



Group Sustainability Policy

Document owner

Approval

Initially adopted

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Date of next review/approval

Applicability

Head of Sustainability

Board of Directors

15 June 2018

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Group

Group Sustainability Policy

1. Purpose Statement

Viaplay Group's sustainability activities aim to maximise the company's positive impact and minimise any negative impacts it may have in relation to our people, customers, audiences, shareholders, and partners, as well as the societies of which we are a part. Additionally, we are committed to addressing the environmental impact generated through our business. This work goes beyond compliance requirements and risk management procedures, and sits alongside Viaplay Group's business strategy, Code of Conduct and related policies and guidelines.

This Group Sustainability Policy sets out the principles and approaches utilised in our sustainability work and environmental management efforts. Our sustainability strategy has three thematic focus areas;

- 1) Climate and the environment;
- 2) Diversity, inclusion and well-being;
- 3) Responsible business conduct and ethics.

Our goals and activities are mapped against eight of the United Nations Sustainable Development Goals, which highlights Viaplay Group's commitment to addressing global challenges. This commitment is strengthened by our membership of the UN Global Compact and UN Sustainable Development Goals Media Compact. To support these commitments and the execution of our sustainability strategy, we maintain a proactive stakeholder dialogue and continually measure, monitor, and report on our progress.

More information can be found in our Annual Sustainability Report.

2. Target Group

This Group Policy applies to all employees of entities or subsidiaries in which Viaplay Group exercises control (either directly or indirectly).

3. Principles

3.1 Introduction

At Viaplay Group, we measure our success as a company both by our bottom line and our contribution to the societies of which we are a part. By integrating sustainability considerations into our core business strategies, we maximize our positive impact and create long-term value for our shareholders and other stakeholders. Our sustainability efforts are focused on three areas – taking climate and environmental action, advancing diversity, inclusion and well-being, and promoting responsible business conduct and

ethics. Viaplay Group's work in these areas helps us to futureproof our operations, make our supply chain more resilient and play our part in addressing global challenges.

Our sustainability strategy roadmap consists of bold five-year goals spread out across our three thematic focus areas which are supported by a series of annual targets set each year to drive progress. In all areas, our sustainability work is based on universal principles and guidelines.

We follow the OECD Guidelines for Multinational Enterprises on responsible business conduct. We are committed to the United Nations Global Compact's principles related to human rights, labour rights, environment, and anti-corruption.

These principles, in turn, are based on the [Universal Declaration of Human Rights](#) and its two corresponding covenants: [The International Covenant on Civil and Political Rights](#) and [The International Covenant on Economic, Social and Cultural Rights](#). They are also based on the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention against Corruption. We respect human rights in accordance with these internationally accepted standards and expect the same from our partners and suppliers as outlined in the Group Human Rights Policy.

We want to develop and maintain strong business relationships with suppliers and business partners who are committed to ethical standards equivalent to our own. As a result, our Supplier Code of Conduct sets out the standards with which all companies providing products and/or services to any Viaplay Group company are expected to comply. We have established a due diligence process for proactive and systematic identification and review of potential or actual breaches of these standards and where they could occur. Additionally, we are committed to mitigating and remedying any breaches to standards that do occur. This process covers our own operations and supply chain. Sustainability concerns are also part of the Economic, Social, Governance (ESG) due diligence for new suppliers through our Business Integrity Screening and in our Mergers & Acquisition Process.

We are committed to contributing to eight United Nations Sustainable Development Goals (**SDGs**): SDG 3 - Healthy Lives and Well-Being; SDG 5 - Gender Equality; SDG 8 - Decent Work and Economic Growth; SDG 10 - Reduced Inequalities; SDG 12 - Responsible Consumption and Production; SDG 13 - Climate Action; SDG 16 - Peace, Justice and Strong Institutions; and SDG 17 - Partnerships for the Goals.

3.2 Taking climate and environmental action

We have committed to reducing greenhouse gas emissions across our business and supply chain by setting targets and objectives in line with the stated goals of the Paris Agreement. We monitor, measure, and regularly report on our carbon footprint by

applying the international standard Greenhouse Gas Protocol, and are committed to the Science Based Targets initiative, Business Ambition for 1.5 C Campaign, and the UN's Race to Zero.

Environmental management

Viaplay Group's Board of Directors and members of the Group Executive Team are committed to compliance with all relevant environmental laws and regulations as well as the continuous improvement of Viaplay Group's environmental performance.

