

2015 SUSTAINABLE DEVELOPMENT AND CORPORATE RESPONSIBILITY REPORT

EXTRACT FROM 2015
REGISTRATION DOCUMENT



SUSTAINABLE DEVELOPMENT AND CORPORATE RESPONSIBILITY

Corporate Social and Environmental Responsibility took on a new dimension in 2012 following the publication of the decree to implement Article 225 of the Grenelle II Law. The verification of corporate, social and environmental data by an independent third party has become mandatory for French companies. M6 Group was already committed to this new obligation and is therefore continuing its drive for action and transparency within these three areas.

M6 Group firmly believes that this information enables the various stakeholders involved to better assess their overall performance in the medium- and long-term, and more generally, that corporate responsibility goes hand in hand with economic performance.

M6 Group thus pursues an active CSR policy and clearly signals its commitments to all its partners, including viewers, employees, customers, shareholders, suppliers, public authorities and the civil society.

Faced with various social, corporate and environmental challenges, and as a commitment to all its stakeholders, the Group has developed a CSR approach structured around three priorities which are directly linked to its activities:

- **Talent management:** the Group firmly believes that its employees are the cornerstone of its success. It is for this reason that the Human Resources Department places employee selection and subsequent loyalty building at the heart of its concerns, and endeavours to promote employee development in all aspects of their professional life.
- **Respect for the public and responsibility towards society:** since the Group's activity is primarily intangible and cultural, the societal impact is the unifying thread of its commitment. Through its programmes, the Group actually enters into peoples' homes and must therefore put respect for viewers at the heart of what it does.
- **Non-discrimination:** taking diversity into account is a key concern for the Group, both in relation to audiovisual content and the audience it addresses. This is reflected notably by a cross-organisational and acknowledged commitment to promote equality and better representation of women and minorities in the media.

The actions taken in 2015 are detailed within this chapter. A cross-reference table available at the end of this chapter provides a link between the text and figures published in this document and the information listed in Article R. 225-105-1 of the French Commercial Code.

Together with the independent third party body responsible for verifying the CSR data, M6 Group has identified 12 key indicators that relate directly to its main challenges:

- Workforce;
- Recruitment and redundancies;
- Organisation of working time;
- Training policies implemented;
- Total number of training hours;
- Basis for dialogue with stakeholders;
- Measures taken to promote consumer health and safety;
- Supportive, partnership or sponsorship actions;
- Action taken to prevent all forms of corruption;
- Measures taken to promote gender equality;
- Measures taken to promote the employment and integration of disabled people;
- Anti-discrimination policy.

1. Methodology note regarding non-financial reporting

Framework

The reporting of non-financial indicators is based on national and international guidelines. Corporate, social and environmental indicators refer in particular to the provisions of the Decree of 24 April 2012 passed in application of the Law of 12 July 2010 on national environmental commitment.

M6 Group has also referred to GRI (Global Reporting Initiative) guidelines as well as the principles set out in the *United Nations' Global Compact* for the implementation of its non-financial reporting and communication.

Indicators

The indicators presented in this section have been subject to verification by the firm KPMG as required by legislation, including detailed tests on the most relevant indicators. Particular emphasis has been placed on the social and corporate indicators related to the Group's strategic challenges.

Reporting scope

The reporting scope has been set in accordance with the provisions of Articles L.233-1 and L 233-3 of the French Commercial Code and covers subsidiaries and controlled companies.

Certain indicators relate to specific scopes excluding certain entities; in that case the scope to be considered is specified beside the information.

The scope of environmental information includes:

- Neuilly-sur-Seine (which corresponds to the total consumption of the buildings at 89 and 107 avenue Charles de Gaulle, 46 rue Jacques Dulud, and the exclusive electricity consumption of the premises occupied at 114 avenue Charles de Gaulle).
In terms of activities, the Neuilly-sur-Seine site includes all the Group's television activities except the regional offices of the national editorial office, due to the small size of their individual teams (3 or 4 employees) as well as the following diversification activities: M6 Interactions, Production & Audiovisual Rights and M6 Web excluding activities located in Lyon (primarily the subsidiary's Technical Department);
- Rungis, which includes the main production activities of Ventadis;
- Nanteuil-le-Haudouin, the production site of MonAlbumPhoto;
- Roubaix, which corresponds to the premises used by Oxygem, a subsidiary of M6 Web
- Boissy, where the Best of TV teams are located
- Bordeaux, where all activities related to the F.C.G.B. activities are located.

In addition, the corporate reporting scope is based on the financial consolidation scope, with the exception of certain indicators for which the data for Girondins de Bordeaux, or just its players, (F.C.G.B) has been excluded. The indicators affected by this exclusion are those related to the organisation of working time, and some of the indicators related to remuneration and the development of talent, due to the specific features of a football club.

Data for the Oxygem subsidiary have also been excluded from certain corporate reporting indicators due to the recent date of its acquisition. Information relating to the absenteeism rate, average annual remuneration and to the internal promotion and mobility of Oxygem employees will be integrated in the future. Similarly, inclusion of Oxygem employees in the Group's current training and social dialogue processes is taking place gradually and cannot therefore be incorporated into this reporting.

It should be noted that reporting includes changes in scope, as a result of the acquisitions made between 1 January and 31 December 2015: 2015 data will be integrated in full during 2016 reporting unless the incoming entity can collect all the data prorata temporis. However, calculation of the workforce of subsidiaries entering the scope is integrated into the 2015 scope for the purposes of reporting corporate data.

The main entry into the scope relates to the acquisition on 9 January 2015 of Oxygem, whose data has been included in most of the HR indicators.

Reporting period

Corporate, social and environmental data is reported annually and relates to the period from 1 January to 31 December 2015.

Methodological clarification and limits

The methodologies used for certain corporate, environmental and social indicators may present limitations due to changes in definition that may affect their comparability, changes in the scope of activities from one year to the next, as well as changes in the way in which this information is collected and input.

Further clarification regarding environmental indicators:

To facilitate internal accounting related to invoicing electricity use, the consumption recorded for a given month corresponds to the actual consumption for the previous month.

↳ The CO₂ emissions contained in Part 7.4.1 are direct greenhouse gas emissions related to the use of natural gas and heating oil in the Group's premises in Neuilly, Rungis, Nanteuil, Roubaix and Bordeaux. In 2015, the Group included the electricity use of the aforementioned sites in the calculation of emissions, and did so retrospectively to 2013. The emission factors used for the calculation are derived from ADEME's carbon base.

↳ The emission factor used for the CO₂ emissions reported and related to business travel by train, included in section 7.4.4 of this report, is supplied by SNCF. The emission factor used for the CO₂ emissions reported related to business travel by plane is provided by the supplier responsible for the handling of business travel (Neuilly) or by the airline (FCGB).

Further clarification regarding social indicators:

↳ The hours of training included relate to training provided by M6 Campus as well as external training organisations. The hours of e-learning training are included in the data recorded. The training time spent in school for employees on apprenticeship or work/study contracts is excluded. The hours of BTS (advanced vocational diploma) training followed by certain F.C.G.B employees are also excluded from the total number of hours' training included.

↳ Days of absence recognised correspond to all absences of permanent Group employees which began during the financial year, thereby including absences in 2016. Days of absence in 2015 corresponding to absences which began during the course of the previous financial year are not taken into account.

Reporting tools, consolidation and control

Collection tools, developed by the Group's IT Department, allow all consolidated and verified data to be reported at different levels:

↳ For corporate data, collection is made by a dedicated tool, developed by the Group's IT Department, and automatic consistency checks are made by the IT tool during data input. Other controls and validation are performed by M6 Group's Human Resources Department. Lastly, a general control ensures the overall consistency of the flows of staff between the year N-1 and the year N;

↳ For social data, information is collected by the Group's Corporate Affairs and the Financial Communication Department, due in particular to the social information required by the CSA in relation to television;

↳ For environmental data, collection is made by the Group's Corporate Services, and an internal consistency check is made by the person responsible for the input of information. A further check is made during consolidation.

Lastly, the Financial Communication Department collates the data and performs consistency checks.

2. Corporate responsibility

2.1 Group workforce

2.1.1 Workforce

Breakdown of M6 Group workforce by type of contract

	2013	2014	2015
Permanent contracts	1,613	1,564	1,695
Fixed-term contracts	248	237	255
Total workforce	1,861	1,801	1,950

* The 255 fixed-term contracts include the 102 F.C.G.B. sports contracts.

At 31 December 2015, M6 Group's total workforce was 1,950 people, compared with 1,801 at 31 December 2014, including 1,695 on permanent contracts in 2015, compared with 1,564 in 2014. In total, there was a net addition of 131 employees on permanent contracts to the workforce in 2015, broken down as follows:

Workforce at end December 2014	1,564
External recruitments	102
Integration of OXYGEM	99
Event contract workers made permanent	23
Fixed-term contracts made permanent	20
Departures	
- Resignation	-66
- Redundancy	-15
- Termination by mutual agreement	-23
- Retirement	-7
- Other (end of trial period, etc.)	-2

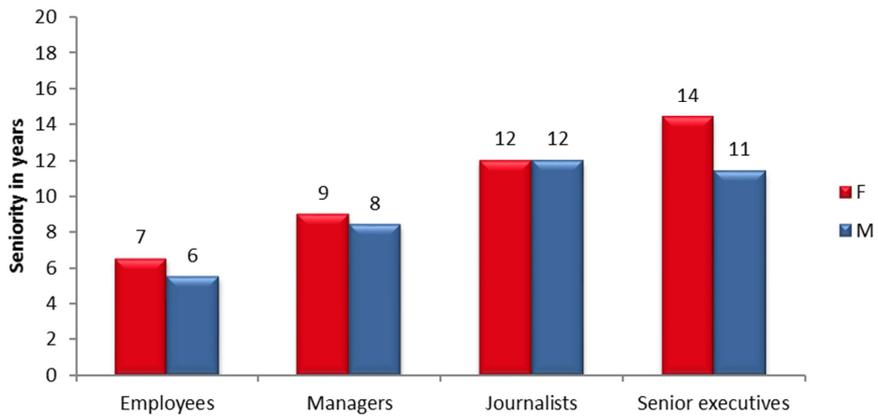
Workforce at end December 2015	1,695
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In order to ensure gender equality, M6 Group pays particular attention to balancing its workforce. At 31 December 2015, including the FCGB's 102 sports contracts, the Group's workforce was made up of 48% women and 52% men, distributed as follows:

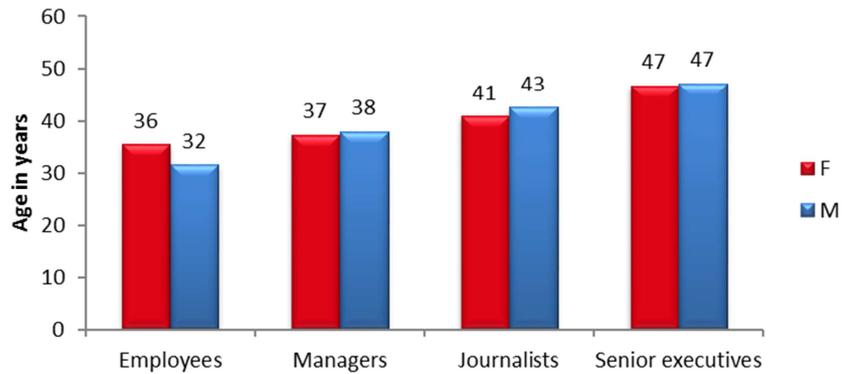
Breakdown of M6 Group workforce by category and by gender

	2015	Male	Female
Employees	736	384	352
Managers	995	478	517
Journalists	146	95	51
Senior executives	73	52	21
TOTAL	1,950	1,009	941

Average length of service of M6 Group permanent workforce by category and gender

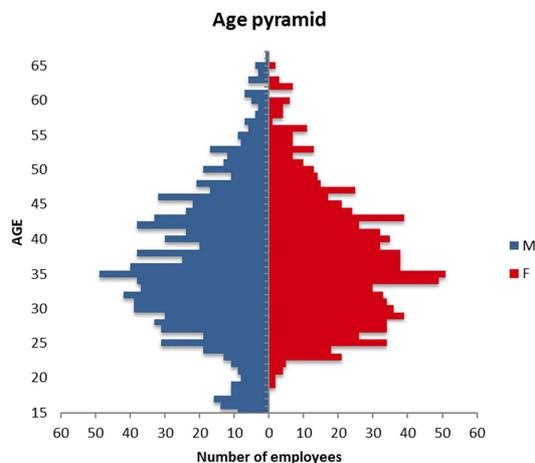


Average age of M6 Group permanent workforce by category and gender

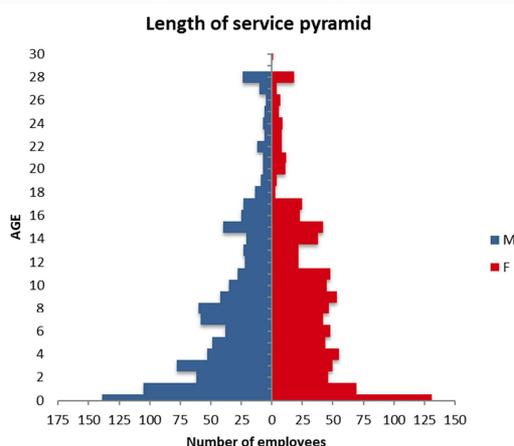


Age pyramid

A concentration can be seen in young employees in the men under 25 category, corresponding to F.C.G.B. Players (5.2% of the total workforce of M6 Group). The average age of Group employees is 37 years, with an equal balance between men (37 years) and women (37 years).



Length of service pyramid



The average length of service within the Group is 8 years for both men and women.

The total permanent workforce of 1,950 at 31 December 2015 can be broken down as follows:

Breakdown of permanent workforce by division

	2013	2014	2015
TV	909	941	967
Production & Audiovisual Rights	86	89	91
Diversification	866	771	892
TOTAL	1,861	1,801	1,950

The increase in the number of permanent staff in the Television Division, including the advertising agency (an additional 26 permanent/fixed-term contracts) was primarily due to event contract workers and former OXYGEM employees moving into permanent positions.

The increase within the Diversification Division (an additional 121 permanent/fixed term contracts) was particularly due to the integration of OXYGEM (an additional 99 permanent employees) and the growth in the number of permanent employees within BEST OF TV and MONALBUMPHOTO, related to an increase in business.

Breakdown of fixed-term contracts

	2013	2014	2015
Fixed-term contracts	199	188	195
Work experience contracts	33	33	43
Apprenticeships	16	16	17
Total fixed-term contracts	248	237	255

The net increase of 7 fixed-term contracts at the end of December 2015 was mainly due to the integration of OXYGEM.

In November 2010, as part of the Contrat de Génération (cross-generation contract), the ESU (M6, M6 BORDEAUX, METROPOLE PRODUCTION and M6 FILMS) set itself the target of employing 5% work/study students within its workforce in November 2016, the date on which the cross-generation contract ends. This percentage is currently 6.1%, vs. 4.8% at the end of 2014).

Event contract workers

	2013	2014	2015
FTE event contract workers and freelancers	440	400	415

M6 Group posted 3.8% growth in FTE event contract workers and freelancers, reflecting the increase in F.C.G.B.'s steward staff (safety officers outside and within the stadium, refreshment areas, etc.). Conversely, excluding F.C.G.B, a fall of 3.5% can be seen within M6 Group and specifically within METROPOLE TELEVISION in line with temporary workers being taken on permanently.

212 Organisation of working time

Since the signing of a company-wide agreement in 2000, Group employees benefit from an organisation of their working time calculated in hours or days according to their categories.

