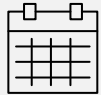




# Sustainability Master Plan

2022 - 2025

# Introduction



This Master Plan seeks to define PRISA's commitments in terms of ESG for the **period 2022-2025**.

It prepares the company for **new European regulations** on reporting and due diligence with regard to corporate sustainability.



Inspired by the company's Strategic Plan, it sets out the Group's **sustainability roadmap** and connects its pillars, objectives and actions with the different businesses in order to **enhance growth opportunities**.



It is based on a new materiality analysis, which reflects the **expectations of the range of different stakeholders**.

Senior Management and professionals from the **Business Units** have all been involved in its development .

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A global group that impacts people's lives

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01

# Sustainability at PRISA

A global group impacting people's lives

# A global group that impacts people's lives and promotes sustainable development

“Today, concepts such as the future and sustainability go hand in hand, and one simply cannot be understood without the other. Society expects us to understand them together, so too do our stakeholders and, likewise, current regulations. We are firmly committed to addressing them together, convinced, as we are, that sustainable development is the only possible development. Over the past year, PRISA has taken important steps aimed at integrating sustainability and ESG (social, environmental and governance) criteria into the company's strategy. We created the Sustainability Committee, a board body that supervises implementation in this regard, as well as the Group's Sustainability Department, both led by women.

And we are now launching the first ever PRISA Sustainability Master Plan 2022-2025, which sets out the Group's ESG roadmap, and aligns its objectives and actions with business strategy to help create greater value. The commitments made in this plan are clear: to continue generating **a positive impact on people's lives** through our content and services and, thereby, foster a greater awareness of the huge challenges we face as a society; **responsible management** of our talent, our supply chain and the environment; and, finally, **committed governance** that ensures transparency, ethics and compliance.

Instilling in students the values of sustainable development and informing citizens with rigorous and quality content about social and climate challenges are two extraordinary levers for change and action. We are now in what the United Nations 2030 Agenda calls the “decade of action to transform the world”. We believe in the transformative power of our activity and we seek, with each and every project, to leave a positive mark. We are determined to rise to the challenges we face in a way that positions us as the gold-standard company in the sector, as we continue to promote, every single day, equal opportunities and the progress of democratic societies. Our commitment is, in a word, unequivocal.”



**Joseph Oughourlian**  
Executive Chairperson  
of PRISA

# Education, news and information, and entertainment in Spanish and Portuguese

## Education

Santillana is the world's leading company in the area of educational solutions (content and services) in Spanish and Portuguese. Santillana delivers inspiring and engaging student-centered learning experiences and empowers teachers in educational improvement.

It boasts the most widely used Edtech platform in Latin America, with more than 2.6 million subscriptions.



## News and Entertainment

PRISA Media is the business unit that brings together all the company's news and entertainment media. With a marked international vocation, it is the number-one media company in the Spanish-speaking world, and offers general-interest, business and sports content in multiple narratives and formats.



**+6,700**  
Employees

**23**  
Countries

**+27M**  
Students

**2.6M**  
Learning Systems subscriptions

**+250M**  
Unique digital users per month

Member of major  
**Sustainability organizations**



# Our commitment to transparency and compliance is stronger than ever

2007

**First Annual  
CSR Report**  
(2007-2021)

2013

**Partner of  
UN Global  
Compact Spain**



2015

**Commitment to the  
Sustainable  
Development Goals of  
the United Nations 2030  
Agenda**



2018

- **Sustainability Policy**
- **Non-Financial  
Information Reporting**  
(2018-2021)