We support a precautionary and preventative approach to environmental management to ensure, wherever possible, that we prevent issues from arising in the first place and focus our work on the following areas:

- Facilities (including energy consumption and renewable energy)
- Film/series productions.
- Technology and services (including the distribution of the latter)
- Business travel
- Use of materials and waste management.

We expect our suppliers and business partners to conduct business in an environmentally friendly manner as well. We follow up on this through our responsible sourcing process and include environmental aspects in our due diligence process. Additionally, we implement measures to raise internal and external stakeholders' awareness of our sustainability policy, climate and environmental impacts.

Group Sustainability is responsibility for the implementation of environmental management systems put in place to drive continuous improvement of Viaplay Group's environmental performance.

3.3 Advancing diversity, inclusion, and well-being

We promote diversity and inclusion (D&I) in our content, conduct and culture. The range of our content, both original and acquired, demonstrates our commitment to inclusivity by reflecting a wide range of perspectives and challenging stereotypes, while raising important questions. We partner with a variety of organisations to promote D&I and we also produce storytelling that raises important societal issues.

We aim to use the power of media to make a positive impact on society and the communities in which we operate. We safeguard freedom of expression and editorial integrity, oppose censorship, and donate airtime to worthy causes. We make a broad range of content available and encourage D&I both behind and in front of the camera.

As an employer the well-being of our people is of the utmost importance. We seek to attract, develop and empower talents, and to provide safe, fair and healthy workplaces where our people can thrive. We promote a transparent and inclusive culture. We live according to our values of Bold, Smart, Curious, and Engaging. To do this we regularly take the pulse of the organization via engagement survey tools and work diligently to understand and act on any safety concerns of our workforce and of workers across our value-chain.

3.4 Promoting responsible business conduct and ethics

We follow the UN Global Compact Principles and the International Labour Standards on Freedom of Association set by the International Labour Organization (ILO). Our open attitude ensures that employees are free to join unions or bargain collectively. We aim to work only with suppliers who abide by our Supplier Code of Conduct and who respect and enforce human rights.

We never compromise our ethical standards when conducting business, and we have a zero-tolerance policy against bribery and corruption. We protect the data and privacy of our stakeholders. We require our people and suppliers to maintain the high standards of behaviour set out in Viaplay Group's Code of Conduct and Supplier Code of Conduct.

We broadcast and stream children's content (both our own and acquired) that aims to educate and entertain. We take great care when selecting and scheduling age-restricted content. We offer tools that enable parents and guardians to control the content to which minors have access. Our Broadcast Compliance team works to ensure that we follow all applicable laws, regulations and guidelines.

4. Roles and Responsibilities

- Viaplay Group's Board of Directors has overall responsibility for the Group's sustainability strategy, goals, agenda and practices. The Head of Sustainability is the owner of this Group Policy and is responsible for its content. He/she is also responsible for maintaining and updating this Group Policy, and for ensuring that it is properly published and enforced.
- Members of the Group Executive Management Team are responsible for communicating and implementing this Group Policy, and for ensuring that all employees within their areas of responsibility are familiar with and follow this Group Policy. All Viaplay Group employees are individually responsible for reading, understanding and following this Group Policy when applicable. Each employee is encouraged to raise any concerns about actual or possible violations of this Group Policy to Viaplay Group's Sustainability team (sustainability@viaplaygroup.com) or through the whistleblower procedure available on Viaplay Group's intranet.

5. References

- Code of Conduct
- Supplier & Business Partner Code of Conduct
- Group Travel & Expense Directive
- Group Human Rights Policy

6. Document History and Change Information

For 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	Updated strategy and focus areas, including sustainable development goals, purpose and values.
2.1	2019-10-23	Name change from Corporate Responsibility to Sustainability and changes in roles and responsibilities due to internal reorganisation. Local CEOs replaced by Members of the Group Executive Management team and the Extended Management team.
2.2	2019-02-13	Deletion of one of the Sustainability Development Goals (SDG 7) in Section 3.1.
3	2020-09-24	Added information on signing the UN Global Compact and committing to UN Sustainable Development Goals Media Compact Initiative (p.1), our approach to responsible sourcing (p.3.1) and focus areas for our environmental work (p.3.5).
4	2021-09-21	Minor edit. Policy will be reviewed once the new Viaplay Group's Sustainability strategy is launched.
5	2022-09-22	Major changes to content Section 1 and 3: updated strategy and focus areas, introduction of formal environmental management and introduction of work with SBTI.
6	2023-09-21	Minor edits
7	2024-09-02	General update to language; sustainability focus areas and Group Values.