



**ProSiebenSat.1**  
Media SE

# **SUSTAINABILITY PACT** **MEDIA BAVARIA**

**ProSiebenSat.1 participates  
in the Sustainability Pact**

# SUSTAINABILITY PACT MEDIA BAVARIA

## **ProSiebenSat.1 participates in the Sustainability Pact Media Bavaria**

As a founding member of the Sustainability Pact Media Bavaria, which was publicly presented at the “Medientage München” in October 2022, we want to provide an impetus for the responsible design of a more sustainable media industry. Coordinated by the Bavarian Regulatory Authority for New Media (Bayerische Landeszentrale für neue Medien), together with other founding members such as Vodafone, Amazon Prime Video, Bayerischer Rundfunk, egoFM, scientific representatives and the Bavarian Journalists’ Association, we have developed an approach that, in addition to the three pillars of economy, ecology and social issues, also defines journalistic responsibility as an essential component of sustainability in media companies for the first time. Based on these four pillars, guidelines and questionnaires are intended to offer small and medium-sized media companies in particular the opportunity to develop a sustainability strategy and anchor sustainability and public value in the company, within a reasonable scope regarding time, effort and personnel.

Further information on the Media Bavaria Sustainability Pact can be found here:  
<https://www.blm.de/en/structure.cfm>

As a founding member, the ProSiebenSat.1 Group has committed itself to answering and publishing the main questions of the Sustainability Pact.



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## ECONOMIC / CORPORATE RESPONSIBILITY QUESTIONNAIRE

### **1. What governance or corporate management goals does the company set for itself? How does it intend to achieve them?**

We want to be one of the leading digital infotainment and entertainment providers in the DACH region and use this strength to establish and expand global, synergistic digital consumer platforms. With this strategy, the ProSiebenSat.1 Group also wants to be attractive for all stakeholders, medium and long term, and grow profitably with a clear earnings and cash flow orientation in all three segments.

The focus here is on consistent value creation: We are sharpening our focus on the medium-term return on capital employed and want to continue to pay our shareholders a reliable dividend. To this end, we are seizing growth opportunities in the Entertainment business, in particular expanding our digital reach and using this strength to fuel our Dating & Video and Commerce & Ventures businesses, as these segments also form the value of ProSiebenSat.1. At the same time, we are also aware of our social responsibility and are consistently developing our Group's sustainability performance.

The medium- and long-term targets also include the goal of operational climate neutrality by 2030. Further information on the short- and medium-term targets (revenue growth, P7S1 return on capital employed, debt level, dividend policy, sustainability) can be found in the Annual Report online: <https://annual-report2022.prosiebensat1.com/>

Good corporate governance is an essential component of responsible, transparent corporate management and control geared to long-term value creation. It promotes the trust of investors, financial markets, customers and business partners, employees and the general public in the ProSiebenSat.1 Group. Our guiding principle is the current version of the German Corporate Governance Code (DCGK), which was introduced in 2002. Many of the corporate governance principles contained in the DCGK have been practiced at ProSiebenSat.1 for a long time.

The respective, current Declaration of Conformity with the DCGK can be found online at: <https://www.prosiebensat1.com/en/investor-relations/corporate-governance/management-declaration>

### **2. How is it ensured within the company that all current as well as planned, relevant legal foundations are known and that implementation is continuously monitored?**

The Executive Board of ProSiebenSat.1 Media SE is convinced that sustainable economic success in competition is only possible on the basis of lawful business practices. In addition to avoiding corruption, the ProSiebenSat.1 Group therefore specifically focuses on the topics of money laundering, sanctions and embargoes, and data protection in the area of compliance. In this respect, the ProSiebenSat.1 Group has a Compliance Management System (CMS). The main objective of the CMS is to permanently anchor integrity and conduct that complies with guidelines and regulations in the thinking and actions of all employees, thus preventing legal and regulatory violations from the outset.

