

CME  CARES

WHO CARES? CME CARES!

ESG STRATEGY 2023 AND BEYOND

CME CARES

CME CARES IS A NEW BRAND CREATED EXCLUSIVELY TO COMMUNICATE CME'S COMMITMENT TO ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) STRATEGIES, AND WE ARE PROUD TO INTRODUCE IT TO YOU.



**Dušan
Švalek**

Deputy Chief
Executive
Officer



**Didier
Stoessel**

Chief
Executive
Officer



**Soňa
Schwarzová**

Chief People
& Sustainability
Officer

In recent years, the importance and momentum of ESG as a modern movement has grown, and you can read more about it in this brochure. At its core, CME Cares defines our commitment about how we will pursue a lasting positive impact on our communities and societies. This legacy will benefit our audiences and every CME employee who, through their independent actions, can make a difference.

As an industry leader, CME holds an incredible amount of responsibility. Our reach can inspire audiences to think about their choices and contribute to shaping new ideas. We engage with our stakeholders through our programming, CSR activities, and our 3,500 employees. We must recognize that our television channels, streaming platform, and digital content are powerful platforms; and while it is an honor, it is also a great responsibility.

CME Cares was specifically designed as our commitment to meet this responsibility.

This brochure introduces you to CME Cares. The team will now begin to plan our methodologies and deliver on our commitments throughout 2023. CME Cares may differ from market to market, but it will be an integral and inseparable part of our operations, culture, and business going forward.

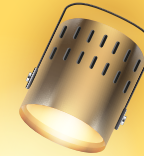
So, who cares? CME Cares. We are excited to take this first step in this new journey and thank you for taking that bold step with us.



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WHAT IS ESG...

THE ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) MOVEMENT WAS BORN OUT OF THE NEED TO ADDRESS THE MOUNTING ENVIRONMENTAL AND SOCIAL CHALLENGES FACING OUR WORLD. AS COMPANIES RECOGNIZE THEIR ROLE AND IMPACT ON SOCIETY AND THE ENVIRONMENT, THERE IS A GROWING FOCUS ON SUSTAINABILITY AND RESPONSIBILITY IN BUSINESS AND INVESTMENT DECISIONS.

Today, corporations and institutions worldwide are increasingly aware of the impact of their activities on the environment. This entails a range of actions starting with efforts to reduce their carbon footprint by reducing waste, reusing and recycling materials, adopting energy-saving technologies, improving water management, and minimizing hazardous material production.

Improving diversity and inclusion is essential not just for better social cohesion, but also for promoting a broader range of perspectives and a more inclusive approach to business. By making a positive impact on communities, corporations with a strong ESG culture can be true drivers of progress and unity, setting an example for corporate citizenship. CME believes that we

have a responsibility to contribute to the well-being of the communities we serve and will work collaboratively towards common goals.

Corporations are also committing to greater oversight and governance internally. Governance factors, including board composition, gender equality, and ethical business practices, are critical in decision-making processes. Companies are now more than ever expected to establish strong corporate governance structures and processes to ensure transparency, accountability, and ethical conduct.

ESG is a growing movement that is not a fad. Instead, it has and will continue to become an increasingly crucial aspect of the modern business world. Companies that prioritize ESG principles are known to outperform their peers in the long run, as ESG factors are increasingly viewed as a synonym for superior management and long-term sustainability. Such companies are better equipped to manage risk, adapt to changing market conditions, and seize new opportunities.

For CME, ESG is an opportunity to put our best foot forward and demonstrate its commitment to social and environmental responsibility. By prioritizing ESG principles, CME can contribute to a more sustainable and equitable future while also benefiting from improved employee loyalty, better performance, greater trust among stakeholders, and an even more positive reputation. The ESG movement is an excellent opportunity for all companies to embrace a more responsible and sustainable approach to business, and CME can play a crucial role in driving this change.

CME Cares isn't a one-time project. From this day forward it will be an integral and inseparable part of our operations, culture, and business.