Main working time arrangements by category

	Average annual working time (excluding Girondins)	35 hour week overtime
Employees	1,575 hours	22 days
Managers	215 days	13 days
Journalists	205 days	11 days
Senior executives	Not applicable	Not applicable

	Average annual working time (Girondins)	35 hour week overtime
Employees	1,568 hours	11 days
Managers	215 days	13 days
Journalists	205 days	11 days
Senior executives	Not applicable	Not applicable

M6 Group firmly believes that providing its employees with a good work/life balance contributes to the Company's performance and has no hesitation in offering flexible working hours:

Part-time work

At 31 December 2015, 124 employees were on a part-time permanent contract, of which 77.4% were women and 22.6% were men. In total, they represented 94.3 FTEs.

Absenteeism (excl. OXYGEM)

Total absenteeism, excluding paid holiday, represented 5.7% of theoretical hours worked in 2015, a decrease of 0.4% compared to 2014.

Reasons for absence (excl. F.C.G.B. football players and OXYGEM)

Types of absence (<i>in working days</i>)	2014	2015
No of sick days	9,357	9,964
No of days absent for maternity/paternity/parental leave	10,467	10,408
No of days absent due to work and travel related accidents	1,381	732
No of unpaid days absent	2,853	1,772
No of days absent due to exceptional holidays	2,635	2,516
TOTAL	26,693	25,391
Absenteeism rate	6.3%	5.7%

Days of absence recognised correspond to all absences of permanent Group employees which began during the financial year, thereby including absences in 2016. Days of absence in 2015 corresponding to absences which began during the course of the previous financial year are not taken into account.

In addition, during the 2015 financial year, 8,787 hours of overtime were worked by M6 Group employees compared with 12,425 hours in 2014. Overtime hours were primarily due to VENTADIS, which recorded 5,949 hours of overtime in 2015 compared with 8,113 in 2014, representing a fall of 27%. This change was related to the ongoing standardisation of the MONALBUMPHOTO website and the decline in business of the VENTADIS Division's other subsidiaries.

On 20 July 2015, a system of recording working hours was introduced (excluding VENTADIS, F.C.G.B. and OXYGEM) in order to regularly summarise the number of days or half-days worked and to ensure compliance with daily and weekly rest periods.

2.2 Group remuneration

The pay packages of M6 Group employees are reviewed on an annual basis as part of the annual salary review. Employees may benefit from individual performance-based increments. An across-the-board pay rise is granted to employees whose salary is less than the Social Security cap and who have been employed for more than one year. In 2015, this rise was 0.8%.

Excluding F.C.G.B and OXYGEM, the annual remuneration package of an employee includes a basic monthly salary paid in 13 monthly instalments, supplemented, for 419 employees in 2015 (compared with 406 in 2014) by variable remuneration primarily based on performance indicators (financial indicators, revenue, audience share, box office ticket sales, etc.). This increase reflects the Group's commitment to encouraging better individual and collective performance by as many employees as possible.

The annual remuneration of F.C.G.B. employees is also comprised of a basic monthly salary paid over 13 months, excluding SASP players under the Collective Agreement for Administrative and Related Support Staff in Football, supplemented, for sales staff, by variable remuneration based on revenue.

In 2015, the annual remuneration of an OXYGEM employee was made up of a basic monthly salary paid over 12 months, to be supplemented by variable remuneration subject to performance indicators. In 2016, OXYGEM employees are joining M6 Group's system and will receive an end-of-year bonus known as the "13th month".

2.2.1 Change in average remuneration

The average annual remuneration of permanent Group employees (excluding F.C.G.B. players and OXYGEM) in 2015 amounted to €57,100, compared with €56,351 in 2014 (up 1.3%).

2.2.2 Employee savings

Profit-sharing agreement

Three profit-sharing agreements have been signed within M6 Group encompassing the following segments:

- M6 Group,
- Ventadis division,
- F.C.G.B.

The Group's results, VENTADIS included, made it possible to establish a special reserve for profit-sharing for 2014, and paid in 2015, totalling €7,491 K, compared with €7,883 K paid in 2014 for 2013; 2,064 employees benefited, compared with 2,068 employees the previous year.

The financial performance of F.C.G.B. did not allow for the establishment of a special profit-sharing reserve for 2014.

Bonus scheme

A Group-wide bonus scheme (excluding VENTADIS and F.C.G.B.) was concluded on 27 June 2014 with the various representative groups for the next three financial years, i.e. until 31 December 2016. This agreement adopted the same formula used under the bonus scheme concluded in 2011, which provided for the bonus to be calculated based on growth in Group EBITA compared with the previous year.

By amendment of 23 June 2015, OXYGEM employees expressed their wish to join the Bonus Agreement concluded on 27 June 2014 by M6 Group companies. They will therefore benefit from the bonus which will be paid in 2016 for 2015.

Total bonuses (excluding VENTADIS, F.C.G.B. and OXYGEM) paid in 2015 for 2014 were €900 K, i.e. €445 per individual employed throughout 2014.

F.C.G.B. employees received no bonus payments for 2014.

Conversely, bonuses totalling €421 K were paid to 369 employees in the VENTADIS division.

Group savings plan (excluding F.C.G.B.)

In 2015, M6 Group renewed its Group savings plan under which the Group matches the individual contributions of each employee. This year, the amount paid in respect of this contribution was €899 K.

In total, the amounts paid by the Group in respect of employee savings (Bonus Scheme, Profit-Sharing and Contribution to the Group Savings Plan) were €9,711 K, compared with €9,769 K in 2014.

Lastly, the management of employee savings was entrusted to an external organisation, which offers employees the following seven funds, which vary in terms of yield and risks:

- FCPE Diversifié Actions (70% shares, 30% bonds), high yield but high risk;
- FCPE Diversifié Taux (20% shares, 80% bonds) modest yield but lower risk;
- FCPE Monétaire (100% money market), low yield and risk free;
- FCPE "M6 Group", 100% METROPOLE Télévision shares;
- FCPE Impact ISR rendement solidaire, a diversified FCPE, invested in European markets, of which between 5 and 10% in socially responsible shares;
- FCPE Avenir sélection patrimoine (50% shares, 50% bonds);
- FCPE Perspective conviction Europe (100% external institutional funds).

2.2.3 Mutual health insurance and provident fund

Permanent employees of M6 Group benefit from a private healthcare costs scheme and a provident fund, providing a higher rate of reimbursement for healthcare costs and covering employees against the risk of disability, incapacity and death.

Private health scheme

The main purpose of the private health scheme is to supplement the amounts reimbursed by the state social security system for medical costs (hospital admissions, medicines, dental and optical charges, health checks).

For Group employees, excluding VENTADIS, F.C.G.B. and OXYGEM, membership of the private health scheme is mandatory and must correspond to the individual's family circumstances. In 2015, the monthly contribution was €149.70, with payment split between employee and employer as follows:

- family contribution: employee and employer each pay 50% of the contribution,
- individual contribution: the employee pays 40% of the contribution and the employer pays 60%, in order to make the scheme attractive to young employees.

Permanent employees of VENTADIS (excluding LUXVIEW) also benefit from a private health scheme, membership of which is mandatory. Employees (excluding LUXVIEW and BEST OF TV) may choose between the individual scheme and the family scheme, as well as between the basic scheme and the optional scheme. Annual contributions range from €48.10 for the basic individual scheme to €75.05 for the optional family scheme. The employer pays €60, regardless of the package. For F.C.G.B employees, only administrative staff are covered by the collective agreement (athletes have individual cover with the exception of professional coaches and coaching staff on permanent contracts who are covered in the same manner as administrative staff). For non-managerial staff, the

monthly contribution is €93.96 and is funded in equal parts by employer and employee, regardless of their marital status. For managerial staff, the monthly contribution is €158.97 and is 2/3 funded by the employer and 1/3 by the employee, regardless of their marital status. Cover is different for managerial and non-managerial staff.

For OXYGEM employees, membership of the private health scheme is mandatory and must correspond to the individual's family circumstances.

- In 2015, the family contribution was €93.50, with payment split between employee and employer as follows: the employee pays 41% of the contribution and the employer pays 59%,
- In 2015, the individual contribution was €46.76, with payment split between employee and employer as follows: the employee pays 26 % of the contribution and the employer pays 74 %,

Provident fund

The scheme provides:

- Incapacity cover, supplementary payments in addition to the benefits in kind provided under the state social security insurance schemes for health, maternity, work-related accidents and occupational-illness,
- Life insurance cover,
- Disability cover.

For Group employees, excluding F.C.G.B., VENDADIS and OXYGEM, all employees on a permanent or fixed-term contract benefit from this cover from the start of their employment. Subscription is mandatory. Payment of contributions is split between employee and employer. All Group employees belong to a single scheme, regardless of status (with the same percentage contribution and the same division of contribution payments between employer and employee).

In 2015, all VENTADIS employees benefited from an insurance scheme, which varied depending on the companies and involved different contributions according to status.

For F.C.G.B. employees, excluding football players, all employees on a permanent or fixed-term contract benefit from this cover from the start of their employment. Contributions and cover are 60% funded by the employer and 40% by the employee for managerial staff. For non-managerial staff, the funding contribution is equally split between the employer and the employee.

For professional players as well as for the training centre's players and coaches, the scheme covers death and permanent disability and is 100% funded by the employer.

A so-called "savings" insurance scheme is also provided for professional players exclusively to which the employee contributes 61.5% and the employer 38.5%.

2.2.4 Total remuneration of 10 highest paid employees

In 2015, a total amount of €5,064 K was paid to the 10 highest paid Group employees (excluding Nicolas de TAVERNOST, a corporate officer, and F.C.G.B. professional players) compared with €5,383 K in 2014, of which €839 K was variable remuneration in 2015, compared with €1,772 K in 2014.

2.2.5 Supplementary defined contributions retirement scheme

In 2007, marking its desire to improve loyalty among senior executives and to meet their expectations in enhancing their pension cover, a supplementary and compulsory defined contributions retirement scheme was put in place for this category of personnel.

This scheme enables the creation of an external individual retirement account whose objective is the payment of a life annuity. Management of this account was entrusted to an insurance company that is recognised on the Paris stock exchange.

In accordance with Decree n° 2012-25 of 9 January 2012 confirmed by Circular n°2013-344 of 25 September 2013, employees with remuneration paid in n-1 equal to or higher than 4 PASS* (annual social security ceiling) are beneficiaries of the supplementary pension scheme.

At 1 January 2016, 46 M6 Group employees benefited from this scheme.

In 2015, F.C.G.B and OXYGEM employees were not affected by this scheme.

2.3 Development of talent

2.3.1 Promotion and career development

Promotion and in-house mobility

	2014	2015
Number of employees who were promoted during the period*	56	81
% of employees who were promoted during the period	3.6%	4.7%
Number of employees who benefitted from in-house mobility during the period	58	75
% of employees who benefitted from in-house mobility during the period	3.8%	4.4%
Number of employees who received training during the period*	794	698
% of employees who received training during the period*	49%	39%

*Including VENTADIS Group, F.C.G.B. and OXYGEM figures

Integration of new hires and discovery of Group career opportunities

Throughout the year, the HR Department organises several induction meetings for employees who have joined the Group. During these meetings, the way the Group works is explained to them, and practical information, particularly related to safety, is provided to them.

Throughout the year, employees have multiple opportunities to shape their understanding of the Group's operations and career opportunities.

Annual review and career development

Every year, all employees have an annual review with their manager. Assessment criteria go beyond results achieved during the year just ended, and focus on the skills specific to each position. This also provides the opportunity to assess the efficiency of training programmes undertaken and professional balance (work load and organisation, work/life balance).

The annual summary of annual reviews since 2008 can be accessed confidentially by all employees via the Intranet and Extranet.

Since 2015, employees have also benefited from the professional review with their manager. This second meeting with the manager will take place a maximum of once every two years and upon an employee's return after any long-term absence (maternity leave for example).

A new review medium has been introduced, based on the employee's professional career and enabling the manager to qualify the employee's acquired skills. It then allows the identification of reciprocal actions to be implemented by each party for the employee's professional development. During these reviews, employees discuss their wishes regarding promotion and training.

The summary of this review may also be accessed confidentially by each employee via the Intranet

and Extranet and it is archived for the years to come. It will serve as a basis for the next review, notably to measure the progress made.

The wishes expressed during all interviews are systematically analysed by the Human Resources Department so that they can be acted upon. They include training programmes, professional development and requests for work/life balance reviews with the Human Resources Manager.

Support for employees aged 45 and over

The professional review, which takes place a maximum of once every two years, also applies to employees aged 45 and over (compared with the later career review every five years previously) and upon request, they can also have a specific review with their Human Resources Manager when they so wish. The purpose of this review is to define their mid-term career path and establish the necessary steps to support it.

Employees who reach the age of 45 during the year are notified of their priority access to a Skills Assessment and training (in particular, professional development sessions as part of the statutory "Périodes de Professionnalisation" scheme).

In addition, as part of the implementation of a "Contrat de Génération" or cross-generation contract, employees aged 45 and over are offered a pension rights review. 24 employees attended the retirement meeting (Sept 2015); and 18 of them sought an individual interview with our partner AUDIENS.

As is the case for all employees, they have access to the new Professional Development Advice offered by AFDAS (OPACIF adviser in relation to professional careers in the audiovisual profession). It involves individual support (based on a detailed questionnaire) offering personalised advice from contemplation of the professional project through to its implementation.

In-house mobility and promotion

The internal development of employees (via mobility and/or promotions) is given special attention by teams within the Human Resources Department, in collaboration with operational managers.

All vacancies are posted on the Group's intranet in order to give priority to internal candidates.

Furthermore, for the last 4 years, Group employees have the option of undertaking work placements lasting from half a day up to two days over a period of 2 weeks as part of an initiative called "Dans la peau de..." ("In the shoes of...").

For those who wish to take part, these placements are a chance to find out about different job roles in the company in the interests of career mobility, complementary skills, or simply out of curiosity. 70 employees benefited from this experience in 2015. Several new initiatives have been offered this year: new placements, custom placements, manager specific placements, etc.

Lastly, movements (mobility and promotions) are regularly published on the Intranet.

Training*

**Group figures (including VENTADIS, F.C.G.B. and OXYGEM)*

M6 Group develops the skills of its employees with a policy of continuous training, which is based on training in its businesses, processes, management and Group culture.

2015 was a year of transition in terms of training, against a background of the implementation of the Law of 5 March 2014 initiating two major changes:

- Firstly, the CFP, *Congé de Formation Professionnelle* or professional training leave (which replaced the DIF, *Droit individuel à la formation* or individual training right, which had represented 3,280 hours of training for 184 employees in 2014), the rules of which took shape throughout the year;
- Secondly, the reduction in training budgets (although the Group made the decision to invest more than its legal obligation).

In 2015, the Group Training Plan budget totalled €605 K (compared with a legal obligation of €447 K) enabling 949 training initiatives to be financed, equating to 13,339 hours' training (corresponding to

1,906 days).

In total, 698 employees benefited from training in 2015, representing 39% of the workforce, of whom 44% were men and 56% women.

Each employee can transfer the number of “DIF” (individual training right) hours unused at the end of 2014 to the “CPF” (individual training account) and may use them towards training until 2020. Hours to be acquired under the CPF as of 2015, equating to 24 hours per year up to a limit of 120 hours, then 12 hours per year up to a maximum of 150 hours, will now be counted within the same account.

M6 CAMPUS, the Group’s own training organisation, which provides in-house training in management, Group culture, new media and technical skills, provided training to 243 employees in 2015.

Lastly, seven careers conferences were offered in this way in 2015, led by experts from the Group. For example, in 2015: “CLUBIC presents the 2015 technology innovations”, “M6 PUBLICITE presents the trends for 2015”, “New 6PLAY: come and test it and ask the web team your questions! ”. These conferences took place in our auditorium and are available on the Intranet both live and on demand.

