



## Group People Policy

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Applicability	Group

# Group People Policy

## 1. People Statement

We embrace diversity and welcome everyone. Equal opportunities and inclusion fuel our success and help nurture a creative culture where the uniqueness of our people is our advantage. Together, we are committed to building an inclusive culture that mirrors the diversity of our audiences and content.

We believe self-leadership is vital for professional and personal growth. When we are empowered to act, collaborate, and trust in each other's strengths, our teams become greater than the sum of their parts.

## 2. Target Group

This group policy applies to all employees of subsidiaries and entities in which Viaplay Group exercises control (directly or indirectly), as well as contractors or individuals under the company's supervision.

## 3. Our Culture and Values

We believe that our people are our biggest asset and that the best solutions are built through collaboration and by bringing together diverse perspectives. Different points of view help us to see the whole picture and to become more successful together. We also understand the importance of engaging personal values. When everyone can be themselves at work, we create an environment in which we can all thrive.

We have brought this same approach to our company crowdsourced values: Bold, Engaging, Smart and Curious. Together, they form the powerful foundation of our culture at Viaplay Group.

Our values make clear the way in which we work and engage with each other, both in our immediate teams and across the company. For each value, we have identified guiding actions:

<b>Bold</b>	<b>Smart</b>	<b>Curious</b>	<b>Engaging</b>
<p>Be determined, take the initiative, and make decisions.</p>	<p>Solve problems and think critically.</p>	<p>Always ask questions and seek to understand more.</p>	<p>Create relevant and popular products.</p>
<p>Push boundaries and think outside the box.</p>	<p>Understand what is needed and what moves the needle.</p>	<p>Be open to new ideas and other perspectives – learn from the best.</p>	<p>Be interested in, listen to and understand the customer.</p>
<p>Challenge plans, direction, and the status quo.</p>	<p>First things first.</p> <p>Stay ahead of the curve.</p>	<p>Be committed to continuous learning and personal growth.</p>	<p>Building strong relationships with colleagues and partners.</p>
<p>Face challenges and take risks without fear of failure.</p>	<p>Make well -thought-out, data-driven and fact-based decisions that align with local and group goals.</p>	<p>Think outside –in and inside-out.</p>	<p>Motivate &amp; energise with enthusiasm, passion and fun.</p>
<p>Fight hard to succeed.</p>	<p>Be efficient and effective-</p>	<p>Understand the point of sale – be that mystery shopper.</p>	<p>Be, and stay, relevant.</p>
<p>Self-disrupt.</p>	<p>Maintain cost control.</p>	<p>Research contantly.</p>	<p>Be a grate storytelling</p>
<p>Act fast &amp; move forward together</p>	<p>Share ideas and information, collaborate and be transparent.</p>	<p>Innovate constantly.</p>	<p>Use showmanship to engage and entertain.</p>
<p>Be entrepreneurial.</p>	<p>Prioritise capital allocation and return on investment.</p>		
<p>Be accountable.</p>	<p>Use common sense.</p>		
<p>Hire &amp; promote the best.</p>			

Living our values is a continuous journey that spans consistency, persistence, failure and learning. We aim to integrate our values into everything we do, from our people processes to ways of working and to the products and content we deliver. And we measure our progress through our frequent Employee Engagement Pulses.

## 4. Equality, Diversity & Inclusion

Viaplay Group is committed to Equality, Diversity & Inclusion in every part of our company. We believe that different ideas, beliefs and cultural traditions add value to our business, and that providing equal opportunities helps all our employees grow. Viaplay Group seeks

to fulfil this commitment through policies and procedures that are consistent and fair, and which recognise the expertise and ability of every individual. For more information, see our Equal Opportunities Directive.

We strive to have an employee base that mirrors the societies in which we operate and the customers we serve, so we give special attention to diversity when recruiting. Viaplay Group has a structured, fair, and bias-aware recruitment process. Hiring and promotion decisions are based solely on merit and business needs, and we always aim to inspire and promote internal candidates first.

Being an attractive, professional and trustworthy employer is one of Viaplay Group's key priorities. We want to be home to engaged, passionate, innovative, and skilled people from all over the world who can lead and operate our business.

## 5. Non-Discrimination & Anti-Harassment

Viaplay Group fosters an inclusive working environment for everyone in our company, regardless of gender identity and expression, sexual orientation, physical or mental disabilities, ethnicity (includes race relations), nationality, age, religion or any other protected category. Viaplay Group has a zero-tolerance policy towards harassments, discriminatory treatment, or any form of offensive behavior.