2022

- **Sustainability  
Committee**
- **Sustainability  
Department**

**...as we launch our first  
Sustainability Master Plan 2022- 2025**

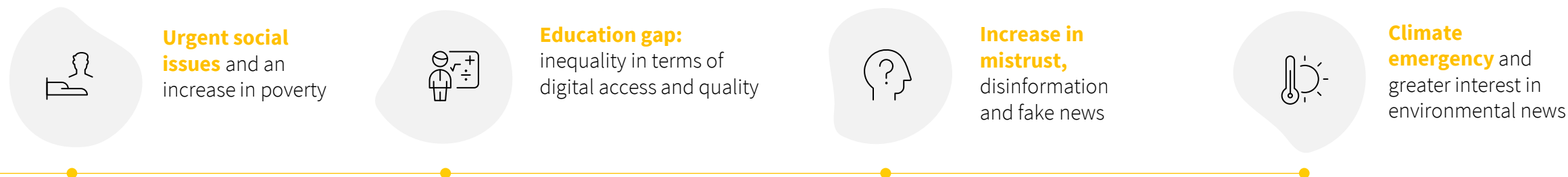
02

# Context

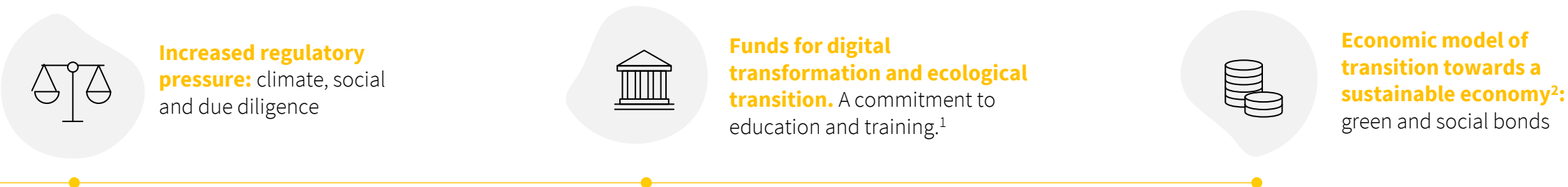
The great challenges facing the sectors in which we operate



# Society expects us to tackle the great challenges facing our sectors



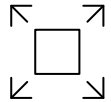
# Regulators, funders and Public Administration are moving ever faster towards a sustainable economy



1. Recovery, Transformation and Resilience Plan: sustainable financing in Spain 2021. (40.29% in green transformation, 29% in digital, education and training 10.5%)

2. Ofiso Annual Report: €181 billion in social bonds globally in 2021 (+33 % vs. 2020). €54.951 billion in total sustainable financing in Spain in 2021 (€2.5 billion in social bonds).

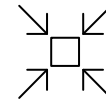
# We listen to all our stakeholders



## External analysis

- Benchmark in Education and Media
- Trends in sustainability
- Regulatory requirements
- Stakeholder surveys:
  1. Readers
  2. Shareholders
  3. Analysts
  4. Suppliers
  5. Social organizations
  6. Schools / Principals

