

MEDIASETES paña.

SUSTAINABILITY REPORT

2021

NON-FINANCIAL INFORMATION STATEMENT 2021

[In the event of discrepancy, the Spanish version of this document will prevail]



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# **BUSINESS MODEL**

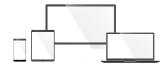
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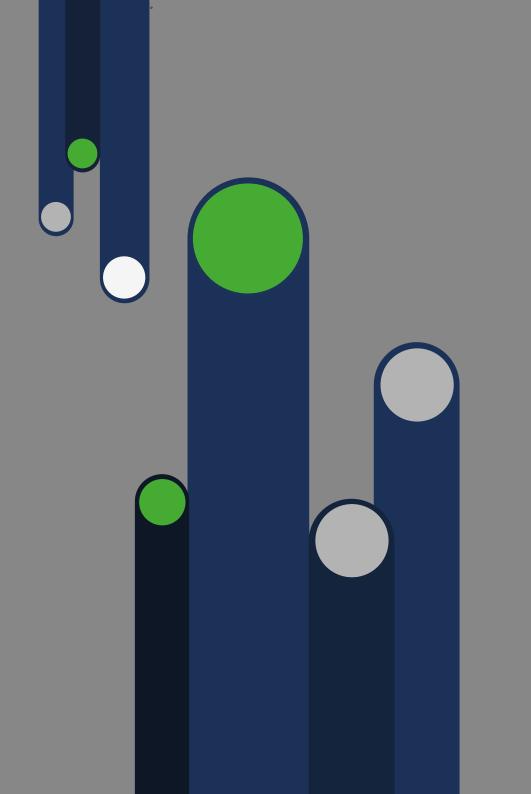
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This report is available in an online version, for smartphones and tablets (interactive browsable and downloadable PDF)







# **FOREWORD**

















Since 2005, Mediaset España has published information on the economic, social, environmental and ethical performance of the Mediaset España Group, information which, since 2009, has been verified annually by an independent external auditor.

The purpose of this Sustainability Report is to disclose, in a transparent, accurate, clear, and consistent manner, the integrated management of the financial and non-financial aspects of the business and its value creation in the short, medium and long term, for the period from 1 January to 31 December 2021.

The scope of this Report is limited to the fully consolidated companies of the Mediaset España Group, which are referred to as Mediaset España, the Mediaset España Group or the Group interchangeably. If the information has a scope that is different from that mentioned above, it is explained in an explanatory note.

In 2021 there were no significant changes in the criteria and bases for including the information reported with respect to previous years. The only significant change with regard to reporting for 2020 was to include information relating to EUROPEAN UNION TAXONOMY (2020/852) for 2021, since 2021 is the first year subject to this requirement (included on page 125 of this document). In turn, any changes in the formulas used for the calculation of the data reported are indicated in the appropriate section. Any such changes are attributable to the process of continuous improvement in the reporting of non-financial information carried out by the company, with the aim of presenting the relevant information as accurately as possible.

The Board of Directors of Mediaset España is the body responsible for preparing this report, which forms part of the Consolidated Directors Report of the Mediaset España Group for 2021.

## **STANDARDS**

This document has been prepared taking into account current regulations, including Spanish Law 11/2018 on disclosure of non-financial information and diversity.

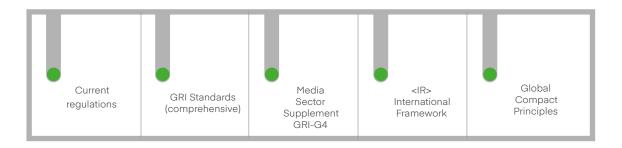
In turn, the GRI Standards for Sustainability Reporting, in its GRI Standards version, together with the GRI G4 media sector supplement, both issued by the Global Reporting Initiative, have been followed, as well as the recommendations of the International Integrated Reporting Councils International Integrated Reporting Framework (<IR> Framework).

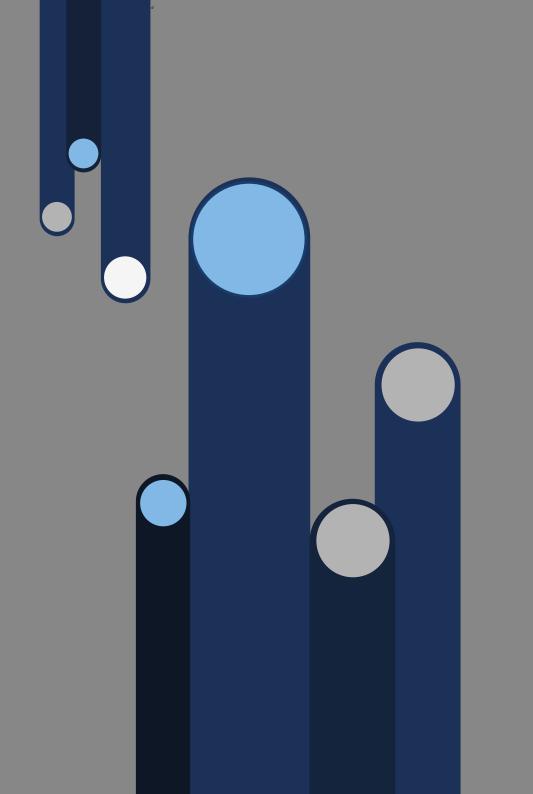
In this regard, Mediaset España considers that its Sustainability Report adheres to the requirements of the <IR> Framework and, therefore, presents its value creation over time in a cohesive manner. Mediaset Españas ability to create value is determined by its understanding and strong response to the business context (page 11), the pertinent identification of strategic priorities and opportunities (page 20-21) and the efficient alignment of the business model (page 12-13), the conservative management of the main risks of the business (page 22-23), as well as the capacity to respond to material issues of the main stakeholders (page 138-139).

The 10 Principles of the United Nations Global Compact have also been taken into account.

Furthermore, as per the externally validated self-assessment carried out by Mediaset España, this report has been prepared in accordance with the GRI Standards (comprehensive option).

To fulfill the reporting requirements of the various initiatives to which the company reports, Mediaset España addresses all GRI indicators, detailing this information in the GRI Content Index.





# **PRESENTATION**

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# MEDIASET ESPAÑA (2021)



### **January**

Mediaset España increases its stake to 13.18% in the German audiovisual group Sieben.

The company concluded an agreement with the new platform **Disney +** for the exclusive release of the miniseries Besos al aire (Blowing kisses).

Mediaset España deploys all of its technical and human capacity in the face of the Filomena blizzard, broadcasting its usual programmes live, including with some presenters from their



### **February**

Telecinco Cinema started filming El cuarto pasajero (The Fourth Passenger), a film directed by Alex de la Iglesia in a new joint collaboration after the success of **Perfectos** desconocidos (Perfect Strangers).

Alea Media, an investee producer, signed the agreement for the series production called Fuerza de Paz (Peace Force) for RTVE.



#### March

With nearly 700 million views, Mediaset España breaks all of its digital-platform viewing records, ranked second nationwide in digital consumption, only surpassed by YouTube.

Mediaset España celebrates **Día del** Niño (Childrens Day) with an institutional campaign that applauds their behaviour during lockdown.

The film **Adu** won **four Goya Awards** for Best Director, Best Supporting Actor, Best Sound and Production Director.

The HD Be Mad channel celebrates its fiveyear anniversary.



### April

Mediaset España celebrated its General Shareholders Meeting and presented the 2020 results as the best in the last 20 years of management, not only quantitatively excellent, but qualitatively extraodrinary in a year marked by the crisis triggerd by the COVID-19 pandemic, according to CEO. Paolo Vasile.



### May

Mediaset España renewed the campaign 12 Meses Contra la Basuraleza (12-Month Fight Against Litter) with an appeal to citizens to rid nature of waste pollution.

The company strengthens its special initiatives commercial structure with new management for Branded Digital Content.



### June

Mediaset España concluded the season with its eleventh consecutive group victory, the best digital consumption results in its history, and the best Telecinco results since the 2009-2010 season.

Telecinco Cinema returned to theatres after lockdown with the release of **Operación Camarón** (Undercover Wedding Crashers), a comedy directed by Carlos Therón.

For the second year in a row, through the 12 Meses initiative, Comparte y Recicla (Share and Recycle), resulted in the largest nationwide gift drive, collecting toys for recycling and donation to children at risk of social exclusion.

The **UEFA EURO 2020 tournament** began, granting Mediaset España the most-viewed spots of the year on free-to-air television.













BUSINESS





### July

Mediaset España unveiled its new video game producer **Mediaset Games**, to open new content formulas for its film and television licences.

Broadcasting of the **European Football Championship** ended, as the most widely tracked digital sporting event in the groups history.



### August

**EITB** announced that Mediaset Españas chairman, Alejandro Echevarría, would receive the award at FesTVal for excellence in his audiovisual career.

In August, Telecinco completed three consecutive years of audience leadership.



### September

For the Informativo Telecinco special, **Pedro Piqueras** reported from La Palma island on the eruption of the CUmbre Vieja volcano.

**Boing** celebrated its **eleventh anniversary** as the nations no. 1 childrens channel.

**Divinity** celebrated its first **decade** in broadcasting.



#### October

Telecinco Cinema ended filming **Rainbow,** directed by Paco Leon. The film was purchased by Netflix for its exclusive worldwide distribution

The 22nd cohort of the MA in Audiovisual Content Creation and Management began, in collaboration with the European University.

**Be a Lion**, the company specialising in social media advertising development in which Mediaset holds a controlling interest, was included in the **Tik Tok Marketing Partners programme.** 



### November

**Telecinco Cinema released Way Down,** a film directed by Jaume
Balagueró and produced through
a funding agreement between
Mediaset España and the French
audiovisual group TF1.

Mediaset España received the Ondas Award for its coverage of UEFA EURO 2020.

Publiespañas branded content action, **Eurotubers,** received the 2021 Branducer BCMA award for Best #05x10 of the year.

**Mtmad** celebrated its fifth anniversary with more than one billion videos served.



### December

Mediaset España concluded 2021 as **the most-viewed audiovisual group in linear broadcasting** (for the 11th consecutive year) and as the leading outlet in digital consumption, with record numbers of videos watched and unique users.

Telecinco was named the **absolute television leader** for the 10th year in a row and the most-viewed commercial channel for the 22nd time in its history. Among TV channels, it logs the most digital consumption, with record traffic and video plays.

Mediaset España as a group, and Telecinco as a channel, have the **best television commercial profile** in our country.

Mitele **reached a high mark of videos viewed** and was the most-watched television platform of the year.

In its second year, the **newspaper NIUS** reached an average of 4.8 million unique users, after hitting its peak of 6.7 million in December.

















# LETTER FROM THE CHAIRMAN

### ALEJANDRO ECHEVARRÍA BUSQUET

Dear Shareholders.

As 2021 concludes, we mark the end of a second year defined by the extraordinary circumstances brought about by the COVID-19 pandemic. We must thank science and the citizens of the world for the massive vaccination rollout that has managed to save thousands of lives. Today, we hope that the sixth wave of the infection, less lethal than the previous, signifies an end to a situation that continues to affect us, in one way or another, economically, professionally, socially, interpersonally, and personally.

It is essential for me to express my thanks to all of the employees and professionals involved in the Mediaset España value chain, who have made it possible not only for television, but for all of the companys divisions to continue their activity, fulfilling their public service duty to provide information and entertainment, which are so vital in todays difficult and uncertain times..

Whats more, as SARS COV-2 continued to impact our lives, in January we were hit by Storm Filomena, resulting in the heaviest snowfall in Spain since 1971. Countless communities were blanketed with snow and cities drew to a standstill for days, including Madrid, where Mediaset is based. And while it was the duty of citizens to stay home, it was the duty of Mediaset España to use its technical and human capacity, in line with the recommendations and precautions outlined, to broadcast its usual programmes live, with some presenters broadcasting from their homes, using all the means at our disposal to keep our viewers company.

The ability to continue broadcasting under such difficult and extraordinary circumstances is attributable to our professionals, as well as to the strength of our television model, which is based on live production, adaptable and flexible according to the needs of the moment.

The result could not be more gratifying. We have accumulated 31 years of an impeccable track record, providing live, up-close, independent, diverse, quality content; 31 years as the most reputable advertising vehicle with the largest investment, with commercial formats in constant development; 31 years building commercial television in Spain and promoting an audiovisual sector in ever-changing linear and digital modes.

Mediaset España remains the driving force of a sector in constant motion, adapting to all the audiovisial challenges and new forms of consumption accelerated by the pandemic. This has given rise to a scenario in which major worldwide competitors in content distribution must coexist, but where free-to-air television and its digital media remain essential.

Mediaset Españas content business has expanded through third-party production and the sale of of the nations largest product catalogue (in terms of volume), present in more than 200 countries. Through Mediterráneo Mediaset España Group, the company has established its objectives of optimising costs, increasing distribution in Spain and broad, strengthening producers access to international formats and markets, and promoting the development of new initiatives in digital and television production, all within a model of coexistence between broadcasting the groups content on Mediaset Españas platforms and channels.

In the context of their own media, viewers have once again shown their preference for Mediaset España, which closed 2021 as the leading audio-visual group for the eleventh consecutive year, with an audience share of 28.2% on all linear channels. It also led digital consumption among media outlets with 6,171 million videos viewed in 2021, a record high, with unsurpassed traffic of 19.4 million unique users.

The main driver of this success is Telecinco, which has celebrated 10 years as the no. 1 channel and 22 years as the most-watched channel with a 14.9% share. It is also the highest digital consumption television with 1,707 million videos seen in 2021, an annual historic record with an increase of 53% over 2020, achieving also its best historic traffic figure, with 11.1 million unique users.

2021















However, this large volume alone does not constitute the strength of Mediaset España, but rather, the company goes even further. It has more than fulfilled its objective of attracting and building loyalty with the most demanding audience on a commercial level, making its media the most effective and reputable in its service to brands and advertisers. This fact has enabled it to achieve, both as a group and via Telecinco as a channel, Spains top commercial profile in television, with prime audience position in the FTA segment.

Among the years top content, which seamlessly blended the interests of viewers and brands, Mediaset España broadcast the European Football Championship, unable to take place as scheduled in 2020 due to the pandemic. Considered the television event of the year and a magnet for advertisers, the figures spoke for themselves: to the 36,250,000 people--80% of the population--who watched on TV, another 6.1 million unique users of the Euro Cup site and 16.7 million in live sessions were added, making it the sporting event with the greatest digital following in history at Mediaset España.

Themed channels have also fulfilled their mission within the workings of the company: they have provided added value to the linear television, enriching the Telecinco and Cuatro audiences through segmented viewing niches. In 2021, as a whole (Divinity, Boing, Energy, FDF and Be Mad) celebrated nine years leading the free-to-air consumption of themed television with a cumulative share of 8.1%.

With regard to our digital platforms, Mitele reached its highest rating in history with 3,371 million videos viewed, 13% more than in 2020, making it the most-watched television platform in 2021; traffic increased 15% to 2.9 million unique users per month. And the development of the Mitele PLUS premium, offer, with a catalogue of entertainment, films, series, and sports, continues to meet the rigorous demand of recent times.

Mtmad, the digital native content platform, also celebrated its fifth anniversary with a total of more than 1 billion videos served. It has also continued to innovate in creating formats, introducing new audiovisual languages into Mediaset Españas digital environment. A digital-native range complete with titles segmented by audience and themes, such as Yasss, the native content channel for millennials; NIUS, the digital newspaper; El Desmarque, the sports paper and Uppers, for those over 50, all with optimum results that improve on those of the previous financial year.

With the combination of all these formats, in 2021, the company reaffirmed its position as the most effective ad campaign communication tool, based on its foreseeable leadership in advertising investment in Spain, the annual data of which had not been reported by Infoadex as of this writing, but which attributed a market share of 43.2% to the company, establishing its landmark position a the head of the sector.

Agencies and advertisers have found in Mediaset España the highest expediency in building coverage, guaranteeing the highest levels of brand awareness and recall in the sector, and broadcasting the most-viewed spots of the year. In 2021, we adapted the evolution of the advertising market with a cross-cutting ecosystem that connects television and the digital environment through a crossmedia planning model, based on a homogeneous premium video offer in a secure environment for brands.

Meanwhile, Mediaset España has continued to advance in creating and launching new formats that integrate and expand the possibilities of television as a great vehicle for advertisers. After receiving the 2021 HbbTV award for technological development applied to the commercial offer within its platforms, the company launched new advertising formats on the market for connected television, characterised by the ability to enhance the efficacy, coverage and visibility of its clients campaigns broadcast on linear TV.

In 2021, these efforts translated into outstanding results, both quantitatively and qualitatively, given the highly complex context in which they were obtained. We have achieved a net turnover of EUR 876.3 million this year, compared to EUR 836.6 million obtained in 2020, with net advertising income up 9.2% to EUR 796.7 million, compared to EUR 729.3 million recorded the previous year. As a result, Mediaset España has obtained a net profit of EUR 181.03 million, representing an increase of 1.3% relative to 2020, in itself an extraordinary feat given the years challenges precipitated by the coronavirus crisis.

With its latest acquisition in January 2021, Mediaset España strengthened its position in the German operator Prosieben, obtaining 13.2% of its capital. This ownership interest is industrial in nature and makes Mediaset España the largest shareholder of the German company.

Mediaset Españas capitalisation at the close of 2021 amounted to EUR 1,287 million, slightly more than the combined capitalisation of the other media companies listed on the Spanish market.

2021













Again, through the social actions included in the 12 Meses framework, we have maintained our commitment to information, reflection, and awareness, a benchmark in the Spanish audiovisual market. In 2021, our 12 Meses efforts targeted protecting vulnerable segments of the population, such as children. This was carried out through campaigns such as *El Día del Niño* (Childrens Day), applauding the exemplary behaviour of children during lockdown, and Share and Recycle, to encourage the donation of toys for those most in need. We also renewed our commitment to women and to real equality through campaigns like *Mujeres al poder* (Women in power); to environment, through the second edition of *Stop Basuraleza* (Stop Litter), a call to action to rid nature of discarded waste collection in natural environments, as well as organ, tissue, and marrow donations through the Eres perfecto para otros (You Are Perfect for Others) initiative.

Once again, this year, we present our Sustainability Report , which provides a comprehensive overview of the companys economic/financial data, its environmental, social, ethical, and good governance information, a map of its main risks, an analysis of issues relevant to stakeholders, and the impact of the Mediaset Groups activity on society from a long-term perspective, highlighting all the components of corporate value creation a how it may affected by future risks and opportunities.

From an environmental perspective, even though the audiovisual sector generates little direct environmental impact compared to other industries, Mediaset España is committed to managing its environmental footprint in a sustainable manner and implementing the measures necessary to reduce it. Therefore, in addition to continuing to implement environmental measures to improve energy efficiency, limit the use of natural resources, and reduce waste, under the framework of our carbon footprint reduction commitment, we have voluntarily offset direct emissions through projects that have positive environmental effects since 2019. To this end, we have acquired carbon credits in 2021 to absorb 790 tonnes of  $\mathrm{CO}_2$  on the River Conservation Project, located in the Peruvian Amazon basin.

In addition, in 2021 we worked on the climate strategy to establish a road map that allows us to implement a transition plan towards the Net Zero by 2050, with medium- and long-term objectives defined in line with the most recent climate science.

We also renewed our commitment to the United Nations Global Compact Principles for another year, and we continue to make progress on the 2030 Agenda for Sustainable Development by supporting the Sustainable Development Goals, as detailed in this Sustainability Report.

This is a brief summary of the companys main lines of action, which are detailed below in following pages through the various sections of this report. In addition to what is described, there is no doubt a network of professionalism, enthusiasm, abiding interest, hard work, and talent from the entire Mediaset España team.















# **BUSINESS CONTEXT**

The year 2021 was marked by a gradual return to a degree of normality after many months during which the world faced the coronavirus pandemic. We experienced several waves throughout the year, which, despite their declining severity, only generated volatility and doubts in growth estimates on both a macro and a corporate level. Just as trends began to improve in late summer, we were faced with a new situation caused by high energy prices and supply chain tensions, making it more difficult for companies to manage their activities. This triggered the emergence of inflationary pressures unseen for years, the duration of which is difficult to estimate at this time. though it seems likely to continue until the root causes (electricity, gas, oil supplies) are resolved.

On business level, the end of the 2020 lockdown had two main effects. On the one hand, television consumption tended to revert to pre-pandemic levels and, on the other hand, higher levels of household consumption caused advertisers to boost their presence on conventional media in an effort to capitalise as much as possible on the uptick in private consumption.

In this environment, the evolution of the advertising market evolved favourably. The speed with which advertisers adapted to the market was palpable. In this respect, sectors like distribution, food, and telecommunications performed positively, while others, like automotive and tourism had to adapt to the adverse circumstances, like a chip supply shortage and successive mobility restrictions, respectively.

With regard to Mediaset España, the company underwent a normalisation period that manifested in several ways. First, employees gradually returned to the workplace. This process was carried out in compliance with all the safety measures implemented during the pandemic, to ensure the well-being of those involved in the companys day-to-day activity.

On a business level, the content creation process that had been suspended for long stretches in 2020 gradually resumed, though a backlog of unfinished productions remain, which will take some time to resolve. Business lines designed to diversify the companys revenue streams, particularly digital, advertising, and the Mitele PLUS platform, continued to be developed.

In keeping with diversifying revenue streams, in 2021, after years of carrying out the relevant technological developments, Mediaset España launched its first campaign in HbbTV format, combining the scope of traditional television and the potential segmentation of the digital business. Industry consensus maintains that the development of this model will be essential in the coming years if traditional operators want to offer customers better quality.

In purely digital, Mediaset España maintained its growth trajectory, in terms of the number of unique users, videos viewed, and ad revenue generated. Be a Lions complete integration, after its 2020 acquisition, together with the organic growth of the existing activities, positioned Mediaset España as a standard-bearer among audiovisual operators within the digital landscape.

On a corporate level, in 2021 the company remained committed to being an active operator in the consolidation process, focusing on growth and greater scale in order to compete with todays new global players. The Group maintains its position on the need for European media consolidation in order to meet the challenges posed by globalisation and the presence of international operators. In recent months, the view has gained traction among numerous European operators with significant consolidation operations currently underway in France, Belgium and the Netherlands.













ABOUT THIS REPORT

## KEY PERFORMANCE INDICATORS

PROFIT FROM **OPERATIONS** (MILLIONS OF EUROS)

> 225,3 2020: 230.5

2019: 264.9

INVESTMENT IN

 NET PROFIT<sup>1</sup> (MILLIONS OF EUROS)

2019: 211.7

2020: 178.7

 INVESTMENT IN OUT-SOURCED PRODUCTION (MILLIONS OF EUROS)

2019: 91.5

INVESTMENT IN FICTION PRODUCTION (MILLIONS OF EUROS)

35.5

2019: 55.9

**CO-PRODUCTION** (MILLIONS OF EUROS)

2020: 5.78 2019: 25.8 TECHNICAL **INVESTMENT** (MILLIONS OF EUROS)

> 2020: 8.8 2019: 11

 NET ADVERTISING INCOME (MILLIONS OF EUROS)

2020: 732 2019: 880

 AVERAGE WORKFORCE (NO. OF EMPLOYEES)

1,585

2020: 1,564 2019: 1,558.5

 TV CONSUMPTION SPAIN (MINUTES)2

> 213.9 2020: 241 2019: 222

 AVERAGE SCREEN SHARE

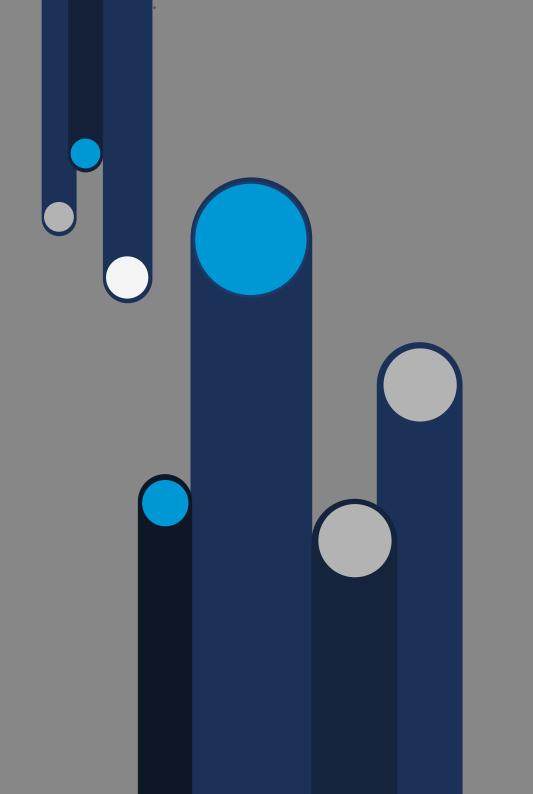
2020: 28.4% 2019: 28.9% HOURS OF OWN CONTENT<sup>3</sup>

30,854

2020: 30,831 2019: 29,043 1. Attributable to shareholders of the Parent

2. Includes linear consumption, deferred consumption, guests and second homes.

3. Includes the hours broadcast of content produced by the Mediaset España Group.



# GOVERNANCE MODEL





# OWNERSHIP STRUCTURE

### **GROUP STRUCTURE**

The Mediaset España Group is an audiovisual group comprised of a series of companies dedicated to to developing audiovisual businesses, an activity that focuses on the production and broadcasting of content, as well as the sale of ad space on the channels it operates.

Mediaset España Comunicación, S.A. ("Mediaset España" or the "Company"), incorporated in Madrid on 10 March 1989, is the parent of the corporate group known as Grupo Mediaset España Comunicación, S.A. ("Mediaset Group" or the "Group").

#### MEDIASET ESPAÑA, THE PARENT COMPANY

Mediaset Españas corporate purpose is the indirect management of the Public Television Service. At year end, it commercially operated the television channels Telecinco, Cuatro, Factoría de Ficción, Boing, Divinity, Energy and BeMad, with the corresponding licences granted to provide audiovisual communication services.

The company has its registered office at Carretera de Fuencarral a Alcobendas, no 4, 28049, Madrid and began trading on the Spanish stock exchange on 24 June 2004. It is currently listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and was included on the IBEX35 index until 22 June 2020.

The Groups activity focuses on using the television channels for which it holds the concession as advertising platforms, as well as the performance of similar and complementary related activities, including audiovisual production, advertising, and news.

As the parent company, Mediaset España is obliged to prepare, in addition to its own financial statements, the consolidated financial statements of the Group.



### The consolidated Group companies are as follows:

fully consolidated companies	Country	2021	2020
Grupo Editorial Tele 5, S.A.U.	Spain	100%	100%
elecinco Cinema, S.A.U. (3)	Spain	100%	100%
Publiespaña, S.A.U.	Spain	100%	100%
Conecta 5 Telecinco, S.A.U.	Spain	100%	100%
1ediacinco Cartera, S.L.U.	Spain	100%	100%
Publimedia Gestión, S.A.U. (1)	Spain	100%	100%
Advertisement 4 Adventure, S.L.U.	Spain	100%	100%
Producción y Distribución de Contenidos Audiovisuales Mediterráneo, S.L.U.	Spain	100%	100%
Netsonic, S.L.U. (1)	Spain	100%	100%
Grupo Audiovisual Mediaset España Comunicación, S.A.U.	Spain	100%	100%
El Desmarque Portal Deportivo, S.L. (3)	Spain	80%	60%
1egamedia Televisión, S.L.U. (3)	Spain	100%	100%
Supersport Televisión, S.L. (3)	Spain	62.50%	62.50%
Aninpro Creative, S.L. (1)	Spain	51%	51%
Be a Iguana, S.L.U. (8)	Spain	51%	51%
Be a Tiger, S.L.U. (8)	Spain	51%	-
equity consolidation method	Country	2021	2020
Producciones Mandarina, S.L. (3)	Spain	30%	30%
a Fábrica de la Tele, S.L. (3)	Spain	30%	30%
uria de Titanes II, A.I.E. (2)	Spain	34%	34%
Aunia Publicidad Interactiva, S.L. (1)	Spain	-	50%
Alea Media, S.A. (3)	Spain	40%	40%
1elodía Producciones, S.L. (4)	Spain	-	40%
Alea La Maleta, S.L.U. (6)	Spain	-	40%
Pagoeta Media, S.L.U. (6)	Spain	40%	40%
Adtech Ventures, S.p.A. (1)	Italy	50%	50%
Bulldog TV Spain, S.L. (3)	Spain	30%	30%
Alma Productora Audiovisual, S.L. (3)	Spain	30%	30%
Jnicorn Content, S.L. (3)	Spain	30%	30%
énix Media Audiovisual, S.L. (3)	Spain	40%	40%
Campanilla Films, S.L. (7)	Spain	30%	30%
loint Ventures	Country	2021	2020
elefónica Broadcast, S.L.USupersport Televisión, S.L. (U.T.E.) (5)			

- (1) The ownership interest in these companies is held through Publiespaña, S.A.U. (2) The ownership interest in A.I.E. is held through Telecinco Cinema, S.A.U.
- The ownership interest in these companies is held through Producción y Distribución de Contenidos Audiovisuales Mediterráneo, S.L.U.
- (4) Company sold in 2021.
- (5) The ownership interest in these companies is held through Supersport Televisión, S.L.
- (6) The ownership interest in these companies is held through Alea Media, S.A.
  (7) The ownership interest in this company is held through Producciones Mandarina, S.L.
  (8) The ownership interest in this company is held through Aninpro Creative, S.L.

MEDIASETespaña.

2021







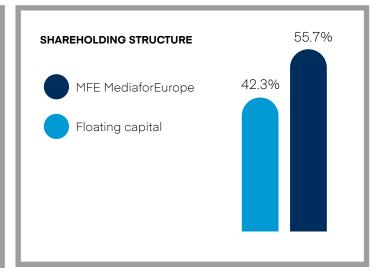
PRESENTATION



BUSINESS MODEL

#### CHANGES IN THE SCOPE OF CONSOLIDATION FOR THE YEAR ENDED 31 DECEMBER 2021

- On 2 March 2021, Aninpro Creative, S.L. (51% ownership) incorporated the investee company Be a Tiger, S.L.U., integrating it through a full merger.
- On 18 March 2021, the Group acquired an additional 20% ownership interest in El Desmarque Portal Deportivo, S.L.,; the current stake in that company is 80%.
- In June 2021, the Groups ownership interest in Melodía Producciones, S.L. was sold.
- In July 2021, the Groups ownership interest in Aunia Publicidad Interactiva, S.L. was discharged due to dissolution.
- On 2 December 2021, the Groups ownership interest in Alea La Maleta, S.L.U was dissolved.









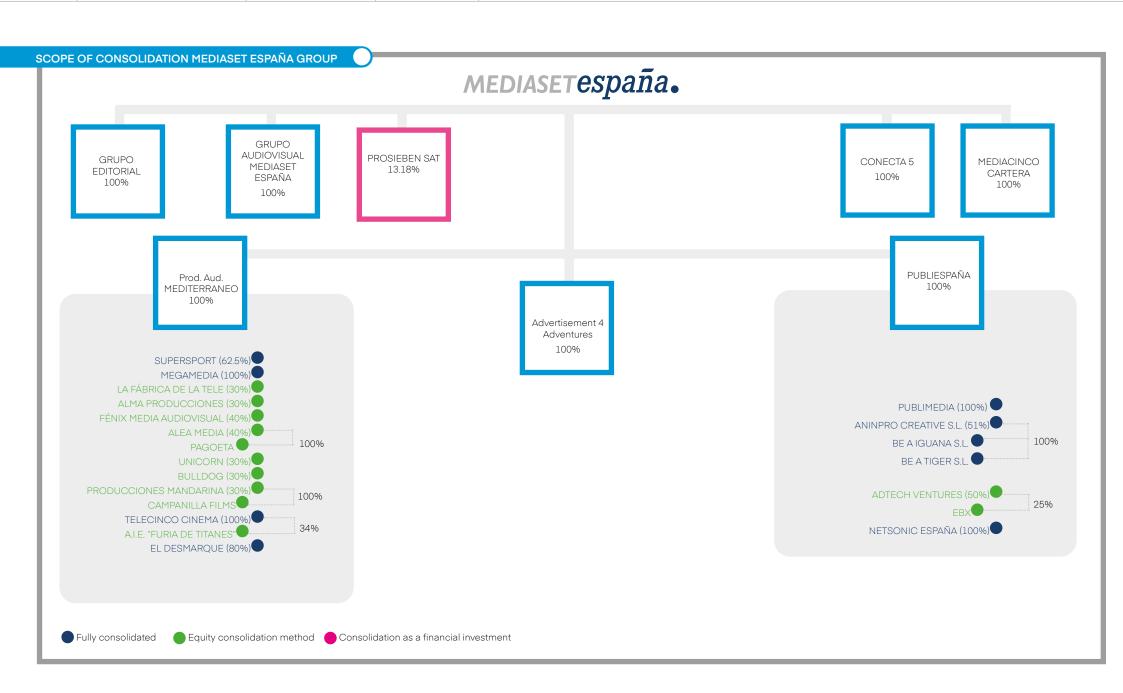












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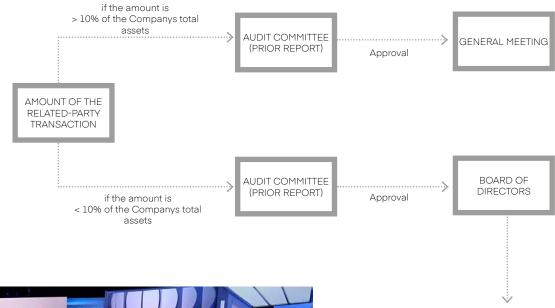
# GOVERNING BODIES

Monitoring and compliance with the rules of good governance is a practice we have instilled over the years at Mediaset España, with Corporate General Management submitting the companys good governance rules to the Audit and Compliance Committee and the Board of Directors. This includes legislative developments arising both from the amendment of applicable legislation and from the recommendations published by the Spanish Securities Market Commission and main international standards.

In the wake of legislative developments resulting from the amendment to the Spanish Corporate Enterprises Act [Ley de Sociedades de Capital], Mediaset España amended the regulations of the Board and of the Audit and Compliance Committee, adapting them to new legislative needs.

The main modification concerns the system for approving relatedparty transactions to ensure greater transparency, publicity and control in the approval process.

#### SYSTEM FOR APPROVING RELATED-PARTY TRANSACTIONS





#### Delegation to the CEO in the event of:

- Intra-group transactions within the scope of ordinary management and under market conditions
- Standardised transactions that do not exceed 0.5% of the companys net turnover.

MEDIASETESpaña.

2021





#### **ANNUAL GENERAL MEETING**

To prevent discrimination, guarantee equal treatment among shareholders and safeguard the health of shareholders, employees, and other persons involved in the preparation and holding of the General Meeting, the company agreed that attendance at the 2021 Ordinary General Meeting would be exclusively virtual, with in-person attendance limited to collaborating personnel essential to the success of the event.

	BOARD OF DIRECTORS			
	Non-executive Chair	Less than 15	Committees chaired by independent directors	Annual activity reports of the Appointments and Remuneration Committee and the Audit and Compliance Committee
	Commitment not to fund political parties	Limitation on the participation of directors on other Boards of Directors.	Obligation to inform the Board of Directors of any criminal cases in which directors are the accused.	Management of conflicts of interest through Mediaset Españas Internal Code of Conduct in relation to the Securities Markets
Annual assessment of the directors and Committees		External Review of Corporate Governance and Remuneration Reports	Tax management excluding tax havens	

SHAREHOLDERS			
Electronic forum	One share one vote	Vote splitting	
Continuous communication through the Investor Relations area	Policies accessible on the web	Remuneration of directors, binding annual vote and vote in favour by 78.55% of the shareholders.	
Justification of the proposals for the appointment and reelection of directors.	Separate votes on substantially independent items		







00

Ms Consuelo



00

Ms Cristina



00

Mr Javier



ABOUT THIS

### **BOARD OF DIRECTORS**

It is worth noting that, following the resignation of Ms Helena Revoredo Delvecchio as independent director of the company, the number of independent directors, as well as the percentage of women on the Board was reduced, and; her position was not filled in 2021

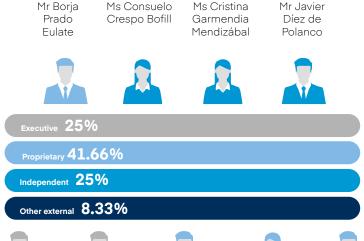
#### ANNUAL ASSESSMENT OF THE DIRECTORS

The self-assessment procedure was carried out by preparing a questionnaire.

The annual Board of Directors assessment did not lead to significant changes due to the improvement process that has been in place for several years.

Mr Alejandro Echevarría Busquet Chairman







Mr Mario Rodríauez Valderas Secretary



Mr Marco Mr Massimo Giordani Musolino 00



Ms Gina Nieri



Mr Niccolò Ouerci O



Mr Paolo Vasile Chief Executive Officer



Mr Fedele Confalonieri **Deputy Chairman** 







#### **Executive Committee**

The powers inherent to the Board are delegated, excluding those that are exempt by law, regulation, or the articles of association.

Executive: 16.66% Proprietary: 50% Independent: 16.66% Non-executive: 16.66%



#### **Audit and Compliance Committee**

Reporting directly to the Board of Directors, the Audit and Compliance Committee is in charge of, among other matters, supervising the financial and non-financial information published by the company, managing conflicts of interest, overseeing relations with the auditor, and supervising the risk control and management policy, among

In accordance with good governance recommendations, it is chaired by an independent director.

Executive: 0% Proprietary: 40% Independent: 60%



#### **Appointments and Remuneration Committee**

Chaired by an independent director, the functions of the Appointments and Remuneration Committee include protecting the integrity of the director and senior executive hiring process, reporting to the Board of Directors on gender diversity issues, ensuring that when filling new vacancies the hiring procedures do not hinder the selection of female directors, assisting the Board of Directors in assessing the Chairman of the Board and the companys chief executives, as well as establishing and supervising the remuneration policy for directors and senior executives

Executive: 0% Proprietary: 50% Independent: 50% 9

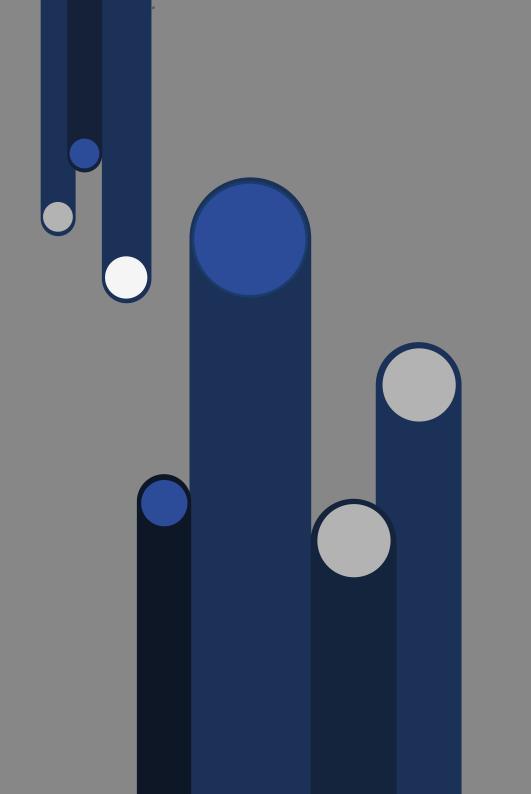
#### MAIN ISSUES ADDRESSED BY THE BOARD OF DIRECTORS

The activity of the Board of Directors of Mediaset España focuses on defining, overseeing and monitoring policies, strategies and key guidelines.

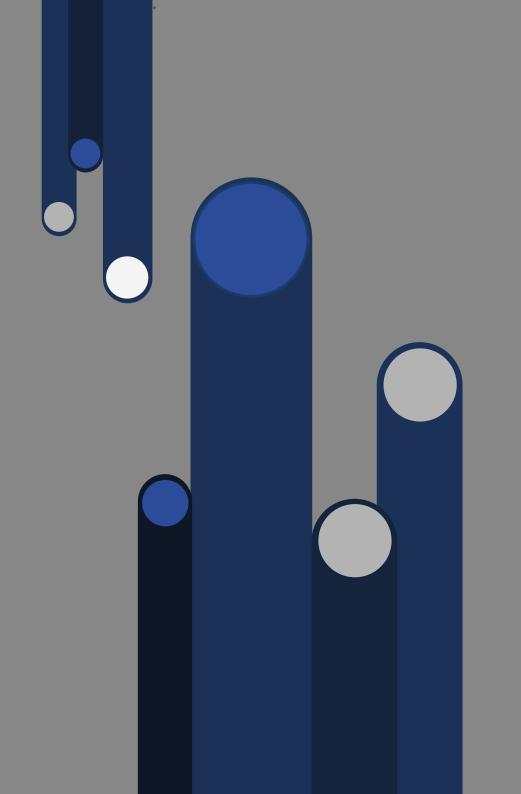
- Monitoring the companys track record: the growth of advertising revenue and audience results.
- Monitoring company management: Analysis of the financial statements of the Company and its Group Approval of the 2021 Budget.
- Establishing strategic objectives for 2021 Establishing the strategic objectives on which the companys risk map is based.
- Renumerating of directors. Applying the principles of balance and moderation to the remuneration of the Chairman, the Chief Executive Officer and members of the Board of Directors.
- Analysing of the political situation and legislative changes. Preparing internal actions for different political and/or legislative scenarios Ensuring compliance with internal rules.
- Supervising the activity of the different areas of the company.
- Promoting corporate governance; approving the Sustainability Report Statement of Non-Financial Information.
- Analysing and approving corporate transactions.

#### Summary of remuneration (thousands of euros)

Name	Total 2021 cash remuneration	Gross profit from shares or consolidated financial instruments	Remuneration due to savings plans	Other remuneration	Company total for 2021
MR ALEJANDRO ECHEVARRÍA BUSQUET	3,071	53	-	-	3,124
MR PAOLO VASILE	1,927	170	-	-	2,097
MR FEDELE CONFALONIERI	139	0	-	-	139
MR MASSIMO MUSOLINO	953	25	-	-	978
MR MARIO RODRÍGUEZ VALDERAS	761	20	-	-	781
MR MARCO GIORDANI	143	0	-	-	143
MR NICCOLÓ QUERCI	127	0	-	-	127
MS GINA NIERI	115	0	-	-	115
MR BORJA DE PRADO EULATE	119	0	-	-	119
MR JAVIER DIEZ DE POLANCO	163	0	-	-	163
MS CRISTINA GARMENDIA MENDIZABAL	147	0	-	-	147
MS CONSUELO CRESPO BOFILL	159	0	-	-	159
TOTAL	7,824	268	-	-	8,092



# **BUSINESS MODEL**



# SUCCESS MODEL

- BUSINESS MODEL
- KEY SUCCESS AND DISTINGUISHING FACTORS
- STAKEHOLDERS RELATIONS
- PARTNERSHIPS FOR SUSTAINABILITY















# **BUSINESS MODEL**



PURPOSE: TO KEEPING CITIZENS ACCOMPANIED THROUGH ENTERTAINMENT

### Main resources

- Availability of financial resources
- Technical and technological resources and cutting-edge infrastructure
- Creative talent
- Business relationships that ensure access to cuttingedge programming
- Wide range of media outlets
- Solid business relationships with advertisers
- Constructive relationship with regulatory bodies in the audiovisual sector
- Licensing of flagship programming
- Sustainable use of natural resources
- Sound management of the supply chain

### What we do and how we do it

### Value chain

CONTENT PRODUCTION	BROADCASTING AND DISTRIBUTION OF CONTENT.	SALE OF ADVERTISING AND CONTENT	AUDIENCE ANALYSIS		
Internal / external creators Intellectual property Licences and derivative products Trademarks  CONTENT PROCUREMENT Broadcast rights management	TDT Websites/app Pay TV platforms, HbbTV, OTTs and international TV Cinema and home video News agency	Internal / external creation of TV and digital advertising pieces (websites, OTT, HbbTV, social media) Sale of content	Analytics and metadata		
SUPPORTING CORPORATE AREAS					

### **Management model**

ANNUAL CORPORATE GOVERNANCE REPORT Board of Directors, Executive Committee, Audit and Compliance Committee Appointments and Remuneration Committee	RISK MANAGEMENT Risk Committee; Acquisitions Committee; Compliance and Prevention Unit; Security Management Committee, Data Protection Unit	CONTENT MANAGEMENT Editorial Committee; Content Committee; Fiction Committee; Digital Committee	ADVERTISING MANAGEMENT Advertising Committee	HUMAN RESOURCES MANAGEMENT Workers Committee; Equality Committee
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### What sets us apart

- Attractive audiovisual content for the audience
- Multichannel and multiplatform offer
- Cross-cutting nature of content
- Solid financial position
- Commercial policy of short blocks in prime time, multiplatform offer and superspot
- Unique richness of targets
- Ability to deal with change quickly

# VALUECREATED



 ENTERTAINMENT VALUED BY THE AUDIENCE AVERAGE SCREEN SHARE

28.2%

SUPPORT FOR SOCIAL CAUSES

10,547

GOVERNMENT

92,461

INVESTMENT IN AUDIOVISUAL RIGHTS

112,425

DIRECT EMPLOYMENT

1,585

 INVESTMENT IN ENVIRONMENTAL IMPROVEMENTS

3,092

SUPPLIERS

373,465

Data at 31/12/2021

Economic figures in thousands of euros.







PRESENTATION

GOVERNANCE



ABOUT THIS REPORT



#### 2021 CONTENT:







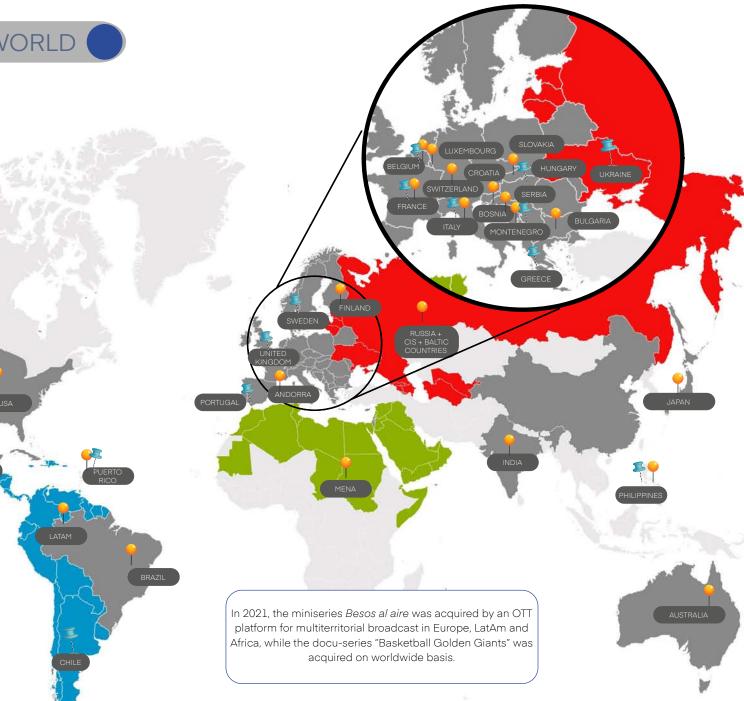
Finished product refers to the sale of audiovisual content as broadcast in Spain, for its distribution. In 2021, sales were carried out in USA, Puerto Rico, LatAm Brazil, Uruguay, Mexico, Slovakia, Lithuania, Latvia, Estonia, Croatia, Serbia, Montenegro, Bosnia, Bulgaria, Russia, CIS, MENA, Italy, Finland, France, Belgium, Switzerland, Luxembourg, Andorra, Australia, Japan, Philippines, and India.

