



Investor Day 2022
ATRESMEDIA ESG strategy

We believe in the power of reflection and emotion



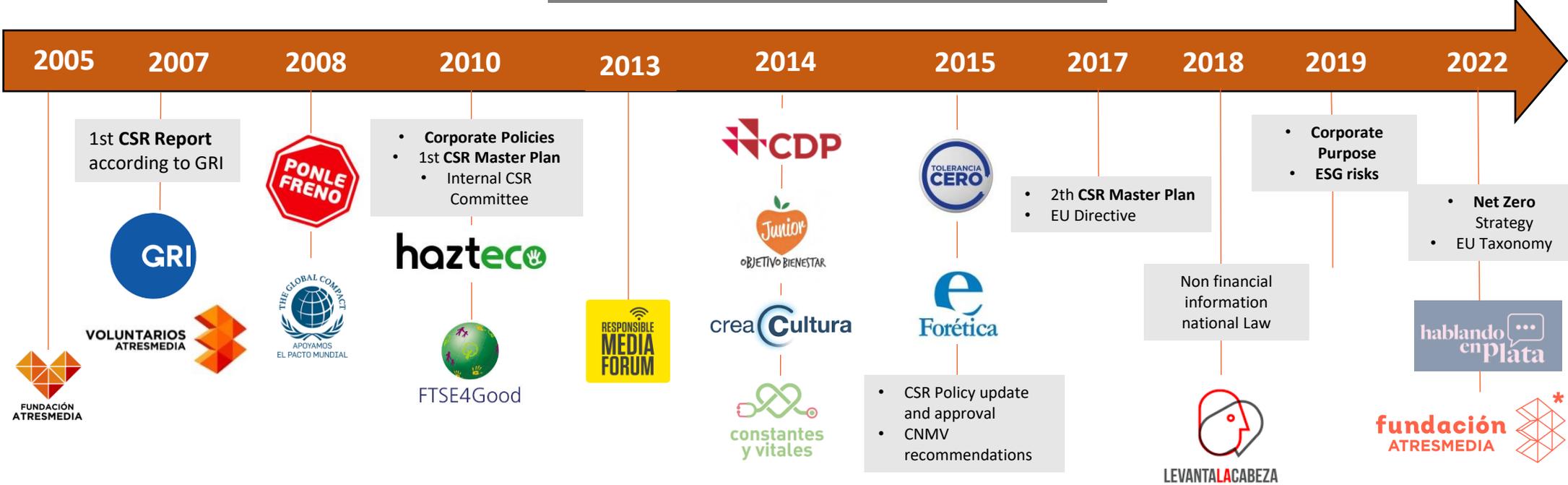
Investor Day 2022 TABLE OF CONTENT

1. Our approach
2. Environmental Awareness
3. Social Impact
4. Sustainable Governance



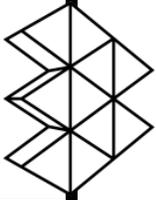
OUR APPROACH: PROFIT + PURPOSE

OUR STORY: FROM PHILANTROPHY TO STRATEGY



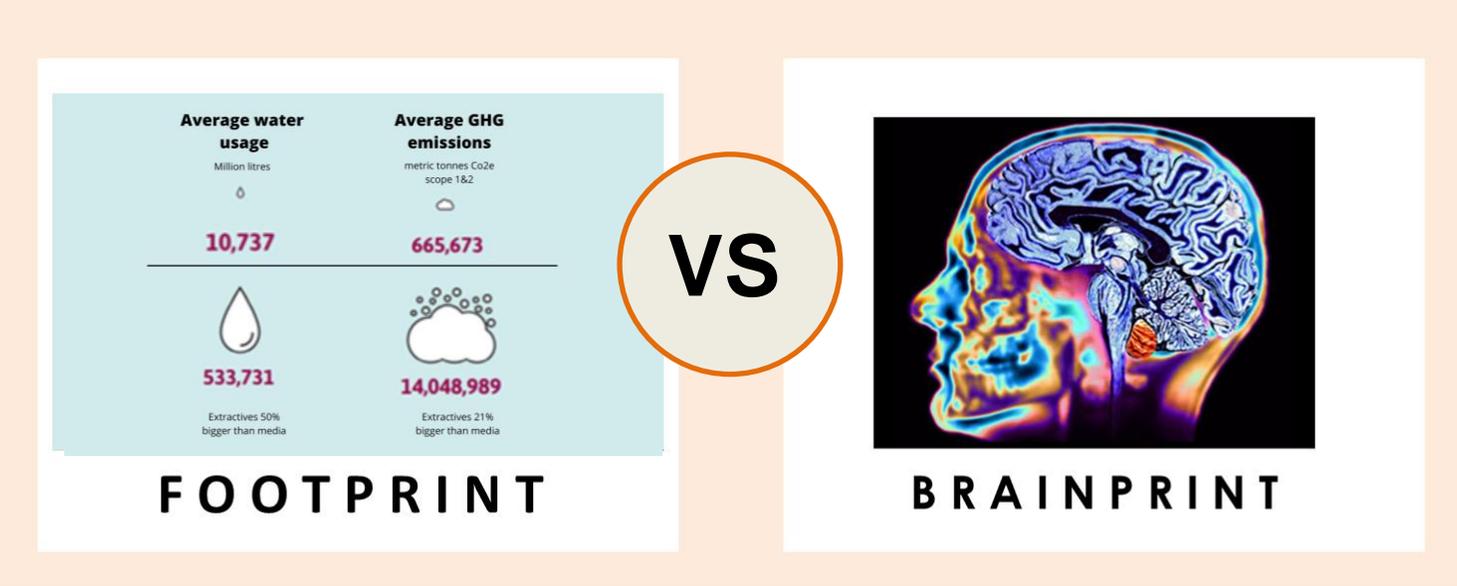
OUR AIM

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



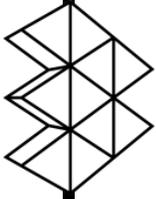
OUR APPROACH: PROFIT + PURPOSE

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



BRAINTPRINT

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



OUR APPROACH: PROFIT + PURPOSE

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

ATRESMEDIA



WHAT: Information and Entertainment Content

HOW: With values (quality, diversity, respect)

WHY: OUR PURPOSE

CONVICTION

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



DRIVING CHANGE

The ability to instigate or accelerate positive change empowering society



