

SUSTAINABLE DEVELOPMENT AND CORPORATE RESPONSIBILITY REPORT MÉTROPOLE TÉLÉVISION

Extract from 2020 Universal Registration Document



**SURPRISING,
THRILLING, SHARING**



CORPORATE SOCIAL RESPONSIBILITY

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M6 Group is subject to the European Directive on non-financial reporting transposed into French law, which amended the scope of application of the previously applicable regulations (Article 225 of the Grenelle II Act and its implementing Decree).

The Group firmly believes that CSR is essential to the implementation of the strategy since contributes in full to the creation of value, as shown in this Report, and notably in the diagram below. Moreover, the corporate, social and environmental information provided by the Company enables stakeholders to better assess its overall medium- and long-term performance.

Group business model

M6 Group's Business Model (within the meaning of Decree n° 2017-1265 of 9 August 2017 enacted to implement Order n° 2017-1180 of 19 July 2017 relating to the publication of non-financial information by certain major companies and certain groups of companies) presents an overview of the components of this value chain, and sources of revenue and growth for the Group.

It includes both financial and non-financial performance, and is intended to provide an understanding of M6's medium- to long-term strategy and overall performance. The Group's strategy is detailed in Sections 1.3 and 1.4 of this document. Key non-financial figures are presented in the Integrated Report.



To present its business model, the Group has taken the integrated reporting analysis framework of the International Integrated Reporting Council (IIRC) as its reference:

- In accordance with the options offered by the reporting reference framework adopted, M6 presents the resources used in 3 forms:
 - Human and intellectual resources. Employees hold a privileged position within the value chain. Training and skills development are therefore essential resources for M6, which also relies on the expertise of teams and the intellectual property of formats and brands, as well as an extensive catalogue of audiovisual rights.
 - Financial and industrial resources, which are the capital invested by shareholders as well as the profits generated over the years and reinvested in the development of M6. M6 also uses buildings, studios, warehouses, facilities, etc. to create value.
 - Corporate, social and environmental resources, which are simultaneously the natural resources utilised (electricity, paper, etc.) as well as M6's commitments to society, the relationships between the Group's brands and the audience, etc.
- For each of the Group's business cycles (which are grouped into 4 segments of financial information), there are corresponding values created by M6 (audiovisual content, channels, etc.) that form the basis of financial and non-financial performance.
- Lastly, the Group's stakeholders are the source of the funds made available to the Company, and benefit from the value created: authors and creators, viewers and listeners, internet users and audiences, as well as employees and suppliers, rights holders and advertisers, customers and investors, consumers and shareholders, etc.

These M6 Group stakeholders are numerous and can be classified according to the types below:

- Employees, the company's leading "talents",
- The public, for whom the channels and programmes are intended,
- Suppliers, who supply the Group, particularly with audiovisual content,
- Public authorities, primarily including the French State and the CSA,

- Shareholders, whose invested capital allows M6 to operate, who vote in General Meetings and receive dividends,
- Advertisers who benefit from the commercial breaks made available to them.

Key CSR challenges

Faced with various corporate, social and environmental challenges, M6 Group has been pursuing an active CSR policy for many years and clearly states its commitments to all its partners: it has developed a CSR policy structured around four priorities, directly related to its activities:

- 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 therefore respect for viewers must be at the heart of what it does.
- 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.
- 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 environment: the Group is mindful that preserving natural resources is a key issue for the 21st century, The Group is therefore involved in protecting the environment by monitoring its own consumption and taking action both in relation to recycling and raising public awareness regarding climate change.

Conversely, due to the very nature of its activity, combatting food waste, promoting animal welfare, and making responsible, equitable and sustainable food choices do not represent priority areas for the Group’s CSR policy. Nevertheless, mindful of their importance, it takes action in this regard and regularly deals with these issues in the news programming on its channels.

During the meeting of 18 November 2019, the members of the Executive Board formally established the list of key CSR challenges for M6 Group. Closely related to its performance, and creators of long-term value, they represent the cornerstone of its CSR policy. The twelve challenges have been ranked by order of importance and include the M6 Group Corporate Foundation, which symbolises its social purpose.

The hierarchy of these challenges highlights the societal challenges, since respect for its audience and its responsibility towards society form the cornerstone of the Group’s performance.

This list of priorities is not set in stone and could be developed over the coming financial years depending on changes to the Group and its environment.

M6 GROUP CSR CHALLENGES



Key measures and indicators

The analysis of these challenges, and the resultant opportunities and risks, enables their financial, corporate and environmental impacts on M6 Group to be anticipated, and practical operational responses to be made.

The main points raised by this analysis have been incorporated into the process to develop the risk matrix, as detailed in Paragraph 2.2 of this Universal Registration Document. The risks associated with the key challenges detailed above are therefore restated in the description of the risk factors (in Section 2), as explained in the correlation table below.

CSR CHALLENGES	ASSOCIATED RISKS	SECTIONS
1. MEETING ETHICAL AND CONTRACTUAL OBLIGATIONS	Risk related to broadcasting licences	2.1.3.1 7.1
2. PROMOTING GREATER ACCESS TO PROGRAMMES	Risk related to a decline in audience ratings	2.1.1.1 7.1
3. REPRESENTING DIVERSITY IN PROGRAMMES	Risk related to a decline in audience ratings Risk related to broadcasting licences	2.1.1.1 7.1 2.1.3.1
4. ENSURING EDITORIAL INDEPENDENCE AND RESPECT FOR ETHICS IN NEWS PROGRAMMES	Risk related to a decline in audience ratings Risk related to broadcasting licences	2.1.1.1 7.2 2.1.3.1
5. SUPPORTING AND PROTECTING YOUNG PEOPLE IN THE MEDIA	Risk related to a decline in audience ratings Risk related to broadcasting licences	2.1.1.1 7.2 2.1.3.1
6. GETTING INVOLVED IN A MAJOR SOCIAL CAUSE	Risk related to a decline in audience ratings	2.1.1.1 7.2
7. DEVELOPING BALANCED AND TRANSPARENT RELATIONS WITH STAKEHOLDERS	Risk related to broadcasting licences Risk of an increase in programme costs Risk related to legislative and/or regulatory changes	2.1.3.1 7.2 2.1.1.2 2.1.3.2
8. RETAINING TALENT	Risk related to a decline in audience ratings Risk of an increase in programme costs	2.1.1.1 7.2 2.1.1.2
9. DEVELOPING EMPLOYEE SKILLSETS	Risk of an increase in programme costs	2.1.1.2 7.2
10. PROMOTING DIVERSITY AND GENDER PARITY WITHIN THE COMPANY	Risk related to broadcasting licences	2.1.3.2 7.2
11. CONTROLLING AND REDUCING ENERGY CONSUMPTION	Risk related to sensitivity to the economic climate	2.1.1.3 7.3
12. RAISING PUBLIC AWARENESS OF ENVIRONMENTAL ISSUES	Risk related to a decline in audience ratings	2.1.1.1 7.3

For each of the challenges, M6 has identified a priority lever, “the key action”, and has linked it to a priority indicator to monitor the implementation of its action plan:

CSR CHALLENGES	KEY ACTION	PRIORITY INDICATOR
1. MEETING ETHICAL AND CONTRACTUAL OBLIGATIONS	Verifying compliance of programmes with ethical and contractual obligations	Number of confirmed formal notices from the CSA over the year just ended
2. PROMOTING GREATER ACCESS TO PROGRAMMES	Subtitling programmes and making them available in audio description	Accessibility rate of the M6 channel's programmes to deaf and hard-of-hearing people
3. REPRESENTING DIVERSITY IN PROGRAMMES	Ensuring gender parity in programmes	Proportion of female presenters on the free-to-air channels' in-house produced news programmes
4. ENSURING EDITORIAL INDEPENDENCE AND RESPECT FOR ETHICS IN NEWS PROGRAMMES	Ensuring journalists comply with their Code of Conduct	Number of confirmed warnings and formal notices from the CSA for the year just ended concerning professional standards
5. SUPPORTING AND PROTECTING YOUNG PEOPLE IN THE MEDIA	Implementing a fit-for-purpose rating system	Number of confirmed warnings and formal notices from the CSA for the year just ended concerning the signalling code
6. GETTING INVOLVED IN A MAJOR SOCIAL CAUSE	Developing the M6 Corporate Foundation dedicated to helping and improving the quality of life of inmates	Annual budget of the M6 Foundation
7. DEVELOPING BALANCED AND TRANSPARENT RELATIONS WITH STAKEHOLDERS	Developing a dedicated viewer relations department	Number of subscribers on social media
8. RETAINING TALENT	Developing employee loyalty (personalised follow-up of employees, pleasant working atmosphere and environment, attractive remuneration, team-building events, etc.)	Staff turnover
9. DEVELOPING EMPLOYEE SKILLSETS	Providing training to employees	% of employees who received training during the period
10. PROMOTING DIVERSITY AND GENDER PARITY WITHIN THE COMPANY	Committed to helping people with a disability	Number of workers with disabilities
11. CONTROLLING AND REDUCING ENERGY CONSUMPTION	Limiting electricity consumption	Change in electricity consumption
12. RAISING PUBLIC AWARENESS OF ENVIRONMENTAL ISSUES	Broadcasting reports on current ecological issues	Number of items on the television news devoted to the environment

The actions taken in 2020 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.

Creation of an Engagement Department

Since its creation, M6 Group has always accepted the responsibility and societal role incumbent upon it as a media company, through the initiatives of its channels, within its organisation or through its foundation. In order to embody, oversee and better coordinate its CSR policy, in late 2020 M6 Group announced the creation of an Engagement Department.