2.3.2 Trainee policy

	2014	2015
Number of trainees received during the period, for a period of 3 to 6 months	297	254
% of trainees hired at the end of their training period (permanent or fixed-term)	7%	9%
Number of work/study students received in 2015	49	60
- Apprenticeships	16	17
- Work-based learning	33	43

Group figures (including VENTADIS, F.C.G.B. and OXYGEM)

In accordance with the French national trainee charter, the Group ran a number of initiatives for the benefit of student trainees:

- **Developing partnerships with schools** through the Group’s participation in student forums, hosting student promotional activities within the Group, the participation in examination panels and the organisation of “job dating” (short job interviews).
- **Organising the second Work-Based Learning Day** aimed at research students (225 students received by 45 mobilised supervisors in this way), to present our careers and opportunities for the autumn of 2015. In total, 15 work-based learning students (up 6 in comparison with 2014) were thereby recruited for an apprenticeship or skills training contract, representing a third of the vacancies.
- **Ensuring work placements are successful**
In 2015, all trainees received by the Group were covered by contract and paid for periods mainly ranging from 3 to 6 months.
In addition, M6 Group (excluding F.C.G.B.) received 146 pupils aged 14-16 for week-long periods of observation of the business.
- **Preparing for the Group future recruitment and encouraging loyalty among trainees**
Before the end of their training period, the young people have an assessment interview with their supervisor, their choice of professional direction as well as their potential and motivation for the Group to be validated. Their job applications are given priority for filling junior roles immediately following the end of their training period or subsequently.
In 2015, 45 former trainees were recruited in this way on permanent/fixed term contracts, including 24 following a placement completed in 2015.

Moreover, 48 former trainees have been recruited on a freelance basis or on event worker contracts.

2.4 Commitments to the integration of disabled workers

	2014	2015
Number of disabled workers	13	16

The Group's commitment to disability rights and the measures it has undertaken in this regard are described in paragraph 7.3.2.1 of this document.

2.5 Commitments to gender equality

The Group is committed to its gender-equality action plan guaranteeing equal treatment of men and women during the recruitment process.

In the light of this commitment, since 2012, all the Group's HR recruitment personnel, as well as all employees recruited since that date, have been trained in non-discrimination in employment and occupation during interviews.

Indicators

	2014	2015*
% of women in total workforce	52%	51%
% of female managers/executives	53%	51%
<i>* Excluding FCGB sports contracts</i>		
	2014	2015
% of female Management Committee members	26%	27%
% of female senior executives	30%	29%
	2014	2015
% of women who received training	59%	56%
% of women recruited	53%	49%

Excluding F.C.G.B.'s sports contracts, women represented 51% of the workforce in 2015 (stable in comparison with 2014). The proportion of women in management roles fell slightly to 51%, which was related to the integration of OXYGEM. It may be noted that the Management Committee included eight women out of 30 members, an increase of one in comparison with 2014.

This overall parity is the result of the values developed by the Group since its inception. It was strengthened by the conclusion of an initial three year action plan (2012-2014) relating to gender equality for the entire Group (excluding the VENTADIS Division and F.C.G.B), and again confirmed by the conclusion of an initial agreement on 15 July 2015, for a further period of three years. This agreement also applies to the Group's subsidiaries.

Based on the balanced results seen at the end of the first action plan, the agreement, concluded with management and unions, renews the Group's commitments, particularly in relation to recruitment, career development, training, work/life balance and remuneration.

Confirming the policy of equality practised within the Group, of particular importance is:

- **Work/life balance:** Management renewed the protection process for pregnant women by organising interviews in particular with the HR Department and the employee's manager, subject to the employee's agreement, in the month before their maternity leave is due to begin and during the month before their return to work. It has been decided to facilitate the

relationship with the employee during the period of maternity leave, enabling her to keep up to date with Group activities by providing her with online access to internal communications. Moreover and more generally, management has made a commitment as part of the structure of working hours, to promote respect for personal life, for example with meetings to be set for times during working hours, flexible working time to match school term, etc. An innovative step has also been taken to extend the parental leave period to incorporate part time working for a maximum of 80% of working hours until the child is six years old.

- **Remuneration:** Management is now committed to ensuring a maximum gap of 5 points between the access rates of men and women to the individual increases over a three year period. Similarly, Management will track the average percentage of individual increase of men and women.

At the end of the first three years of implementation (2013, 2014 and 2015), performance indicators that were assessed and presented to the elected representatives of the various companies showed that the commitments undertaken as part of this action plan, notably in relation to remuneration, have been complied with as they already were previously. As a result, the difference in average salaries by gender and by level of responsibility is between + and -5% variance from the target set.

Lastly and as a reminder, the action plans related to the cross-generation contract launched within the Group in 2013 support the commitments made to gender equality in the workplace.

Thus, having achieved 35th place in 2014, the Group was ranked 32nd in 2015 in the Female Representation on Leadership Bodies Rankings carried out by ETHICS & BOARDS for the Ministry of Social Affairs and Women's Rights.

2.6 Social dialogue

M6 Group complies with the Labour Code and applicable collective agreements with regard to social dialogue, the exercise and protection of trade union rights and employee representation.

M6 Group also complies with the provisions of the International Labour Organisation's fundamental conventions on the freedom of association and the right to collective bargaining, and in particular the ILO's conventions C87, C98 and C135.

Various unions are represented within M6 Group:

- Within the ESU (Social and Economic Unit) comprised of the companies METROPOLE TELEVISION, METROPOLE PRODUCTION, M6 FILMS and M6 BORDEAUX, and made up of 677 employees, the unions CFE-CGC and CFDT are each represented by a union representative and they secured 71% and 29% respectively of the votes at the last employee representative elections;
- Within M6 PUBLICITE, the CFE-CGC is represented by a union representative, and it secured 96% of the votes in the last union elections against the CFDT;

In relation to the VENTADIS division:

- Within the company HOME SHOPPING SERVICE, the CFDT and CFTC unions are both represented by a union representative and they secured 44% and 56% respectively of the votes at the last union elections;
- Within the company UNITE 15, the CGT is represented by a union representative and it secured 56% of the votes at the last union elections;

In relation to F.C.G.B. :

- Within the company, the SNAAF UNECATEF CFDT f3c union is represented by a union representative and it secured 73% of the votes at the last union elections against the FNASS UNFP union.

At 31 December 2015, M6 Group had 28 employee representation committees and 158 elected representatives (all representative bodies combined and taking into account those who hold multiple offices):

- 8 committees of employee representatives, with 46 elected members,
- 3 works councils, with 34 elected members,
- 7 single employee delegations, with 49 elected members,
- 10 health, safety and working condition committees, with 29 elected members.

These various employee representative institutions promote regular and active social dialogue. In 2015, on average 21 ordinary and extraordinary meetings took place every month with employee representatives (across the various bodies).

Within the ESU (METROPOLE TELEVISION, METROPOLE PRODUCTION, M6 BORDEAUX, M6 FILMS), works council committee meetings (housing committee, catering, gender equality, training, etc.) were held regularly in order to have a close understanding of employee concerns.

The key points raised during works committee meetings or by single employee delegations during 2015 were as follows:

- Monthly topics: operation of Group companies;
- Quarterly topics: workforce monitoring;
- Ad-hoc or annual topics:
 - 2014 annual financial statements
 - comparison of the general employment and training conditions of women and men within the ESU in 2014,
 - review of the action plan for gender equality at work,
 - 2014 review of the body in charge of the "1% logement" scheme (employer-sponsored housing assistance fund),
 - review of the works council's welfare activities in 2014,
 - 2014 annual appraisals,
 - Group savings plan for 2015,
 - mandatory annual salary negotiations,
 - preliminary annual review of the private health scheme,
 - sabbatical leave and business creation leave,
 - review of the 2014 training plan,
 - preliminary review of the 2015 training plan,
 - provisional training plan for 2016,
 - amendment of the Works Committee's internal rules,
 - office layout plans,
 - day of solidarity,
 - new season programmes,
 - Works Council Christmas tree,
 - Proposed collective agreement regarding the granting of "carer" days,
 - Proposed collective agreement relating to the application of Articles 22 and 23 of the Collective Agreement of Journalists,
 - Introduction of the clocking-in machine in accordance with the provisions of Article L2323-32 of the French Labour Code,
 - Disability within the Group,
 - Implementation of professional reviews,
 - Paperless restaurant vouchers as of 1 January 2016 (Decree of 7 March 2014),
 - Information on the demanding nature of the work (addition to the 2015 annual programme on preventing occupational risks).

The main topics on which the health and safety committees were consulted or on which they gave advice were as follows:

- appointment of a new Secretary and Deputy Secretary of the Health, Safety and Working Conditions Committee,
- appointment of a “Specialist” employee for the prevention of occupational risks,
- plans to refurbish offices,
- analysis of work-related accidents in 2015,
- request for accreditation in OHS training offered by the nurse,
- review of the general health, safety and working conditions in 2014,
- update of the 2015 Comprehensive Occupational Risk Assessment Inventory,
- 2015 Occupational Risk Prevention Programme,
- occupational health activity report for 2014,
- 2014 review of psycho-social risks,
- Introduction of the automated time system in accordance with the provisions of Article L2323-32 of the French Labour Code,
- amendment of the ESU’s internal rules,
- safety policy within the Group’s buildings,
- increasing awareness of psychosocial risks within the Group,
- use of a transmission vehicle using KaSat technology,
- demanding nature of the work (addition to 2015 annual programme on preventing occupational risks),
- visit to the Marseille and Bordeaux offices and the premises at Neuilly,
- monitoring and health recommendations within the framework of international missions by the medical office,
- on the Health and Safety and Working Conditions Committee’s internal rules.

An agreement relating to the Group savings plan was concluded.

The following were signed by the METROPOLE TELEVISION, METROPOLE PRODUCTION, M6 FILMS and M6 BORDEAUX ESU:

- an Agreement relating to gender equality at work,
- an Agreement relating to the granting of “carer” days,
- an Agreement on the application of Articles 22 and 23 of the Collective Agreement of Journalists.

The following were signed by M6 PUBLICITE:

- an Agreement relating to gender equality at work,
- an Agreement relating to the granting of “carer” days,
- an Agreement on Mandatory Annual Salary Negotiations.

The following were signed within the VENTADIS Division:

- a Savings Plan;
- a Bonus Scheme Agreement;
- an additional retirement Agreement on HSS and MONALBUMPHOTO;
- an Agreement regarding on-call IT staff on HSS and U15.

The following were concluded by F.C.G.B:

- an Agreement relating to the increase in salaries as part of the Mandatory Annual Salary Negotiations;
- an Agreement relating to gender equality at work.

A health procedure has been implemented within the Group for journalists and engineers travelling abroad (health recommendations, reminder of vaccinations to be administered prior to travelling abroad, first aid kit, etc.).

2.7 Health and safety at work

Health and safety at work

Employee safety and working conditions are the main priority for the 29 elected individuals of the Group's 10 health, safety and working conditions committees.

Health and safety conditions are monitored on a regular basis, in particular through regular or extraordinary meetings.

Following the terrorist attacks of January and November 2015 in Paris, security measures have been implemented across all M6 Group's sites. In collaboration with the company doctor and AUDIENS (our pensions and insurance provider), the Human Resources Department very rapidly set up a psychological support unit, specifically for employees who were affected, either directly or indirectly, by the attacks.

Security at the entrances to all buildings has been strengthened, including at local level (checking of badges and identities of people from outside the Group, limited access to certain buildings and to parking areas).

The Secretaries of the Group's Health, Safety and Working Conditions Committees, the Secretaries of the Works Council and Single Employee Delegations, and employee and union representatives have been informed of all the measures implemented.

In 2015, this body helped to prepare for the relocation of 768 workstations.

As part of the policy relating to prevention of psychosocial risks, the Group continued to offer specific training to raise awareness among various company stakeholders: staff representatives, managers and human resources managers to ensure they identify risks and respond accordingly.

A more comprehensive mechanism has been proposed as part of the "Quality of Life at Work Process". The most experienced managers will be trained in the Communication Process technique (understanding oneself more, understanding one another more and adjusting how we communicate).

A half-day awareness course will be offered to non-managerial employees as well as to the most junior managers as soon as they begin their management training. It will be implemented in 2016.

In 2015, 35 managers attended a half-day training session to raise awareness of psychosocial risks (excl. VENTADIS, F.C.G.B. and OXYGEM).

In addition, as part of their annual appraisal, each employee is encouraged to consider their work-life balance. These indicators are then considered alongside the employee's manager and the Human Resources Department in order to ascertain the need to implement, where necessary, an action plan to ensure this balance.

In application of the law relating to professional training, all Group employees have been offered a professional review. The purpose of this interview is to review the employee's professional career and discuss with them their professional development (skills, training, etc.).

Safety, hygiene and health training

In 2015, 100 people underwent safety standards training (evacuation, use of fire-fighting equipment, etc.), 25 of whom were trained as workplace first aiders.

Occupational Health

The daily presence of the qualified nurse in the medical room, in conjunction with internal communication, led to the repeat of the two annual blood donation campaigns, with 134 volunteers offering their blood for donation in 2015 and 111 actual blood donations.

375 employees also attended sophrology sessions organised by the nurse.

The nurse gives preventive advice to employees on various subjects notably via the Intranet, by indicating the positions to adopt for sedentary work, recommendations in the event of a heatwave, etc.

ACMS has been the new occupational healthcare service provider within M6 Group since 1 January 2015.

Work related accidents and illnesses:

The number of work-related accidents involving permanent employees and event workers that led to a work stoppage was 5 in 2015, compared with 11 in 2014, with a frequency rate (number of accidents per year resulting in a work absence of more than one day, per million hours worked) of 1.318, compared with 2.985 in 2014, and a severity rate (number of days of absence for which sickness benefits were paid per 1,000 hours worked) of 0.067, compared with 0.031 in 2014.

As well as complying with its legal and contractual obligations, M6 Group has set out a code of ethical and professional standards that all employees must observe in their own behaviour and to guide them in the actions they undertake. These standards apply to all employees regardless of status or position, including those at the highest level. Individuals must be guided by principles of professionalism and trustworthiness at all times, not only towards M6 Group, but also towards the public, customers and suppliers. They must abide by the laws and regulations in force and adhere to the standards of professional ethics set out by the Group.

Each new recruit is provided with a copy of M6 Group's professional ethics code, which also sets out the behaviour expected of employees with regard to personal conflicts of interest, sensitive data, gifts and invitations, and the periods during which employees must refrain from dealing in the company's shares. A copy of this code is also available on the Group's intranet..

2.8 Professional ethics

2.8.1 General standards of behaviour

Compliance with the law

M6 Group conducts its business in full compliance with the laws and regulations of the legal framework within which it operates. Group employees are required to adhere strictly to all laws and regulations relating to commercial companies in general, and the audiovisual and film sectors in particular. Under no circumstances should they disregard these statutes nor should they interpret them in a way that will damage companies in the Group.

Conflicts of interest

When, during the normal course of their work, employees are confronted with a situation in which a decision deemed to be in the best interests of the company conflicts with their personal interest, they are encouraged to inform their line manager or a company manager in order to resolve the conflict of interest as soon as possible.

Fraud prevention

M6 Group ensures that all the company's tangible and intangible assets are used and treated responsibly, including its products, business equipment, information systems and intellectual property. To this end, all employees are made aware of the fact that the company's assets must be used exclusively for the business purposes for which they are intended and not put to improper personal use or used for illegal or other illicit purposes.

The Group has implemented appropriate control measures (described in Paragraph 4.6.2 of this document) to prevent any form of fraudulent activity.

Freedom of expression and social networks

A policy on the use of social networks is issued to the Group's employees as a reminder of certain principles. In exercising their right to free expression, inside or outside the company, employees are required to avoid expressing publicly any opinion that may be taken to represent the position of M6 Group or its managers, to respect their obligation of professional discretion and loyalty towards the Group and to refrain from disclosing confidential information. These principles apply to all employees but especially individuals who may have a high public profile due to their role, their level of responsibility, their degree of public exposure or their prominent position on social networks.