Format refers to the sale of rights for the adaptation of the original idea for the creation of a local version. In 2021 such sales were conducted in Portugal, Italy, Chile, USA, Greece, France, Hungary, Serbia, Philippines, Sweden, United Kingdom, Puerto Rico and Ukraine.

#### REGIONS:

- LATAM: Argentina, the Caribbean (Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Bermuda, Virgin Islands, Cayman Islands, Dominica, Dominican Republic, Guadeloupe, Grenada, Haiti, Jamaica, Montserrat, Martinica, Dutch Antilles, (Curaçao, Saba, St. Eustatius, St. Maarten), Puerto Rico, USA, St. Kitts and Nevis, St. Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela.
- MENA: Algeria, Bahrain, Comoros, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocoo, Oman, Palestine, Qatar, Saudi Arabia, Syria, Somalia, Sudan (North and South), Tunisia, United Arab Emirates and Yemen.
- RUSSIA + CIS + Baltic States: CIS corresponds to the acronym of Commonwealth of Independent States and refers to the following Eastern European territories: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Ukraine and Uzbekistan.

The Baltic countries correspond to the territories of Estonia, Latvia and Lithuania.



MEDIASETESpaña.













## KEY SUCCESS AND DISTINGUISHING FACTORS



To ensure the sustainable development of its business project, Mediaset España must have a team with the skills and attitude necessary to successfully perform their assigned roles, who understand and are committed to the values and expected conduct that must guide their actions.

The wide variety of content that Mediaset España offers throught a diverse range of formants that allow viewers to enjoy a unique experience according to their tastes, preferences and availability, is one of the fundamental elements underpinning the business success.

The flexibility of its model, coupled with the speed with which it adapts to changes (...) enables Mediaset España to offer a wide range of programming.

### **Talent**

#### Aligning talent-strategy

The training policy makes it possible to adapt professional development to the needs of each position, providing refresher and advanced courses for executives and developing the skills necessary for the business

# Attracting the talent present in digital

content dissemination windows, linking reputable streamers with special actions of Group programmes.

### ensure access to the best professionals. Fostering commitment

Identifying future needs

The intern and trainee policy, training

agreements, selection of the best students

from the MA programme in Audiovisual

Content Creation and Management or

the programme called Showrunner: Aula

de ficción (Fiction Classroom), and talent

recruitment programmes, make it possible

to supplement current staff capacities and

Through employee benefits, work-life balance measures and Equality Plans, the company fosters a friendly and beneficial working environment that helps ensure staff engagement.

#### Retaining critical talent

The training and development policy, in conjunction with an appropriate system of recognition and financial compensation, ensures the long-term retention of people with the talent and skills necessary to sustain the success of the business.

### Multichannel offer

#### Channels

Through the main channels and the new generation channels, Mediaset España offers unique content for different groups.

#### Platforms

Through the different content distribution platforms, Mediaset España extends its service beyond the television set, with its own websites for each channel, applications for mobile devices and a considerable presence on social networks.

## **Model flexibility**

#### Solid financial resources

Allows the company to acquire premium content and formats for its viewers.

#### State-of-the-art facilities and equipment

Ensures both in-house and third-party production synergies.

#### Innovation in formats capable of attracting the most dynamic audiovisual consumption audiences, generating the most attractive mix for advertising investment in television and digital media.

#### Capacity to anticipate

figures and formats that may pique audience interest.

**Human Resources** 

Available for each programme,

they continuously monitor

each production and ensure

coordination with the

programming area, in order

to organise the scheduling of

each channel.

Makes it possible for

audiovisual content to adapt

seamlessly to any viewing

platform, ensuring a quality

user experience, while

addressing new forms of AV

consumption

## STAKEHOLDER RELATIONS



MEs many groups impact and are impacted by business activities. The main business areas are involved in identifying these groups, under the coordination of Corporate General Management.

To understand and address the expectations of the main stakeholders, Mediaset España has established various channels of communication and dialogue, paying special attention to facilitating the most appropriate ones for each group.

#### MAIN STAKEHOLDERS AND TOOLS FOR COMMUNICATION AND DIALOGUE

**EMPLOYEES** 

- MR Division
- Corporate Intranet
- **∞** Notice Boards
- **∞** HR App
- Health and Safety Committees
- **∞** Workers Committee and Trade Union Representatives

SECTOR ARTISTS AND PROFESSIONALS

- Dept. Artistic contracting
- Div. Special products

SHAREHOLDERS AND INVESTORS

- Annual Reports
- Annual General Meeting
- Presentation of results and webcast
- **∞** Roadshows
- Meetings and conference calls
- Shareholders Office
   ■
   Shareholders Office
   Shareholders Office
   ■
   Shareholders Office
   Sha (Tel. 91 358 87 17)
- inversores@mediaset.es (Tel. 91 396 67 83)
- A Non-financial rating agencies

GOVERNMENT

- **∞** Spanish Securities Market Commission (CNMV)
- Spanish National Markets and
   ■
   Spanish National Markets and
   S Competition Commission (CNMC)
- ∞ Directorate General of Telecommunications and Audiovisual Management Services (Ministry of Economic Affairs and Digital Transformation)
- Directorate General of Gaming Regulation (Ministry of Finance)
- Ministry of Culture
- Spanish Data Protection Agency (AEPD)
- on Institute of Cinematography and Audiovisual Arts (Ministry of Culture)
- **∞** Joint Monitoring Committee of the Self-Regulation Code

COMMUNITY

- Collaboration agreements with educational centres
- Social organisations: Corporate General Mamt. corporativo@mediaset.es
- http://www.rrhhempleo.telecinco.
- privacidad@mediaset.es
- Corporate Responsibility corporativo@mediaset.es
- Communications Division mediasetcom@mediaset.es
- oo Media mediasetcom@mediaset.es

SUPPLIERS.

- Mamt.
- **∞** Website restricted to suppliers
- telecinco.es

SUBSCRIBERS AND USERS

- Social Networks

AUDIENCE.

- **∞** Blogs, digital meetings, forums
- Opinion polls and audience measurement
- **∞** ICMFDIA
- Comunicación (AUC) (Association of Media Users)
- Continuous Annual Quarterly Three times a year

COMPETENCE AND REGULATING BODY

- Television in Europe (ACT)
- Joint Monitoring Committee of the Self-Regulation Code
- ∞ Responsible Media Forum
- Self-Regulation Code for Television Content and Children
- Association of television and radio sales houses (EGTA)

**ADVERTISERS** 

- of Commercial Communication (AUTOCONTROL)

UNIONS

- Notice Board
- on the corporate intranet
- **∞** Workers Committee
- Social networks and own blogs

#### **FREQUENCY**













The **corporate** responsibility mailbox facilitates dialogue with those interested in the companys sustainable management.

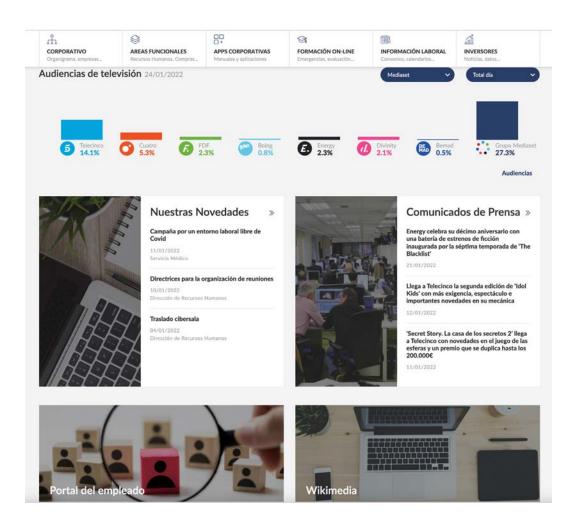
The employee portal and the corporate intranet are the main channels of information for staff staff. The various committees address their requests and concerns.

Opinion polls and audience measurement allow the company to determine whether the content offered appeals to viewers.

The ethical mailbox allows people to report any concerns about business practices that are contrary to the values of the Code of Ethics, regulations and good faith.

Interaction with advertisers is channelled through media agencies.

The company communicates with shareholders and investors directly through the shareholders office and the investor relations area, as well as through roadshows, webcasts and other meetings organised by these areas.

















### **RELATIONS WITH PUBLIC INSTITUTIONS**

The Mediaset España Group conveys and pursues, directly or through its participation in sector-leading agents, its legitimate interests before the government and, in particular, the legislative and executive branches, at the state and European level, framing its actions within the framework of the companys Code of Ethics and current legislation.

In 2021, Mediaset España participated in the public consultation procedure initiated by the Ministry of Economic Affairs and Digital Transformation to obtain feedback about the second version of the Draft Bill on Audiovisual Communication, continuing thereafter with the assessment process and proposal to review this rule, which is still in progress.

It also continued representing its interests in relation to the European Commissions digital single market regulatory package, which includes the Digital Services Regulation; Digital Markets; E-privacy and Artificial Intelligence.

Mediaset España expects that the implementation of Royal Decree Law 24/2021, which transposes the European Directive on copyrights and similar rights in the digital single market, will help prevent piracy problems. This can be achieved by reinforcing the responsibility of online service providers that store and facilitate access to a large volume of copyright-protected works uploaded by their users.

With regard to the Digital Service Act (DSA) and the Digital Markets Act (DMA), Mediaset España supports the processing of both legislative proposals, which aim to promote healthy competition in the digital market and update the rules that apply to digital intermediation services, with the ultimate aim of generating transparency in the digital advertising market and limiting the power of digital platforms.

The application of the EU Code of Practice on Disinformation is considered positive, as it subjects operators, mainly those operating on the internet, to standards of rigour and professionalism in line with the criteria applied by media outlets like Mediaset España. It therefore helps reduce and control disinformation practises that only harm citizens and media companies, such as Mediaset España, who advocate to ensure that the information offered is of top quality and rigorously controlled.

#### PARTICIPATION IN SECTOR-LEADING AGENTS

- Association of Commercial Television in Europe (ACT)
- Self-Regulatory Committee and Joint Monitoring Committee on Childrens Television Standards
- Association for the Self-Regulation of Commercial Communication (AUTOCONTROL)
- Association of television and radio sales houses (EGTA)

















ABOUT TH

# PARTNERSHIPS FOR SUSTAINABILITY



Since 2017 Mediaset España has been a member of the **Responsible Media Forum**, an international partnership between the leading media companies to identify and take action on the social and environmental challenges facing the sector.



Since 2016 Mediaset España has been a member of the **Climate Change Cluster,** a business forum for leadership, knowledge, exchange and dialogue on climate change, coordinated by Forética as the representative in Spain of the World Business Council for Sustainable Development.



Since 2016 Mediaset España has been a member of the **Transparency**, **Good Governance and Integrity Cluster**, a business forum for leadership, knowledge, exchange and dialogue in this area, with a special focus on the value of transparency and good governance in companies and their impact on the market.



Mediaset España is a member of **Fundación Seres,** an organisation that aims to engage companies in the improvement of society through responsible actions that are consistent with their corporate strategies and that create value for both the company and society. Since 2018 Mediaset España has participated in the Laboratorio de Inversores which analyses and promotes socially responsible investment.



Since 2007 Mediaset España has adhered to the **United Nations Global Compact,** an international initiative the purpose of which is a voluntary commitment to corporate social responsibility through the implementation of Ten Principles based on human, labour, environmental and anti-corruption rights.



Since 2009, Mediaset España has participated in the **Carbon Disclosure Project** (CDP) analysis process, responding to its questionnaire on Climate Change. The initiative, launched by the United Nations in 2000 maintains the worlds leading database of self-reported business information on climate change, with the aim of providing solutions to the climate crisis by revealing meaningful information for business, policy and investment decisions



Since 2008, Mediaset España has been a member of the FTSE4Good Ibex, an index that recognises the levels of environmental management, human rights and labour policy, as well as compliance with certain standards in terms of working conditions in the supply chain and the rejection of corruption, among others.



Since 2012, Mediaset España has been a member of the Association of Spanish Broadcasters, the purpose of which is to promote measures that reinforce legal certainty in relation to the issuance of listed securities; to improve the legal framework and the development of high corporate governance standards; to improve communication between companies and their shareholders and to promote dialogue and cooperation with the government and, in particular, with the CNMV.



Mediaset España is a member of the **EGTA**, which aims to help its members to protect, grow and diversify their businesses around content edited and broadcast on a linear basis by their TV channels and/ or radio stations. MEDIASETESpaña.

2021













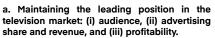


## STRENGTH OF A COHERENT STRATEGY



In 2021, Mediaset España demonstrated that the strength of its strategic pillars allows it to achieve its objectives and to successfully develop its business in the face of an unexpectedly adverse context.

#### 1. THE TRANSFORMATION OF MEDIASET ESPAÑA INTO AN AUDIOVISUAL COMPANY BASED ON THREE MAIN COURSES OF ACTION



Mediaset España Grupo has transformed itself into a leading audiovisual group. Bearing in mind that its origin and core business are those of a television station under the free-toair TV model, its main objective remains the same — to be a leader in profitability thanks to its excellent capacity to maximise advertising campaigns with an efficient and competitive programming/production cost structure. The cross-cutting television model implemented by Mediaset allows it to attract different, sizable audiences that are increasingly better served owing to the diversity of content offered through its eight free-to-air channels, and its digital platforms. In addition, in 2021, Mediaset promoted ad sales on HbbTV and social media with favourable results. It also promoted the Mitele Plus platform with new formats and content created exclusively for this medium, acquiring more than 200,000 subscribers.

Mediaset also launched and will continue to create new programme brands to bolster its leadership as an audiovisual company. Its leadership in advertising share, revenue and profitability is backed by the financial and operational data obtained.

#### b. Promoting profitability on the internet.

The internet is one of the Groups strongest drivers of growth. Mediaset manages to balance the coexistence of television programmes and brands with broadcasting on the MitelePlus platform. In addition, it has created new specific content for the digital world for direct online launch.

All of the above was achieved and will continue to be achieved under one principle: mandatory profitability, our Groups basic strategic objective. The Groups initiatives to strengthen its digital platforms through the distribution of content have paid off. In this respect, taking into account the fact that part of the strategy will revolve around the development of digital business, the Group continues to increase coverage without jeopardising the profitability of internet activity. Mediaset España integrates the entire offer through its different channels, either by free-to-air services, web platforms, apps, mobile/tablet platforms, and other new types of distribution that may emerge.

As we mentioned in the previous section, the new free-to-air and pay digital platforms are vehicles for a multidisciplinary audiovisual, through which we incorporate new viewers to augment Mediasets core audience.

# c. Promoting partnerships in the production and exploitation of audiovisual content.

Mediaset España is a leading audiovisual company in content production and broadcasting. As such, given the emergence of new customers for audiovisual products, the Group pursued partnerships with the new OTT and TV platforms for the sale of series, films, programmes, etc., as well as formulas for the exploitation of these products.

Mediaset offers a range of audiovisual products with a multiplatform approach. Broadcasting via eight DTT channels, launching HbbTV, the Mitele and Mitele Plus platforms, its channels websites, and agreements with major OTT players, such as Netflix, Amazon and HBO, have positioned Mediaset as the audiovisual leader on the Spanish market. In this regard, Mediaset España has continued to promote Mediterráneo, the first nationwide AV production conglomerate with expertise in diversified content, including entertainment, series, cinema, sporting events, digital native formats and branded content. Mediterráneo was launched with a client base that includes Mediaset España and other television channels, like TVE, Real Madrid TV, Telemadrid, Telefé and the BBC, as well as content distribution platforms, such as HBO, Netflix and Amazon.

# d. Promoting the necessary technological adaptation/evolution and the new ways of working brought about by the COVID-19 pandemic.

In 2021, the Group made investments in a effort to maintain the appropriate level of service, for both its website users and employees. Significant effort was made to strengthen controls against cyber risks and to modernise sets and installations.

Facilities and workstations were adapted in accordance have also been adapted in accordance with the prevention measures established to ensure the safety of employees returning to the jobsite.

MEDIASETespaña.

2021







PRESENTATION

GOVERNANCE





# 2. MONITORING OF THE REGULATORY FRAMEWORK AND DEVELOPMENT OF RELATIONS WITH SUPERVISORY BODIES AND PUBLIC INSTITUTIONS

In an environment of continuous regulatory changes, both sector-related and economic-financial (accounting, tax and labour), Mediaset España aims to adapt in the most efficient way to these changes, prioritising strict compliance with the new regulations that come into force.

Mediaset has successfully adapted to all the new sectoral and competition regulations imposed by the regulator.

With regard to the latest regulation on gaming ads, Mediaset España has implemented alternative measures to optimise income in advertising slots where it is possible to broadcast these types of ads.

Furthermore, internal training sessions have been implemented to strengthen compliance with the new advertising sales guidelines established by the Spanish Markets and Competition Commission (CNMC).

Finally, since July 2021, the company has been settling the new digital service tax, although the impact is not significant from a business standpoint.

# 3. SCALING THE ORGANISATION AND PROCESSES APPROPRIATELY VIS-À-VIS THE COMPETITIVE LANDSCAPE AND THE CURRENT COVID-19 SITUATION.

Firstly, it is worth highlighting the Groups remarkable capacity to adapt to the consequences of the COVID-19 pandemic. Since the beginning of the pandemic, the Group has prioritised the occupational health of its workers. Likewise, Mediaset España has invariably promoted the productivity of its organisation across all levels. The current situation has accelerated the implementation of new ways of working that the Group will gradually optimise. Furthermore, this breakneck technological evolution requires the Group to maintain a workforce equipped to handle the different transformation processes. Mediaset España wants to safeguard its organisation based on the skills that its employees have demonstrated to date. Their effort, flexibility, commitment, loyalty and productivity have enabled the Group to remain a leader in the audiovisual sector.

In the second half of 2021, after the state of emergency and lockdown restrictions were lifted, the Groups workforce began returning safely to the office. Mediaset España since has maintained the upheld the anti-COVID certification protocols established by AENOR (Spanish Standardisation and Certification Association).

Finally, Mediaset España has incorporated new employee profiles to cover new content production needs and new advertising sales strategies. Digital transformation is accelerating this process. This workforce modernisation process includes specific training plans for groups of employees. These plans are aimed at maintaining and improving knowledge in the companys core areas.



Q

## INTEGRATED RISK MANAGEMENT



The context in which Mediaset España develops its business is increasingly complex and uncertain. Understanding and managing risk properly is therefore critical to the business success. The Mediaset Group has an Integrated Risk Management System, based on COSO II, which ensures integrated risk management and aims to identify, control and manage the risks that may impact the achievement of the established objectives.

#### INTEGRATED RISK MANAGEMENT SYSTEM

BOARD OF DIRECTORS

Senior governing body, whose responsibilities include, but are not limited to, approving and monitoring the financial and nonfinancial risk management and control policy, including tax risks and the supervision of internal information and control systems, following a report from the Audit and Compliance Committee.

# AUDIT AND COMPLIANCE COMMITTEE

Delegated body of the Board of Directors, whose responsibilities include, but are not limited to, understanding, verifying, and supervising the adequacy and integrity of the process of preparing the financial information, internal controls, and risk management systems, ensuring compliance with the Risk Policy.

#### **RISK COMMITTEE**

The Risk Committee reports to the Audit and Compliance Committee. This is the body through which the executive risk management functions are carried out in the companys day-to-day operations, establishing the framework for the Groups Integrated Risk Management.

# COMPLIANCE AND PREVENTION UNIT

The Compliance and Prevention Unit reports to the Audit and Compliance Committee. Its duties include ensuring Group companies apply the Code of Ethics and assessing their degree of compliance, ensuring compliance with the Internal Rules of Conduct, managing the internal affairs and ethics mailbox, establishing and updating the necessary controls to prevent and detect criminal conduct and promote a culture of compliance.

#### ACQUISITIONS AND SALES COMMITTEE

The Acquisition and Sales Committee reports to the Risk Committee. Its tasks include analysing the economic/financial data of productions, purchasing good or services, the amount of which exceeds 20,000 euros/year, and assessing opportunities to buy/sell rights or any other type of sale.

#### SECURITY AND PRIVACY MANAGEMENT COMMITTEE

The Security and Privacy Management Committee reports to the Risk Committee. Its main functions include reviewing, approving and promoting the Security Policy, as well as monitoring critical security incidents that occur within the Group, proposing and carrying out security plans, and verifying the technical security measures defined in the Policy.

#### DATA PROTECTION UNIT

The Data Protection Unit reports to Corporate General Management. It is tasked with establishing and maintaining the Privacy Model for the processing of personal data.

#### INTERNAL AUDIT

#### CONTROL FRAMEWORK

INTERNAL CONTROL OVER FINANCIAL REPORTING (ICFR) COMPREHENSIVE RISK MANAGEMENT POLICY **CODE OF ETHICS** 

CRIME PREVENTION AND DETECTION MODEL

REGULATORY COMPLIANCE POLICY CORPORATE SECURITY POLICY

SECURITIES
MARKET INTERNAL
REGULATIONS

OTHER POLICIES AND PROCEDURES

















### COMPREHENSIVE RISK MANAGEMENT POLICY

IDENTIFICATION

The owners of the business processes of the companys value chain identify the events that, should they materialise, may affect the development of the processes and the fulfilment of the objectives of its Management.

ASSESSMENT

The risk managers (those responsible for carrying out the actions that are part of the business process) assess the risks based on the likelihood of occurrence and their potential impact on the business.

**RISK MAP** 

The risk managers, together with the Internal Audit Department, assess whether to include in the companys Risk Map those events that pose a potential threat to the achievement of Managements objectives.

ACTION PLAN

Risk owners/ managers define the actions required as specific control mechanisms for each risk identified.

MONITORING

The Internal Audit Department supervises and monitors the execution of the controls defined in the Action Plan. It also reviews (half-yearly) and updates (annually) the Risk Map.

The Integrated Risk Management Policy establishes the risk assessment and identification guidelines, the responses to them, and the control and supervision activities. Under this framework, the company has mapped all the processes that involve business and structural operations, so that those that are key and critical to achieving the strategic objectives — and on which periodic tests are carried out to ensure they are properly fulfilled — are identified.

The Mediaset Group rejects any practise of **corruption, bribery, fraud or any other conduct classified as a crime** by the Spanish Criminal Code [Código Penal] and is fully committed to strict compliance with the legal system. The Code of Ethics, together with the Regulatory Compliance Policy and the Crime Detection and Prevention Protocol, establish the framework for action to prevent and avoid actions that could be considered corrupt practices or any behaviour that could be deemed unlawful under the Criminal Code.

The Mediaset Group has defined an anti-corruption management framework control structure where the Board is the highest decision-making body, the Audit and Compliance Committee supervises and controls the Criminal Risk Prevention Model and the Compliance and Prevention Unit is the body responsible for managing, supervising and monitoring the Crime Prevention Model, collaborating with the Audit and Compliance Committee in developing its competences.

The Compliance Model establishes a series of controls conducted periodically by the different business areas to mitigate risks. This control process is carried out for both Group companies and those that may potentially form part of it. For the latter, during the due diligence phase, all the measures that the company under review has implemented in anti-corruption matters are duly requested and analysed.

Finally, the Group has a mechanism to identify business partners that may present a high risk of corruption, as described in the above Protocol and in the due diligence procedures established for that purpose.

#### PRINCIPLES AND VALUES OF THE CODE OF ETHICS

- Compliance with current legislation
- · Business accountability
- Freedom of information and opinion
- Equal opportunities and non-discrimination

The purpose of Mediaset Españas management and fraud alert system is to prevent irregular practices and detect suspicious transactions. In turn, any employee, manager, director or collaborator of the Mediaset Group who has well-founded suspicions of the existence of practices contrary to the principles and values of the Code of Ethics or to ethics and good faith in business, may report them through the Ethics Mailbox.

#### CRIMINAL COMPLIANCE SYSTEM CERTIFICATION









PRESENTATION





#### **GROUP CONTROLS TO MITIGATE THE RISK OF CORRUPTION AND BRIBERY**

- Matrix of powers and policy use
- Separation of duties
- Verification of collections and payments of income and expenditure transactions
- · Acquisition process for broadcast and/or format rights
- Purchasing and acquisitions procedure
- Contract signing procedure
- Related-party transactions procedure
- Acquisitions and Sales Committee
- Supplier approval protocol
- Per diem and travel expense procedure
- Procedure for giving and receiving gifts and invitations
- Protocol for making donations and sponsorship management
- Contractual clauses related to criminal risk prevention in contracts with third parties
- Conventional advertising orders associated with a commercial agreement
- Guide to Criminal Compliance in investee companies (not subject to the effective management of the Group)

Mediaset Españas Code of Ethics and Regulatory Compliance Policy of the Mediaset España Group establish the fundamental principles and values by which the company is governed and to which all employees, executives and members of the Board of Directors are subject, as well as subsidiaries and all persons, natural or legal, who maintain any kind of relationship with Mediaset España in the performance of their professional or business activities.

The Code of Ethics, together with the Groups Internal Code of Conduct, establish the criteria and rules of conduct to avoid situations that may generate a **conflict of interest.** In turn, the Group has a series of procedures to mitigate the risk of conflicts of interest and encourage transparency and good management. In this regard, to avoid potential conflicts of interest in the creation of content and/or its distribution, all content creation assignments are reviewed, analysed and ultimately approved by the Groups Acquisitions Committee.

In 2021, the Related-Party Transactions Procedure was updated to adapt it to the amendments introduced by Spanish Corporate Enterprises Act [Ley 5/2021, de 12 abril, de Sociedades de Capital] (LSC), where the most significant changes affect the approval and reporting of related-party transactions. Since 3 July 2021, any related-party transaction (sale of content, loans, salaries, etc.) with a shareholder, an investee or related company of Mediaset España, that exceeds or equals 10% of the asset items of the last Annual Balance Sheet approved by the Company, must be approved by the General Shareholders Meeting. In addition, any transaction that exceeds 5% of the above threshold and/or 2.5% of the annual amount of the Groups turnover, must be published on the corporate website and reported to the Spanish Securities Market Commission. All other related-party transactions will be approved by the Board.

In general, related-party transactions that the company and its subsidiaries intend to perform will favour the Groups corporate interest, in market terms, in a transparent way, without any type of discrimination as regards to third parties in equivalent conditions.

In turn, to detect and resolve possible conflicts of interest between the company and its directors, and to avoid conduct that could be detrimental to the company or its shareholders, various mechanisms are established.

The Compliance and Crime Prevention Unit is responsible for establishing controls for the prevention and detection of criminal conduct, such as corruption in business, influence peddling or fraud and for updating of the Criminal Risk Map annually. This unit serves as a communication channel with the Board for any concern or critical matters raised by an employee, supplier or other stakeholder, and reports directly to the Audit and Compliance Committee. In 2021, the Compliance and Crime Prevention Unit did not receive any enquiries/complaints related to corruption or other issues.

The Internal Audit Department monitors the effective application of the corresponding procedures and codes, as well as the procedures in the event of any possible irregularity, fraud or corruption and must submit the case to the Audit and Compliance Committee. As part of the Annual Audit Plan, the risks related to corruption or other criminal behaviour are analysed in the lines of business with the highest incidence Group-wide. In 2021, these risks were reviewed by all the Groups business units and four potential risks were detected and mitigated by applying the corresponding control measures.

#### **ETHICAL MAILBOX**

- The Compliance and Prevention Unit receives the information and assesses its veracity and credibility
- It submits those that it considers well-founded to the Audit and Compliance Committee, which assesses whether to initiate an investigation.
- There is an obligation to guarantee and ensure the protection of the privacy and confidentiality of the information received and the parties involved.
- A pop-up of its functions is circulated twice a year.
- A campaign to raise awareness takes place twice a year.
- In 2021, a query was received related to compliance with the safety measures that employees must follow in COVID prevention.

In October 2021, the Corporate Ethical Mailbox Management Procedure was updated to adapt to the national transposition of Directive 2019/1937 on the protection of persons reporting infringements of EU law. known as the Whistleblower Directive.



Q



PRESENTATION







Any purchase of goods and services is regulated by the acquisition and contract signing procedures, and the Purchasing and General Services Department is in charge of supervising the management.

### SUPPLY CHAIN MANAGEMENT CONTROLS

- Acquisition Committee: approval of all purchases over EUR 20,000
- Contract signing: mandatory for all goods and services requests exceeding EUR 150,000
- Supplier approval protocol prior to contracting goods or services
- Personal Data Protection clause in all contracts
- Assessment of the need to take out third-party liability and damage insurance
- Compliance with Occupational Hazard Prevention requirements for suppliers providing services at the Groups facilities
- Clauses to ensure responsible corporate behaviour

### CONTROLS TO MITIGATE THE RISK OF ANTI-COMPETITIVE CONDUCT, UNFAIR COMPETITION OR MONOPOLISTIC PRACTICES

- Code of Ethics
- Regulatory Compliance Policy
- Internal guide on Publiespañas commercial policy

### 2021 TRAINING IN ANTI-CORRUPTION PROCEDURES

GENERAL COMPLIANCE MODEL

89
PARTICIPANTS

438
HOURS

CYBERSECURITY COMPLIANCE

138
PARTICIPANTS

968
HOURS

TRAINING RELATED
TO CRIME AGAINST
THE MARKET AND
CONSUMERS

80
PARTICIPANTS

160
HOURS

### **RISK MAP**

The risk map, which is approved annually by the Audit and Compliance Committee and which addresses potential financial and non-financial business risks, is reviewed every six months in order to identify any risk factors that could have a negative impact on the Groups operations or results, the review is also submitted to the Audit and Compliance Committee and the Board of Directors. Quarterly, the Risk Committee reviews the KRIs.

During the review process, the expectations that the key business area managers, investors, regulators, customers and suppliers may have of the company are taken into account, as are any relevant internal or external events that could potentially impact activity, legislative developments, and recommendations for good practices that may apply to business management.

In February 2021, the risk map was prepared and subsequently revised in October 2021.







PRESENTATION



BUSINESS MODEL

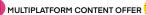
### MAIN RISKS AND MANAGEMENT MECHANISMS



MAIN RISK	DESCRIPTION	STRATEGIC OBJECTIVE	MANAGEMENT MECHANISM	IMPLEMENTED	MANAGED	INDICATORS	IMPACT SPEED
FAILURE TO COMPLY WITH THE REGULATORY FRAMEWORK	Significant regulatory changes or changes in the interpretation of existing regulations on accounting, tax, criminal, labour, competition and data protection matters, as well as the regulation of the audiovisual and advertising sector itself, which may affect the development of the business and the fulfilment of strategic objectives.		The Group has formed a senior management task force to analyse any regulatory changes, so that any unforeseen decision can be mitigated immediately, reducing its impact on the company as much as possible.  At the same time, given the regulators continuous monitoring of the content broadcast by the channels, the Group has developed the processes and implemented the precautionary measures necessary, on an editorial control level, to ensure that the restrictions on broadcasting content during protected hours are not violated and that such content is duly catalogued and the viewers are notified in advance.  The advertising management systems implement controls to comply with legal obligations regarding the advertising blocks that can be programmed into the schedule.  The Group participates in the development of regulatory frameworks related to business activity through the companys Institutional Relations area and its membership in leading sector associations.  However, it should be noted in mind that the criteria for assessing the broadcasting of content is entirely subjective and, therefore, it is difficult to eliminate this risk entirely.	Publication of Royal Decree 958/2020, of 3 November, on commercial communications for gaming activities, publication of Spanish Law 4/2020, of 15 October, on the Tax on Certain Digital Services [Ley 4/2020, de 15 de octubre, del Impuesto sobre Determinados Servicios Digitales] and of the Royal Decrees related to COVID-19.	With respect to the decree related to the restriction on the broadcasting gaming ads, Mediaset is analysing alternative measures to optimise revenues in advertising slots where these may be broadcast.  In relation to the latest legislation on the new digital service tax, the company is performing quarterly fillings, in which case, its impact is non-material for 2021.  Lastly, the Group has rigorously complied with all legislation on occupational health and safety related to COVID-19 protocols.	1. Advertising revenue from gaming operators. 2. Digital service tax accrual costs 3. Number of cases of infection and reinstated personnel	FAST
LOSS OF TV COVERAGE AND A DROP IN CONSUMPTION ON OTHER PLATFORMS	The expansion of the TV offer with the incorporation of OTT platforms and social media, together with new consumption patterns with a more on-demand focus, may lead to a decrease in TV consumption and, consequently, a loss of coverage and exposure for free-to-air TV.		Mediaset España is taking advantage of all the opportunities presented by the audiovisual market in its transformation. Apart from establishing its position as a leader in free-to-air television, the company has developed a strategy of consolidating its web platforms, creating new digital channels and strengthening social networks and partnerships with the main OTT platforms for the distribution of some of its content.	YES	Mediaset España has increased investment in order to offer its audiovisual products on other consumer platforms. In addition, it is implementing new forms of content distribution and production in an effort to secure 360 in the audiovisual environment.	Free-to-air TV consumption - Kantar Media and Comscore for digital audiences	FAST
ADVERSE POLITICAL AND MACROECONOMIC ENVIRONMENT	The television business is directly related to economic growth and, therefore, this is an external factor that has a direct impact on the business. As the pandemic recedes, all macro indicators are improving, although this is not reflected in TV advertising investment at the moment. Possible threats to the economic context may affect the recovery of the audiovisual sector.		The Group has adopted measures aimed at controlling costs, both in relation to its business and structure, which will be long-lasting given the current economic situation. Mediaset España is also focused on diversifying its dependence on advertising revenue, including the sale of content rights to OTT platforms and new digital revenue streams.	YES	Mediaset España has applied its cost management know-how to minimise the impact of the pandemic on its profit and loss account.	Evolution of advertising investment     Change in GDP	VERY FAST

















PRESENTATION

GOVERNANCE MODEL

BUSINESS MODEL



MAIN RISK	DESCRIPTION	STRATEGIC OBJECTIVE	MANAGEMENT MECHANISM	IMPLEMENTED	MANAGED	INDICATORS	IMPACT SPEED
COMPETITORS AND MARKET CONDITIONS	Strong competition in the audiovisual sector where the high level of fragmentation is accentuated by the entry of new players in the market. Therefore, not only is there greater competition for acquiring attractive content for users and advantageous economic conditions for the company, but new creators and broadcasters of their own audiovisual content are also emerging.  At the same time, new content platforms are not subject to the same obligations and limits as television channels.  These new platforms lead to a change in content consumption habits that impacts television consumption.		Mediaset España is strongly committed to the promotion of all content distribution platforms, with Television as the main platform, It is also pursuing initiatives that try to merge TV content with the digital environment.  Mediaset España continues its strategy to boost its products with the purchase of new events and to strengthen its entertainment and fiction products to successfully compete on the market.  Mediaset España has created Producciones Audiovisuales Mediterráneo to promote the production and sale of fictional series and other programmes.	It is true that new competitors have appeared, such as social media.	Mediaset España continues to focus on multimedia and, to that end, has created specific sales and marketing teams for the digital arena. It continues to invest in the ongoing development of its multimedia platforms.	Audience data on DTT and on-line channels. Sales of fictional products and other programmes.	FAST
LOSS OF LEADERSHIP	Threat of possible loss of leadership in the advertising share and/or profitability of TV in favour of the digital environment, due to a change in content consumption methods.		From a leadership in profitability standpoint, Mediaset España meticulously monitors the status of the advertising market, in order to achieve the right mix of billing-cost-profitability, without affecting its leadership in audience share.  To this end, the company maintains its operational scheme of broadcasting most of its programmes as in-house productions to better contain costs.  Mediaset España is attempting to bolster its audience leadership through its products and brands.	NO	N/A	Value of advertising share achieved by the Group with respect to total investment, both in TV and in digital media.	FAST
REPUTATIONAL DAMAGE	Mediaset España owns many brands—corporate brands and brands associated with its programmes—and as such, it is exposed to situations that may jeopardise its corporate image, that of its channels, or its programmes.	•	The Communications Department is responsible for safeguarding the corporate image by continuously monitoring any news or activity that could trigger a crisis or impact the image of Mediaset España. In coordination with the Multiplatform Department, it also monitors any new developments on social media.  The company has also improved coordination with programme producers to reduce its reaction time.  As soon as a potential conflict is detected, the Communications Department coordinates, informs and advises the CEO in order to take the appropriate measures.  Mediaset España collaborates through projects/campaigns related to equality, environmental protection, health care, awareness of data protection and privacy, and is committed to education as a means to achieve a better society.	NO	N/A	Number of incidents affecting the Groups reputation.	VERY FAST





















MAIN RISK	DESCRIPTION	STRATEGIC OBJECTIVE	MANAGEMENT MECHANISM	IMPLEMENTED	MANAGED	INDICATORS	IMPACT SPEED
FINANCIAL	The economic situation increases liquidity and collections risk.  The appreciation of the Dollar against the Euro impacts the television business, since the company buys audiovisual rights in markets that operate in USD.	•	Mediaset España monitors customer risk, classifying them according to the risk and requesting sufficient guarantees to ensure that defaults are as low as possible.  The company has the appropriate hedging instruments and exchange rate insurance in place to mitigate a possible negative impact.	NO	In 2021, Mediaset España maintained its liquidity sources with banks.	Percentage of bad debts.     Evolution of the exchange rate	FAST
TECHNOLOGICAL CHANGE	The constant and ever-faster technological evolution has an impact on the way we consume television. Failure to adapt infrastructures, systems, applications and platforms appropriately can have a negative impact on business sustainability.		Mediaset España monitors the evolution and the effect that technological changes may have on television, making the appropriate investments to develop adapted technologies and infrastructures.	YES	In 2021, Mediaset España continued to invest in digital transformation in different areas of the company, as in its firm commitment to the HbbTV technology.	Percentage of approved investment and ongoing or completed projects.	SLOW
PIRACY	Technological progress and the decline in associated costs increase the possibility of unauthorised access to music and audiovisual content. This can lead to such content being shared rapidly by users of new technologies, without authorisation from the legitimate owners of the rights and without paying the corresponding royalties.	•	Mediaset España has firm contracts in place with leading providers for the hosting of its digital archive.  At the same time, it has defined procedures to control the flow of content to the different platforms, and technical audits are performed to ensure that they are properly applied.  The content that is published on social media without authorisation is continuously supervised and updated.  In the case of films, the company has contracted a monitoring system to combat unauthorised access to the content produced, during the period of time in which the film is shown in cinemas.	NO	Mediaset España monitors content that is published without authorisation and requires its immediate withdrawal from the corresponding platform.	Number of incidents caused by this risk.	FAST
CYBER ATTACKS	Damage caused by third parties to the service platforms, resulting in a service interruption and/or a data breach.		Mediaset España has a Cybersecurity Risk Map for the Group, as well as corresponding controls and mitigation measures.  It also conducts periodic reviews of users and system vulnerabilities, as well as internal and external audits; it has procedures in place to ensure incidents are properly handled.  The Group has a denial-of-service (DOS) attack mitigation service.	There were no material security incidents in 2021.	Mediaset España continuously monitors new viruses/vulnerabilities as they appear.	Number of incidents caused by this risk.	VERY FAST















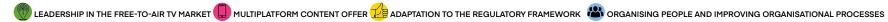
PRESENTATION





MAIN RISK	DESCRIPTION	STRATEGIC OBJECTIVE	MANAGEMENT MECHANISM	IMPLEMENTED	MANAGED	INDICATORS	IMPACT SPEED
LITIGATION	Litigation and disputes that the Group has or may have with third parties in labour, criminal, tax, judicial review or civil and corporate and commercial matters pending final resolution.		Mediaset España, through its Directors and advisers, assesses the risk of litigation and disputes and, in instances where the risk is likely to occur with quantifiable economic effects, makes the appropriate provisions.	YES, although their impact has been immaterial.	The Legal Department and the rest of the areas affected continuously monitor ongoing litigation.	No. of new proceedings.	SLOW
LOSS OF INTEREST IN CONTENT	Acquisition and/or production of content and/or programming decisions that are not in the best interest of the audience.		The Programming Department has a new product research unit that is continually checking the market for new products. The Group uses Cuatro as an incubator for new programmes. The Group maintains the brands with the largest audience.	NO	N/A	Number of programmes that are cancelled.	FAST
INTERRUPTION OF BUSINESS	Failure in the operation of key business systems or infrastructures that may interrupt broadcasting, with the consequent impact on profitability.		The Group has a defined business continuity plan that guarantees the immediate availability of the key personnel, systems and platforms necessary to continue broadcasting. To this end, it carries out training and makes the necessary investments in infrastructure and technology.	NO	N/A	Number of incidents	VERY FAST
DATA BREACH	Leak of relevant confidential information (content, financial data, commercial policy or other sensitive business information), which may have a significant impact on the companys ability to achieve its strategic objectives.	<b>@</b>	Mediaset has defined different protocols to ensure the confidentiality of its information, for example, the Code of Ethics, Corporate Security Policy, Protocol for reporting information to the CNMV. It also includes privacy clauses in contracts with its suppliers.	NO	N/A	Number of incidents resulting from data breaches	VERY FAST
ADAPTATION OF THE ORGANISATION AND PROCESSES TO THE COMPETITIVE SCENARIO AND TO THE SUSTAINABILITY MANAGEMENT MODEL	The processes defined within the organisation are not adapted to the new competitive scenario, whether due to the tasks defined within them and/or due to the lack of staff with the required talent, or the failure to take sustainability and governance parameters into account.	8	The Group has defined a project plan to adapt the processes. The HR area also includes initiatives for talent management and staff retention, including an employment agreement and remuneration policies. Staff safety is a drive in all processes. Different policies have also been defined for waste management, electricity and water consumption and plastic use. Content production processes carried out abroad take into account current environmental regulations in the area.	YES	Mediaset España has been certified COVID prevention protocols by AENOR. Motivation programme for middle and executive management (known as driver). Reduction in the use of plastics. Use of energy-efficient equipment/ lighting.	Projects in progress. Employees leaving the company. Sanctions due to breaches of environmental regulations.	SLOW

The risk associated with the potential impact of climate change, both physical and transitional, exists and has been integrated into the Mediaset Groups Risk Management System. However, given the activity carried out, it does not have a significant strategic or financial impact on the development of the Mediaset Groups audiovisual business, according to managements assessment. Mediaset España has a contingency protocol in place that establishes the actions to be carried out in the event of force majeure that jeopardises the broadcasting of audiovisual content. After the materialisation in 2021 of risks referred to as black swans (e.g., Storm Filomena), it has become clear that Mediaset España is prepared to maintain business continuity. This is possible because, on an annual basis, the Group tests the proper functioning of its business continuity plans.























## THE AUDIOVISUAL BUSINESS



### **NEWS CONTENT**

Mediaset España news items provide viewers with the data and information necessary to critically assess the facts and draw their own conclusions. They do not express opinions. Instead, they carry out journalistic work, **applying the principles of veracity, objectivity and independence** in the information they convey, conducting their work on the premise of **freedom of expression and information, professional secrecy and non-discrimination.** 

In turn, any subject or matter to be dealt with in the news requires giving voice to different viewpoints, so that viewers are exposed to a variety of opinions where criterion prevails over the clamour that may arise from certain information.

### **CONTROL FRAMEWORK**

#### Daily editors meetings

to review the contents to be broadcast and those already broadcast, analysing their alignment with the predefined editorial approach.

### Weekly editorial

committee with the companys top executives to review the news milestones.

### Citation of sources when

they are public and consent to be quoted; confidentiality of sources when requested.

### Regular communication between journalists and those responsible for updating the information.

Control of content intellectual property of the contents, as a filter before and after broadcasting.

### Public interest and relevance of the news

guide information decisions, guaranteeing the exercise of freedom of expression.

### Rectification (copy),

broadcast through the same media as the information to which it refers.

### GENERAL AUDIOVISUAL COMMUNICATION ACT

SELF-REGULATION CODE FOR CHILDRENS TELEVISION STANDARDS

CODE OF ETHICS

CODE OF ETHICS



FOREWORD

PRESENTATION

#### RIGOUR IN REPORTING AND EDITORIAL INDEPENDENCE

To fulfil the objective of broadcasting **unbiased and credible information,** and given the immediacy of the information and growing public concern about its veracity—in view of the significant volume of false news circulating—the newsroom of Mediaset España meticulously verifies its sources, cross-checking them against others.

At the same time, it applies internal management mechanisms to **protect the generation of content from any political, shareholder, technical or** other kind of interference, guaranteeing the editorial independence recognised and valued by its audience which is key to securing the social licence to operate.

### **CONFIDENTIALITY OF SOURCES**

To guarantee the protection of privacy on the one hand and the exercise of the right to information on the other, the Groups news programmes cite sources when they are public and consent to being quoted.

The right to information and freedom of expression prevail as long as the news is of public and general interest. However, the Groups news items guarantee the confidentiality of those who wish to provide information anonymously, although in the case of a proven crime, the right to information always prevails. On the other hand, the identity of people who have suffered situations considered risky or sensitive, such as abuse, harassment or suicide, is never disclosed.

### **CODE OF ETHICS**

- Public interest service
- Verification of facts and sources
- Impartiality
- Values and independence
- · Privacy and public interest

- Minors
- Presumption of innocence
- Visual language
- Change and correction policy

From an editorial viewpoint, rigorous and independent information is broadcast by **Informativos Telecinco (news coverage),** which, once again, has worked tirelessly to bring current figures closer to an average of 1.8 million viewers and 14.4% share in the calculation of its main editions, which, like the rest of Telecincos content, increased its commercial target to 15.6%. The daily 3 p.m. edition of Informativos Telecinco is the most watched, the most-watched, with an average of 15.9%, its highest share since 2008, with almost 1.9 million viewers. In turn, the morning edition (12.6% and 187,000) leads with its best data in 13 years.

Throughout the year, Informativos Telecinco reporters and the production team of the ATLAS news agency have covered important news and events, such as the evolution of the global pandemic caused by the SARS-COV 2 virus and the vaccination of the population, the assault on the Capitol, Joe Bidens inauguration, Storm Filomena, the elections in Catalonia, the arrest of rapper Pablo Hasél, the snap elections in the Community of Madrid, the withdrawal of Pablo Iglesias from politics, the diplomatic crisis with Morocco and the massive arrival of immigrants in Ceuta, the pardon of Procés prisoners, and the eruption of the La Palma volcano, to mention a few.









PRESENTATION

GOVERNANCE



### **ENTERTAINMENT CONTENT**

Entertainment has a strategic place in general television programming and its live format continues to be the most popular option among Spanish audiences. Mediaset España fulfils its objective of keeping people company through entertainment, with a strong focus on in-house content production and with live TV as its primary format.



### **CONTROL FRAMEWORK**

#### **Production Committee:**

this committee decides and establishes the general lines of the weekly contents of the in-house programmes weekly content and supervises the progress of the productions underway.

Antena Division: provides guidelines for content optimisation by providing layouts for commercial breaks, develops programming strategies, and analyses results through marketing.

#### Content Committee:

addresses issues related to the content and subject matter of the programmes on the Groups various channels, as well as their scheduling.

**Rating** of content by age, both of in-house and third-party productions.

Content Department: defines the editorial lines and sends them to the production departments. They are then forwarded to producers for their monitoring. The Executive Producers of the programmes are responsible for monitoring their proper implementation.

Daily analysis of programming and audiences to establish programming guidelines and adapt the television offer to users preferences.

