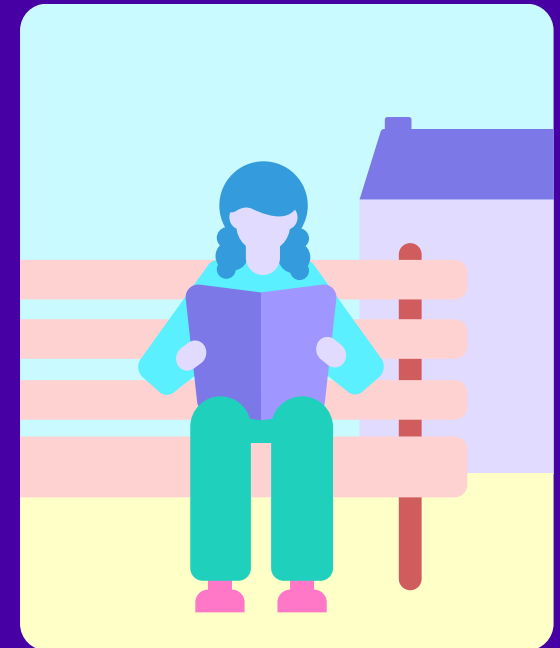


Our Better World Playbook

Together, we can transform our business and ignite positive change for our planet, our people and our communities.



Our Better World Playbook

Foreword



Ensuring the sustainability of our planet and the well-being of its people is one of the biggest challenges facing the world today.

And, as a European media business reaching millions of people, we have a responsibility to make our own business operations more sustainable as well as finding ways to encourage more sustainable behaviours among the readers and listeners we serve.

That's why we've launched **Our Better World Playbook**, our first company-wide sustainability strategy. It shows how we plan to care for our planet, empower our people and support our communities. We know there's a lot to do, and we want to step up to the challenge.

Taking action on these important topics isn't just the right thing to do, it's also an important part of our Next Level Bauer transformation to ensure our business is healthy and fit for the future. A business that takes its responsibility seriously, that's attractive for current and future employees and a trusted partner to work with.

To achieve our ambitions, we need the creativity, passion and can-do spirit that we know embodies everyone at Bauer Media Group and those that work with us.

This is just the beginning of our sustainability journey but with small purposeful steps we can come together to help build a better Bauer Media Group and a better world.