Its purpose will be the development of an overall CSR strategy to address the economic and social challenges of M6 Group. It will support the various operational departments to guide them in the implementation of this CSR strategy.

The CSR strategy will be rolled out across four elements:

- Business mission, by strengthening links with M6 Group's commercial partners in line with its values and with the development of its commercial practices in keeping with sustainable development principles;
- Social mission, notably by continuing to develop the M6 Foundation, and also by taking action to address social issues that are related to the Group's "core business" activities;
- Corporate mission, by supporting the action taken within the Group relating to, in particular, diversity, inclusion and disability, as well as quality of life at work for employees;
- Environmental mission, by overseeing all the measures that contribute to a sustainable and more environmentally friendly economy (energy savings, recycling, production of programmes, staff relocation, etc.).

Creation of a CSR Committee on the Supervisory Board

At its meeting of 16 February 2021, M6 Group's Supervisory Board decided to create a CSR Committee, comprised of Elmar Heggen, Marie Cheval, Mouna Sepehri and Sophie de Bourgues.

The Committee's duties are as follows:

- To examine the commitments and positioning of the Company's policy in terms of corporate, environmental and social responsibility, their coherence with the expectations of stakeholders, to monitor the policy's roll-out and more broadly to ensure that matters that come under CSR are taken into consideration in the Company's strategy and its implementation,
- To examine draft reports by the Company relating to governance and CSR, and broadly speaking to ensure the establishment of all information required by applicable legislation in this regard,
- To ensure the introduction of regular contact with shareholders on issues of corporate governance and CSR and to determine the procedure thereof, while ensuring the principles of shareholder equality and collective responsibility amongst the Board are not undermined
- To identify and discuss emerging trends in the field of governance and CSR, and to ensure that the Company is best prepared for these trends in relation to challenges specific to its activity and objectives.

1 SOCIAL RESPONSIBILITY

1st Challenge: Meeting ethical and contractual obligations

M6 Group is keenly aware of its responsibilities as a media group with national reach and M6 Group is committed to remaining attentive to the social consequences of its activities. The Group's channels pay close attention to ensuring they fulfil their promises under their various agreements, in line with the general principles of the Law of 30 September 1986, as amended.

PRIORITY INDICATOR: NUMBER OF CONFIRMED FORMAL NOTICES FROM THE CSA OVER THE YEAR JUST ENDED

	2019	2020
Number of confirmed formal notices from the CSA over the year just ended ⁵⁶	0	1

A. EXCERPTS OF THE AGREEMENT BETWEEN THE CONSEIL SUPÉRIEUR DE L'AUDIOVISUEL AND M6 MÉTROPOLE TÉLÉVISION IN TERMS OF GENERAL AND PROFESSIONAL ETHICS OBLIGATIONS

The agreement between M6 and the Conseil Supérieur de l'Audiovisuel (CSA) covers general and professional ethical obligations to guarantee a robust commitment to civil society. It also stipulates that the Company is responsible for the content of the programmes that it broadcasts. In accordance with French constitutional freedoms of expression and communication and the company's editorial independence, it ensures compliance with the principles of the clauses on the design and production of its programmes under conditions that guarantee its editorial independence, especially with respect to the economic interests of its shareholders.

In addition, 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.

The obligations and undertakings in the agreement with the CSA also cover:

Plurality of expression of schools of thought and opinion

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

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 delinquents.

Programme content must not incite to delinquent or anti-social behaviour. It must respect the political, cultural and religious sensitivities of the public and must not encourage discrimination on the basis of race, gender, religion or nationality. Programmes must promote the French Republic's values of integration and solidarity and be representative of the cultural and ethnic diversity of French society.

Every year, the channel makes commitments to the CSA in order to promote the representation of the diversity of French society in its programmes for the coming year.

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.

Protection of children and adolescents

The family friendly nature of the Company's programming must be reflected during the hours when a young audience is most likely to be watching, 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.

⁵⁶ Formal notices published in the official journal during the year just ended and not subject to an appeal, or formal notices published during the course of a previous financial year that were subject to an appeal and which became final over the course of the year just ended. For 2020, this indicator therefore includes the formal notice that the CSA sent to Paris Première in 2018, against which the channel submitted an appeal that was dismissed by the Conseil d'Etat in a decision dated 8 October 2020 (see Section 1.5.6 Current Legal Proceedings).

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. In sequences filmed using a hidden camera, 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.

Defence and promotion of 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.

The Group's other channels must also comply with these standard obligations. All agreements by Group channels with the CSA are available at www.csa.fr.

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

B. ENSURE COMPLIANCE OF ADVERTISEMENTS

The Group's sales house, 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. On submission to the ARPP, the ad is assigned a serial number which must be provided to M6 Publicité before broadcast. The ad can be cleared, rejected, or the ARPP can request changes prior to broadcast.

As mentioned in its General Terms and Conditions of Sale, 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.

Moreover, like the entire advertising industry, M6 is committed to the advertisers' charter pledging to promote responsible communication, a charter whose FAIRe programme has extended the commitments to collectively lead those involved in the advertising ecosystem in an approach based on progress and responsibility. M6 Publicité's sales house has integrated these values into its business relationships.

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, pornographic material, alcohol or tobacco.

The Group also implements the CSA charter to promote a healthy lifestyle (health-promoting nutrition and physical exercise, and restorative sleep) in its TV programming and advertising.

In addition, M6 Group, via the Group's sales house M6 Publicité, agreed in 2020 to support the brand social responsibility award, the Grand Prix de la Responsabilité Sociétale des Marques, a key lever for nurturing the reputation and trust capital of the brands.

Organised by ProDurable and Link Up Factory, this event strives to highlight and recognise the brands and services that build and develop their identities by leveraging an ethical and sustainable development model.

The sales house also created a shared offer with Link Up Factory aimed at advertisers seeking to communicate in relation to their commitments.

The sales house also introduced "Green Week", a special campaign featuring programmes on the topic of the environment.

C. ENSURING THE 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, as amended, which notably made it compulsory for TV channels to make the sound levels of programmes consistent with those of advertising breaks.

D. 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 3-1-1 of its agreement, "develop a policy of programming 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*, *Kid & Toi*, *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.

E. RELY ON 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 organisation of corporate governance is repeated in the Articles of Association, in accordance with French legislation and the agreement concluded by M6 with the CSA.

As such, 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.

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 risks of not achieving the objectives that the Company has set itself, the internal control mechanism plays a key role in the management and coordination of its different activities.

This mechanism is detailed in the section dedicated to Risks in this Universal Registration Document (Chapter 2.1).

2nd Challenge: Promoting greater access to programmes

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.

PRIORITY INDICATOR: ACCESSIBILITY RATE OF THE M6 CHANNEL'S PROGRAMMES TO DEAF AND HARD-OF-HEARING PEOPLE

	2019	2020
Accessibility rate of the M6 channel's programmes to deaf and hard-of-hearing people	100%	100%

All M6 and W9 programmes (excluding commercial breaks, self-promotion, trailers, teleshopping, songs performed live and instrumental music, teleshopping and live broadcasts of sporting events between 12pm and 6am) are accessible to people with hearing difficulties. 6ter has committed to subtitle 60% of its programmes. The channel has also pledged to make a specific effort regarding programmes aimed at younger viewers by making these shows available in sign language. Gulli seeks to subtitle as much of its content as possible and at least 20% of its programmes, in particular at peak viewing times. In 2019 (according to the latest information published and validated by the CSA), Gulli has made 3,742 hours, equating to 47.8% of its programmes, accessible. In 2019, new programmes such as "Ricky Zoom" and "The Loud House (Season 3)" were made accessible to deaf and hard of hearing people. The minimum proportion has been raised to 30% since 1 January 2020. Moreover, the channel has committed to providing two programmes per week related to the world of the deaf and hard of hearing.

In 2019, Gulli broadcast two programmes in sign language:

- *Mes tubes en signes*: programme presented by Noémie Churlet which helps children to learn a song in sign language in order to share the culture of deaf and hard of hearing people and understand the way in which they experience music.
- *C'est bon signe*: presented by Luca Gelberg, who plays the little brother alongside Louane in *La Famille Bélier*. This exclusive programme presents a laid-back picture of deaf culture in an off-beat way.

In addition, since 2009, the new broadcasting control room enables all Group channels to broadcast specific subtitles for the deaf and hard of hearing and thus provide access to the greatest number of broadcasts by Paris Première, Téva and M6 Music. Paris Première and Téva are thus committed to subtitling 45% and 20% of their programmes, respectively.

	M6	W9	6ter
Accessibility of programmes to the deaf and hard of hearing (subtitling)			
2018	100%	100%	60%
2019	100%	100%	60%
2020	100%	100%	60%

	M6	W9	6ter
Accessibility of programmes to the blind and partially sighted (audio-description)			
2018	100 programmes including 55 new with audio-description	22 new programmes* with audio-description	12 new programmes* with audio-description
2019	100 programmes including 55 new with audio-description	22 new programmes* with audio-description	12 new programmes* with audio-description
2020	100 programmes including 55 new with audio-description	25 new programmes* with audio-description	12 new programmes* with audio-description

* new to the channel

Since 1 January 2020, Gulli has been committed to offering audio-described programmes each year: three programmes in 2020, five in 2021 and seven from 2022. In terms of the accessibility of programmes for deaf and hard of hearing people, in 2019 48% of Gulli programmes were subtitled (whereas the channels' agreement includes an obligation of 20%).