282 Relations with our commercial partners and third parties

Relations with our commercial partners

M6 Group acts with integrity in its joint business activities and expects its commercial partners to comply with the law.

Relations with government bodies and regulatory authorities

Responsibility for M6 Group's institutional relations rests with the Corporate Affairs Department where a dedicated team is in constant dialogue with the various stakeholders and regulators. The Group maintains statutory links with all relevant regulatory bodies and government institutions.

Anti-corruption policy

Employees must refuse gifts of any kind if they are of a higher value than would be deemed reasonable by the Group if it had to pay for them. As a general rule, the Group considers any gift or invitation to be unacceptable if it could be regarded as likely to influence the behaviour of the recipient towards the donor.

Competition

The Group complies with anti-trust legislation and competition regulations. Members of the Management Committee and Group employees who are particularly exposed to issues surrounding competition law are provided with a code of good conduct and, in addition, practical training was provided last year on the principles contained in the code.

2821 Content and programming

Agreement signed with the CSA

M6 Group is committed to ensuring its networks comply with the codes of conduct and professional ethics set out in agreements signed with the CSA.

Code of professional conduct for journalists

In France, the main journalists' trade unions have adopted the Code of Professional Conduct for journalists. In addition, the "Convention Collective Nationale de Travail des Journalistes" (CCNTJ), a national collective agreement for journalists which applies to all journalists holding a press card in France, also sets out a number of ethical principles. This agreement is therefore applicable to journalists working within the Group, mainly in the National Editorial Service and at C. Productions, the subsidiary responsible for producing news magazines such as "Capital" and "Zone Interdite".

Independence and responsibility towards the media

The Group maintains total editorial and journalistic independence in its news gathering and broadcasting. Editorial and journalistic independence is fundamental to its news reporting and broadcasting activities. The Group is conscious of its responsibility towards the general public as a leader of opinion and acts accordingly.

Consequently, the Group refrains from exercising external influence of any kind on journalistic investigations and refuses to let itself be influenced by external political or economic forces.

Furthermore, the Group complies with all laws, regulations and business principles relating to the separation of editorial content from commercial advertising.

Protection of intellectual property

M6 Group respects and protects intellectual property and protected content in all its forms. As a media company, the Group is fully aware of the particular importance of protecting intellectual property in its business activities.

2.8.3 Insider trading

The Group has adopted an ethical trading code of conduct intended to prevent insider misconduct. This code complies with recommendation No. 2010-07 of the AMF (French markets regulator), dated 3 November 2010, and applies to anyone who has access, or may potentially have access, to insider information. It prescribes the rules applicable to all Group employees and is available on the intranet.

2.9 Work environment

2.9.1 Benefits and services of the Works Council

The Group budget for social activities is:

- for the ESU, 0.95% of total payroll of the previous year, being €454,865 (compared with €446,186 in 2014);
- for the subsidiaries, 0.76% of total payroll, being €340,319 (compared with €340,768 in 2014); and for cross-group activities, 0.19% of total payroll being €84,809;
- for VENTADIS, 0.80% of total payroll, being €115,312.51 (compared with €102,562.43 in 2014);
- for F.C.G.B, no payment was made in relation to welfare activities, but 0.2% of the payroll was paid in respect of operating costs. F.C.G.B management bore the cost of the welfare activities of subsidiaries and the association.

The Group's Works Councils offer a number of benefits to employees: gift-vouchers for births, contribution towards costs incurred by employees in sporting or cultural activities, organisation of holidays, sporting or tourist weekends in France or abroad, etc.

2.9.2 Internal communication

Involve employees in the Group's major projects and advertise work opportunities

Improving awareness of the Group's activities and career opportunities, in order to develop both internal mobility and synergies, is one of the main aims of internal communication. Strengthening ties and the sense of belonging to M6 Group are also major issues.

The Group's employee ambassadors

For the second consecutive year, M6 Group opened its doors to the public and its viewers on 19 and 20 September 2015 for the European Heritage Days. Almost 1,000 visitors who came to have a look behind the scenes also discovered what we do and met our presenters. They were given a warm welcome by 85 staff volunteers who acted, with energy and enthusiasm, as their guides throughout the visit. During the 2015 event, one of the Group's employees, himself deaf, acted as a volunteer to lead a visit in sign language for deaf and hearing impaired viewers, an act appreciated by employees and visitors alike.

Developing understanding of careers

One of the major objectives of internal communication is to develop the understanding of professions:

- Throughout the year, employees have multiple opportunities to shape their understanding of the Group's operations and career opportunities: seven careers conferences were also offered in 2015, led by experts from the Group: "CLUBIC presents the 2015 technology innovations", "M6 PUBLICITE presents the trends for 2015", "New 6PLAY: come and test it

and ask the web team your questions! ”. These conferences took place in our auditorium and are available on the Intranet both live and on demand.

- In 2015, for the fourth consecutive year, the operation “Dans la Peau de...” (“In the Shoes of...”) enabled 70 employees to spend a day completely immersed in a different team, whatever their objective - mobility, synergy or curiosity. Several new initiatives have been offered this year: new placements, custom placements, manager specific placements, etc.

In a continual drive to fulfil its objectives, and in particular to strengthen the relationship with employees and give them a voice, late last year the Group began a corporate social network project. Its purpose is to replace the Intranet, and allow all employees to share their knowledge by facilitating collaboration on cross-company projects bringing them together.

The policy of a close relationship with employees developed by the HR Department along with the remarkable ability of teams to work together, a hallmark of the Group for almost 30 years, was recognised in 2015 when it won two awards at the “Victoires des leaders du Capital Humain” organised by Décideurs magazine:

- Gold Award in the TMT (Technologies, Medias and Telecommunications) sector
- Silver Award for its corporate culture, employer brand and internal communication.

Providing a framework for staff to be involved in the Group’s latest activities and successes

- 15 previews of Group films reserved for employees with an average of 50 participants for each,
- 7 conferences based on Group and/or Human Resources activities, available live and/or on demand via the Intranet,
- 10 employees attended the inaugural match at the new Bordeaux stadium – 130 employees took part in the prize draw.
- Numerous invitations reserved for employees to attend live programmes (Prix Talent W9, PARIS PREMIERE press review) or to M6 EVENEMENTS shows (Norbert Show Patate, etc.),
- To celebrate 10 years of M6 MOBILE, employees received a 30% off offer for any one year subscription package,

21 Intranet games were used by an average 80 participants, giving them the chance to win cinema tickets, M6 EDITIONS’ latest releases, etc

3. Social responsibility

The responsibilities and commitments of M6 Métropole Télévision come from the general principles set out in the Law of 30 September 1986 as amended. Additional provisions were added to the agreement concluded with the Conseil Supérieur de l'Audiovisuel (CSA) following the decision n° 2001-107 of 27 February 2001 which ruled in favour of the renewal of the authorisation held by Métropole Télévision without launching a call for candidates.

3.1 A framework that guarantees a high level of commitment to French society

3.1.1 Excerpts of the agreement between the Conseil Supérieur de l'Audiovisuel and M6 Métropole Télévision in terms of general and professional ethics obligations

These obligations, mentioned in the Agreement concluded with the CSA, notably include general and professional ethics obligations that guarantee a major commitment to French society, in relation to the following (please find below excerpts of the M6 Channel's Agreement with the CSA, available in full at www.csa.fr):

- The Company is responsible for the content of the programmes that it broadcasts. Pursuant to the constitutional freedom of speech and communication, as well as the company's editorial freedom, the latter monitors compliance with the principles enacted in the following articles.
- The Company ensures that the programmes it broadcasts are selected, designed and produced under conditions that guarantee its editorial independence, particularly in relation to the business interests of its shareholders (...)
- The Company undertakes to refrain from establishing any business or financial relationship between companies of the Métropole Télévision Group and that of the principal shareholder or controlling shareholders that would diverge from usual business conditions noted in the market (...).

In relation to the plurality of expression of schools of thought and opinion

- The Company guarantees the plurality of expression of schools of thought and opinion.

In relation to public life

- Pursuant to the right to information, the Company ensures compliance with the presumption of innocence, respect for privacy and the anonymity of juvenile offenders.
- Programme content must not encourage criminal or uncivil behaviour, it must respect the general public's various political, cultural and religious sensitivities, it must not encourage discriminatory behaviours based on race, gender, religion or nationality, it must promote the French Republic's values of integration and solidarity and take into consideration, in on-air representation, the diversity of the origins and cultures of the French community.
- Every year, the channel informs the CSA of its commitments to promote the representation of the diversity of French society in its programmes for the coming year.

In relation to individual rights

- The Company must guarantee personal dignity and individual rights relating to privacy, image, honour and reputation, and ensure restraint is shown in the broadcast of images or testimonials liable to humiliate people, to avoid complacency in reporting human suffering, and ensure that individuals' testimonies on facts regarding their private lives are only collected with their informed consent.

In relation to the protection of children and adolescents

- The family-friendly nature of the Company's programming should be reflected at times where a younger audience is most likely to be watching TV, i.e. between 6am and 10pm. Within these

time slots, and all the more so in the portion devoted to youth programmes, violence, even psychological, should not be perceived as continuous, omnipresent or presented as the sole solution to conflicts. The Company complies with the classification of programmes in accordance with five degrees of assessment of their acceptability in light of the protection of children and adolescents and applies the rating system accordingly.

In relation to the integrity of information and programmes

- The integrity requirement applies to all programmes. The Company verifies the validity and sources of information. Its origin must be specified wherever possible. Uncertain information must be qualified when presented. It should be impossible to identify people and places, except where the individuals involved have given their consent before the programme is broadcast.
- When the Company presents on air, outside advertising slots, audiovisual communication service editing or distribution activities developed by a legal entity with which it has a significant capital relationship, it should strive to give a strictly informative character to the presentation, in particular by moderating the tone and restraining the significance attached to the topic. It should point out the nature of this relationship to the audience on this occasion.

In relation to defending and illustrating the French language

- The Company ensures the correct use of the French language in its programmes, as well as in adaptation, dubbing and subtitling of foreign programmes. The Company must strive to use French in the titles of its programmes. A French language consultant must be appointed by the channel.

The Group's other channels must also comply with these standard obligations.

Monitoring the compliance of programmes is overseen by a specific department within M6 Group.

3.12 Compliance of advertisements

The Group's advertising agency, M6 Publicité, has entrusted ARPP (*Autorité de régulation professionnelle de la publicité*), by way of an inter-professional agreement, with a consulting role in guaranteeing the compliance of advertisements with general audiovisual advertising and communication rules. The current procedure, at the expense of agencies and/or advertisers, provides for prior disclosure to the ARPP before the first broadcast. This disclosure is given an order number that must always be communicated to M6 Publicité before broadcast.

As mentioned in its General Terms and Conditions of Sales, M6 Publicité reserves the right to refuse to broadcast or suspend the broadcast of any advertisement, if it considers that it fails to comply with the laws, regulations and practices governing audiovisual advertising and communication, or if it is contrary to the channel's interests or those of its subsidiaries, or if the CSA subsequently deems that an advertisement is non-compliant and bans any further broadcast and/or demands that the film is withdrawn from air. The editorial quality and legal control aspects are managed by the agency's advertising broadcast department.

In addition, M6 is a signatory to the advertisers' charter on responsible communication. As part of this, M6 is specifically committed to promoting, across all Group audiences, responsible behaviour and the respectful use of information relating to the private lives of its stakeholders in advertising and communication campaigns.

The Group does not broadcast any advertising in relation to firearms, or any pornographic material.

3.13 Sound level compliance of TV programmes

M6 Group pays particular attention to the comfort of viewers and complies with the provisions of Decree No. 92-280 of 27 March 1992, which notably made it compulsory for TV channels to make the

sound levels of programmes consistent with those of advertising breaks. Moreover, M6 Group participated in the consultation, after and on which the CSA based its ruling No. 2011-29 of 19 July 2011 that enabled editors to comply with these provisions by defining technical parameters relating to the sound intensity of advertising breaks.

3.14 Programmes accessible to all

To M6 Group, and in accordance with the Law of 11 February 2005 on equal rights and opportunities, accessibility not only means the participation and citizenship of people with disabilities, but also taking account of disabilities, first and foremost by subtitling its programmes for the benefit of the deaf and hard-of-hearing.

Since 2010, M6 has made all its programmes accessible to people with hearing difficulties (excluding commercial breaks, self-promotion, trailers, songs performed live and instrumental music, teleshopping and live broadcasts of sporting events between 12am and 6am).

Since 2011, W9 has also been obliged to subtitle all its programmes.

Lastly, 6ter was obliged under its agreement to subtitle 60 % of its programmes in 2015.

In addition, since 2009, the new broadcasting control room enables all Group channels to broadcast specific subtitles and thus provide access to the greatest number of broadcasts by Paris Première, Téva and M6 Music.

In November 2013, M6 Group actually strengthened its commitments in relation to the accessibility of programmes to blind or visually impaired people for the years to come.

	M6	W9	6ter
Accessibility of programmes to the deaf and hard of hearing (subtitling)			
2013	100%	100%	40%
2014	100%	100%	50%
2015	100%	100%	60%
Accessibility of programmes to the blind and partially sighted (audio-description)			
2013	52 programmes including 20 new with audio- description	12 new programmes with audio- description	1 new programme with audio- description
2014	60 programmes including 30 new with audio- description	14 new programmes with audio- description	6 new programmes with audio- description
2015	70 programmes including 40 new with audio- description	17 new programmes with audio- description	12 new programmes with audio- description

3.15 Fit-for-purpose governance structure

M6 corporate governance principles are governed by all the standards and laws applicable in France. Since 2000, Métropole Télévision has been a limited liability company with an Executive Board and a Supervisory Board, which offers a clear separation between Group operational management and the supervision of that management.

In addition, the cap on the number of voting rights and the organisation of corporate governance is repeated in the Bylaws, in accordance with French legislation and the CSA, which states that:

- Within the framework of the provisions of Article 39 of the Law of 30 September 1986, no natural person or legal entity, acting alone or in concert, may directly or indirectly hold more than 49% of the share capital or voting rights of a company holding a broadcasting licence for a national terrestrial free-to-air television service;
- As part of the divestment of Suez Group agreed with the regulator, in a ruling dated 20

November 2003, Article 2 of the M6 channel's agreement with the CSA was amended to state that no shareholder or group of shareholders acting in concert may hold more than 34% of the total number of shares in the company and/or voting rights attached to them, and that at least a third of Supervisory Board members must be independent.

Lastly, within M6 Group, there is an internal control mechanism aimed at ensuring:

- compliance with laws and regulations,
- application of the instructions and guidelines set by the General Management or the Executive Board.
- the proper functioning of the Company's internal procedures, especially those contributing to the protection of its assets,
- the reliability of financial information,

and generally, contribute to control and efficiency of operations and the efficient use of resources.

By helping to prevent and control the risk of not achieving the objectives set by the Company, the internal control mechanism plays a key role in managing and steering the various operations.

This mechanism is detailed in the Report of the Chairman of the Supervisory Board on corporate governance, and internal control and risk management procedures, in Section 2.6 of this document.

3.2 Programmes - the Group's main responsibility

3.2.1 Representing French diversity

One of the main objectives of M6 Group is to represent diversity in French society as accurately as possible in its programmes.

In addition to its contractual commitment in relation to representing the diversity of French society, the M6 channel is duty bound, as a broadcaster, to reflect on its channel the image of multicultural France both by the promotion of the values of integration and solidarity and by the presence of minorities in its programmes. This mindset also applies to W9 and 6ter. The CSA sees that commitments made by the channels each year are honoured, basing themselves on the results of diversity scales, whose results are satisfactory for all Group channels.

The three themes used in 2014 by the Conseil Supérieur de l'Audiovisuel on its diversity scale are as follows:

- socio-professional categories,
- visible minorities,
- disability.

Gender equality is now subject to particular scrutiny, since the competence of the CSA in this field was strengthened by Law n°2014-873 of 4 August 2014 for true gender equality.