More than **2,000 responses** from the different **stakeholders**



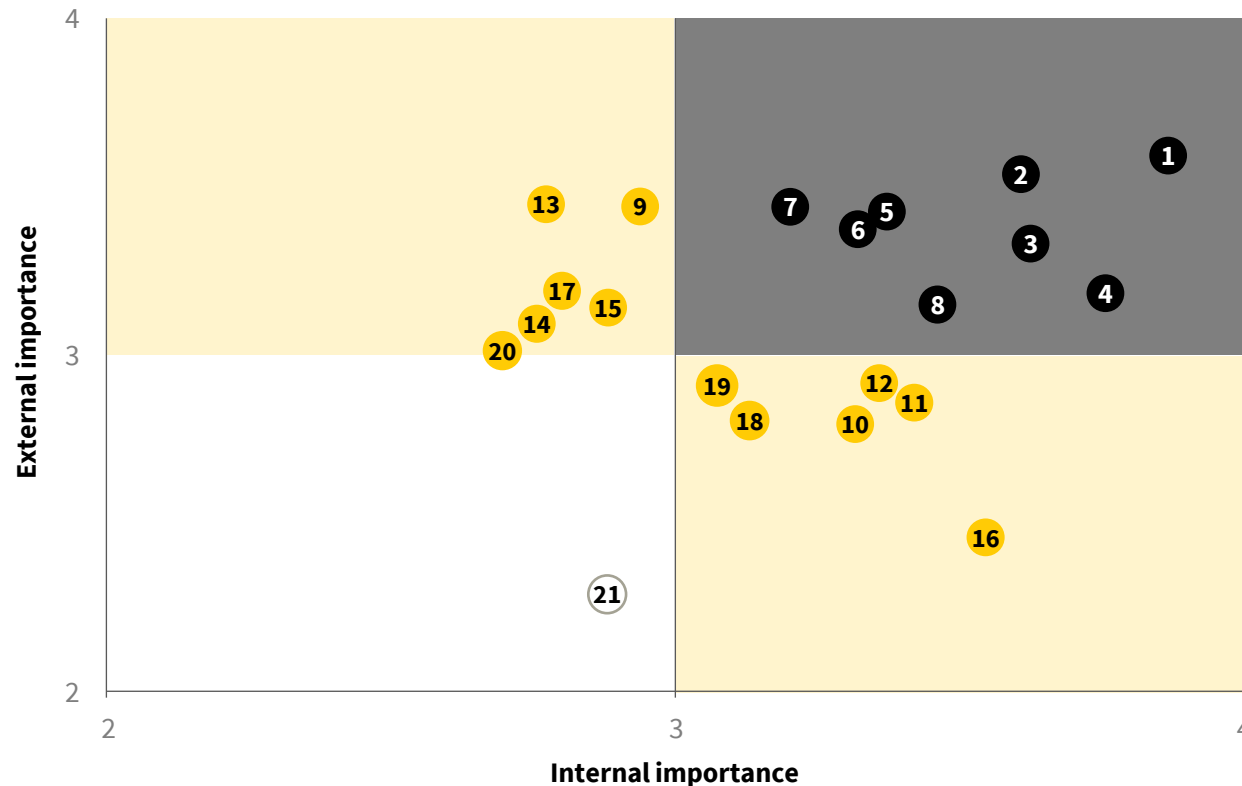
## Internal analysis

- Interviews with management teams and Senior Management
- Employee surveys
- Validation and approval by the Sustainability Commission and the Board of Directors

Group **consensus and commitment**

# We identified 21 relevant topics where PRISA should focus for maximum impact

Materiality matrix 2022



## High priority relevant topics

1. Integrity, independence and freedom of expression
2. Quality, inclusive and equitable education
3. Responsible governance
4. Compliance, integrity and ethics
5. Talent management and development
6. Diversity and Equality in the workplace
7. Transparency and communication with stakeholders
8. Responsible content

## Relevant topics of medium priority

9. Awareness of social issues and respect for the environment
10. Responsible advertising
11. Protection of privacy and data security
12. Digital transformation in products and innovation
13. Fight against Climate Change
14. Accessibility of news and information, entertainment and education content
15. Promotion of work-life balance and flexibility
16. Financial Performance
17. Promotion of Social Impact
18. Responsible Value Chain
19. Commitment to customers
20. Impact management in other environmental aspects