3rd Challenge: Representing diversity in programmes

M6 Group holds diversity dear and seeks to ensure that its programming is as representative as possible of the diversity of French society so that all groups in the community can identify with the content offered on its channels. M6 Group channels are duty bound, as nationwide broadcasters, to reflect on their channels 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.

PRIORITY INDICATOR: PROPORTION OF FEMALE PRESENTERS ON THE FREE-TO-AIR CHANNELS' IN-HOUSE PRODUCED NEWS PROGRAMMES

	2019	2020
Proportion of female presenters on the free-to-air channels' news programmes (excl. Gulli)	68%	66%

The Group's channels abide by the ruling of the Conseil Supérieur de l'Audiovisuel, aiming to promote the representation of the diversity of French society in the programmes broadcast by the national free-to-air terrestrial channels and Canal+. Each year M6, W9, 6ter and Gulli make commitments for the following year. The CSA monitors compliance with these commitments based, in particular, on the results of the diversity indicators. For 2019 (the last year monitored by the CSA), M6 Group's results falls within the average of other television broadcasters.

All aspects of diversity are thus taken into account by M6 Group, notably to observe the criteria used by the Conseil Supérieur de l'Audiovisuel for its diversity indicator:

- socio-professional categories,
- perceived origin,
- disability,
- age,
- poverty.

Gender equality is 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 real gender equality: CSA ruling n° 2015-2 of 4 February 2015, made pursuant to Article 20-1 of the law of 30 September 1986 as amended, on programmes related to combatting gender bias and violence against women.

M6 is also committed to combatting all other forms of discrimination (based on sexual orientation, against pregnant women, people suffering illness, etc.). In particular, in 2020, in the programme *66 minutes*, the channel broadcast a report entitled, "The Virus of Anti-Asian Racism" which focused on offensive remarks, and it also covered the issue of transgenderism.

A. PROMOTING SOCIO-PROFESSIONAL DIVERSITY ON AIR

M6 Group is mindful of representing all socio-professional categories in its shows, both in the reporting in its programmes (for example this year on *66 Minutes*, M6 covered issues such as "Combatting illiteracy", "The Scandal of Illegal Workers" and "Summer in the Suburbs", as well as a *Zone Interdite* documentary devoted to people "Too rich to be helped, too poor to manage: the middle classes running on empty"), and in its entertainment programmes (for example *Patron incognito*) as well as in the casting for its entertainment shows (*L'amour est dans le pré*, *Les Reines du shopping*, *Top Chef*, etc.).

B. REPRESENTING THE DIVERSITY OF ORIGINS

In the same way, promoting visible minorities is a genuine concern for M6 Group, as demonstrated by the diversity of its team of presenters (Kareen Guiock, Karine Lemarchand, Cristina Cordula, Issa Doumbia, Mina Soundiram, etc.), as well as that of the actors and artists featured on its channels (*Le Marrakech du rire*, *Téva Comedy Show*, *Les 100 vidéos*, *Plus vite que la musique*, *les vidéomusiques*, *Hip-Hop symphonique*, etc.) and the contestants in its entertainment shows (*Qui veut être mon associé?*).

The Group's commitment is also illustrated in the selection of reports broadcast on its channels, as well as in the dramas it promotes to audiences, such as *La Petite Histoire de France*, *Scènes de ménages*, *Apprendre à l'aimer*, *Tout ce qui brille*, *Epouse-moi mon pote*, *Sister Act*, *De l'autre côté du périph*, *Amour sur place ou à emporter*, etc. Other examples include film productions released in 2020 in which the Group was involved such as *30 jours max*, directed by Tarek Boudali, in which he played the lead role. It was also in specific content, such as for example, on Gulli, "Being kind is life-changing", a small series of short films in which children of all backgrounds give their perception of kindness and reclaim this concept, in order to promote greater solidarity, empathy and kindness, develop confidence and self-esteem and promote learning.

As it does every year, the Group also ran on 14 July 2020 an advertisement, free of charge and on all its TV channels and Radio stations, to promote diversity.

C. IMPLEMENTING A STRONG COMMITMENT TO PEOPLE WITH DISABILITIES

M6 Group's mission is not just to tackle the daily life of people with disabilities in its reports, but also to allow them to participate in the programmes and games, just like the other contestants (*La France a un incroyable talent*, *Les Mamans*, *Top Chef*, *L'Amour est dans le pré*, *Recherche appartement ou maison*...). Group channels strive to highlight the work and the actions of organisations for the disabled in most of the topics dedicated to this theme.

In 2020, M6 Group continued to broadcast a weekly TV news bulletin in sign language, *Le 10 Minutes*. Completely unprecedented, this programme is available on 6play and provides specific content intended for deaf people. Widely popular online, this programme has successfully found and increased its audience. The documentary *Target Kilimanjaro – Arthur and Oscar on the roof of Africa* – broadcast on Gulli, was about Oscar and Arthur, two friends in wheelchairs aged 13 and 16, who climbed Mount Kilimanjaro in Tanzania in all terrain chairs. This truly epic journey of these two teenagers for whom “disability is not an obstacle to life” was a winner at the 25th Lauriers de l’Audiovisuel ceremony and received the “Citizenship and Great Causes” award in February 2020.

During Disability Week, from 16 to 22 November 2020, M6, W9, 6ter and Gulli broadcast four short films called “*Different, so what?*” made specially for M6 Group by the organisation Jaris of which the Group has been a partner for more than 10 years. Each of these films depicts the performance of dancers with disabilities.

Specific programmes were also featured on the free-to-air channels (evening of programmes about Down’s syndrome on 8 September 2020 on M6 with the TV film *Learning to love you*, followed by a studio-based programme and documentaries, *Autistic or Down’s syndrome: different and happy*, *Down’s syndrome, so what?*, and documentaries on Téva including *Disabled Sport Champions – Beating the Impossible*). *Kids & Toi* is a weekly programme on M6 aimed at a young audience and broadcast with sign language translation provided by an employee who is hearing-impaired. There is also a significant commitment in Gulli’s programmes, particularly in its animated content (*Dragon* for example).

D. PROMOTING GENDER EQUALITY

Gender equality remains central to the commitments of Group channels, both in the structure of the Group (see Section 7.1.3 of this document on the Group’s commitments to gender equality) and programming.

There are high levels of female representation in the news programming, with the *12’45* and *19’45* bulletins featuring mainly female teams. Current affairs and news bulletins are still pursuing their aim of significantly increasing the airtime of female experts. The Group notably makes sure that the judging panels for competitive talent shows on its channels are balanced between men and women (*La France a un incroyable Talent*, *Top Chef*, *Le meilleur pâtissier*).

The Group is absolutely committed to ensuring women are fairly portrayed in the music videos shown across the Group’s channels and restricts those it considers to be denigrating of women.

Promoting women in sport is also a priority for M6 Group. This year, it took part in “*Sport féminin toujours*”, an event organised by the CSA on 1 and 2 February to throw the spotlight on women’s sport in the French media. M6 broadcast different portraits of female athletes in the weekend news bulletins, Sport6 screened a special programme with a guest, Justine Dupont, and Téva broadcast special editions of *Happy & Zen*. RTL broadcast reports such as “*Does the right to be a mother actually exist for top female athletes?*” and “*Female footballers*”, as well as an indicator created with Oxoda to address “*The position of women’s sport in France*” and a programme *Rethinking sport in France with Le Parisien Aujourd’hui en France*” with the involvement of the Vice President of the French Olympic Committee, responsible for increasing female participation in sport.

W9 broadcast the French women’s football team’s matches in 2020 as well as other football and basketball matches.

The Group also lends its support to groups dedicated to gender equality. The channels also covered International Women’s Day during its programmes and particularly its news bulletins on 8 March 2020.

As with every year, M6 Group’s channels also supported International Day for the Elimination of Violence Against Women by scheduling around 25 November numerous dedicated programmes (RTL and M6), with their shows and dramas covering this issue.

In 2019, according to the latest information published by the Conseil supérieur de l’audiovisuel, out of 27 television channels, Gulli was one of the 13 channels that allocated more channel time to programmes combatting gender bias and violence against women than in 2018. In terms of qualitative statements, the Conseil emphasized that Gulli is the channel that devoted the most airtime to programmes based on a non-stereotypical character (3,723 hours and 73 programmes).

4th Challenge: Ensuring editorial independence and respect for ethics in news programmes

As a media outlet with national coverage, M6 Group is fully aware of its responsibilities regarding the handling of information. One of its primary challenges is therefore to ensure editorial independence and respect for ethics in its news programmes.

PRIORITY INDICATOR: NUMBER OF CONFIRMED WARNINGS AND FORMAL NOTICES FROM THE CSA OVER THE YEAR JUST ENDED CONCERNING PROFESSIONAL STANDARDS

	2019	2020
Number of confirmed warnings and formal notices from the CSA for the year just ended concerning professional standards ⁵⁷	0	0

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 services and at C. Productions, the subsidiary responsible for producing news magazines such as *Capital* and *Zone Interdite*.

In accordance with the Law of 14 November 2016 aimed at improving the freedom, independence and pluralism of the media, M6 Group has created a Journalists' Code of Conduct. This Code was jointly drafted by journalists' representatives and M6 Group management. Its purpose is to set out the key principles of independence, freedom, and the reliability and truthfulness of information as well as specifying the rights and duties of journalists and the management of M6 Group. In parallel with this Code, an Ethics Committee, made up of five people, has been set up for a period of three years in accordance with legislation. The terms of office for all committee members were renewed this year for a period of three years.

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 and acts accordingly.