PUBLIC OPINION

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



INSPIRATION

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



We **BELIEVE** in the **POWER** of **REFLECTION** and **EMOTION**



HOW WE ACHIEVE OUR PURPOSE: OUR SUSTAINABILITY MODEL



WE BELIEVE IN THE POWER OF REFLECTION AND EMOTION

SUSTAINABILITY MODEL

Updated
in 2021



CR GOVERNANCE

Board of Directors
Approval

Audit and Control
Committee: Supervision

General Corporate
Manager: Management

CR Committee
Execution

Head of CR
Coordination, Strategy,

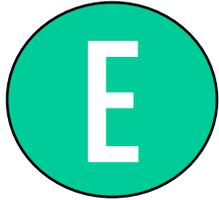




ENVIRONMENT

Fighting Climate Change
Circular economy and waste management
Environmental Awareness





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

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

Environmental Policy since 2010. Updated in 2019

1

Fighting Climate Change



2

Circular Economy and waste management



3

Environmental Awareness



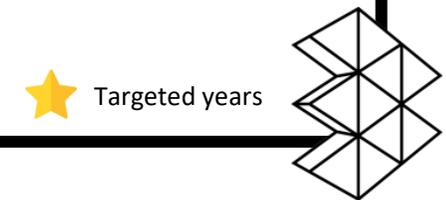
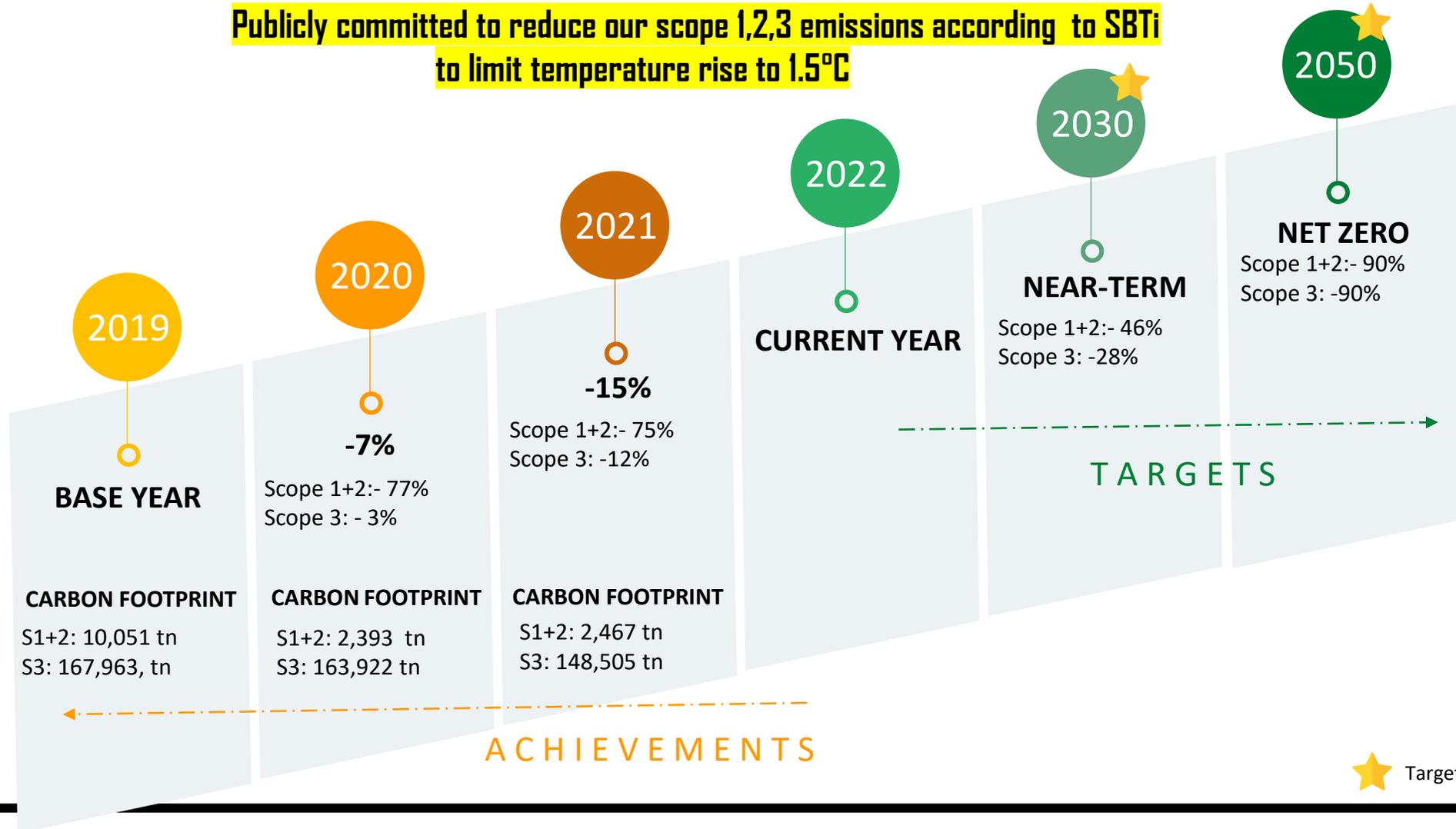
1