**Daily content meeting** to coordinate joint strategies for production, promotion and supervision of content.

GENERAL AUDIOVISUAL COMMUNICATION ACT

CODE OF ETHICS

EDITORIAL LINES

PROGRAMMING STRATEGY

SELF-REGULATION

CODE FOR

**CHILDRENS** 

**TELEVISION** 

**STANDARDS** 

CLASSIFICATION OF CONTENT













### **CLASSIFICATION OF TELEVISION CONTENT**

- Application of the system for rating audiovisual products according to age Self-Regulation Code
- · Classification of all television content, excluding news and re-broadcasts (unless required)
- Analysis of the presence of any potentially harmful content, both for in-house and outsourced production
- Ratings determine broadcast time slots.
- Analysis and proposal for reclassification of audiovisual products (feature films, series) to avoid any gap in the ratings produced by the passage of time.

### POTENTIALLY HARMFUL CONTENT



Mediaset España has defined and implemented a control system to evaluate and monitor the content generated, to align its creation with the companys values, Code of Ethics, and the Self-Regulation Code.

#### **CONTROL SYSTEMS**

#### LIVE PROGRAMMING

### Assessment and monitoring through follow-up meetings

between the channels management and the programme producers. In these meetings, any aspect of the programme may be discussed, from the content to be broadcast or the complaints received, to the images and captions to be used.

Supervision by the Executive Producer, either being present on the set, supervising production, or directly viewing of the broadcast of the programme, sharing their observations with programme management if necessary.

#### PRE-RECORDED PROGRAMMING

Defining **guidelines for programme content** and communicating them to the producers.

Viewing of Mediaset España programmes to assess whether they comply with the guidelines, the Code of Ethics, respect for human rights, the rights of minors and right to privacy of individuals.

Communicating of observations to the producers, so that they can adapt the programme content. Subsequently, urther analysis and control by Mediaset España.

After the executive production editorial control, the programmes are delivered to the video library.

#### PROGRAMMES WITH MINORS

In addition to the aforementioned controls, the Public Prosecutor for Minors is informed before the programme is broadcast and, when required, the programme is sent. This control is normally carried out by the producers.

### REVIEWS OF SCRIPTS AND OUTLINES, VIEWING OF PROGRAMMES

In their working meetings, the Executive Producers review scripts and outlines and preview the programmes or videos to be used, applying their editorial criteria. In addition, the Antena Division conducts programme viewing to detect the presence of potentially problematic content.

#### **SELF-REGULATION COMMITTEE**

- Meets three times a year.
- Objective: to analyse the complaints and claims received.
- Action:
- a) Review and respond to complaints received; b) Defend the company against complaints/ claims that it considers unfounded or, where appropriate, accept of the claim in the event that it is deemed appropriate:
- c) The International Relations Area reports the results of the meetings to the Antenna Division and the Content Production Division, with a view to correcting and improving the content in the future.

### JOINT MONITORING COMMITTEE

 Analyses the application of the Self-Regulation Code and assesses compliance of each television operator.

# MEASURES TO MITIGATE POTENTIAL CONFLICTS OF INTEREST IN THE CREATION AND DISSEMINATION OF CONTENT

- Code of Ethics
- Established policies
- Working meetings and committees
- Measures for data collection and analysis
- Analysis of potential conflicts (producer hired, format, content, potential partners and customers)
- Robustness of the news channels

### FREEDOM OF EXPRESSION AND JOURNALISTIC INDEPENDENCE

Freedom of expression and journalistic independence are reflected and guaranteed in the Groups Code of Ethics, which establishes that journalists must carry out their work in strict compliance with the principles of truthfulness, objectivity and independence in the information they broadcast.

To guarantee this freedom and avoid any manner of censorship, we invariably aim to reflect all forms of thought, opinion and current trends that allow us to enjoy truthful information and form diverse opinions.

### PROTECTION OF INTELLECTUAL PROPERTY

The Intellectual
Property
Management
Protocol establishes
the framework for
managing the rights
and duties in this
area.

Transfer contracts signed with the producers of the works

Registration, by Mediaset España, of all programme names (their trademarks) Oversight of the Legal Department and the Rights Acquisition Division

### MUSIC CREATED FOR MEDIASET ESPAÑA PROGRAMMES

- The music becomes part of the Grupo Editorial Tele5 catalogue.
- An editorial contract is signed with the authors of the work.
- The work is registered with the SGAE, along with the score.

Mediaset España reports all the musical, audiovisual and dramatic content it uses to the SGAE, which subsequently distributes the rights accordingly.

### **AUDIENCE SATISFACTION**



13,954

**5,720** 

QUALITATIVE STUDIES - FOCUS GROUP

11

NEUROMARKETING STUDIES

7

PANEL FOR ASSESSMENT

1 5

### **CULTURE - INTELLECTUAL PROPERTY**

Spaces dedicated to promoting culture by broadcasting programme pieces and special content on its channels for International Book Day and International Opera Day.











# mediasetespaña.

Mediaset España has once again established itself as an audience leader in all forms of distribution of its free-to-air content, consolidating its own production model, based on proximity, quality and live feeds, giving its group of channels incomparable value in audience ratios and profiles.

At the same time, the company has expanded its business of producing and distributing content to third parties, through the Mediterráneo Mediaset España Group, reaching over 200 territories worldwide through individual sales to other television outlets and signing agreements with major distribution platforms worldwide.





### LINEAR AUDIENCE

In view of the new audiovisual environment, the group has set itself the goal of retaining and attracting core audiences more in tune with new consumption habits. The goal has been largely achieved, with a comfortable lead by Mediaset España both among total individuals, with a screen share of 28.2%, as well as among qualitative audiences, with a 30.6% share.

This success hinges on its predominant place among core audiences with 31.8% in the 13 to 54 age group.

Mediaset España, with 26.4% in prime time, also leads the prime time commercial target with a positive conversion of 29.2% in this segment. In addition, it leads in day time with 29.1% and with the most dynamic audience of the slot with 31.3%.

These very positive results are attributable in part to the success of the European Football Championship in 2021, and the strength of the groups content across all of its channels, among which Telecinco unarguably retains the top spot.



## TELECINCO, 22 YEARS AS THE MOST-VIEWED COMMERCIAL TELEVISION OUTLET

With its highest rating since 2009, at 14.9%, **Telecinco has been the leading media outlet in commercial television for 22 consecutive years,** and overall leader for a decade. It again succeeded by attaining 15.5% of advertisers most desirable audiences. It is also the channel with greatest affinity among core audiences aged 13 to 54 with 15.6%. In prime time, it has reached 13.9%, with leadership in day time (15.4%), morning (15.9%), afternoon (16.4%) and late night (17.3%).







## THE MOST-WATCHED PRIME TIME ENTERTAINMENT

In 2021, Telecinco had the years most-watched prime time entertainment and the time slots highest commercial target with *Rocío, contar la verdad para seguir viva* (2.5 million, 27.5% and 31.8% on TC), *La isla de las tentaciones* (2.5 million, 20.5% and 27.0% on TC) and *Caso Wanninkof* (2.4 million and 18.5%) in first, second and third place, respectively.

The channel has large-format shows such as *Supervivientes* (2.3M and 26%), the most-viewed and competitive reality show of the year, and new unrivalled contests in the slot, like *La última tentación* (1.9M and 17%) and *Secret Story* (1.7M and 17.2%). It also features a new edition of *Got Talent* (2.2M and 18%), the most-watched talent show of the year, together with programmes such as *Volverte a ver* (1.1M and 11.2%), *Mi casa es tuya* (1.8% and 17.7%) and *Deluxe* (1.5M and 15.7%), which has led for the ninth year on weekend nights.

Regarding day time, Telecinco is committed to a programming model based on its live in-house, current events-based programming, the crux of a schedule that attracts the most dynamic audiences, with positive conversion to commercial target. *El programa de Ana Rosa* with 20.1% and 654,000 has had its most competitive year since 2007, reasserting itself as the leading morning show programme with the best day time commercial target with 20.7%. *Sálvame* (1.7M, 16.4% and 17.4% on TC) dominates the evening time slot for the eleventh year. The the daytime schedule is rounded out with *Ya es mediodía*, with 1.2M and 15.0%, and growth of 1.2 points compared to last year, reaching 16.3% on TC; and the new *Ya son las ocho* (1.5M, 11.8% and 13.5% on TC). On weekends, *Socialité by Cazamariposas* (1.2M and 15.3%, which also increased 0.5 points compared to 2020) and *Viva la vida* (1.5M and 13.4%), both lead their respective slots.









In film and scripted shows, Telecinco has its own production series that include *El Pueblo*, which was the most-watched comedy of the year on free-to-air television, *Señoras del (h)AMPA* and *Madres, amor y vida*; the outsourced production series **Love** is in the air, the most-viewed series of the year on Telecinco, *Mi hogar, mi destino*, DOC, *Nina, una enfermera diferente* and the blockbusters on *Cine 5 Estrellas*, with Bohemian Rhapsody as the most-watched film of the year.

### SUCCESS OF THE EUROPEAN FOOTBALL CHAMPIONSHIP, THE TELEVISION EVENT OF THE YEAR

In 2021, Mediaset España presented the major sporting event, suspended in 2020 due to the coronavirus: the European Football Championship. Considered the television event of the year an enticement for advertisers, its success speaks for itself: 36,250,000 people–80% of the population—who watched on TV a total of 6.1 million unique users of the Euro Cup site and 16.7 million recorded live sessions, making it the sporting event with the greatest digital following in history at Mediaset España.

The average audience throughout the entire competition on Telecinco and Cuatro was more than **3.3 million viewers**, 28% screen share, 34.4% commercial target and a viewership of mostly of young people.

Spains role was on average 58.6% of the *share*, with 8.3 million followers and 68.2% commercial *target*. Of all its matches, the semi-final against Italy was extraordinary, with a gripping penalty shootout seen by 14,170,000 viewers and 72.9% *share*, the ninth most-watched broadcast in Telecinco history and the twelfth largest audience of Spanish TV ever.

From a commercial viewpoint, the success of the Euro Cup was equally resounding when, during the competition, **100% of the most-watched spots in 2021 were broadcast by Telecinco**, with the Spain-Italy match featuring the 10 most-viewed, with ratings over 30%. Viewed as a whole, a total of 261 advertisers broadcast spots during th tournament, 47% more than in EURO2016 and 3% more than in the 2018 World Cup.















### CUATRO, COMMERCIAL STRENGTH

Cuatro, with **5.3% total in individuals**, showed its commercial strength, with a positive conversion of 6.1%. In *prime time* it has obtained 5.3%, raising its data to 6.4% in the commercial *target* slot. With the 25 to 34 age group, it hit 6.9%, outperforming its direct competitor.

With its in-house production, it dominated the programme schedule with innovative and original shows to complement its classic programming. In the reality show genre, Cuatro airs *Supervivientes: Tierra de nadie* (1.4M and 14.1%) and *El debate de las tentaciones* (835,000 and 9.2%), with broadcast windows leading their respective slots.

It also offers various genres during prime time, such as *Planeta Calleja* (1.2M and 7.9%), *Todo es verdad* (6.4%), *Los Gipsy King* (6%), *Horizonte* (6.8%), *Viajeros Cuatro* (4.9%), and *En el punto de mira* (4.7%); classics, like *First dates* (1M and 6.6%) and *Cuarto Milenio* (6.2%), and afternoon programming with *Todo es mentira* (5.7%) and *Cuatro al día* (5.4%) focusing on current events. In outsourced scripted programming, Cuatro airs *The Good Doctor, FBI, 9-1-1* and *McGyver,* as well as its own scripted series *Caronte* and *Los relojes del diablo*.



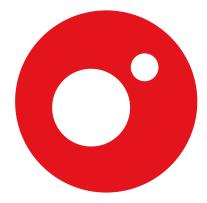


























### MEDIASET ESPAÑAS THEMED CHANNELS, LEADERS FOR NINE YEARS

In Mediaset Españas global strategy, themed channels provide added value to the companys linear programming, enriching the Telecinco and Cuatro audiences through segmented public niches. 2021 marked the ninth year that these channels, as a whole, led the free-to-air consumption of themed television with a cumulative *share* of **8.1%** 

In a repeat performance, the most-watched programme nationwide was *Factoría de Ficción* (2.4%), which tied with Nova. It achieved unrivaled positioning with young people, making it the third highest ranked commercial channel with the largest following among viewers aged 13 to 24, with 7%, and a commercial *target* of 3.2%, a segment where it also leads in themed programming.

**Energy** is rated fourth (2.1%), with 2.3% in commercial *target*. **Divinity**, which targets female audiences, closed the year with 1.9%, and a positive conversion among working women, with 2%. **Be Mad**, in turn, reached 0.6%. For the first time in its history **Boing**, which, for the first time in its history, has closed the year as the absolute leading kid's channel among children aged 4 to 12, obtaining 11.6%. In addition, it was the most-watched childrens channel on commercial television for the ninth consecutive year.















# **MEDITERRÁNEO.**

MEDIASETESpaña. GROUP

### MEDITERRÁNEO MEDIASET ESPAÑA GROUP EXPORTS THE GROUPS CONTENT TO MORE THAN 200 TERRITORIES

Mediaset Españas content business has expanded through third-party production and the sale the nation's largest product catalogue (in terms of volume), from nearly twenty producers specialising in live feeds, scripted products, entertainment, sport, news, documentaries, cinema and digital-native content. Mediterráneo Mediaset España has consolidated its objectives of optimising costs, increasing revenue from sales and distribution in Spain and abroad strengthening producers access to international formats and markets, and promoting the development of new initiatives in digital and television productions, all within the model of coexistence between broadcasting the groups content on Mediaset Españas platforms and channels.



It is currently present in more than 200 countries through agreements with large platforms, like Amazon Prime Video, Disney +, Netflix and HBO, and OTT service companies, like Movistar +, Vodafone, Viacom/CBS, Orange, Euskaltel, Direct TV and América Móvil, among other national and international distribution channels.

Coinciding with the release in Spain of STAR, owned by Disney+, a deal was reached this year to release the mini-series **Besos al aire** in Europe, Latin America and Africa, together with series such as **La que se avecina**; **Sé quién eres** and **Perdóname Señor** in addition to Telecinco Cinema films, like **Regresión**, **Lo impossible** and **El secreto de Marrowbone**. Netflix, in turn, offers films such as **Cien años de perdón**, **Perfectos Desconocidos** and **Kiki**, **el amor se hace**; while HBO has 20 titles, including **8 apellidos vascos**, **8 apellidos catalanes** and **Tadeo Jones**. Amazon Prime Video also features exclusive scripted content, like **Señoras del (h)AMPA, La que se avecina**, **El Pueblo** and **Madres: amor y vida** as well as exclusive documentary series like **La Familia** and **El Principito es Omar Montes**, along with 15 Telecinco Cinema productions.

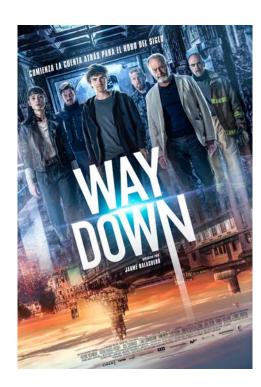
In the international market, the series **Señoras del (h)AMPA** has been sold in more than 40 territories. The series **Madres: amor y vida** was acquired by DIRECTV and Globosat for broadcast in Latin America, the Middle East via MBC, and Slovakia via RTVS. The co-production **Los relojes del diablo** has also been shown in Latin America together with **Desaparecidos**, for a total of 40 markets following its release in the East and in Middle Eastern countries. **El Chiringuito de Pepe** will be adapted in Hungary in the coming months, becoming the first of the group's shows adapted in this country. The series has also been made available for adaptation in the United States by NBC Universal.

In entertainment, the documentary series *La Familia*, which also appears on Amazon Prime Video, will be released in the Philippines via Discovery+; *Mónica y el sexo* will be shown in Australia and the adaptation of *Cámbiame* on the Alpha TV channel, where the local version of *Escenas de matrimonio* is also broadcast.



## TELECINCO CINEMA, RETURN TO THEATRES AFTER THE PANDEMIC

In 2021, cinemas began the process of reopening under under strict anti-COVID restrictions and protocols. Despite the fact as of the FY closing date, the market has not yet returned to prepandemic levels, Telecinco Cinema has recovered to theatres with the release of *Operación Camarón* and Way Down. In cinema, it has continued to perform its role with the filming of new projects, such as *El cuarto pasajero* and *No haberlos tenido*, the production of *Tadeo Jones, la maldición de la momia* and the design and development of new projects slated to begin filing soon.

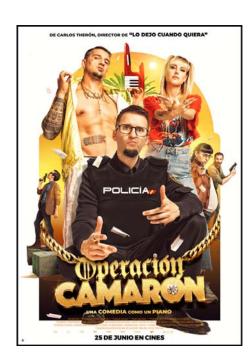




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On 24 June, *Operación Camarón* reached the big screen, an action comedy directed by Carlos Therón that tells the story of a novice policeman whose mission is to infiltrate a band of hired musicians at the wedding of a local drug dealers daughter. Another film, **Way Down** has also been released in theatres and is one of the most ambitious projects in Spanish cinema that, in its first weekend, became the Spanish film with the best reception in theatres of the year. Shot in English and directed by Jaume Balagueró, it has a Spanish and international cast led by Freddie Highmore with a spectacular display of technical and human skill. The film recounts the meticulous plan of a brilliant engineer who intends to rob the impregnable Bank of Spain, taking advantage of the public and media attention garnered by the 2010 World Cup final in South Africa.

In addition to the above, Telecinco Cinema has finished filming *El cuarto pasajero*, a road movie that flirts with romantic comedy, directed by Álex de la Iglesia, who has re-teamed with the producers and screenwriters of *Perfectos desconocidos*, one of the 10 highest grossing Spanish films ever. He also shot *No haberlos tenido*, an irreverent comedy for the entire family directed by Víctor García León.



## MEDIASET GAMES FOR VIDEO GAME DEVELOPMENT

In recent years, the video game industry has asserted its dominance as a strategic sector in digital entertainment. As such, the company has created Mediaset Games to develop **digital** audiovisual entertainment. Mediaset Games will create 100% original video games and exploit their film and television licences, together with the best national and international development studios, exporting its brands to new screens.

Mediaset Games involves the creation of a new business line that complements the audiovisual entertainment universe. The aim is to reach the youngest and most commercially demanding audiences with the know-how of years of experience in format development beyond the small and large screen.

The first steps in this new journey begins with the plots and characters from Telecinco Cinema movies. Mediaset Games will launch the official **Way Down** video game, together with the award-winning Gammera Nest studio for Playstation®5 (PS5™) and PlayStation®4 (PS4™) video consoles. In addition, it is preparing upcoming releases of *Malnazidos* and *Tadeo Jones* 3: *La Maldición de la Momia*, all of which are co-produced with PlayStation®Talents, the Sony Interactive Entertainment España (SIE España) programme, which has supported video game development in our country for over a decade.



## ATLAS, THE LEADING SPANISH-LANGUAGE NEWS PRODUCER AND DISTRIBUTOR

Mediaset Españas AV services producer has reaffirmed its leadership in the **in the provision of news, broadcast services, and AV communication**. The company continues to make progress in the digital market, where it is already the benchmark producer and distributor of current affairs content in the Spanish sector, establishing its international scope among Spanishlanguage media outlets.

In 2021, ATLAS produced more than **40,000** news items in different audiovisual formats, with more than **10,000** connections and live signals to cover the main news and events of the year, all of which are distributed daily through the platform is accessible to subscribers and customers via digital media, television channels and content producers. For the international market, it has collaboration agreements with agencies such as Reuters, through which it reaches many countries.

In addition to its full coverage of current affairs, it offers a **documentary archive** with images from the last 30 years. These images are used daily by national television producers in their reports, documentaries and programmes as well as on international channels, themed channels and platforms.

Through its Broadcast Services area, ATLAS centralised its AV and broadcast production services for international breaking news and for Mediaset España with programmes like *El Programa de Ana Rosa, Cuatro al día, Ya es mediodía, Todo es Mentira, Horizonte, Sálvame, Viva la vida* and *En el punto de mira*, in addition to collaborating with companies and departments of the Group, such as Publiespaña, 12 Meses, Xplora Tecnología and content for social media. ATLAS also underpins its position as service producer, acting as a reference for the main content producers, television channels and a large array of companies and foundations.



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### LICENCES, EVENTS AND MUSIC MANAGEMENT: EDITORIAL VALUE OF MEDIASET ESPAÑA BRANDS

The Commercial Publishing Department has generated additional revenue from the strength of the brands of the companys channels, programmes and presenters. In the publishing industry, magazines such as Viva la Vida, Más Que Coches, Pasatiempos Telecinco, Pasatiempos Sálvame and Sopas de Letras Telecinco, as well as books like **El humor de mi vida**, by Paz Padilla: **La** chica de la ventana, and IUMIUKY, a book with the same name as the programme about pets, have all been successful sellers. The format of literary recommendations *Mil palabras & +* is also worth mentioning. In board games, La casa de los Retos, El precio justo, the La isla de las tentaciones card game, and the La que se avecina Monopoly game have excelled in sales. With regard to sporting events like the Euro Cup, the Commercial Publishing Department has entered into the merchandising market with the virtual race Juntos con la Roja. For its part, Planes Cuatro, the travel and leisure brand, has been an ideal vehicle for promoting domestic tourism during the pandemic, together with tourism agencies in other countries. The success of this seal has given way to Planes Gourmet (Gourmet Plans), to promote national gastronomy. Mejor Ilama a Kiko, a teleshopping space, has completed two years in Antena and the programme GEN360 for online training has also been launched.

Hybrid and face-to-face events organised and produced by Mediaset España on its platforms for external companies have also been consolidated, doubling in number with regard to the previous year. At the same time, the company has renewed its *media-partnership* agreements with *Carrera de la Mujer* and the EDP Rock n Roll Running Series of Madrid.

Mediaset España is also the preferred audiovisual group for record companies to promote their acts. Famous artists have performed on current affairs and entertainment programmes. *Puro Cuatro* has also been renewed thus providing a new musical space where trends are reviewed by renowned national and international artists, along with several specials of *Mira mi música*. The **Taquilla Mediaset** programme supports Spanish artists festivals and tours, as well as musicals and plays, as theatres re-open.

In publishing, the Grupo Editorial Telecinco (GET) added 2,600 songs to its catalogue of 155 authors, 53 of them new to GET, meaning that 82% of the music played on Telecinco and 70% of the music played on Cuatro is from the Mediaset España catalogue. It has also created the Euro Cup anthem *Juntos somos más* (Together we are more) with Lara Álvarez, Yotuel and Beatriz Luengo or the BSO of the movies *Operación Camarón* and Way Down, available on all music platforms.























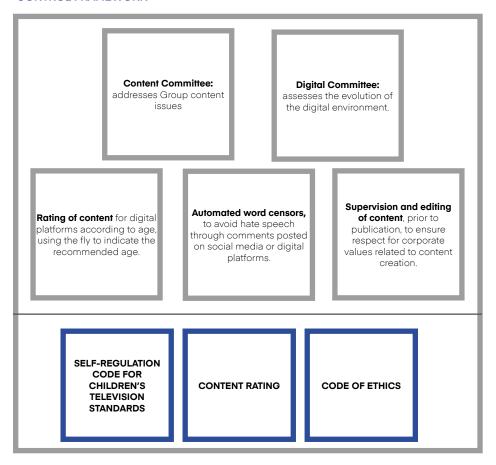


### **DIGITAL CONTENT**

Mediaset España offers its audiovisual content on as many screens and as many devices as possible so that users can enjoy it whenever and wherever they want and be an active participants.

The Groups digital platforms broadcast exclusive content and reproduce the content broadcast on the Groups channels.

### **CONTROL FRAMEWORK**



### MEDIASET ESPAÑAS MULTIMEDIA UNIVERSE

### **WEBSITES**





















**YASSS** 

NIUS





uppers

MEDIASETESpaña.



**APPS** 

mitele 🗈

SOCIAL MEDIA







de cada canal, programa o serie

### **CONTENT RATING BY AGE**

### mitele 🗈

VOD content shows the rating associated with the programme before the user accesses the content, and on live feeds of TV linear channels, it appears permanently, as on the TV. Furthermore, Mitele has a parental control system for registered users that can be activated by users.



If the content is not suitable for all audiences, the recommended age is indicated in the video start frame.

To avoid comments posted by users that may cause harm, instigate violence or other content that may be considered inappropriate, the option to publish comments on news items and videos on Mediaset Españas websites has been eliminated.





#### **USER INTERACTION AND PARTICIPATION MECHANISMS**

- Customer service: provides answers to Mitele PLUS subscribers, via telephone, mail, chat or social media.
- **Websites and Apps:** the audience participates by making decisions on the mostwatched programmes and can generate content by taking part in contests or initiatives that require viewer participation (sending answers or uploading content).
- Social media for each programme and inboxes: users can share their opinions, complaints, suggestions or questions.
- Surveys, trivia or interactive games (through EX.CO and Qualifio): users interact with the channels content.
- Mitele Club: a space for Mitele PLUS annual subscribers where they can comment on forums, participate in exclusive experiences related to the Groups programmes and characters.
- Mitele PLUS subscriber satisfaction surveys in the event of subscription cancellation.
- Connected events: exclusive events for Mitele PLUS subscribers in which they can interact live with Mediaset España presenters.
- **QR Codes:** these codes are used during TV programmes so the audience to participate in voting and surveys.



### **BROWSING IN A SECURE ENVIRONMENT**

Targeted online advertising



Parental control available at mitele.es



In a market where digital consumption of audiovisual content is increasing every day, this year, Mediaset España managed reassert its dominance among TV groups for the most-watched videos. With a total of 6,171 million video plays between January and December, **Mediaset España has broken its overall record of digital consumption,** with an uptick of 18% compared to 2020.

Regarding traffic, 2021 saw a record number of unique users (on average per month) who visited Mediaset España websites: 19.4 million, 7% more than in 2020.

With a total of 3,371 million videos viewed, **Mitele** has beaten its **annual record of views**, reassertings its leadership as the most-consumed **live and on-demand television content platform** up 13% compared to 2020. The success of the platform was underpinned by a new traffic record in 2021: an average of 2.9 million unique users have visited each month to enjoy its content, 15% more than the previous year.

By channel, **Telecinco.es** closed the year with 1,707 million videos viewed, a new record after improving its figures by 53% compared to 2020. The official Telecinco website also saw **record traffic** with a monthly average of 11.1 million unique users, 6% more than the previous year; it is the most visited television channel on the internet.

**Cuatro.com** also reached an all-time high with 247 million plays in 2021, a 10% increase, and a monthly average of 3.8 million unique users, while **Divinity.es** had the most traffic in its history with 3.6 million unique users, 21% more than in 2020.



Mediaset Españas digital universe also features a highly segmented rangge of **digital-native** content including the native video platforms **Mtmad** and Yasss, as well as the digital newspaper **NIUS**, the sports news *El Desmarque*, and **Uppers** for the over 50s.

# MITELE PLUS, PREMIUM CONTENT BEYOND MITELE, THE LEADING PLATFORM IN DIGITAL TELEVISION CONSUMPTION

Together with the entire Mitele offer, the free-to-air digital platform with the group's live and on-demand content, Mitele PLUS offers exclusive content, previews and special events only accessible to its subscribers.

Among its exclusive offer, its live in-house programmes have gained pre-eminence, such as **Sobreviviré** (I will survive) directed by the journalist Nagore Robles airing Monday through Thursday; **Secret Story**, with an exclusive 24-hour channel and previews of daily summaries and Sunday galas; **La última tentación** (The last temptation) and **Got Talent**, with a preview the day before the broadcast. In addition, it has an extensive package of international scripted content with early pre-broadcast sneak peaks, for titles like **Nina**, una enfermera diferente; Spanish series such as **Señoras del (h)AMPA** and famous Turkish series **Love is in the air**, **Omer:** sueños robados and **Mi hogar**, mi destino, **Nuestra historia**, **Matrimonio por sorpresa**, **Dulce venganza**, **Mi mentira más dulce**, **Habitación 309**, **Erkenci Kus**, **Dolunay**, **No sueltes mi mano**, **Verdades secretas**, **Te alquilo mi amor**, **Kara Sevda**, **Sühan**, **Icerde**, **Stiletto vendeta and Totalmente diva**, among others.

Recently, it launched the **AContra + film channel**, with an extensive initial catalogue of 240 national and international feature films across all genres, classic and current, with the option of viewing them dubbed or subtitled with the original audio. Regarding sports, it offers all the sporting content broadcast by Mediaset España on free-to-air TV, as well as the contact sports channel **Fight Sports**. The Mitele PLUS offer includes a series of special events for **Mitele Club** subscribers, starring well-known Mediaset España presenters and collaborators, such as Jorge Javier Vázquez, Paz Padilla and Nagore Robles, among others, on varied topic such as love, fitness, and Tiktok master classes.

In 2021, the Mediaset OTT platform continued to expand its presence on more and more devices, adding new applications for Apple TV and HbbTV, and incorporating features like multi audio, subtitles, and new ad formats.





















### **YASSS**

## **NIUS**



## uppers

## MTMAD, NEW FACES AND LANGUAGES, KEY TO ITS GROWTH

In the digital-native content area, Mtmads growth, which has broken its overall record with **391 million views, 13% more than in 2020, has also been extraordinary.** With regard to traffic, it has reached an average record **1.7 million unique users per month, 40% more than in 2020.** 

Mtmad celebrated its fifth anniversary with an aggregate total exceeding one billion videos played and continues to innovate in the creation of formats. It has introduced new audiovisual languages into Mediaset Españas digital environment, thus complementing the he company's vast universe of in-house characters, a goal achieved with the launch of innovative and pioneering crossmedia genres in the field of reality vlogging. The latest generation of digital creators, including influencers, are included among Mtmad's talent.



## YASSS, DIGITAL NATIVE CONTENT FOR MILLENNIALS

Four years after its launch, asss has established itself as an entertainment website of reference for centennials and millennials. This is a platform for restless minds, made scrupulously and without prejudice, by young people, for young people with its own tone. The website, which had **1 million unique users** in December 2021, celebrates diversity, collects the best and most viral memes and focuses on relevant profiles in music, TV social media, equality, psychology, influencers and tiktokers. The community continues to grow on social media with actions such as the Trans Visibility Guidelines, developed in partnership with Instagram España.

### NIUS, THE GENERAL DIGITAL NEWSPAPER CELEBRATES ITS SECOND ANNIVERSARY WITH A RECORD NUMBER OF UNIQUE USERS

Mediaset Españas free digital-native newspaper celebrated its second anniversary in 2021. NIUS is an initiative for useful, simple, clear information without bias or opinion, with an average of **4.8 million unique monthly users**, 44% more than in 2020, after achieving record highs in December, with 6.7 million.

Edited by Juan Pedro Valentín, NIUS has a newsroom of highly experienced audiovisual professionals, with branches throughout Spain, correspondents in the worlds main cities and seasoned journalists with in-depth knowledge of current affairs, at a time when information consumption is increasingly immediate and mobile.

## UPPERS, LEISURE AND INFORMATION FOR THE OVER 45S

Intended to meet the demand for content and information amon people over 45, Uppers has celebrated two years of life with an **exponentially increasing volume of users averaging 1.2 million a year**, thus confirming the success of committing to this segment on an economic and commercial level. With a close casual but professional tone, Uppers has featured exclusive reports and news items on health, lifestyle, pensions, culture, trends, investment, automobiles, travel, technology and life, prepared by its editorial team and a broad network of collaborators and experts in the different disciplines. In 2021, it opted for videos, incorporating new exclusive formats with influencers over 50, in different areas such as oenology, gastronomy, psychology, art, sports, nutrition and music, among others.

## EL DESMARQUE, THE LEADING DIGITAL NATIVE SPORTS WEBSITE

In 2021, Eldesmarque.com positioned itself as one of the most followed sports news platforms nationwide, achieving an aggregate monthly average of **4.8 million unique users during the year**. The sports information website significantly increased its audiovisual production in 2021. Furthermore, the synergy between television and the website is growing, with digital content daily on sporting programmes like **Deportes Cuatro** and **El Desmarque de Cuatro**.

















### THE ADVERTISING BUSINESS



Responsible management of advertising broadcast by Mediaset España is essential to ensure the sustainability of the business.

#### APPLICABLE ETHICAL REGULATIONS AND PROVISIONS

#### **EUROPEAN** NATIONAL / REGIONAL / LOCAL

(EU) 2010/13

**Spanish Law** 34/1988 on Advertising [Ley 34/1988 General de Publicidad]

Spanish General Law 7/2010 on Audiovisual Communication Law 3/2013 on the Creation of the National Markets and Competition Commission **Monitoring and** sanctioning Interpretative

**Spanish General** 

criteria

RD 1624/2011 Regulations of the General **Audiovisual** Communication **Act amending RD** 21/2014

RD 958/2020 Commercial communications of gaming activities

Specific Sector Regulations Financial, Medicines, etc. **AUTOCONTROLs** Advertising Code of Conduct\*

Food and Beverage Advertising Aimed at Children. PAOS Code

ADHERENCE TO AUTOCONTROLS ADVERTISING CODE OF CONDUCT

**AUTOCONTROLs** Advertising Code of Conduct for Influencers

**ETHICAL** 

Advertising of Gaming Activities.

EU) 2018/1808

### **CONTROL FRAMEWORK**

Design of the commercial policy taking into account, mainly, the inventory capacity for broadcasting, client needs, the evolution of the advertising market itself, the legal framework and the recommended best practices.

Weekly review and monitoring of the commercial policy by General Management and the Departments that control its implementation.

Weekly coordination by the Management Committee of all initiatives and possible synergies between the commercial area and the publishing area.

**AUTOCONTROL** regarding any ethical questions related to the regulation or selfregulation of advertising or its

Consultation with Consultation with AUTOCONTROL prior to issuing an advertising piece concerning its ethical and legal appropriateness. interpretation.

The report issued by **AUTOCONTROL (COPY** ADVICE) is binding for the company.

Subsequent monitoring by AUTOCONTROL after the advertisement is broadcast. in the event of possible controversies or claims filed by any consumer with a legitimate interest, who may believe it violates the Advertising Code of Conduct. The company is required to

comply with the ruling of the advertising panel.

Automatic processes for controlling the advertising broadcast schedules in some sectors aimed at protecting minors.











BUSINESS



To avoid content that could be considered false advertising, Mediaset España submits any particularly sensitive advertising, such as that related to gaming and betting, food supplements or toys, among others, to AUTOCONTROL, which then analyses it and issues a report. In turn, to avoid the publication of doubtful business announcements (ad fraud) on Mediaset España websites, both the technological platforms where digital ad server campaigns are managed, and the automated management platforms connected to the ad server (SSPs), with which the Mediaset Group works, have tools to control and prevent creations from being advertised on their sites.

#### 2021 CONSULTATIONS

THERE ARE NO 2021 **OBJECTIONS TO THE** CONSULTATIONS CONTENT OF THE (COPY ADVICE)\* ADVERTISEMENT ARE RECOMMENDED 1,685 THE ADVERTISEMENT IS

\*In story phase or final version of creativity

In turn, in 2021, Publiespaña submitted 57 legal consultations to the Technical Office (ethical consultations), prior to producing the advertising spots.

To avoid **surreptitious advertising**, the commercial department that manages advertising and the legal department work closely to ensure that all advertising is duly identified in accordance with the regulations in force and that under no circumstance does it fall under the above cases.

The sensitivity towards communications that may contain sexist stereotypes is highlighted in the area of accurate and correct advertising surveillance. Therefore, in view of any possible doubt, copy advice mechanisms are used for an objective technical opinion, the opinion of which is applied when rejecting a creation.

To direct the most relevant advertisements to the most relevant audiences or segments. Mediaset España uses advanced analytics and Big Data technologies to profile browsers based on their digital behaviour (content, browsing channels, devices, schedules, etc.), using statistical methods and machine learning techniques. This has made it possible to increase the volume of segments, as well as to improve the profiling of the search target, generating a large portfolio of socio-demographic and behavioural audiences and sophisticated profiles. The Mediaset España Group thus offers its advertisers the specific impact on those audiences that they truly consider their target, making campaigns more effective.

#### **BRAND AWARENESS**

- Tracking advertising effectiveness CIMEC
- Brandsafety Study with Neurológyca
- The Cocktail study, analysing each of the formats and the audiences perception of them

### PILLARS OF THE CROSSMEDIA PLANNING MODEL

- Consistent supply of premium video capable of delivering maximum brand awareness for advertisers and 4 to 5 times that offered by outstream video or display.
- Guaranteed and expanded brand safety environment
- · Capable of achieving the highest levels of coverage in target efficiently, i.e., minimising duplicate impacts and optimising the investment.

Commercial activity is carried out in continuous communication with the clients who are provided with detailed information about their campaigns. The terms and conditions are published on the website and are available for consultation at any time. Any incident that arises during the campaign will be resolve by mutual agreement between the client and the Sales or Operations Department. At the end of the campaign, its proper execution will be confirmed.

The Mediaset Group promotes transparency by clearly identifying advertising ecosystem stakeholders who perform practises known as online behavioural advertising. By adopting the TCF (Transparency & Consent Framework v2.0), users are informed of the websites and applications through which companies access their data and for what purposes. They are therefore allowed to exercise their right to withdraw consent to these practises if they wish. This ensures that third parties performing these practises obtain explicit consent from users. Furthermore, it prevents the collection, registry, and creation of interest segments for the purpose of directing advertisements to children under the age of 16, and the use of data from sensitive categories such as health, religion, etc.



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BUSINESS



In 2021, Mediaset España, with the combination of its linear and digital television media, reaffirmed its position as the most effective tool for communicating advertising campaigns through its advertising investment leadership. In Mediaset España, agencies and advertisers have found the fastest way to build coverage, guaranteeing the highest levels of brand awareness and recall in the sector, with the broadcasting of the mostwatched spots of the year.

During this financial year, the company has managed to recover the advertising market after the pandemic with **Reach Media solutions**. To this end, it uses a cross-cutting ecosystem that connects television and the digital environment to increase the possibility of brand consumption, coverage, exposure and prescription. Through a crossmedia planning model, the multichannel linear television offer is rounded out with great audience segmentation, with its digital environment also leading among audiovisual groups nationwide. In addition, it is based on a homogeneous premium video offer in **a brand safety environment**, with coverage capable of reaching 100% of the target market, minimising duplicate impacts and maximising the investment.

With TV's best commercial profile, the company has shown its great capacity to connect with the most attractive audiences for brands, with outstanding records not only the commercial target and young people, but also in affinity.

Along with all this, over the course of the year, the company has expanded its advertising catalogue with the launch of **new formats** that consolidate its position as a high-profile outlet. It has also strengthened its commercial structure with the creation of a new department of **Branded Digital Content**, along with the business structure of **Be A Lion**, specialising in social media-based communication solutions.

### THE BEST VEHICLE FOR BRANDS

Mediaset España has launched new commercial offers adapted to seasonal periods and high consumption events. The European Football Championship, the biggest television event of the year, broadcast exclusively and in its entirety by Mediaset Españawas coupled with a full commercial offer, making it the best possible vehicle for brands to capture 100% of the year's most-viewed spots, with the top 10 obtaining an ad rating above 30%.

In addition, it has presented the **Boing commercial offer** for the fourth quarter, a key period for ad investment, especially in the toy sector, where, each year, Spain's leading childrens channel provers to be the best communication window for product awareness. The offer includes options for Connected Television and a proposal that unifies the commercial strengths of television and digital content with maximum effectiveness.

Among the most prominent developments in 2021, Publiespaña expanded its digital advertising inventory with new products, such as **Open Smart TV**, a premium product with maximum visibility, consisting of a single spot broadcast when opening the **Mitele app** for Smart TV. It also launched the commercial producer **L Shape de HbbTV** for Boing, a display with a recall rate 3x higher than that of video.

Mediaset España also achieved important milestones in the commercial trajectory of some of its clients, performing **exclusive 360° actions** linked to its extensive entertainment formats, with a large following among young people.

## A NEW DIGITAL BRANDED CONTENT DEPARTMENT

To undertake new digital expansion and transformation projects adapted to new market environments and consumption forms, the company has strengthened its Digital Media Business Department with a Digital Branded Content department, which gave rise to various actions, some of which deserve maximum sector recognition. This is the case with **Eurotubers**, a campaign developed for Burger King® and linked to the broadcast of Euro 2020 with live, alternative commentary from popular football youTubers on Mitele. It received the BCMA (Branded Content Marketing Association) award for Best #05x10 of the year at Branducers 2021, Spain's most important forum for this type of ad format.

The department also developed *El Método Vázquez by Fitbit*, branded content produced by Megamedia for Smartwatch, directed by Jesús Vázquez and broadcast on Mtmad.





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### NEW DEVELOPMENTS FOR CONNECTED TV

Mediaset España has continued advancing by creating and launching new formats that integrate and expand the possibilities of television as a great vehicle for advertisers, receiving the 2021 HbbTV award for technological development applied to the commercial offer of the platforms on which it distributes its content, the company has launched **Ad Impact and Ad Sponsor on the market, two new advertising formats for Connected TV.** These are characterised by their capacity to enhance the effectiveness, coverage and visibility of their clients campaigns broadcast on linear television.

With sequential planning, HbbTV technology is capable of complementing the audience impacted by a given campaign on linear broadcasting, by integrating a new L-shaped impact into the content specifically for this audience segment.

In turn, with Ad Sponsor, an L-shaped opening sequences is inserted on Hbbtv, reinforcing the brands connexion to the content and expanding the communication possibilities of the message.

Thus, by using connected television, Mediaset España strengthens the frequency between viewers with low impact levels and generates a significant increase in coverage of their advertisers campaigns.

### BE A LION, TIKTOK MARKETING PARTNER

The Mediaset España subsidiary specialising in **360°** communication solutions in the digital environment and social media has consolidated its position within the online video advertising and production sector. This was achieved after receiving certification as Marketing Partner in the TikTok Marketing Programme, which is made up of a community of experts who help brands grow their businesses through the leading platform of short format mobile videos. BE A LION, which has participated with Publiespaña in developing campaigns for large advertisers, has been recognised for its contribution in different areas of advertising, from the creation and production of campaigns to their implementation and measurement.



Mediaset España continues to offer its support to the corporate responsibility strategies of brands, capitalising on more than 20 years' of experience in raising awareness and social communication through the 12 Meses campaign. For the second consecutive year, under **VALOR MEDIASET**, the group joined Finish in launching the **Por un futuro con agua** (For a future with water) campaign, aimed at valuing water as a essential and irreplaceable element for life through television messaging, digital and social media, in an effort to combat water scarcity and promote savings through innovation and awareness by changing habits.





















### VALUE OF PERSONAL DATA



Personal data constitute a valuable asset for the Mediaset Group. For years, considerable investment has been made in technical resources to ensure data processing and analysis capability, in order to use data while protecting it.

The forms of crossmedia audiovisual content consumption have driven the digital transformation of operations and of conventional advertising. Digital business requires big data and data mining technologies and tools to synthesise, identify, and compile behavioural patterns from a large volume of data. The Groups marketing area monetises, from an advertising standpoint, the result of the analysis of the content consumed by visitors to Mediaset España websites and apps, whether registered or anonymous, subject to their explicit and informed consent.

Without exception, the data anlaysis process is conducted ethically, responsibly and transparently with regard to personal data protection, complying with the laws in force at all times.



Driven mainly by the gradual opening of an addressable inventory on Connected TV and the construction of a crossmedia product combining Linear TV, Connected TV and Digital, 2021 saw a definitive take-off of data analysis and modelling, doubling business volume and segmented advertising campaigns compared to the previous year.

Furthermore, pressure from users to protect their privacy, greater regulatory demands and changes faced by large technology companies, such as the future without third-party cookies, give greater strategic importance, if possible, to the publishers data of the different websites. This gives those who, like Mediaset España, have this type of data (first-party data), a competitive advantage.



MEDIASETESpaña.

2021



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PRESENTATION



GOVERNANCE





For the proper management of personal data, the Mediaset Group has implemented a Personal Data Protection Model, together with specific processes and measures to ensure optimal and responsible management of data privacy and to comply with the applicable regulations. This is a proactive model, which involves continuously reviewing internal procedures and technical, organisational and legal measures to adapt them to the recommendations issued in the various Guidelines published by the Spanish Data Protection Agency (AEPD) and by the European Data Protection Board (EDPB). In 2021, 19 internal procedures were updated.

The Personal Data Protection Unit centralises data privacy management for all Group companies, reporting directly to senior management and participating in all projects addressed by the Group, so that personal data protection is taken into account from the outset.

### PERSONAL DATA PROTECTION UNIT

DATA PROTECTION OFFICER

IT SECURITY

LEGAL DEPARTMENT

INTERNAL AUDIT

### REGULATORY FRAMEWORK AND GUIDELINES FOR ACTION

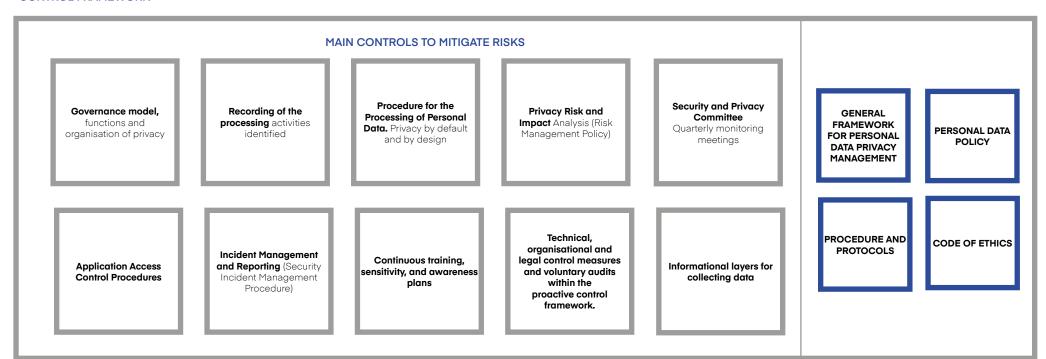
General Data Protection Regulation Spanish Data Protection Act [Ley Orgánica sobre la Protección de los Datos Personales y la Garantía de los Derechos Digitales] Law 34/2002, of 11 July, on information society services and electronic commerce [Ley 34/2002, de 11 de julio, de servicios de la sociedad de la información y de comercio electrónico]

IAB Europe Transparency and Consent Framework

Spanish Data Protection Agencys Cookies Guide Guidelines for reporting personal data breaches Risk Management and Impact Assessment Guidelines for personal data processing

Guidelines for data protection in employment relationships

### **CONTROL FRAMEWORK**







### PROCEDURE FOR THE MANAGEMENT OF INCIDENTS INVOLVING PERSONAL DATA



#### CHANNELS THROUGH WHICH COMPLAINTS ARE RECEIVED

privacidad@mediaset.es

Ctra. Fuencarral-Alcobendas 4. **Madrid 28049** 

Personal Data Protection Agency

#### **2021 DEVELOPMENTS**

- Updating the Personal Data Protection Management **Model** to reflect the recommendations contained in the various guidelines published during the year
- Modifying the procedures and the Processing Activities Registry to reflect changes in new IT applications, new processing, such as e-commerce and talent management (likeU)
- Updating the Incident Management Procedure to adapt it to the Guidelines published in May by the Data Protection Agency
- Implementing measures to strengthen access to the companys key systems
- Reviewing third-party cookies and consent collection policies for websites, apps and HbbTV platforms

Mediaset España is a member of the Digital Pact for the Protection of People, which aims to promote privacy in working environments and to raise awareness of sensitive internet content and its consequences. Mediaset España therefore assumes a commitment to prevent digital violence and safeguard privacy in its business model, making data protection rights compatible with innovation, ethics and business competitiveness.