Consequently, the Group refrains from exercising influence 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.

⁵⁷ Formal notices published in the official journal during the year just ended and not subject to an appeal, or formal notices published during the course of a previous financial year that were subject to an appeal and which became final over the course of the year just ended.

5th Challenge: Supporting and protecting young people in the media

Protecting children and young people is one of the pillars of M6 Group's commitment to society. It assumes even greater importance given that in 2019 the Group completed the acquisition of the DTT children's channel Gulli and its sister channels Canal J and TiJi. The Group makes sure that the programmes broadcast by the Group on its channels go out at the appropriate times and that they do not include content that could be detrimental to the physical, mental and moral development of children and young people is an absolute priority for M6. The Group also support many voluntary initiatives aimed at children.

PRIORITY INDICATOR: NUMBER OF CONFIRMED WARNINGS AND FORMAL NOTICES FROM THE CSA OVER THE YEAR JUST ENDED CONCERNING THE SIGNALLING CODE

	2019	2020
Number of confirmed warnings and formal notices from the CSA for the year just ended concerning the signalling code ⁵⁸	0	0

A. REVIEWING CONTENT

M6 Group carries out a review of its programmes which varies according to the type of content. The content of current affairs programmes is the responsibility of the editors, while news programmes like *Capital* and *Zone Interdite* are viewed by a special committee overseen by the Company Secretary's office.

Gulli has an ethics committee, which is made up of child psychiatrists, experts in the field of childhood, teachers and sociologists, and which is consulted regarding the make-up of the various content or any issue related to child protection. Due to its core target audience being 3-6 year olds, TiJi also has an independent ethical committee. The reports from these committees are forwarded to the Conseil supérieur de l'audiovisuel each year.

B. SETTING AN APPROPRIATE CONTENT RATINGS SYSTEM

As far back as 1989, M6 took the initiative to introduce a content rating system that clearly flags the type of audience programmes are intended for. It was subsequently 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 daytime programmes do not contain violence, vulgarity, or anything likely to shock young viewers. Where content may not be suitable, the programme is rated and the appropriate message shown; alternatively, it is moved to a later time slot in the interests of protecting young viewers. For example, 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). All content aimed at children Gulli, Canal J and TiJi is available to all audiences.

In addition, M6 Group channels supported and broadcast, on both their channels and their 6play on-demand services, the ratings campaign proposed by the CSA between 20 November and 10 December 2020 as well as the specific campaign for the protection of children under three which was held from 3 to 6 July 2020.

Furthermore, 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.

C. COMPLYING WITH THE FOOD CHARTER AND COMBATting CHILDHOOD OBESITY

Under the auspices of the CSA and in collaboration with the French Health Minister and the Minister for Culture and Communication, on 18 February 2009 TV channels, producers and advertisers signed a first charter devoted to fighting childhood obesity in France. Reviewed by the CSA, this charter aimed to promote a healthy lifestyle through nutritious eating and physical exercise in its TV programming and advertising. M6 Group's channels adhered to this objective and signed it in order to actively participate in this campaign, having reiterated their commitments and dedication in 2013. Improved, expanded, enhanced and more targeted, a new Charter "*aimed at promoting healthy eating and behaviour in audiovisual programmes and advertising*" was signed on 30 January 2020 for a period of five years.

This new Charter, more ambitious in its scope and initiatives, calls for the greater accountability and involvement of all those concerned and is now the subject of a mechanism providing for annual assessment by the CSA, notably to ensure the effective reduction in children's exposure to audiovisual commercial communications relating to food or drink products containing nutrients or substances with a nutritional or physiological effect, notably fats, trans fats, salt or sodium, and sugars, whose presence in excessive quantities in the overall diet is not recommended.

M6 Group thus supported and reported on the World Anti-Obesity Days via special programming on the channels M6, 6ter, Gulli, Canal J and TiJi (with, in particular, the broadcast of a piece called "Combatting obesity" in *Le 12'45*).

⁵⁸ Formal notices published in the official journal during the year just ended and not subject to an appeal, or formal notices published during the course of a previous financial year that were subject to an appeal and which became final over the course of the year just ended.

In 2019, M6 Group's channels broadcast a total volume of more than 900 hours of programmes aimed at prevention and referring to the national dietary and health plan (Plan National Nutrition Santé or PNNS) and referring to the phrase "eating and moving". It is a broad commitment on the part of the M6 Publicité sales house, the channels M6 and 6Ter, and in particular the group's children's channels (which joined the M6 family in September 2019 – Gulli, Canal J and TiJi, and the Chaîne du Père Noël) in relation to the awareness of the public they address. The Group particularly ensures that it incorporates this commitment into its children's programming – *Eating, Moving, Sleeping* (which highlights the key role of sleep in good health), *Foot 2 Rue, Bande de Sportifs, Bien dans tes baskets*, which encourages doing physical activity, etc.

Moreover, it is also through initiatives that are highly relevant to families or even by communicating via digital media that the Group's channels are committed to promoting good dietary habits and regular physical activity.

In its report published on 11 December 2020, the CSA highlighted the "considerable volume" of programmes fulfilling the criteria of the Charter and broadcast on the Group's children's channels.

D. MANAGING THE USE OF THE GROUP'S SOCIAL MEDIA

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.

E. ASSISTING THE AUTHORITIES AS PART OF THE ABDUCTION ALERT SCHEME

The M6 network is a powerful contributor to the Alerte Enlèvement system, implemented in 2005 by all main radio stations and television channels that are signatory to a memorandum of understanding modelled on what has been successfully experimented 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. The system has proved its worth, as, to date, every time Alerte Enlèvement has been triggered the child has been found.

F. 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.

On air, the Group is strongly attached to revealing new talent, including young actors in its audiovisual co-productions (*Scènes de ménages, En Famille*, etc.), presenters and hosts (Ophélie Meunier, Issa Doumbia, Norbert Tarayre, etc.) and programme participants (Mory Sako who has just won his first Michelin star, Mallory Gabsi who has just opened his restaurant, etc.). Several programmes are dedicated to this aim: *Top Chef, Le meilleur pâtissier, La France a un incroyable talent, Téva Comedy show...* 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.

6th Challenge: Getting involved in a major social cause – The M6 Group Corporate Foundation

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

This commitment is based on a strong belief that business can provide other solutions to social issues; through its Foundation, now integrated into the Engagement Department, via initiatives on its channels or within its organisation, the Group goes beyond its role shining a light on society to become a player in its transformation.

Financed by all the Group's companies, the Foundation has a budget of €2.5 million over five years. It 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. It is also working to break down barriers between the prison world and civil society, in order to help change perceptions of prison and prisoners.

Through its Foundation, the Group brings employees together around shared projects. Their mobilisation injects additional energy into the Foundation's initiatives and gives extra meaning to its work.

PRIORITY INDICATOR: ANNUAL BUDGET OF THE M6 GROUP FOUNDATION

	2019	2020
Annual budget of the M6 Group Foundation	€500,000	€500,000

A. COMBATTING REOFFENDING: A MAJOR SOCIETAL CHALLENGE

M6 Group is the only company to devote its Foundation to issues related to the prison environment, considering that it is the duty of companies to commit to a genuine civic and socially responsible approach, all the more so for a powerful media group present in the public domain.

Although life in prison and reintegration into society continue to attract little media attention, the Group's project deals with a genuine social issue: a prison that does not rehabilitate is detrimental to the whole of society. 61% of ex-prisoners reoffend within five years of their release; not finding employment after spending time in prison is an aggravating factor. That is why the M6 Group Corporate Foundation supports grassroots initiatives that combine sustained community support and a return to employment, and promotes alternatives to detention which encourage a gradual reintegration into society and the world of work.

The aim of prison is under debate in society today: for some it is about punishment, for others it involves reintegration. Beyond any divisions, a realisation must take place – every person sent to prison ends up being released and one day once more becomes a citizen like any other. Are civil society and the business world ready to give a second chance to people who have been in prison? The issue calls for a comprehensive response that is not just the responsibility of the prison authorities. The M6 Group Foundation seeks to play a coaching role to provide practical solutions to the issue of ex-prisoners returning to employment.

B. ACTIVITIES IMPLEMENTED BY THE FOUNDATION

The Foundation's activities aim to enable inmates to become stakeholders in their reintegration. Throughout its 10 years of prison-based intervention, the M6 Group Foundation has gradually focused its activities on the following 3 areas:

- Reintegration via a return to employment or vocational training,
- Combatting illiteracy,
- Culture as a vehicle to relearn social skills.

In this way, the M6 Group Foundation helps to fight reoffending on the ground, by supporting organisations that are closely involved with beneficiaries or by coordinating projects itself in partnership with the prison authorities. But it also pursues a second goal – to inform and involve, particularly in relation to other companies, we must dispel stereotypes about prison.

EMPLOYMENT AS A TOOL FOR REINTEGRATION

The Foundation supports reintegration programmes via jobs and training as well as employment-related workshops focused on interpersonal skills. For the past five years, it has supported a growing number of structures that support prisoners at the – often critical – moment of their release from detention.

Jabron Workshops: day release to better prepare for release from prison

Since 2014, the Sauvegarde 26 organisation has been welcoming prisoners on day release (a reduction in their sentence to prepare for their reintegration) into its Workshops in Jabron, Drôme. These individuals are given a paid job in a back to work programme, accommodation, sustained community support, and psychological and social re-motivational activities, enabling them to construct an overall rehabilitation project.

