



Group Sustainability Policy

Document owner

Approval

Initially adopted

Date last approved

Date of next review/approval

Applicability

Head of Sustainability

Board of Directors

15 June 2018

30 September 2025

Q3 2026

Group

Group Sustainability Policy

1. Purpose

Viaplay Group is committed to conducting business responsibly by identifying, preventing, mitigating, and accounting for and managing impacts, risks, and opportunities related to human rights and the environment across our operations and value chain. 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 and integrates sustainability due diligence into our corporate governance and risk management systems, in line with Directive (EU) 2024/1760. To support these commitments and the execution of our sustainability roadmap, 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. Scope

This policy applies to all employees of Viaplay Group and its controlled subsidiaries. It is reviewed and updated annually or in response to significant changes in our risk profile.

3. Principles

3.1. Responsible business strategy

Viaplay Group integrates sustainability into its core business strategy to enhance long-term value creation and reduce adverse impacts across our operations and value chain. We address material sustainability topics through a sustainability roadmap consisting of long-term and annual targets. Our sustainability efforts are aligned with universal principles and international standards such as the OECD Guidelines for Multinational Enterprises and the UN Global Compact. We respect internationally recognized human rights and expect the same from our suppliers and partners, as outlined in our Group Human Rights Policy.

3.2. Environment: Taking climate and environmental action

We have committed to reducing greenhouse gas emissions across our business and supply chain by setting targets in line with the stated goals of the Paris Agreement and relevant national legislation. 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 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. We follow up on this through inclusion of environmental aspects in our due diligence processes and Third Party Code of Conduct. 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. Social: Advancing diversity, inclusion, and well-being

We promote diversity and inclusion 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 by challenging stereotypes, while raising important questions.

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 equal gender representation 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. Governance: 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 Third Party Code of Conduct and who respect and uphold human rights.

We never compromise our ethical standards when conducting business, and we have a zero-tolerance policy against bribery and corruption as codified in the Group Anti-bribery and Corruption Policy. We protect the data and privacy of our stakeholders through upholding our Data Privacy Policy. We require our people and suppliers to maintain the high standards of behaviour set out in Viaplay Group's Code of Conduct and Third Party Code of Conduct.

We broadcast and stream children's content 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.

3.5. Due diligence

We want to develop and maintain strong business relationships with suppliers and business partners who are committed to standards equivalent to our own. As a result, our Third Party 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 risk-based 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 and includes:

- Identifying and assessing actual and potential adverse impacts.
- Taking appropriate measures to prevent or mitigate those impacts.
- Monitoring the effectiveness of our actions.
- Communicating publicly on our due diligence efforts

We maintain documentation of our due diligence activities for a minimum of five years and ensure transparency and accountability throughout our operations and value chain. Sustainability concerns are elements of this due diligence process and are factored into both our Business Integrity Screening and in an ESG framework used in the Mergers & Acquisition Process.

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 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
- Third Party Code of Conduct
- Group Travel & Expense Directive
- Group Human Rights Policy
- Group Anti-bribery and Corruption Policy
- Group Data Protection 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.
8	2025-09-30	Minor edits; inclusion of due diligence as core principle in policy