In 2021, data subjects submitted 547 management requests for rights (of access, rectification, erasure, objection, data portability and limitation of processing) in relation to the registration of users of the Mediaset Groups digital channels (web platforms, apps, etc.) and the removal of images published on the Groups websites.

No complaints were received in 2021 related to privacy violations or data breaches

### **DATA PROTECTION OFFICER**

**Issuance of Certified Data Privacy** Solutions Engineer (CDPSE) -ISACA certificate.

Participation in the preparation of the Security Breach Management **Guidelines and the Legitimate** Interest Guidelines published by ISMSFORUM.

### TRAINING SESSIONS

### **Campaigns to RAISE AWARENESS**

about the processing of personal data and sensitive information.

**Annual external** audit

CLAIMS BY THE SPANISH DATA PROTECTION AGENCY





## CYBERSECURITY

The growing volume of information handled by the company, as well as the increasing use of technology both for information management and for the development of the business itself—which is constantly advancing in digital formats—require a security framework that guarantees the integrity, availability, confidentiality and access control of its information assets and the services provided by the Mediaset Group.

As for the infrastructure that supports and hosts the data, both virtualisation and cloud computing, duly aligned with the Corporate Security Policy and procedures, provide the Group with flexibility, operating cost savings and flexibility to boost digital transformation in all facets and ensure high availability.

Cybersecurity is an extremely important factor in gaining and maintaining the trust of users and customers, as well as the sustainability of the business. As a shared function of growing complexity, the Tech Division of the IT Security Branch coordinates and supervises the activity of the teams of the various disciplines involved in securing the management and operations of the Groups business areas.

The scope for action is determined by the Security Policy, applicable to Group employees and executives. The IT security management committee has, among other functions, the task of reviewing and updating the Security Policy, proposing and carrying out the approved security plans, and verifying the technical security measures established.

### REGULATORY FRAMEWORK AND GUIDELINES FOR ACTION

ISO 27001 and 27002 (not certified)

ISO 29134

NIST Cybersecurity Framework Royal Decree 951/2015 regulating the National Security
Scheme for Electronic Administration

Online Trust Code

#### SECURITY MANAGEMENT COMMITTEE

IT SECURITY MANAGEMENT BRANCH	INTERNAL AUDIT DEPARTMENT
REPRESENTATIVE OF THE LEGAL DEPARTMENT	DATA PROTECTION OFFICER
DATA CONTROLLER	PHYSICAL SECURITY MANAGER















### CONTROL FRAMEWORK



### IT SECURITY INCIDENT MANAGEMENT PROCEDURE





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FOREWORD

PRESENTATION

GOVERNANCE

BUSINESS

ABOUT THIS

In 2021, the Security Identification, Protection, Detection and Response aspects were reviewed, according to the Cybersecurity Framework of the National Institute of Standards and Technology (NIST), to update the IT Security Master Plan, with the aim of reducing the the business' exposure to risks and threats and bringing the exposure score closer to business sectors that are further advanced in terms of Cybersecurity.

The new services put into production were also reviewed, as were the system and application vulnerabilities.

Furthermore, in order to increase resilience against user-based attacks, such as phishing or ransomware, the Group has patched strategies and updated maintenance of operating systems; it has drawn up a white list of executable applications on corporate equipment, reviewed the equipment security configuration to ensure a lower level of exposure, established levels and methods of access by administration accounts, extended the use of multiple authentication, and has reviewed the backup processes of the different organisational areas, among other actions. Moreover, the current mail filtering service contracted years ago by the Group detects and blocks attempts at CEO Fraud or Business Email Compromise, thanks to the Fraud Detection Technology specifically designed and developed for this purpose.

In 2021, Mediaset España participated in the CiberMS 2021 multi-sector exercise, led and organised by the Association for Information Security Development, and the Cyber Crisis Management project, organised by ISMS and the Spanish National Security Department.

In 2021, the Security Committee reviewed the security, privacy and compliance training and awareness plans, incidents, privacy and the technical inventory of investee companies, recommendations on controlling access to applications and facilities, and the adaptation to the new guidelines published by the Spanish Data Protection Agency.

With regard to the ongoing improvement of information security, the following actions were also conducted in 2021: analysis of the security responsibility matrix, review of the control framework of backup operating processes, review and audit of systems and applications to detect weaknesses and contribute to strategies for their mitigation or reduction, strengthening of the Security Operations Centre capacities and the actions designed to discover and report to the Group, possible malicious uses of corporate information assets by third parties.

To secure the information and communications infrastructures, the Mediaset Technology Division coordinates the activity of the teams from the various disciplines involved in the security management and operations of the Groups different business areas.

Business Continuity Plans (BCP) are in place to guarantee the immediate availability of key staff, systems and architectures necessary for the continuity of the companys activity. Therefore, the BCP for broadcasting, as the companys main facet, has systems that benefit the entire television production line, as well as the continuous availability of an alternative Broadcasting centre. The multiplatform environment, which includes the drafting and systems for the internet sites and mobile applications, as well as all the infrastructure involved in the OTT subscription service, also has a BCP. These plans are reviewed and updated periodically.

### TRAINING SESSIONS



CORPORATE NETWORK

### **SECURITY MANAGER**

Security Director approved by the Ministry of the Interior

Certified Data Privacy Professional (ISMS Forum)

Member of the group of experts appointed by the National Cybersecurity Forum, Department of National Security, responsible for preparing the Cybersecurity Code for Citizens

Master's in Privacy and Cybersecurity



### VALUE OF THE HUMAN TEAM



Mediaset Españas corporate culture is based on the ability to constantly adapt to the environment and innovation as a mechanism of development and growth, both for the business and for the professionals who form part of the company. Participating in the sectors development is the hallmark of our corporate identity. The employees of the Mediaset España Group companies are key components in the achievement of the Groups strategic objectives and, therefore, its success as a business. They are very knowledgeable about the sector, are firmly committed to the Groups business and are highly adaptable. As a result, their responsible management is critical for the business sustainability.

During the pandemic, media operations were critical, and every minute of broadcasting on all Mediaset España platforms was endorsed by the professionalism, integrity and responsibility of the Groups entire team, as the situation demanded.

Since COVID-19 erupted in March 2020, Mediaset Españas main objective has been to ensure the health and well-being of all its workers at all times.

### CONTROL FRAMEWORK

**CODE OF ETHICS** 

COLLECTIVE

**EMPLOYER BRANDING STRATEGY** 

**AGREEMENTS** 

TRAINING PLANS

**Fundamental ILO Conventions** ratified by Spain

**PERFORMANCE EVALUATION** SYSTEM

**EQUALITY PLANS** 

**OCCUPATIONAL** HAZARD PREVENTION PLAN















### **GEOGRAPHICAL DISTRIBUTION**

### **TOTAL SPAIN**

1,595 100%

1,527

BARCELONA BILBAO

0.3%

SEVILLE 2.8%

### **DISTRIBUTION OF STAFF BY AGE**

TOTAL	840	755	1,595
>50	350	276	626
30-50	420	433	853
<30	70	46	116
			Total

### **KEY PERFORMANCE INDICATORS**

AVERAGE WORKFORCE (1)

WORKFORCE AT 31/12 (2)

**FEMALE EMPLOYMENT** RATE (ANNUAL AVERAGE)

**AVERAGE AGE** OF STAFF (3)

BUSINESS

**PROPORTION OF WORKERS WITH** PERMANENT CONTRACTS (4)

**AVERAGE LENGTH OF SER-**

**EMPLOYMENT RATE** 

INTERNS (5)

TRAINEES (6)

- (1) Includes full-time and temporary staff in 2021. Does not include temporary employment agency staff, interns and trainees.
- (2) Corresponds to the sum of full-time and temporary staff at 31 December 2021
- (3) Calculated at 31 December 2021.
- (4) Corresponds to full-time staff with permanent contracts. Data calculated at 31 December 2021.
- (5) Annual total.
- (6) Annual total.

### DISTRIBUTION OF STAFF BY JOB CATEGORY AND GENDER

		R
Executive	82	42
Dept. Head	46	50
Journalists	156	146
Employees	540	517
Labourers	16	0
Total	840	755





## **DISTRIBUTION OF STAFF BY CONTRACT TYPE**





1,548









**TEMPORARY** 

















### **DISTRIBUTION OF PART-TIME STAFF**

		R
Executives	-	3
Dept. Head	-	6
Journalists	30	35
Employees	22	85
Labourers	2	0
TOTAL	54	129

### STAFF WITH REDUCED WORKING HOURS





### PARENTAL LEAVE

			Total
Employees who used their parental leave benefits	12	14	26
Employees who returned to work in 2021, after parental leave	11	10	21
Return to work and retention rate of employees who used their parental leave benefits	91.7%	71.4%	80.8%
Employees who returned to work after parental leave and maintained their employment for the 12 months following their return to work	12	17	29
Retention rate of employees who used their parental leave benefits	100%	94.1%	97.1%

Note: All staff are entitled to request paternity or maternity leave

### EXTERNAL COLLABORATORS (1)

		1	Total
Interns	38	63	101
Trainees	40	11	51
Temporary employment agency staff	90	82	172

<sup>(1)</sup> Cumulative data for natural persons during the year.







PRESENTATION









### INDUSTRIAL RELATIONS MANAGEMENT

Collective bargaining is widely recognised and guaranteed in Mediaset Group companies, which recognise the importance of dialogue and the role played by workers representatives. The Collective Agreements signed by the company since 1992 are proof of this. These agreements regulate the rights and obligations of Group employees and contribute to creating a positive working environment, both for the company and its staff, and each agreement defines its own scope of application, providing for the exclusion of certain groups that, due to their uniqueness, have their own regulations.

Both freedom of association and the right to organise are fundamental rights that have always been recognised and respected by the company, a fact reflected in the availability of membership in workers committees and union representation accessible to the workforce and, where appropriate, labour unions. In 2021, no risk situation arised in relation to the exercise of the right to organise and trade union representation.

To facilitate follow-up upon retirement, an Early Retirement Committee has been set up to analyse and apply measures aimed at establishing a voluntary early retirement system. This Committee suspended its efforts early in the pandemic and did not take up the issue in 2021.

### COLLECTIVE AGREEMENTS FOR PERMANENT AND TEMPORARY EMPLOYEES(1)

### **MEDIASET ESPAÑA**

12TH COLLECTIVE AGREEMENT. In force for the 2018-2021 period

92%

### PUBLIESPAÑA

COLLECTIVE AGREEMENT FOR THE ADVERTISING SECTOR.

In force in 2016 (In force, extended annually if neither party withdraws)

100%

### **CONECTA 5**

COLLECTIVE AGREEMENT FOR OFFICES OF THE COMMUNITY OF MADRID. In force for the 2019-2021 period

55% taff covered

### MEDITERRÁNEO

COLLECTIVE AGREEMENT FOR OFFICES OF THE COMMUNITY OF MADRID;

however, employees are entitled to the improvements established by Mediaset's current collective bargaining agreement.

In force for the 2019-2021 period

75%

### TELECINCO CINEMA

COLLECTIVE AGREEMENT FOR OFFICES OF THE COMMUNITY OF MADRID; however, employees are entitled to the improvements established by Mediaset's current collective bargaining agreement.

In force for the 2019-2021 period

57%

### **MEGAMEDIA**

COLLECTIVE AGREEMENT FOR OFFICES OF THE COMMUNITY OF MADRID. In force for the 2019-2021 period

9900

### **SUPERSPORT**

COLLECTIVE AGREEMENT FOR AUDIOVISUAL PRODUCERS

(In force, extended annually if neither party withdraws)

98%

### EL DESMARQUE

COLLECTIVE AGREEMENT FOR THE DAILY PRESS SECTOR.

In force until 2021

100%

### **BE A LION**

COLLECTIVE AGREEMENT FOR THE ADVERTISING SECTOR.

(In force, extended annually if neither party withdraws)

lostaff covered

(1) Scope: Mediaset España Group. Data at 31 December 2021.

NOTE: Workers hired through temporary employment agencies are covered by the provisions of the agreement of the latter and by those that apply to them by law in the agreement of the user company.



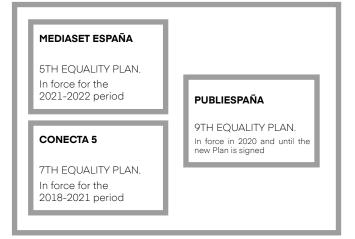
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### EQUAL OPPORTUNITY, NON-DISCRIMINATION AND ZERO TOLERANCE FOR HARASSMENT AT WORK

Equal opportunity, non-discrimination and the prevention of harassment in the workplace are included in Mediaset Españas Code of Ethics and their effective application is guaranteed by the collective agreements in force, as well as through the implementation of the Equality Plans of the various Group companies and the Procedure for the Management of Psychosocial Risk and Harassment in the Workplace applicable to the entire Group. These are disseminated through internal communication channels, mainly the corporate intranet and the Employee Portal.

The Groups Code of Ethics establishes as principles and values non-discrimination on the grounds of race, nationality, ethnic background, gender or disability, as well as on other grounds. Collective Agreements establish the framework for guaranteeing equal treatment in the remuneration of all workers according to their job category, as they officially set out the salary scales applicable to each professional category and implement the applicable remuneration system, indicating the pay supplements and their conditions. In certain cases, workers are assigned a supplement called an ad-personam, due to personal circumstances or the fact that they occupy a position of trust within the company. Thus, base salaries are assigned equally among men and women and salary supplements and contractual conditions are assigned to the corresponding category, regardless of gender. A report is prepared annually to analyse remuneration according to gender. This report is submitted to the Equality Committee and, thus far, no situations have been detected in this analysis that could be considered discriminatory or constitute unequal remuneration in the workplace based on gender. Likewise, the objective of the Equality Committees of the various group companies is to ensure equality in all Human Resources processes, an undertaking exercised since the establishment of the first committee in 2008.

### **EQUALITY PLANS**



Meanwhile, as part of their measures to promote training, the Group's equality plans provide access to everything related to the Training Plan through the Employee Portal. This includes both the catalogue of courses offered, as well as the online application. At the same time, all the information referring to the grants for staff is published internally. Mediaset España thus aims to guarantee equal access to its training programmes, internships and grants. Meanwhile, the master's degree in Audiovisual Content Creation and Management is open to everyone, with an egalitarian admission process for all those interested.

To ensure equal leadership opportunities within the Group and to 'break the glass ceiling', a management development **programme, exclusively for women** with potential for positions of responsibility in the company, has been in place since 2014. A total of 54 workers from different Group companies have participated in this programme since its launch. In 2021, following lockdown, the programme resumed in virtual mode with the participation of four female employees.

To date, it has not been necessary to implement gender-sensitive talent recruiting and retention practices, as gender equity has been maintained as a matter of course.

Mediaset España has a zero-tolerance policy with respect to any abusive, humiliating or offensive behaviour or conduct that could be classified as harassment, both physical and psychological, especially when based on race, colour, sex, religion, ethnic background, nationality, age, personal and family situation, sexual orientation, disability, physical condition or any other behaviour prohibited by law.

## ZERO TOLERANCE FOR HARASSMENT IN THE WORKPLACE

**CODE OF ETHICS** 

MANAGEMENT OF PSYCHOSOCIAL RISKS AND HARASSMENT IN THE WORKPLACE

### CHANNELS TO REPORT WORKPLACE HARASSMENT

- Medical Service
- Labour Relations Department
- Ethical Mailbox

In 2021, there were no cases of discrimination in the workplace; however, one female worker reported harassment by mobbing, prompting an internal investigation. Interviews were conducted with the interested party, management, and colleagues; no incident of harassment was detected.















### 2021 FMPI OYFF BENEFITS AND WORK-LIFF BALANCE MEASURES

With the aim of facilitating gender equality, improving employees quality of life, promoting the health and well-being of staff and their environment, while providing a value proposition that is attractive and contributes to staff retention, Mediaset España voluntarily undertakes to offer employees a range of benefits and work-life balance measures. These are granted regardless of the type of working day or employment contract, with the exception of certain company gifts not included in the Collective Agreement, such as the Christmas basket or toys, where all employees, whether permanent or temporary, must meet certain conditions to receive them. All benefits and measures are available to all staff on the corporate intranet. In 2021, employees enjoyed the following employee benefits and work-life balance measures:



Disability and death insurance

All Group staff.



Temporary disability supplement 365 people.



Maternity allowance 10 people.



Paternity allowance 2 people.



Additional week of maternity leave 7 people.



Accrued nursing leave 19 people.



Daily flexitime (Mediaset España) 769 people.



Special advances 6 people.



Employee Club All Group staff.



Reserved pregnancy parking 4 people.



Leave of absence for child or family care 13 people.



Current legal guardian reductions 134 people.



Other current working hour reductions 16 people.



(2021 only) for all Group employees.



Gift card of EUR 500



### Workplace car park

for all Group staff located in Madrid. It has an approximate capacity of 700 spaces (607 of them at the Groups own facilities in Fuencarral).



#### **Health insurance**

274 people have benefited from personal health insurance paid by the company. In addition, 328 health insurance policies have been paid for spouses and children (up to 25 years of age).



### **Exceptional** bonus

**394** Mediaset España employees benefited from the exceptional bonus.



# **Bus route services**

Available to all Group staff (Madrid).



### Staff canteen (Madrid) /Meal vouchers (Delegations)

89,065 meals served to Group staff. 2,185 meal vouchers delivered to the delegations.



Gym subsidy (required groups)

9 people.



### **Christmas basket**

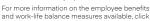
**1.579** baskets delivered.



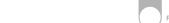
### Distribution of toys (Christmas)

**1,079** gift cards were delivered as a substitute for Christmas toys











PRESENTATION







### TALENT MANAGEMENT

Having the best talent on the market has always been a top priority for the success of the business and, as such, the Group focuses its action on three pillars.

**Attraction-** developing appropriate strategies to attract people with the skills necessary to successfully perform business activities:

**Training-** continuously updating the skills required in the different positions as a result of market developments

**Retention-** offering a value proposition that allows talent to be retained and ensures commitment to the Group's values.

### **TALENT ATTRACTION**

- Employer Branding Strategy (EB)
- \* LinkedIn Recruiter Service
- Mediaset España Application Mailbox
- Virtual Job Fair
- Collaboration agreements with schools
- Intern and trainee programme

Talent recruitment is channelled through an ambitious internship and trainee programme through which the Group collaborates with reputable schools nationwide and, in exchange, accesses the best junior talent, actively participating in their training, which is key to identifying those with the necessary skills and competences to be part of the Group. Likewise, the Employer Branding (EB) strategy enhances the image of Mediaset España as an employer that attracts new talent and fosters a sense of belonging and commitment among the workforce.

Staff training, which is essential to achieve the maximum development of the skills and talent required to maintain leadership, is managed by the Group through the annual definition of a training plan, based on company management guidelines and the demands generated by job evolution.

In this regard, the Group's value proposition focuses on meeting the needs of the business and the human team through talent recruitment programmes, flexible employment policies, training programmes, work-life balance measures, employee benefits and initiatives that provide employees with value and professional development, guaranteeing their health and safety and contributing to a stable and positive working environment for the staff and the business.

Staff recruitment is carried out in strict compliance with the procedures included in the internal compliance policy, with an emphasis on personal data protection and information confidentiality. In addition, in 2021, recruitment was adapted as a result of the health situation, carrying out remote interviews and testing.



Every year, the Universum Institution conducts a global study of universities, exploring the factors that people value most when looking for a job and which companies they consider most attractive.

#### TRAINING SESSIONS

EMPLOYEES TRAINED

1,047

TOTAL HOURS OF TRAINING

16,493

INVESTMENT IN EDUCATION GRANTS

65,960

INVESTMENT IN TRAINING
€193,990

63















### TRAINING BY JOB CATEGORY AND GENDER

	2021 (Hours)		Ratio of training hours		Total Hours	Ratio Total Hrs
		R		1		
Executives	793	541	9.7	12.9	1,334	10.7
Dept. Head	806	761	17.5	15.2	1,567	16.3
Journalists	623	1,050	3.99	7.19	1,673	5.5
Line personnel, employees and labourers	6,827	4,886	12.3	9.5	11,713	10.9
External staff (Temporary Employment Agencies)	115	91	1.3	1.1	206	1.2
Total	9,164	7,329	44.7	44.9	16,493	9.3

PEOPLE WHO HAVE 106 99

**ICT** 

1,924 HRS. 286 PARTICIPANTS

**DIGITAL TRANSFORMATION** 

4,615 HRS. 241 PARTICIPANTS

Note: Training ratios and the ratio of hours per person exclude staff hired through temporary employment agencies.

### **HOURS OF TRAINING PROVIDED 2021**

16,493 HRS.

ADAPTATION TO **POSITION** 

556

SOFTWARE/ COMPUTER **TRAINING** 

DIGITAL SKILLS

1,628

OCCUPATIONAL HAZARD **PREVENTION** 

2,622

SKILLS TRAINING PROGRAMMES

NUMBER OF **ACTIVITIES** 

HOURS

8,881

**ATTENDANCE** 

Note: Different training actions are taken into account; repeated sessions are excluded.

SKILLS DEVELOPMENT

4,946 2,743

JOB-SPECIFIC **TRAINING** 

LANGUAGE **TRAINING** 

1,806

DIGITAL TRANSFORMATION

TRAINING PROGRAMMES IN CROSS-CUTTING SKILLS

NUMBER OF **ACTIVITIES** 

**HOURS** 

6,481

ATTENDANCE

173

Note: Different training actions are taken into account; repeated sessions are excluded.



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FOREWORD









The 2020 Training Plan was designed to address development needs related to skills, technical matters and occupational hazard prevention, necessary for proper job performance, with the aim of producing a digital transformation in all Group areas. Training and its methodologies are consistently adapted to the health situation with the aim of ensuring employees receive safe, quality training. In this regard, more than 66% of staff received some form of training in 2021, with an average of 10 training hours per employee.

The grant programme that enables Group employees to take part in the master's programme in Audiovisual Content Creation and Management provides participants with multidisciplinary knowledge of the Group's activity from experienced faculty and helps them acquire key competencies and skills, enhancing their professional development in the audiovisual field.

In addition, Mediaset España contributes to knowledge creation in the audiovisual sector through the master's degree in Audiovisual Content Creation and Management, launched in 2009 in conjunction with the Universidad Europea de Madrid; the Mediaset-UEM Chair (Universidad Europea de Madrid), created in 2013 and already in its 11th edition; and the agreement with the Escuela Superior de Imagen y Sonido CES established in 2019, so students in the Production Training Programme can receive training in the company's key areas and undertake internships at Group companies, which in September began its second edition.

At the same time, the collaboration agreements with public and private universities, as well as with business schools, through which the group offers students internships enable young career path to acquire the necessary technical and interpersonal skills. This allows them to forge a path in the employment market, while building bridges and creating a pool of new professionals that the company can access to meet its needs for new talent.

In 2021, 17 students participated in the XI edition of the master's degree in Creation and Management of Audiovisual Content. In turn, 150 students from universities and vocational training institutions participated, 35 of whom have been hired through temporary employment agencies.

Moreover, "Showrunner: Aula de ficción", a two-year programme launched in October 2019 and taught jointly by Mediaset España and the Escuela Superior de Cine y Audiovisuales de Cataluña (ESAC), started its second edition in 2021. In this programme, professionals active in the film and television industry provide exclusive training to students, allowing them to acquire the experience and knowledge necessary to join the audiovisual industry by developing, creating and producing fictional content. This in turn becomes an additional new way for Mediaset España to access new talent in scripted content.

Access to training courses is open to everyone, with an equal opportunity admissions process for all interested candidates.

All training programmes in which Mediaset España collaborates aim to integrate future professionals into the world of industry in an integrated manner. The sector proposes new challenges in the development of innovative solutions to public demands that are largely involve technology, emerging platforms and new consumption modes. In this regard, it is worth noting the master's programme in Creation and Management of Audiovisual Contents, whose in-classroom training at the European University and Mediaset España's facilities, is based on the skills that an audiovisual professional must acquire, developed and directed towards new business models and environmental demands.

- III edition of the Dual Advanced Degree Cycle in audiovisual projects and shows
- XII master's in Creation and Management of Audiovisual Content
- Second edition of the Showrunners programme
- Agreements with Universities (public and private) and Business Schools
- Virtual Job Fair

### **DEVELOPMENT**

The Conversations for Development System allows the Group to analyse, in a systematic and structured manner, the activities and responsibilities undertaken throughout the year and, in turn, to define future actions for the development of work teams. This carried out through a specific tool on the Employee Portal, providing an agile process, reliable historical data, and transparent results; the skills evaluated are in line with the the Group's corporate values and culture.

In 2021, in Publiespaña, 98.38% of staff was called to participate in the system, i.e., 183 of the 186 employees on the payroll as of 1 July.

#### **EMPLOYEES CONVENED**

SPAIN (360° assessment)		2	Total
Executives	16	12	28
Dept. Heads	8	9	17
Account executives	21	42	63
Line personnel	17	41	58
Secretaries and Administrative Assistants	1	16	17
Total	63	120	183

MEDIASET ESPAÑA (objective assessment)		1	Total
Executives	46	20	66
Dept. Heads	7	6	13
Journalists	1	0	1
Line personnel	3	14	17
Secretaries and Administrative Assistants	1	3	4
Total	58	43	101

### OCCUPATIONAL HAZARD PREVENTION

An essential part of responsibly managing the Group's workforce involves ensuring their health and safety. As a result, the Group's Joint Prevention Service prepares the annual **Occupational Hazard Prevention Plan**. This plan is approved by the Health and Safety Committee and the Human Resources Department and is delivered to the Prevention Delegates. It constitutes the management framework for a safe and healthy working environment and guarantees compliance with current legislation and the requirements established in ISO standard 45001 on the prevention of occupational hazards.

The Plan entails activities to be carried out over the course of the year, the progress of which is supervised on a quarterly basis by the **Health and Safety Committee**, a body that represents all Mediaset España staff — Publiespaña and Megamedia also have such committees. However, all Group employees are guaranteed adequate health and safety protection through the Group's Joint Prevention Service.

This Occupational Health and Safety management system is designed to cover any employee, guest, visitor or member of the public who is on the Group's premises.

# CHANNELS AVAILABLE TO EMPLOYEES TO COMMUNICATE DANGEROUS SITUATIONS IN THE WORKPLACE

- Joint Prevention Service
- Health and Safety Committee
- Suggestion box (anonymous)

The potential **risks linked to specific job positions** are identified in the assessments carried out by the Group's Joint Prevention Service and are recorded on Worker Information Sheets and Technical Prevention Sheets. Based on periodic medical examinations, the Medical Service complements its knowledge about the employee's aptitude for performing the tasks and functions of their position.

None of the Mediaset Group's workplaces currently have any activities classified as hazardous, nor are there any activities with a high incidence or high risk workplace accident or illness.

Anyone who enters the Group's premises may access the Joint Prevention Service, both for work-related accidents or illness, as well as for other personal health issues not related to or caused by work. All employees have access to health services made available or paid for by the company due to work-related accidents or illnesses. (For % by gender, see page 57.)

The quality of Occupational Health Services is measured by a series of quarterly controls conducted by the Safety and Health Committee every and annual audits. In 2020, Mediaset España carried out the corresponding audit to maintain its ISO 45001 certification for its Fuencarral location, where 94% of the Group's total workforce carries out its activities. Likewise, the company's senior management receives an annual report on all elements related to prevention as well as quarterly information on the results obtained in preventive matters, through a specific application on the intranet.

# ACTIONS BY THE JOINT PREVENTION SERVICE WHEN WORK-RELATED RISKS ARE DETECTED

EMPLOYEES ARE TRAINED
IN TASKS THAT REQUIRE
TRAINING DUE TO THEIR
RISK OR PURSUANT TO
EXISTING LEGAL MEASURES

NECESSARY MEASURES
ARE TAKEN TO AVOID OR
MINIMISE THE FREQUENCY
AND CONSEQUENCES

STAFF ARE INFORMED OF THE EXISTING RISKS AND THE PREVENTIVE MEASURES ADOPTED IN EACH CASE

WORKERS ARE PROTECTED
WITH APPROPRIATE
EQUIPMENT IF NECESSARY

All persons who move to conflict areas are provided with appropriate training and PPE to carry out their work in those areas.

Mediaset España is part of the Ministry of Employment and Social Security's Healthy Companies Network and has expressed its commitment to the Luxembourg Declaration. As a Healthy Company, it manages employee health through an integrated and comprehensive approach, considering health in all company policies, which is reflected in the Healthy Company Integrated Management System Manual.

### TRAINING PROVIDED, NUMBER OF PARTICIPANTS AND HOURS OF THE OHS COURSE

FIRE PREVENTION

17

119 H

MANUAL HANDLING

26

104 H

LOAD SUPPORT

3

12 H

COVID-19 PREVENTION, SAFETY AND EMOTIONAL MANAGEMENT

1,848

462 H

SAFETY AND EMERGENCIES

147

147 H



### **HEALTH AND SAFETY CAMPAIGNS PROMOTED IN 2021**

### **USE OF THE SS MEDICAL**

1,837



#### PREVENTION AND EMOTIONAL MANAGE-MENT OF COVID-19

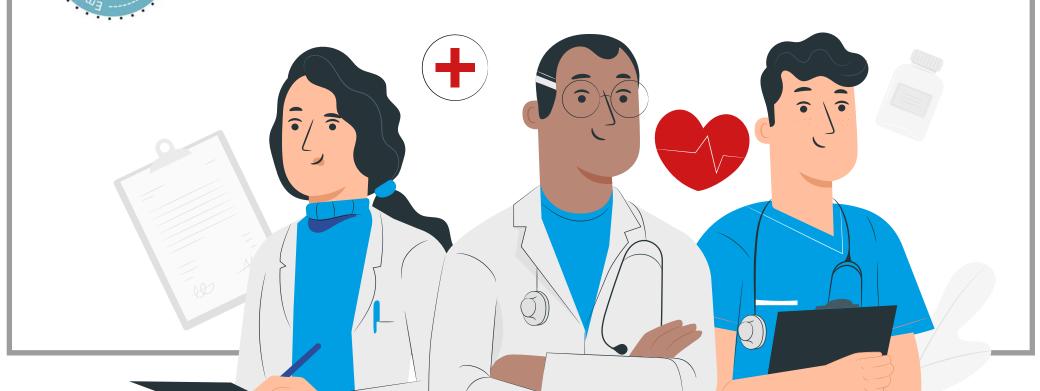
- Communication plan on preventive measures, the lifting of confinement measures, vaccination, protocols, is located on the intranet's information page, along with all COVID-related documentation and notifications.
- Emotional and Social Support Programme to mitigate the effects of mental fatigue, aimed at employees and family members.
- Video prior to in-person return to facilities, reminding employees of the main safety measures and protocols.

## MEDIASET ESPAÑA IMPLEMENTS AN INFORMATIONAL AND THERAPEUTIC SERVICE ON PANDEMIC FATIGUE FOR EMPLOYEES AND FAMILY MEMBERS

To promote the emotional health, safety and well-being of the company's employees and their family members, Mediaset España, together with the Fundacion Salud Y Persona, initiated an informational and therapeutic advisory service aimed at improving overall health in light of 'pandemic fatigue' resulting from months of coping with COVID-19.

Personalised, anonymous and confidential 24/7 phone service, which allows:

- \* Advice on a variety of psychological and emotional conditions, including: anxiety, stress, anguish, depression, fear, nervousness, etc.
- \* Information on available resources and how to access them, including subsidies (day-care, schools) and eldercare aid, homes or social and other social/economic resources.
- \* Access the private client area at [insert url] for videos, tips, and advice about how to achieve emotional wellbeing.



2021







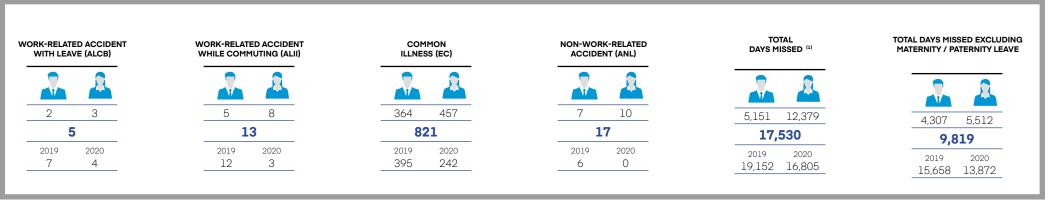








### **WORKPLACE ACCIDENTS**



Scope: The Mediaset España Grupo, excluding El Desmarque

(1) Includes data corresponding to work-related accidents with leave, work-related accidents while commuting, common illness (EC), non-work-related accidents (ANL) and also maternity/paternity and COVID-19 leaves (there were a total of 139 sick leaves due to COVID-19).

Note: In 2021 there were no deaths due to work-related accidents or occupational illness, nor were there any high-impact accidents among regular employees or employees hired through temporary employment agencies. In 2021 there were 33 incidents of leave among ETT staff, all due to COVID-19. The rate of injuries recorded in this group was 101.05 and it should be taken into account that this rate includes leave caused by COVID, without there having been another type of occupational accident during the year.

### **ACCIDENT RATE**

#### FREQUENCY RATE

1.95

2020: 1.63 2019: 2.92 INCIDENT RATE

3.33

2020: 2.64 2019 4.67 SEVERITY RATE

0.002

2020: 0.002 2019 0.11 INCIDENT RATE OF OCCUPATIONAL ILLNESS

(TIEP)

2020: 0 2019 0 RECORDABLE INJURY

2.80

2020: 2.86 2019 7.92

#### WORKPLACE ACCIDENTS BY GENDER



Scope: The Mediaset España Grupo, excluding for El Desmarque

- I. Frequency = no. ALCB x 1,000,000 / Hours worked in the year by the average headcount.
- I. Incidence = no. ALCB x 1,000 / average headcount.
- I. Severity = Days lost due to ALCB x 1,000 / Hours worked by the average headcount in the year.

TIEP = no. Occupational illness / average headcount x 1

Recordable injury rate = no. ALCB + ALII x 1,000,000 / hours worked in the year by the average headcount.

The hours worked have been estimated based on the annual hours of the Mediaset España Collective Bargaining Agreement and the average number of employees.

Although the health and safety of external staff are guaranteed by means of the procedure for the coordination of activities managed through the Joint Prevention Service, for the purposes of calculating the Group's own accident rate they are excluded.

Despite having implemented a complete occupational risk prevention system, in 2021 there were 5 workplace accidents with leave (ALCB), two of which were caused by previous accidents, one was caused by overload (a contestant) and the other two were falls, one in a studio (access has been improved), and another at home during the telecommuting period.

Furthermore, there were seven accidents at work without leave (ALSB) for the following reasons: one fall descending a staircase at the Group's facilities, two contacts with dangerous substance, one incident of overload, one contact with a material agent (particle that enters an eye) and two falls in the studio (signage improved and step widened).















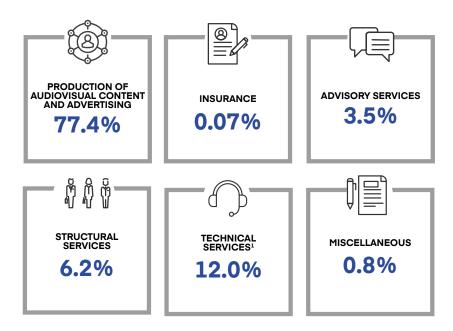
## SUPPLY CHAIN MANAGEMENT



Management of the supply chain is part of the responsible and sustainable management of Mediaset España's business. Therefore, the company promotes responsible practices within its sphere of influence, transferring its commitment to environmental, social and ethical standards to its supply chain.

Mediaset España includes clauses in its contracts that guarantee responsible business practices throughout its value chain, ensuring that all partner companies agree to act in an ethical and responsible manner.

These clauses include respecting the labour and trade union rights of workers, renouncing child and forced labour, prohibiting any kind of discrimination, complying with legislation on the prevention of occupational hazards, ensuring the safety of workers in the exercise of their professional duties and expressly prohibiting any behaviour involving corruption, bribery or extortion. In addition, partners are required to make a statement that they will respect environmental legislation and promote the efficient use of limited natural resources.



(1) Technical services mainly include technical connection services, while structural services mainly include office supplies, consumables, courier services, telephony, travel and accommodation, catering and supplies.

In 2020, the main expenditure was concentrated in audiovisual content production and advertising, core areas of the business. Likewise, during the year, the Group's main company (Mediaset España), which accounts for over 90% of spending on supplies and external services, worked with more than 1,100 different suppliers.

INVESTMENT IN AUDIOVISUAL RIGHTS (THOUSANDS €)

(THOUSANDS €)

**TECHNICAL INVESTMENTS** 

IN SPAIN

65,295

IN SPAIN

6,471

**ABROAD** 

47,131

ABROAD

534

#### **GEOGRAPHICAL DISTRIBUTION**

SPAIN 87.75%	UNITED KINGDOM 2.27%	FRANCE 0.2%	GERMANY 0.03%	LUXEMBOURG 0.03%
ITALY	BELGIUM	IRELAND	USA	NETHERLANDS
0.17%	0.12%	1.53%	0.44%	0.16%
AUSTRIA	ANDORRA	ISRAEL	SWEDEN	SWITZERLAND
0.02%	0.02%	0.02%	0.01%	12.21%



















### MANAGEMENT OF INVESTEE PRODUCTION COMPANIES

The responsible management of the business by the investee production companies, insofar as they generate audiovisual content for the Group, is an important element in Mediaset España's value chain and its management is framed within the Group's code of ethics and values.

# MEDITERRÁNEO.

MEDIASETES paña • GROUP

















2021



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PRESENTATION







In their management, the investee production companies take the following relevant areas into account:

#### **EDITORIAL INDEPENDENCE**

This is guaranteed by the full autonomy and discretion of the programme director to decide on the editorial content of the programme.

#### FREEDOM OF EXPRESSION

This is a fundamental value, with no restrictions other than those legally established to protect the privacy, honour and image of third parties.

#### PLURALITY AND DIVERSITY, NON-DISCRIMINATION

The profile of the programmes is very diverse; however, respect for plurality and diversity of opinions is maintained across the board.

On current affairs programmes, a variety of the sources consulted and the reality of the news is assessed; on entertainment or magazine programmes, there is a diverse panel of guests; and in fiction, these values are included in narrative approach of the scripts.

#### INTELLECTUAL PROPERTY RIGHTS

These rights are guaranteed in the service contracts with authors, artists, performers, presenters, collaborators and other participants in a production.

#### **CRIME PREVENTION**

Adherence to the Group's code of ethics

Signing of clauses related to crime prevention

Criminal Risk Prevention Model (Bulldog)

Security/Criminal Committee (Unicorn, Bulldog)

#### RIGHT TO PRIVACY AND HONOUR

The collaborators and/or participants in the programmes are contractually obliged not to violate the rights to privacy or honour of third parties, assuming liability in the event of any such violation.

#### PERSONAL DATA PROTECTION

The necessary technical and organisational systems have been implemented to guarantee the security of personal data and compliance with current legislation.

#### JOB STABILITY

Despite the temporary nature of the activity, production companies try to hire workers who have collaborated on previous projects, provided the necessary profiles permit.

### OCCUPATIONAL HAZARD PREVENTION

Staff attend courses related to the activity they carry out, such as fire emergency plans and office and safety training.

INVESTEE PRODUCERS WITH REGULATORY COMPLIANCE MODEL

INVESTEE PRODUCERS WITH DATA PROTECTION MODEL

64%

100%

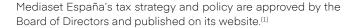
ACTION AND SAFETY PROTOCOL FOR COVID-19.

Quick guide for filming



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### TAX TRANSPARENCY



The Group's Finance Department implements tax policy with the support of the Group's legal and tax advisors. The Board of Directors, through the Audit and Compliance Committee, is also responsible for supervising the aforementioned implementation. The Board of Directors, following a report from the Audit and Compliance Committee, is responsible for approving and monitoring the risk control and management policy, including tax risks, as well as supervising the internal information and control systems. Periodically, at least once a year, the Group's performance in tax matters is reported to the Audit and Compliance Committee.

The Finance Department is responsible for identifying and managing tax risks in coordination with the Tax Department. In turn, tax risks are integrated into the corporate risk management system and are monitored regularly by the Risk Management, Compliance and Internal Audit functions. The tax risk map is monitored quarterly and updated annually.

The Mediaset España Group is committed to compliance with tax regulations, transparency in communicating about compliance with its tax obligations, and collaboration with the Tax Authorities based on faithful compliance with legislation, dialogue, reciprocity and good faith. Mediaset España complies with the "OECD Guidelines for Multinational Enterprises" and adheres to the Spanish tax authorities' "Code of Best Tax Practices". The Group discloses its main tax figures through the publication of information on the payment of taxes applicable to all the Group's companies in the jurisdictions in which it operates.

On the other hand, through the Compliance and Prevention Unit, any employee, supplier or other stakeholder may report any concerns related to conduct that is linked to the integrity of the organisation in relation to taxation. This Unit reports directly to the Audit Committee. In addition, a transfer pricing report is prepared annually on the Group's commercial transactions in related activities.

The Group's tax strategy is focused on optimising the level of tax contribution under the premise of strict compliance with tax regulations and the elimination of any risk that may arise from the interpretation of the tax regulations.

Presence in tax havens is increasingly frowned upon, even when concerning lawful commercial or industrial activities. As a result, the Mediaset Group pays special attention to any possible activity that may take place in jurisdictions or countries considered tax havens. Accordingly, the Group understands that the concept of tax havens encompasses the European Union's blacklist of non-cooperative jurisdictions for tax purposes and the list periodically updated by the AEAT in Spain.

In December 2021, the Audit Committee was presented with the Tax Strategy and Tax Risk Map 2022, a document comprising the tax risk map, the most relevant tax policies for the period, the Tax Strategy, as well as the Tax Contribution and Planning for 2021.

# PRINCIPLES OF OPERATION OF THE MEDIASET ESPAÑA GROUP'S TAX POLICY AND STRATEGY

- Strict compliance with applicable tax regulations
- Fulfilment of the obligation to pay the corresponding taxes
- Collaboration with the tax authorities
- Transparency in communicating compliance with applicable tax obligations.
- Commitment not to implement or use opaque corporate structures for tax purposes.
- Approval by the Board of Directors of transactions with a tax repercussions and/or which could pose a special tax risk
- Control and prevention of tax risk
- Compliance with the "OECD Guidelines for Multinational Enterprises"
- Adherence to the Spanish tax authorities' "Code of Best Tax Practices"

#### More information





### TAXES PAID BY THE MEDIASET ESPAÑA GROUP IN 2021

	(thousands of euros)
Radio Spectrum Use Tax	729.6
Property Tax	336.7
Tax on Economic Activities	96.7
Personal Income Tax on Property Income	183.5
Value Added Tax (VAT)	99,452.3
Canary Islands (IGIC) and Ceuta and Melilla (IPSI) Indirect Taxes	69.5
Non-resident Income Tax	3,371.6
Personal Income Tax on Lease Income	4.1
Personal Income Tax on Earned Income, Economic Activities, Prizes	29,118.2
Urban Solid Waste Tax	35.6
Vehicle Entry Tax	12.4
Contribution to Financing RTVE	20,663.8
CNMV Fee	20.6
Tax on certain digital services	1,056.7
Income tax prepayments	43,960.0
Corporation tax refundable	(18,579.0)
Other	10.2
TOTAL TAX CONTRIBUTION IN SPAIN	180,478.4

TAXES PAID $^{1}$  (THOUSANDS OF EUROS) 48,279

 $\underset{73\%}{\overset{\text{TAXES COLLECTED}^2}{1}} 2,199$ 

(1) Taxes paid: Radio Spectrum Use Tax; Property Tax; Tax on Economic Activities, Value Added Tax (VAT); Canary Islands (IGIC) and Ceuta and Melilla (IPSI) Indirect Taxes; Corporation Tax; Urban Solid Waste Tax; Vehicle Entry Tax; Contribution to Financing RTVE; CNMV Fee. (2) Taxes collected/withheld: Personal Income Tax on Property Income; Non-Resident Income Tax; Personal Income Tax on Lease Income; Personal Income Tax on Earned Income, Economic Activities, Prizes; Value Added Tax (VAT).

In 2020, Mediaset España began marking box 069 on its corporation tax return, thereby, allocating 0.7% of the total tax payable to social purposes.

The contribution corresponding to the corporation tax filed in 2021 for this concept was €297,375.















### TAXES PAID BY THE MEDIASET ESPAÑA GROUP IN 2021

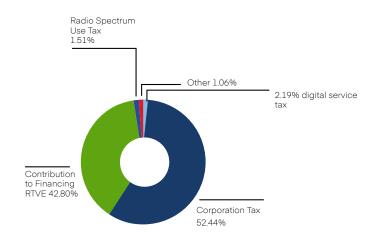
The taxes paid by the Mediaset España Group in 2021 amounted to more than 48 million euros, more than 50% of which corresponded to Corporate Income Tax and almost 42% to the Contribution to Financing of Radio y Televisión Española (RTVE).

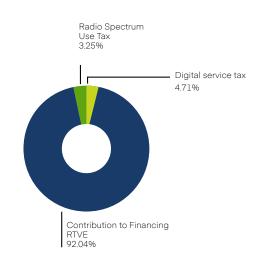
### TAXES/FEES SPECIFIC TO BUSINESS ACTIVITY

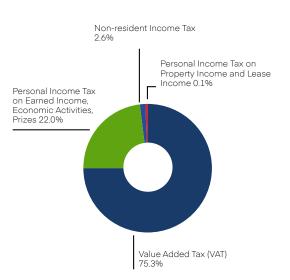
The fees and taxes for specific activities paid in 2021 exceeded 22 million euros, and 92% corresponded to the contribution to the financing of RTVE.

### TAXES COLLECTED/WITHHELD

Taxes collected/withheld by the Mediaset España Group in 2021 exceeded 130 million euros, where more than 75% of the tax contribution corresponded to VAT and 22% to Personal Income Tax on Earned Income, Economic Activities, Prizes.







# MEDIASET GROUP'S TAX CONTRIBUTION WITH RESPECT TO 2021 REVENUE

21% of the Mediaset Group's revenue is allocated to the payment of taxes, 6% of which corresponds to taxes paid and 15% to taxes collected/withheld

### TOTAL TAX CONTRIBUTION RATIO IN 2021

The Total Tax Contribution ratio of the Mediaset Group in Spain amounted to 21%. In other words, of the total consolidated profit before tax, taxes paid represent 21%.















# RECONCILIATION OF PROFIT FOR THE YEAR BEFORE TAX AND CORPORATION TAX (THOUSANDS OF EUROS)

	2021
Consolidated profit before tax	231,257
Consolidation adjustments	-12,765
Permanent differences	-28,620
Temporary differences	11,972
Taxable profit/(tax loss)	201,844
Taxable profit	
Gross tax payable (25%)	50,461
Offset of tax losses	-957
Tax credits and tax relief	-24,123
Withholdings	-43,960
Corporation tax refundable	-18,579

(1) Corresponds to the tax relief and tax credits applied in the year.

21%

NOMINAL TAX RATE

25%

### SUBSIDIES RECEIVED IN 2021 (THOUSANDS OF EUROS)

AID FROM GOVERNMENT AGENCIES 1,9041



TAX EXEMPTION ON DIVIDENDS



(1) Corresponds to the tax relief for the continuous training plans of the Fundación Tripartita and the aid received from the Ministry of Economic Affairs and Digital Transformation, for the adaptation to the new frequencies (2nd digital dividend)

# TAX LOSSES NOT RECOGNISED (THOUSANDS OF EUROS)

701

1,153

# UNUSED TAX CREDITS AND TAX RELIEF (THOUSANDS)

€22,880

### TAX CONTRIBUTION ABROAD

Following the formalisation of the closure and liquidation processes carried out in 2020 of the Netsonic Group's subsidiaries with registered offices in Colombia, Mexico, USA and Peru, which ceased to be operational from the beginning of the year, the Mediaset España Group companies do not make tax contributions abroad.