## Other relevant topics

21. Employee health and well-being

03

# Sustainability Master Plan 2022-2025

Our roadmap as a driving force for social and climate transformation

# Structure of the Master Plan

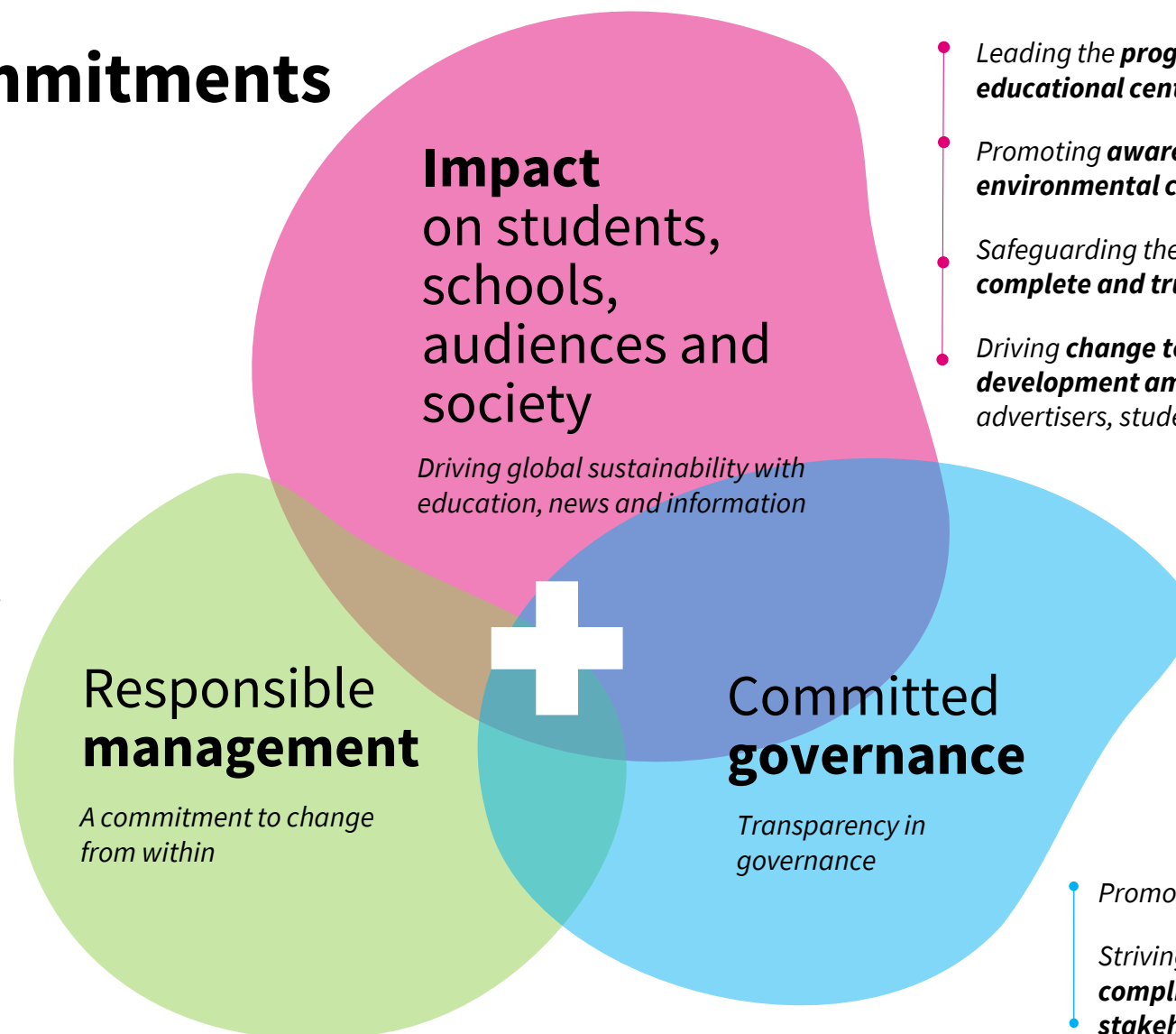


Grupo PRISA now has the opportunity to **lead the transition** towards a sustainable economy as **a driver of social and climate transformation** and have a **real impact on people's lives**.

We seek to contribute to **equal opportunities** and the **progress of democratic society** by offering quality education, news and information, and entertainment