Against the backdrop of the Group structure, the ProSiebenSat.1 Group has organized itself into a centralized and a decentralized compliance organization structure. The central organization is formed by the Compliance Committee and the Group Compliance department headed by the Group Chief Compliance Officer (CCO), and is supported by technical experts from other areas, for example the Legal department. In



addition to the Executive Board member responsible for compliance, Christine Scheffler, Senior Vice President Internal Audit and CCO, the Compliance Committee also includes representatives from the Group Legal function, the Unit Compliance Officers (UCO) of the various business areas and the Group Privacy Officer. The Compliance Committee and the CCO support and advise the Executive Board on the implementation, monitoring and further development of the CMS. The CCO, who is part of the Board of Management's Human Resources, Compliance, Sustainability and Organizational Development & Operational Excellence departments, is responsible for implementing the CMS in the Group, carries out risk analyses and training, and advises the Board of Management on the development and implementation of appropriate measures to minimize risks. It also monitors legal developments and submits proposals for the further development of the CMS.

The decentralized compliance organization is represented by UCOs, who are appointed in the Group companies and across the individual business areas. Overall responsibility for the CMS lies with the Executive Board of ProSiebenSat.1 Media SE as the parent company of ProSiebenSat.1 Group.

Further information on compliance, the whistleblower system, etc. can be found here: <https://www.prosiebensat1.com/investor-relations/corporate-governance/compliance>

Further information on compliance and compliance training can be found in the Annual Report 2022 p. 72f:

<https://annual-report2022.prosiebensat1.com/servicepages/downloads/files/sustainability-p7s1-ar22.pdf>

Information on data privacy in the 2022 Annual Report p. 74f:

<https://annual-report2022.prosiebensat1.com/servicepages/downloads/files/sustainability-p7s1-ar22.pdf>

### **3. What strategy does the company pursue with regard to the supply chain?**

In its Code of Conduct, the ProSiebenSat.1 Group has defined fundamental guidelines and courses of action. These guidelines define the general standards for conduct in business, legal and ethical matters and also regulate how employees can report misconduct in the company. They serve all members of the Executive Board, the management of the subsidiaries and the employees of the ProSiebenSat.1 Group as a binding framework of orientation and rules for dealing with each other and with business partners, customers, suppliers and other third parties. The Code of Conduct can be accessed here:

[https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct\\_EN.pdf](https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct_EN.pdf)



#### **4. What is the company's strategy with regard to corporate finance?**

ProSiebenSat.1 Media SE is a listed stock corporation.

The treasury department of the holding centrally controls group-wide financial management and pursues the following objectives:

- Ensuring financial flexibility and stability, i.e. maintaining and optimizing the Group's financing capability,
- Ensuring group-wide solvency through efficient liquidity management throughout the Group,
- Managing financial risks with derivative financial instruments.

Group-wide financial management comprises capital structure management or Group financing, cash and liquidity management, management of market price risks and counterparty or credit default risks.

ProSiebenSat.1 Group has various financing instruments and pursues active financial management. Long-term financing instruments include promissory note loans, unsecured syndicated loan agreements and (until 2021) bonds

#### **5. How are new customers acquired and how are regular customers served?**

We consider the formation of public opinion and the promotion of democracy to be at the core of our responsibility, based on the fundamental right of freedom of expression. Our journalists and editors make their decisions free of interference from management; they act and decide independently.

We are committed to the truth and report only facts whose origin we know and at the same time protect our sources. We do not conceal relevant information or falsify documents. We do not allow influence to be exerted for economic, political or personal reasons. Our professional ethics require that we refrain from slander, libel, disparagement and unjustified accusations. Likewise, we exclude political, economic or personal influence and avoid any impression that our freedom of decision may be impaired.