Fighting Climate Change

Net Zero strategy

Publicly committed to reduce our scope 1,2,3 emissions according to SBTi to limit temperature rise to 1.5°C



★ Targeted years

1

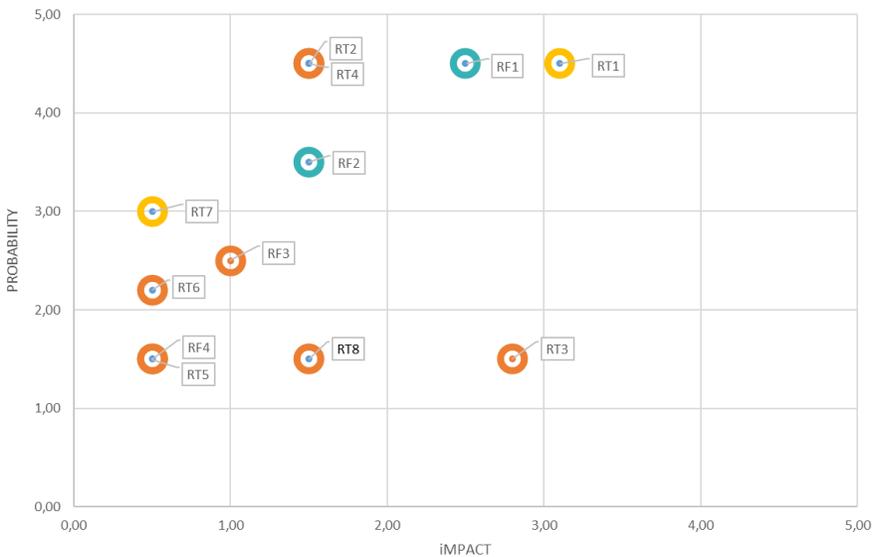


Fighting Climate Change

Atresmedia Risks and Opportunities

Neither high risk nor great opportunities identified.
 Physical risk: increase of temperature or extreme rainfall