In 2020, the Foundation's support helped to increase the number of people the organisation could assist (65% more people supported vs 2019), through an expansion of support in Nord-Drôme. At the end of 2020, this new initiative represented 30% of the structure's activity over the whole year.

2020 key figures:

- 31 people welcomed on day release, up 65% vs 2019
- at 30 September 2020, 20 people had been welcomed between September 2019 and September 2020:
 - 45% active releases,
 - 20% rehabilitation in prison.

Ensuring a successful return to work with GREP

For the past 30 years, the organisation GREP has been facilitating job seeking for prisoners in the Lyon region. In 2019-20 it developed an intensive programme of employment training, taking the form of a four-month period of support for prisoners via its services. This assistance aims to update the administrative status of the individuals supported and provide them with a job seeking methodology, through collective and individual guidance based on four key elements: preparing for work, identifying needs, setting a realistic and achievable professional target, and putting job seeking into practice. Out of the 118 beneficiaries supported in 2020, 71% had a job solution at the end of the programme.

2020 key figures:

- 118 participants in the programme, “Ensuring a successful return to work”
- 24 businesses and 16 Integration Through Work structures
- 91 interviews with employers, 24 work placements
- Status of the 118 participants at the end of the programme:
 - 71% had an employment solution, of whom 18% had a steady job and 15% were in transitional work,
 - 8% had returned to prison after three months.

COMBATTING ILLITERACY

Based on the finding that 17.3%⁵⁹ of prisoners fail the reading assessment upon entering detention, the Foundation focuses part of its activities on combatting illiteracy. In fact, without adequate proficiency in reading, writing and arithmetic, all basic skills, the lack of independence in simple everyday situations makes reintegration more complicated.

“Au-Delà des Lignes” (“Beyond the Lines”) writing competition

For the fifth consecutive year, in 2020 the M6 Group Foundation organised the writing competition, “Au-Delà des Lignes” (“Beyond the Lines”) in the prison environment, in partnership with the Ministry of Education and the Prison Administration.

The competition aims to make enjoyment the focus of reading and writing once again. In each establishment, a writer, author, or journalist (member of the *Au-delà des lignes* jury) goes to meet participants to talk about language and demystify writing.

Between January and March 2020, 317 men, women and children took part in the writing workshops held in 45 institutions. They dared, often for the very first time, to produce a piece of writing, encouraged by a jury that came to meet them in order to chat with them about the joy of words and offer them advice. No prizes could be awarded in 2020 due to the pandemic. By helping people who never normally write take up a pen, the competition has nevertheless addressed, once again this year, two major issues: actively fighting the exclusion of prisoners who have lost touch with writing, and sharing their words, beyond the walls of the prison, by publishing a collection of all the entries.

2020 key figures:

- 45 participating prisons (mainland France and overseas territories),
- 317 participants (including 22 under-18s),
- 45 jury members.

PANDEMIC – UNDERSTANDING THE CHALLENGES IN ORDER TO ADAPT TO NEEDS

During the first lockdown, working with its charity partners and the Prison Authorities, the M6 Group Foundation identified the problems encountered so as to better meet the needs of the beneficiaries.

The Foundation exceptionally supported the UCRM – Union Cépière Robert Meunier – a well-known public interest organisation, in existence for 70 years in Toulouse and the Occitanie region of France, and which has worked to welcome and support 10 new beneficiaries released from prison early within the context of the pandemic. The financial support provided by the M6 Group Foundation helped to provide emergency accommodation for them and to support them until they were allocated permanent accommodation.

C. A COMMUNITY OF COMMITTED EMPLOYEES

The M6 Group Foundation raises awareness among Group employees and brings them together around an inspired and inspiring project, which testifies to the Company’s awareness of its role in society as a corporate citizen. Each person has skillsets and a talent on which they can rely. Because in addition to the commitment of a Group, the Foundation’s initiatives reflect the commitment of employees as citizens.

In 2020, Group employees took part on more than 60 occasions to the Foundations’ activities, contributing their assistance, expertise and experience in their respective fields as well as their time to support the employees of the M6 Group Foundation.

⁵⁹ 2018-2019 annual assessment of education in a prison setting, Prison Authorities

Welcoming young people as part of a day of discovering the company, meetings in prison based on jobs in journalism, simulations of job interviews, supporting children in detention are all opportunities for employees to connect with their Foundation's initiatives.

Always mindful of leading by example, in 2020 the Group reaffirmed the impetus to promote the recruitment of people of have previously been in prison, with two ex-prisoners joining the Group's operations.

2020 key figures:

- 32 projects supported,
- 61 correctional facilities addressed,
- 13 initiatives in a non-custodial setting,
- 67 cases of employee involvement in projects,
- €500 K annual budget.

D. SUPPORT FOR NUMEROUS OTHER INITIATIVES

Raising public awareness of worthy causes

In addition, 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 2020, numerous campaigns featuring humanitarian works, non-governmental organisations and charities, were thus broadcast free of charge on the Group's television channels, radio stations and digital mediums, supporting causes in the fields of solidarity (Fondation de France, Secours Catholique, French Red Cross, Disability Employment Week, etc.) and health (Fondation pour la recherche médicale, Pasteur Institute, Fondation Arc pour la recherche sur le cancer, Etablissement français du sang, etc.).

On 19 January 2020 on M6, *Zone Interdite* featured a documentary on children at risk, criticising "the scandalous failures of welfare in childhood". Also on the issue of child protection, the magazine broadcast an investigation into the prostitution of young girls aged 15.

M6 Group also raised awareness among the French population of the economic challenges facing rural areas. The reports "*Meagre wages, long working hours: the huge scandal of rural life*" and "*Farms for sale: when baby boomers threaten the future of our countryside*" have for example been broadcast in Capital, on M6 on primetime.

M6 also devoted numerous reports in its news programmes to sexual abuse at various points during the year when major cases were in the news ("*Sexual abuse in ice skating - Sarah Abitbol condemns the code of silence*", "*Opening of the Weinstein trial in New York*", "*Sexual abuse in sport - federations are taking all necessary actions*", etc.).

In addition, M6 featured many reports on combatting racism during its television news bulletins ("*The death of George Floyd in the United States - leading figures take action*", "*Action against racism and police violence worldwide*", "*PSG-Basaksehir - match suspended due to racism*", etc.).

Lastly, the Group's television news bulletins also focused on the fight against corruption with various reports ("*Police officer at the heart of a massive stolen car smuggling racket*", "*Huge driving licence fraud trial*", "*Former King Juan Carlos, suspected of corruption, quits Spain*", etc.).

Prevent and act in relation to public health challenges

M6 Group is at the forefront when it comes to harnessing the impact of its channels and airtime in support of public health issues. This was particularly the case in 2020 with the Covid-19 pandemic. Throughout the year, the Group's stations (Radio and TV) were regularly asked by the CSA and the French Ministry for Solidarity and Health to broadcast Covid-19 alerts and guidelines to the French population, in real time and free of charge.

For many years, a special mechanism, set up both on Group channels and on the Internet, has been in place to support the Sidaction campaign against AIDS. To offset the cancellation of the 2020 edition due to the pandemic, on 25 June 2020, M6 Group's channels and social media platforms broadcast the charity's appeal for donations. To mark this special day, the presenters got involved to make videos to encourage people to donate.

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

Upholding respect of intellectual property

At a time where increased digitisation 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.

Enhancing and protecting cultural heritage

The audiovisual rights subsidiaries of the Group contribute to the preservation of the European film heritage 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 149 films had been fully restored by the end of 2020.

During 2020, the partnership with the future Musée de la Gendarmerie et du Cinéma in Saint-Tropez was renewed (in relation to the six Les Gendarmes films). In addition, in 2020, the Group collaborated with the brand Chanel, as part of their "Chanel in Cinema" campaign (use of an extract from the film *La Piscine*, by Jacques Deray).

Acting at a local level

M6 Group is a member of the organisation Neuilly Tech (formerly 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 2020 M6 Group welcomed the start-up Billee to its Neuilly premises, and provided it with an office, several workstations and access to its common areas.

7th Challenge: Developing 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.

PRIORITY INDICATOR: NUMBER OF SUBSCRIBERS ON SOCIAL MEDIA

	2019	2020
Number of subscribers on social media	9.6 million	11.2 million

A. SOCIAL MEDIA

M6 Group closely monitors developments on social media, and its presence there (Facebook, Twitter, Instagram, TikTok) increases each year.

For the year ended 31 December 2020, M6 Group had 11.2 million subscribers with accounts for its free-to-air channels on these various social media platforms (non-duplicated subscribers).

The Group also operated more than 30 accounts (in particular for its various shows) in 2020.

	M6		W9		6ter		Gulli	
	2019	2020	2019	2020	2019	2020	2019	2020
Facebook	2,347,000	2,530,000	1,360,000	1,430,000	189,000	214,900	220,000	220,000
Twitter	3,177,000	3,242,000	792,000	823,300	34,000	36,500	10,000	10,700
Instagram	349,000	614,800	1,038,000	1,300,000	22,000	33,500	23,000	35,000
TikTok	0	402,591	0	147,700	0	5,067	0	116,200
Total	5,873,000	6,789,391	3,190,000	3,701,000	245,000	289,967	253,000	381,900

B. VIEWERS

In order to reply to viewer queries, M6 Group has a dedicated service.

In 2020, this website, "etvous.m6.fr", dedicated to viewers, recorded 1.3 million unique visitors (vs. 1.9 million in 2019).

6,335 viewer queries were processed in 2020.

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. 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.

C. CONSUMERS

M6 Group, with the development of its Ventadis business (Distance Selling) had 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.