##### **Advertising & Product Placements**

The economic independence of our reporting is our claim in the entertainment segment and is maintained by the strict separation of programming and advertising. Product placements or the use of production aids must not interfere with program planning and journalistic presentation. Furthermore, we do not want to deceive viewers, users, customers, suppliers or service providers. We do not make untrue or misleading statements. In marketing, advertising and sales, we take special care to ensure that statements are not misleading.

We establish transparency and, in accordance with legal requirements, refer to sponsorship and, if applicable, production support in the relevant broadcasts and on platforms used by us. Merchandising campaigns and media partnerships are identified. We exclude surreptitious advertising and theme placements, as well as quid pro quos for the promise of editorial contributions.

More information in the Code of Conduct:

[https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct\\_EN.pdf](https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct_EN.pdf)



Customers and viewers in the entertainment sector can contact us, obtain further information and lodge complaints online at <https://www.prosiebensat1.com/en/contact/audience-office>



## ENVIRONMENTAL QUESTIONNAIRE

### **6. What are the company's climate/environmental goals? How does it intend to achieve them?**

Even though the ProSiebenSat.1 Group, as a digital group, does not operate in an industrial sector with a large use of resources and high energy intensity, we are aware of our ecological responsibility. Together with our employees and in dialog with our external stakeholders, we would like to contribute to mitigate climate change and preserve our environment, for example by using natural resources sparingly and efficiently or reducing our energy consumption and CO2 emissions. In 2020, we announced our intention to reduce the ProSiebenSat.1 Group's operational CO2 emissions to net zero by 2030 and thus become climate neutral. We want to achieve this goal primarily by reducing energy consumption and purchasing electricity from renewable sources. We have also identified CO2 savings potential in areas such as "Green Productions" and employee mobility. In addition, we have offset part of the emissions for 2021 by purchasing certificates from high-quality climate protection projects following publication of the 2021 carbon footprint.

More information in the Annual Report 2022: To our shareholders/Sustainability p. 62ff:  
<https://annual-report2022.prosiebensat1.com/servicepages/downloads/files/sustainability-p7s1-ar22.pdf>

### **7. How are current actions analyzed in terms of environmental sustainability (status quo analysis)? How is performance measured and monitored?**

ProSiebenSat.1 Group publishes key ecological indicators and targets as part of its annual sustainability report. This is audited by external auditors. In addition, the company participates in the Carbon Disclosure Project (CDP) and other initiatives. The CDP audits and evaluates energy sustainability, particularly with regard to greenhouse gas emissions. In addition, the ProSiebenSat.1 Group and its actions for environmental sustainability are also measured in further ratings.

A selection of current sustainability ratings can be found here:  
<https://www.prosiebensat1.com/en/sustainability/our-responsibility/materiality-analysis-and-stakeholder-dialogue>

### **8. What criteria are applied to the equipment at the workplace or the work equipment of employees?**

Electricity consumption and other criteria are taken into account when purchasing work equipment, IT equipment, studio equipment and infrastructure. This is supplemented by the fact that the major sites of ProSiebenSat.1 (Unterföhring and many others) have been completely converted to green power. The conversion of further locations is planned for 2023 and 2024.



## **9. How are possible negative environmental impacts of operational manufacturing and production processes considered and managed?**

At the Unterföhring site - the Group's main location - we use only green electricity for our electrical power supply for office buildings, production studios and data centers. In addition, ProSiebenSat.1 also wants to actively participate in the ecological heat transition. The Group obtains renewable heating energy from geothermal energy for the entire main site at the current time (December 31, 2022). We also use the waste heat from our own data centers to heat our office buildings. The almost complete conversion to LED lighting also contributes to increasing energy efficiency. In addition, sustainability certification in accordance with the LEED model (Leadership in Energy and Environmental Design) is planned for the new campus site under construction in Unterföhring.