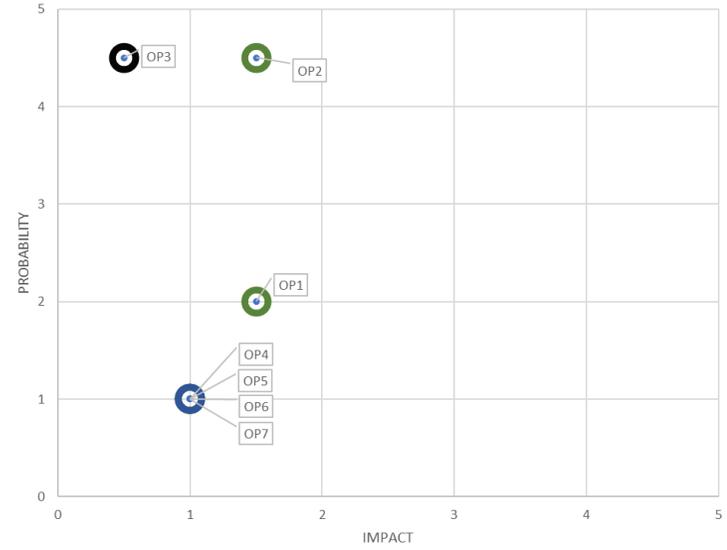
RISKS



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

- Clients
- Infraestructure
- Business operations
- Suppliers
- Ecosistemas

OPPORTUNITIES



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

- Efficiency
- Markets
- Resilience
- Service/Product
- Source of energy



1



Fighting Climate Change

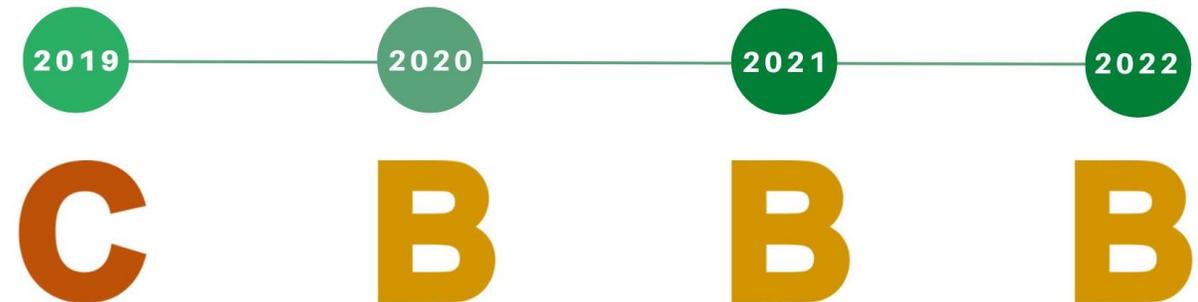
Atresmedia CDP Report on Climate Change

ATRESMEDIA CORPORACION received a B in 2022

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

- Reporting CDP since 2014
- 2016 CDP “Best Improver SPAIN” Award

Atresmedia CDP Scoring



2



Circular economy and waste management

Waste strategy

Towards a sustainable culture within ATRESMEDIA

Waste management and reduction project:

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



Reducing food waste:
trackable food donations

Employees engagement

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



3



Environmental Awareness

Reflecting environmental concerns in our content

Using our channels to raise social awareness



Media declaration against climate change (2018)





SOCIAL

Commitment to our employees

Commitment to our clients: audiences and
advertisers

Commitment to the community





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

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

HR Policy, Responsible Advertising Policy and CSR Policy

1

Commitment to our
employees



2

Commitment to our
clients: audience and
advertisers



3

Commitment to the
community

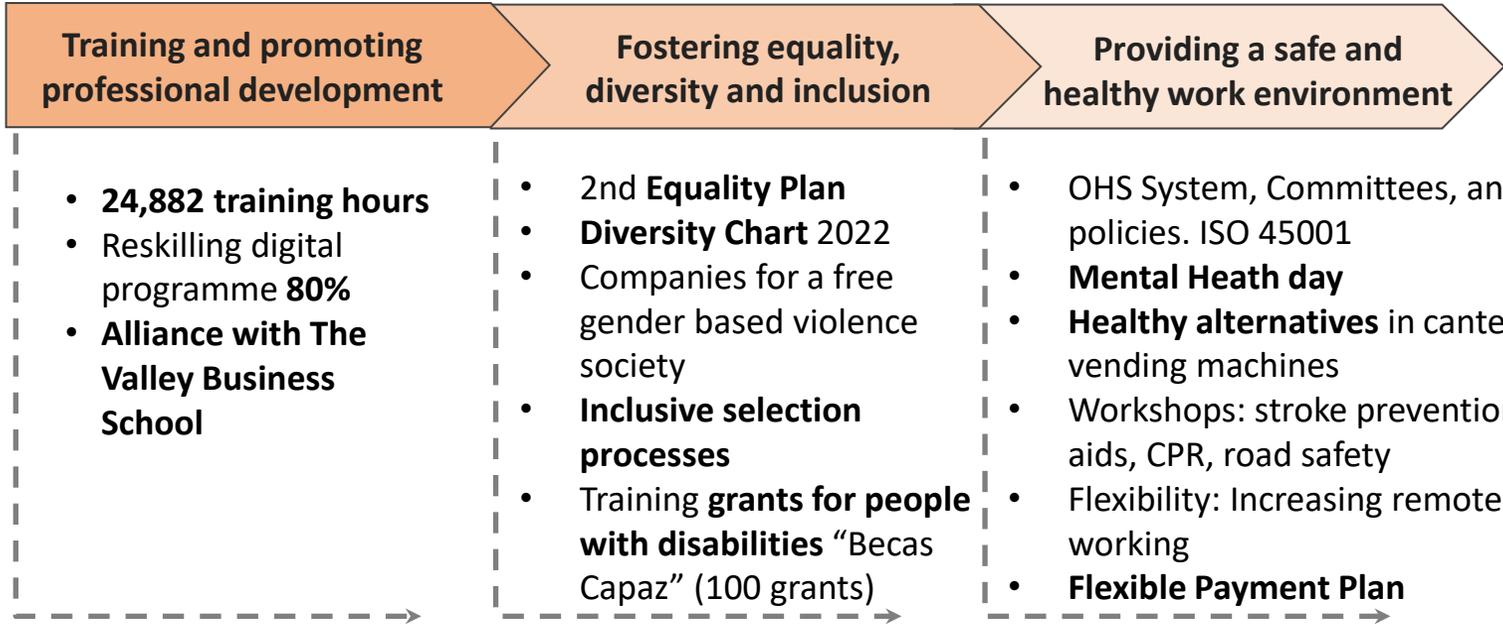
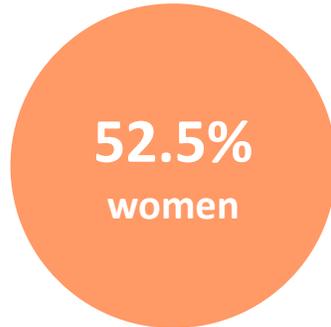