Ventadis did everything in its power to provide the best possible service when dealing with each of the parcels shipped annually.

The Group's exposure to this stakeholder is now less significant since the sale, on 1 October 2020, of Home Shopping Service, which managed the home shopping operational activity.

D. 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 information formats for individual and institutional shareholders, via a website dedicated to current finances in French and English: 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 4.4 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 2020 and for the 8th consecutive year, M6 shares were selected in the composition of the Gaïa index comprising the 70 securities posting the best 2019 performances out of 230 companies analysed. This index, established by Ethifinance with the backing of 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 156 criteria of which 20 in particular cover the environment, 41 corporate aspects, and 58 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.

Ethifinance has specifically highlighted M6's best practices in the field of social policy and governance.



E. ADVERTISERS

Relations with advertisers and sales houses 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.

M6 Publicité has played a key role in changing behaviour for several years and continued its commitments in 2020.

Building on the success of 2019 in its study "*The era of responsible brands*", highlighting that 85% of French people expect brands to communicate more on their commitments, in 2021 M6 Publicité will unveil the results of its second edition. Its objective is to advise advertisers regarding the challenges and expectations of consumers in relation to the responsible offers and services from brands, of advertisers' own commitments and their communication on these issues.

This study includes an indicator-based section on responsible practices to put into context the developments and changes in behaviour over the years as well as new approaches: a European section enabling comparisons with the level of engagement of French people, the impact of Covid 19 on responsible behaviours and new and emerging trends such as digital pollution and the carbon footprint. M6 Publicité notes that the sense of urgency and the belief that we must act are felt more strongly than ever by 68% of French people, an increase of 4 points compared with 2019, and 69% in Europe. They expect media and brands to guide them in their responsible consumption. 70% of French people and 72% of Europeans said that "*I would really like there to be more programmes in the media that talk about the environment and which give me advice on introducing responsible habits*". 84% of French people and 83% of Europeans agreed that "*I expect brands to communicate more on their responsible practices and approaches*". Within this context, advertising has a role to play since, for 53% of French people, advertising must be involved in informing people about the energy transition by telling them about eco-friendly habits and responsible behaviour (54% for Europeans). This expectation is even higher amongst younger generations (62% of 18-24 year olds).

M6 Publicité also set up an innovative partnership that combines the expertise of M6 Publicité, the second largest audiovisual sale house in France, and LinkUp Factory, a consultancy firm expert in CSR/BS⁶⁰, to enable advertisers to benefit from dedicated support in their special campaigns, going from the strategy of the brand through to its media coverage, and encompassing creation and production. This partnership thus addresses the challenges experienced by brands in terms of their BSR communication – how to set themselves apart and make an impact within an increasingly crowded media landscape? How to develop a genuine and trustworthy conversation with audiences who are simultaneously demanding and fickle, and demonstrate its values, its beliefs and its contributing actions.

M6 Publicité has also supported the BSR Awards organised by LinkUp Factory and the pro-sustainable trade show since their creation three years ago. They mean that engaged brands that have constructed their brand identity by committing the entire corporate strategy to an ethical and sustainable model, and towards making a positive footprint developed in an appealing and coherent way to their consumers, are recognised.

Lastly, in 2020 M6 Publicité introduced a dedicated advertising offer. The S6LIDAIRE package will enable brands to communicate with the public in relation to their commitments to the non-profit organisation of their choice. With Ad for Good, the leading label with a social and environmental impact for advertising, created by Boon Today, the brand is committed to transferring 1% of its media budget amount to the organisation, and making it public on its channel: via a QR code that encourages viewers to scan it to find out more about the brand/association partnership, or via a visual indicator that encourages the viewer to watch the advert in full, thereby contributing to the brand's commitment.

⁶⁰ Corporate Social Responsibility / Brand Social Responsibility

F. SUPPLIERS

Relations with suppliers, particularly programme producers are set out by multi-year contracts involving significant volumes 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. The Legal Department works to ensure that suppliers comply with all provisions relating to intellectual property, press and publicity rights, that they pay due attention to ethical aspects and are committed to meeting safety and security requirements.

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.

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.

2 CORPORATE RESPONSIBILITY

8th Challenge: Retaining talent

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.

PRIORITY INDICATOR: STAFF TURNOVER

	2018	2019	2020
STAFF TURNOVER	10.4%	10.7%	7.9%

* Excluding Ctzar, Socciadict, LTI Vostok (2019 - 2020) - iGraal, HSS, Bedrock (2020)

Average turnover in 2020 was 7.9%, representing a fall of 2.8% in relation to 2019, of which 2.6% was due to the sales of HSS and iGraal, as well as the exit of Bedrock from the reporting scope.

A. PROMOTING THE STABILITY AND DIVERSITY OF THE WORKFORCE

Breakdown of M6 Group workforce by type of contract

	2018	2019	2020
Permanent contracts	1,966	1,970	1,707
Fixed-term contracts	252	311	197
Total workforce	2,223	2,281	1,904

At 31 December 2020, M6 Group's total workforce was 1 904 people, compared with 2 281 at 31 December 2019, including 1,707 on permanent contracts in 2020, compared with 1,970 in 2019. The net change in the number of permanent contracts is detailed below:

WORKFORCE AT END DECEMBER 2019	1,970
External recruitments	146
Event contract workers/service providers made permanent	35
Fixed-term contracts made permanent	12
Departures	
Resignation	-62
Redundancy	-37
Termination by mutual agreement	-45
Retirement	-5
<i>Disposal of entities (HSS, iGraal)/Exit from the scope of consolidation (Bedrock).</i>	-291
Other (end of trial period, etc.)	-16
Workforce at end December 2020	1,707

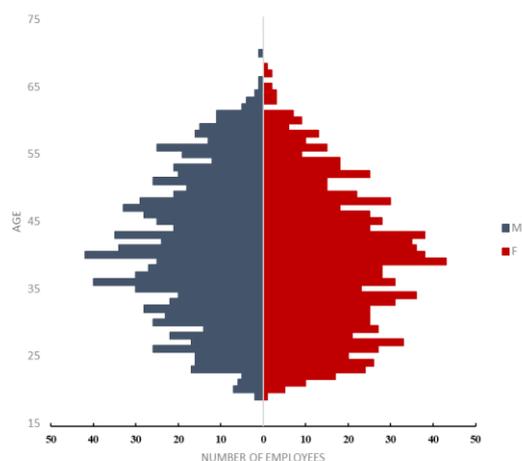
In order to ensure gender equality, M6 Group pays particular attention to balancing its workforce.

At 31 December 2020, the Group's workforce was made up of 51% of women and 49% of men, distributed as follows:

Breakdown of M6 Group workforce by category and by gender

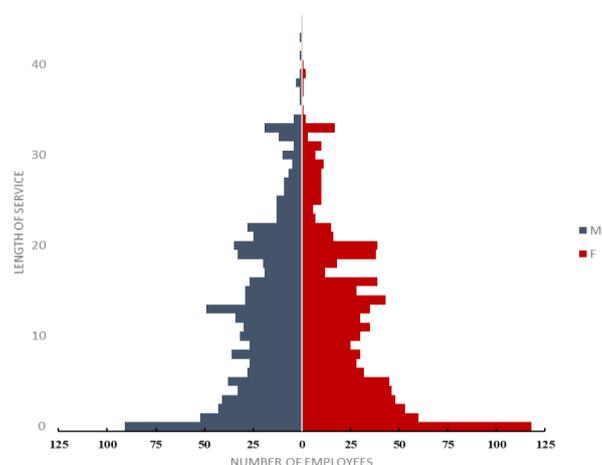
	2020	Male	Female
Employees	455	216	239
Managers	1,112	502	610
Journalists	282	174	108
Senior executives	55	40	15
TOTAL	1,904	932	972

Age pyramid



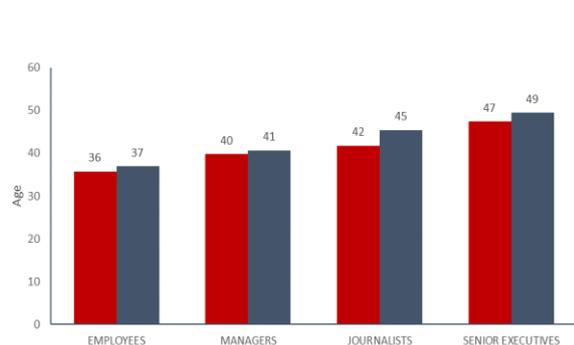
The average age of Group employees is 40.1 years, with 39.1 years for women and 41.1 for men.

Length of service pyramid

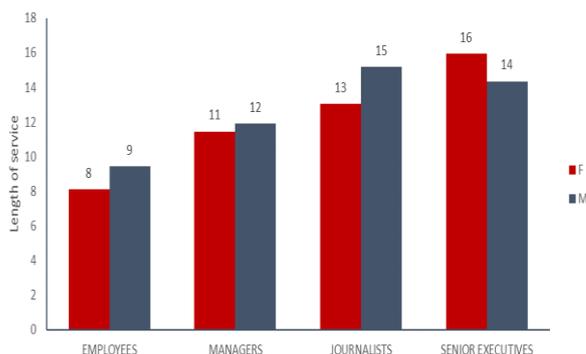


The average length of service within the Group is 11.4 years: 12 for men and 10.9 for women.