Note: The effective tax rate differs from the nominal tax rate due to audiovisual production tax credits.





## CREATING VALUE FOR SHAREHOLDERS AND INVESTORS



To disseminate corporate information without any distortion or asymmetry between shareholders or potential investors, Mediaset España frames its relationship according to the criteria established by the regulator (National Securities Market Committee), the Group's Code of Ethics and best practises in terms of investor relations and communication.

In 2021, the relationship with shareholders and investors was marked, as in the previous year, by the effects of the COVID 19 pandemic: virtual events replaced in-person events. This meant that, on the one hand, access to investors from remote markets was easier, while on the other hand, on certain occasions connexion problems, lack of information from interlocutors or the gradual increase in meeting cancellations were effects that cannot be considered positive in the development of the activity.

### MEDIASETESPAÑAONTHESTOCKEXCHANGE

Mediaset España started 2021 at a share price of €4.26, having reached its maximum annual value of €5.79/share on 31 May 2021. For the first half of the year, the share price reflected the gradual improvement in growth buoyed, promoted by the progressive advances in the immunisation of the population, suggesting that the worst of the pandemic was behind us. However, the arrival of new waves and strains caused the company to decrease its revenue estimates in the second half of the year, reflecting a downtrend that caused Mediaset España's share to close the year at 4.11 euros per share, representing an annual depreciation of 3.52%.

At the 2021 close, ME capitalisation amounted to EUR 1,287 million slightly more than the combined capitalisation of the other media companies listed on the Spanish market.

Finally, it should be noted that the analyst consensus at year-end placed the target price of Mediaset España's shares at 6.44 euros, granting a theoretical upside potential of 56.6%. Nearly 70% of these opinions also recommended buying shares.

Quarterly reports on the results sent to the CNMV, published on the corporate website Publication of quarterly reports on the corporate website, in both Spanish and English

Information sent via email to each investor and/or analyst who requests it

Meetings with investors (video conferences)

Notifying the CNMV of relevant matters that affected the share price and of which shareholders and investors should be aware

Real-time transmission of results presentations through conference calls and webcasts, allowing stakeholders to interact, ask questions and raise any issues they consider relevant. These sessions are recorded and are available on the Mediaset España website until the next meeting.







PRESENTATION







### ANALYSTS' MAIN QUESTIONS

### What is the evolution of the advertising market in 2021?

2021 was marked by recovery in all advertising media, after a year in which significant declines were recorded due to the pandemic.

It should be noted that advertisers were able to adapt their budgets and campaigns to the health situation, reacting swiftly when the situation improved and postponing campaigns when a new wave of COVID 19 emerged.

At the sector level, market behaviour could be classified as positive for retail, food and telecommunications companies, while the automotive sector would be on the opposite end of the spectrum, having to cope with a microchip supply crisis in the second part of the year, which significantly slowed the manufacture and launch of new models and, consequently, the ad campaigns linked to them.

# What is the rationale behind the acquisition of 13.18% of the capital in Prosieben?

Since Mediaset España acquired its first stake in ProSieben in November 2019. Investment in the German broadcaster is strategic in nature and is explained by the importance and size of the German market, with the focus on building a medium- to long-term European industrial project. When the Media For Europe project was launched two years ago, there were some doubts in the market about the rationale of these types of consolidation movements. There is currently a clear conviction about the need to increase in size as a way to preserve profitability and obtain additional income in the future.

ProSieben is a fairly unique case in Europe in that there was no reference shareholder, which gave Mediaset España the opportunity to become the main shareholder, with an affordable investment that has not led to the Group's leverage, maintaining financial capacities intact to address possible new investments. Together with Mediaset Italy, the Group holds approximately 25% of the capital, which means that it is the majority shareholder and is in a suitable position to take part in any corporate movement, if need be.

### What is the company's dividend policy?

The Mediaset España dividend policy has been and continues to be that of distributing dividends once operational needs have been met and the possibilities of corporate transactions existing in the market have been duly reviewed.

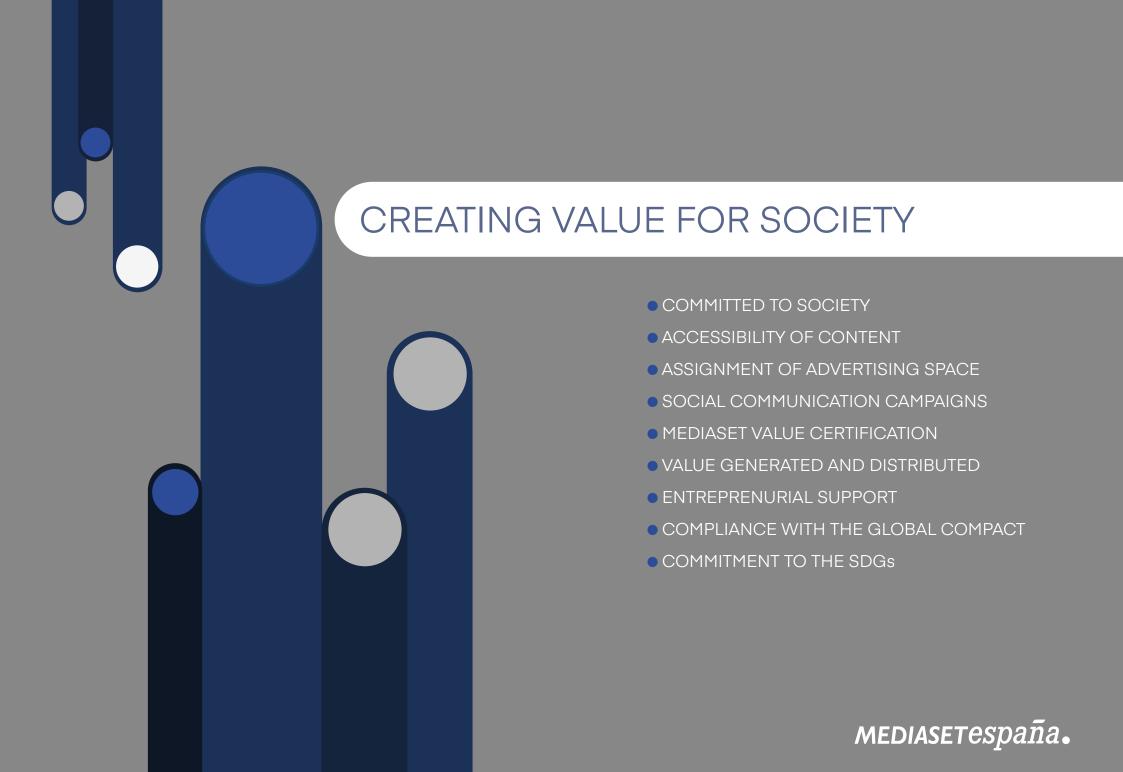
Mediaset España and its parent company, Mediaset Italy, have been advocates of consolidating the business to increase it size and better compete with the new global giants, maintaining both financial capacity and willingness to act when the opportunity arises. In 2021 there was a lot of movement in the European media market, with actual and potential transactions taking place both locally and internationally. For these reasons, Mediaset España believed that the best strategic decision was not to distribute dividends but to have the necessary financial resources to address potential investment opportunities, thereby growing the business and increasing value for shareholders.

### What is the company's diversification strategy?

The revenue stream diversification strategy was strengthened in 2021. After a year when content creation slowed due to pandemic-related mobility restrictions, in 2021 a near normal rate of content production resumed, which made it possible to increase the size of our library and should favour the sale of content to third parties in the coming years.

In the digital environment, 2021 was Be A Lion's first full year of consolidation within the company's scope, obtaining double-digit revenue growth.

For its part, the Mitele platform reached the highest level of subscribers since its launch, despite not having football rights as in previous years, exceeding 210,000 at times. Mediaset España strengthened its proposal in Mitele, adding mono-thematic sections like Dizi (dedicated to Turkish series) and AContra + (an archive that continues to incorporate new movies into its catalogue today).







# MEDIASET ESPAÑA, COMMITTED TO SOCIETY

In compliance with its intention to bring people together through entertainment, Mediaset España addresses the social and environmental issues that occupy and concern society in Spain. It serves as an advocate for equality, coexistence, integration, environmental protection and stewardship, and health, among others.

### **GENDER EQUALITY**



- Featured stories about women overcoming gender violence
- Covered the Santander Women Now Forum, an international women's congress in support of women's leadership and equality. The opening address was delivered by former deputy chairman Carmen Calvo and by Queen Letizia was the keynote speaker.
- Publicised the 3rd Women and Leadership conference, a business summit to promote equality, diversity and humane leadership where different female entrepreneurs discuss success, power and the importance of reinventing themselves.
- Addressed the threat to rights and freedoms, particularly for women, as the Taliban gained control in Afghanistan.
- Promoted first FEMALE FOUNDERS DAY in Spain, which aims to connect to the referents people and give visibility to entrepreneurs in the technological sphere.





# 5 VIVA LA VIDA

- Featured a story about overcoming gender violence. After being pushed out of a window by her partner, Carmen Giménez was left in a wheelchair. Not one to brood, she became a para-Olympic champion in track and field for Spain.. The 'Run For You' project aims to promote more inclusive athletics.
- Featured the story of Rubén, the first pregnant trans man in Spain.
- Promoted the initiative launched by a corsetier in Valladolid, 'We are all queens,' addressing the issue of clothing sizes and the fact that all women have value, regardless of body type.
- Denounced sexual assult by chemical submission, without the victim's consent, which have tripled, resulting in the #DenunciaTuBar movement, where victims of drug-facilitated assault tell their stories and name the bar where it occurred to prevent further episodes.
- Featured the story of a Andalusian professor who wanted to wanted to teach his students a lesson by attending a physical education class dressed in a floor-length skirt. The goal was to encourage student to reflect on what they say about clothing and the clichés associated with gender and promote the value of non-discrimination.
- Denounced the harassment and machismo suffered by singer Edurne as the partner of the footballer (David de Gea) who missed a crucial penalty kick against Villarreal in the Europa League final.





PRESENTATION









### 5 SÁLVAME- SECTION "CON M DE MUJER" ("W" AS IN WOMAN)

Weekly, the program analyzed issues related to feminism, equality or women's empowerment, with the aim of learning more about femininism with everyday examples of micro-misogyny that go unnoticed in society and that block the path to equality, advocating for a favorable environment for women who work every day on the show.

The show also addressed the situation of women in the music industry, where only 1 out of 5 artists on the hit lists are women and where only 17% are leading artists, compared to 20% worldwide; data offered at a roundtable in which Spotify's Director in Southern Europe, executives from Universal and Sony Music, and singer Rozalén participated.

As a result of celebrating World Feminist Men's Day for equality in Seville, a video was created with the statements from men questioning the masculinity imposed by society, the heteropatriarchy, the problem of gender violence, the way men and women handle conflict and avoiding toxic masculinity.

Manuela Carmena, former mayor of Madrid, visited the set and talked, among other things, about discrimination against older women, stating that older women are treated differently from older men if, for example, they want to continue working.





### 5 YA ES MEDIODÍA

The show voice to the achievements in women's sport, giving them visibility, while condemning sexist attacks. It also denounced incidents concerning intimate recordings of women in public places, with police officers and psychologist participating in the discussion.

At the end of March, the show revealed an increase of 61% in calls to gender violence helplines after the documentary 'Rocío, contar la verdad para seguir viva' aired, according to data from the Ministry of Equality.



### MUJERES AL PODER

The 26 protagonists on the second season of the fact-based documentary on women's empowerment and leadership led by Carme Chaparro, shared their bravery, for not hesitating to face great challenges in society; for fighting and persevering, for not throwing in the towel at the toughest moments; and for having reached their goals and fulfilled their dreams.



### EN EL PUNTO DE MIRA

Four well-known women in journalism joined the team to provide their expertise: Samanta Villar, the face of some of the most innovative journalistic formats on recent television: Ana Terradillos. a journalist specialising in international terrorism; Mayka Navarro, an expert in police data and incidents; and Carme Chaparro, committed to defending women and combatting gender-based violence.



### TODO ES MENTIRA

In the 2021 season, the programme reported incidents of sexism or violence against women, such as obstetric violence and malpractice on the part of some doctors, which was addressed with interviews with victims, doctors and lawyers. Important women were also interviewed about their work: scientists, doctors, researchers and politicians from all parties.



### CUATRO AL DÍA

During the Afghanistan crisis, from when the Taliban seized power in August until the withdrawal of international troops, the show kept a constant eye on the situation, focusing on the Taliban's repression of women, many of whom reported incidents of inequality and a denial of their rights.

On many occasions, the programme gave voice to the victims of gender-based violence, and a detailed report aired on the wage gap between men and women in Spain, by autonomous community and by sectors.

The show publicized the Iberdrola SuperA Awards, an initiative to recognise and raise awareness of the best projects implemented in Spain to advance gender equality and women's empowerment through sport. Among the winners were Ruth Aguilar, president of Unlimited Wheels and Lydia Ramos, triple champion from Spain in adapted cycling. Thanks to them, the city of Valencia will have an adapted cycling school.



The documentary 'Tetas y tetinas' directed by Noemí Fidalgo analysed the reality faced by women in Spain when choosing to breastfeed or not. Through the first-person testimony of mothers and professionals in the field, the show investigates the problems and barriers faced by a woman when it comes to breastfeeding.















### IN-HOUSE PRODUCTION OF SCRIPTED PROGRAMMES

### DOCUMENTARY SERIES: ROCÍO, CONTAR LA VERDAD PARA SEGUIR VIVA

Rocío Carrasco broke a 25-year silence, speaking out for the first time about the events that marked her personal life, bringing the issues of gender violence and vicarious violence to the fore.

As a result of airing several episodes of the documentary, different Group programmes featured the analysis of important figures in different areas, including:

- Irene Montero, Minister of Equality: she shared the public narrative of a female victim of abuse. She highlighted her obligation to support any woman who dares to report a gender violence, criticised the 'bad mother' account that Rocío suffered from for many years and appreciated the fact that many women identified with the account set out in Telecinco's documentary.
- Lorena Abellán, vice president of Mujeres Unidas Contra el Maltrato, lawyer and expert on gender violence: she analysed the testimony of Rocío Carrasco in the documentary, noting that for some women, reporting the violence is not always the first choice. For a woman to seek justice, she must be very strong and empowered, because the first reaction is to feel interrogated. She used the term 'revictimization' or 're-victimizing' to describe when a woman decides to report the gender violence or make it public and is questioned for reporting it or making it public. She also pointed out that, following Rocío's testimony, the Association received more than 50 calls from women who found the courage to talk about their situations, therefore, has given voice to many women who did not dare to speak out previously.
- Ana Criado, family mediator: she analysed the brutal testimony of Rocío Carrasco and the conflict she has with her children.
- Carolina Cendrós, a trial lawyer, analysed Rocío's account from the judicial point of view, and the legal consequences of a ruling of abuse against a mother.
- Lawyer Montse Suárez provided her analysis, focusing on the psychological damage and manipulation of Rocío Carrasco's image in the media, on the chronic injuries or harm caused over time and highlighting the need for protection.

- Bárbara Zorrilla, a psychologist specialising in emotional well-being women who suffer from gender-based violence and Carolina Castro, a lawyer specialising in violence against women: they noted that many women who are victims of gender-based violence see themselves, in the testimony of Rocío Carrasco, based on the messages received although it should be remembered that no ruling has been issued proving the fact that she was an abused and that her partner was the abuser.
- Ana Bernal, an expert journalist on gender violence and professor at the Universitat Oberta in Catalonia: she wanted to highlight the 2019 Supreme Court ruling that established that a delay in reporting does not diminish the victim's credibility and referred to 'gaslighting' as one of the most common forms of psychological violence which consists of constantly questioning what the victim says and does; the victim of what she says and what she does and she also addressed the issue of vicarious violence, a type of violence whereby a parent uses a child to cause harm to the other parent.
- María Zapata, from the Association of Families of Adolescents with behavioural problems, explained the initial red flags and the consequences of child-parent violence, for both parents and children.
- Mónica García, member of Parliament for the Community of Madrid and spokesperson for the Mas Madrid party, highlighted the importance of Rocío Carrasco's testimony airing on prime time, as it addresses a problem in society.
- Ana Bella Estévez, creator of the Fundación Ana Bella to help battered women and a spokesperson against genderbased violence, commented that Rocío's history is the story of many women, and addressed the issue of 'silent violence,' psychological violence, and how difficult it is to prove it.
- The effect of the documentary also reached the European Parliament, where MEP Adriana Maldonado reflected on society's responsibility to combat gender violence.

The documentary represents a shift in our views on male violence, as it generated a debate across all spheres and impacted the social segments that are usually far removed form the issue, and aligning political parties against gender-based violence.

### SEÑORAS DEL (H)AMPA

• This is a dark comedy where roles normally identified with male characters (assassins, leaders of the underworld), are written and portrayed by women with female characteristics intact. In season two, the characters played by the four protagonists were joined by new female characters that reflect women's various roles in society and the workplace.

### MADRES, AMOR Y VIDA

The series has addressed sensitive issues not only in the area of gender equality but also, from the perspective of diversity and health, such as domestic abuse, obstetric violence, women who become surrogates, the role of a grandmother who looks after a grandchild with autism and a follow-up a trans child.

















### **INTERNATIONAL WOMEN'S DAY**



### EL PROGRAMA DE ANA ROSA

Ana Rosa Quintana kicked off the programme by highlighting the bleak panorama for women's rights, after a year of pandemic:a wider wage gap, the difficulty of finding a work/life balance, a lack of opportunity causing a spike in female unemployment, difficulty accessing senior positions, the roles/areas where women have more visibility, gender violence, and the lack of protection for victims.



### **DOMINGO DELUXE**

The programme included messages from familiar faces, raising awareness of women's rights, the fight for equality, support for women who are victims of abuse, recognition of Roma women, feminism as a synonym for equality, paying tribute to all the women who have been at the forefront of the fight against the virus in their various roles



### 5 YA ES MEDIODÍA

It programme began with images from different points around Spain where the day was celebrated. It connected to other Spanish cities where demonstrations and rallies took place. The discussion panel focused exclusively on international women's day. The programme also addressed the results of the GAD3 survey for the NIUS digital newspaper and the different perceptions of gender equality between men and women.



The programme's colours and graphics became purple. The magazine featured the story of the journalist Marisa Martín Blazquez, who made her illness public - myasthenia gravis, characterised by varying degrees of weakness of the body's skeletal muscles - in reponse to criticism and sexist comments made on social media that addressed her physical appearance. Carme Chaparro and Carlota Corredera joined Geles Hornedo, presenter of the 'Con M de Mujer' section and highlighted the importance of having female referents in all spheres of life, featuring several stories of women who suffered physical and psychological violence, backed by data from data of the Public Prosecutor's Office on false complaints of abuse: 0.0069%.



### 5 EL CONCURSO DEL AÑO

On International Women's Day, the programme featured a special delivery in which seven unknown women, all pioneers and with great stories, surprised us with their participation: Maite Martínez, one of Spain's greatest athletes, 17 times Spanish champion in track and field, double silver medallist at the European championships and winner of the National Sports Award; Jenny, a nursing assistant who visits programme on behalf of her group; Rosa, a farmer; Alba, a researcher who on water quality analysis; Marta, a high-performance athlete who has won two silver medals and one of bronze at the Paralympic Games in Judo; she is also sub-European and World champion, and a 3x medal-winner at the Paralympic Games. The sixth is Charito, is 97 years old and is the city councilwoman of Patones where she plans to stay for a long time. And finally, Rosa, Spain's first female football referee in 1979.

That week, the final round was dominated by woman: Merche, a mason, Conchi, lorry driver; Alicia, the first Spanish-speaking woman to travel the world solo on a motorcycle, Cheli a groundbreaking track star in Spain, outdoor 1,500-metre champion, a triathlete, and winner of the duathlon (cycling and running).







2021



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### **INTERNATIONAL WOMEN'S DAY**



The presenters Risto Mejide and Marta Flich changed their roles. The programme's colour and graphics colours and their graphics also changed to purple to celebrate 8 March, and special signage appeared for Women's Day.

Marta Flich opened the programme by highlighting how necessary 8 March and feminism continue to be; they discussed the words of Irene Montero, Minister of Equality, and those of the President of the Government Pedro Sánchez, on the occasion of International Women's Day. The prime minister indicated that only through feminism can society move forward and the Minister stressed the need for a feminist agenda.



The programme began with live connexions to various places around Spain where celebrations were underway for International Women's Day; it addressed the defacing of several feminist murals in Madrid, Seville, Gandía and Colmenarejo, hours before International Women's Day; it analysed of the Goya Awards sexism controversy, expressing outrage at comments during the broadcast of the red carpet on social media and plastic surgeon Laura Cabañas' initiative, as part of the 8M celebration. Other topics included the gender gap, based on the results of the GAD3 barometer; the declining birth rate, and the salary gap in Spain where, on average, women earn almost 5,000 euros per year less than men, exceeding the national average in some communities.



The programme focused on the role of first ladies in the United States and Spain, asking whether they have influence over the most powerful men in the world, whether they have the capacity to act, if they are paid and how regulated their role is; with insight and opinion from journalists and experts on the matter.



The channel celebrated International Women's Day with a series of pieces that aired between 8 and 31 March, highlighting the values of diversity, freedom and tolerance. The channel APP created the 'Girl Power' section with female characters from Boing's animated series.





















### INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN



The programme had significant story: Sandra, the victim of 'El Melillero,' attacked with sulphuric acid at the beginning of the year. She asked to adapt the laws to the facts, demanding that these individuals are not reintegrated into society.

The programme discussed the issue with its usual collaborators and with the psychiatrist María Velasco, and reiterated the message: "we cannot forget about the victims of gender violence. It is a scourge in this country and we must all contribute to eliminating it. "



The stressed highlighted that, since 2003, 1,117 women have been killed by their partner or former parter in Spain, explaining the relevance of a day like this.

The programme noted that a minute of silence had been observed in all local councils across the country and the news was announced that the government party and the main opposition party reached an agreement to renew the terms of the covenant.

# 5 SÁLVAME

The programme congratulated its colleagues on the documentary series' Rocío, contar la verdad para seguir viva and especially its director. Ana Isabel Peces, who had received the communication and awareness award from the Ministry of Equality for her fight to combat male violence

# YA SON LAS OCHO

The programme echoed the campaign against gender-based violence promoted by Italian photographer Alexandro Palombo to raise awareness in society about the fight against male violence: a campaign called 'Ella lo denunció, pero la mataron' where influential women are photographed as if they were victims of gender-based violence. The programme went live with Plaza de Cibeles where many women gathered to protest misogynist violence, demanding immediate solutions: a demonstration that upon arriving at the Puerta del Sol read the names of the 37 women killed to date in 2021.

# 5 VIVA LA VIDA

The programme featured the story of Noelia Míguez, a victim of gender-based violence, who nearly lost her life at the hands of her partner. She asked the competent authorities to focus on the female victims of male violence.



The programme discussed the actions and data provided by the United Nations, stating that 'almost 1 in 3 women have suffered abuse in their lives,' figures that increase in times of crisis. The latest UN report, based on data from 13 countries, indicated that since the pandemic began '2 in 3 women have suffered some form of violence or or know someone who has suffered from it. however, 'only 1 in 10 said they would turn to the police for help.' The report also indicated that these women who have suffered some type of violence 'are more likely to face poverty and food deprivation.'

The programme also noted that 1 in 5 young people aged 18 to 29 years think that male violence is an ideological invention. In an interview, Victoria Rosell, the Government Delegate against gender violence who stated that much hidden violence is coming to light. She is concerned about education and messages of denialism that are reaching young people. She said parties that deny gender-based violence and talk about domestic violence are 'accomplices' in violence against women.



The programme reported on the various demonstrations in different cities across Spain. It went to Madrid and Barcelona, reminded us about the international distress signal and discussed Spain's figures for the year: 37 women killed, 1,118 murdered since data began being collected (2003). Only 25% had reported. More than 53,111 with some type of police monitoring and 2,499 with electronic protection by court order. 44 minors killed by their mothers' partners or former partners since 2013 (vicarious violence). 330 orphans since 2003 because their mothers have been killed. 80% of the men prosecuted are convicted.

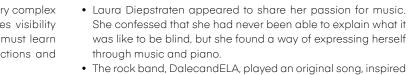
### **DIVERSITY**

84



- José and Celia, two young people with Down syndrome, have conquered social media. They met when they were young, at the Down syndrome association, in Úbeda, and it was love at first sight. Their aim is to give visibility to people with Down Syndrome.
- The programme offered images of the victory in Carmen Lopez's parasurf World Championship held in California in 2020. Carmen is Spain's first blind surfer.
- Davide, a young person who lost his arms and legs to meningitis due to multiple organ failure, aims to participate in the Paralympics. 'Arriba la vida' is the book about his life.
- Hugo, father of Hera, a two-year-old girl who was diagnosed with autism when she was 13 months old, stressed that inclusion is very important and that, on many occasions, institutions and schools do not respond as they should; he also stated that society is not prepared or aware of the integration people with autism.

- Xana Palacios suffers from Tourette Syndrome, a very complex and unknown neural pathology to which she gives visibility through her TikTok videos. People with Tourette's must learn to live with this pathology and with society's reactions and behaviours, which often translate into bullying.
- Mireia Mendoza, a 27-year-old girl who was born with Usher syndrome and became the first deaf and blind model to grace one of the world's most important catwalks. In addition to a being model, she studies computer science and sign language.
- Álvaro, first child to test an exoskeleton.
- Miguel Ángel Roldán, a 39-year-old triathlete affected by ALS, shares his challenge climbing Urriellu, in the Picos de Europa, to to raise awareness about ALS.
- Lara Sajen, the first trans person to participate on 'Supervivientes', an activist and leader in the fight against cyberbullying, talks about a life of struggle and personal growth.
- José Pedro, a police officer who aims to raise awareness of the LGBTQ+ community to normalise diversity in different professions.
- Increase in attacks on people with disabilities.
- Social rejection of overweight persons



- The rock band, DalecandELA, played an original song, inspired by the fighting spirit of one of its members, who suffers from ALS. They founded the DalecandELA association and put a soundtrack to the disease.
- The programme offered the performance from Florent and Elisa in a wheelchair. Together they want to show that dance is something for everyone and should be inclusive.
- · Josemi demonstrated through twirling that there are no gender assignments in sports.
- The Next Level group said no to drugs through dance. The Next Level project made up of young people who gave up drugs for dance, is a social project that has become one of the most cutting-edge groups internationally.
- The dancer Paddy, 87 years old, chose the 'Got Talent' stage to say goodby to the world of dance. Accompanied by her faithful Nicko, she performed her last professional dance, illustrating that age is not an obstacle.
- Joao Paulo offered a very special version of the opera 'Carmen,' in which Carmen becomes a man who seduces men, in a twist to promote LGBTQ+ visibility.







2021



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FOREWORD

PRESENTATION

GOVERNANCE

BUSINESS



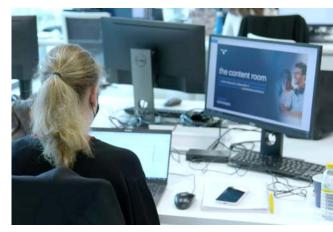


### EL PROGRAMA DE ANA ROSA

The pandemic brought new content to the programme in relation to the elderly and their treatment, revealing episodes of abusive treatment in some homes, showing reunions between grandparents and grandchildren once facilities reopened, and how COVID once again appeared in these centres.

Homophobic aggressions have been reported. AThe programme aimed to inform the public through the testimonies of witnesses and those responsible for the investigation in highly publicised cases such as the murder of Samuel, the 24-year-old who received a brutal assault outside an A Coruña club. There was broad coverage of hate crimes against persons with disabilities, shocking cases such as the murder of Isaac, an 18-year-old boy with Asperger syndrome, with insight from family, friends, lawyers and specialists.

On the occasion of the International Day of People with Disabilities, the programme highlighted the need to remove barriers and obstacles so people with disabilities can better integrate into society, noted the key role of companies in this regard. A report on the Randstad company highlighted that training and guidance for workers with disabilities is essential so that they can compete on equal terms in the job market. In the words of María Viver, Director of the Fundación Randstad, 'the best way for disabled people to participate in society is integrating to integrate themselves through employment.'







Two years ago, Carmen Lasource passed an exam to obtain a BIR position (equivalent to MIR in research). However, in all this time, she has been unable to secure work at a hospital; the discrimination she suffers is due to a visual disability, known as congenital glaucoma.

The programme's concern for tolerance, respect for diversity, and the inclusion of different social groups led it to report numerous homophobic attacks that reached the newsroom. It also reported on the migrant crisis of Ceuta children, where a programme reporter shared their vulnerable situation.



The content analysed by the programme focused on the migrant crises. With collaborators, the programme looked at the source of the migrant crises: immigration, mafia, and the untold side of these situations, citing examples from the Canary Islands, and Ceuta.

It also discussed inclusive language, a topical debate in light of a speech delivered by Equality Minister, Irene Montero.















### THE ENVIRONMENT/CLIMATE CHANGE



In the new season, the programme transported its guests and viewers to incredible places, promoting the preservation of nature and of other cultures.

- KENYA: bike paths through forests and savannahs, flights over the Rift Valley, visits to towns and animal protection centres, a stop at an animal orphanage in Nairobi and a tour of Maasai Mara National Park were some points along the route. The programme also visited the Eselenkei Primary School, where the activist Agnes Pareyio fights against female genital mutilation and in the Maasai Mara area, a Maasai town and a flight to the Ol Ari Nyiro reserve, where the Italian conservationist and writer Kuki Gallmann protects elephants from poaching and creates development projects for local ethnicities.
- ICELAND: trekking through snowy landscapes, bathing in a thermal river with an ambient temperature of -14°, tours of underground volcanic pipes and ice caves and climbing Europe's largest were some of the trip highlights. Other high points include the Thingsvellir National Park, where the fault separating the Eurasian plate from the American plate is located, a geiser and the famous Gullfoss house, the ice caves in the south, and the famous Diamond Beach, with its black sand and ice blocks released from glaciers.
- SAO TOME AND PRINCIPE: in the exotic African country in the middle of the Atlantic, we saw turtles spawning on the beach at night, participated in the D'Jambi ceremony to invoke ancestral spirits, trekked the Obó National Park, visited a cocoa plantation and stopped at a heavenly waterfall on the Island of El Príncipe.



### C EN EL PUNTO DE MIRA

Two specials, live from the Palma, showed a devastated landscape. Researchers and experts on the Island such as seismologists, vulcanologists and geologists, among others, discussed the uncontrollable phenomenon that, to say the least, has been devastating for palm trees. Boro Barber reported on the drama unfolding, pointing out the many losses and the urgent need for help for those who were left with nothing.







Storms Filomena, Hortensia, Justine and the high temperatures in some areas of Spain at the beginning of the year inspired the programme to analyse and debate climate change. Two researchers in Antarctica talked live about evidence of climate change, particularly in the life and death of animal species, such as penguins. An audience survey was conducted, with clear conclusions: the show's viewers believe mankind to be responsible for climate change.

Another major story was the eruption of the Cumbre Vieja volcano on the island of La Palma, with live firsthand reports on the situation and the consequences for palm trees, in addition to a rigorous analysis of the island's new structure, environmental damage, and the risk of inhaling toxic gases.



















In its fourth season, the programme once again promoted domestic tourism, rediscovering the country's natural jewels, and, revealing some of the secrets of the locals, famous and otherwise, and those who visit international destinations for their special interest in nature.

- MALLORCA: we open the fourth season on the island, visiting several enclaves prized for their ecological value, such as the beaches of e Alcudia and the spectacular Cabo Formentor, the Sierra de Tramontana, wher ewe visit the towns of Valldemossa and Deià, and Isla Dragonera, a unique and virtually untouched natural beauty spot.
- LA PALMA and EL HIERRO: two biosphere reserves in the Canary archipelago, one currently in the news due to the eruption of Cumbre Vieja (La Palma). There we visit La Bajita beach near an old fishing settlement, tour the Los Tilos forest in Nieves National Park, one of the most important laurel forests in the Canary archipelago, climb to La Palma's highest point, the Roque de los Muchachos, at 2,426 meters above sea level, and discover the heart of the island during the ascent: Taburiente Caldera National Park. On the island of El Hierro, Spain's southernmost point, we explore the beauty and diversity of the Restinga seabed and visit a juniper forest, where the trunks and branches have been shaped by the trade winds.
- NAVARRA: we visit the capital's oldest gardens, los Jardines de la Taconera, home to deer, ducks, and swans, among other

- wildlife, we travel to Olite, a medieval town whose castle is the most visited monument in Navarra, and we tour the Bardenas Reales, an natural park Pyrenees. We also visit the Valle del Baztán, the Lumbier and Arbayún gorges, sculpted by the Irati and Salazar rivers over millions of years, and the vibrant Irati Forest, Europe's second largest and best preserved beech-fir woodland.
- ALICANTE: we visit Elche to learn about its famous palm grove, recognised as a World Heritage Site by UNESCO and we visit Tabarca Island, among other points of interest.
- ALMERIA: we travel to Cabo de Gata-Níjar natural park; kayak along the coast to Arrecife de las Sirenas; visit locations that have served as the backdrop for films, like untouched beaches and the Tabernas desert; and we travel to the spectacular

Geoda de Pulpí, the largest geode open to the public in the world. Located inside an old mine, it measures eight metres in length, two metres high and is covered with enormous translucent crystals.

- CÁCERES: we visit the Valle del Jerte, known worldwide for its cherries and range of available outdoor activities, before hiking through the Garganta de los Infiernos Nature Reserve and stopping in Las Hurdes, one of Spain's most isolated communities and the perfect destination for nature lovers.
- TANZANIA and ZANZÍBAR: we visit the breath-taking Serengeti and Ngorongoro Nature Parks, where we spot all kinds of wild animals in their natural habitat and explores the customs and way of life of the Maasai people.
- ARGENTINA: we visit the wildest area of the country, Tierra
  del Fuego, starting in Ushuaia, where we embark on a cruise
  through icy waters, see first-hand how climate change has
  affected glaciers, and explore islets inhabited only by endemic
  plant and animal species.











PRESENTATION









The programme echoed the news published by the Washington Post that reported, based on its investigation, that the climate data handled by countries are manipulated. The programme interviewed Miguel Aguado, an environmental spokesman who stated that climate change worries and interests Spaniards.

The arrival of Filomena prompted interviews and reports analysing the causes and consequences of the phenomenon; for example, Javier Martín, a physical geography professor, defended the possibility of an impending new ice age due to the ups and downs of the climate. The programme explored and discussed in depth the controversial expansion of the Barcelona airport at El Prat given the risk involved for the Ricarda natural site.

The programme reported on the Glasgow climate summit, where several heads of state and the activist, Greta Thunberg spoke, in addition to criticism that countries manipulate their pollution data, an issue analysed by Miguel Aguado.



In addition to addressing the impact and meaning of weather events as a result of Filomena and its relationship to climate change, the programme dealt with events such as the death of dolphins on the Almeria coast, where Eva Moón, coordinator of Equinac, cited climate change and pollution as highly probable causes. The programme also addressed the UN report warning of the effects of global warming as a result of climate change before 2050; it examined studies on how climate change can affect the Mediterranean Sea, and which coastal cities of Spain could be under water due to rising sea levels in 2050, 2100 and 2150. Vicente Negro, Professor of Environmental Technologies, explained these and other consequences for the planet if measures are not taken as soon as possible.

The show discussed the news that diesel and gasoline cars will be phased out in 2040, explaining the measures to be implemented, discussing the data on emissions currently generated by motor vehicles, and interviewing geographer and urban planner, Carlos Rico, who talked about the pollution caused by cars and the goal for an entirely electric fleet in Spain by 2040.



The Sunday magazine discussed environmental issues, some linked to the animal world, and condemned animal trafficking, the fourth largest industry on the black market, behind weapons, white slavery, and drugs.

Climate change and its consequences were analysed on the programme, together with the experts Mar Gómez and Javier Cantón. The disappearance of the Arctic ice was analyzed, revealing that what is buried one day resurfaces and returns to life, as a result of the discovery of an organism that was dead or in hibernation for millennia between frozen layers and that, with rising temperatures, returned to life.









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PRESENTATION

GOVERNANCE



ABOUT T



### EL PROGRAMA DE ANA ROSA

Since the Cumbre Vieja volcano erupted in La Palma, the programme has closely monitored the evolution of this phenomenon, with its environmental implications, its impact on the island's physiognomy, crops, water quality and the ecosystem surrounding the island. The situation was analysed daily with direct testimonies from affected palm groves, and with experts in all areas: vulcanologists, geologists, marine biologists, among others.

The programme also addressed the scientific reports reporting the unstoppable progress of climate change and the practises to be taken into account to reduce  $\mathrm{CO}_2$ , analysing the cleanest energy and how to optimise energy use at home. In relation to this, amidst the crisis of rising electricity prices, the programme featured reports on the different alternative energy sources (hydraulic, wind and nuclear), analysing their varying impacts on the environment. The Minister of the Ecological Transition and many other experts, joined in analysing the situation and prospects in Spain.

The Glasgow climate conference occupied much of the show's content while it lasted, stressing the need to drastically reduce emissions to keep temperatures from rising. The programmed also looked at the prime minister's speech, announcing that Spain would allocate 1,350 million to help disadvantaged countries in the energy transition.





Communication actions were carried out on different media (TV, app, Facebook, YouTube) targeting viewers of "CAMPEONES DEL CLIMA", a series of pieces base don the channel's animated characters that addresses different topics related to environmental stewardship and the three Rs (reduce, reuse, recycle).



















### WELFARE AND HEALTH MANAGEMENT

The impact of Covid-19 in 2021 remained at the at the forefront of news content, as demonstrated by the broad informational coverage on Mediaset España programmes. However, it also gave way to discussions about other health and wellness issues, some of which have become more prominent as a result of the pandemic, such as mental health and health care in general.



### SÁLVAME- 'Una pregunta, doctor' section

Dr. Jesús Sánchez Martos addressed topics in medicine on a weekly basis, from how to perform CPR, how to prevent cardiovascular disease, perform a breast self-exam, what is the flu virus, how to prevent hearing loss, and osteoarthritis, dedicating each week to an illness.



### 5 YA ES MEDIODÍA

The programme addressed COVID-19 issues on a daily basis including the emergence of variants or the monitoring of the vaccination process, denouncing the irregular sale of vaccines with a research report. These discussions featured reputable virologists, medical experts, pediatrists, microvirologists and haematologists, who shed light on the scientific data.

In turn, with the help of psychologist Ana Villarrubia, the programme examined the mental health problems that led to the death of actress Verónica Forqué, the analysis of which has helped draw attention to these types of problems.

On Global ALS Awareness Day, the programme programme's goal was to spotlight the disease, promoting the challenge of Jaime Lafita, an ALS patient, who travelled from Bilbao to Brussels by boat and bicycle to advocate for more aid. This example of determination, and visibility for other ALS patients, was recognised by the European Parliament.



### 5 EL PROGRAMA DE AR

Mental health permeated the debate thanks to Olympic medallist Simone Biles and was also addressed in the political arena, with the demand for more means to combat the adverse effects of the pandemic on mental health

The programme continued to cover the COVID-19 pandemic, but this year, with the arrival of a vaccine, it closely followed the entire vaccination process, analysing the side effects, possible contraindications, and the vaccine's evolution, with some of the most prestigious scientists in Spain. Constantly defending the efficacy of vaccination, Ana Rosa Quintana was vaccinated live. From a psychological standpoint, so-called pandemic fatigue was discussed by specialists such as Laura Rojas-Marcos, who offered advice on overcoming it.

Furthermore, on World Suicide Prevention Day, psychologist José Miguel Gaona analysed this silent epidemic, which was exacerbated by the pandemic, when 10 people committed suicide each day in Spain. The programme also examined the approval of the Spanish Euthanasia Act, bringing the testimony of family members of many who were unable to avail themselves of it at the time. The suicide of the actress Verónica Forqué, once again brought to the fore concerns about depression and other silent and stigmatised diseases to which visibility must be given, as the programme did, through interviews with doctors, psychologists and specialists, addressing the importance of mental health in society and the lack of resources available.

Ana Rosa Quintana started her first programme in November confirming that she left television temporarily as a result of breast cancer, raising awareness of this disease, a fact that was subsequently addressed by all Mediaset España's current affair and news programmes.



In the programme, Paz Padilla, together with Luis Gutiérrez Rojas, a physician specialising in psychiatry, and Rafael Guzmán, a psycho-neuroimmunologist addressed the psychological process that a person faces after losing a loved one. From a pedagogical and informative point of view, these specialists offered tools to endure situations of loss, such as those experienced by Paz.

# TODO ES MENTIRA

In addition to addressing issues related to COVID-19 and the vaccination, the programme addressed the issue of mental health since Íñigo Errejón, deputy for Más País, made an appeal at the Congress of Deputies at the beginning of the year, requesting a National Mental Health Plan. On that day the programme interviewed Errejón himself live and on successive days the culture councillor of the City Council of Madrid, Andrea Levy and the singer Blas Cantó, who shared their experiences and supported the plan proposed by Errejón. The programme also gave voice to several anonymous people who suffer or have suffered from depression, recounting how the disease had led them to suicidal thoughts. The data on high suicide rates published inspired a programme in which psychologists such as Ana Villarrubia and athletes such as gymnast, Claudia Jaimez, and led to former basketball player Fernando Romay participated, which analysed the causes and consequences, the pressure exerted in certain social sectors, such as elite sport, the stigmatisation of those suffering from certain mental disorders and the urgent need to extend the aid to facilitate the support they need. Román Reyes, responsible for Stop Suicidios, also focused on high suicide rates among medical professionals. The death of actress Verónica Forqué opened up a debate on mental health, which was extensively discussed with stories, reports and interviews.



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# CUATRO AL DÍA

The programme addressed issues related to the pandemic, its various waves, vaccinations, and the need to maintain safety measures.

Furthermore, as a result of so-called pandemic fatigue, the need to review and care for our mental health came to light more clearly and explicitly. The programme took a position against the stigmatisation of these types of ailments and in favour of policies that contribute to strengthening mental health, further weakened during the pandemic. With live testimony from mountaineer Edurne Pasabán, the examined the excessive pressure in sport and the dire consequences that it may have on a person's balance.

On the occasion of World Suicide Prevention Day, the programme welcomes psychologist Ana Villarrubiato dicuss the keys to prevention, the underlying causes, and the importance of asking for help. With this initiative, the programme gave visibility to the problem and aimed to help viewers and family members in similar situations.

On Breast Cancer Awareness Day, the programme aimed to raise awareness of the issue, as well as the importance of prevention and periodic check-ups, accompanied by an important report on the dozens of women who take to the streets every year for 'the Women's Race.'

Likewise, on World Sleep Day, accompanied via videoconference by Dr. Eduard Estivill, the programme addressed the importance of sleep medicine, of good rest and good sleep. It also examined the increase in cases of insomnia and nightmares due to the pandemic, offering some recommendations to avoid them. On Global ALS Awareness Day, the programme advocated 'Raise your voice for ALS', an international campaign that aims to raise awareness of the third most common neurodegenerative disease in the world, launched to commemorate that date.

It also promoted healthy eating habits in its 'Cómo como' segment, discussing healthy recipes for the beach, the benefits of easting seasonal fruit, and the amount of food waste, the dangers of miracle diets, and the importance of deferring to specialists and eating a balanced diet.





The programme addressed the situation of families with children suffering from mental disorders, how they cope, how it affects them, how to raise awareness in society so as not to criminalise them and, above all, the fundamental question of making resources available to victims and family members. The former defender of minors, Javier Urra was interviewed at the child therapy centre and warned of the increase in parental violence and the need for support to address a problem that is rarely discussed.

Another matter under investigation was the proliferation of phobias and fears caused by the pandemic. The programme also looked at the case of a young woman who was on the train on 11 March; she shared her experience and her persistent fear of going onto the street or riding the train or subway. With the help of a therapist and the programme's team, the victim was finally able to board a train as part of the treatment prescribed to overcome this fear disorder.

There was also extensive research on the impact of social media, demonstrating how many young people in Spain addicted, compelled each day to generate content to avoid losing followers. They are the so-called Influencers. Through interviews with experts, testimonies, and the data collected, we learned about the danger that abuse of these practices entails. During the broadcast of the report, the National Police invited reporter Verónica Dulanto to star in a campaign against child harassment and abuse, which was posted on the agency's social media.



### CUARTO MILENIO

Food was approached from different angles, with reports that dealt with the health benefits and problems that the supposedly healthy practise of intermittent fasting can cause, with more and more adherents every day. In this regard, health and nutrition specialists reiterated the keys to a healthy and balanced diet, far removed from the fads that, without medical control, can lead to unexpected and dangerous complications. Extensive research was also conducted on, the practise of eating raw food, highlighting the health risks of ingesting only uncooked food. The doctors, nutritionists and dieticians promoted a varied diet, with all types of products, raw and cooked and noted that eating raw food can led E. coli contamination which can trigger serious health problems.

The programme also investigated the rise in botched cosmetic surgeries that emerged post-pandemic, which, on many occasions, they are carried out by people who lack any qualifications. We hear from victims who have endangered their health due to mal practise.

In 2021 the programme continued to be the flagship of the most up-to-date news on the pandemic in Spain, with the collaboration and analysis of reputed personalities from the world of science, medicine, and economics analysing the pandemic situation one year after the appearance of SARS-Cov2 in the city of Wuhan. Big data and mathematics were used in the analysis of the data, which focused on aspects from the effectiveness of masks, to the dangers of new strains, to the necessary vaccine dosage to informing the public about China's first case of avian flu detected in humans

The programme also addressed the alarming issue of suicide, analysing it with Dr. José Miguel Gaona; we learned from Manuel Martín-Loeches, professor and coordinator of cognitive neuroscience at UCM, about the latest and surprising scientific advances in this area; the programme discussed the existence of (unofficial) false memory syndrome with mathematician Peter Freyd, where people generate and create confabulations about their past, ideas that are false, but which form the basis of their life story. We commemorated 40 years since Spain's toxic oil syndrome, addressed in an exemplary manner in the documentary directed by Iker Jiménez, which explores the greatest food poisoning crisis in Spain, with different theories on this event that affected more than 20,000 people, with interviews from experts, specialists, doctors and those affected themselves.



The monitoring of Covid-19 was a constant on the weekly programme, ultimately getting its own segment, Informe Covid, examining the evolution of the virus, including the appearance of the Ómicron variant, the problem it represented on a global scale, child vaccination, the risk in Christmas celebrations and the precautions to take before the scheduled meetings. In view of the alarming increase in cases, a special edition aired to review the data, indicating the protection measures and analysing the situation with internationally renowned doctors and experts.

Mental health was discussed with regard to the case of the doctor who murdered three people at the Jiménez Díaz Foundation in 2006, who was sentenced to psychiatric internement with a diagnosis of schizophrenia and subsequently released, only to stab two more people.

On health matters, the programme addressed the impressive advances of a group of Spanish scientists who managed to implant a chip in a blind woman, allowing her to recognise shapes and letters through electrodes. The programme also tackled the issue of mental health, and the silent problem of suicide, which has become the leading cause of death among young people in Spain, and psychiatric disorders, exploring the case of the doctor who murdered three people at the Jiménez Díaz Foundation in 2006, was sentenced to psychiatric internement with a diagnosis of schizophrenia and subsequently released only to stab two more people.