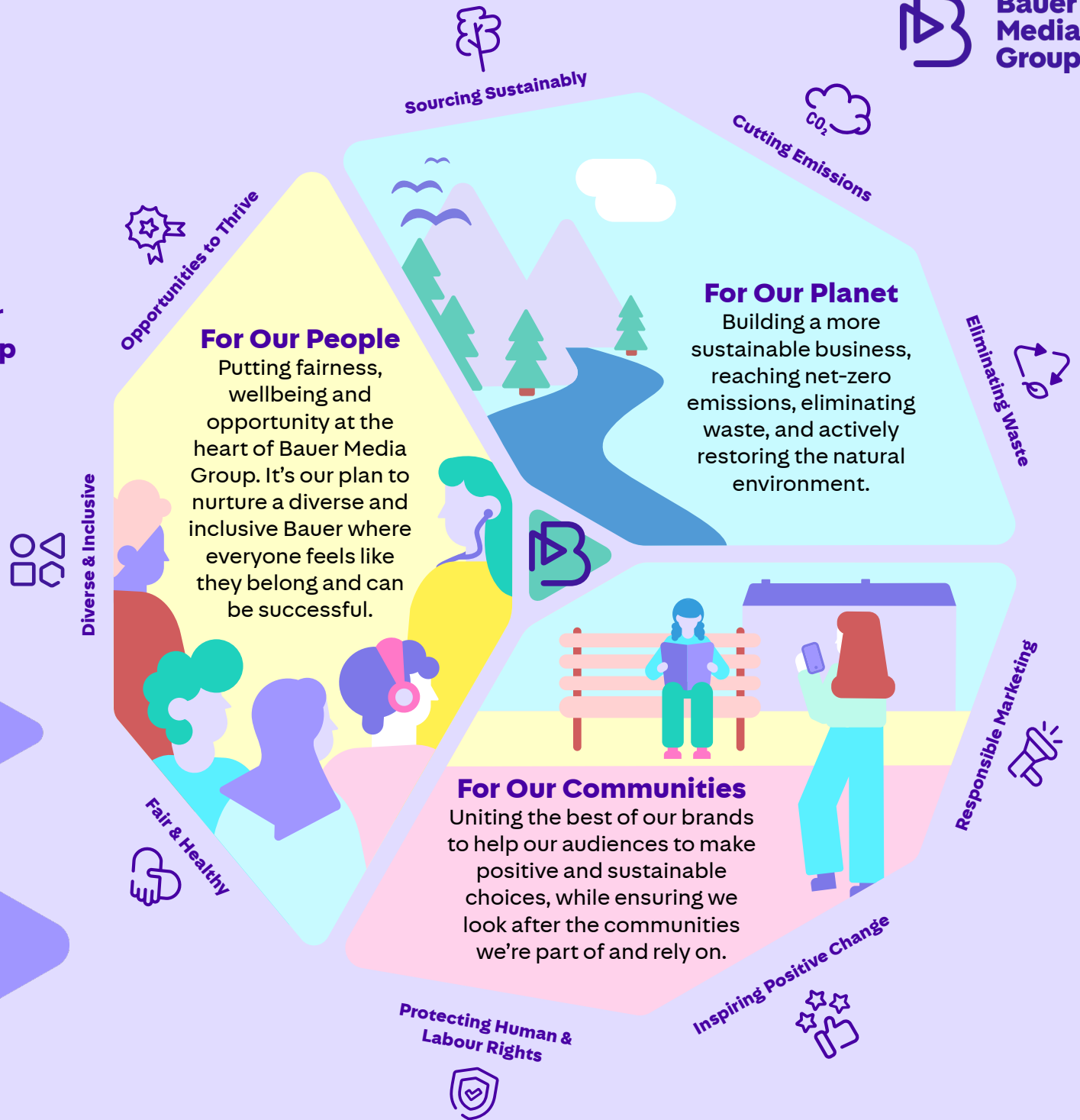
Yours sincerely,

Yvonne Bauer, CEO

“A business that takes its responsibility seriously, that's attractive for current and future employees and a trusted partner to work with.”

Our Better World Playbook

This is just the beginning of our sustainability journey but with small purposeful steps we can come together to help build a better Bauer Media Group and a better world.



Our Better World Playbook

From publishing to podcasts, we're turning up the volume on sustainability. By uniting the best of Bauer we can ignite positive change for our planet, our people and our communities.



For Our Planet

Building a more sustainable business, reaching net-zero emissions, eliminating waste, and actively restoring the natural environment.



Cutting Emissions

Taking action to reach net zero emissions by 2050

By 2025, we will calculate a company-wide carbon footprint

By 2030, we will reduce our own emissions by 50%, and the emissions from our entire value chain by 33%

By 2050, we will achieve net-zero emissions everywhere across our value-chain



Sourcing Sustainably

Build on our existing work to source all our paper from sustainable forests by 2025

By 2025, we will build on our existing work to purchase all paper from verified sustainable forests

By 2026, we will publish a Forest Positive Roadmap



Eliminating Waste

Launching a company-wide packaging policy to eliminate waste across our business

By 2025, we will develop a company-wide packaging and waste policy



For Our People

Putting fairness, wellbeing and opportunity at the heart of Bauer Media Group. It's our plan to nurture a diverse and inclusive Bauer where everyone feels like they belong and can be successful.



Diverse & Inclusive

Fully embedding diversity, equity and inclusion into our culture to ensure everyone feels they belong

By 2026, we will create a company-wide DE&I approach

By 2027, we will report annually on our gender pay gap and publish supporting action plan



Fair & Healthy

Creating fair working environments backed by company-wide policies that value our peoples' wellbeing

By 2025, we will embed equity and transparency standards into all our HR processes

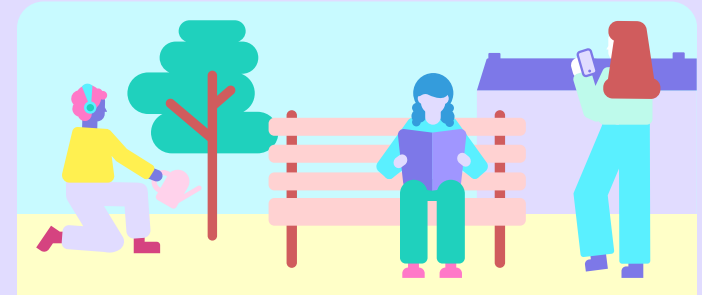
By 2026, we will achieve high quality HR data to support employee growth and development everywhere



Opportunities to Thrive

Launching a career development system to empower our people to thrive

By 2027, we will implement a company-wide career development system



For Our Communities

Uniting the best of our brands to help our audiences to make positive and sustainable choices, while ensuring we look after the communities we're part of and rely on.



