	S1 Own workforce	S1 Social dialogue, collective bargaining and freedom of association
		S1 Diversity
		S1 Adequate wages
		S1 Training and development
23 Biodiversity	E4 Biodiversity and ecosystems	E4 Other
		G1 Corporate culture
		G1 Protection of whistle-blowers
	G1 Business conduct	G1 Prevention and detection including training
Good governance and business ethics	Of Business conduct	G1 Management of relationships with suppliers
		G1 Policy Commitment
	S4 Consumers and end-users	S4 Freedom of expression
	El Climate change	El Energy
20 Responsible supply chain	E5 Resource use and circular economy	E5 Resource inflows
	G1 Business conduct	G1 Management of relationships with suppliers
		E1 Climate change adaptation
(B) Climate change	El Climate change	E1 Climate change mitigation
		El Energy
	20.0	S1 Privacy
	S1 Own workforce	S1 Training and development
1 Cybersecurity	S4 Consumers and end-users	S4 Privacy
	G1 Business conduct	G1 Corporate culture
		E2 Pollution of air
24 Pollution	E2 Pollution	E2 Pollution of water
		E2 Substances of concern
		S4 Access to (quality) information
		S4 Freedom of expression
Responsible, truthful and quality content	S4 Consumers and end-users	S4 Responsible marketing practices
		S4 Health and safety
	G1 Business conduct	G1 Corporate culture
Regulatory compliance	S4 Consumers and end-users	S4 Health and safety

Atresmedia topics	Associated ESRS topic	Associated ESRS sub-sub-topic
	S1 Own workforce	S1 all topics <sup>9</sup>
	S2 Workers in the value chain	S4 Responsible marketing practices <sup>10</sup>
	64.0	S4 Freedom of expression
W Human and labour rights	S4 Consumers and end-users	S4 Libertad de expresión
		G1 Corporate culture
	G1 Business conduct	G1 Protection of whistle-blowers
		G1 Policy Commitment
		S1 Diversity
		S1 Measures against violence and harassment
Diversity, equity and inclusion	S1 Own workforce	SI Employment and inclusion of persons with disabilities
		S1 Gender equality and equal pay
	S4 Consumers and end-users	S4 Non-discrimination
		E3 Water consumption
22 Water management	E3 Water and marine resources	E3 Water discharges
Sustainable investment	G1 Business conduct	G1 Corporate culture
		S4 Access to (quality) information
4 Fighting fake news and disinformation	S4 Consumers and end-users	S4 Freedom of expression
Sustainable productions	E1 Climate change	E1 Climate change mitigation
	SI Own workforce	S1 Training and development
Data protection and privacy	S4 Consumers and end-users	S4 Privacy
		S4 Responsible marketing practices
Responsible advertising	S4 Consumers and end-users	S4 Health and safety
Responsible devertising	54 Consumers and end asers	S4 Access to (quality) information
		S4 Protection of children
		S4 Non-discrimination
	S4 Consumers and end-users	S4 Responsible marketing practices
12 Engagement with and impact on the community		S4 Access to (quality) information
		S4 Non-discrimination
		S4 Health and safety
		S4 Access to products and services
		S1 Employment and inclusion of persons with disabilities
	S1 Own workforce	S1 Training and development
	S2 Workers in the value chain	S2 Employment and inclusion of persons with disabilities
_		S1 Secure employment
Hourly employees	S1 Own workforce	S1 Health and safety
		S4 Access to products and services
Digital transformation and artificial intelligence	S4 Consumers and end-users	S4 Access to (quality) information
	57 CONSULTIONS AND CHU-USCIS	S4 Privacy
		E5 Resource inflows
Paratura transport aircular accompany	EE Description was and sixenday and	E5 Resource outflows
Resource use and circular economy	E5 Resource use and circular economy	
		E5 Waste

<sup>9 &</sup>quot;S1 all topics" covers all the sub-topics and sub-sub-topics of ESRS S1 Own workforce (working conditions, equal treatment and opportunities for all, and other work-related rights, including all the related sub-sub-topics).

10 "S2 all topics" covers all the sub-topics and sub-sub-topics of ESRS S2 Workers in the value chain (working conditions, equal treatment and opportunities for all, and other work-related rights, including all the related sub-sub-topics).



Results of the identification phase: a total of 252 IROs (129 impacts, 38 opportunities and 85 risks) were detected during the identification phase that could have a direct or indirect influence on the Group's operations and several stages of its value chain and that will be assessed subsequently by stakeholders.