1



Commitment to employees

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



EMPRESAS POR UNA SOCIEDAD LIBRE DE VIOLENCIA DE GÉNERO

* Data source: Atresmedia 2021 Non Financial Statement



2



Commitment to our clients: audience and advertisers

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

SAFE and INCLUSIVE ENVIRONMENT

ATRESMEDIA VALUES: RESPECT, LIMITS, RESPONSABILITY, QUALITY

AUDIENCE: PROTECTING THEIR RIGHTS

Child protection	People with disabilities	Society
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- Self-Regulation Child-Oriented Television Code
- Rejecting advertising that harms minors
- Parental control
- Atresmedia Foundation

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

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

ADVERTISERS: BRAND SAFETY

Self Regulation	Quality Control Processes	Quality Content
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- Atresmedia Publicidad is member of Autocontrol, for the self-regulation of commercial communications
- Voluntary self regulatory codes

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

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

CONTENT COMMITTEE

CODE OF CONDUCT, NEWSROOM CODE OF ETHICS and EDITORIAL COMMITTEE

RESPONSIBLE ADVERTISING POLICY

CORPORATE RESPONSABILITY POLICY



3



Commitment to community

Giving voice and actively engage in social causes



Social awareness campaigns

Raising awareness on important social issues and causes since 2008



Atresmedia Foundation

Promoting media and information literacy amongst children and young people

Free advertising spaces for NGOs

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



Corporate Volunteering

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



3



Commitment to community

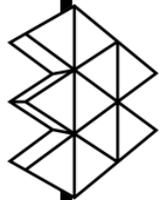
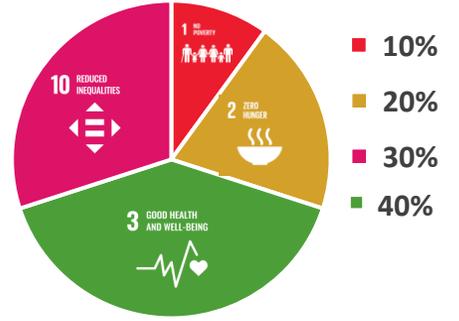
Free advertising spaces for NGOs in tv, radio and digital: Giving voice and visibility to charities

195
CAMPAIGNS

75
NGOs

15M €
AVERAGE ANUAL WORTH
(17.4 2021)