Average age of permanent workforce by category and gender



Average length of service of permanent workforce by category and gender



Breakdown of permanent workforce by division

	2018	2019	2020
TV	1,156	1,377	1,284
Radio	435	413	382
Production & Audiovisual Rights	90	96	92
Diversification	542	395	146
TOTAL	2,223	2,281	1,904

Breakdown of fixed-term contracts

	2018	2019	2020
Fixed-term contracts	141	182	91
Work experience contracts	80	88	57
Apprenticeships	36	41	49
Total fixed-term contracts	257	311	197

Event contract workers

	2018	2019	2020
FTE event contract workers and freelancers	454	422	373

B. IMPLEMENTING A FLEXIBLE WORKING TIME ARRANGEMENT

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	35-hour week overtime
Employees	1,575 hours	21 days
Managers	215 days	Variable
Journalists	205 days	11 days
Senior executives	Not applicable	Not applicable

Part-time work

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.

At 31 December 2020, 119 employees were on a part-time permanent contract, of which 76.5% were women. In total, they represented 88.3 FTEs.

Reasons for absence

Types of absence (in working days)	2019	2020
Number of sick days	16,222	10,718
Number of days absent for maternity/paternity/parental leave	4,581	3,517
Number of days absent due to work and travel related accidents	837	162
Number of days absent due to exceptional holidays	2,716	3,362
TOTAL	24,356	17,759
Absenteeism rate*	4.3%	3.6%

* Excluding *Ctzar, Socciaidict, LTI Vostok (2019 - 2020) - I Graal, HSS, Bedrock (2020)*

The number of days' absence in 2020 totalled 17,759, representing a fall of 6,597 days in relation to 2019, including 3,879 related to the exit of Bedrock, iGraal and HSS from the scope. The pandemic and the use of remote working also had a significant impact on absences given that "accidents at work" and "commuting accidents" fell by 76%, and "absence due to illness" by 22% in relation to 2019.

In addition, during the 2020 financial year, 4,092 hours of overtime were worked by M6 Group employees compared with 7,412 hours in 2019.

In 2019 the volume of additional hours was unusually high, in connection with the integration of the Youth Division.

C. PROVIDING AN ATTRACTIVE REMUNERATIONS AND BENEFITS SYSTEM

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.

In addition to their basic salary, all employees receive a 13th month salary. Best Of TV employees do not receive a 13th month salary. In 2020, all permanent Musicales employees will receive a 13th month.

This was supplemented for 748 employees in 2020, compared with 945 in 2019 (734 excluding Bedrock, HSS and iGraal), by variable remuneration primarily based on performance indicators (financial indicators, revenue, audience share, box office ticket sales, etc.). Excluding the scope effect, the number of employees who received variable remuneration increased from 37% in 2019 to 39% in 2020. This increase reflects the Group's commitment to encouraging better individual and collective performance by as many employees as possible.

Change in average remuneration

The average remuneration of the Group's permanent employees in 2020 amounted to €63,142, compared to €61,195 in 2019.

Employee savings

Profit-sharing agreement

Several profit-sharing agreements have been signed within M6 Group.

The results of the various Group companies made it possible to establish a special reserve for profit-sharing for 2019, and paid in 2020, totalling €9,254 K, compared with €9,847 K paid in 2019 for 2018. 2,482 employees benefited, compared with 2,689 employees the previous year.

Bonus scheme

A Group-wide bonus scheme was concluded on 15 July 2020 with the various representative groups for the next three financial years, i.e. until 31 December 2022.

Total bonuses paid in 2020 for 2019 were €4,540 K, i.e. €1.8 K per employee.

Group savings plan

In 2020, M6 Group (including the Radio division) renewed its Group savings plans under which the Group matches the individual contributions of each employee. This year, the amount paid in respect of this contribution was €1,423 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 €15,216 K, compared with €16,372 K in 2019.

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 Avenir Dynamique (between 50% and a maximum of 90% shares), 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% Métropole 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 SELECTION DNCA EUROSE (diversified fund with low risk);
- FCPE Perspective conviction Europe (100% external institutional funds).

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 Radio employees who have a separate scheme, membership of the private health scheme is mandatory and must correspond to the individual's family circumstances. In 2020, the monthly contribution was €129.31, with payment split between employee and employer as follows:

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

The harmonisation of expense claim procedure is scheduled for all Group employees (excluding Best Of TV) on 1 April 2021.

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, 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).

Total remuneration of 10 highest paid employees

In 2020, a total amount of €5,900 K was paid to the 10 highest paid Group employees (excluding Nicolas de Tavernost, a corporate officer) compared with €6,295 K in 2019, of which €1,827 K was variable remuneration in 2020, compared with €1,771 K in 2019.

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 2021, 52 M6 Group employees benefited from this scheme.

In 2020, employees from the companies Information et Diffusion as well as former Ediradio staff continued to benefit from their own defined contributions pension scheme, via a specific mechanism.

D. PROMOTING SOCIAL DIALOGUE WITHIN THE COMPANY

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.

Until 31 December 2020, M6 Group had 10 Economic and Social Committees and 120 elected representatives (all representative bodies combined and taking into account those who hold multiple offices).

Following the absorption of the companies M6 Bordeaux and Information & Diffusion by Métropole Télévision on the one hand, the merger of the company Jeunesse Thématiques with M6 Thématique and the partial transfer of assets in the latter to M6 Publicité on the other, from 1 January 2021 the Group will be comprised of eight Social and Economic Committees and will include 97 elected members (all bodies combined and taking into account the holding of multiple terms of office) and two Health and Safety and Working Conditions Committees, with 11 elected members.

These various employee representative institutions promote regular and active social dialogue. In order to modernise and maintain social dialogue during the pandemic, the Métropole Télévision and M6 Publicité ESUs respectively concluded on 23 and 25 March 2020 an agreement relating to the use of videoconferencing within the framework of the Social and Economic Committee.

In 2020, 127 ordinary and extraordinary meetings took place every month with employee representatives (across the various bodies).

In addition, within the ESU (Métropole Télévision, M6 Bordeaux, Paris Première, Sedi TV, Edi TV, M6 Thématique and M6 Génération), Economic and Social Committee meetings (housing committee, catering, gender equality, training, psychosocial risk, etc.), were held regularly in order to have a close understanding of employee concerns.

The issues covered during the Social and Economic Committee meetings in 2020 notably included the following:

- the use of short-time working,
- the plan for the return of on-site activity,
- the preventive measures taken against coronavirus,
- social policy and working conditions,
- the economic and financial policy,
- strategic priorities,
- assessment and priorities of occupational training,
- an assessment of the agreement relating to the integration and retention in employment of people with disabilities,
- the professional gender equality index,
- the 2020-2022 bonus scheme,
- Group savings plan,
- occupational risk prevention programme,
- the young graduate recruitment plan,
- the development of hair and cosmetics activities
- the flexible office structure,
- adjustments to the national editorial service,
- the election onto the Supervisory Board of the "M6 Group" company investment fund of employee unitholder members representing employees,
- the harmonisation of private health and schemes and provident funds,
- the absorption of the company Jeunesse Thématiques by M6 Thématique, and of M6 Bordeaux and Information & Diffusion by Métropole Télévision,
- the partial transfer of assets of the company M6 Thématiques to M6 Publicité.

Moreover, ongoing and extensive dialogue is regularly maintained with union representatives. As such, in 2020 more than 40 meetings were held leading to the signing of 33 collective agreements throughout the course of the year.

One of the aims of these agreements is to harmonise the employee relation foundations, to improve quality of life at work, ensure the continued employment of disabled people and promote gender equality in the workplace. Furthermore, in 2020, a new Group bonus scheme agreement was concluded.

In order to improve quality of life and conditions at work, the various companies have a collective agreement related to remote working (or a unilateral decision) the principles of which are based its voluntary nature, management agreement, flexibility, the right to switch off and maintaining social contact. In this regard, the annual maximum amount of remote working was increased from 24 to 68 days with effect from 1 September 2020 for a period of one year.

Lastly, through employer organisations to which it belongs (STP, SRN et SRGP), M6 Group is a stakeholder in the negotiation and development of draft collective agreements for public and private television broadcasting and radio broadcasting.

E. BUSINESS COMBINATIONS

To simplify the Group's legal structures, the following transactions were completed to ensure consistency:

- on 30 December 2020, Jeunesse Thématiques was merged into M6 Thématique in order to, on the one hand, simplify the legal entities of the entire special interest division and, on the other, to ensure a shared collective status for all employees working together.

95 employees were thus transferred to the company M6 Thématique.

- on 31 December 2020, the partial transfer of assets from the sales house activity of M6 Thématique to M6 Publicité took place in order to centralise this activity within a single entity thus bringing it into line with the advertising activities of M6 Group's sales house.

25 employees were affected by this transfer.

- on 31 December 2020, the companies M6 Bordeaux and Information & Diffusion were absorbed by Métropole Télévision in order to merge the newsrooms of the TV and Radio divisions and thus optimise their operation while retaining for each of them their editorial independence.

124 employees were thus transferred to the company Société Métropole Télévision.

These transactions have enabled the activities of the absorbed entities to be brought together within a dedicated company containing all their teams and resources, thereby reinforcing the synergies already in place.

F. BEING INVOLVED IN COMPANY POLICY

In 2020, the Executive Board of M6 Group decided to create a Young Employees Executive Committee made up of 18 members under the age of 30, who are appointed for a term of between 12 and 24 months.

The purpose of this Committee is to look at the Group's operations with fresh eyes and suggest innovative measures to contribute to an ongoing improvement drive in relation to the Group's creativity, organisation, image and communication.

The observations and research of this Young Executive Committee are submitted to the Group Executive Committee for review and decision.

The first Committee meeting took place on 24 September 2020. Meetings are held monthly in the presence of an Executive Board and/or Executive Committee member.