With the "Sauber gedreht!" initiative, the Seven.One Entertainment Group GmbH ("SevenOne Entertainment Group") has already developed a comprehensive catalog of measures in 2019 to make film and TV productions more sustainable. The initiative defines requirements and recommendations for action for production companies to reduce CO2 emissions and conserve resources. ProSiebenSat.1 is a signatory to the "Joint Industry Declaration for Sustainability in Film and Series Production", an association of German media producers coordinated by Prof. Monika Grütters, former Minister of State for Culture and Media.

In response to the tense situation on the European energy market in fall 2022, the Group has set itself the goal of employing energy-saving measures and thereby support measures to ease the situation on the European market. Among others, ProSiebenSat.1 has decided to reduce the room temperature of offices to 20°C for all European locations, to dispense with hot water in sanitary facilities and to reduce night-time lighting.

The Group is in the process of a gradual transformation to locally emission-free e-mobility. There are already over 80 charging stations at the campus in Unterföhring, and further expansion has already been decided. They can be used both by employees with their private vehicles and for charging company vehicles.

## **10. What strategies and measures are used to promote sustainable consumption of the company's own products and services?**

This is not yet a focus topic but will certainly play a greater role in the future. Accordingly, better CO2 footprint measurement of "Scope-3 emissions" is also on ProSiebenSat.1's action plan in the next few years.



## SOCIAL QUESTIONNAIRE

### **11. What socially sustainable goals has the company set for itself? How does it intend to achieve them?**

Our sustainability strategy is based on the UN Sustainable Development Goals (SDGs). They define global priorities and targets for sustainable development until 2030 and aim to mobilize global efforts to achieve a common set of goals and targets. ProSiebenSat.1 Group also wants to contribute to this transformation. We have identified the following six goals as particularly relevant for our corporate activities and their contribution to the SDGs in the course of strategy development: Quality Education (SDG 4), Gender Equality (SDG 5), Reduced Inequalities (SDG 10), Climate Action (SDG 13), Peace, Justice and Strong Institutions (SDG 16), and Partnerships to Achieve the Goals (SDG 17). Derived from this, we have translated our sustainability management into four fields of action in which we bundle our activities thematically and set individual guiding principles in each case: Society, Diversity & Inclusion, Climate & Environment, and Governance & Compliance.

#### **Human rights**

Human dignity is inviolable. Respect for human rights is essential, and there can be no exceptions. Tolerance and a commitment to democratic principles as well as the rule of law form the basis of our actions and stand towards everyone and every time before anything else.

#### **Diversity & Anti-Discrimination**

For us, diversity means the recognition and appreciation of difference and individuality. We create a working environment that is free of prejudice and shows the same high regard for all employees - regardless of age, disability, ethnic origin and nationality, gender and gender identity, religion and ideology, and sexual orientation. We respect each other and treat each other fairly. Everyone has the right to protection of their privacy and personal dignity. We do not tolerate discrimination. We do not tolerate hostility, insults and harassment.

Employees at all hierarchical levels are hired exclusively on the basis of objective criteria and promoted solely on the basis of their competencies. We support and promote gender equality and inclusion.

#### **Working conditions**

We create working conditions that take into account the individual interests of our employees. In return for their performance, our employees receive compensation in line with market standards, which at least meets the applicable statutory minimum standards, and provide additional company benefits at many locations. We respect and encourage commitment to the community and our employees. Trusting, collegial, fair and constructive cooperation is the standard we set for ourselves.

The employment of children and young people takes place exclusively within the framework of legal regulations and we take great care to ensure that permissible employment does not cause any physical or mental impairment. We also expect our business partners to behave lawfully and to observe appropriate social and legal standards, in particular regarding human rights, the protection of children and young people, and our "Code of Conduct for Business Partners":

[https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct\\_EN.pdf](https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct_EN.pdf)



## **Health & Safety**

Health and safety are the basis of our interaction and performance. They are of utmost importance to us. We take the necessary and appropriate measures to prevent occupational accidents and work-related illnesses. We contribute to a healthy work-life balance and create an attractive working environment, promote opportunities for part-time work and offer a range of social benefits and health-promoting measures such as work-life training or family-oriented services at many locations. In addition, all employees ensure a safe working environment for themselves and others and take the protection of their own health and that of their colleagues seriously.