Inspiring Positive Change

Using our scale and reach to inspire positive choices and sustainable living

By 2026, we will launch global cross-media and cross-brand sustainability campaigns

By 2025, we will train our people on sustainability at Bauer Media Group



Responsible Marketing

Put in place consistent company-wide guidance to ensure all marketing activities are transparent and fair

By 2025, we will put in place consistent company-wide responsible marketing guidance



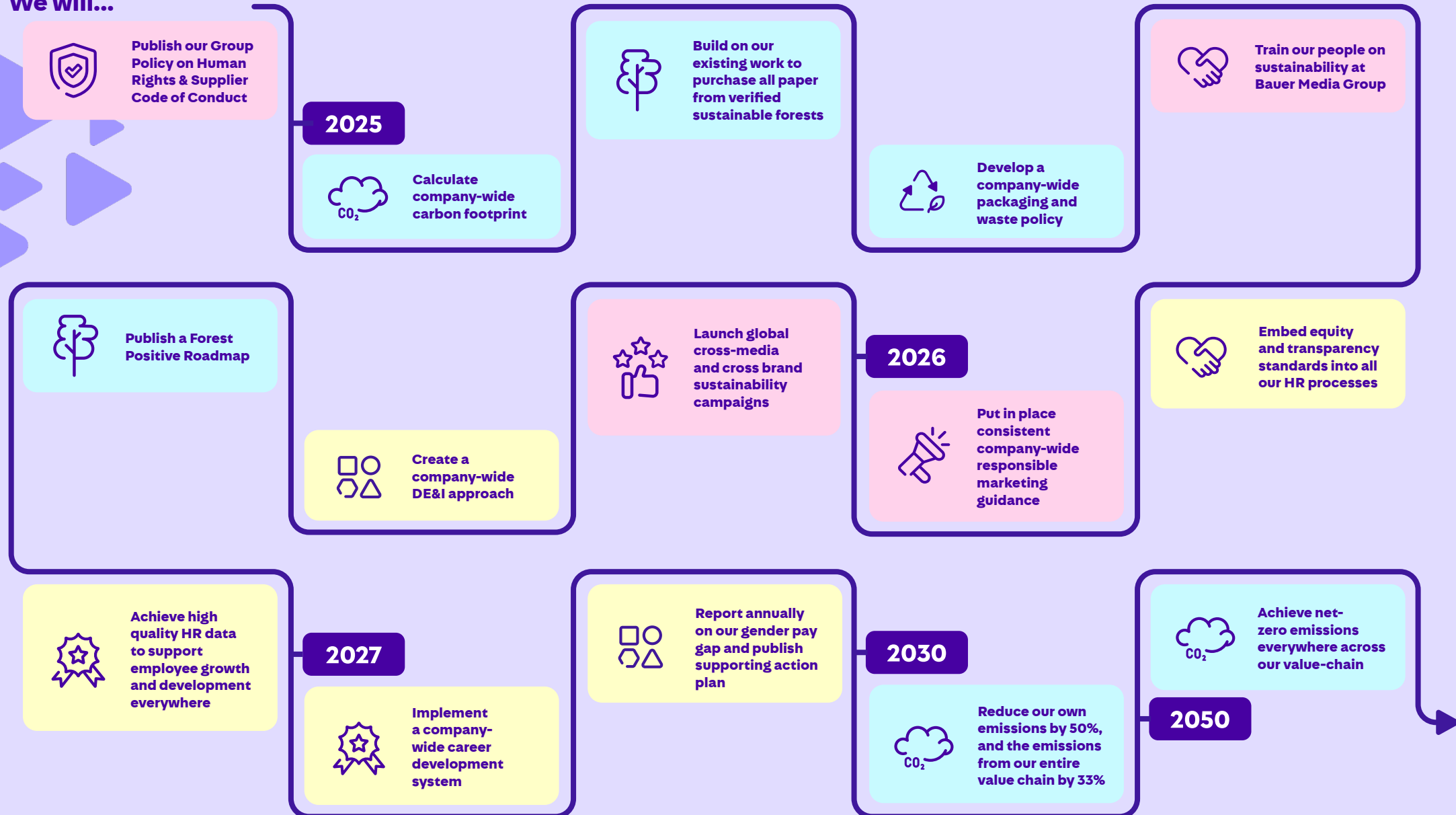
Protecting Human & Labour Rights

Implement global human rights policies to protect and respect the communities we rely on

By 2024, we will publish our Group Policy on Human Rights & Supplier Code of Conduct

Our Better World Playbook

Our target roadmap:
We will...





Our Better World Playbook

**Together, we can build a better Bauer
and a better world.**