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In 2021 the channel premiered two animated series that promote interest in science and healthy lifestyles. In '¡Los Fungies!,' viewers explored the world of science, where they experienced amazing adventures related to the reasons for things and how they work, from a young mushroom excited about all things science.

The animated series Manzana y Cebolla promotes a healthy and natural diet vs. fast, processed food. Manzana y Cebolla are the only fresh foods in a city inhabited by fast and highly processed food.

Likewise, to promote sport, in parallel with the Japan Olympics, the channel aired a series of pieces where sport was examined as a source of enjoyment, rather than competition, emphasising the values of friendship and team. Pieces dedicated to sport, known as 'Consejos Boing' also aired, highlighting the benefits of sport, the value of friendship and respect for rivals, and the importance of hydrating and following a healthy diet.







The Covid-19 pandemic reaches Telecinco's fictional series. In two episodes, 'Besos al aire' tells eight stories with the most difficult days of lockdown as a backdrop and love as a protagonist. 'Besos al Aire' takes place in a hospital, representing the health centres that fought the pandemic in its first few months; a supermarket, representing the dedication of those who ensured people's needs were met during the lockdown; and a residential building, representing the homes in which people were confined.











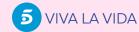






ABOUT THIS

### INTERNATIONAL BREAST CANCER AWARENESS DAY



We interview Natacha López, by videoconference. Natasha won the Valencia women's race in 2015 by video conference and a week later was diagnosed with breast cancer. A mother, personal trainer, businesswoman, she never stopped training during chemotherapy treatment and she has since recovered, although she continues hormone treatment. Natacha sends a message to all women who are going through the same thing: to trust the medical team, to be active, to fight for their dreams and not to let their minds hold them back.



The programme delivered a message to support all women and Ana Rosa Quintana again recounted her battle with the disease eleven years ago, raising awareness among viewers to ensure these types of tumours are detected in time, since early detection is kev.

# YA ES MEDIODÍA

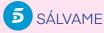
The magazine promoted the efforts of the Sandra Ibarra Foundation and Ecovidrio, which presented its pink containers designed by Ágatha Ruiz de la Prada for recycle glass. All money raised thanks to that recycling drive will be used for cancer research. Sonsoles Ónega highlighted the importance of breast exams to anticipate this disease.

# SECRET STORY. LA CASA DE LOS SECRETOS

On the programme, mention was made of this special day as we asked for a thought from all those women who could not overcome it, for those who have overcome it and for those who are currently fighting the disease.



Carme Chaparro reported on the programme that, according to the latest investigations, one in 8 women will be diagnosed with breast cancer and that early detection is the key. Eric Frattini, organiser of the 2021 66 North Pelayo Vida challenge and the five women protagonists of the challenge of the year took part to address the issue. Since 2015, Eric has organised incredible challenges led by women who have suffered from the disease, with the aim of raising funds to promote research, early detection and healthy living habits. The 2021 challenge consisted of reaching the Arctic Circle by sail boot and passing through 66th parallel in extreme weather conditions. The 5 stars gave voice and visibility to the real possibility of overcoming breast cancer and being happy after defeating it.



The health and medicine segment, led by Dr. Sánchez Marcos, 'Una preguntita, doctor' was dedicated to breast exams, one of the most effective ways to detect breast cancer symptoms. Early detection is vital to fighting the disease effectively, with survival rates between 90% and 95%. However, it has become clear that, as a result of the pandemic, 1 in 3 women have skipped their routine check-ups out of fear of contracting the virus. The programme recommended that women do not skip breast exams because they are crucial, explaining to viewers how to perform a self exam, as well as the ideal age to start examining the body.

# TODO ES MENTIRA

The programme focused on job loss as a result of this disease, reporting that one in three women with this disease lose their job, according to the Anti-Cancer Association. It was reported that in February the Congress of Deputies repealed the rule protecting dismissal for justified medical leave.





The programme made a plea to raise awareness of the issue, as well as the importance of prevention and regular check-ups, accompanied by the broadcast of a report in which dozens of women take the streets each year in 'the women's race.' The programme highlighted the research progress made in recent years and reiterated the necessity of further research, awareness and funding.

# CONCIERTO SOLIDARIO 'CADENA 100 POR FLLAS

Music event to benefit the Spanish Anti-Cancer Association (AECC) where the most committed artists in pop lend their support to all women who suffer or have suffered from breast cancer.



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### WORLD DAY FOR SUICIDE PREVENTION



The programme reported that 10 people commit suicide daily in Spain; one person every 2 1/2 hours. Psychiatrist José Miguel Gaona analysed the underlying reasons that can lead to suicide and the measures that can be taken to avoid it; the main solutions are compassion and understanding and, therefore, it is important to raise awareness. Incidents are rising among young people and more present in men than in women. The programme offered a helpline to those having suicidal thoughts: 911 385 385



The programme highlighted the demonstration organised by the Stop Suicidios platform, a march to prevent suicide and focus on mental health. The programme gave voice and coverage to this problem and stigma, with an interview by video conference with Román Reyes, platform representative who also focused on the high suicide rate among medical professionals, worn out by the pandemic.



The programme discussed the latest figures from the INE showing that suicide deaths increased in Spain by 3.7%, the country's leading cause of unnatural death, accounting for 1 in every 100 deaths. Psychologist Ana Villarrubia was interviewed by video conference to discuss the issue, how it particularly affects young people and how the pandemic has increased the circumstances leading to pathological hopelessness.



The programme highlighted the courage of humorist and writer Ángel Martín for publicizing the mental health problems he suffered in the past, including a psychotic break, after which he was hospitalised for 15 days.

# MEDIASET ESPAÑA LAUNCHES THE CAMPAIGN 'JUNTOS DESINFECTAMOS PARA PROTEGER' WITH THE AIM OF PROMOTING HOUSEHOLD DISINFECTION AND BREAKING THE CHAIN OF INFECTION

Under the slogan 'Together we disinfect to protect,' the initiative highlighted the importance of incorporating the domestic habit of disinfection on a daily basis, as a way to prevent the spread of viruses and bacterias. A communication alliance for health has joined forces with Fundadeps (Fundación de Educación para la Salud) to change society's habits through education and promote disinfection as an effective tool to keep our homes safe and protected.

Mediaset España offered extensive editorial coverage with the aim of maximising the message, with transmedia content, product placement and exclusive sections with several of its presenters as campaign ambassadors, including Sonsoles Onega, Jesús Vázquez and Paz Padilla.



# OPERACIÓN VERANO: THIS SUMMER BEHAVE WELL.

Mediaset España's channels aired a series of pieces whose central message was to convey to viewers that they must continue to protect themselves from coronavirus and and take the appropriate measures during the summer. The pieces featured images of people on the beach with the voice-over: There is also a bikini challenge this year, making a comparison between a man's curves on the beach and the curve of COVID-19 contagion graph, images of children tapplying sun cream, and a young woman putting on a mask. 'Because whether this bitter winter becomes a sweet summer is up to us.'

















### **HEALTH MANAGEMENT OF IN-HOUSE PRODUCTION**

In 2021, anti-COVID protocols were implemented in the management of pre-production and shooting, with the hiring of specific staff and periodic antigen and PCR testing.

Creation, writing and pre-production work was done virtually with the least possible contact.

- Weekly follow-up meeting to ensure the correct application of all protocols and guidelines by television production managers;
- Absence of the public on Mediaset España the and their gradual incorporation based on current health developments and regulations, always maintaining safe distances, use of masks and prior temperature control;
- Testing of all programme presenters and collaborators prior to each participation:
- Reduction in the number of collaborators on set to maintain social distancing and avoid any type of physical contact;
- Outdoor filming called for extreme preventive measures, creating production bubbles, strictly prohibiting contact with anyone outside the bubble.
- Recruitment of local staff who follow the same protocol, relocating during production to the same facilities as the Spanish team to avoid contacts with the outside.
- Regular COVID testing for all staff, in addition to the application of all preventive measures such as temperature control, mandatory use of masks, hand hygiene, cleaning equipment after each use, etc.

# 5 SUPERVIVIENTES

The health and safety of the contestants and the team - those in Honduras and those in Madrid - was an absolute priority in designing the programme's production. Each year, an exhaustive plan of measures is implemented that includes previous medical examinations, highly qualified medical personnel supported by local physicians, a clinic installed at the hotel where the team lives and works, two reference hospitals in the area, a civil helicopter available to fly at any time and four large, powerful boats.

In turn, Supervivientes 2021 had a strict action protocol with regard to COVID, which included the measures agreed by the World Health Organisation (WHO) and those established by the Spanish Ministry of Health, Consumption and Social Welfare, by the Community of Madrid's COVID early detection, surveillance and control strategy, and the recommendations of the AV sector's Occupational Risk Prevention Best Practices guidelines.

In LA CASA FUERTE, in addition to complying with all the aforementioned protocols, all staff were provided with work clothes to wear on a daily basis.

On FIRST DATES, PCR testing was performed on all participants, all participants, and extras.

On SOLOS, participants were isolated inside the flat when visitors received any physical visits; they had to pass all the controls in the Mediaset España protocol described above.



The sixth edition of the programme was the most complicated due to the special circumstances of the pandemic. Taking into account the scale and performance nature of the programme, the health restrictions and protocols performance nature posed an immense challenge for almost 300 people on the programme team.

In addition to the Teatro Coliseo in which the galas were recorded, a second theatre was rented on Madrid's Gran Vía, the Lope de Vega, to distribute all activities in two large spaces, to guarantee social distancing between contestants while waiting to perform and to safely perform all production-related tasks. To ensure the safety of the studio audience, two groups were formed that took turns in the recordings and followed strict health safety protocols at all times.

Casting, which attracted more hopefuls than ever, was conducted fully online.

Daily rapid testing for team members, the exhaustive and constant disinfection of seats, corridors and surfaces, and the provision of gloves and hand sanitizer were some of the measures implemented to perform the programme.

2021



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In 2021, **Mediaset España news**, in addition to reporting the news work impartially and objectively, also addressed the relevant social and environmental issues of society, serving as a platform to raise awareness about issues like solidarity, responsibility and care for the environment, among others.

#### **EARTH HOUR**

Nature became an escape for many during the pandemic. However, forests are disappearing, oceans are drying up, and natural phenomena have an increasingly frequent and virulent impact, so it is necessary to raise awareness about how our daily lives directly influence climate change. For this reason, 200 countries around the world commemorate Earth Hour, with a widespread blackout, in the largest global environmental awareness campaign. Changing our habits on time and making good use of energy can benefit us in the long term.

#### **EARTH DAY**

It's the Earth's big day, but there is little to celebrate. Every year it loses approximately 10 million hectares of forest. Destruction of habitats, loss of biodiversity and endangered species. All symptoms of a sick planet asking for help. The pandemic stopped the world in 2020 and the planet breathed for a few months. A beautiful documentary recorded on the five continents showed how nature recovered space that had been taken away. But the new normal has returned to worrying levels of pollution. The year that changed the world' is a love song for the planet that reminds us that its health depends on everyone.

#### GLOBAL RECYCLING DAY

It is a day to raise awareness of the importance of appropriately treating waste to protect the environment; to promote consumer and producer responsibility by emphasising the rule of the three Rs: reduce, reuse, recycle.

#### WORLD OCEANS DAY

Biologists warn of the effects of rising sea temperatures. This, together with pollution, is behind the worrying situation in the Mediterranean, which is 20% warmer than the world's seas.

#### **CLIMATE CHANGE**

- The firefighters distributed food to the animals of more than a hundred livestock farmers from the air, who also suffered damage to their infrastructures due to the Storm Filomena.
- Madrid, ground zero of the agrarian disaster caused by Storm Filomena. More than EUR 400,000 in losses in the horticultural sector in Madrid due to the Storm Filomena. We see images of olive trees covered with snow in Castilla-La Mancha, where low temperatures froze them, causing significant losses.
- El Gordo is one of those villages in Extremadura chosen by the storks to build their nests and rear their young. It was always said that you will see storks on San Blas but climate change is changing the proverb, as more and more stork families lengthen their sojourns, or stay indefinitely in Spain.
- The inhabitants of La Salla, in Lapland, the coldest village on the planet, recorded a video where they say ironically, that they are ready to host the 2032 Summer Olympics, because at this rate, their ice will become an Olympic swimming pool or beach volley court. They called for a stop to global warming.
- It doesn't stop snowing outside and in some places it rainsn inside, because the ice damages the pipes. Without light, without water and without heating, people must be managed to survive sub-zero temperatures. Food is also scarce and there are endless queues at supermarkets, with increasingly empty shelves.

- China, like other countries, has been experimenting with artificial weather modification for some timelt did so for the Olympics and has announced that it has a programme for 2025 capable of controlling the climate across 60 percent of its territory: by using chemicals such as silver iodide, to prevent the hail storms that destroys crops, causes rain, and dissolves clouds. Neighbouring countries, such as India, indicate that the Chinese project could affect their climate: causing rain in one area could prevent rain in a neighbouring country.
- Ten years after the first cracks appeared, the inevitable was confirmed in Antarctica: the kilometric cracking has formed an icebergso large, it is impossible to see in its entirety. In recent years, global warming has caused the progressive melting of Antarctica, with the resulting rise in sea levels.
- The Al Gore foundation against climate change names presenter Isabel Jiménez and the Film Academy ambassadors for their commitment to the environment.
- A young woman on the island of Mauritius drew attention to the risk to seabed vegetation, reminding us that thousands of species depend on the algae, which also absorb CO<sub>2</sub> and may disappear.
- The worst flooding in the last 50 years took place in Australia.
- The world is estimated to lose approximately 10 million hectares of forests each year; and they are irreplaceable in our ecosystem.
- It is a bleak journey back in time to see the Brazilian jungle, 36 years in which the world's lungs have been sick. Logging in the Amazon is devastating the Mato Grosso; forests disappear at an alarming rate. Deforestation is changing the climate and our lives. A devastating journey to rethink, take action, and stop destroying the sick planet.

#### MEDIASETESpaña.

2021













- In the twenty-first century, seriously damaging nature is not punished, because destroying ecosystems (Ecocide) is not considered a crime. Nature is warning us. Up to 24 million people had to move due to climate disasters in 2019 and 60 million children live in severe drouth areas. Several European countries, such as France, have undertaken to modify the Treaty of Rome, but Spain is not yet among them.
- The first law establishing targets to combat climate change emerges: the sale of fossil fuel vehicles will be prohibited from 2040 and their use by 2050; by 2030, 74% of the electricity system must be of renewable origin; obligation to instal charging points for electric cars at in gas stations; end hydrocarbon extraction, coal mining, and fracking and coal and prohibition of 'fracking' are some of the measures established.
- Bears grow fearless and increasingly approach populated areas, so close they sniff around homes in search of food, attacking animals and even people; they only retreat when surprised. They have been seen in Asturias, where the bear population grows an average of 10% each year and there are 300 accounted for in the last census.
- Removal three tonnes of waste from the Jarama River, the longest in the Community of Madrid; polluted river, contaminated soil. The solution would be to build tanks that control discharges, improve purification, open reservoirs and demolish disused dams.
- The first solar honey harvest in Huelva, produced by more than 8 million bees in 165 hives at the Ándevalo Photovoltaic Plant.
   In honour of World Bee Day, it represents a major step in the protection of the species responsible for most of the pollination on the planet.

- Arctic ice is shrinking more and more quickly, according to
  the largest study carried out to date on the impact of climate
  change in that part of the world. The conclusion reached is that
  the expansion of the Arctic during cold months is half as large
  as it was a few decades ago and the thickness of the ice is half
  what it was a century ago. They are reaching a point of no return.
- In Canada, the devastating heat wave led to the death of millions
  of marine animals. On the country's western beaches, mussels,
  clams or starfish have appeared open and rotting in their shells.
  Experts maintain marine ecosystems are not adapted to extreme
  temperatures and that these animals cannot survive more than
  38°C.
- The ivory woodpecker, together with 22 other species of birds, fish and wild animals, will be removed from the list of endangered species and declared officially extinct. Man's action and climate change are responsible for the disappearance of these species.
- The extreme weather already affects different areas of the planet with heavy flooding including, southern Belgium, the UK, Germany, Australia, China and, more extreme, in India. At the same time, large forest fires have destroyed areas in Catalonia, Albacete, Andalusia, Greece, Sardinia, the United States, Canada and Siberia, among others, showing the two extremes of the climate crisis.
- The Consumer Affairs Ministry's latest campaign recommended that Spanish people reduce excessive consumption of meat due to its adverse effects on health and the environment. The focus is on intensive farming and industrial processes due to their polluting effect, particularly where animal waste is concerned.

 COP 26 CLIMATE SUMMIT, in Glasgow: Prime Minister, Pedro Sánchez announces that Spain will increase funding to combat against climate change. From 2025, EUR 1.35 billion/year will be allocated to poorer countries for the energy transition.

The president of the European Commission celebrated Washington's return to the Paris accords and reasserted that "the fight against climate change will be a driver of global recovery". The goal on the table: to cut emissions in half by 2030.

Prince Charles' stumble before the inauguration seems like a fitting metaphor for this limping summit. A commitment is reached by more than 100 countries, including Brazil and Russia, to kerb and reverse deforestation by 2030, with the aim of protecting 85% of the land's forest mass, including the Brazilian Amazonia or Siberian taiga. Same date to reduce overall emissions by 45% and in full by 2050. A covenant that India will fulfil 20 years later. The United States agrees to reduce methane gas emissions, accountable for 25% of global warming, caused by the digestion of ruminant animals (livestock). One of the solutions studied is to add red algae to the feed to prevent the creation of this gas. The reduction agreement is ambitious, but it has no legal validity and China, the largest emitter, has not joined and has wanted to sign the reforestation agreement.

On the other hand, thousands of people took the streets of the main cities around the world and, in particular, in Glasgow, COP26 headquarters, to protest what they consider the passive attitude of governments toward climate change, considering the agreed measures: few, insufficient, ineffective.

The aim is to limit the temperature rise in this century to a degree and a half. To do so, we must accelerate the elimination of coal and end fossil fuel subsidies. The rich countries will help the poor economically in the green transition. Agreements on methane, coal, deforestation and green financing and the unprecedented union of China and the United States to reduce greenhouse gas emissions, however, leaders leave Glasgow without a definitive roadmap to limit global warming.













BUSINESS



#### **POLLUTION**

- In Rio de Janeiro, Brazil, a massive wave of rubbish destroys the San Conrado beach, a hotspot forsurfers.
- Madrid activates the high-pollution protocol that limits speed on the M-30 to 70 kilometres per hour; the infamous layer of smog is visible from several points in the city. The use of public transport is recommended and municipal buses are free for a few days.
- It is increasingly clear that the oceans are drowning in plastic. A whale shark approaches a group of divers in the waters off the Maldives islands in search of help: the animal is entangled in a construction sack that prevents it from moving its pectoral fins. The quick intervention saves his life and the animal seems grateful staying close so that the group can swim next to him.
- We discover a new life for tyres: moved to the transformation plants, the three components are crushed and separated; one of them, rubber, is used in fashion. Technology and craftsmanship are merged into memorable creations.
- Since the pandemic began, Spain has used 50 million masks per day. This is a serious environmental problem as many end up at sea or in landfills where they take hundreds of years to disappear. To partially resolve the problem of this waste, scientists are working to upcycle them into asphalt, making them more sustainable.
- The town hall of Herrera and an environmental NGO have distributed red containers throughout by the municipality to combat pollution with litter.
- An enormous clump of wipes mixed with algae covers the beaches of the Nature Park of Cádiz Bay. Environmental associations ask for help to remove the waste that is damaging the environment, a reminder that towelettes are not biodegradable.

- Again, a tide of wipes covers the natural environment at Jávea cove, in Alicante. Environmental groups condemn the condition of many of Javea's beaches.
- A lute turtle appears dead on the shore of the beach in Nijar, Almeria. and The surprising thing is what environmentalists find in its stomach: pieces of plastic, including whole bags that the animal ingested on its journey. Another unfortunate example of the pollution of our seas and oceans.
- Mediaset España joins the initiative to rid nature of litter. Because
  the damage is irreparable and the environment needs a respite,
  we're putting an end to litter. You are also part of the solution:
  choose your square metre. The environment needs a break.
  The health of our mountains, rivers and beaches needs daily
  attention.
- For months environmental groups have denounced the situation at the Guardarrama River Regional Park, a protected space a few kilometres from Madrid, where all types of waste lines the riverbank. With the accumulation of debris, the natural space looks more like a landfill. Environmental pressure on the responsible administrations has triggered a dramatic change in the landscape.
- Use of the bicycle as a cleaner means of transport, for ferrying children; it is also used by delivery companies, increasing demand for commercial load bicycles.
- Welcome to one of the largest woodlands in Europe, but many visitors do not behave as they should: one of the 144 protected natural spaces in which the Libera project operates, and present in the natural spaces of ten autonomous communities with the aim of raising awareness among visitors about the problem of litter and how to prevent it.

- A pink diving mask and a yellow wetsuit complete the superheroin costume that Nina Gomes wore to fulfil her mission: cleaning the plastic and waste from the ocean. At age four, Nina, always accompanied by her father, walks and swims the beaches of Rio de Janeiro in search of waste to be recycled.
- Tonnes of highly polluting chemicals float in the waters off the coast of Sri Lanka, a sign of the environmental crisis in the country.
- Pollution and destruction of the marine prairies threaten sea horses.
- The Mar Menor agonises, five years later the dumping has not stopped. The critical state of its ecosystem threatens the area's tourism sector. Neighbors and associations have gone to the streets to demand that real and urgent measures are taken once and for all, real and urgent measures are taken and that indifference is not their death sentence.
- To prevent oceans from becoming virtual landfills, a Dutch NGO
  has set out to clean them with an effective network system that
  captures mountains of waste.
- The size of a suitcase and capable of reaching the most difficult corners of our sea, Medusabot cleans the waters of all contaminating plastics. Light, adaptable and controlled remotely, this small machine already cleaning 15 ports in France and its design has been exported to countries such as Singapore, Japan and Norway.
- The EU Directive banning the sale of single use plastic dishes, cutlery, glasses or containers, with the aim of encouraging consumption of other biodegradable alternatives is moving forward and will come into force in 2023. This small change represents a major breakthrough, because more than 80% of marine litter is plastic, a constant threat to life and biodiversity.

2021



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The digital platforms of the Mediaset Group have also served as a medium for the dissemination of social and environmental issues.

#### THE ENVIRONMENT/CLIMATE CHANGE

WORLD ENVIRONMENT DAY

Reimaging, recreating and restoring to preserve the planet: https://www.undp.org/blog/world-environment-day-recreate-reimagine-restore

WORLD RECYCLING DAY

How to use the different recycling containers

https://www.eastmojo.com/lifestyle/2021/06/05/world-environment-day-how-to-put-waste-to-good-use-by-recycling/

• World Desertification Day

These areas are in danger of desertification

https://www.telecinco.es/eltiempohoy/la-tierra/dia-mundial-contra-desertificacion-zonas-peligro-espana 18\_3156047062.html

Earth Day

World Earth Day: the symptoms of a sick planet due to man's action

https://www.telecinco.es/informativos/sociedad/dia-mundial-tierra 18 3126645046.html

WORLD WATER DAY

World Water Day, what is its origin?

https://www.un.org/en/observances/water-day

https://www.telecinco.es/informativos/sociedad/dia-mundial-agua-origen\_18\_3110370121.html

ME value

https://www.mediaset.es/comunicacion/corporativo/segunda-edicion-futuro-agua-valor-mediaset-finish\_18\_3110370189.html

• EARTH HOUR

EARTH HOUR World blackout arrives to remind us that nature is life

https://www.earthhour.org/

 Stop Ecocidio, the campaign that pursues irreversible and deliberate environmental damage https://www.abc.es/espana/abci-campana-stop-ecocid-io-persigue-dano-irreversible-y-deliberado-medioambi-ente-202106201727\_video.html

 The ILP Mar Menor movement to grant rights to the Albufera receives 500,000 signatures.

https://murciatoday.com/ilp-mar-menor-petition-reaches-500000\_signature-target\_1671137-a.html

Meat and the environment: What impact does your consumption have?

https://cases.open.ubc.ca/environmental-impact-of-meat-consumption/

• Fire risk: areas in Spain in extreme danger

https://www.climatechangepost.com/spain/forest-fires/

 Environmental experts make it clear: 'The Earth is moving towards a terrible future'

https://www.theguardian.com/environment/2021/aug/15/its-now-or-never-scientists-warn-time-of-reckoning-has-come-for-the-planet

 Mexican diver, Camila Jabar wins #CreateCOP26 award with 'I am a well'

https://elpais.com/gente/2021-10-26/belleza-y-fragilidad-bajo-el-agua-de-un-cenote-la-mexicana-camila-jaber-gana-el-pre-mio-createcop26-de-art-partner-y-la-unesco.html

 A Mexican grandmother fights climate change by planting more than one million trees in a decade

https://kearneyhub.com/news/video\_c1881e29-bba6-5a6d-b85c-cfa18bf1b670.html

How could clouds exacerbate global warming?

https://www.coigatifica.marigan.com/ortigle/clouds.com/ortigle/clouds.com/ortigle/clouds.com/ortigle/cloud

https://www.scientificamerican.com/article/clouds-may-speed-up-global-warming/

The Earth is getting darker due to climate change

 $\frac{\text{https://www.theguardian.com/environment/ng-interactive/2021/oct/14/climate-change-happening-now-stats-graphs-maps-cop26}{}\\$ 

 A NASA video shows how Arctic ice declined in the summer of 2021

https://climate.nasa.gov/vital-signs/arctic-sea-ice/

 The population in flood-prone areas has grown by 24%, a study reveals

https://news.climate.columbia.edu/2021/08/04/populations-exposed-to-flooding-growing-much-faster-than-thought-says-study/

 25% more people will be exposed to cyclones in 2040 with with a temperature rise of 1-2°

https://proigra.com/25-more-population-exposed-to-cyclones-in-2040-due-to-warming/

- Global warming multiplies Europe's flood likelihood by nine https://www.euronews.com/green/2021/08/24/europe-s-july-floods-made-up-to-nine-times-more-likely-by-global-warming-study-says
- The 'mountain' of electronic waste will weigh 57.4 million tonnes in 2021, more than the Great Wall of China

https://www.recycling-magazine.com/2021/10/14/57-4m-t-e-waste-expected-in-2021-will-outweigh-chinas-great-wall/

 Mediaset España joined the LIBERA project campaign to fight litter

https://www.mediaset.es/comunicacion/corporativo/mediaset-libera-12meses-contra-basuraleza 18 3133995151,html

• Towelettes mix with plastic and choke our seas

https://friendsoftheearth.uk/sustainable-living/wet-wipes-keeping-them-out-our-seas-and-sewers

















#### **GENDER EQUALITY**

• Comedians against misogyny: the comedy revolution is feminist Get over it

https://www.istor.org/stable/23350305

• Irene Nonay left the pharmacy to become a farmer: 'My grandmother taught me not to feel inadequate as a woman in the field'

https://www.yasss.es/cultura/irene-nonay-joven-agricultora-navarra-be5ma 18 3150270104.html

 Rosa Márquez: 'If we can't celebrate 8 March this year, we'll celebrate next year, but the battle must be fought every day."

https://www.yasss.es/cultura/entrevista-rosa-marguez-libro-cerro-usted-las-piernas-cultura-violacion 18 3101445259.html

• Amarna Miller: 'We've been taught that fear is part of female identity'

https://digismak.com/amarna-miller-we-women-must-buildour-reality-and-identity/

• From Jane Austen to 'The Bridgerton': everything that costume dramas taught us about feminism

https://www.ft.com/content/8d1b181b-f6b8-4133-9d04-287d843296a9

• 12 Meses Women making history. Essential women's biogra-

https://www.mediaset.es/12meses/campanas/mujereshaciendohistoria/

• 12 Meses "Si hace daño no es amor" (If it hurts it's not love) Preventing online gender violence of gender violence through social media

https://www.mediaset.es/12meses/campanas/si-hace-dano-noes-amor/

#### **MENTAL HEALTH**

• Estela Grande opens up about her struggle and shares her experience: 'I took sleeping pills'

https://www.mtmad.es/sique-mi-estela-grande/estela-grande-gh-se-sincera-crisis-sufrio-tomaba-pastillas 18 3129795184.html

• Lucia Bellido was sincere about her mental health and the crisis she is experiencing: 'I started with anxiety, depression

https://www.mtmad.es/la-bellido-lucia-bellido-serrano/ lucia-bellido-se-sincera-salud-mental-crisis-sufre-depresion 18 3218520724.html

• Jorge Cyrus opens up about her crisis: his fight against depression and his anxiety problems: 'I couldn't breathe.'

https://www.mtmad.es/mi-vida-es-un-cyrcus-jorge-cyrus/sincera-primera-vez-lucha-depresion-ansiedad 18 3037395347. html

#### COVID-19

The covid topics published by these four outlets can be seen

https://www.telecinco.es/tags/coronavirus/ https://www.cuatro.com/tags/coronavirus/ https://www.uppers.es/tags/coronavirus/

https://www.niusdiario.es/tags/coronavirus-espana/

#### **DIVERSITY**

• Steisy parades unapologetically in her favourite lingerie and sends a strong message to those who criticise her body

https://www.mtmad.es/bi-happy-by-steisy-y-pablo/ muestra-cambio-fisico-estalla-comentarios-cuerpo 18 3003795104.html

• Mara Jiménez (@ croquetamente ) addresses the issue of fat-phobia in relationships: 'Fat people are a often fetish.'

https://www.publico.es/entrevistas/mara-iimenez-croquetamente-cuerpos-son-diversos-no-son-tipo-venden-normativos. html

• Marina Riverss opens up about her bisexuality and awith Rurru is shocked by some of her followers' stories: You're wrong in

https://www.mtmad.es/riverss-marina-rivers/se-sincera-bisexualidad-rurru-alucina-historias-seguidores 18 3067845068.html

• What it's really like to be a drag queen in Spain: Pakita, Ferrxn, Nagore Gore and Sharonne share their stories.

https://www.vasss.es/cultura/drag-gueen-en-espana-pakita-ferrxn-nagore-gore-sharonne 18 3199623075.html

• Coming out safely at school or work: a how-to guide https://www.yasss.es/saber/salir-del-armario-forma-segura-instituto-universidad-trabajo 18 3106695301.html

• Víctor Palmera: 'It saddens me that Johnny Chico is so current in a world that is moving backward instead of forward."

https://www.yasss.es/cultura/victor-palmero-johnny-chico-teatro-lara 18 3177573419.html

• Víctor Palmera on the benefits of emotional education: 'We live surrounded by networks where we smile, dance and maybe have a shitty day."

https://www.mtmad.es/sobrevivire-after-show-mejores-momentos/victor-palmero-alegato-educacion-emocional-sexual-redes 18 3194898228.html

· Rubén gives birth to his child Luar and stars in the documentary 'Papá gestante': 'We must teach the world that there is another type of parenthood."

https://www.yasss.es/cultura/papa-gestante-ruben-castro-documental-padre-trans 18 3162348709.html

• Aaron Lee, from 'Yo soy el que soy': theatre, violin and memories to fight homophobia

https://www.yasss.es/cultura/aaron-lee-teatro-violin-contra-homofobia 18 3077295224.html

• Félix, Adri G's grandfather, talks about what it was like to be bisexual under Franco's regime.

https://www.mtmad.es/sobrevivire/felix-abuelo-adrig-bisexualidad-franquismo-dictadura 18 3217998975.html

• Nagore Robles gets emotional when talking about coming out: 'Kiko Hernández did it on Sálvame

https://www.mtmad.es/sobrevivire/nagore-robles-emocionada-cuenta-salida-del-armario 18 3213799207.html

• Malbert opens up about being a victim of homophobic aggression: 'We have been oppressed.'

https://www.yasss.es/actualidad/malbert-homofobia-dejado-besar-pareja-por-miedo-be5ma 18 3199098685.html

• Trans Visibility Day

• Yasss and Instagram Spain join forces for the first time to create the Trans Visibility Guidelines

Yasss and Instagram collaborate in the creation of the Trans - Yasss Visibility Guidelines

• Visibility to achieve equality: the stories of Daniela and Zack. two young trans visible

https://www.yasss.es/actualidad/visibilidad-trans-igualdad-daniela-reguena-zack-gomez 18 3114570173.html















### CONTENT ACCESSIBILITY



Mediaset España's aim of bringing citizens together through entertainment entails a commitment to make programming accessible to people with visual or auditory impairments, as an instrument for social and cultural integration of these groups.

HOURS OF SUBTITLED CONTENT IN 2021

44,892

- **5** 6,594
- **6**,140
- 5,819
- 6,714
- **d** 5,910
- **E.** 6,826
- 6,889

HOURS OF SIGN LANGUAGE CONTENT

1,201

- **5** 114
- **F** 110
- 349
- 133
- **1** 141
- **E** 178
- BE 176

HOURS OF ACCESSIBLE CONTENT BROADCAST IN 2021

2,345

- **5** 114
- **F** 1,254
- 349
- 133
- **1**41
- **E** 178
- 176

**LIVE PROGRAMMES 2021** 

**SUBTITLED** 

6,197 H

19% NEWS 76% ENTERTAINMENT, MAGAZINES AND CURRENT AFFAIRS

#### **HOURS OF ACCESSIBLE CONTENT BROADCAST IN 2021**

	ANIMATION	OINEMA	GAME SHOWS	DATING	SPORTS	DOCUMENTA- RIES	DOCU-RE- ALITY	SPECIALS	SPORTING EVENTS	GALAS	NEWS PRO- GRAMMES	MAGAZINES	MUSICALS	REALITY SHOWS	FEATURES	SERES	TALK SHOWS	OHANNEL SURFING	INFOCOM- MERCIAL
SUBTITLED	6214	2132	1188	396	242	4	7826	51	304	16	913	4216	1053	551	639	17376	741	1019	8
AUDIO DESCRIPTION	133						355									1144		712	
SIGN LANGUAGE	133						355											712	











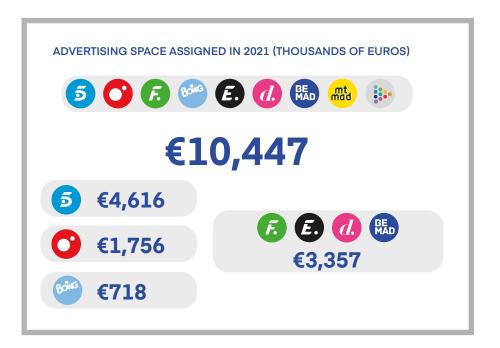




## ASSIGNMENT OF ADVERTISING SPACE



In 2021 Mediaset Spain maintained its commitment to spread the values associated with certain non-profit projects and institutions, not only through programming but also through the free assignment of advertising space.



CAMPAIGNS SUPPORTED IN 2021	
SPANISH DATA PROTECTION AGENCY (AEPD)	162
CEREBRAL PALSY ASSOCIATION (ASPACE)	90
AUTOCONTROL	1,400
FUNDACIÓN AYUDA CONTRA LA DROGADICCIÓN	960
SPANISH FEDERATION OF FOOD BANKS (FESBAL)	160
FUNDACIÓN REINA SOFIA	589
FUNDACIÓN AMIGOS DE LOS MAYORES	102
FUNDACIÓN INTEGRA	229
FUNDACIÓN LUZON	118
FUNDACION QUERER	155
PLAY THERAPY	116
ASOCIACIÓN NUEVO FUTURO	967
DOWN SYNDROM ASSOCIATION	163
FUNDACIÓN POR LA VIDA	107
NGO SOCIAL ACTION PLATFORM	293
12 MESES CHILDREN'S DAY	1,590
12 MESES "YOU ARE PERFECT FOR OTHERS MARROW DONATION"	164
12 MESES	652
12 MESES "COMPARTE Y RECICLA" ("SHARE AND RECYCLE")	334
OPERACIÓN VERANO	2,096















## SOCIAL COMMUNICATION CAMPAIGNS



## 12 MESES MEDIASET SPAIN: ANOTHER YEAR OF COMITTMENT TO OUR VIEWERS

12 Months, the Mediaset España social communication project, promoted by the Communication Division, renewed its commitment to audiences for another year, once again becoming the benchmark social advertising action in the Spanish audiovisual market. In 2021, 12 Meses' efforts focused mainly on protecting vulnerable sections of the population, such as children, defending real equality in all project's social areas and environmental protection. The 12meses.es website and the social networks disseminated ad hoc materials created for each of the campaigns to broaden the impact of the message and serve as a platform to promote the social campaigns of other organisations with the aim of advocating inherent human rights, such as equality, health and education, among others.

Within 12 Meses, collaborative actions were carried out with NGOs, such as, the sponsorship of the Fundación Stop SanFilippo's charity race, 'one kilometre plus one less obstacle' to raise funds for research of the rare disease Sanfilippo syndrome. Collaboration agreements were drawn up for the support and free broadcasting of NGO campaigns, such as Fundación Ayde contra la Drogadicción, the NGO Social Action Platform, Fundación Integra, Confederación ASPACE, Fundación Reina Sofía, Fundación Amigos de los Mayores, Federation Española del Banco de Alimentos and Fundación Luzón.

Prior to issuing all campaigns, all collaborating organisations were requested to provide the documentation reflected in Mediaset España's Protocol for donations and sponsorship management, aimed at preventing and any possible criminal offence. All certificates were sent to the company's Compliance Unit in order to process the partnership authorisation transparently and responsibly.

## 12 MESES-WOMEN TO POWER: WOMEN MAKING HISTORY

On the eve of the celebration of 8 March, International Women's Day, 12 Meses Mediaset España launched the 'Women in Power' equality campaign, starring journalist Carme Chaparro, a professional recognised for her work on women's rights with the Observatory against Domestic and Gender Violence, among other accolades. The institutional spot called for preserving the authenticity of all people and encouraged women to pursue their personal and professional dreams. As part of this campaign, a new edition of 'Women making history' was developed for websites and social media. The objective, as in previous years, was to highlight the work carried out by different women through at various times in history: inspirational biographies of women who, through their professional work in artistic, scientific and social spheres, made strides toward a more just, fair and equitable society and who deserve recognition. Some of these include were the writer Gloria Fuertes, the oceanographer Josefina Castellví, the architect Matilde Ucelay, the doctor Ana Zapatero, the journalist Mayka Navarro, the civil rights activist Rosa Parks, the photographer Lee Miller, the astronaut Valentina Tereshkova and the Baroque painter Artemisa Gentileschi.

## 12 MESES - CHILDREN'S DAY: A CAMPAIGN BY AND FOR CHILDREN

As part of 12 Meses to promote and defend the universal rights of children, 12 Meses' commitment Mediaset España joined the Fundación Crecer Jugando movement to recognise 26 April as Children's Day. That date commemorates the first day on which children were able go outside in Spain after 42 days of confinement due to COVID-19. The campaign was broadcast on all Mediaset España channels in April, with special emphasis, once again, on the importance of play as a means of learning, socialising and channelling emotion early in life. Informativo Telecinco, Sálvame, Ya es Mediodía, Viva la Vida and El Programa de Ana Rosa aired reports to raise awareness of the importance of celebrating Children's Day.

The campaign was recognised its for commitment to children at the El Chupete Advertising Festival where it earned the Chupete Award in the Film and Television category.



MEDIASETESpaña.











BUSINESS



#### 12 MESES-AGAINST LITTER: AN APPEAL FOR ACTION TO PARTICIPATE IN '1M2 AGAINST LITTER'

12 Meses launched a new edition of the Stop Litter campaign in May in collaboration with the LIBERA project from Seo Birdlife and Ecoembes. Whereas in 2020 12 Meses focused on raising awareness among viewers about the importance of not disposing of waste properly, the active participation of viewers was sought on this occasion with an appeal to joint the '1m2 against litter' cleanup,' a nationwide event held on 12 June.

As in the previous edition, the appeal included the production and broadcast of two spots and three shorts by Santi Milán and Isabel Jimenez, two of Mediaset España opinion-makers most notable for their commitment to the environment. In addition, different news and current affairs programmes on Telecinco and Cuatro aired 36 environmental awareness reports for a total duration of 41 minutes

To further expand social awareness and show Mediaset España's real commitment to fight litter a waste collection effort was organised by 12 Meses, with some recognisable faces such as Isabel Jiménez, Nuria Marín, Matías Prats, Alba Lago, Ricardo Reyes and Elia Gonzalo.

The 12 Meses Against Litter campaign impacted 24 million people and was key to the success of the fifth edition of LIBERA's '1m2 against litter' Project with record data in participation and waste collected. Specifically, 114 tonnes of rubbish were removed from 1,100 natural areas in the country through the work of the more than 11.000 volunteers who joined the initiative.

#### 12 MESES- SHARES AND RECYCLES: A CHARITABLE CIRCULAR ECONOMY INITIATIVE

For the second consecutive year, 12 Meses Mediaset España joined the 'Share and Recycle from' initiative created in collaboration with the Fundación Crecer Jugando, Fundación Seur and Fundación Ecotic to give a second life to toys so that they can reach children in vulnerable situations. This is the largest nationwide toy drive and the only one organised in the summer months so that reach in their new homes by Christmas.

Share and Recycle is based on three fundamental pillars: solidarity, sustainability and job integration. It is a charitable initiative in which the institutional spot, which is broadcast on all Mediaset España channels, encourages children themselves to collect the toys they have outgrown. All toys in good condition are delivered to NGOs that distribute them to other children. In this respect, it becomes a circular economy initiative that contributes to environmental sustainability, ensuring the proper recycling of all toys that too damaged to be donated. Those of sufficient quality are processed in a special employment center where people with physical and intellectual disabilities work, thereby promoting their integration into the workplace.

In addition to the on-air and social media campaign, programmes such as Informativos Telecinco, Viva la Vida, Ya es Mediodía, Sálvame and El Programa de Ana Rosa encouraged viewers to donate toys.

The 2021 edition was a resounding success. Thanks to the appeal promoted by 12 Meses, more than 131 tonnes of toys were donated and distributed among 149 entities. In addition, 27 tonnes of electronic toys were recycled (equivalent to 68 tonnes of CO<sub>2</sub>). The truly important part of the initiative is that a total of 34,517 toys reached 27,334 children at risk of vulnerability. For Mediaset España playing is serious business.

#### 12 MONTHS-YOU ARE PERFECT FOR OTHERS: MARROW DONATIONS WITHOUT BORDERS

2012 marked the beginning of an active collaboration between Mediaset España and the National Transplant Organisation to promote organ donation through the '12 Meses - You're Perfect for others' campaign. In September 2021 to celebrate World Marrow Donor Day the Mediaset España channels aired a spot, created in collaboration with the NTO and the Fundación Josep Carreras, in which the actors Santi Millán, Dafne Fernández and Begoña Maestre promoted the idea of universal organ donation and invited the viewers to learn more. The informative effort was complemented by reports on bone marrow donation on Informativo Telecinco and Liveway.

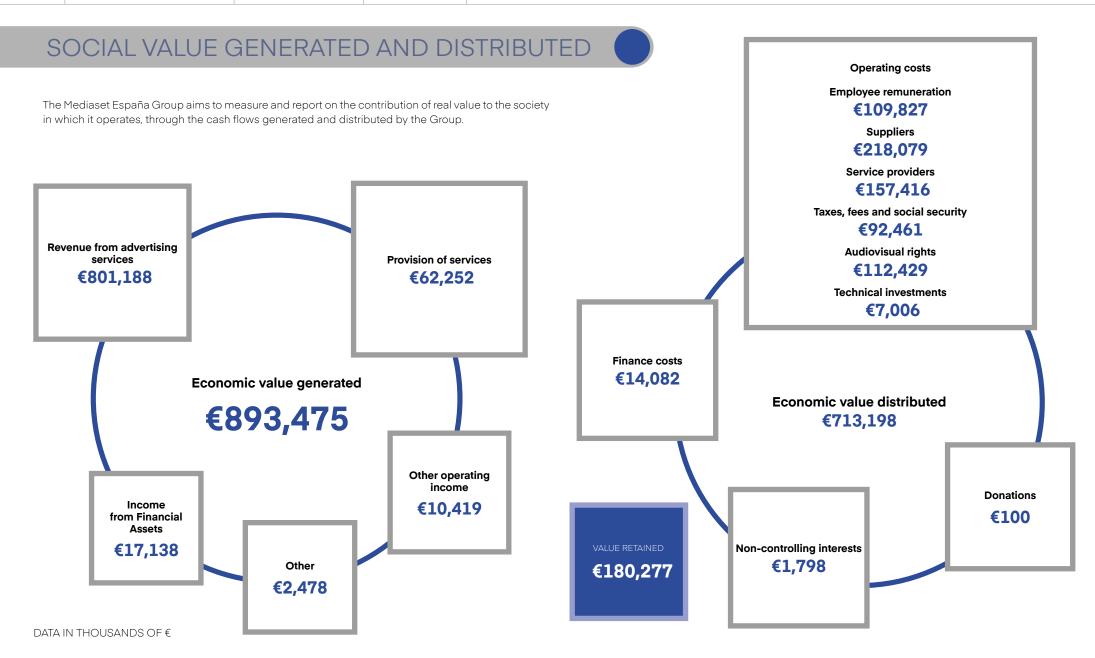
#### 12 MESES-SI HACE DAÑO, NO ES AMOR

Coinciding with the celebration of the International Day for the Elimination of Violence against Women, 12 Meses Mediaset España launched the "Si hace daño no es amor" campaign developed for online and social media platforms. The aim of the four spots was to raise awareness about online abuse. Belittling, controlling or digital harassment are incipient forms of genderbased violence and it is very important that teenagers know how to identify these signs in order to stop them.

The spots, which recreated conversations between teenage couples on social networks with a youthful aesthetic and language, helped to identify misogyny and reject it, because, if it hurts you, it's not love.

To reach the target audience through social media, the campaign was sent to the main presenters from 12 Meses to promote via their profiles and thus to maximise visibility.

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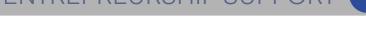








## ENTREPREURSHIP SUPPORT



Since 2014, Mediaset España has actively participated in the development of entrepreneurship in Spain through Ad4Ventures.

Ad4Ventures invests in shares of newly created digital companies that exhibit strong growth and the potential to target a large user base in exchange for advertising campaigns in the various advertising spaces of the Group. Ad4Ventures' business model contributes to the growth companies with high potential that, due to capital limitations, cannot launch large advertising campaigns or prefer to take the leap into traditional advertising with the market leader. The investment criteria not only relates to the analysis and validation of start-up business theses, but also takes into account the positive impact that the start-up may have on society.

Since its inception, Ad4Ventures has invested in 14 startups, that not only operate nationally, but also export validated business models to other European regions. The investment portfolio currently consists of seven start-ups, including:



Project that facilitates access to assistedliving facilities for people with high dependency and limited resources



Focused on facilitating the digital transformation and omnichanneling of small businesses, brands and shopping centres;





Online florist that aims to reduce the environmental impact of the production and logistics chain of the flower market.













## COMPLIANCE WITH THE GLOBAL COMPACT (



#### **HUMAN RIGHTS**

PRINCIPLE 1: Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.

Mediaset España Management: The audiovisual business Advertising business Value of the human team Supplier chain

PRINCIPLE 2 Businesses should make sure that they are not complicit in human rights abuses.