10
SDG IMPACTED



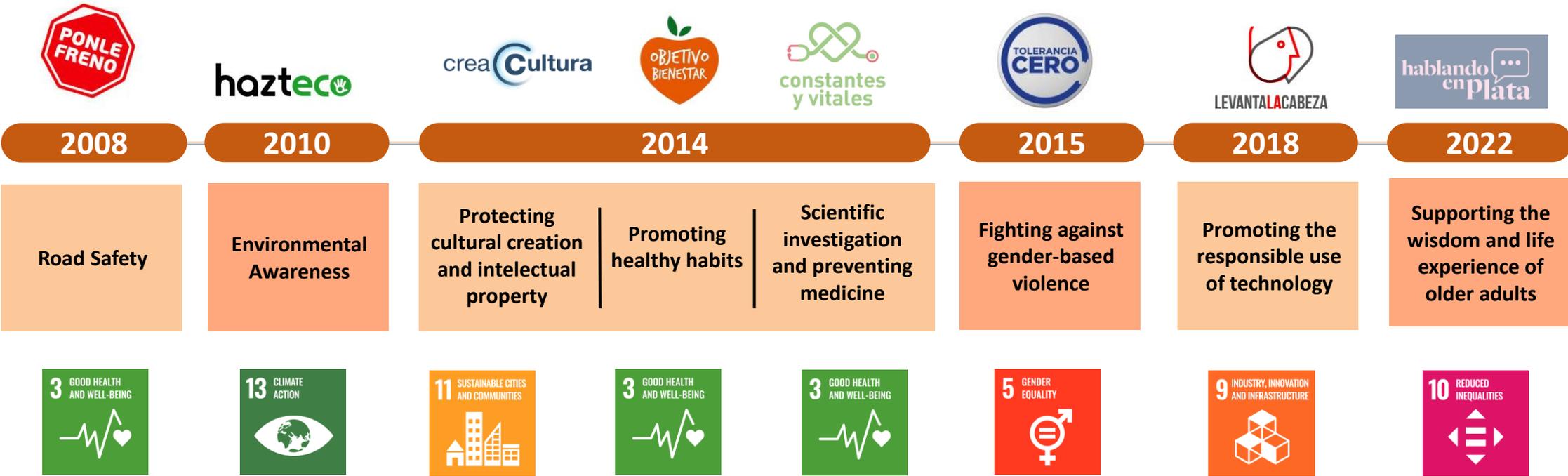
3



Social Awareness Campaigns

Reflecting social concerns in our content

Using our broadcasting channels to raise social awareness



3

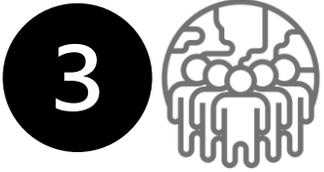


Social Awareness

Reflecting social concerns in our content

Using our channels to raise social awareness





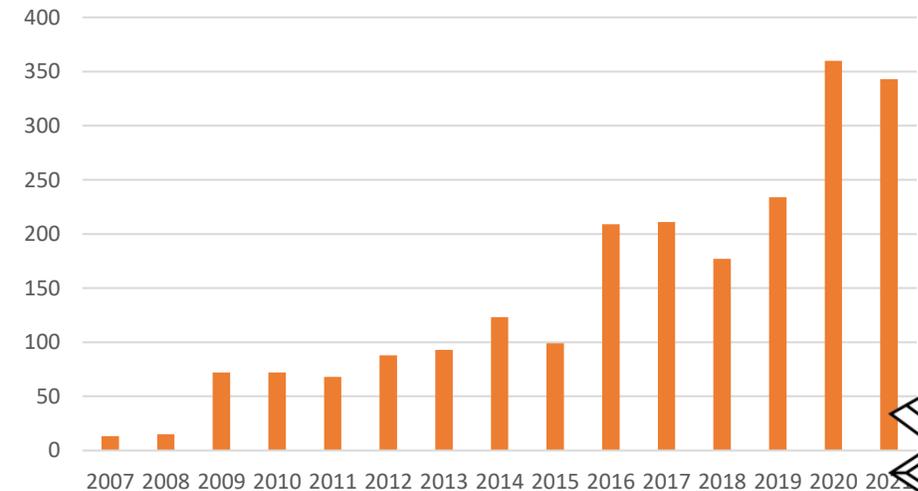
Corporate Volunteering

16 years contributing to society through corporate volunteering



Our social impact keeps growing!

2.198 VOLUNTEERS (333 in 2022)	15% AVERAGE PARTICIPATION RATE	25.323 HOURS DONATED (1.905 in 2022)
198 VIRTUAL AND FIELD ACTIVITIES (29 in 2022)		132 NGOs (17 in 2022)





Atresmedia Foundation

Working to protect children rights since 2005

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



Young people

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



Mentes AMI

Teachers

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



amibox

Children, teachers and families

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



GOVERNANCE

Sustainability on the Board of Directors
Transparency and Reporting
Sustainable Finance