M6 is also committed to combatting all other forms of discrimination (based on sexual orientation, against pregnant women, people suffering illness, etc.).

a) Intégration and diversity

M6 Group represents all socio-professional categories in its programmes, both in the choice of subject matter (Capital on 8 February 2015 dealt with the history of the Relais-Emmaüs charity), and in the participants in programmes (*L'amour est dans le pré*, *Un dîner presque parfait*, *Les Reines du shopping*, *La France a un incroyable talent*, *Top Chef*). M6 Group pays particular attention to professional integration – the Group's channels, for the fifth consecutive year, partnered with the organisation "Our Areas Have Talent" and supported it on various channels. This organisation is a genuine facilitator of professional integration, committed to equality of opportunity. Since its launch, it has organised an initiative intended to promote the professional integration of young graduates under

the age of 30 from deprived areas or disadvantaged social backgrounds, thanks to a system of sponsorship by business managers and executives experienced in the sector. Since 2014, the Group has been a signatory to the Charter promoting the training and professional integration of students with disabilities.

The promotion of visible minorities is also a real priority for M6 Group. Represented in all its aspects, diversity can be seen within the channel's teams of presenters (Kareen Guiock, Karine Lemarchand, Anicet Mbida, Laurence Roustandjee, Derka, etc.), in the actors and artists (*Marrakech du rire*, *Malik Benthala se la raconte*, etc.), as well as in the choice of subject matter in the reports (for example, on 25 October 2015 *Zone Interdite* broadcast a report on mixed marriages, *Quand l'amour triomphe des préjugés*) and in drama series (both French - *En Famille*, *Scènes de ménages* – and foreign, such as *Empire* and *Murder*). Similarly, M6 Group broadcast a promotional piece on diversity on 14 July 2015 for no payment. Lastly are examples of productions of films in which the Group was involved, such as *Chocolat* and *Nous trois ou rien*, about the true story of a young Iranian lawyer who, after spending many years in the prisons of the Shah, decides to flee the country with his wife and son during the Revolution.

Finally, gender equality remains central to the commitments of Group channels, both in the structure of the Group (see Section 7.2.5 of this document on the Group's commitments to gender equality) and programming. Thus, by way of illustration:

- Current affairs and news bulletins are pursuing their aim of significantly increasing the airtime of female experts;
- All the juries of talent quests are mixed (*Incroyable talents*, *Top Chef*, *Le meilleur pâtissier de France*);
- M6 is combatting stereotypes by broadcasting programmes such as the Festival des Musik'elles de Meaux, the Aïcha des Gazelles rally, the Cap Fémina Aventure awards as well as the incredible success of the Women's World Cup;
- M6 Group took part in the second edition of 24 hours of women's sport organised by the CSA on 24 January 2015 (reports in news programmes, broadcast of a special clip, documentaries, posting on the 6play site, etc.) and in 2016 will be involved in four seasons of women's sport;
- W9 broadcast all France's matches in the Women's Football World Cup in Canada in June 2015. In addition, 4.1 million viewers watched France's final match in the competition on the channel, thereby achieving a record audience for DTT.

M6 Group pays particular attention to the depiction of women in music videos broadcast across all its channels.

b) [A strong commitment to disabled people](#)

Here again, M6 Group's mission is not just to tackle the daily life of disabled people in its reports, but also to allow them to participate in the programmes and games, just like the other contestants (*Un diner presque parfait*, *La France a un incroyable talent*, etc.).

In addition, M6 highlights the work and the actions of organisations for the disabled in most of the topics dedicated to this theme. In 2015 and for the ninth consecutive year, M6 Group mobilised its employees for the disability employment week which took place between 16 and 22 November 2015. On this occasion, M6, W9 and 6ter broadcast six pieces throughout the week called "Différents et alors ?!", with each piece in which a disabled sports champion meets a Group presenter and introduces them to their sport. These videos were made by Promo JARIS 2015 of the Act'Pro charity – JARIS Productions, an organisation that offers training in the journalism and audiovisual fields to people with disabilities or from ethnically diverse backgrounds. W9 also broadcast a message from W9 presenters in sign language, encouraging us to abandon our misconceptions about disability. Louise Ekland, Nathalie Renoux, Marie-Ange Casalta and Jérôme Anthony appear in this message.

During this national week encouraging the employment of disabled people, the M6, Deloitte and Prisma Media Groups all mobilised, with the support of Adecco France, to promote access to jobs for people with disabilities.

The purpose of the programme christened “One Day, One Job in Action” was to enable job seekers with disabilities, recruited and supported by Adecco, to spend a day within the M6, Deloitte and Prisma Media Groups.

Each participant was offered a placement in line with their professional aspirations within the 3 Groups and was supported throughout the day by an employee who introduced them to their job (human resources, finance, sales administration, general services, personal assistant, etc.).

Since 31 March 2012, the M6 channel has broadcast a report in sign language every week in the children’s module “M6 Kid”, with the translation overseen internally by a deaf employee.

3.2.2 Child and youth protection

This cause is one of the anchors of M6 Group’s social commitment, which each year is involved in a number of initiatives in this area to support sick children, provide remedial courses and prevent hazards.

a) Television, a powerful media

The M6 network is a powerful contributor to the Alerte Enlèvements system, implemented in 2005 by all main radio stations and television channels that are signatories to a memorandum of understanding in relation to the Amber Alert mechanism, which had been successful in the United States for a number of years. It involves the mobilisation of maximum media power during the first 24 hours after a child has been kidnapped, and to broadcast over as wide an area as possible information that could lead to the child’s rescue. This commitment by the Group consists of communicating essential information to as many people as possible, such as a description of the child or the abductor, as well as the circumstances of the kidnap, using tickers passing at the bottom of TV screens, programme interruptions, or the repeated showing of photographs to help identification.

b) Protecting our youngest viewers

Reviewing content

M6 Group has formally set out a procedure to review its programmes, which varies according to the type of content. The content of news broadcasts therefore falls under the responsibility of editorial staff. Conversely, news magazines such as Capital and Zone Interdite are viewed by a dedicated committee under the control of the General Secretary.

Rating system

Concerning programming, the protection of children has been guaranteed since 1989, when M6 took the initiative to create a rating system stating the target audience of films. It was finally imposed on other channels by the Conseil Supérieur de l’Audiovisuel in 1996. However, the commitment of M6 in this area has not weakened and the Group also ensures that its programmes do not contain violence, vulgarity, or anything likely to shock young viewers. To this end, the Group closely monitors the development of co-produced series, from concept to delivery of the final episode. Dubbing of foreign films is also done with the greatest care. Thus, all the youth programmes, films, series, made-for-TV films, or music videos are viewed and validated by a Viewing Committee that gives its recommendations to the Ratings Committee, the final arbitrator of the allocation of the 4 categories (all viewers, under 10 years, under 12 years and under 16 years).

Once again this year, M6 Group channels supported and broadcast the ratings campaign proposed by the CSA between 20 November and 10 December 2015, and the specific campaign for the protection of children under three to be held from 18 to 20 February 2016.

In addition, pursuant to the terms of the CSA deliberation dated 17 April 2007, M6 has drafted a

charter governing the participation of minors in its TV shows, with a view to protecting them and establishing specific conditions for participation.

Food charter and combatting childhood obesity

Under the auspices of the Health Minister and the Minister for Culture and Communication, on 18 February 2009 TV channels, producers and advertisers signed a charter devoted to fighting childhood obesity in France. This charter, with a duration of 5 years and controlled by the CSA, grants preferential prices to the National Institute for Prevention and Education in Health, "*Institut national de prévention et d'éducation pour la santé*", to broadcast its prevention messages aimed at encouraging a balanced diet and physical activity. It includes editorial commitments by channels to promote and educate young audiences, in particular by promoting balanced eating behaviours.

M6 Group renewed its commitment to promote a healthy and balanced diet and physical activity in programmes and advertising, by signing, on 23 May 2013, a renewal of the food charter for a period of five years.

M6 Group supported and reported on the European Anti-Obesity Days on 22 and 23 May 2015 via special programming on the channels M6, W9 and 6ter (including, for example, an edition of Zone Interdite devoted to diets, broadcast on 24 May 2015).

Control

M6 Group is responsible for the information broadcast on its websites. Concerning its community sites, a service provider is responsible for moderation and, once the messages have become public, verifies those which are insulting, defamatory, racist or that represent any other incitement to violence or hatred and, where appropriate, removes them from the websites.

Over the last eight years, M6 Group has also been a partner of Action Innocence, a charity that campaigns for the prevention of risks to children posed by the internet. This support involves the broadcasting free of charge of their campaign via TV, online and mobile.

Lastly, M6 Mobile offers capped tariffs with unlimited evening and weekend calls with its package targeting 15-25 year olds. Since November 2007, members of AFOM (French Association of Mobile Phone Operators), of which M6 mobile is a member due to its M6 Mobile by Orange offer, signed an agreement committing to automatically offering parental control when the line is activated.

3.2.3 Raising public awareness of worthy causes

M6 is highly committed to promoting a more socially responsible television service and broadcasts messages and short films with a social content free of charge.

M6 intends to assist and to encourage not-for-profit and charitable actions and to increase the general public's awareness of them. In 2015, many campaigns from humanitarian, non-governmental and charitable organisations thus broadcast free of charge on M6 and on the Group's digital channels, supporting causes in the fields of solidarity (Action Contre la Faim, Croix-Rouge Française, France Bénévolat, Les Petits Frères des Pauvres, l'Ordre de Malte, etc.), health (the fight against AIDS, the fight against cancer, research into rare diseases, Fondation pour la recherche sur le cerveau, Médecins du Monde, the fight against cystic fibrosis, the fight against autism, etc.) and education/culture (Les amis du projet Imagine, Plan International France, etc.), as well as Reporters Sans Frontières.

Programmes from the Group's channels are also an opportunity to raise public awareness of certain difficult situations and to bring the support of teams to improve the daily lives of those concerned. Examples include the project launched with Unicef, *Kids United*, whose music videos were broadcast many times on the Group's channels, and in particular on M6 and W9, throughout the day, from 20 to 24 November 2015 to support the World Day for the Promotion and Protection of Children's Rights.

During this difficult year, M6 Group supported the government's "Stop Jihadism" campaign, by broadcasting pieces encouraging families affected by this phenomenon to talk about it, and the Abbé Pierre Foundation, by producing and broadcasting a clip devoted to the International Day for the Eradication of Poverty and announcing the "Abbé Road" charity concert on 17 October 2015.

3.2.4 Prevent, act and increase awareness of public health challenges

For many years, a Group mechanism, set up both on Group channels and on the Internet, has been in place to support the Sidaction campaign against AIDS. The Group's channels, supported by presenters, have made Sidaction the keynote of a number of programmes, featuring trailers for the campaign, prevention information, special shows, awareness raising programmes, broadcasting of fundraising advertisements and production of pieces by W9.

M6 strives to warn viewers of risks associated with alcohol and drugs in its many magazines and reports.

Lastly, M6 supports numerous other causes, including France Alzheimer, the Institut Pasteur, the Foundation for Medical Research and HF Prevention.

3.2.5 Encourage a better understanding of the world

M6 Group seeks to deliver the most complete and most diverse information possible and, as stated in Article 33 of its agreement, "expand its programming of magazines and documentaries promoting understanding of the contemporary world, by dealing with diverse subjects such as employment, integration, the economy, science, ecology and the consumer society."

Capital, Zone Interdite, 66 Minutes, E=M6, Enquête Exclusive, le 12.45 and le 19.45 are programmes and magazines that illustrate, via the subjects dealt with, the M6 channel's commitment to inform and increase awareness of current and social issues and its expertise in deciphering major challenges.

3.2.6 Supporting creation and new talents

As part of its production and broadcasting obligations, M6 is committed to developing artistic creation and to valuing its diversity by focusing on young talent in cinema, audiovisual works and music.

The Group thus shares its cinematic investments carried out by its subsidiary M6 Films between established producers and young talent. Over the past 10 years, 50% were either first or second films. In 2015, M6 Films supported the cinema release of Kheiron's first film, *Nous trois ou rien*, starring Leïla Bekhti. M6 Films also supported young actors, such as Kev Adams and William Lebghil in *Les Nouvelles aventures d'Aladin* and *Amis Publics*, which will be released in 2016.

On air, the Group is strongly committed to discovering new talent, including young actors in its audiovisual co-productions (*Soda, Scènes de ménages, Peplum, La Petite Histoire de France*), presenters and hosts (Kareen Guiock, Alex Goude, Derka, Chris Carvillo, etc.) and programme participants (Norbert Tarayre, Xavier Koenig, Juliette, winner of *Incroyable Talent 2015*, etc.). This desire is the Group's trademark, which is accompanied by loyalty to the talents discovered, as shown by the Group's support for their shows, record production, recipe books, new films, etc

3.3 M6 Group, playing an active part in society

3.3.1 The M6 Corporate Foundation

In 2010, M6 Group created its own corporate foundation, having decided to get involved in the sensitive issue of prison life.

The Group exercises its responsibility for a cause that unites its employees around a project financed by all Group companies. The Foundation, which has a €2.5 million budget over five years, has set itself the target of supporting individuals who have spent time in prison at some point in their life, in order to combat reoffending and thereby support their reintegration into society.

a) Helping and improving the quality of life of inmates: a social necessity

M6 Group is the first company to decide to dedicate its Foundation to issues concerning the prison environment. Although life in prison and professional reintegration continue to attract little media attention, the Group's project deals with a genuine social issue. In fact, the results of the latest statistical study on reoffending (Infostat Justice - April 2014) conducted between 2004 and 2012 have revealed the fact that 45% of those convicted reoffended during that 8 year period.

Faced with this finding and the high demand from charities and prisoners themselves, the Foundation has been developed in partnership with the prison authorities.

The unusual choice of this cause may sometimes be questioned, but it is perfectly in line with the Group's core business, since:

- Television, only authorised in prison since 1985, is, for most inmates, their only window to the outside world. The channel and M6 Group by extension are legitimate stakeholders due to their role as content editors and use their expertise in an often forsaken environment,
- Beyond prison, an offender's "reintegration" into civil society is a real issue for society, deserving of both human and financial resources, so that, apart from its punitive element, prison is a time for reflection and rebuilding for the offender with a view to their reintegration,
- It is a difficult issue that can only be carried by a Foundation instigated by a channel which intends to stand out from the rest and distinguish itself by its ambition and audacity.

b) Activities implemented by the Foundation

The Foundation's activities aim to enable inmates to become stakeholders in their rehabilitation. Throughout its 6 years of prison-based intervention, the M6 Foundation has been able to highlight the different needs of inmates and to develop appropriate projects. It has chosen to concentrate on three main themes: help with reintegration, improvement in the quality of life of prisoners and the support to specialised organisations.

Promoting the future reintegration of offenders

- **It leads several programmes aimed at combatting illiteracy:**

- ✓ More than 1,000 books distributed to five prisons (Fresnes, Nice, Villepinte, Nanterre and Bois d'Arcy) to supply libraries, alongside the charity Sauvs les Livres (Let's Save Books).
- ✓ Prisons received more than 70 subscriptions to the magazine "*Vite lu*", from the charity Lilavie, which simplifies the news for people with reading difficulties.
- ✓ Scholarships for destitute people (11% of prisoners in France have literacy problems, and 25% of them are almost completely illiterate).

The French Ministry of Education teachers' priority is the acquisition of basic knowledge and preparation for the *Certificat de Formation Générale* (certificate of general education – first official qualification of France's national education system). Lessons are offered free of charge and are unpaid. Certain prisoners must on occasion choose to leave the school in order to improve their living conditions by taking up an employed position. Further studies and sometimes basic skills training are not therefore possible for the most disadvantaged.

For this reason, a scholarship system based on merit (particularly attendance) worth € 40 per month has been introduced for the poorest prisoners.