Mediaset España Management: The audiovisual business Advertising business Value of the human team Supplier chain



#### **LABOUR**

PRINCIPLE 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Mediaset España Management: Value of the human team

PRINCIPLE 4: Businesses should uphold the elimination of all forms of forced and compulsory labour.

Mediaset España Management: Value of the human team Supplier chain

PRINCIPLE 5: Businesses should uphold the effective abolition of child labour.

Mediaset España Management: Value of the human team Supplier chain

PRINCIPLE 6: Businesses should uphold the elimination of discrimination in respect of employment and occupation.

Mediaset España Management: Value of the human team Supplier chain



#### **ENVIRONMENT**

PRINCIPLE 7 Businesses should support a precautionary approach to environmental challenges.

Mediaset España Management: Environmental footprint management

PRINCIPLE 8 Businesses should undertake initiatives to promote greater environmental responsibility.

Mediaset España Management: Environmental footprint management

PRINCIPLE 9 Businesses should encourage the development and diffusion of environmentally friendly technologies.

Mediaset España Management: Environmental footprint management



#### **ANTI-CORRUPTION**

PRINCIPLE 10 Businesses should work against corruption in all its forms, including extortion and bribery.

BUSINESS

Mediaset España Management: Integrated Risk Management



This is our Communication on Progress in implementing the principles of the United Nations Global Compact and supporting broader UN goals.

We welcome feedback on its contents.















## COMMITMENT TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



The 2030 Agenda for Sustainable Development outlines the goals for the international community in the 2016-2030 period to eradicate poverty and promote sustainable and equitable development.

Companies are called upon to play a fundamental role in promoting the fulfilment of the goals and within this framework, Mediaset España is committed to promoting this agenda.

## SUSTAINABLE GALS DEVELOPMENT





































#### MEDIASET ESPAÑA AND THE SDGS

The following SDGs are those in which Mediaset España can have the greatest positive impact.

3 G000 HEALTH AND WELL-BEING AND WELL-BEING AND WELL-BEING AND STRONG INSTITUTIONS

5 GENDER EQUALITY

6 DIrect contribution ...... Indirect contribution And SDGs for Communication Sector 2030 2030 Agenda for Spain

MEDIASETespaña.

2021

















Campaigns to promote healthy
lifestyles
Work-life balance measures and
employee benefits
Occupational hazard prevention
measures
Medical service
Healthy Companies Network
ISO 45001

#### Target 3.4 Promote employee mental health and well-being

2021 INITIATIVES	INDICATOR			
On-site medical service, available to all workers	Access to the medical service (p. 65)			
Contribute to the well-being of children by supporting the	Flexible working hours (p. 61)			
well-being of parents and caregivers	Full-time / part-time contract (p. 57-58)			
Contribution to mental health	Emotional and social care programme for employees and family members (page 66)			
	Updated information on COVID-19 on the intranet. (page 66)			

#### Target 3.8 Access to safe, effective, quality, and affordable essential medicines and vaccines

2021 INITIATIVES	INDICATOR			
Provide accessible and affordable healthcare options to employees and their families; life insurance, short- and	Workers (m/f) who have access to health services made available or paid for by the company due to work-related accidents or illnesses, % by gender (p. 65)			
long-term disability coverage.	Workers (m/f) who have access to health services made available or paid for by the company due to other personal health issues, % by gender (p. 65)			

















Master's degree in Audiovisual
Content Creation and Management
Collaboration agreements with
universities and business schools
Staff training
Showrunner: Aula de ficción
Dual Training Escuela Superior de
Imagen y Sonido CES
Mediaset-UEM Chair

## Target 4.4 Increase the number of youth and adults who have relevant skills for employment, decent jobs and entrepreneurship

2021 INITIATIVES	INDICATOR
	Master's degree in Audiovisual Content Creation and Management (p. 64)
0"	Showrunner: Aula de ficción (p. 64)
Offer training programmes that are available and accessible to all groups	Dual Training Escuela Superior de Imagen y Sonido CES (p. 64)
to all groups	Hrs. of staff training, broken down by gender and professional category (p. 63)
	Mediaset-UEM Chair (p. 64)
Provide incentives for employees to develop additional	Educational grants (p. 62-63
skills or continue their education	Training hours (page 63)
Internship programmes	Number of interns and trainees (p. 58)

## Target 4.5 Eliminate gender disparities and ensure equal access to education and vocational training for the vulnerable

2021 INITIATIVES	INDICATOR			
Support the equal rights of men and women to access	Average hours of employee training, broken down by job category and gender (p. 63)			
education and vocational training	Equal opportunities in accessing to the master's degree programme (p. 64)			
Provide non-discriminatory access to employee training, internship programmes and grants	Equal opportunities in internship and grant programmes (p. 60)			
Ensure equitable access to all company-supported education and training programmes	Average hours of employee training, broken down by job category and gender (p. 63)			

## Target 4.7 Ensure all learners acquire knowledge and skills needed to promote sustainable development

2021 INITIATIVES	INDICATOR
Promote sustainable development through sustainability	Sustainability actions communicated to staff (p. 119)
actions and communicate them to staff.	Sustainability actions communicated to the audience (p. 78-101)

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2021

















Collective agreements
Equality plans
EMPLOYEE BENEFITS AND WORKLIFE BALANCE MEASURES

#### Target 5.1 End discrimination against women

Target 5.4 Recognise and value unpaid care and domestic work, through the promotion of shared responsibility within the household and the family

Target 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels

2021 INITIATIVES	INDICATOR
Integrate the principle of gender equality into policies and	Code of Ethics (p. 23)
processes	Equality Plans (p. 60)
Include non-discrimination clauses in the code of conduct	Code of Ethics (page 23-24)
	Starting wage vs. minimum wage (p. 130)
	Training hours by gender (p. 63)
	Proportion of female Board members (p. 8)
Respect women's rights and support their empowerment	Proportion of female executives (p. 57)
in the workplace	Workforce by job category, gender, age group, type of contract and workday (p.57-58; 127-129)
	Wage gap (p. 130)
	Number of reported cases of discrimination (p. 60)
Offer flexible work options, opportunities for leave and re-	Employee benefits and work-life balance measures (p. 61)
entry to positions of equal pay and status, to recognise the burden of unpaid work	Parental leave (p. 58)
Implement gender-sensitive talent recruitment and	Total number and rate of new hires by age group and gender (p. 128)
retention practices and ensure equal access to training programmes	Percentage of workers who have undergone a performance review by job category and gender (p. 64)
Empower women through targeted women's leadership	Management development programme for women with potential (p. 60)
programmes	Mediaset España committed to society (p. 78-104)
Regularly review respect for gender equality within the company	Annual Report on Equality in the Company (p. 60)
Establish a zero-tolerance policy towards all forms of	Code of Ethics (p. 23)
violence in the workplace and prevent sexual harassment	Procedure for the Management of Psychosocial Risk and Harassment in the Workplace (p. 60)
	Confidential Reporting Channels (p. 60)
Establish support structures to report possible incidents of discrimination, violence or harassment	Number of reported cases of sexual harassment (p. 60)
alsommitteen, violence of natassment	Number of reported cases of discrimination (p. 60)





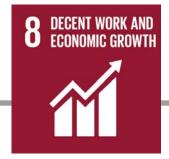












Collective agreements
EMPLOYEE BENEFITS AND WORKLIFE BALANCE MEASURES
Diversity and equal opportunity
Training plan
Occupational hazard prevention
measures
Social value generated and distributed
Efficiency in resource consumption

## Target 8.4 Improve resource efficiency in consumption and endeavour to decouple economic growth from environmental degradation

2021 INITIATIVES	INDICATOR			
	Consumption of fuels from renewable and non-renewable sources (p. 121			
	Energy consumption inside and outside the organisation (p. 121)			
Improve efficiency in the use of energy, water, raw materials	Energy intensity (p. 120)			
and other resources	Energy efficiency measures (p. 120)			
	Water consumption (p. 121)			
	Materials used (p. 121-123)			
Access and mitigate the any iron month limited at afficient	Waste generated (p. 122)			
Assess and mitigate the environmental impacts of services	Carbon footprint calculation (p. 120)			
Responsibly influence consumption patterns and promote healthy and sustainable lifestyles	Mediaset España committed to society (p. 78-105)			

#### Target 8.5 Contribute to achieving full employment and decent work for all women and men

2021 INITIATIVES	INDICATOR
	Starting wage vs. minimum wage (p. 130)
	Employee benefits and work-life balance measures (p. 61)
	Total number and rate of new hires (p. 128)
Offer the best possible wages, benefits and working	Total number and staff turnover rate (p. 129)
conditions	Senior executives from the local community (p. 131)
	Staff by contract type (p. 57)
	Benefits granted on a full-time vs. part-time basis (p. 61)
	Parental leave (p. 58)
Drota at basis labour rights	Collective agreements (p. 59)
Protect basic labour rights	Equality plans (p. 60)
	Conservation project investment
Contribution to job creation in the community	del Rio (page 119)
	Value generated and distributed 106)



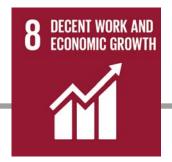












Collective agreements
EMPLOYEE BENEFITS AND WORKLIFE BALANCE MEASURES
Diversity and equal opportunity
Training plan
Occupational hazard prevention
measures
Social value generated and distributed
Efficiency in resource consumption

#### Target 8.6 Reduce the proportion of youth not in employment, education or training

2021 INITIATIVES	INDICATOR
Implement job-oriented training programmes or collaborate	Number and rate of new hires (p. 128)
with education experts to increase the relevance of education in today's education systems	Generation of knowledge in the audiovisual sector and grant or internship programmes (p. 64)

#### Target 8.7 Eradicate forced labour, end modern slavery and eliminate child labour

2021 INITIATIVES	INDICATOR
	Code of Ethics (p. 23)
Implement compliance mechanisms to eliminate forced	Collective Agreements (p. 59)
labour, modern slavery and child labour	Clauses in contracts with suppliers (p. 68)
	Management of artists who are minors (p. 131)
	Parental controls (p. 42)
Develop procedures to address incidents or suspicions of incidents throughout business activities	Ethical mailbox (p. 24)

## Target 8.8 Protect labour rights and promote a safe and secure working environments of all workers

2021 INITIATIVES	INDICATOR
Implement the commitment to labour rights, without discrimination	Collective Agreements (p. 59) Equality plans (p. 60) Percentage of workers covered by Collective Agreements (p. 59) Minimum notice periods (p. 131)
Introduce operational health and safety management systems	Health and Safety Committee (p. 65;132) ISO 45001 (p. 65) Types and rates of work accidents and occupational diseases (p.67)





PRESENTATION

GOVERNAM

BUSINESS MODEL



Digital transformation in broadcasting and content distribution Creation of own digital content spaces Energy efficiency initiatives



Responsible management of natural resources
Investment in energy efficiency
Campaigns and environmental information disseminated

#### Target 9.4 Upgrade infrastructure and retrofit industries to make them sustainable

2021 INITIATIVES	INDICATOR
Modernise infrastructure through innovation and investment to make them efficient and sustainable	Economic value generated and distributed (p. 106)
	Technical investments (p. 109) and environmental investments (p. 118)
	Renewable energies (p. 119)
	Digital platforms for content dissemination (page 42-45)

#### Target 13.1 Strengthen resilience and adaptive capacity to climate related hazards

2021 INITIATIVES	INDICATOR		
Investing in energy efficiency in buildings	Energy efficiency initiatives (p. 118)		
Reduce GHG emissions	Scope 1, 2 and 3 GHG emissions (p. 120)		
	Intensity of GHG emissions (p. 120)		
	Emission reduction initiatives (p. 119)		
	Energy consumption and sources (p. 119-121)		
	Energy intensity (p. 118)		
	Total fuel consumption (p. 121)		
Voluntary emission offsets	Investment in projects that enhance natural carbon sinks (p. 119)		

#### Target 13.3 Improve education and awareness-raising on climate change mitigation

2021 INITIATIVES	INDICATOR
Raising awareness and understanding of climate change among customers, employees, investors, etc.	Environmental campaigns and programmes (p.86-89; 97-100)
	Energy efficiency (p. 118)
Corporate adaptation strategies to climate risk	Resource consumption and waste management (p. 121-123)
Collaboration with stakeholders to promote climate change knowledge networks	Partnerships for Sustainability (p. 21)

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2021







PRESENTATION









Board regulations
Corporate policies, regulations, and protocols
Code of ethics
Code of ethics
Online trust

#### Target 16.1 Significantly reduce all forms of violence

2021 INITIATIVES	INDICATOR	
	Hours of accessible content (p. 102)	
Access to content and vulnerable audience protection	Rating of content by age (p. 33)	
	Browsing in a secure environment (p. 43)	
Security	Human rights training (p. 130)	
Workplace violence and harassment	Zero tolerance for workplace harassment (p. 60)	

#### Target 16.3 Promote regulation and ensure equal access to justice

2021 INITIATIVES	INDICATOR
	Ethical mailbox (p. 23)
	Corporate Policies
	https://www.mediaset.es/inversores/es/Politicas_Corporativas.html
	Ethical postbox to communicate any possible irregular practise (p. 24)
	Legal actions for anti-competitive behaviour, anti-trust, and monopoly practices (p. 132)
Promoting ethical and legal management	Legal actions related to corruption cases (p. 132)
Tomothig ethical and legal management	Incidents of non-compliance concerning product and service information and labelling (p. 133)
	Incidents of non-compliance concerning marketing communications 133)
	Breach cases related to the health and safety impacts of products and services (p. 134)
	Cases of breach of voluntary environmental, social or economic legislation or codes (p. 135)

#### Target 16.5 Contribute to substantially reducing corruption and bribery in all its forms

2021 INITIATIVES	INDICATOR
	Operations assessed for risks related to corruption (p. 132)
	Anti-corruption training (p. 25)

MEDIASETESpaña.

2021









BUSINESS





Regulations of the Board of Directors
Corporate policies, regulations and
protocols
Code of ethics
Code of ethics
oOnline trust

# 17 PARTNERSHIPS FOR THE GOALS

Global Compact Climate Change Cluster Transparency, good governance and integrity cluster Responsible Media Forum Socially Responsible Investment Lab

#### Target 16.6 Development of effective, responsible and transparent institutions

2021 INITIATIVES	INDICATOR	
Promoting ethical and legal management	Composition of the highest governing body and its committees; their functioning and obligations (p. 6-8)	
	Selection and appointment process for directors (Board Regulation	
	https://www.mediaset.es/inversores/es/Consejo_de_Administracion.html ))	
	Conflict of interest management (page 24)	

## Target 16.10 Ensuring public access to information and protecting fundamental freedoms, in accordance with national law and international agreements

2021 INITIATIVES	INDICATOR
Freedom of expression	Interaction mechanisms with the audience (page 43)
Protection of privacy	grounded claims related to data protection safety gaps (page 52)

#### Target 17.17 Encourage and promote effective partnerships

2021 INITIATIVES				INDICATOR
	civil so	,		Partnerships for Sustainability (p. 19)

















## ENVIRONMENTAL FOOTPRINT MANAGEMENT



Even Though the audiovisual sector generates little direct environmental impact compared to other industries, Mediaset España is committed to managing its environmental footprint in a sustainable manner and implementing the necessary measures to reduce it.

The Board of Directors is responsible for assessing and approving the measures necessary to effectively manage environmental effects, including those related to climate change, while the Risk Committee is in charge of the executive risk management function. The Integrated Risk Management System, implemented by the Group in 2007, guarantees the identification, control and management of any risk, including environmental risks, that may affect the achievement of the strategic objectives. The different areas responsible for environmental risk management have also been identified within the Group.

The risks and opportunities associated with potential climate change effects exist and have been integrated into the Mediaset Group's Risk Management System, although, given the activity carried out and the management performed, the effects have been minimised on a strategic, operational and financial level. For its part, the Group is fully focused on maximising opportunities from optimising environmental management.

Aware of the importance of climate action, in 2021 Mediaset España revised its climate strategy to include a roadmap to provide the company with a transition plan towards Net Zero by 2050. The Group has defined medium- and long-term objectives that will lead Mediaset España to climate neutrality, in line with the most recent climate science. These objectives are in the process of validation by Science Based Target Initiative (SBTi) as of this writing.

Applying the principle of environmental care included in the 1992 Rio de Janeiro Declaration on Environment and Development, the Group focuses its attention on managing its direct environmental footprint with regard to energy, water, waste and travel, with the main objective of reducing the impact of its operations, where it has operational control. In turn, for some years now it has taken measures to reduce the indirect impact caused by the business activity, such as commutes and business trips. There is the additional action plan derived from the new climate strategy, which will address, among others, actions to be carried out by the supply chain.

The company's main facilities, where 96% of the workforce is concentrated and where the most resource-intensive activities occur, are the offices and studios in Fuencarral and Villaviciosa. in Madrid.

#### **ENVIRONMENTAL PRIORITIES**

**IMPROVE ENERGY FEFICIENCY** 

REDUCE GREENHOUSE GAS EMISSIONS

REDUCE THE USE OF NATURAL RESOURCES AND WASTE **GENERATION** 

For almost a decade now, Mediaset España has been improving energy efficiency at its facilities, reducing the consumption of natural resources and waste generation, and promoting actions aimed at cutting direct greenhouse gas emissions.

2021 CDP CLIMATE CHANGE SCORE

#### **ENERGY EFFICIENCY**

Electricity accounts for most of the energy consumption at the facilities, corresponding largely to the technical equipment of the studios, including recording, broadcasting and post-production equipment, as well as computer equipment and air conditioning in computer rooms. Mediaset España carries out continuous management actions to optimise energy, including measures for the balanced cooling of film sets, limiting on/off times for air conditioning in studios, automated temperature control and lighting control during live performance commercial breaks.

Another relevant aspect is lighting and, therefore, for more than five years, the Group has a more efficient HVAC and lighting replacement plan. In this regard, in 2021, 1,446 lights and lighting fixtures were replaced with more efficient and lower consumption alternatives, on sets and in offices, and three air conditioners were changed. Overall, the investments made in 2021 to improve the company's energy efficiency in terms of equipment and facilities, which were significantly lower than in previous years due to the reduced need to replace equipment, resulted in an estimated overall energy saving of 3,444 GJ and a cost of more than €470,000.

> **ENERGY INTENSITY** GJ/HR RECORDING

56,028 GJ (electricity consumption)

20,339 hr. studio recordina















#### POLLUTING GAS EMISSIONS

Mediaset España has measured and managed greenhouse gas emissions caused by the normal course of business since 2009, with the aim of identifying thier main sources and establishing an action plan to reduce them.

Among the actions promoted by the Group to reduce its environmental footprint procuring power with a source guarantee. This ensures that all **electricity consumed** on-site over the course of the year comes exclusively from **100% renewable sources**, are eco-friendly and devoid of CO<sub>2</sub> and other polluting gasses, meaning, that, since 2015, all electricity consumed at the Group's facilities comes from renewable sources. These facilities are accommodate office and AV activity, whose and whose consumption represents 87% of the total energy consumed by the Group. Thus, the Group helps combat the emission of greenhouse gases and other other pollutants, an objective achieved and sustained since 2016.

At the same time, the installation of solar panels at the facilities reinforces the commitment to clean energy. The Fuencarral headquarters has 48 solar panels installed, which produce an estimated 38.5 MWh of energy.

In addition, the Group promotes **sustainable mobility** among its employees, offering a bus service in Madrid that connects the company's facilities (Fuencarral and Villaviciosa) with train and metro stations, with a wide range of timetables, as a way of encouraging the use of public transport and minimising the emission of pollutants from commuting. This service was maintained throughout the year, to assist employees who had to travel to the company's facilities during the pandemic.

Since 2019, Mediaset España committed to **voluntarily offset its direct emissions** through projects that contribute to generating positively impact the environment.

In 2019 and 2020 the Group contributed to the REDD + Forest conservation project, located in southwest Cambodia. The initiative aims to promote job creation in the community (SDG 8) and combat deforestation (SDG 15), with a basin of over 3.5 million tonnes of  $\rm CO_2$  (SDG 13).

In 2021, Mediaset España financed the reduction/sequestration of GHG emissions equal to its residual scope 1 and scope 2 emissions by acquiring corresponding carbon credits in the River Conservation Project, located in Perus Amazon basin.

#### **TAPONES PARA UNA NUEVA VIDA®**

In 2017 Mediaset España, in collaboration with the Fundación Seur, launched the charitable initiative TAPONES PARA UNA NUEVA VIDA® (Caps For a New Life), which consists of collecting and delivering plastic caps to a recycling plant, to help children with serious health problems. This initiative aims, on the one hand, to collect and recycle plastic caps, thus preventing them from ending up in landfill, and on the other hand, to contribute to the medical treatment of children. Since its inception, the Group has recycled 795,535 plastic caps and prevent 2,388 kg of CO<sub>x</sub>e.

CAPS RECYCLED IN 2021 139,500



This in no way replaces the Group's efforts to reduce these emissions each year.

#### **VOLUNTARY EMISSION OFFSETS**

Aware of the important role that carbon offsetting plays in efforts to address the climate emergency, through the financing of projects aimed at reducing GHG emissions and enhancing natural or technological carbon basins, in 2021 Mediaset España once again purchased carbon credits to absorb 790 tonnes of  $\mathrm{CO}_2$ , more than all of its Scope 1 and 2 emissions, in Peruvian basin's River Conservation Project. This project was created to protect and conserve the Yacumama marshlands and its main impacts are:

- Preventing carbon emissions from logging and protecting the biodiversity of the woodlands, preserving a safe habitat for birds and other native species and protecting a large number of fruit trees in the area;
- Promoting economic activity among local people by creating more jobs, by hiring more rangers and protecting current employment;
- Improving medical care for local communities, providing facilities and monetary support to the local clinic in Puerto Miguel.

#### Alignment with the SDGs









**FOREWORD** 

PRESENTATION

GOVERNANCE

BUSINESS



Mediaset España reports its greenhouse gas emissions annually, responding since 2009 to the Carbon Disclosure Project's climate change questionnaire.

#### INVENTORY OF GHG EMISSIONS (IN TONNES OF CO. EQUIVALENT)



#### **Scope 1: Direct emissions**

OWN OR CONTROLLED EQUIPMENT

> 343.12 2020: 355.9 2019: 275.61

FLEET OF VEHICLES

47 98 2020: 40.19 2019: 69.94

**TOTAL: 789.52** 

398.43

2020: 194.69 2019: 179.67

AIR CONDITIONING AND

REFRIGERANT GAS REFILLS

#### **Scope 2: Indirect emissions**

MARKET BASED<sup>1</sup>

2020:0 2019:0

TOTAL: 0

TOTAL SCOPE 1+2+3 81,501 TCO<sub>2</sub>E

#### Other polluting emissions (t)

	2019	2020	2021
SOx	0.013	0.0135	0.279
NOx	0.769	0.8695	0.118
Particles	0.069	0.0675	0.027
CO	0.337	0.3694	0.033
NMVOC	0.050	0.0533	0.043

Note: the data on NOx, SOx and other significant emissions into the atmosphere are those corresponding to direct energy consumption (boilers), fuel used in vehicles from the fleet and electricity consumed.

**GREENHOUSE GAS EMISSIONS INTENSITY** 1.56

> 81,501 tCO<sub>2</sub>e emissions 52,333 HR programming in 2021

(1) Mediaset España has no Scope 2 emissions, as it purchases 100% of its electricity from certified renewable sources.



#### **Scope 3: Other indirect emissions**

**BUSINESS TRAVEL BY AIR** 158.45

> 2019: 495.62 2020: 174.54

**BUSINESS TRAVEL BY RAIL** 2.78

> 2019: 9.49 2020: 2.56

BUSINESS TRAVEL BY GROUND 300.52

2019: 259.03 2020: 249.22

TRAVEL OF COMMUTER STAFF 96.65

2019: 1,557.34 2020: 412.3

**BUSINESS TRAVEL -**ACCOMODATION 22.64

2019: 51.5 2020: 10.13

OTHER UPSTREAM EMISSIONS<sup>2</sup> 32,517.01

2019: 35,979.19 2020: 30,551

DOWNSTREAM EMISSIONS<sup>3</sup> 47,612.58

2020: 48,930

TOTAL: 80,711

<sup>(1)</sup> All categories considered relevant have been taken into account in calculating scope 3 emissions (1 to 8; 11; 15).

<sup>(2)</sup> Includes upstream emissions outside the organisation, calculated according to GHG Protocol Scope 3 categories. Includes emissions associated with suppliers, procurement of capital goods; energy emissions not included in the scope 1 and 2 footprint; transport services paid for by the company; waste from the organisation; and assets leased by Mediaset. The main emissions in 2021 corresponded to those associated with the purchase of goods and services.

<sup>(3)</sup> Includes downstream emissions outside the organisation, calculated according to GHG Protocol Scope 3 categories. This includes emissions associated with the use of products sold by Mediaset and the company's investments in audiovisual rights and cinema. Both categories account for approximately 59% of Scope 3 emissions in 2021.













#### USE OF RESOURCES AND GENERATION OF WASTE

The use of resources in 2021 decreased overall compared to the previous year, when, at least until September, telecommuting was the standard.

In 2021 recording hours in studios increased by 19% and, therefore, there was a mismatch between the increase in the main business activity and the use of resources, demonstrating that the actions of the Group were effective.

Water fountains were installed in the dining hall at the end of 2019, with the aim of lowering consumption of bottled drinks and their subsequent waste. In 2021 their consumption delined considerably: 75% fewer beverages in cans, 66% fewer plastic bottles and 58% fewer beverages in glass containers. This reduced total packaged beverage consumption by 147,172 units.

Because 59.2% of the workforce continues to telecommute, and therefore the on-site presence of the entire workforce has yet to resume, it is difficult to assess the impact of the measure with regard to a period prior to the pandemic.

#### **RESOURCES**



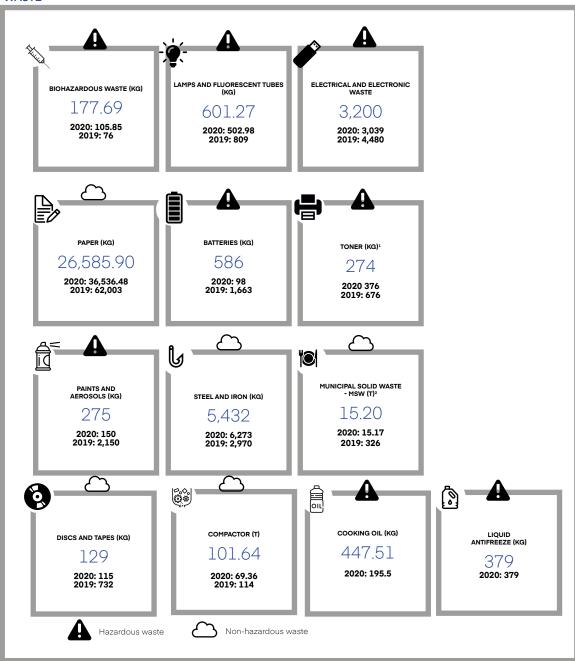
As in previous years, waste was generated in the normal course of business, whether it was AV production, office activity or the staff canteen. All of the waste generated was managed appropriately, prioritising recycling in those cases where the regulations allow it.

In compliance with the regulations governing hazardous and non-hazardous waste, Mediaset España delivers the waste in appropriate conditions to an authorised waste manager. Electrical and electronic waste is managed by the technical warehouse; all technical equipment is acquired under RoHS regulations, paying for its end-of-life removal at the time of purchase thus guaranteeing proper management of the waste generated in the process of updating obsolescent technology. Most of the solid urban waste is generated in the cafeteria-canteen area and the staff of this unit separates it according to its destination (organic, plastic containers or glass). In offices and other facilities, workers separate paper, batteries, tapes and packaging by depositing them in specific containers distributed throughout the company's facilities.

Since 2018, thanks to the catering services at the Fuencarral facilities, all cups, lids and other plastics used in the canteen are made of biodegradable materials.









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#### SUSTAINABILITY OF PRODUCTIONS



Committed to entertainment and the environment, 'Got Talent Spain' has become the first adaptation of the 72 existing in the world to obtain the **sustainability certificate** granted by ALBERT, an environmental organisation led by the British Academy of Film and Television Arts (BAFTA).

Attainment of the certification was possible thanks to the implementation of a series of measures aimed at reducing the carbon footprint of the production:

- Swapping of single-use bottles, cutlery, glasses and plastic dishes for of cardboard water containers with 100% recyclable plant-based caps and compostable materials for zero CO<sub>2</sub> emissions;
- Furnighin recycling containers for organic material, plastic, glass and paper/board;
- Using energy-efficient LED lights, rechargeable batteries for technical equipment;
- Using 100% renewable energy in the programme edit rooms;
- With regard to catering: expanding vegetarian options among the meals and snacks delivered during auditions, and implementing a 100% vegan day for talent, contestants, the team, and the public;
- Facilitating online casting, meaning, by means of a platform created by and for this process, no contestant or team member had to commute to show or see talent for the programme;
- Digitising processes and documents, implementing digital signature in all legal documentation for jurors, presenters, contestants, companions, suppliers, the public and the team;
- Teamwork: the individual work of the 'Got Talent Spain', team, Mediaset España and Fremantle in Spain has been key.

## Got Talent España

Congratulations on achieving your albert certification!

## 5 LA ISLA DE LAS TENTACIONES

All recordings made in protected natural spaces are undertaken with the permission and under the supervision of the Dominican Ministry of the Environment.

- No single-use plastic utensils were used during recording;
- The native flora and fauna were safeguarded at all times; authorities must be notified upon the discovery of nesting turtles or other species;
- No natural resources were used during the recording;
- Waste generated was duly deposited in places designed this purpose by the various municipalities, outside the natural environment.



All recordings made in protected natural areas obtained the necessary permits and followed the instructions of the authorised personnel, so as not to damage the natural environment.

## 5 SUPERVIVIENTES 2021

Recording once again took place in an archipelago of key and islands in Honduras, within a protected area. Prodution involved ensuring environmental care and respect and strict compliance with the rules established by the Honduran government.

#### Measures included:

- limited use of water; transport to the island and storage in tanks of the water used for hygiene by contestants and crew;
- Use of organic and biodegradable cleaning and hygiene products, approved by the Foundation that manages and cares for the protected area. Any action requiring another type of product was carried out on the mainland;
- Prohibited use of protected natural resources to perform the different challenges on the programme.
- Acquisition from local, mainland suppliers of all necessary materials (wood, palm leaves, rope etc.), which before transport to the island, are fumigated with natural products, and transferred to the mainland when production is complete. Most of this material is subsequently donated to nearby communities for use.
- Contestants and crew receive guidelines and indications on the use and forms of action in the area. Among others, they learn how to react if an animal breaches the recording areas, and how to demarcate a turtle nest, which are protected species, etc.
- Waste: use of reusable kitchenware at meals.
- Exhaustive beach cleaning to remove plastic debris and the transportation of waste to the mainland for proper treatment.















## AWARDS RECEIVED BY MEDIASET ESPAÑA IN 2021



- Honour Award for Best Radio and TV Communicator for Informative/Investigative programmes at the 2021 Radio Television Awards presented to Iker Jiménez.
- Goyas for Adu
  - Best Director: Salvador Calvo
  - Best New Actor: Adam Nourou
  - Best Production Management: Luis Fernández Lago and Ana Parra
  - Best Sound: Juan Ferro, Nicolas de Poulpiquet, Eduardo Esquide and Jamaica Ruiz García
- San Isidro 2021 Bombin Award to **Sonsoles Ónega.**
- Ciudad de Guadix award presented to Volando Voy for the episode dedicated to Granada Geopark.
- La Federación Española del Banco de Alimentos Estrella award present to Mediaset España for promoting and collaborating on 'La Gran Recogida de Alimentos' during the pandemic.
- Annual Vitoria-Gasteiz Television Festival Award presented to Alejandro Echevarría as one of the most important Basques working in television.
- Aquí TV Awards
  - Best Presenter: Sonsoles Onega
  - Best Actor: Carlos Areces
  - Best News Programme: Informativo Telecinco 21h
  - Best Collaborator: Lydia Lozano
  - Best Series: Mirando al futuro
  - Best Current Programme: Ya es mediodía
  - Best Children's Programme: La casa de los desafíos

- 2021 Ourense Television Festival Award presented to José Coronado.
- Award from the Instituto de Investigación Social y Desarrollo de Enfermedades Poco Frecuentes, Indepef, presented to Ana Rosa Quintana for raising awareness about these types of diseases.
- Paloma Plata Award of the Culture of Peace Association to Corredera Logo
- Annual Sports Gala Award of the City Council of Cazorla (Jaén) presented to 'Deportes Cuatro.'
- The YouTube Awards Meeting the Moment Charity Challenge award presented to BE A LION, a recognition that identifies and rewards the most creative, effective and best executed campaigns to obtain business results.
- 2021 FOTUR Award to 'Cuatro al Día' and its host **Joaquín Prat** in the Media category.
- Ecofin Forum Jury Prize to **Pedro Baños** for his programme Las Tablas del Coronel.
- Ondas Award for Best Current Events Programme or Best Coverage to Mediaset España for its coverage of Euro 2021.
- BCMA Spain Award presented to 'Eurotubers,' Mediaset España and Wavemaker's branded content campaign for Burger King®.
- 'Meninas 2021' Award presented by the Community of Madrid Government Delegation to commemorate the 25th of November, the International Day for the Elimination of Violence against Women, awarded for commemorative events on 25N, the International Day for the Elimination of Violence against Women, to Carlota Corredera for her commitment to defending equality and combating male violence.

- Awards from the Ministry of Equality Against Gender Violence
  in the category of 'Communication and awareness against
  #ViolenceDeGender > to the docuserie' Rocío, contar la verdad
  para vivir, and an Honourable Mention for its director, Ana Isabel
  Peces for her work in raising awareness about vicarious violence
  and (media immunity).
- HbbTV Association Awards Jury Prize for HbbTV breakthrough of the year to Mediaset España for LOVEStv and Mitele
- Almeria International Film Festival award for Best Actress to Toni
   Acosta for her role in the series 'Señores del (H)AMPA.'
- Chupete Award in the Film and Television category for the 12 Meses campaign and Dia del Niño.















## TAXONOMY (

#### CONTEXT

Regulation (EU) 2020/852 of the European Parliament and of the Council of 18 June 2020 or the 'Taxonomy Regulation' establishes that any company required to publish non-financial information in accordance with Directive 2014/95/EU of the European Parliament and of the Council of 22 October 2014 amending Directive 2013/34/EU with regard to the disclosure of non-financial information and diversity information by certain large companies and certain groups, will include in their Non-Financial Reporting statement information on the manner and extent to which the company's activities are associated with economic activities considered environmentally sustainable.

The EU's taxonomy aims to facilitate a classification system for companies' economic activities that are environmentally and socially sustainable, and also serve as support for investors who focus their interests on these types of activities, thus helping to decarbonise the European economy.

Mediaset agrees to report on the application of the EU Taxonomy Regulation in accordance with Article 8 thereof and with the Delegated Act specifying the content, methodology and presentation of the information from January 2022.

This EU Taxonomy Regulation has defined the first two objectives related to climate change mitigation and adaptation, and is still in the process of defining the criteria for the remaining objectives, among other aspects. The completion of the entire regulatory process will make it possible to cover all economic activities available worldwide and thus reduce current uncertainties regarding their implementation.

In relation to the information to be disclosed, Article 8 of the Taxonomy Regulation establishes reporting obligations.

For non-financial undertakings, Article 8 includes the information to be disclosed:

- The proportion of invoicing derived from products or services related to economic activities that are considered environmentally sustainable and
- The proportion of total fixed assets (CapEX) and the proportion of operating expenses (OpEx) related to assets or processes associated with economic activities considered environmentally sustainable.

Therefore, in order to comply with this new requirement, the Non-Financial Reporting statement for 2021 has incorporated the mandatory ratios determined by regulation and its qualitative information, without having itemised the comparative information for 2020.

# APPLICATION TO THE NON-FINANCIAL INFORMATION STATEMENT OF MEDIASET ESPAÑA GROUP

For years, the Mediaset España Group has be committed to the responsible management of for its environmental activity, which is detailed in its sustainability reports. Its environmental priorities are improving energy efficiency, reducing greenhouse gases, reducing the use of natural resources and waste generation, which have been translated into environmental actions such as those detailed below:

- Approval of an Environmental Policy by the Board.
- Modeling a target alined with the most recent climate science, still in the process of official validation by the SBTI but designed based on its criteria.
- Informing audiences about environmental issues through informational content, programmes, special pieces and campaigns. Promoting World Environment Day, International Mother Earth Day, among others.
- Environmental footprint management: SDG 7, 8, 9 and 13 of the SDGs.
- Calculation of Scope 3 emissions (all categories considered relevant).
- Voluntary emission offsets.
- Supervision of Mediaset Group environmental management by the Audit and Compliance Committee.
- Participation in national associations of business leadership, knowledge, exchange and dialogue on climate change, coordinated by Forética as representative in Spain of the World Business Council for Sustainable Development.

2021



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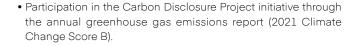












- Participation in the sustainability index FTSE Russell ESG Rating (FTSE4Good).
- Mediaset España manages to position itself among the 23 Spanish companies considered climate leaders on 'Europe's Climate Leaders 2021' ranking, prepared by the Financial Times and Statista.
- Fostering recycling in its facilities; participation in the Seur Foundation initiative to collect caps for charity.

Taking into account the above, in order to comply with legislative developments on taxonomy, this section provides transparent information on the MEG's compliance with the two objectives on mitigating and adapting to climate change, as well as on eligible activities and the calculation of ratios.

This document includes an analysis and scope of the Group's taxonomy, based on the fact that its main activity is the indirect management of the television service through its seven television channels, as well as advertising management on all its channels, the activities of the rest of the Group are a result of the above, therefore its potential environmental impact is very small.

With regard to the mitigation objective, the activities described in Commission Delegated Regulation (EU) 2021/2139 do not correlate with any of the identified activities currently carried out by the Mediaset España Group.

In relation to the adaptation target, some of the Mediaset España Group's identified activities are included in points 8.3 'Programming and broadcasting activities' and 13.3 'Motion picture, video and television programme production, sound recording and music publishing activities'.

However, the Group's main source of revenue the sale of advertising space, is not among those determined in taxonomy.

#### **RESULTS**

Based on the qualitative criteria explained, the proportion of eligible and non-eligible activities for 2021 is shown: for turnover, 7.3%; capex, 98.6%, and opex 88.4%. 7.3%, in relation to capex 98.6% and OPEX 88.4%.

#### **INCOME VOLUME**

The denominator includes all Mediaset España Group income for 2021 (total operating income from the consolidated income statement included in the accompanying consolidated financial statements issued under the International Financial Reporting Standards - Note 21.1). The numerator only includes turnover from the activities determined as eligible for taxonomy.

#### **CAPEX INVESTMENTS**

In accordance with taxonomy, the capex ratio referred to in Article 8 (2) (b) of Regulation (EU) 2020/852 will be calculated by including in the denominator the additions to tangible and intangible assets during the year considered before depreciation, amortisation and possible new valuations, including those resulting from appreciate and impairments, for the relevant year, excluding changes in fair value. The denominator will also include additions to tangible and intangible assets resulting from business combinations.

For non-financial undertakings applying international financial reporting standards (IFRS), capex includes the costs that are accounted for in accordance with:

- IAS 16 Property plant and equipment
- IAS 38 Intangible Assets
- IAS 40 Investment property
- IAS 41 Agriculture
- IFRS 16 Leases

For non-financial undertakings applying national generally accepted accounting principles (GAAP), capex will include costs posted under the applicable GAAP corresponding to the costs entered as investments in fixed assets by non-financial undertakings applying IFRS.

Leases that do not give rise to the recognition of a right to use the asset will not be posted as capex.

In this ratio, the capex investment denominator includes the MEG's total capex investment, including the amount to obtain AV rights, intangible fixed and material assets (Notes 6.7 and 8 of the Explanatory Notes to the accompanying consolidated financial statements). The numerator includes capex amounts of the activities considered eligible under the published Taxonomy. The Mediaset Group's main capex investment concerns audiovisual rights (film productions rights and others for television broadcasting) and content, which correspond to eligible activities.

## VOLUME IN OPEX (IN ACCORDANCE WITH TAXONOMY)

In calculating the OpEx, only the uncapitalised costs corresponding to short-term leases (including those arising from applying IFRS 16) and maintenance and repairs have been considered, as established in the taxonomy, including the total costs in the denominator and only those corresponding to the eligible activities in the numerator.















## ADDITIONAL INFORMATION



#### STAFF

	2021	2020	2019
Average headcount (1)	1,585	1,564.08	1,558.5
Headcount at year-end (2)	1,595	1,555	1,551
Interns (3)	101	190	366
Trainees (4)	51	34	77
Average age of staff (years) (5)	46.2	45.21	44.8
Female employment rate	47.63%	47.72%	48.30%
Proportion of workers with permanent contracts (6)	97%	94.7%	94.1%
Rate of recruitment	6.67%	2.66%	4.04%
Average length of service of staff (years)	16.63	15.44	14.69

- (1) Includes average annual full-time and temporary staff in 2021. Does not include temporary employment agency staff, interns, and trainees.
- (2) Corresponds to the sum of full-time and temporary staff at 31 December 2021.
- (3) Annual total
- (4) Annual total
- (5) Calculated at 31 December 2021.
- (6) Corresponds to full-time staff with permanent contracts at 31/12/2021.

#### Distribution of staff by group company, job category and gender

		_	_				_					
Full-time staff	Exec	utives	Dept.	Head	Journ	nalists	Empl	oyees	Labo	urers	To	tals
	М	W	М	W	М	W	М	W	М	w	М	w
Mediaset España	50	23	31	36	56	83	388	341	15	-	540	483
Publiespaña	18	12	7	9	-	-	37	101	1	-	63	122
Telecinco Cinema	3	-	-	1	-	-	1	2	-	-	4	3
Conecta 5	3	2	1	1	-	-	2	2	-	-	6	5
Mediterraneo	-	2	-	-	-	-	1	5	-	-	1	7
Megamedia	1	1	3	1	40	48	65	33	-	-	109	83
Supersport	1	-	2	2	27	5	12	10	-	-	42	17
El Desmarque	1	1	2	-	31	5	5	-	-	-	39	6
Be a Lion	5	1	-	-	-	-	19	15	-	-	24	16
Totals	82	42	46	50	154	141	530	509	16	-	828	742
Temporary staff												
Mediaset España	-	-	-	-	-	-	3	3	-	-	3	3
Megamedia	-	-	-	-	1	5	4	-	-	-	5	5
Supersport	-	-	-	-	1	-	-	1	-	-	1	1
Be a Lion	-	-	-	-	-	-	3	4	-	-	3	4
Totals	-	-	-	-	2	5	10	8	-	-	12	13
TOTALS	82	42	46	50	156	146	540	517	16	-	840	755
				-								

<sup>\*</sup>Full-time personnel are those with a permanent or temporary contract in positions considered structural; temporary personnel are those with a per-project contract or a fixed-term contract.

#### Distribution of staff by job category, age and gender

	Men			Women			
	<30	30-50	>50	<30	30-50	>50	
Executives	0	33	49	0	18	24	
Department heads	0	21	25	0	21	29	
Journalists	31	98	27	16	105	25	
Employees	39	256	245	30	289	198	
Labourers	0	12	4	0	0	0	
Total	70	420	350	46	433	276	

#### Distribution of staff by contract type and age

	Perm	anent		Temp	orary		
Age range	М	W	TOTAL	М	W	TOTAL	TOTAL
<30	63	36	99	7	10	17	116
30-50	409	420	829	11	13	24	853
>50	345	275	620	5	1	6	626
Total	817	731	1,548	23	24	47	1,595

#### Distribution of staff by contract type and professional category

			20	21		20	20			20	19	
	Perm	anent	Temp	orary	Perm	anent	Temp	orary	Perm	anent	Temp	orary
	М	w	М	w	М	W	М	w	М	w	М	w
Executives	82	42	-	-	79	41	-	-	73	39	-	-
Department heads	46	50	-	-	48	50	-	1	48	48	-	-
Journalists	149	136	7	10	125	129	27	15	122	138	39	20
Employees	524	503	16	14	493	492	22	17	492	479	23	14
Labourers	16	-	-	-	16	-	-	-	16	-	-	-
Totals	1,5	548	4	7	1,4	173	8	2	1,4	155	9	96















#### Distribution of part-time staff

	2021		20	)20	2019		
	М	W	М	w	М	w	
Executive	-	3	-	3	-	4	
Dept. Head	-	6	-	6	-	6	
Journalists	30	35	5	32	5	34	
Employees	22	85	19	89	16	94	
Labourers	2	0	2	-	1	-	
Total	54	129	26	130	22	138	

#### Distribution of staff by workday, age and gender

			202	21					202	20		
		Full tin	ne		Part tin	ne		Full tin	ne		Part tir	ne
Age range	М	w	TOTAL	М	w	TOTAL	М	w	TOTAL	М	w	TOTAL
under 30	54	43	97	16	3	19	70	35	105	3	2	5
30-50	388	331	719	32	102	134	417	367	784	14	108	122
>50	344	252	596	6	24	30	297	213	510	9	20	29
Total	786	626	1,412	54	129	183	784	615	1,399	26	130	156

#### New hires with permanent contracts

Age		2021			2020	
Age	М	W	TOTAL	М	w	TOTAL
Spain						
under 30	25	20	45	10	5	15
30-50	29	20	49	12	10	22
over 50	6	2	8	2	-	2
Total	60	42	102	24	15	39
International						
under 30	-	-	-	-	-	-
30-50	-	-	-	-	-	-
over 50	-	-	-	-	-	-
Total	-	-	-	-	-	-

Note: Includes new employees hired with permanent contracts in the year and employees who returned to work after a leave of absence or suspension of their contract.

#### Employment rate by age, gender and country

	Spain 2021			,		
	М	w	TOTAL	М	w	TOTAL
under 30	41.21%	59.70%	47.79%	20.30%	18.13%	19.52%
30-50	7.11%	4.52%	5.76%	2.85%	2.14%	2.48%
over 50	1.82%	0.79%	1.37%	0.70%	0%	0.40%
Total	7.51%	5.76%	6.67%	3.17%	2.11%	2.66%

Note: Calculated with respect to the average headcount with an permanent contract, new hires, and employees rejoining the company after a leave of absence or suspension of contract.

#### Distribution of departures by age, gender and country

		2021			2020	
Age	М	w	TOTAL	M	W	TOTAL
Spain						
under 30	10	9	19	7	1	8
30-50	16	25	41	12	15	27
over 50	4	4	8	10	2	12
Total	30	38	68	29	18	47
International						
under 30	-	-	-	-	-	-
30-50	-	-	-	3	1	4
over 50	-	_	-	-	-	-
Total	-	-	-	3	1	4
TOTAL DEPARTURES	20	30	50	32	19	51

Note: Departures of workers with permanent contracts. Includes voluntary departures, dismissals, retirements, deaths, leaves of absence and contract suspensions of employees with permanent contracts.

#### Distribution of dismissals by age, gender and professional category

			20	21		
	Executives	Dept. Head	Journalists	Employees	Labourers	Total
over 50						
М	-	-	-	4	-	4
W	-	-	-	2	-	2
30-50						
М	-	-	1	1	-	2
W	-	-	-	5	-	5
under 30						
М	-	-	-	1	-	1
W	-	-	-	-	-	-
Total	0	0	1	13	0	14

2021















#### Rotation by age group and gender

Age	М	w	TOTAL
<30	16.48%	26.87%	20.18%
30-50	3.92%	5.66%	4.82%
>50	1.21%	1.58%	1.37%
Total	3.75%	5.21%	4.45%

Note: Calculated with respect to the average headcount with permanent contracts.