At Viaplay Group, every individual, regardless of role, shares the responsibility to treat their colleagues with respect and dignity. Each person can contribute to preventing harassment in the workplace by being mindful of their words and actions, addressing unacceptable behaviour and supporting those who experience harassment. For more information see our Non-Discrimination & Anti-Harassment Directive.

## 6. Development

We strive to retain our talent by supporting employees in their development and helping them reach their full potential. At the same time, every leader at our company is responsible for ensuring that their teams possess the necessary skills, competencies and resources to achieve business objectives. To make this happen, we need a strong foundation of shared values, supportive culture, and effective leadership at all levels of our company. We aim to offer specific training and development activities based on job requirements and an individual's development needs.

Regular development dialogues are a key tool for managers and employees to make this happen in the best way. During these dialogues, feedback is provided, progress and activities are discussed, and targets and development steps are set to support both personal and business goals. Viaplay Group undertakes succession planning and talent reviews on a continuous basis to secure business continuity.

## 7. Compensation

We believe that total compensation should be fair, equal and competitive within the market and country of employment. Our goal is to base the compensation on role, level, and responsibilities to ensure that our employees are fairly rewarded. Variable compensation programs are targeted at sales positions and senior levels within the organisation to motivate delivery on key strategic objectives. By applying a consistent framework (“Viaplay Group Job Architecture” and “Viaplay Compensation Directive”) to assess the scope and level of each job, we can compare pay across similar roles and identify potential pay inequities.

## 8. Employee Engagement

Fostering a culture of engagement is integral to our shared success. This policy outlines our commitment to creating a culture where every employee feels motivated, valued, and empowered. We believe that engaged employees contribute positively to our organization's growth and innovation.

To better understand our performance and identify areas for improvement, we actively seek feedback from employees through our Employee Engagement Pulses. These surveys provide an opportunity for anonymous input and allow employees to express their honest views on key topics. The results are monitored, and continuous actions are taken to improve our transparency, trust, job satisfaction, culture and employee engagement even more.

## 9. Work Environment

At Viaplay Group, we have a “people first” approach, meaning that everyone matters, and our people’s safety, health, well-being and success are our priority. This priority guides our daily operations and enables us to carry out our People mission.

Systematic and proactive steps to promote and preserve safety, health and well-being at work must therefore be a natural part of all our operations to maintain employee engagement and well-being.

For more information about our approach in providing a healthy and safe work environment see our Work Environment Policy.

To protect everyone’s health and safety we have zero-tolerance against being under the influence of alcohol or illegal substances during working hours [or in contexts where the employee is representing Viaplay Group. For more information, please see our “Guideline for Substance misuse”.](#)

## 10. Roles and Responsibilities

Viaplay Group's People & Culture team develops and governs Viaplay Group's overarching P&C strategy, policies, processes, and guidelines.

SVP People & Culture is the owner of this Group Policy and is responsible for its content and maintaining, updating, and ensuring that it is properly published and enforced. Local People & Culture guidelines are owned by the People & Culture team in each market.

- Members of the Group Executive Team are responsible for communicating and implementing this Group Policy, and for ensuring that all employees within their area of responsibility are familiar with and follow this Group Policy.
- All employees of Viaplay Group and our affiliate companies are individually responsible for reading, understanding and following this Group Policy.
- Each employee is encouraged to raise people-related concerns about actual or possible violations of this Group Policy to People & Culture. If a concern relates to severe misconduct that violates applicable laws and can constitute a crime or is otherwise endangering public interest, such as modern slavery, please use the instructions outlined in Viaplay Group's Whistle-blower Directive. For more information see our Non-Discrimination & Anti-Harassment Directive

## 11. References

- Equal Opportunities Directive
- Non-Discrimination & Anti-Harassment Directive
- Work Environment Policy
- Guideline for substance misuse

## 12. Document History and Change Information

For more details of this Group Policy's document history and change information, see [Appendix 1](#).

## Appendix 1 - Document History and Change Information

Version	Revision Date	Change information
1	2018-06-15	Initial Group Policy.
2	2019-09-23	Change of document owner due to organisational change of Group HR.
2.1	2019-10-23	Changes in roles and responsibilities due to internal reorganisation. Local CEOs replaced by Members of the Group Executive Management team and the Extended Group Executive Management team.
3	2020-09-24	Policy updated to reflect Viaplay Group's People Mission and our values.
4	2021-09-21	Editorial changes in sections 2, 3 and 4. Updated to include sections on Non-Discrimination & Anti-harassment and Work Environment. New references.
5	2022-09-22	New information in section 7 on compensation. Changed information in section 10 regarding raising concerns. Other minor edits.
6	2024-09-01	Editorial changes in sections 1 and 8. Policy update in section 3 reflecting Viaplay Group new values. Section 9 amendment referring to alcohol & drug prohibition.