DUŠAN ŠVALEK, DEPUTY CEO CME



...AND WHY IT MATTERS TO CME

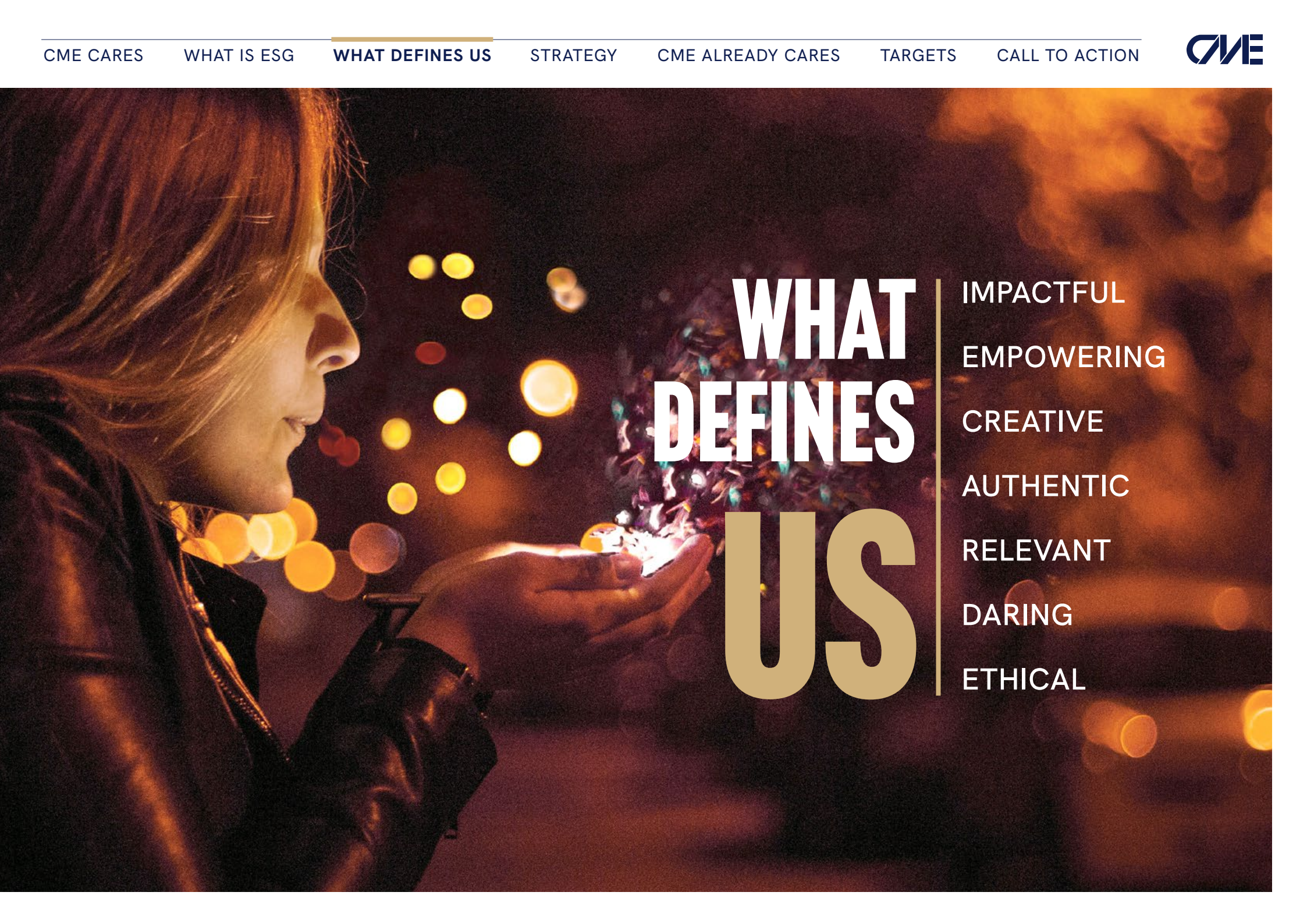
ESG is critical for CME because of the nature of our work. As a leading content producer in a vibrant and creative environment, we speak directly to millions of people daily through our news, programming, and digital channels. We must never let ourselves become preachers, but we do recognize our responsibility and ability to inspire ideas, create awareness and promote positive change.

Our growth as a business is dependent on the health of our workforce, the environment and society, and we believe that promoting sustainable practices is not only a moral obligation but also makes good business sense.

It matters to us that we are making a lasting contribution. It matters that we can play a role in shaping new ideas. It matters that we are leaving a positive legacy on our communities and environment.

It just matters. And that's why CME Cares.





WHAT DEFINES US

IMPACTFUL

EMPOWERING

CREATIVE

AUTHENTIC

RELEVANT

DARING

ETHICAL

MALE
1,831

FEMALE
1,556

NATIONALITIES

26

WOMAN IN
MANAGEMENT
POSITIONS

42%

GENERATION X
(born 1965—1980)

1,415

GENERATION Y
(born 1981—1996)

1,366

GENERATION Z
(born 1997—2012)

229

AVERAGE NUMBER
OF YEARS AT CME

8

AVERAGE AGE

40,3

3,387 PEOPLE
IN CME

TOTAL CME EMPLOYEES
(as of end January 2023)

CME CARES STRATEGY

CME CARES WILL ENABLE US TO MAKE AN EVEN GREATER DIFFERENCE
IN THE AREAS THAT REALLY MATTER TO OUR PEOPLE, OUR COMMUNITIES,
OUR BUSINESS PARTNERS, AND TO OUR SHAREHOLDERS.