Results from the assessment and determination phase: as a result of the assessment, Atresmedia determined that 18 of its own topics were material as they exceeded the defined threshold (see Disclosure Requirement IRO-1 for more information on the criteria used). These topics were considered material from an impact perspective, a financial perspective, or both. This dual

approach ensures that the topics were not only significant for stakeholders, but also essential for the organisation's financial performance and longterm sustainability. Translated to ESRS, this meant that 6 of the 10 ESRS topics were material for Atresmedia Group. In addition, during this step a total of 218 material IROs were identified; i.e., 104 impacts, 35 opportunities and 79 risks.

Following are the ESRS topics related to the preliminary list of identified impacts, risks and opportunities, with the material topics colour coded in orange and identified with (M).

Topic	Sub-topic	Sub-topic
	· Climate change adaptation (M)	
E1 Climate change (M)	· Climate change mitigation (M)	
3 ( )	· Energy (M)	
	· Pollution of air	
E2 Pollution	· Pollution of water	
	· Substances of concern	
E3 Water and marine resources	VA (	· Water consumption
E3 Water and marine resources	· Water	· Water discharges
E4 Biodiversity and ecosystems	Direct impact drivers of biodiversity loss	· Other
	· Resources inflows, including resource use	
E5 Resource use and circular economy	<ul> <li>Resource outflows related to products and services</li> </ul>	
	· Waste	
	· Working conditions (M)	
SI Own workforce (M)	· Equal treatment and opportunities for all (M)	· All sub-sub-topics
	· Other work-related rights (M)	
	· Working conditions (M)	
S2 Workers in the value chain (M)	· Equal treatment and opportunities for all (M)	· All sub-sub-topics
	· Other work-related rights (M)	
	<ul> <li>Information-related impacts for consumers and/or end-users (M)</li> </ul>	Privacy, freedom of expression, access to (quality) information
S4 Consumers and end-users (M)	<ul> <li>Personal safety of consumers and/or end- users (M)</li> </ul>	· Health and safety, protection of children
	<ul> <li>Social inclusion of consumers and/or end- users (M)</li> </ul>	<ul> <li>Non-discrimination, access to products and services responsible marketing practices</li> </ul>
	· Corporate culture (M)	
	· Protection of whistle-blowers (M)	
G1 Business conduct (M)	· Political engagement and lobbying activities (M)	Prevention and detection including training
Of Business conduct (M)	<ul> <li>Management of relationships with suppliers including payment practices (M)</li> </ul>	• Prevention and detection including training
	· Bribery and corruption (M)	



ESRS E2 (Pollution), E3 (Water and marine resources), E4 (Biodiversity and ecosystems) and E5 (Resource use and circular economy) topics were not considered material, since the associated impacts, risks and opportunities did not exceed the materiality threshold.

The material impacts, risks and opportunities were represented in the previous matrix, which featured 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 nonmaterial, thus reflecting one of the Group's core values: transparency.

The topics were also classified according to their environmental, social and governance focus. Finally, material topics were sorted into four categories according to their degree of importance: critical, high, medium and low.

For material impacts, risks and opportunities, the Group's disclosures consist of descriptive information of each related ESRS topic, taking into consideration the following:

- a brief description of the material impacts, risks and opportunities resulting from the assessment and where they are in its value chain;
- the time horizons:
- regarding impacts, how the actual negative and positive impacts (or, in the case of potential impacts, how they are expected to) affect people or the environment, and whether the Group is involved with the material impacts through its activities or because of its business relationships, describing the nature of the activities or business relationships concerned.

Notably, all the impacts, risks and opportunities arise from or are related to Atresmedia Group's strategy and business model, since understanding the Company and its sector was the key foundation of the analysis.

Atresmedia Group has not identified any additional significant financial effects other than those identified by the Group prior to conducting the double materiality assessment. Nevertheless, it includes sustainability risks in its corporate risk map to track their development.

The areas that deal with issues that are critical for Atresmedia's activity and significant for the Group's strategic plan have analysis tools for determining the scope of the risks (impact and likelihood). These tools enable them to protect themselves from the occurrence of these risks, conducting tests and risks assessments with the aim of preventing possible impacts that threaten the achievement of the Group's strategic objectives.



**BUSINESS CONDUCT** 

ESRS G1

**SOCIAL INFORMATION** 

**GENERAL INFORMATION**