JUNTA GENERAL
ACCIONISTAS
2022

27 DE ABRIL 17.00H

ATRESMEDIA

ATRESplayer
PREMIUM

ONDA
CERO

EUROPAFM

Melodiafm



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

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

1

Sustainable
Governance



2

Transparency
and Reporting



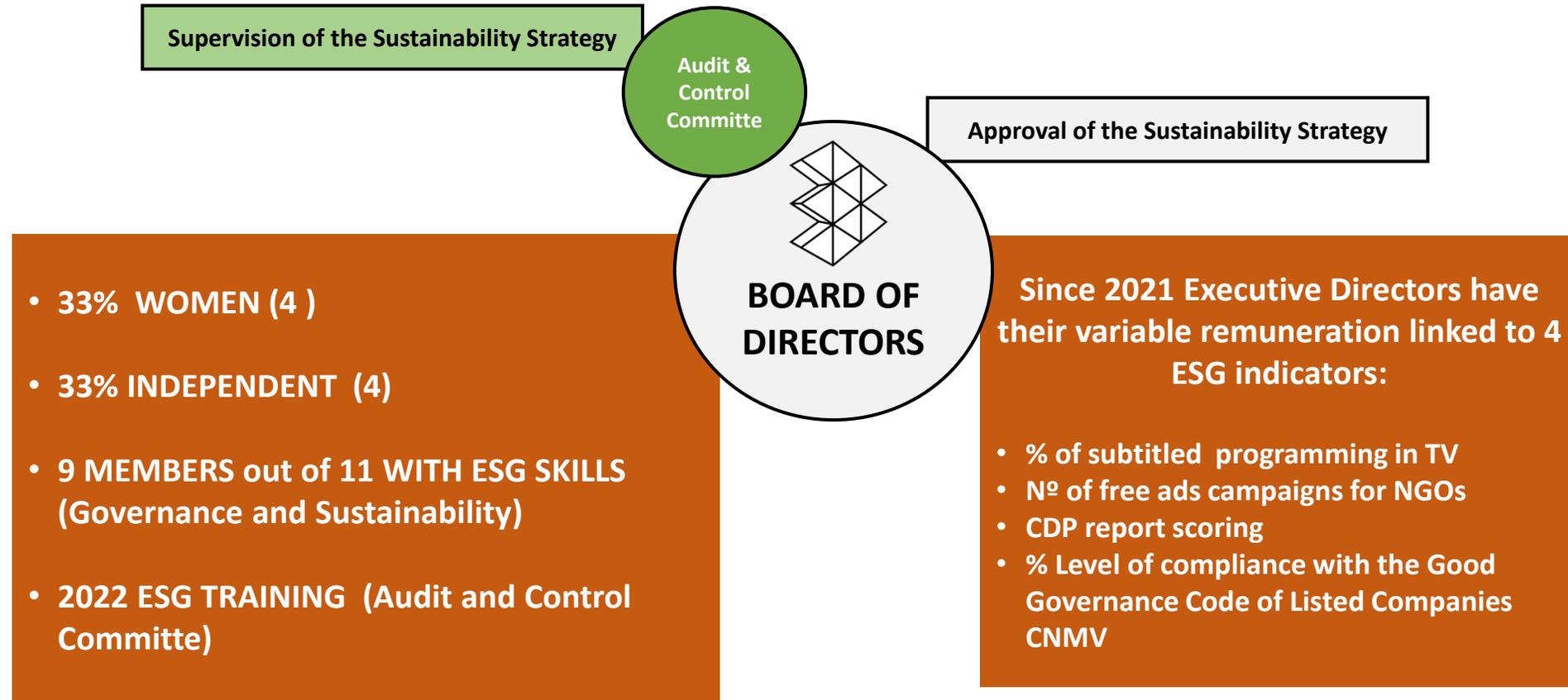
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Sustainable
Finance



Sustainability on the Board of Directors

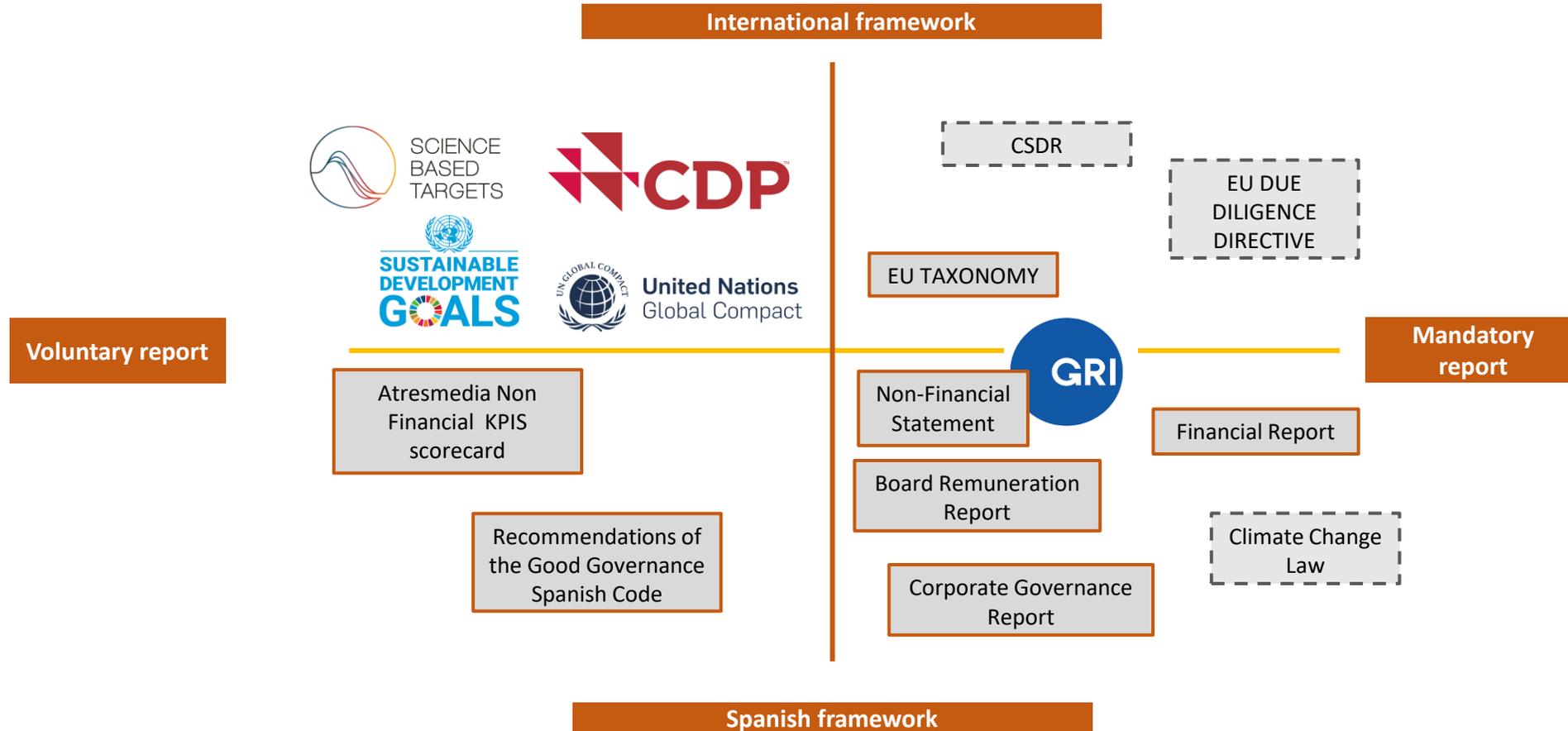
The central role of the Board in Atresmedia's ESG strategy