1

Responsible Content Leader

CME will consciously promote diversity and inclusion in casting and hiring, embrace the values of CME Cares in the creation of scripts, and reflect upon societal and environmental challenges in all facets of our content creation. We aim to appeal to not only socially conscious audiences who share these values, but also offer food for thought for those who might have different points of view. By pushing boundaries and exploring new ways of storytelling, we can better engage and inspire our audiences.



2

Environmentally Sustainable Producer

CME will pursue excellence in sustainability and minimize negative impacts on our environment during the production of content and at the same time inspire both staff and audiences to consider their own choices. Our intention is to raise the bar of production standards across the region and motivate other audiovisual creators and distributors to join in the pursuit of protecting our shared environment.



3

Inclusive Teams & Communities

CME will commit to making informed, inclusive, and impactful decisions related to social issues that affect the communities where we live and operate. In parallel, CME recognizes the importance of employee engagement and creating a positive workplace culture. By striving to make CME an employer of choice, we are committed to creating a workplace where we will foster a sense of loyalty, pride and purpose among our employees.



4

Ethical Business Practices

CME will continue to make ethical and transparent business decisions with the aim to protect our stakeholders and contribute to a more sustainable and equitable society. By prioritizing good governance practices, CME will build trust among our most important stakeholders.



CME CARES STRATEGY



Responsible Content Leader

RESPONSIBLE
CONTENT

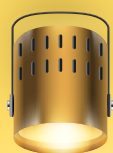
Igor Draguzet

RESPONSIBLE
MARKETING

Jan Vlček

DIGITAL
DISRUPTION

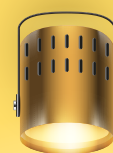
Daniel Grunt



Environmentally Sustainable Producer

SUSTAINABLE
PRODUCTION

Tubi Neustadt



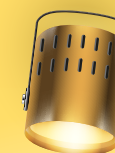
Inclusive Teams & Communities

EMPLOYEE
ENGAGEMENT

Soňa Schwarzová

AFFECTED
COMMUNITIES

Aura Zaharia



Ethical Business Practices

CORPORATE
GOVERNANCE
& ETHICS

Brendan Donahue

DATA PRIVACY
CYBERSECURITY

Vojtěch Výborný

CME ALREADY CARES

A TRADITION AND CULTURE OF GIVING BACK AND POSITIVELY IMPACTING OUR COMMUNITIES HAS LONG BEEN IN THE DNA OF THIS ORGANIZATION, AND THE INTRODUCTION OF CME CARES WILL SERVE TO ADVANCE THOSE EFFORTS.

Benefit Concert for the Support
of Ukraine — 12 March 2022, Romania
Picture courtesy of PRO TV



PRO TV volunteers helping with construction at the Bufkids Center.



bTV volunteers during "Let's Clean Bulgaria Together," the largest volunteer initiative developed by bTV.

CME has traditionally been strong in CSR, volunteerism, promoting sustainability, and working with charities across our entire group to simply do the right thing. CME commends all these efforts to improve the communities we live in and love.

CSR & VOLUNTEERISM

bTV and PRO TV have been exceptionally strong in creating unique programs that drive volunteerism, both from within the company and in the wider community. For 10 years now, bTV has spearheaded the largest volunteer initiative in Bulgaria aimed at driving awareness on issues related to environmental protection: "Let's Clean Bulgaria Together." Simply put, this program makes Bulgaria cleaner and more beautiful. In 2022, 280,000 volunteers collected almost 3 million tons of waste – a brilliant result! In Romania, PRO TV's employees contributed their own time, sweat, and muscle to build a canteen for Bufkids Center, a safe haven for children from disadvantaged families.

SUSTAINABILITY

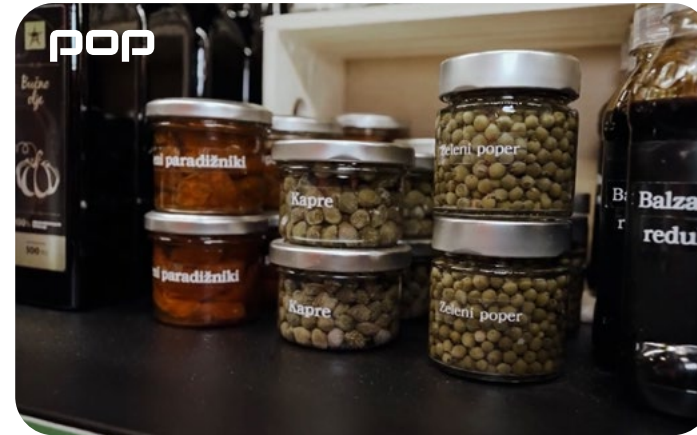
MasterChef Slovenia put sustainability to the test when it introduced practices such as limiting energy consumption, recycling, biodegradable catering

We are making a lasting contribution and are playing a role in shaping new ideas. Our hope is that we leave a positive legacy on our communities and environment.

supplies including using only recycled packaging, ditching coffee capsules, re-using material for props, using clothes made from natural materials, and team members and cast commuting to work together. These efforts have led to the coveted albert international certification for sustainable production. Congratulations POP TV! You have proven that by being diligent and thoughtful, we can lower our carbon footprint during production.