#### Rotation by age group, gender and country

Age	М	W	TOTAL
Spain			
<30	16.48%	26.87%	20.18%
30-50	3.92%	5.66%	4.82%
>50	1.21%	1.58%	1.37%
Total	3.75%	5.21%	4.45%
International	М	W	TOTAL
under 30	-	-	-
30-50	-	-	-
over 50	-	-	-
Total	-	-	-

Note: Calculated with respect to the average headcount with permanent contracts.

#### Desired and undesired rotation

	DESI	RED ROTATION	UNWANT	TED ROTATION
Age	М	w	М	w
under 30	14.84%	26.87%	1.65%	0.00%
30-50	3.19%	4.07%	0.74%	1.58%
over 50	0.00%	0.79%	1.21%	0.79%
Total	2.75%	3.98%	1.00%	1.23%

Note: Calculated with respect to the average headcount with permanent contracts.

#### Absenteeism

2021	М	W	TOTAL
Hours lost	41,208	99,032	140,240

"Note: Causes of hours lost include common illness, non-work-related accident, work-related accident while commuting, work-related accident with leave, and parental leave."

Scope: Mediaset España Group, excluding ElDesmarque

#### Hours worked

	TOTAL 2021
Staff <sup>1</sup>	2,700,840
Temporary employment agency staff	326,563

(1) Note: the hours worked are an estimate based on the hours stipulated in the Mediaset España Collective Agreement and the average headcount for the year.

#### Hours of training by job category and gender

	2021		20	20
	М	w	М	W
Executive	793	541	858	1,101
Department heads	806	761	1,301	1,172
Journalist	623	1,050	499	404
Employees and operators	6,827	4,886	4,677	4,384
Temporary employment agency staff	115	91	136	508
	9,164	7,329	7,471	7,569
	16,	493	15,	040

Scope: Mediaset España Group.

#### Staff with disabilities

2021	М	W
Journalists	1	1
Employees	4	4
Total	5	5





PRESENTATION







In 2021, in the area of human rights training, 980 hours of training were provided to 141 participants in courses with related content. This training mainly focused on cybersecurity and privacy, team management and leadership.

In addition, all security personnel subcontracted by Mediaset España have received training in Human and carry a Professional Identity Card.

It should be noted that there are no significant investment agreements in Mediaset España.

The annual total compensation for the organisation's highest-paid individual in 2020 was 33.45 times higher than the average annual total compensation for staff. In 2020, it was 33.3 times higher than the average annual total compensation for staff.

The remuneration of the highest paid person increased 1.37% compared to the previous year, while the average remuneration of staff increased by 0.88% in the same period.

The information was calculated based on the average remuneration of employees at 31 December 2021, excluding four temporary employees.

The company does not provide workers with a pension plan structure as part of their employee benefits.

#### **PAY GAP**

The pay gap among management is limited to senior executives (16), with a percentage in this area of 24.26%, while for the rest of the executives (a total of 100 people), it amounts to 6.44%. This is due to the greater historical seniority of senior executives, whose were promoted or joined the company at an earlier point in time, when there were fewer women in management. This situation is being corrected over time, and the Group considers that it has almost been corrected at the other management levels.

#### Relationship between the entry-level salary established in the Collective Agreement and the minimum wage for staff

Conecta5 and Megamedia		Publiespaña a	nd netsonic	Mediaset, Teleci and Medite		Supersport		El Desmarque	
Level 1	1.40	Level 1	1.65	Level 1-0	0.93	SP1	1.77	Group 1	2.07
Level 2	1.35	Level 2	1.47	Level 2-0	1.21	SP2	1.51	Group 2	1.82
Level 3	1.30	Level 3	1.40	Level 3-0	1.41	SP3	1.32	Group 3	1.60
Level 4	1.25	Level 4	1.39	Level 4-0	1.61	SP4	1.19	Group 4	1.40
Level 5	1.16	Level 5	1.39	Level 5-0	1.79	SP5	1.13	Group 5	1.18
Level 6	1.11	Level 6	1.30	Level 6-0	2.01	SP6	1.06	Group 6	1.02
Level 7	1.08	Level 7	1.29	Level 7-0	2.25	SP7	1.05		
Level 8	1.07	Level 8	1.19	Level 8-0	2.49	SP8	1.04		
Level 9	1.06	Level 9	1.16	Level 9-0	2.73	SP9	1.00		
Level 10		Level 10	1.16	Level 10-0	3.21				
		Level 11	1.09						

## Average salary by professional category (thousands of euros)

	2019	2020	2021
Executive	188	194	184
Dept. Head	71	73	72
Journalists	41	42	43
Employees	42	44	45
Labourers	33	34	35

## Average salary by age range (thousands of euros)

	2019	2020	2021
<30	18	23	24
30-50	48	49	49
>50	76	77	74

## Average salary by gender (thousands of euros)

	2019		2020		2021
М	W	М	W	М	W
218	133	221	143	205	144
44	43	46	45	49	53
	218	<b>M W</b> 218 133	M         W         M           218         133         221	M         W         M         W           218         133         221         143	M         W         M         W         M           218         133         221         143         205

Note: The average remuneration was calculated for staff at 31 December 2021, except for 4 temporary employees.

PAY GAP	2021
Average:	19.58%
Median	3.58%
PAY GAP	2021
GENERAL MANAGERS*	
Division EXECUTIVES	24.26
other EXECUTIVES	6.44
NON-EXECUTIVES	1.85

#### Basic salary (average EUR)

2021	М	W
Managers (base salary)	117,433	77,830
Managers (base salary + other effective incentives)	208,965	133,560
Non-director (base salary)	32,472	32,038
Non-director (base salary + other effective incentives)	46,046	44,276

\*All General Managers are male.

Note: The pay gap was calculated for staff at 31 December 2021, excluding four temporary employees.

(Average remuneration men - average remuneration women)



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#### **EMPLOYEE BENEFITS**

Mediaset España does not provide workers with a pension plan structure as part of their employee benefits; however, it does offer an extensive range of employee benefits and work-life balance measures, which are detailed in the section of this document on the value of the human team (BUSINESS MODEL). The Group strives to improve the quality of life of its employees and, for this reason, disconnection from work is facilitated through work-life balance measures and employee benefits. Social benefits are identical for all workers regardless of the type of workday.

Measures for single-parent households: the option of telecommuting in the case of one female worker remained available in 2021 ensuring she could care for her daughter (under 12), without requiring a reduction in working hours due to legal custody.

## EMPLOYEES HIRED THROUGH TEMPORARY EMPLOYMENT AGENCIES

At 31/12/2021, the ratio (days employed/year) of people hired through temporary employment agencies in all Group companies was 172. The figure is the result of the calculation based on full time equivalent criteria. Therefore, an estimate has been made of all temporary hires by calculating their full-time equivalence. The application of this criteria and not headcount, by pooling work days, makes it possible to compare temporary and full-time employees, providing more realistic data on seasonality.

In 2021, temporary employees worked a total of 311,486 hours and there were 33 incidents of sick leave due to COVID. The rate of recordable injuries in this group was 101.05. It should noted that this figure includes sick leave due to COVID—a total of 33 in 2021—and that no other type of work-related accident occurred during the year. This way of calculating work-related accidents justifies the increase in the injury rate compared to previous years.

#### Distribution of TEMPORARY EMPLOYMENT AGENCY staff by job category

	ANINPRO	MEDIASET	MEDITERRANEO	MEGAMEDIA TELEVISION SL	PUBLIESPAÑA	SUPERSPORT TELEVISION SL	Total
Executive	0	0	0	0	0	0	0
Employees	1	110	1	8	7	11	138
Labourers	0	2	0	0	0	0	2
Journalists	0	15	0	13	0	4	32
Total	1	127	1	21	7	15	172

#### TEMPORARY EMPLOYMENT AGENCY staff by age and gender

	MEN			WOMEN		
	<30	30-50	>50	<30	30-50	>50
Mediaset	44	14	11	40	11	8
Mediterranean	1	0	0	0	0	0
Megamedia	9	0	0	13	0	0
Publiespaña	2	0	0	5	0	0
Supersport	8	0	1	4	0	0
Aninpro	0	0	0	1	0	0
Total	64	14	12	63	11	8

#### OTHER HUMAN RESOURCES MANAGEMENT ISSUES

With regard to **external collaborators,** Mediaset España considers this category to include people hired through temporary employment agencies, interns and trainees. With respect to self-employed workers, the current information systems do not allow the disaggregation of data, although Mediaset España is working to be able to report this information in coming years.

Within the framework of **executive selection processes,** the Mediaset Group continues to hire and appoint executives in the expected way and on the basis of their skills.

With regard to Senior Executives from local communities, the company does not have a specific policy for local recruitment of staff, different from its general recruitment policy, as constantly reviews this could potentially lead to situations of discrimination. It should be remembered that in 2021 the entire workforce of the Mediaset España Group is located in Spain.

The **minimum notice periods** that affect employees and the procedures for organisational changes are defined in the Workers' Statute, in the Collective Agreements in force, or in any other applicable regulation; compliance is guaranteed through the application of the agreement or regulation in question.

In the normal course of business, Mediaset España manages the participation of underage artists in its programmes in strict adherence to the criteria and procedures established by the Community of Madrid's Employment Ministry, guaranteeing that their rights to education and to the enjoyment of leisure time are not violated. In turn, the Code of Ethics regulates individual behavior to prevent conduct that may be construed as child corruption. On the other hand, Mediaset Spain constantly reviews its activities and the scenarios involving minors, to guarantee their full security and absolute respect for their rights.



#### lore information

Information on the minimum notice periods for organisational changes can be found here

MEDIASETESpaña.

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Mediaset España guarantees the absence of **forced labour** through the application of the Code of Ethics, internal procedures and regulations, the application of collective agreements, as well as strict compliance with existing legislation. Any worker can use the channels available to report a situation of this type: a) administrative channels, by filing a complaint with the Labour Inspectorate; b) judicial channels, by filing an administrative complaint with the corresponding Mediation, Conciliation and Arbitration Service.

The procedures that ensure compliance with **human rights** are fully implemented in the Mediaset España Group and are guaranteed by the management mechanisms that apply to each area: content, human resources, advertising, relations with stakeholders, etc., which are extensively described in this document.

## Channels available to workers to raise possible human rights violations

i. Ethical mailbox
 ii. Workers' Committee
 iii. Administrative channels
 iv. Judicial channels

The Group also has measures in place to minimise the risk of employees committing offences or assault. In this sense, the security personnel subcontracted by Mediaset España have the official title of Security Guard and all guards carry a Professional Identity Card and, therefore, have received training in Human Rights. In turn, offences or assaults committed in the workplace by any Group employee are duly punishable in accordance with the Disciplinary Regime of the applicable Collective Agreements.

Employees can raise possible breaches of human rights and have these analysed and resolved through the Workers' Committee and the formal mechanisms established in the Collective Agreements, as well as using the Ethical Mailbox, the Labour Relations Department or the Medical Service.

Procedures for the **identification of hazards, risk assessment and investigation of incidents** are prepared by the Joint Prevention Service and subsequently reviewed by the HR Director. These are audited annually, both internally and externally. Accident investigations are carried out in accordance with the internal procedure in place for this purpose, with the participation of the injured party, their supervisor, members of the Health and Safety Committee and members of the Joint Prevention Service.

The notification from a worker of possible hazards or hazardous substances is channelled through the Prevention Representatives or directly to any member of the Joint Prevention Service. Legislation empowers the Prevention Representatives to suspend a process or activity that they consider may cause harm or illness to employees, with the necessary legal safeguards to ensure no retaliation of any kind can be taken against them. Occupational activity related health and safety incidents are investigated as soon as they are reported. Data collection is carried out with the interested parties, witnesses and/or managers of the activity and a report is prepared based on this, which reflects the analysis of the immediate causes that may have caused the incident, and corrective measures are recommended to the area responsible for implementing them, and are then monitored by the Joint Prevention Service.

The Group guarantees the **confidentiality of information** on the health of employees by rigorously applying the GDPR, complying with current legislation and ensuring that all professionals who work in the Medical Service have taken the Hippocratic Oath.

In 2021, the Safety and Health Committee addressed issues related to the pandemic situation and the measures implemented, as the health crisis evolves, such as the installation of free mask vending machines for workers, air quality control, max. capacity signage, COVID testing, remote work, the psychological care programme available to employees and the upcoming performance of a psychosocial risk assessment.

In 2021 there were no fines or sanctions for legal breaches in human resources matters.

#### ANTI-CORRUPTION AND UNFAIR COMPETITION

The Group's management mechanisms and policies established to **fight against corruption** are detailed in the Integrated Risk Management section of this document (BUSINESS MODEL). In 2021, training in this area targeted the entire workforce, with 307 people having been trained. In addition to training and informing the staff about these issues, the Chairman of the Audit Committee reports to the Board of Directors on the Committee's activities. The report deals with the procedures and policies that frame the development of the Group's business. Accordingly, the Group's anti-corruption policies and procedures have been communicated to all Board members.

Mediaset España considers its business partners to be those in which the company influences management. In this context, the contracts signed by the production companies with Mediaset España include a clause whereby they undertake to comply with and ensure that their employees and collaborators meet the provisions of current legislation on money laundering, antiterrorism financing, fraud, corruption in business, influence peddling and bribery. In 2021 all the production companies in which Mediaset España holds a stake that signed contracts with Mediaset España, also signed the anti-corruption clause.

Mediaset Spain is a delegate of the UN Global Compact principles; ; it complies with the OECD Guidelines for Multinational Enterprises and adheres to the Code of Good Taxation Practices of the Public Administration.

Through the Mediaset Code of Ethics, Spain is committed to strictly complying with anti-money laundering laws and regulations and has developed internal procedures for the purpose of establishing controls that mitigate the risk of money laundering.





BUSINESS

### Controls to mitigate money laundering risks

- i. Internal Control Over Financial Reporting (ICFR)
- ii. Regulatory Compliance Committee
- iii. Controls established for registering customers
- iv. Controls established in the financial area (lender-contract-invoice-destination of funds)

To ensure that **charitable donations and sponsorships** made to other organisations do not mask bribery, the Mediaset Group has a Protocol for granting donations and managing sponsorships with foundations, non-governmental organisations and non-profit entities, with the aim of preventing and avoiding acts that involve the commission of a possible criminal offence. This protocol is applicable to any activity or business relationship of Mediaset España Group companies with foundations, non-governmental organisations and non-profit entities.

The Group has a policy for the delivery and acceptance of gifts to avoid receiving or offering gifts that could represent a consideration to unduly favour oneself or a third party over others in the purchase or sale of goods, contracting of services or in commercial relations. In turn, the Group has a Procedure for the Sale of setting, scenography and costume goods, which establishes the levels of approval in the event of a donation.

In addition, there is a chain of approval for the awarding of contracts, such that several people are aware of the purchase or request for services, in addition to the separation of duties and different levels of authorisation. The Group has a Procedure for Signing Contracts, an official table of powers of attorney setting out the quantitative and qualitative limits of the various positions, as well as a Proxy Management Procedure.

Mediaset España has established a framework for action to prevent the occurrence of unfair competition, **monopolistic practices and/or practices against free competition** in the performance of business activities. In this regard, in accordance with the Mediaset España Code of Ethics, all staff are required to take the appropriate measures to comply with current legislation, establishing that, in view of any doubts that may arise from any action, the Company's Corporate Directorate-General must be consulted. It also establishes the duty that relations with all stakeholders are key to corporate reputation and profit and must be open, honest, loyal, respectful and ethical.

Mediaset España firmly believes in free and open competition. In this way, all prices are established according to the cost of the activity, market conditions, national and international references and free competition. Any type of act that contravenes current regulations on antitrust and unfair competition is prohibited.

In the last quarter of 2021, training was carried out on compliance with the conditions imposed by the CNMC.

In 2021 there were no proceedings for cases related to monopolistic practices and against free competition. The Group also made the appropriate modifications to its advertising space marketing policy, as well as the corresponding internal procedures, to adapt to the provisions of the CNMC Resolution of 12 November 2019.

Donations to political parties are prohibited in the Mediaset Group, in compliance with Spanish Organic Law 3/2015, of 30 March. Other contributions, financial or in kind, are regulated in the Code of Ethics, require the approval of the Chief Executive Officer and compliance with current legislation. The Group is not aware of any contributions having been made in 2021 to political parties and/or representatives — financial or in kind — directly or indirectly on behalf of Mediaset España.

## MARKETING AND LABELLING

Within the framework of the normal course of AV business, Mediaset España follows a strict framework for labelling its audiovisual products and services, applying the legislation, codes and self-regulation agreements as well as specific guidelines for the sector, as detailed in the Content Management section of this document (BUSINESS MODEL).

Likewise, it strictly complies with current legislation and self-regulation guidelines on audiovisual commercial communication (advertising messages, promotion, sponsorship and product placement) and self-promotion, as described in the Advertising Management section of this document (BUSINESS MODEL).

However, despite the adoption of all possible measures to ensure the responsible management of both content and advertising, there have been situations in which the established procedures have not been able to mitigate instances of non-compliance.

As of the date of this Report, the 2021 Annual Report of the Joint Monitoring Committee of the Self-Regulation Code on Children's Television Standards, which includes the complaints received through the form included on the website www.tvinfancia.es in relation to contents and programmes broadcast, has not yet been published. According to the provisional internal data relating to Mediaset España, 15 complaints were processed against Mediaset programmes, of which the Regulatory Committee has not considered any.

With regard to advertising, three advertising complaints were received via the TV and Children website in 2021, which were dismissed by the Autocontrol Advertising Panel.

Audience satisfaction is measured using the mechanisms described in the Content Management section of this document (BUSINESS MODEL) and the results are monitored on a daily basis by the ANTENA team, which adjusts the schedule accordingly. Mediaset España does not publicly disclose this information as it is considered sensitive business data.

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## HEALTH AND SAFETY OF PRODUCTS AND SERVICES

The evaluation of the possible impacts on the health and safety of the audience of the products or services offered (audiovisual content broadcast) is based on the company's compliance with all the legal requirements established in this regard and the application of the guidelines for action relating to the broadcast of audiovisual and advertising content, as described in the Content Management and Advertising Management sections of this document (BUSINESS MODEL).

In this regard, there were no incidents in 2021 that warranted fines or economic sanctions, warnings or incidents of non-compliance with voluntary codes on the impact that the Group's products or services may have on the health and safety of the audience.

The products marketed by the company are subject to compliance with the applicable legislation. If in 2020 a product or programme was involved litigation and there were well-founded reasons for such litigation, the company would have taken all the necessary precautionary measures to halt the marketing of the product or programme until the litigation was resolved.

### SUPPLIER ASSESSMENT

Mediaset España does not carry out a formal analysis of its suppliers in terms of labour practices, human rights, social impact or environmental performance. However, to ensure the ethical performance of its supply chain, the company introduces a mandatory and respectful clause for all its suppliers that envisages these matters. In this regard, the Group conveys to its suppliers the commitment to respect, among other aspects, the employment and trade union rights of its workers, to denounce child and forced labour, as described in the Supplier Chain Management section of this document (BUSINESS MODEL).

It should be noted that there are no significant investment agreements in Mediaset España.

## LOCAL COMMUNITY

Mediaset España does not have an information system in place to obtain data on operations with local community participation, their impact assessments and/or development programmes.

However, bearing in mind the nature of the Group's activities, which are predominantly carried out in Spain, the involvement of the local community and interaction with its audiovisual business is well-known and the development of audiovisual productions is in line with the concerns and tastes of the local audience, and the support for social causes corresponds to the local needs identified by the company.

Given the nature of the company's core business, i.e. the audiovisual business, the main positive impact on local communities are through the generation of direct and indirect employment, audience entertainment and information, and collaboration with social causes and organisations.

On the other hand, negative impacts could be generated as a result of the audiovisual content broadcast. In this case, the company has control mechanisms in place to manage possible negative impacts, which are explained at length in the Content Management section of this document (BUSINESS MODEL).

### **ENVIRONMENT**

The Group's main activity is the production and broadcasting of audiovisual content. Therefore, the packaging waste produced is considered to be immaterial. However, the Group has covered its responsibilities as a waste producer, while managing all the waste produced by the products it purchases and calculating the associated CO<sub>2</sub> emissions, both upstream and downstream.

Mediaset España uses office supplies made from recycled materials, such as recycled paper and toner, wherever possible. The amount of recycled paper for 2021 is 1,678 kg of paper and 233 toners cartridges.

For its part, Mediaset España has its headquarters on urban land, so both water collection and discharge are carried out through the urban network. The facilities managed directly by the Group are located in industrial estates or urban areas, far from protected natural spaces.

As it carries out its activities directly in urban areas, it has no impact on natural spaces, apart from the possible impacts produced by the recording of programmes in natural environments. These are managed with the aim of minimising impact at all times, in strict compliance with current legislation and applying the appropriate protocols to guarantee their conservation and non-impact, as described in the section on Environmental Footprint Management — Management of the Impact of Programmes on Natural Environments, in this document.

Similarly, given the nature of the Group's activities, there is no significant risk of spills of hazardous substances, and no such situation is known to have occurred in 2021.

As mentioned above, the company carries out its audiovisual production and development activities in Spain. Therefore, the energy consumption occurs in Spain, where it purchases electricity from 100% renewable sources and, therefore, the indirect GHG emissions from generating this energy based on the market are 0. Off-site energy consumption is facilitated in terms of  $CO_9$  emissions.





Considering the gross value of indirect GHG emissions when generating energy, depending on the location of the company's activities, these reach the values detailed below, taking into account the emission factors of Spain's Energy Mix published each year by the Spanish Ministry of Ecological Transition.

#### **LOCATION BASED SCOPE 2**

	tCO <sub>2</sub> e
2021	3,891
2020	4,813
2019	6,999

The refrigerant gases that Mediaset España uses in its air conditioning equipment have an ODP equal to zero and, therefore, do not damage the ozone layer.

In compliance with the regulations governing hazardous and non-hazardous waste, Mediaset España delivers the waste to an authorised waste manager for final disposal. To the company's knowledge, they have the following destinations:

Type of waste	Final disposal
Special biohazardous waste	Sterilisation/ Destruction
Lamps and lights	Recycling/Recovery
Discs and tapes	Recycling
Batteries	Recycling
Paper	Recycling
WEEE: monitors, printers, scan- ners, mixed e-scrap	Recycling/Recovery
Mixed Municipal Waste - EWC Code 200301	Disposal in controlled storage
Steel and Iron - EWC Code 191202	Recycling/Recovery Final provision according to Appendix II of Spanish Law 22/2011 - R12
Toner	Recycling
Edible oils and fats	Recycling
Compactor	Destruction
Antifreeze liquid	Recycling
Paint and solvent cans	Recycling

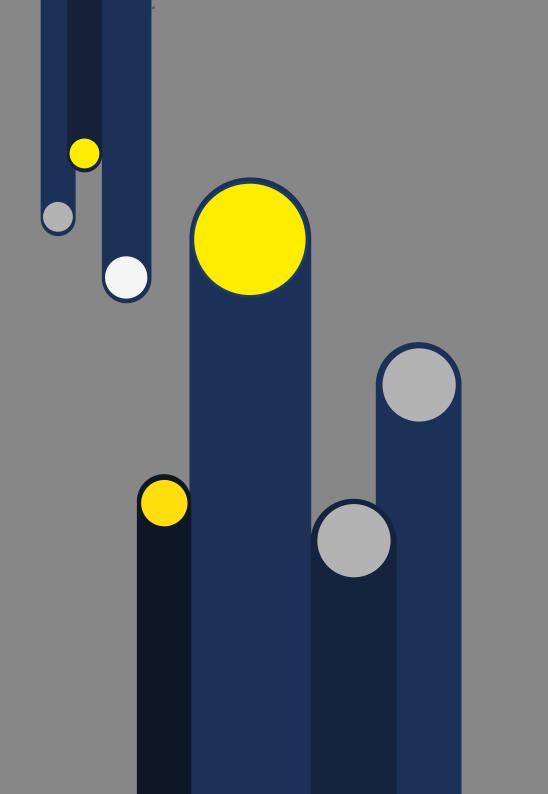
## COMPLIANCE WITH LEGISLATION

Mediaset España did not receive any environmental complaints in 2021 nor has it been subject to any significant fines or sanctions for non-compliance with environmental regulations.

There have also been no incidents involving violations of indigenous rights.

With regard to fines or penalties for non-compliance with the law or regulations in matters related to human resources, in 2021 there were no fines or penalties, and 12 labour claims were resolved, 10 of which were favourable to the Company and two of which were unfavourable, with two having been appealed.

There were no significant fines or penalties in 2021 other than those mentioned above and those detailed under MARKETING AND LABELLING in this section.



# ABOUT THIS REPORT



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## REPORT PREPARATION PROCESS

The contents of this Report respond to the information requirements defined in the Disclosure of Non-Financial Information Act 11/2018, concerning the relevant issues identified in the materiality analysis and the information requirements of the initiatives to which Mediaset España adheres.

The Report has been prepared by Corporate General Management with the involvement and participation of all areas of the organisation and aims to address, with rigour and detail, the significant impacts generated by the issues relevant to its business, its management and its results.

This report adheres to the sustainability reporting principles of the GRI Standards, in terms of determining the content of the report (inclusion of stakeholders, sustainability context, materiality, comprehensiveness) and the quality of the information (balance, comparability, accuracy, timeliness, clarity and reliability).

### **MATERIALITY ANALYSIS**

In 2020, the corresponding materiality analysis was carried out to identify the relevant issues for Mediaset España and its main stakeholders; i.e., those issues that reflect the impacts of the business on the economy, the environment and people, taking into account internal and external sources of consultation.

On the one hand, an internal survey was carried out among the company's executives where they assessed the degree of relevance of 73 issues or topics related to labour, social, environmental, economic, ethical and good governance matters. On the basis of these assessments, the list of issues rated as important and very important by the executives was compiled.

In turn, a documentary analysis was carried out of the issues considered by the representatives of the main stakeholders for the Mediaset España Group, considering: international standards and CSR opinion leaders; the investment community; competitors and regulators (Spain and the European Union). Based on this analysis, 71 issues considered by the different stakeholders were identified, which were assessed in terms of the degree of importance that each agent assigns to each of them. Based on these assessments, the list of issues considered material (important and very important) by all the Group's stakeholders was compiled.

A review was conducted in 2021 to ensure that no relevant matters that had arisen during the year were excluded from this report.

NVIRONMENT	
npact management and reduction	
EOPLE MANAGEMENT	
ender equality – non-discrimination	
clusion	
ealth and safety	
YBERSECURITY	
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OCIAL IMPACT	
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eflection of diversity in content	
ommunity support	
OVERNANCE	
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ASIC HUMAN RIGHTS	
reedom of expression	
ight to privacy	
THICS AND INTEGRITY	
ansparency and integrity in business practices	
esponsible management of the value chain	

EXECUTIVE PRIORITIES				
RESILIENCE	PEOPLE MANAGEMENT			
REGULATORY ENVIRONMENT	Gender equality – non-discrimination			
ETHICS AND INTEGRITY IN MANAGEMENT	Inclusion			
Transparency and integrity in business practices	Talent management and career development			
Risk management system	Performance evaluation and fair pay			
Independence of editorial content	Work-life balance measures			
Respect for the principles of free competition	Health and safety			
Tax transparency	Social dialogue in the workplace			
Responsible management of the value chain	SOCIAL IMPACT			
GOVERNANCE	Trust in the media as a source of information			
Composition of the Board of Directors and transparency in management	Secure access to content			
CYBERSECURITY	Accessible contents			
Information and infrastructure security	Management of the negative impacts of content			
PERSONAL DATA	BASIC HUMAN RIGHTS			
Transparency and accountability in the management of personal data	Freedom of expression			
ENVIRONMENT	Privacy			
Impact management and reduction	Intellectual property			















## **IMPACT OF THE RELEVANT ISSUES ON STAKEHOLDERS**

RELEVANT ISSUE	STAKEHOLDER	MEDIASET ESPAÑA'S RESPONSE	GRI STANDARD	PAGE OF THE REPORT
RESILIENCE	<b>₃</b> ∰ <b>②</b>	Business context Strength of a coherent strategy The audiovisual business The advertising business Creating value for shareholders and investors Value generated and distributed	102-6, 201-1, 401-1	IX; 20-21; 30-45; 46-49; 75-76; 106
REGULATORY ENVIRONMENT	<b>₃</b> 🖗 🥸 🖏	Relations with public institutions Integrated Risk Management The audiovisual business The advertising business Value of personal data	102-2, 417-3, 418-1, 419-1, 307-1	18; 22-29; 30-45; 46-49, 50-52
PEOPLE MANAGEMENT				
Gender equality – non-discrimination	<b>FFF 8 8 8 8 8 8 8 8 8 8</b>	Value of the human team	401-3, 405-1, 405-2, 406-1	56-64
Inclusion	🚟 🥙 afa	Value of the human team	405-1, 405-2, 406-1	56-65
Health and safety		Value of the human team	403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8	65-66
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## **DIALOGUE**

The company makes its Report available to its stakeholders in digital format, browsable on the Internet with responsive technology, through the corporate website, available in Spanish and English.

https://www.mediaset.es/sostenibilidad/

Mediaset España values and encourages stakeholder participation by providing them with a specific communication channel to submit their comments, concerns and requests for information, as well as to obtain feedback on the issues addressed in this Report, or others that they consider relevant from a sustainability perspective. Contact this channel at:

#### **Dirección General Corporativa**

Carretera de Fuencarral a Alcobendas, 4 28049- Madrid corporativo@mediaset.es

## **EXTERNAL REVIEW**

Mediaset España submits this Report to independent external review. The non-financial information has been reviewed by Deloitte in accordance with ISAE 3000 Revised, whose assurance report is available at the end of this document.











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			GRI 102-35 Remuneration policies	9; 130
			GRI 102-36 Process for determining remuneration (for the management approach)	Regulations of the Boar of Directors 26-28 Articles of Association Articles 37.3 and 56 Annual Report on Directors' Remuneratio
		The average remuneration of directors and executives, including variable remuneration, allowances, indemnities, payments to long-term savings schemes and any other payments broken down by gender	GRI 201-3 Defined benefit plan obligations and other retirement plans	
Information on social		Implementation of measures to disconnect from work	GRI 103-2 Management Approach (disconnection from work)	131
and personnel matters		Disabled employees	GRI 405-1. b) Percentage of employees by job category for each of the following diversity categories: gender and age group	129
	Organisation of work	Organisation of working time	GRI 102-8. c) Total number of employees by type of employment contract (full-time or part- time) and gender.	57-58; 127-128
			GRI 103-2 Management Approach (Organisation of work)	·
		Number of hours of absenteeism	GRI 403-2 Types of accidents and rates of work-related injuries, occupational diseases, lost days, and absenteeism, and number of work-related fatalities (section a)	67; 129
		Measures aimed at facilitating a work-life balance and encouraging the responsible exercise of these rights by both parents.	GRI 401-3 Parental leave	<del>-</del> 58
			GRI 103-2 Management Approach	
	Health and safety	Occupational health and safety conditions	GRI 103-2 Management Approach (Health and Safety)	65-67; 133-134
		Work accidents (frequency and severity) disaggregated by sex	GRI 403-9 Work-related injuries	65-67; 133-134
		Occupational diseases (frequency and severity) disaggregated by sex	GRI 403-10 Work-related illnesses	67
	Labour Relations	Organisation of social dialogue, including procedures for informing and consulting with staff and negotiating with them	GRI 102-43 Approach to Stakeholder Engagement (related to trade unions and collective bargaining)	59; 61; 131
			GRI 402-1 Minimum notice periods regarding operational changes	
			GRI 403-1 Workers representation in formal joint management worker health and safety committee	
		Percentage of employees covered by collective agreements by country	GRI 102-41 Collective Bargaining Agreements	59
		Review of collective agreements, particularly in the field of occupational health and safety	GRI 403-1 Workers representation in formal joint management worker health and safety committee	59; 65-67
			GRI 403-4 Health and safety topics covered in formal agreements with trade unions	

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Contents of the Statement of Non-financial Information				
		Contents of Spanish Law 11/2018 NFI	Standard used	P. Report
			GRI 103-2 Management Approach (Training and Education)	_
	Training	Policies implemented in the training sphere	GRI 404 -2 Programmes for upgrading employee skills and transition assistance programmes	62-64
_		Total number of training hours by professional category	GRI 404-1 Average hours of training per year per employee	63; 129
	Accessibility	Universal accessibility for people with disabilities	GRI 103-2 Management Approach (Diversity and Equal Opportunity and Non- Discrimination)	65; 129-130
_		Measures taken to promote equal treatment and equal opportunities for men and women	GRI 103-2 Management Approach (Diversity and Equal Opportunity)	60-64
		Equality plans	GRI 103-2 Management Approach (Diversity and Equal Opportunity and Non- Discrimination)	60-64
Information on social and personnel matters			GRI 103-2 Management Approach (Employment)	
and personnel matters	Equality	Measures taken to promote employment	GRI 404 -2 Programmes for upgrading employee skills and transition assistance programmes	62-64
		Protocols against sexual and gender-based harassment	GRI 103-2 Management Approach (Diversity and Equal Opportunity and Non- Discrimination)	60-64
		The integration and universal accessibility of persons with disabilities	GRI 103-2 Management Approach (Diversity and Equal Opportunity and Non- Discrimination)	60-64; 130
		Policy against all forms of discrimination and, where appropriate, diversity management	GRI 103-2 Management Approach (Diversity and Equal Opportunity and Non- Discrimination)	60-64
			GRI 406-1 Incidents of discrimination and corrective actions taken	
	Policies	Policies applied by the group, including the due diligence procedures applied for the identification, assessment, prevention and mitigation of significant risks and impacts, and for verification and control, as well as the measures that have been adopted.	GRI 103-2 The management approach and its components	
			GRI 103-3 Evaluation of the management approach	
			GRI 410-1 Security personnel trained in human rights policies or procedures	
_			GRI 412-2 Employee training on human rights policies or procedures	
_	Key risks	Key risks related to these issues associated with the group's activities, including, where relevant and proportionate, its business relationships, products or services that could have an adverse effect on these areas, and how the group manages these risks, explaining the procedures used to identify and assess them in accordance with the national, European or international frameworks of reference for each area. Information should be included on the impacts that have been identified, providing a breakdown of these impacts, in particular the key short, medium and long-term risks.	GRI 102-15 Key impacts, risks, and opportunities	26-29; 50-52; 59; 130
Information on respect	Human Rights	Implementation of human rights due diligence procedures	GRI 103-2 Management Approach (Human Rights Assessment)	22-25
for human rights		Prevention of risks of human rights abuses and, where appropriate, measures to mitigate, manage and redress possible abuses committed	GRI 103-2 Management Approach (Human Rights Assessment)	
3			GRI 412-1 Operations that have been subject to human rights reviews or impact assessments	
			GRI 410-1 Security personnel trained in human rights policies or procedures	
		Complaints concerning cases of human rights violations	GRI 102-17 Mechanisms for advice and concerns about ethics	22; 129; 131; 134-135 For further information see Note 14 of the Consolidated Financial Statements
			GRI 103-2 Management Approach (Human Rights Assessment)	
			GRI 411-1 Rights of Indigenous Peoples	
			GRI 419-1 Non-compliance with laws and regulations in the social and economic area	
		Promotion and enforcement of the provisions of ILO fundamental conventions relating to respect for freedom of association and the right to collective bargaining, the elimination of discrimination in employment and occupation, the elimination of forced or compulsory labour and the effective abolition of child labour	GRI 103-2 Management Approach (Non-discrimination; Freedom of Association and Collective Bargaining, Child Labour; Forced or Compulsory Labour and Human Rights)	59

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Contents of the Statement of Non-financial Information				
		Contents of Spanish Law 11/2018 NFI	Standard used	P. Report
	Policies	Policies applied by the group, including the due diligence procedures applied for the	GRI 103-2 The management approach and its components	22-29
Information related to the fight against		identification, assessment, prevention and mitigation of significant risks and impacts, and for	GRI 103-3 Evaluation of the management approach	
		verification and control, as well as the measures that have been adopted.	GRI 205-2 Communication and training about anti-corruption policies and procedures	
	Key risks	Key risks related to these issues associated with the group's activities, including, where relevant and proportionate, its business relationships, products or services that could have an adverse effect on these areas, and how the group manages these risks, explaining the procedures used to identify and assess them in accordance with the national, European or international frameworks of reference for each area. Information should be included on the impacts that have been identified, providing a breakdown of these impacts, in particular the key short, medium and long-term risks.	GRI 102-15 Key impacts, risks, and opportunities	22-29
			GRI 102-30 Effectiveness of risk management processes	
			GRI 205-1 Operations assessed for risks related to corruption	
orruption and bribery		Measures taken to prevent corruption and bribery	GRI 103-2 Management Approach (with a view to GRI 205 Anti-Corruption) - If the entity submits 205-2, this legal requirement is also covered with this indicator	22-29
		Measures to combat money laundering	GRI 103-2 Management Approach (Anti-Corruption)	27; 132
	Corruption and bribery		GRI 103-2 Management Approach (Anti-Corruption)	106; 132
			GRI 201-1 Direct Economic Value Generated and Distributed (Community Investment)	
		Contributions to foundations and non-profit entities	GRI 203-2 Significant indirect economic impacts	
			GRI 415-1 Political contributions	
	Policies	Policies applied by the group, including the due diligence procedures applied for the identification, assessment, prevention and mitigation of significant risks and impacts, and for verification and control, as well as the measures that have been adopted.	GRI 103-2 The management approach and its components	22-29; 137
			GRI 103-3 Evaluation of the management approach	
	Key risks	Key risks related to these issues associated with the group's activities, including, where relevant and proportionate, its business relationships, products or services that could have an adverse effect on these areas, and how the group manages these risks, explaining the procedures used to identify and assess them in accordance with the national, European or international frameworks of reference for each area. Information should be included on the impacts that have been identified, providing a breakdown of these impacts, in particular the key short, medium and long-term risks.	GRI 102-15 Key impacts, risks, and opportunities	22-29; 133
			GRI 102-30 Effectiveness of risk management processes	
	Company commitments to sustainable development		GRI 203-1 Investment in infrastructure and support services	12-13; 68; 106; 13;
			GRI 203-2 Significant indirect economic impacts	
formation about the			GRI 204-1 Proportion of spending on local suppliers	
company			GRI 413-1 Operations with local community engagement, impact assessments, and development programmes	
			GRI 413-2 Operations with significant negative impact-actual or potential-on local communities	
			GRI 201-1 Direct Economic Value Generated and Distributed (Community Investment)	
		Impact of the company's activity on local populations and the territory	GRI 203-1 Investment in infrastructure and supported services	12-13; 68; 106; 133
			GRI 203-2 Significant indirect economic impacts	
			GRI 413-1 Operations with local community engagement, impact assessments, and development programmes	
			GRI 413-2 Operations with significant negative impact-actual or potential-on local communities	
			GRI 201-1 Direct Economic Value Generated and Distributed (Community Investment)	

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	Contents of the Statement of Non-financial Information				
		Contents of Spanish Law 11/2018 NFI	Standard used	P. Report	
			GRI 102-43 Approach to stakeholder engagement	_	
	Company commitments to sustainable development	Relations with local community stakeholders and the modalities of dialogue with them	GRI 413-1 Operations with local community engagement, impact assessments, and development programmes	16-17	
		Partnership or sponsorship actions	GRI 102-13 Membership with associations	16; 103; 106	
			GRI 203-1 Investment in infrastructure and support services		
			GRI 201-1 Direct Economic Value Generated and Distributed (Community Investment)		
		Inclusion of social, gender equality and environmental issues in the procurement policy	GRI 103-3 Management Approach (Supplier environmental and social assessment)	24-25; 132-135	
			GRI 102-9 Supply chain	- - - 24-25; 68; 134 -	
			GRI 103-3 Management Approach (Supplier environmental and social assessment)		
			GRI 308-1 New suppliers that were screened using environmental criteria		
			GRI 308-2 Negative environmental impacts in the supply chain and actions taken		
	Subcontracting and	Consideration in relations with suppliers and subcontractors of their social and environmental responsibility	GRI 407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk		
	suppliers		GRI 409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labour		
			GRI 414-1 New suppliers that were screened using social criteria		
			GRI 414-2 Negative social impacts in the supply chain and actions taken		
			GRI 308-1 New suppliers that were screened using environmental criteria	134	
		Monitoring and audit systems and audit results	GRI 308-2 Negative environmental impacts in the supply chain and actions taken		
ormation about the mpany			GRI 414-2 Negative social impacts in the supply chain and actions taken		
прату		Measures for consumer health and safety	GRI 103-2 Management Approach (Customer Health and Safety)	30-32; 50-52; 134	
	Consumers		GRI 416-1 Assessment of the health and safety impacts of product and service categories		
			GRI 416-2 Incidents of non-compliance concerning the health and safety impacts of products and services		
			GRI 417-1 Requirements for product and service information and labelling		
		Complaint systems, complaints received and their resolution	GRI 102-17 Mechanisms for advice and concerns about ethics	6-7; 25; 36; 51; 130	
			GRI 103-2 Management Approach (Customer Health and Safety)		
			GRI 418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data.		
			G4-M5 Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these claims.		
	Tax information	Profits obtained by country	GRI 207-4 Country-by-country reporting	1 Consolidated Financi Statements	
		Income tax paid	GRI 207-4 Country-by-country reporting	71-74 Consolidated Financi Statements	
		Government grants received	GRI 201-4 Financial assistance received from government	74 Consolidated Financi Statements	

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## **DIRECTORY**

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## Mediaset España Comunicación, S.A. and Subsidiaries

Independent limited assurance report on the 2021 Sustainability Report, which contains the Consolidated Non-Financial Information Statement of Mediaset España Comunicación, S.A. and Subsidiaries

23 February 2022

## Deloitte.

Deloitte, S.L. Plaza Pablo Ruiz Picasso, 1 Torre Picasso 28020 Madrid

Tel: +34 915 14 50 00 www.deloitte.es

Translation of a report originally issued in Spanish. In the event of a discrepancy, the Spanish-language version prevails.

#### INDEPENDENT LIMITED ASSURANCE REPORT

To the Shareholders of Mediaset España Comunicación, S.A.,

In accordance with Article 49 of the Spanish Commercial Code, we have performed the verification, with a scope of limited assurance, of the 2021 Sustainability Report ("SR") containing the Consolidated Non-Financial Information Statement ("NFIS") for the year ended 31 December 2021 of Mediaset España Comunicación, S.A. and subsidiaries ("the Company" or "Mediaset"), which forms part of the Consolidated Directors' Report of Mediaset.

The SR includes information, additional to that required by current Spanish corporate legislation relating to non-financial reporting and by the Global Reporting Initiative Standards for sustainability reporting ("GRI standards"), that was not the subject matter of our verification. In this regard, our work was limited solely to verification of the information identified in the "GRI Content" and "Contents of the Statement of Non-Financial Information" tables in the "About this Report" chapter of the SR.

#### Responsibilities of the Directors and of Management

The preparation and content of the SR are the responsibility of the Board of Directors of Mediaset. This SR was prepared in accordance with GRI standards. Also, the NFIS included in the SR was prepared in accordance with the content specified in current Spanish corporate legislation and with the criteria of the selected GRI standards, as well as other criteria described as indicated for each matter in the "Contents of the Statement of Non-Financial Information" tables in the "About this Report" chapter of the SR.

These responsibilities also include the design, implementation and maintenance of such internal control as is determined to be necessary to enable the SR and the NFIS to be free from material misstatement, whether due to fraud or error.

The directors of Mediaset are also responsible for defining, implementing, adapting and maintaining the management systems from which the information necessary for the preparation of the SR and the NFIS is obtained.

Deloitte, S.L. Inscrita en el Registro Mercantil de Madrid, tomo 13.650, sección 8ª, folio 188, hoja M-54414, Inscripción 96ª. C.I.F.: 8-79104469 Domicilio social: Plaza Pablo Ruiz Picasso, 1, Torre Picasso, 28020, Madrid. 2021















#### **Our Independence and Quality Control**

We have complied with the independence and other ethical requirements of the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code), which is based on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

Our firm applies International Standard on Quality Control 1 (ISQC 1) and, accordingly, maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Our engagement team consisted of professionals who are experts in reviews of non-financial information and, specifically, in information about economic, social and environmental performance.

#### **Our Responsibility**

Our responsibility is to express our conclusions in an independent limited assurance report based on the work performed. We conducted our review in accordance with the requirements established in International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements other than Audits or Reviews of Historical Financial Information ("ISAE 3000 Revised"), currently in force, issued by the International Auditing and Assurance Standards Board (IAASB) of the International Federation of Accountants (IFAC), and with the guidelines published by the Spanish Institute of Certified Public Accountants on attestation engagements regarding non-financial information statements.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement and, consequently, the level of assurance obtained is substantially lower.

Our work consisted of making inquiries of management and the various units of Mediaset that participated in the preparation of the SR, reviewing the processes used to compile and validate the information presented in the SR, and carrying out the following analytical procedures and sample-based review tests:

 Meetings held with Mediaset personnel to ascertain the business model, policies and management approaches applied, and the main risks relating to these matters, and to obtain the information required for the external review.

- Analysis of the scope, relevance and completeness of the contents included in the SR based
  on the materiality analysis performed by Mediaset and described in the "About this Report"
  chapter, taking into account the contents required under current Spanish corporate
  legislation.
- Analysis of the processes used to compile and validate the non-financial information presented in the SR for 2021.
- Review of the information relating to risks and the policies and management approaches
  applied in relation to the material matters described in the "About this Report" chapter of the
  SR
- Verification, by means of sample-based tests, of the non-financial information relating to the
  contents included in the SR and the appropriate compilation thereof based on the data
  furnished by Mediaset's information sources.
- · Obtainment of a representation letter from the directors and management.

#### **Emphasis of Matter**

Regulation (EU) 2020/852 of the European Parliament and of the Council of 18 June 2020 on the establishment of a framework to facilitate sustainable investment establishes the obligation to disclose information on how and to what extent an undertaking's activities are associated with economic activities that qualify as environmentally sustainable in relation to the climate change mitigation and climate change adaptation objectives for the first time for 2021, provided that the non-financial information statement is published on or after 1 January 2022. As a result, the accompanying NFIS for 2021 does not include comparative information in relation to this matter. In addition, information was included in relation to which the directors of Mediaset have opted to apply the criteria which, in their opinion, best enables them to comply with the new obligation and which are defined in the "Business Model. Taxonomy" section of the SR for 2021. Our conclusion is not modified in respect of this matter.

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#### Conclusion

Based on the procedures performed in our verification and the evidence obtained, nothing has come to our attention that causes us to believe that:

- a) The non-financial information identified in the "GRI contents" table in the "About this Report" chapter of Mediaset's SR for the year ended 31 December 2021 was not prepared, in all material respects, in accordance with the GRI standards.
- b) Mediaset's NFIS for the year ended 31 December 2021 was not prepared, in all material respects, in accordance with the content specified in current Spanish corporate legislation and with the criteria of the selected GRI standards, as well as other criteria described as indicated for each matter in the "Contents of the Statement of Non-Financial Information" tables in the "About this Report" chapter of the SR.

#### **Use and Distribution**

This report has been prepared in response to the requirement established in corporate legislation in force in Spain and, therefore, it might not be appropriate for other purposes or jurisdictions.

DELOITTE, S.L.

Fernando García Beato

23 February 2022

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