# We focus on three priority commitments

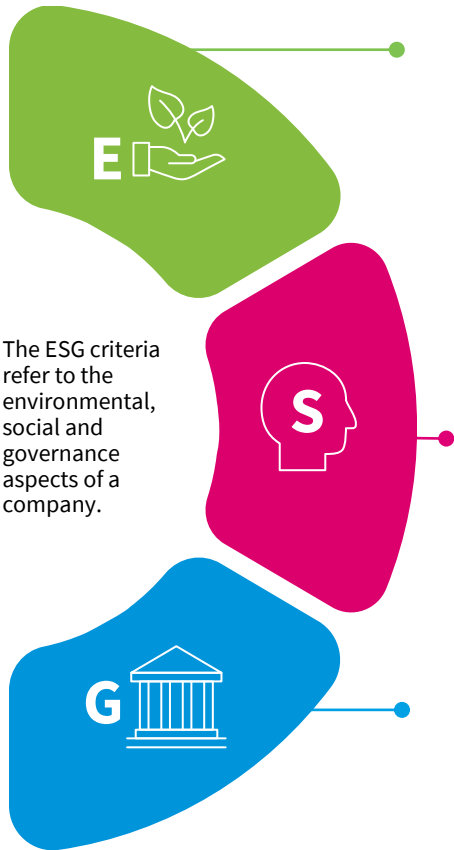
- Contributing to the **development of our talent, promoting diversity and equality**
- Acting to **reduce our environmental impact**
- Improving **ESG management** of the **supply chain**



- Leading the **progress and transformation of educational centers in Latin America**
- Promoting **awareness of social and environmental challenges through content**
- Safeguarding the **quality of democracy, with complete and truthful information**
- Driving **change towards sustainable development among** readers, listeners, advertisers, students and schools

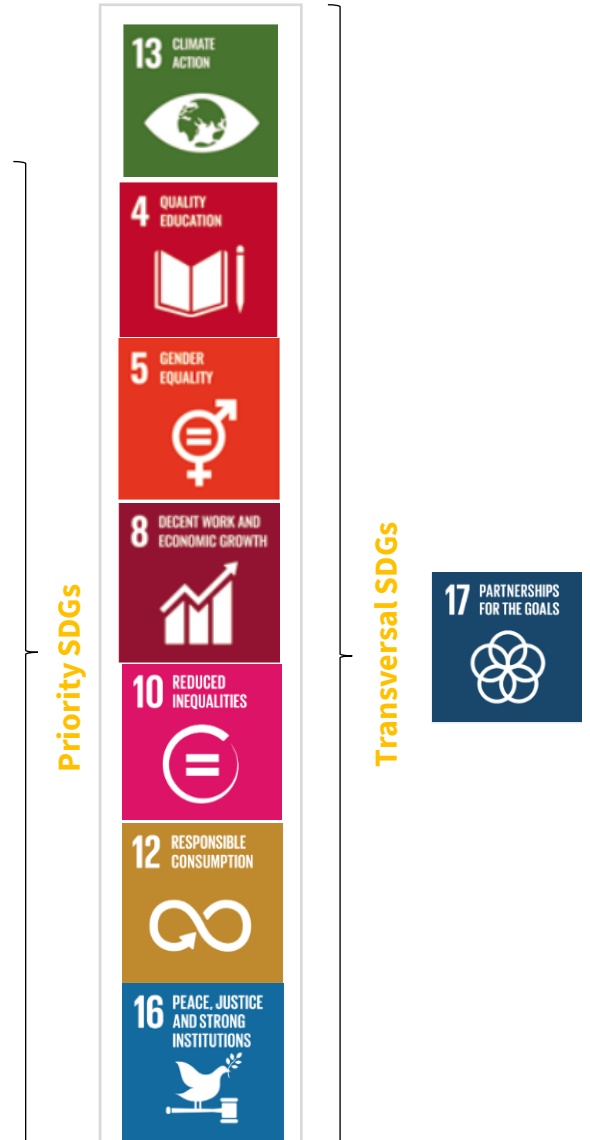
- Promoting **ESG from governing bodies**
- Striving for **excellence in ethics, compliance** and in our relationship with **stakeholders**

# 17 priorities aligned with the SDGs and ESG criteria



The ESG criteria refer to the environmental, social and governance aspects of a company.