➔ More than 400 scholarships were awarded to just over 150 prisoners in the Nord-Pas de Calais region during 2015.

✓ Basic knowledge and jobs at Tours Remand Centre, with Affic Cria 37, an organisation whose mission in particular is to coordinate measures to create a genuine training programme to provide access to professional training and/or employment whilst combatting illiteracy.

➔ A little more than 43 skills assessments were completed and 23 people took part in the workshops.

- It supports reintegration programmes via jobs and training

✓ **Ensemble contre la récidive:** The M6 Foundation supports this organisation in its halfway house project. A workshop providing training in chocolate production was opened in spring 2015 in partnership with the company Bernachon.

✓ **“Fabrique ta Brique – Former Pour Donner un Toit” (“Building Bricks – Training for a Roof Over Your Head”) project** In partnership with the organisation Inserxo, eight inmates from Liancourt Prison will attend a CPQ (Certificate of Professional Qualification) training course to qualify as metalwork technicians, with remuneration of 52% of the minimum wage and support in finding a work project upon their release with a link to this industry.

✓ **It provides training in the subtitling of programmes for the deaf and hard of hearing** at Bourg-en-Bresse Prison. This paid work, for which the prisoners have undergone prior training, is provided by professionals with recognised expertise and experience within this field.

➔ Eight training positions are available each year to Bourg-en-Bresse inmates.

✓ **It contributes to training prisoners in culinary/bakery skills.** As the food industry is a sector under pressure and is structurally a creator of jobs, in May 2012 the Panorama organisation and Thierry MARX created a catering skills training centre in Paris's 20th arrondissement, Cuisine Mode d'Emploi(s). The M6 Foundation became a partner in this project to enable individuals under legal restraint as part of a criminal mediation, to access skills training (validated by a certificate of professional qualification). This training, which is short-term and totally free of charge, supports the drive to reintegrate prisoners and provide them with social skills, whilst in a general sense attempting to prevent the reoffending of individuals already within the justice system.

➔ Following the creation of a new kitchen financed by the Foundation (purchase of material), 18 new trainees were received, in addition to the 12 trainees already received each year.

Of the 12 trainees involved in the 2014/2015 initiative, six are on permanent contracts, two are on fixed term contracts, one is on a placement, one has been dismissed, one has withdrawn and one has been sent back to prison.

▶ Improving the quality of life of prisoners

The Foundation has set itself the objective of lending its cultural assistance to reintegration programmes launched by the Ministry of Justice through:

- **Film- and music-based initiatives**

✓ **Screenings:** Two screenings took place in 2015, with the films *“Libre et assoupi”* at Osny Remand Centre and *“Papa ou Maman”* at Réau Prison. Psychiatrist Catherine AIMELET came to lead a debate with inmates following the screening of the film.

➡ 150 inmates were involved in these screenings.

✓ **Shows:** in Northern France, the M6 Foundation relies on non-profit organisations to put on shows in prisons. Programming covers a broad repertoire: from rap concerts to jazz bands, via the reading of literary science fiction works, etc.

➡ Almost 350 male and female prisoners were able to enjoy these 4 concerts.

In addition, in the Ile de France region, a partnership was set up with the Paris Chamber Orchestra and the Divertimento orchestra. Although classical music is not the most frequently listened to within the walls of a prison, at concerts the prisoners were able to discuss this genre, which was new to them, with the musicians. Through this type of initiative, the musicians do not only perform, they talk, explain, comment on, and create a bond.

➡ Approximately a hundred prisoners attended these classical music concerts.

Moreover, in the PACA region, artists went to meet inmates in two prisons during four concerts which took place during 2015 (Bénabar in Toulon, Imany in Toulon and Nice, and Faada Freddy in Toulon).

➡ Approximately 300 inmates were involved.

- **sports activities:**

✓ **Sailing as a tool for reintegration:** Following five days of training in basic navigation at a leisure complex and five days' navigation at sea, inmates were able to take advantage of a life project supported by five structures (back to work programme, training, first aid, knowledge base, etc.).

The advantages of the sailing exercise translated into learning about managing the risk/safety balance, promoting communication and mutual support, better self-knowledge, notions of citizenship and community through responsibility for one's actions and respect for common standards.

➡ Eight individuals attended just over 10 days of sailing training combined with two months of support from integration organisations.

✓ **With the French Boxing Federation through boxing galas and meetings with boxers.** These events make a change from the monotony of the prison world and forge links with the outside world through reintegration projects. Each inmate boxes demonstrating that they are in control of their behaviour and are channelling their aggression. The Foundation has supported three institutions (Poitiers/Vivonnes, involving the participation of 30 inmates, Poissy Prison, with educational bouts between 10 inmates and external amateur boxers, and the Moulins/Yzeure prison during a gala attended by about 30 inmates).

✓ **First national prison boxing challenge:** 25 inmates from nine prisons were on release for three days to fight each other and to discuss boxing values. The aims of this projects were to enable them to:

- Fully commit to long-term training prior to their release,
- Think differently and no longer think about the person in front of you,
- Channel their emotions and cope whilst respecting the rules.

▶ **Financial support for several associations**

a) The **Relais Enfants Parents** charity

The purpose of these organisations, which are found across the whole of France and are independent of the prison authorities, is to help maintain the relationship between a child and their parent during imprisonment. They have tasked themselves with creating reflection and meeting spaces, where children and parents will be able to experience a relationship and emotional interaction.

➔ 900 children were supported during access; 430 children were able to spend a few hours for Christmas with their parents who were in prison.

b) **Mouvement de Réinsertion Sociale (MRS)**, a charity that seeks to prevent reoffending through social and professional reintegration of people leaving prison. This follow-up is initiated in prison and continued on release through the offer of temporary housing until the individual is able to support him/herself. Since the lack of proper support for prisoners on their release was an aggravating factor in reoffending, MRS applied itself to building a team of volunteers from the private, public and social sectors in order to support prisoners on their release.

➔ Nine people were able to benefit from funding to take their driving test.

➔ Just over eight men benefited from housing on their release.

c) **L'Oustal**, a charity that helps people released from prison find accommodation and work, and reintegrates them into the reality of administrative formalities (social security, tax, etc.).

d) **Arapej**, the programme created by the organisation is a free, anonymous and confidential telephone service for prisoners and their families to provide them with access to information (legal, social and administrative) to combat isolation and to maintain links with the aim of preparing for release from prison. The purpose of this project is to combat the social isolation of prisoners, to empower them whilst they serve their sentence and to prepare for their release to give them a better chance of reintegrating into society.

➔ More than 13,500 calls to this number are handled each year.

c) A uniting project for employees

The M6 Foundation motivates Group employees and brings them together around a rewarding and uniting project, which testifies to our Company's growing awareness of its role in society as a corporate citizen.

About one hundred Group employees thus contribute their expertise. They give time and share their expertise and experience in their respective fields to develop and put into place specific activities (IT, film discussions, culinary workshops, etc.) and support the 2 employees who work full time for the M6 Foundation.

Furthermore, for the sixth consecutive year in 2015, 40 M6 Group employees have agreed on a voluntary basis to take children to visit their parents who are in several prisons in the Paris region for Christmas parties, and Mother's and Father's Days organised by the charity Relais Enfants Parents.

In addition, almost 50 employees dared to don boxing gloves and enter a ring to square up to an inmate now reintegrated thanks to boxing.

In the second half of 2015, the Foundation also launched a round of meetings called "Changing Perceptions of Prison" enabling employees to have discussions with prison governors, vocational and probation advisers, to talk about restorative justice and thereby better understand the challenges of prison.

3.3.2 Support for numerous other initiatives

M6 Group is a member of the organisation Neuilly Nouveaux Médias, a “1901 association” created in September 2010 by Jean-Christophe Fromantin, Mayor of Neuilly and Member of Parliament for Hauts de Seine, and consisting of the city of Neuilly-sur-Seine and the large companies located there.

The organisation’s aim is to promote the development of innovative new media start-ups (selected via competitive selection) by providing them for a minimum of 23 months with premises made available by large companies.

Thus in 2015, M6 Group welcomed the start-up Bird Office to its Neuilly premises, and provided it with an office and 5 workstations.

In addition, the Group chose to donate receptionists’ old uniforms to a clothing collection charity.

3.3.3 Steps to uphold respect of intellectual property

At a time where increased digitalisation of media necessitates new measures to protect works, M6 Group, a producer and broadcaster of content, is helping to develop an effective policy to combat piracy and to uphold intellectual property.

This policy is based on two principal areas:

- reduction in the timeframe for broadcasting works, an issue addressed by the adoption of the Creation and Internet law and the signing of the interprofessional agreement;
- the development of catch-up television and Video on Demand, that gives viewers access to a varied range of programmes.

3.3.4 Value and preservation of cultural heritage

The audiovisual rights subsidiaries of the Group contribute to the preservation of leading European films through the restoration of classic films.

This major restoration work was initiated in 2005 with the purchase of SNC’s catalogue of over 400 classic films by M6 Group. A total of 137 films had been fully restored by the end of 2015.

In 2015, an extract from the film *Les Aventuriers* by Robert Enrico was used by Parfums Christian Dior for the advertisement film for one of their flagship products, Eau Sauvage. Another film from SNC’s catalogue, *La Piscine*, was remade into the film *A Bigger Splash*, which was part of the official selection at the Venice Film Festival. There was also a partnership with the future Musée de la Gendarmerie et du Cinéma in St Tropez in relation to the six *Les Gendarmes* films.

3.4 Balanced and transparent relations with stakeholders

The role of M6 Group with everyone it deals with, such as shareholders, advertisers, viewers, customers or suppliers, is to maintain balanced and transparent relations with them.

3.4.1 Viewers

In order to strengthen dialogue with viewers and to reply to their queries as soon as possible, M6 Group has set up a fully dedicated service for each channel.

In 2015, the 3 websites “M6 et vous.fr”, “W9 et vous.fr” and “6ter et vous”, devoted to viewers, recorded more than 6 million hits, an increase of 13.5% compared with 2014.

This procedure is used by the Group to improve its programming service and each day a summary of the various comments is created and distributed to the teams, who are dedicated to reviewing these expectations and viewer feedback.

In addition, more than 7,000 viewer queries were processed by e-mail. The number of queries dropped by about 42% between 2014 and 2015, a decline that began in 2011, clearly demonstrating the change in viewer behaviour since the dedicated sites were created.

M6 Group closely monitors online developments in terms of its relationship with viewers. In particular, it has a significant presence on social networks:

	Dec. 14	Dec. 15
M6 – Facebook – Fans	2,133,218	2,079,417
M6 – Twitter – Subscribers	959,673	1,925,438
W9 – Facebook – Fans	1,352,211	1,301,737
W9 – Twitter – Subscribers	172,803	386,386
6ter – Facebook – Fans	91,533	101,815
6ter – Twitter – Subscribers	8,813	12,254

Today, the primary challenge for a media group is to encourage innovation in order to adapt to technological developments and changes in viewing habits and the use of its services. According to a Médiamétrie study (L'année TV (The TV Year) 2015), "3 million people aged 15 and above watch television via another screen on a daily basis". This figure grew by one million in comparison with 2014. Furthermore, the French have an average of 6.4 screens per household, increasing opportunities for watching TV programmes. Lastly, this study also found that, in December 2015, 8.7 million viewers thus watched programmes either pre-recorded or via Catch Up.

These developments have led the Group to widen the distribution and availability of its content over the past few years, necessitating investment in both networks and digitalisation as well as ascertaining the existence and development of a viable business model for these new uses.

Mindful of not encouraging viewers to gamble, the Group does not offer any online betting services either via the Internet or on its channels.

3.4.2 At the service of consumers

M6 Group, with the development of its Ventadis business (Distance Selling) has acquired real expertise in customer relationship management, from the original order to customer service, to deal with all calls and requests in the best timeframes and conditions.

In 2013, Ventadis achieved renewal of the AFAQ ISO 9001 Quality Certification, initially obtained in 2010, for its "Mistergooddeal and Home Shopping Service" supply chain activities, including customer relations, logistics, stores and collection points. The renewal of this certificate valid for 3 years, confirmed that Ventadis does everything in its power to provide the best possible service when dealing with each of the parcels shipped annually.

3.4.3 Shareholders

M6 Group places strong emphasis on financial communication in order to deliver exact, precise and fair information to all shareholders, in accordance with applicable French standards and regulations. Seeking to be attentive to the financial community and its shareholders in this matter, the Group set up new information formats for individual and institutional shareholders, via a website dedicated to

current finances in French and English: [www.groupem6.fr/rubrique Finances](http://www.groupem6.fr/rubrique_Finances)
Shareholders may contact the Company using the dedicated e-mail address: actionnaires@m6.fr.

The information policy regarding shareholders and the financial community is detailed in Section 3.2 of this document.

Shareholders are particularly invited each year to attend or be represented at the Group's General Meeting. They are also regularly invited to visit sets and production rooms, and to watch filming of television news programmes.

In addition, M6 regularly responds to questionnaires from non-financial rating agencies and maintains direct relations with socially responsible investors (SRIs) who can therefore underpin their assessments on the basis of in-depth discussions held in full transparency.

In 2015 and for the 3rd consecutive year, M6 shares were selected in the composition of the Gaïa index comprising the 70 securities posting the best 2013 performances out of 230 companies analysed. This index, established by Ethifinance with the backing of the SFAF and MiddleNext, is an index devoted to midcaps based on non-financial data.

This index measures the depth of involvement of the companies assessed in challenges related to sustainable development and corporate responsibility. The rating is calculated according to 119 criteria of which 22 in particular cover the environment, 31 corporate aspects, and 44 others governance.

Considered to be a benchmark database in the world of SRI (Socially Responsible Investments), the Gaïa index enables management and analysts to discover the most responsible companies and to integrate non-financial concerns into their analysis processes and investment decisions. The sample examined represents more than €150 billion in revenue and more than one million jobs.

Lastly, the Group was an award winner in 2014 at the Cérémonie des Grands Prix de la Transparence, organised by Labrador, which recognises the best regulatory practices in listed companies.

During this event, M6 Group won the major award for progress, a distinction which recognised the best progress amongst companies in the SBF120 segment, and thus acknowledges the Group's efforts to provide its shareholders with high quality information which meets the expectations of each of them.

3.4.4 Advertisers

Relations with advertisers and advertising agencies are governed by the Law of 29 January 1993, which came into force on 31 March, the so-called "Loi Sapin", which guarantees a completely transparent advertising market.

3.4.5 Suppliers

Relations with suppliers, particularly programme producers are set out by multi-year contracts as regards US studios (films, series), that ensure the smooth exchange of content. In addition, M6 Group plays a major role in creating French and European audiovisual and cinematic works, by dedicating a significant part of its advertising revenue to numerous co-productions and by reserving part of its investments for independent producers.

More generally, M6 Group is pursuing a policy that aims to develop sustainable and balanced relations with its suppliers and sub-contractors: for all of its purchases, M6 follows an approach that aims to take into account not only economic factors but also social, corporate and environmental factors. This policy is used by the purchasing divisions of the various entities and subsidiaries of the Group.

By way of illustration, the Group's Production and Legal Departments have introduced into pre-purchasing contracts for animated programmes a clause requiring the supplier to comply with International Labour Organisation conventions, in particular those relating to forced labour and child labour. Should the contractor fail to comply with any of these provisions whatsoever, M6 will be entitled to request the automatic termination of the contract.

Similarly, as part of its major purchasing of services or products, SND, the Group subsidiary responsible for the distribution of audiovisual rights, is very mindful of the environmental and corporate commitments undertaken by its suppliers. The measures taken by each provider such as the recycling of waste, use of CAT (centres providing sheltered employment), equal pay for men and women, compliance with competition rules, etc. are also transmitted to SND and taken into account in the choice of suppliers during tendering.