We respect the property of others, treat company property and the property of others carefully, sparingly and responsibly and protect it from misuse, illegal or unauthorized use.

## **12. How is current action analyzed in terms of social sustainability (status quo analysis)? How is performance measured and monitored?**

ProSiebenSat.1 Group publishes key social indicators and targets as part of the annual sustainability report. This is audited by the external auditor.

## **13. How are the well-being and further development of employees supported?**

In view of the dynamic market, it is crucial to strengthen both specialist knowledge and cross-cutting competencies of our employees. We are convinced that the ongoing training and development of our employees is a key success factor for the ProSiebenSat.1 Group. At the same time, it is crucial for our attractiveness as an employer and a strong performance culture to offer qualified and committed employee's development opportunities and to retain them in the Group.

The ProSiebenSat.1 Group offers an extensive range of professional and personal development opportunities. Our internal P7S1 Academy plays a key role in the training and development of our employees. The training for employees in German-speaking countries is largely digitalized and increasingly geared to the requirements of the hybrid working world. Through suitable learning and workshop offerings, we impart know-how in the use of collaboration tools, among other things, and support employees in further developing hybrid collaboration in the team. The offering is closely aligned with the Group's strategic business objectives and the needs of the individual operating units. In addition, our employees can take advantage of numerous training opportunities on the "LinkedIn Learning" platform. We also consider a regular exchange between employees and their managers to be essential for the targeted and continuous development of our employees. In the reporting year, we introduced "Up2Me", a standardized dialog format on individual performance, goals and development potential for employees at Group companies, particularly at the Unterföhring site. In addition, there is an internal job portal that is intended to strengthen the internal mobility of employees and show talented individuals development opportunities within the ProSiebenSat.1 Group.

Our fundamental goal is to provide our employees with an attractive working environment and to retain them in the company long term. In addition to market-oriented compensation, we offer our employees numerous social and fringe benefits, healthy meals in the campus canteens and sports programs. In 2022, the ProSiebenSat.1 Group entered a cooperation with Urban Sports GmbH, which enables our employees in Germany to use the sports, exercise and wellness offer at a discounted price. In addition, we significantly increased the employer subsidy for our "MyShares" share program in



Germany in the form of subsidized shares. Family-oriented services as well as our in-house daycare center at the Unterföhring site complement the offer. In addition, the ProSiebenSat.1 Group cooperates with an external service provider that arranges offers of childcare, coaching in difficult life situations and support in caring for relatives. Through flexible working time models, remote and part-time work, we want to strengthen the compatibility of work and private life and enable a work-life balance. In 2022, ProSiebenSat.1 Group introduced Group-wide corporate values. With the rollout of the values, we are pursuing the goal of strengthening the corporate culture as well as establishing a common basis for our decisions and actions. Our corporate values "Passion", "Innovation", "Courage", "Goal Orientation" and "Responsibility" were developed jointly by employees from different areas of the Group. Various formats support our employees in integrating the values into their daily work.

In order to continue to offer our employees an attractive and modern working environment in the future, we started to look at the design of a hybrid working environment as early as 2021. The Executive Board has defined guidelines for the development of work models, on the basis of which the business units have each developed and established their own model, tailored to the respective work requirements and. Flexible and hybrid models were implemented for the most part. To share ideas, concepts and concrete experiences within the Group, regular cross-divisional meetings are held to exchange information. We also want to offer our employees a high degree of flexibility regarding mobile working in other EU countries. Since August 2022, our employees in Germany have therefore had the opportunity to work on a mobile basis for 30 working days in eleven selected EU countries within a rolling 12-month period.