- **Carbon neutrality** by 2035
  - To improve **management systems** to prevent, mitigate and offset environmental impact
- To be a **key player** in the **progress** and **transformation** of **education centers** in Latin America
  - To set the gold standard in **raising awareness** around the major **social and environmental challenges of the 21st century** through our brands' specialized content and campaigns
  - To **guarantee** the **truth** and **reliability** of all **information and news**
  - To set an example of **diversity** in our **educational content** and **media campaigns**
  - Continuous improvement regarding the **accessibility of our content**
  - To be seen as a **major driver** of **sustainability** among **advertisers** and at **events**
  - A **commitment** to **social action**
  - A **commitment** to the **retention** and **development** of **talent**
  - **Increased diversity** and **equality** in our teams
- **Reinforcement** of **Sustainability** in **Governance**
  - **Excellence** in **ethics** and **compliance** management
  - **Privacy protection** and **data security**
  - Integration of **ESG risks and opportunities** in **decision making**
  - **Increased transparency** with stakeholders through **reporting and communication**
  - **Continuous improvement** of ESG due diligence across **the supply chain**



# With objectives and key indicators for PRISA

That position the Group as **a decisive player** in raising awareness around the huge social and environmental challenges of the 21st century, especially those with a **social impact**.

## Responsible management

### People

- **15%** increase in training hours by 2025
- **45%** of those in management and senior positions to be women by 2025 across the Group and its business units

### Environment

- Climate neutrality by 2035

### Supply chain

- **100%** of suppliers with critical ESG risks to be subject to approval process by 2025

## Impact on students, schools, audiences and society

### Education

- **80%** of subscriber schools to demonstrate learning outcomes and progress by 2025<sup>1</sup>
- **100%** of new educational projects and **52%** of the catalog to promote sustainable development by 2025
- Illustrations and photographs in educational content will be representative of gender and race or ethnicity present in the country by 2023

### Media, Advertising and Events

- Definition of **metrics for measuring production and audiences of ESG content**, by theme, by 2023
- Increase **10%** of the annual economic value of advertising space to be offered to social and cultural organizations
- Progress in measuring the **carbon footprint** of advertising by 2023
- Events will have sustainability criteria by 2023

## Committed governance

### Diversity / Remuneration

- **40%** of the Board of Directors to be women by 2023
- **5%** of variable remuneration to be subject to ESG criteria in 2022

### Compliance

- Training in compliance issues for **100%** of employees

(1): Applicable exclusively at Santillana (Compartir and Richmond Solution).



# The PRISA Master Plan addresses...

... a threefold need to **structure PRISA's ambitions with regard to ESG, to demonstrate its commitment** and to highlight the **positive impact of Group businesses.**

## Compliance with legal requirements

- Anticipation of and compliance with applicable legal requirements regarding the reporting of non-financial information

## Risk management

- Financial implications of ESG risks and an adequate response to these
- Adaptation of assets to climate change

## New business opportunities

- Promote the development of new products, services and content
- Competitive advantage in tenders with sustainable criteria

## Financing

- Access to new sources of sustainable financing
- Recognition by analysts in ESG indexes that influence access to capital

## Improvement of perception among stakeholders

- Consistent and measurable sustainability that meets the expectations of stakeholders and has a positive impact on PRISA's reputation

## Investors

- Increased trust and attraction of new investors who base their decisions on ESG criteria

# Oversight of the Master Plan

This roadmap stems from the **mandate of the Board of Directors and its Sustainability Commission**, who are committed to ensuring its correct implementation, together with the Executive Chairpersons of both Business Units and the Group's Sustainability Department and Officer.



## Board of Directors

- Approval of the Sustainability Policy and Master Plan
- Supervision of the Sustainability Policy

## Sustainability Commission

- Monitoring of compliance with the Sustainability Policy
- Monitoring of the Sustainability Master Plan and periodic evaluation of the degree of compliance with the objectives

## Sustainability Department

- Incorporation of Sustainability in the Group's different areas and processes
- Monitoring of the Sustainability Master Plan

## Sustainability Committee

- Integration of Sustainability in decision-making processes and the operations of the business units

04

# Communication

The “umbrella” approach

# Communicating sustainability

By deploying an “umbrella” approach known as **PRISA IMPACTA**, the Group will communicate all its ESG initiatives, highlighting the positive impact on people, the environment and governance