Moreover, since the end of 2014, all cinemas in France were fitted with digital equipment. France now has the largest number of digitised cinemas in Europe. SND helped this digital switchover by offering all its films in digital format, as well as helping to finance the digital equipment by contributions made to cinemas as part of the broadcast of SND films.

Lastly, on DTT, M6 Group's channels are aired thanks to a network of 1,626 broadcast sites, whose operation is guaranteed by various broadcasters, following invitation to tender. During procedures to award these sites, and given the high levels of electrical power required for the operation of the network, M6 Group encourages broadcasters to give priority to solutions offering the best energy efficiency.

This document refers to social indicators to which particular attention has been accorded and which are relevant to the Group. The following additional indicators are less or are not relevant to our activity:

- Other measures taken to promote human rights,
- Compliance with ILO conventions regarding forced or compulsory labour and the abolition of child labour.

4. Environmental responsibility

The Métropole Télévision Group does not carry out activities that structurally present a significant impact on the environment, particularly on climate change. The Group is nevertheless mindful that preserving natural resources is a key issue for the 21st century, and is therefore involved in safeguarding the environment at its own level. The Group is attentive to its own consumption and seeks to take initiatives in this area, both in terms of recycling and making the public at large aware of the challenges of sustainable development.

As an example, on the occasion of the COP21, Golden Moustache, M6 Group's humorous videos channel on YouTube allowed Nicolas HULOT to launch an appeal asking Internet users to sign a petition calling on heads of state to address the issue of climate change. This video, called *Break the Internet*, was viewed almost two million times and the petition received 600,000 signatures.

More generally, to demonstrate its commitment, M6 Group has adopted an approach in line with the charter proposed in 2007 by the Minister for Ecology, Jean-Louis Borloo, and addresses many of the issues raised by this charter. In fact, the Group has already carried out an assessment of its CO₂ emissions and broadcasts more environmental information.

M6 Group also strives to inform employees of the challenges of sustainable development and the relevant initiatives implemented within the Company. The internal communication department thus organises awareness-building activities regarding issues such as reducing printing, etc., via various communication media (emails, intranet, screen displays, etc.).

4.1 Environmental indicators

areas of the company: travel, mail handling, vehicle fleet, paper, press subscriptions etc. Instead of a quantitative objective, the Group preferred a pragmatic approach with annual adjustments of requirements relating to key environmental indicators.

None of M6 Group's sites is subject to the EU Directive on greenhouse gas emission allowances. However, the CO₂ emissions caused by the energy consumption of the Neuilly building, which is owned by M6 Group, and of Rungis and Bordeaux, as well as the business travel of employees, are all monitored annually as part of the environmental impact. The assessment of these emissions over the last three years is presented below.

Mindful of adapting to the latest legislative developments in relation to environmental safety, M6 Group keeps an up to date record of audits to be carried out in this field.

The COP21 also was the opportunity to initiate a review on the improvement of the energy performance of the three Neuilly sites, beginning with an energy audit of these three sites under the NF EN 16247-2 standard, which was entrusted to an independent research unit. The findings of these audits will be analysed to initiate measures aimed at limiting the energy consumption of these buildings and consequently their greenhouse gas emissions.

This audit satisfies the requirements of Decree n° 2014-1393 of 24 November 2014 which compels businesses to carry out such a review. The Group has also committed itself to raising awareness among all its employees of its current energy use in order to make savings.

In addition, pursuant to Article R224-59-1 of the French Environmental Code, M6 Group has carried out regular audits of certain air conditioning systems, with the latest checks finding no anomalies.

The consumption of water, raw material and energy resources is monitored and controlled by the Group's General Services, as part of an approach aimed at reducing consumption and using equipment to improve energy efficiency.

A complete modern management system has been installed to deal with energy consumption, enabling the temperature and lighting of premises to be regulated according to a number of criteria, such as for example their occupancy rate. This centralised technical management of energy is intended to provide better control by the Group of its consumption. In addition, the Neuilly buildings are all equipped with air/water heat pumps which use free air energy to provide heating and hot water as well as to cool the technical rooms.

The latter is very regularly monitored in all areas. Water and energy consumption and CO₂ emissions of the Neuilly buildings – owned by M6 Group – and the Rungis, Nanteuil, Roubaix and Bordeaux buildings were as follows in 2015:

	2013	2014	2015
Water consumption (in thousands of m ³)	30.883	33.604	47.954
Gas consumption (kWh)	1,738,625	1,449,672	1,671,891
Electricity consumption (kWh)	14,232,145	14,246,321	15,013,668
CO ₂ emissions related to direct and indirect energy consumption (in tonnes)	402	357	383
Fuel purchasing (in litres)	3,456	2,034	4,096

M6 Group was faced with an increase in its water consumption in 2015 as a result of unexpected deposits needing to be flushed from the air-conditioning hydraulic network in one of the Neuilly buildings. These malfunctions have been resolved and should not reoccur in the future thanks to new and appropriate technical installations.

Moreover, the modernisation of the lighting system with the fitting of light emitting diode systems led to a fall in electricity consumption in 2015.

4.2 Waste production, paper management and recycling

M6 Group is especially committed to promoting the circular economy, and is keen to encourage the conservative and responsible use of natural resources via the prevention of waste, and through the reuse of products and their recycling.

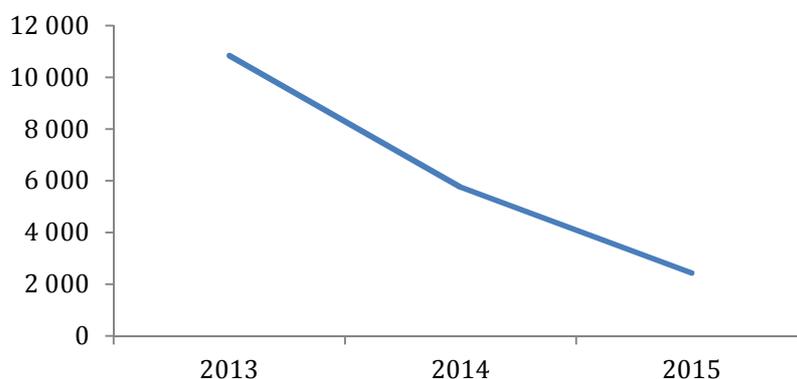
	2013	2014	2015
Paper and cardboard waste (tonnes collected in bins)	249	284	339
Non-hazardous industrial waste, including food waste (in tonnes collected from bins, including glass)	732	730	576
Batteries (in kilos)	576	444	546
Office waste paper (in tonnes purchased) **	48	40	31

In 2015, the Group decided to set itself a target regarding ink cartridge consumption by asking teams at the Neuilly sites to reduce their use of colour copies by 30% per year.

In a business like M6 Group's, paper is the main raw material used. In recent years, the Group has been actively engaged in reducing the amount of paper used within the company:

- Introduction of multifunction copiers to replace the Group's individual printers: by systematising double sided printing and by requiring swiping to print, paper consumption thus fell by one third between 2012 and 2014 and by a further 10% between 2014 and 2015. In addition, all paper used carries an ecolabel.
- To date, 49.5% of permanent Group employees have opted for the electronic monthly payslip, introduced in 2011, in place of paper slips, which they receive in a secure personal inbox.
- Since 2012, M6 Publicité has given its customers and media agencies the option of receiving their invoices in electronic format. To date, 27 agencies have already opted to go paperless, which represents 13,111 invoices out of a total of 23,459, meaning a volume of 56% and an increase of 75% compared with 2014.
- In May 2012, in conjunction with the Group's courier-service provider, the decision was taken to stop using paper courier docketts, resulting in an annual saving of around 20,000 docketts since 2013.
- Similarly, the Group decided to phase out hard-copy press subscriptions, replacing them with electronic versions. In 2015, 29% of newspapers and magazines were delivered in electronic format, compared with 12% in 2014.

In parallel with this desire to control utilities (water, energy, etc.) and reduce paper consumption, M6 Group also has an active policy of recycling waste arising from its operations (batteries, neon lights, IT hardware, toner cartridges, fluorescent bulbs, refrigerating machine oil, etc.). For example, this approach meant that 58% fewer new tapes were used for programmes in 2015 compared with 2014.

Number of new tapes purchased:

Data based on consumption at sites in Neuilly-Sur-Seine

In addition, as part of the recycling of Electrical and Electronic Waste (WEEE or W3E), the Ventadis (distance selling) division collected from its customers a contribution over and above the price of devices with electrical or electronic components. This eco-contribution, which is passed on in full to suppliers, is intended to finance the recycling of old appliances by specialised bodies. In 2015, the amount collected by HSS amounted to €0.1 million, the same as in 2014.

Lastly, a process is in place at MonAlbumPhoto.fr, confirmed by the French standard "Imprim' vert", recognised by all the operators in the graphic industry, certifying that all waste is recycled and that no toxic materials are used.

Consequently, MonAlbumPhoto.fr is committed to:

- ensuring its waste is collected and disposed of by approved waste collectors in accordance with regulations;
- providing secure storage for new stocks of hazardous liquids and also for waste liquids when in and not in use;
- avoiding the use of products labelled "toxic";
- implementing environmental awareness measures;
- establishing a procedure to monitor energy consumption every three months and to make this information available each time the trademark is renewed.

Lastly, in each of the Group's sectors, thought is being given to reducing the environmental impact of activities: the IT Department opted to make 95% of its servers virtual, making them more energy efficient than the more traditional physical servers. The Group's teams are also working on storing contracts digitally and have implemented the digital validation of invoices in internal processes.

4.3 Environmental buildings management

Building at 107 avenue Charles de Gaulle à Neuilly

Construction of the office building at 107 Avenue Charles de Gaulle has been subject to a HQE (High Environmental Quality) process aimed at user comfort and quality of life as well as respecting the environment.

In this way, the operation obtained HQE certification in 2012 for the Design and Programme phase: equipment and materials have therefore been chosen for increasing the comfort of people and to reduce the environmental footprint of the building, including:

- a high-performance and energy efficient air-conditioning system, through the use of heat pumps and a heat recovery ventilation system,
- an acoustic atmosphere tailored to the various premises,

- optimal use of natural light for offices and shared areas,
- optimal use of ventilation outflows and state-of-the-art research on interior finishing materials to ensure good air quality,
- terraces and patios partially planted with trees to conserve biodiversity.

In 2013, during its construction phase, the building was awarded the THPE (*Très Haute Performance Énergétique*) label for Very High Energy Efficiency. The many enhancements put in place have earned the building a *Passeport Bâtiment Durable* (Sustainable Building Passport) with a rating of "Excellent".

The certification body classed the following elements as "Highly Efficient":

- olfactory comfort in the building,
- air cleanliness,
- energy management,
- sustainability of environmental performance during maintenance.

For example, M6 has elected to improve energy consumption and support the environment including:

- widespread use of low-energy light bulbs,
- installation of motion sensors in lavatories, lifts, etc.,
- creation of green terraces encouraging biodiversity.

The Group still complies with the government circular of 5 June 2013 requiring exterior building lights to be switched off between 1 a.m. and 7 a.m.

The Matmut Atlantique Stadium in Bordeaux

The Group ensured that environmental considerations were taken into account in both the design and construction of the new stadium in Bordeaux, delivered in April 2015 and which is home to the Girondins de Bordeaux football club.

Consequently, the consortium entered into an official undertaking to build the stadium with the least possible impact on the environment, signing a "green construction site" charter which forms part of the contract and is signed by all companies working on the site. The charter covers:

- site management,
- optimisation of waste management processes,
- restriction of nuisance factors,
- minimisation of pollution and the use of resources on the construction site.

This commitment translated into a series of objectives aimed not only at limiting the environmental footprint of construction works, but also at keeping the resulting waste production and nuisance factors (noise, visual impact, smell) to a minimum.

The main keys to achieving these objectives were the choice of manufacturing and building processes and the overall management of logistical issues relating to the building of the new stadium. In order to evaluate if the appropriate measures were put in place, and to ensure compliance with the stated objectives, the actual assessment submitted to the City Council upon delivery of the stadium will be compared with the carbon footprint estimated during the project's preparation.

By way of example, the measures put in place to protect fauna and flora were as follows:

- creating a commission to implement the necessary procedures and monitor the overall impact,
- re-establishing paths and crossings for semi-aquatic animals,
- monitoring by an ecologist of the conditions laid down by the Prefecture of the Gironde district.

F.C.G.B pitches

Following the work undertaken since 2009 to reduce the volume of water required to water the pitches (down 40% since 2011), as well as the rollout of the "0 plant-care products" at F.C.G.B's sports grounds, 2014 was notable for the five training grounds at the Haillan site being designated

“Eco Sports Grounds” by the Union of European Football Associations (UEFA) and the Ligue Française de Football (LFP). In 2015, the pitches at the Haillan site once again received this label.

The specifications for the label (108 items) were monitored at each site by Bureau Veritas, and particularly involved:

- Physicochemical soil analysis;
- Traceability of turf cultivation, nutrition and protection practices;
- Waste management.

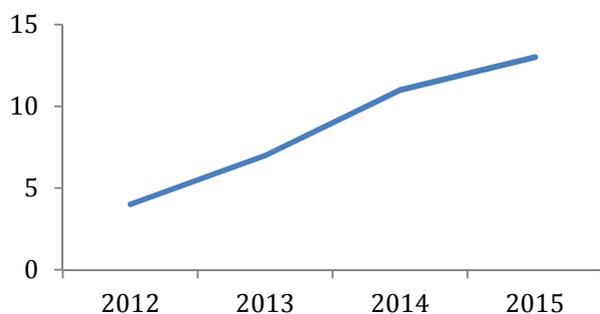
Maintaining the pitch at the Matmut Atlantique stadium, which was opened in 2015, also falls under this policy of the managing resources responsibly, and the collection of rainwater helps in its watering.

4.4 Transport and business travel

As early as 1997, M6 Group took the decision to establish its headquarters close to public transport, both for the convenience of its employees and to reduce commuting time. Today, the majority of the Group's employees are still based at the site opposite the Sablons Métro station in Neuilly-sur-Seine. At 31 December 2015, 725 employees, or 45% of the Group's workforce (excluding F.C.G.B.), used public transport for their daily commute.

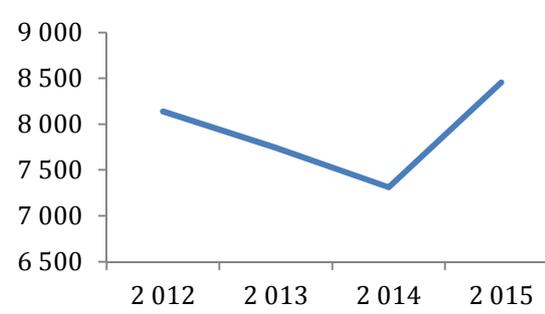
In addition, M6 Group has deliberately chosen a digital route in order to cut down on the number of business trips, even though reducing travel can be difficult for some activities (particularly reporting and production). As a result, the number of rooms equipped with video-conferencing facilities at Group sites has increased from 4 to 13 in the space of four years. Between 2012 and 2014, the amount of business travel fell, with the exceptional increase seen in 2015 being the result of the many trips caused by the acquisition of Oxygem, a subsidiary with offices located in Roubaix.