#### **14. How does the organization ensure that all employees receive fair compensation?**

Our employees receive remuneration in line with the market standard for their performance, which at least corresponds to the respective applicable statutory minimum standards, as well as additional company benefits at many locations.

See also Code of Conduct:

[https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct\\_EN.pdf](https://www.prosiebensat1.com/uploads/2022/08/19/Code%20of%20Conduct_EN.pdf)

#### **15. What role does diversity play in hiring, dealing with employees, and with regard to our own target group?**

For us, diversity means recognizing and valuing difference and individuality. Our goal is to create a working environment that is free of prejudice and shows the same high regard for all employees - regardless of age, disability, ethnic origin and nationality, gender and gender identity, religion and worldview, and sexual orientation and identity. We see the diversity of our employees as an essential prerequisite for the success of our company. Against this backdrop, ProSiebenSat.1 Group signed the Diversity Charter in 2014 and follows the guidelines set out in it.

Our internal guidelines also stipulate, that employees at all hierarchical levels should be recruited exclusively according to objective criteria and promoted solely on the basis of their competencies. We pursue the goal of promoting the diversity of our workforce and, in accordance with the guiding principle for the field of action "Diversity" we are committed to equal rights and equal opportunities.



With the “Diversity Principles” published throughout the Group, we want to make clear our commitment to diversity and inclusion. They form the basis for our actions to promote tolerance and diversity - in our company and in society. We see this as the responsibility of all our employees and managers.

A balanced ratio of women and men in the workforce and in management positions contributes to the diversity of our company. When filling management positions in the Group, only professional and personal suitability should be the deciding factor for women and men. For this reason, we have integrated “Gender Equality” as an UN Sustainable Development Goal (SDG 5) of high relevance into the ProSiebenSat.1 Group’s sustainability strategy. Communicating this goal internally and externally sends a clear signal in selection processes both, to potential managers and to decision-makers at all management levels.

An open-minded working atmosphere concerning sexual orientation and gender identity is a decisive criterion for us to be perceived as a modern employer. That is why we expressly support initiatives aimed at promoting diversity and inclusion. One example of this is the LGBT+ network (Lesbian, Gay, Bisexual and Transgender) PROUD@ProSiebenSat.1, which was founded by employees and aims to make diversity more visible in the Group.

It is our goal to create an inclusive working environment treating everyone with equal respect. For us, this also includes equal language. For this reason, we have issued a recommendation to our employees in 2021 to use gender-sensitive language. This will be presented during the Welcome Days for the onboarding of new employees.

More information on diversity and inclusion in the Annual Report: To our shareholders/Sustainability p. 59f:

<https://annual-report2022.prosiebensat1.com/servicepages/downloads/files/sustainability-p7s1-ar22.pdf>



## **QUESTION ON JOURNALISTIC RESPONSIBILITY**

### **16. What are the company's journalistic goals? How does it intend to achieve them?**

Strengthening brands and creating unforgettable moments – that is the core of our Group and drives us every day. We inform, entertain, and connect people round the clock. We offer them products, services and experiences that enrich their everyday lives. That's how we reach millions of people every day.

We show entertainment and information on all platforms – live and on-demand. This way, we also make an important contribution to opinion-forming and diversity of opinion. We use the wide reach of our entertainment offerings to make brands known and create environments in which they can grow sustainably. This benefits not only the brands of our advertising customers, but also our own consumer brands in the Dating & Video and Commerce & Ventures segments. Here, we invest in digital brands and business models as well as international platforms with long-term growth prospects and high synergy potential with our Entertainment segment.

### **17. What processes are used to maintain journalistic responsibility?**

### **18. What efforts are made to gather and validate information?**

Issues relevant to the ProSiebenSat.1 Group in terms of media law include journalistic independence, the principles for separating advertising and programming, and the requirements for protecting minors. These topics are also part of our Code of Conduct.