CHARITIES

Third-party collaborations have made a significant impact in Czech and Slovak communities. The Markíza Foundation and Fair O₂ Foundation organized a fundraiser that collected unwanted electronics and provided support for over 100 disadvantaged families,



Practices such as limiting energy consumption, recycling, biodegradable catering supplies and using clothes made from natural materials are only a few examples of how MasterChef in Slovenia was produced.

Croatia's RTL Helps Children initiative promotes better healthcare, education, and support for Croatian children.



By collecting unwanted, unused, and outdated mobile phones, **TV Markíza** eliminated 75 kilograms of e-waste but also brought attention to a donation platform that supported disadvantaged families.

WE ARE ONE — **PRO TV** partnered with other Romanian companies to organize the biggest charity concert ever organized in Romania. All resources raised were donated to the Red Cross to support the Ukrainian population who were seeking safety in Romania.



Nova and Good Angel Foundation working together to help local families. TV Nova celebrities actively help with fundraising and at events.

A tradition and culture of giving back and positively impacting our communities has long been in the DNA of this organization. CME Cares will continue with these efforts in the future.

fulfilling 113 children's Christmas wishes. TV Nova has worked with Good Angel charity for over a decade, donating airtime and creating commercials to raise awareness and drive fundraising efforts for children with serious health problems. Many of TV Nova's on-air talents have also become actively involved in the Good Angel community. Since 2007, RTL Croatia's RTL Helps Children initiative has invested over 3.3 million euros in funding 315 projects that promote better healthcare, education, and support for children with disabilities, as well as recreational and sports programs. To date, over 900,000 Croatian children have benefitted from RTL Helps Children.

ESG ACTION STEPS 2023

Responsible Content Leader			Environmental Sustainable Producer	Inclusive Teams & Communities		Ethical Business Practices	
Responsible Content	Digital Disruption	Responsible Marketing & Advertising	Production Sustainability	Employee Engagement	Affected Communities	Corporate Governance	Data Privacy & Cybersecurity
Define types of content	Map and increase content accessible for viewers with disabilities	Develop Group policies for responsible marketing and advertising	Achieve albert certification for 40% of productions	Launch online surveys to get employee feedback and improve engagement	Define unified CSR strategy for Group	Create Supplier Code of Conduct and introduce to CME markets	Implement Group-wide cybersecurity policies
Set up collection and reporting system	Pilot recommendation engine for VOYO	Establish special discounted rates for responsible advertising	Train employees in albert certification criteria	Accelerate digital skill training for managers and employees	Communicate strategy including NGO partnerships	Update CME Standards of Business Conduct to include ESG elements	Maintain data privacy and cybersecurity training
Develop approach to measuring content	Identify tech partner for collecting first-party data	Measure advertising minutes dedicated to promotion of social and environmental topics	Embed sustainable practices in TV production	Define Group Learning and Development strategy	Introduce volunteering program	Conduct internal progress reporting for relevant corporate governance topics	Conduct continuous risk mitigation testing

...AND WHAT CAN YOU DO?



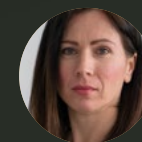
“My daily routine involves walking to work and conscientiously recycling all my waste at home.”

Nikolaos Tsitiridis, host of
“The Nikolaos Tsitiridis Show”, bTV



“When shopping, I only use fabric bags and I plan to install solar panels on my house.”

Maria Rusu, Community
Growth Specialist PRO TV



“A year ago, I stopped commuting by car and now ride my electric scooter instead. It's eco-friendly and stress-free during rush hour.”

Marija Srakić, Insight Research Manager,
RTL Croatia



“I only buy clothes in a second-hand shop.”

Polona Zoja Jambrek, Host
and Editor of POP IN, POP TV



“Personally, I will use zero paper for all notes and get rid of the printer in my office.”

Miloš Nitran, Finance Director
for TV Markiza and TV Nova



“I use natural eco-friendly products and I've been practicing the no shampoo method for 8 months now.”

Zina Rektoříková, Internal Audit
Manager, CME