Number of rooms equipped for video-conferencing:



Group data

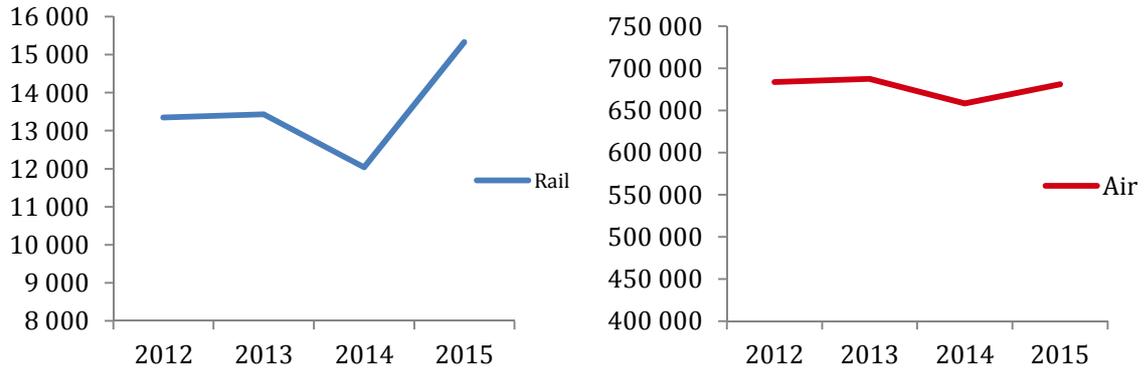
Number of business trips:



Neuilly data

Having fallen consistently between 2012 and 2014, CO₂ emissions rose in 2015 as a result of the travel caused by the acquisition of Oxygem. In terms of air and rail journeys, the Group's emissions are as follows:

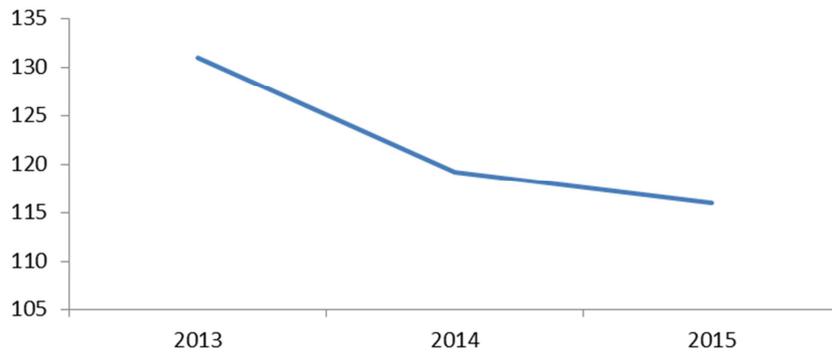
CO₂ emissions (kg) for business travel:



Data based on consumption at sites in Neuilly-Sur-Seine

Finally, M6 Group follows a very stringent policy with regard to the CO₂ emissions of its managers' company cars and the company vehicle fleet. As a result, average vehicle emissions have decreased over the last three years from 131 to 116 grams per kilometre. In 2014, the Group decided to further reduce CO₂ emissions to 130 g/km or lower for all vehicles purchased or hired. It is also worth pointing out that all company vehicles are dry-cleaned by the service provider responsible.

Average emissions of the vehicle fleet (in g/km):



Data based on consumption at sites in Neuilly

4.5 Community awareness

The responsibility of a group producing and broadcasting content is also based on its desire to make the general public aware of the challenges of sustainable development.

M6 decided to play an educational role via high quality documentaries presenting the current ecological issues. These magazines have become flagships for the channel and thus represent a major audience attraction for these subjects among an increasingly broad audience.

As such, C Productions, the internal company which produces news magazines and documentaries, has produced several items on ecology and sustainable development for M6, including, as part of **Capital**, *“The Great Waste of Packaging”*, *“7 billion Medicines in the Bin”*, *“San Francisco, the Zero-Waste City”* and *“Organic Eggs: the Underside of the Shell”*.

Environmental issues and related news have also been the subject of many reports in news programmes (**Le 12.45** and **Le 19.45**): the COP21, the vote on legislation to combat food waste, pollution, global warming, greenhouse gases, etc.

Newscasts also regularly bring to the fore unusual stories or innovations relating to ecology: *“Organic farmers are joining together under one label to share costs”*, *“Installation of a wind turbine on Ushant”*, *“Introduction of a hydrogen powered bike”*, *“Magpies are being trained to collect cans”*, *“Photovoltaic road surfaces”*, etc.

Finally, the Group ensures that all its programming portrays a positive image of rural life in which respect for the environment is evident, particularly in the series **L’Amour est dans le Pré**.

This document refers to the environmental indicators to which particular attention was paid and which are relevant to the Group. The following additional indicators are less or are not relevant to our activity:

- resources dedicated to the prevention of environmental risks and pollution (see Section 4.7 of this document),
- the amount of provisions and guarantees for environmental risks (see Section 4.7 of this document),
- the prevention, reduction or remediation of air, water or soil emissions having a major adverse impact on the environment (see Section 4.7 of this document),
- adapting to the consequences of climate change (natural risks related to climate change have, to date, not led to any significant interruption of activities or material damage to buildings or products),

land use (M6 Group’s activity and its land use does not to our knowledge cause any significant threat to either diversity or to water resources since the use of land is limited to the place in which our office buildings and warehouses are located.

5. Cross-reference table with Decree 2012-557 of 24 April 2012 (Article 225 of the Grenelle II Law)

Themes	Sub-Themes	Degree of relevance	Reference	GRI Reference	Global Compact
Labour information					
Employment	1 Total workforce and employee distribution by gender and geographic region	++	7.2.1.1	G4-10	
	2 Recruitment and redundancies	++	7.2.1.1	G4- LA1	
Work organisation	3 Compensation	+	7.2.2	G4- LA13	
	4 Organisation of working time	++	7.2.1.2	G4- LA	
	5 Absenteeism	+	7.2.1.2	G4- LA6	
Labour relations	6 The organisation of social dialogue - including regulation and procedures regarding information, consultation and negotiation with personnel	+	7.2.6	G4- LA4	
	7 Collective bargaining agreements	=	7.2.6	G4- LA4	
Health and safety	8 Health and safety at work	+	7.2.7	G4- LA6 to 8	
	9 Work accidents, particularly their frequency and seriousness, and occupational diseases	+	7.2.7	G4- LA6	
Training	10 Agreements signed with unions or employee representatives in terms of health and safety at work	=	7.2.6	G4- LA8	# 3 to 8
	11 Training policies	++	7.2.3.1	LA11	
	12 Total number of training hours	++	7.2.3.1	LA10	
Equal opportunity	13 Measures taken to promote gender equality	++	7.21.5	G4- LA10	
	14 Measures taken to promote the employment and integration of disabled employees	++	7.2.4/7.3.2.1	G4- LA12	
	15 Anti-discrimination policy	++	7.3.2.1	G4- LA12, G4-HR3	
Promotion of and compliance with ILO fundamental conventions	16 Relating to freedom of association and the right to collective bargaining	=	7.2.6	G4-HR4 ; G4-LA4	
	17 Relating to the elimination of employment and occupational discrimination	=	7.2.5/7.3.2.1	G4-HR3; G4-LA13	
	18 Relating to the suppression of forced or compulsory labour	=	N/A	G4-HR6	
	19 Relating to the effective abolition of child labour	=	N/A	G4-HR5	
Environmental information					
General environmental policy	20 Company organisation to take into account environmental issues and, where applicable, environmental assessment and certification processes	=	7.4		
	21 Training and employee information actions conducted in relation to environmental protection	=	7.4		
	22 Resources allocated to avoiding environmental risks and pollution	=	N/A	G4-EN31	
Pollution and waste management	23 Amount of provisions and guarantees for environmental risks, providing this information is not liable to seriously prejudice the company in an ongoing litigation	=	N/A	G4-EN31 and G4-EC2	
	24 Measures to prevent, reduce or remediate air, water and land emissions that seriously damage the environment	=	N/A	G4-EN22 to 26	
	25 Measures to reduce, recycle and dispose of waste	=	7.4.1 / 7.4.2	G4-EN23	
Sustainable use of resources	26 Taking into account noise pollution and, where relevant, all types of pollution specific to a particular activity	=	7.3.1.3/7.4.3		# 9 to 11
	27 Use and supply of water in line with local constraints	=	7.4.1	G4-EN8	
	28 Use of raw materials and measures taken to make more efficient use of them	+	7.4.1 / 7.4.2	G4-EN1, G4-EN27	
Sustainable use of land	29 Energy consumption and measures taken to improve energy efficiency and the use of renewable energy sources	+	7.4.1	G4-EN3 to EN7	
	30 Use of land	=	N/A		
Climate change	31 Emissions of greenhouse gasses	+	7.4.1	EN16, EN17, EN18, EN19, EN20	
	32 Adaptation to the consequences of climate change	=	N/A	EN18, EC2	
Biodiversity	33 Measures taken to safeguard biodiversity	=	7.4	G4-EN11 to EN14	
Corporate social information					
Territorial, economic and social impact of the Company's operations	34 Territorial impact of operations on employment and regional development in France	=	7.3.3.2	G4- EC7 and G4-EC8	# 16 to 18
	35 Impact of operations on the local population	=	7.3.3.2	G4- EC1, G4-EC 5 and 6	and 21
Relationships with stakeholders	36 Conditions of dialogue with these individuals or organisations	++	7.3.4	G4-24 to 27	# 2 and 16 to 18
	37 Acts of partnership or sponsorship	++	7.3.3		
Subcontractors and suppliers	38 Purchasing policies that take into account social and environmental issues	+	7.3.4.5	G4-EC9, G4-HR4, 5, 6, 8, 10	# 2 to 11
	39 Significance of sub-contracting and its inclusion in relationships with suppliers and subcontractors regarding their corporate, social and environmental responsibilities	+	7.3.4.5	G4-EC9, G4-HR4, 5, 6, 8, 10	
Fair practices	40 Measures taken to avoid corruption	++	7.2.8	G4-SO3 to 5	# 12 to 14
	41 Measures taken to safeguard the health and safety of consumers	++	7.3.4.1/7.4.5	G4-PR1 ; G4-PR2	
Other measures taken to safeguard human rights	42 Other measures taken to safeguard human rights	=	N/A	G4-HR	# 3 to 5

6. Report of the independent third party body on the corporate, environmental and social information included in the Management Report

KPMG Audit
1, cours Valmy
92923 Paris La Défense Cedex
France

Métropole Télévision S.A.
Registered office: 89, avenue Charles de Gaulle - 92575 Neuilly-sur-Seine Cedex
Share capital: €50,565,699.20
Financial year ended 31 December 2015

Report of the independent third party body on the corporate, environmental and social information included in the Management Report

To the Shareholders,

As the independent third party organisation appointed by the company Métropole Télévision, accredited by COFRAC (French Accreditation Committee) under number 3-1049, we present our report on the corporate, environmental and social information included in the Group Management Report (hereafter the “CSR Information”), prepared in respect of the financial year ended 31 December 2015 pursuant to the provisions of Article L.225-102-1 of the Commercial Code.

Corporate responsibility

The Executive Board is responsible for preparing a management report incorporating the CSR information provided for under Article R.225-105-1 of the Commercial Code, prepared in accordance with the reporting criteria used by the company (the “Reporting Criteria”), a summary of which appears in the Management Report, and which is available on request from the company’s Registered Office.

Independence and quality control

Our independence is defined by regulatory texts, the profession’s code of ethics and the provisions set out in Article L.822-11 of the Commercial Code. In addition, we have introduced a quality control system which includes documented policies and procedures aimed at ensuring compliance with the applicable ethical rules, professional standards, and laws and regulations.

Responsibility of the independent third party body

It is our responsibility, on the basis of the work we have carried out, to:

- attest that the required CSR Information is included in the Management Report or, in the event of omission, an explanation in this regard pursuant to Article R.225-105 of the Commercial Code (Statement to the presence of CSR Information);
- express a conclusion of reasonable assurance on the fact that the CSR Information, taken in its entirety, is presented in all its material respects, in a true manner in accordance with the Reporting Criteria (Considered opinion on the fairness of the CSR Information).

Our work called on the expertise of 6 people between November 2015 and February 2016 for a period of approximately two weeks. To help us in the completion of our work, we consulted our CSR experts.

We performed the work described hereafter in accordance with the professional standards applicable in France and the Decree of 13 May 2013 setting out the conditions under which the independent third party body carries out its mission and, in relation to the considered fairness opinion, with ISAE (International Standard on Assurance Engagements) 3000².

1. Statement to the presence of the CSR Information

Nature and scope of the audit

We have reviewed, based on interviews with the managers of the departments concerned, the presentation of guidance relating to sustainable development, according to the social and economic consequences related to the company's activity and its social commitments and, where applicable, the resulting action or programmes.

We have compared the CSR Information included in the Management Report with the list provided for under Article R.225-105-1 of the Commercial Code.

Where certain consolidated information is missing, we have verified that the explanations were provided in accordance with the provisions of Article R.225-105 Paragraph 3 of the Commercial Code.

We have verified that the CSR Information covered the consolidated scope, that is to say the company as well as its subsidiaries within the meaning of Article L.233-1, and the companies that it controls, within the meaning of Article L.233-3 of the Commercial Code, with the limits specified in the methodology note included in Paragraph 7.1 of the Management report.

Conclusion

Based on this work and taking into account the limits referred to above, we attest to the presence of the required CSR Information in the Management Report.

²ISAE 3000 – Assurance engagements other than audits or reviews of historical financial information

Considered opinion on the fairness of the CSR Information

Nature and scope of the audit

We conducted six interviews with the persons responsible for the preparation of the CSR Information within the departments in charge of the information gathering processes and, where applicable, responsible for the internal control and risk management procedures, in order to:

- assess the appropriateness of the Reporting Criteria with regard to their relevance, comprehensiveness, reliability, neutrality and comprehensible character, by taking into consideration, where applicable, industry best practices;
- verify the introduction of a collection, compilation, processing and control procedure to ensure that the CSR Information is comprehensive and consistent, and to review the internal control and risk management procedures in relation to the preparation of the CSR Information.

We determined the nature and scope of our tests and controls according to the nature and importance of the CSR Information in view of the company's characteristics, the social and environmental challenges of its activities, its sustainable development guidelines and best industry practices.

For CSR information that we deemed to be the most important³:

- at consolidating entity level, we consulted documentary sources and conducted interviews to corroborate the qualitative information (organisation, policies, measures); we implemented analytical processes on the qualitative information and verified, based on sampling, the calculations, as well as the consolidation, of the data and we verified their consistency and agreement with the other information included in the Management Report;
- for a representative sample of entities⁴ that we selected based on their activity, their contribution to consolidated indicators, their location and a risk analysis, we conducted interviews to verify the correct application of procedures and implemented detailed tests by means of sampling, comprised of verifying the calculations made and reconciling the data with supporting documentation. The sample thus selected represented the entire workforce and between 65% and 100% of the quantitative environmental information presented.

For the remaining consolidated CSR information, we judged their consistency in relation to our knowledge of the company.

Lastly, we judged the relevance of the explanations, where applicable, of the total or partial absence of certain information.

³ Quantitative corporate information: Total workforce (breakdown by gender and category), Proportion of female executives and managers, Number of recruitments, Number of redundancies, Total number of hours' training, Number of FTE non-permanent staff (event contract workers and freelancers)

Quantitative environmental information: Energy consumption (electricity, gas, fuel oil), Greenhouse gas emissions related to energy consumption, Greenhouse gas emissions related to business travel.

Qualitative information: Measures taken to promote gender equality, The organisation of social dialogue, Company organisation to take into account environmental issues, Emissions of greenhouse gasses, Acts of partnership or sponsorship, Conditions of dialogue with individuals or organisations having a stake in the Company's activities.

⁴ Corporate information: M6 Group head office

Environmental information: Neuilly-sur-Seine buildings (89 et 107 avenue Charles de Gaulle, 46 rue Jacques Dulud and premises occupied at 114 avenue Charles de Gaulle)

We consider that the sampling methods and the sample sizes we have selected by exercising our professional judgment allow us to draw a conclusion of reasonable assurance; a higher level of assurance would have required more extensive verification work. Owing to the use of sampling techniques as well as other limits inherent in the operation of any information and internal control system, the risk of not detecting a significant irregularity in the CSR Information cannot be totally eliminated.

Conclusion

On the basis of our work, we found no significant irregularity that would call into question the fact that the CSR Information, taken in its entirety, is presented in a true manner in accordance with the Reporting Criteria.

Paris La Défense, 23 February 2016

KPMG S.A.

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