Throughout all our activities, we are committed to the free democratic basic order, which is based in particular on the fundamental right of freedom of opinion. At the operational level, the central editorial office of the Seven.One Entertainment Group is responsible for ensuring that journalistic independence is maintained in the editorial work of all stations. In daily conferences with the editorial teams and program managers, the focus of reporting and programming is discussed. The principle of dual control applies to the approval of editorial contributions. The Group has also formulated guidelines to which all journalists and editorial staff are bound. The "Guidelines for Safeguarding Journalistic Independence" are based on an understanding of the journalistic principles of the German Press Council's Press Code. Accordingly, journalists are fundamentally free to shape their editorial contributions and should report independently of social, economic, or political interests. Internal training courses cover topics such as press law and the protection of minors in greater depth.

The ProSiebenSat.1 Group commits to distinguish between editorial reporting and publications for advertising purposes. In justified individual cases that suggest the use of surreptitious advertising, a supervisory body may take action. In Germany, the Group is also required to comply with the provisions of the State Media Treaty and the "Joint Statutes for the Implementation of the Advertising Regulations of the State Media Treaty" of the state media authorities. The ProSiebenSat.1 advertising guidelines on the separation of advertising and programming contain specific explanations of placement bans for certain products and services. They give employees of the German companies of ProSiebenSat.1 Group binding guidelines in the context of their employment, to prevent violations of programming principles as far as possible. For the German stations, the guidelines are intended to maintain journalistic credibility and ensure independence from third-party influences as the highest programming guideline.



Lastly, provisions for the protection of minors are important in the context of media regulation. The Group's youth protection officers play a central role here. Their job is to ensure that all content on TV and the Internet for which the Group is responsible is age-appropriate. The aim is to make it more difficult for children and young people to access content that is unsuitable for their age group. The Interstate Treaty on the Protection of Minors in the Media (JMStV) and the German Youth Protection Act (JuSchG) set clear guidelines for this. The youth protection officers are not subject to directives in their assessment and are responsible for advising broadcasters to ensure that content unsuitable for children and young people is broadcast on the air exclusively at the legally specified broadcasting times. The youth protection officers are also involved as early as possible in the conception, production and purchasing of programs. At the same time, they are to ensure the use of technical protection options (for example, through PIN procedures or the JusProg filter software) for the dissemination of content relevant to the protection of minors in the Group's Internet offerings. The youth protection officers conduct internal training for TV and online editors and participate in the certification program in accordance with the JuSchG. In addition, Youth Protection is actively involved in the bodies of the Voluntary Self-Regulation of Television (FSF) and Voluntary Self-Regulation of Multimedia Service Providers (FSM).

## **19. How are backgrounds explained and topics accompanied?**

We are aware of the high level of attention for our products and pursue the goal of using the large reach of our TV stations and platforms responsibly. With this attitude, ProSiebenSat.1 also raises public awareness of socially relevant aspects in its programs and platforms with its own formats, themed films and campaigns, thus generating public value. Public value is generally understood as the value contribution and benefit that an organization provides for society. The programming principles of the State Media Treaty (MStV) already stipulate, that private broadcasters should express a diversity of opinions and give an appropriate voice to important political, ideological and social players. In addition, the state media authorities adopted a public value statute in the fall of 2021, according to which media offerings are granted preferential discoverability if they are particularly relevant for shaping public opinion. In the reporting year, the state media authorities selected the public value offerings in a procedure pursuant to Section 84 (5) MStV. Here, Sat.1, ProSieben and Kabel Eins were considered with their broadcasting and telemedia offerings.

ProSiebenSat.1 has integrated the aspects of opinion-forming and democracy promotion into the guiding principles of its sustainability commitment via the "Social Responsibility" field of action. We want to integrate our sustainability goals even more strongly into the programming of our TV stations and other platforms and online offerings. Our aim is to reach young target groups in particular with socio-politically relevant topics.