Atresmedia transparency and reporting

Reporting on sustainability since 2008



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

Atresmedia transparency and reporting

Increasing presence in sustainability indexes and ratings



Atresmedia transparency and reporting

Eligibility analysis in 2021. Building alignment in 2022.

Low eligibility shows "neutral" contribution to climate mitigation and adaptation.

Responding EU taxonomy: Environmental Dimension

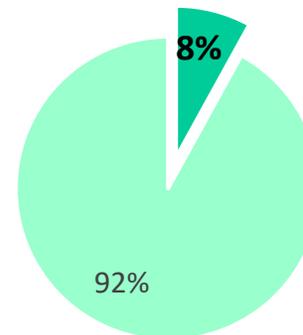
2 ELEGIBLE ACTIVITIES

according to the Taxonomy

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

% OF TURNOVER OF ELIGIBLE ACTIVITIES

2021



■ Eligible activities ■ Non eligible activities

% OF ELIGIBLE ACTIVITIES 2021

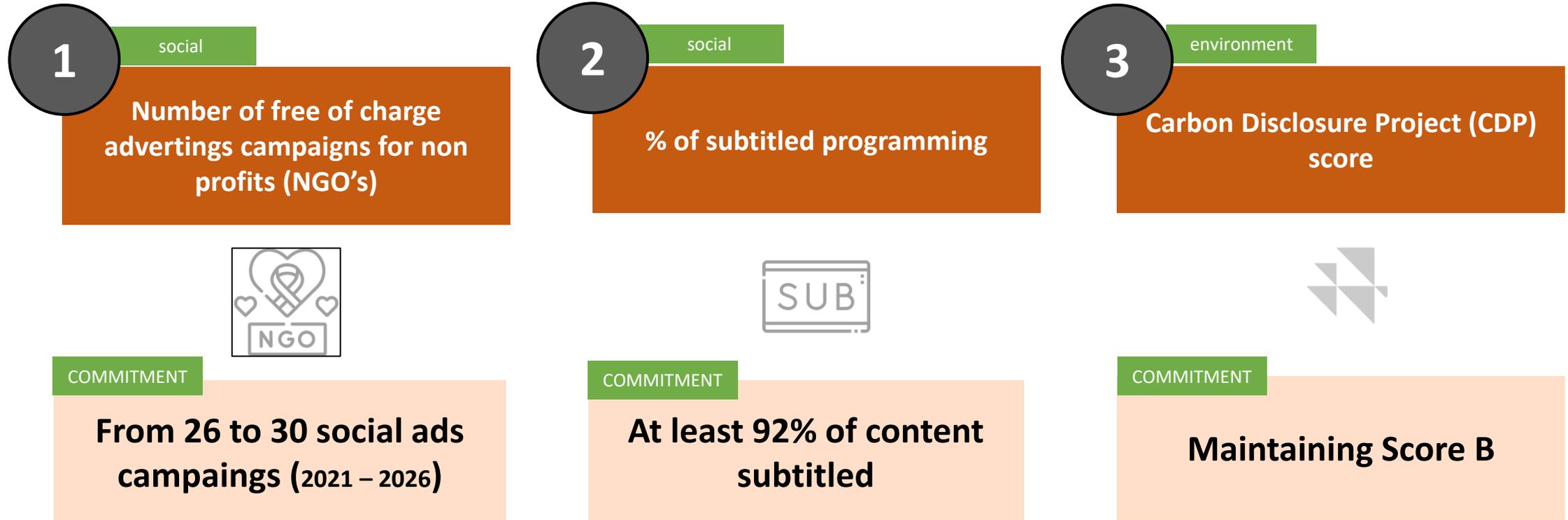
% CAPEX 2021	% OPEX 2021
39%	38%



Sustainable Finance

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

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



Investor Day 2022

THANK YOU

susana.gato@atresmedia.com

www.atresmediacorporacion.com/en/corporate-responsibility/

rate-responsibility/