We consider it our mission to classify current social and political developments for our viewers and users. In 2022, we established our own newsroom with 60 journalists, which has been producing news for the entire Group and broadcasting live since January 2023. In addition to studios in Unterföhring, we have a capital studio in the immediate vicinity of German federal politics at Potsdamer Platz in Berlin.

## **20. Is sustainability classified in reporting as a cross-cutting issue that affects society as a whole?**

We also want to give socially and politically relevant topics a stage beyond classic news formats. As part of our "Green Seven Week", formats such as "JENKE. The Climate Experiment", "Zervakis & Opdenhövel. Live" and "Die ProSieben Politik Show" focus on



the topics of sustainability, climate and society. In the new podcast show “Frau Bauerfeind rettet die Welt” (Ms. Bauerfeind saves the world) by and with Katrin Bauerfeind, which has been appearing since December 13, 2022, 18 start-ups are competing for prize money of EUR 100,000 with their sustainable products and concepts. The Puls4 format “Klimaheld:innen” also won the Austrian Environmental Journalism Award in 2022.

In the format “Joko & Klaas vs. ProSieben”, the two hosts Joko Winterscheidt and Klaas Heufer-Umlauf compete for 15 minutes of airtime, which they are allowed to shape individually during prime time. They regularly use the time they win to give current events such as the protest movement in Iran both attention and reach. To increase that reach, they have made their two high-reach Instagram accounts permanently available to two Iranian activists in 2022. In addition to Joko and Klaas, two benefit concerts (“Sound of Peace” and “We Stand with Ukraine”) in Berlin and Vienna, which ProSiebenSat.1 broadcasted and co-hosted, as well as the special “Ukraine Spezial” shows, were dedicated to Russia’s ongoing war of aggression on Ukraine. Other public value highlights in the 2022 reporting year included the appearance of Iranian singer Rana Mansour in “The Voice of Germany” finale with the peace song “Baraye”, the documentary “Route 4” on sea rescue and escape routes on the high seas, the formats “Kannste Regieren” with German Chancellor Olaf Scholz and Foreign Minister Annalena Baerbock, among others, and “ProSieben THEMA. Weapons for Peace. Germany arms itself”.

### **Barrier-free offerings**

The ProSiebenSat.1 Group is committed to barrier-free access to its offerings. Among others, we offer subtitled program areas on our stations as well as audio descriptions for the blind and people with visual impairments to improve the dissemination of information. ProSieben launched the first regular subtitle service for the deaf on German private television back in 2000. The Group broadcasts accessible content on almost all of its free TV stations and is continuously driving forward its expansion. In 2022, the range of programs with subtitling was expanded and, in particular, the number of formats with additional audio description was increased. Specific examples include ProSieben shows such as “The Masked Singer” and “Joko & Klaas gegen ProSieben”, as well as feature films and soccer broadcasts on SAT.1. In addition, in some reports in the “ProSieben THEMA” series and shows such as “Kannste Regieren? Baerbock, Scholz & Lauterbach zurück in der Schule” sign language was used. The reports “JENKE. Das Klima-Experiment: Sind wir noch zu retten?” and “ProSieben THEMA. Weapons for Peace? Deutschland rüstet auf.” moreover were subtitled in simple language for the first time. For the future, we aim to further expand our barrier-free offerings.

Also, the State Media Treaty requires that broadcasters of nationally distributed radio programs and video-on-demand providers expand their range of accessible content within the scope of their technical and financial capabilities. From 2023, the Interstate Treaty on the Media requires the creation of concrete action plans for this purpose. Individual German states and the federal government have already published action plans for implementing the UN Convention on the Rights of Persons with Disabilities, which aim to increase the inclusion of accessible formats on television. The state media authorities regularly monitor this expansion. Currently, subtitles are available on five German ProSiebenSat.1 stations: SAT.1, ProSieben, Kabel Eins, sixx and ProSieben MAXX.