A review will follow its first year of operation.

G. IMPROVING HEALTH AND SAFETY AT WORK

Safety

The safety and working conditions of employees are central concerns of the Group's management and elected members of the Group Health, Safety and Working Conditions Committees and Economic and Social Committees.

The areas for which these bodies are responsible are monitored on a regular basis through regular or extraordinary meetings.

Security at the entrances to all buildings remains strong, including outside Paris (checking of badges and identities of people from outside the Group, limited access to certain buildings and to parking areas).

The trade union representatives were also informed of all the measures that have been implemented.

Quality of life at work

M6 Group's commitments in relation to quality of life at work have been strengthened by the conclusion of several collective agreements. The Métropole Télévision union of companies renewed its commitments by signing an agreement relating to quality of life at work on 28 February 2020, for a term of three years from its signature. During the course of 2020, this agreement was rolled out within the ESUs for M6 Publicité, SND les Musicales as well of all the subsidiaries.

In order to improve the quality of life at work for its employees, M6 Group introduced two days of quality of life at work, implemented opinion surveys, and created a shared kitchen garden. In addition, the Group continued to provide specific training on raising awareness amongst the various stakeholders in the business, and developed management workshops ("The Recipe for Management!", "Managing Managers", etc.) in order to improve working relationships. Within this context, 467 managerial training initiatives were organised in 2020.

The managers are also made aware of their right to disconnect, in accordance with the provisions set out in the charter relating to the right to disconnect.

The Group continued its "Wellbeing" initiatives in 2020 via sleep therapy and meditation workshops provided to employees. In addition, employee workshops were organised to teach managing emotions and optimising the organisation of remote working. 74 employees received training in this regard.

Furthermore, M6 Group introduced a transport programme to optimise business travel by promoting alternative modes of transport to private car use (public transport, reducing business travel, promoting shared travel, etc.) to help protect the environment.

Annual performance and career development reviews

Annual reviews of quality of life at work and psychosocial risks are prepared within the various M6 Group entities. Indicators by department concerning human resources and corporate aspects (mobility, absenteeism, turnover, age pyramid, seniority, etc.), working conditions (working hours) and health and safety (number of occupational and commuting accidents, medical exams, etc.) provide the basis for an analysis of the information and the necessary and appropriate solutions to ensure the smooth running of the department.

In addition, as part of their annual appraisal, each employee is encouraged to consider their work-life balance, to discuss it with their manager and to monitor their workload. These indicators are then considered to ascertain the need to implement, where necessary, an action plan to ensure this balance. Employee representative bodies receive a summary on an annual basis.

Pursuant to the French law on professional training, all Group employees with at least two years' seniority are offered a professional interview. The purpose of this interview is to review the employee's professional career and discuss with them their professional development (skills, mobility or redeployment project, etc.). An interview is held in less than two years if the employee is returning from an extended period of absence or wants to move to another position in the company.

As is the case every year, M6 Campus – M6 Group's training body – offered managers the opportunity to attend training to ensure the success of their annual reviews as well as their professional interviews. In 2020, 56 training sessions were delivered demonstrating the commitment of managers to ensuring the various reviews are successful.

Safety, hygiene and health training

In 2020, 31 people underwent safety standards training (evacuation, use of fire-fighting equipment, etc.), 7 of whom were trained as workplace first aiders:

- 5 employees attended initial OHS training,
- 2 employees attended OHS training on recycling,
- 12 employees attended fire training.

Lastly, 13 journalists and reporting engineers (radio and television) also received first aid training via a custom developed session run specifically by a member of the marine commandos and nine journalists were trained in risk prevention during demonstrations.

Occupational Health

The doctor's surgery was mobilised as part of the pandemic response, notably during the introduction of the public health measures recommended by the authorities, as part of the monitoring of vulnerable people and also in relation to psychosocial risks connected with remote working.

In accordance with the national protocol in companies aimed at ensuring the health and safety of employees, the Group introduced the following rules across all its sites:

- Temperature checks in the reception of each building for employees and people external to the Group,
- Mandatory wearing of masks on the premises,
- Daily disinfection of workstations,
- Cleaning stations on every floor,
- Introduction of specific traffic flow,
- Limited number of employees per lift and in meeting rooms,
- Reduced number of people in working areas,
- Hygiene rules displayed in premises,
- Reservation slots in company restaurants.

As well as answering queries regarding the measures to be adopted as part of the pandemic, the daily presence of a nurse in the medical room also made it possible to give preventive advice to employees and answer any questions they may have on various subjects, notably via the enterprise social network Blender, by indicating the positions to adopt for sedentary work, recommendations in the event of a heatwave, the procedure to follow in the event of a medical emergency, benefits in the event of pregnancy, etc.

The nurse also monitors personnel who work at night, under the supervision of the occupational health doctor, as part of intensified individual follow-up.

The annual occupational risk prevention and improvement of working conditions programme was updated.

In addition to setting out the discussion processes with employee representatives, such representatives have been specifically educated about all the initiatives introduced within M6 Group, in particular on the public health measures to be adopted to avoid spreading Covid-19, and in particular in relation to the psychosocial risk prevention policy.

Moreover, the Group particularly:

- introduced "M6 Eco-Commuting" allowances for bicycle commutes,
- developed its internal communication aimed at employees,

- issued updates by the Chairman on M6 Group's position, notably regarding organisation of work during the curfew and lockdown periods,
- developed a guide featuring advice and recommendations for working in complete safety.

Work-related accidents and illnesses:

	2019	2020
Work-related accidents resulting in lost time	8	7
Frequency rate (1)	1.70	1.68
Severity rate (2)	0.038	0.016

(1) Frequency rate: number of accidents resulting in lost time of more than one day occurring over a 12 month period per million hours worked. (2) Severity rate: number of sick days compensated per 1,000 hours worked.

H. OFFERING AN ATTRACTIVE WORKING ENVIRONMENT

Benefits and services of the Works Council

M6 Group's community enterprises budget was €1,361 K in 2020 (compared with €1,333 K in 2019).

The Group's Social and Economic Committees offered a variety of services to employees: gift vouchers for births and Christmas, contribution to costs related to employees' sporting and cultural activities, etc.

Office refurbishment

In 2020, 1,364 workstations were relocated between the various sites in Neuilly-sur-Seine.

As part of the refurbishment of working spaces in flexible office mode, an initiative was launched to support the employees concerned. As such, employees, managers and staff representatives could take part in joint-construction workshops relating to the introduction of the flexible office, and be actively involved in selecting an effective and attractive layout taking into account the constraints of the structure and the working environment. This new structure affects 648 employees.

These new layouts were completed by providing ergonomic working tools, and co-working and silent relaxation areas, thereby promoting a pleasant working environment.

Internal communication

Within the very unusual circumstances related to the pandemic, the role of Internal Communication assumes its full meaning: informing, supporting and maintaining the connection between employees.

Providing information is essential!

During this pandemic, informing employees about decisions taken by Management and the public health measures rolled out within the Group is essential. Employees need transparent, clear and responsive information.

To do this, specific "Covid-19" communication was introduced at the start of the pandemic:

- More than 140 internal communications relating to the virus were sent in 2020
- Regular video communications by the Chairman of the Executive Board, Nicolas de Tavernost
- Creation of a dedicated Coronavirus section on Blender, the Group's corporate social media platform

To stay informed in relation to the various updates related to Covid-19 but also more general news about the Company, employees have access to different channels of communication:

• **Blender, the Enterprise Social Network.**

In 2020, the Internal Communications team unveiled a new version of its corporate social media platform, "Blender" via the "Unily" solution:

- A homepage structured into theme-based sections,
- Easy access to information thanks to an effective navigation bar,
- A powerful search engine,
- FAQs structured by topic to answer employees' questions,
- A discussion area via different conversation channels.

The content, which is rich and varied, is updated daily – audience figures, Group news, practical information (processes, HR information, tutorials for work tools, etc.), regulatory content (industry wide agreements, minutes of CSE, etc.), management speeches, reports by Internal Communication (highlighting synergies, behind the scenes of programmes, presentation of the various entities, etc.).

Employees can also chat and post articles, photos and videos, in the "Communities" space.

• **Internal memos**

Thanks to a new functionality rolled out on the corporate social media platform, internal memos are now sent from Blender, meaning the strategy for internal communication plans can be better coordinated thanks to more targeted communication (creation of specific lists) and a specific analysis of data (distribution rates, opening rates, etc.).

- **Display screens**

For those present on the premises, information from the Internal Communication team is also displayed on digital signage screens. Through “in motion” videos, the information is provided in a fun and instructive way (calendar for the week, tutorials on new solutions, etc.).

Providing support is essential!

During this unusual year, it is vital to offer as much support and protection to employees as possible in their daily working lives and particularly within their working spaces.

- Specific marking designed and created by the Artistic Department and Internal Communications has been installed by the Maintenance Department in M6 Group’s premises. This signage informs employees of the public health measures to be observed at all times within the buildings: mask wearing, social distancing, direction of traffic flow, where sitting is and is not permitted within the company restaurants, etc.
- To ensure the safety of employees and to make queueing simpler in company restaurants, an online reservation platform was rolled out to enable people to reserve their lunchtime slots in advance providing peace of mind.

Maintaining connections is essential!

At a time when working practices are changing, where some employees are working remotely and others are on site, maintaining connections is vital - to be apart yet together!

Talking, sharing, participating, contributing – these concepts are essential in developing the sense of belonging to the company. That is why the Internal Communication team adapted to the public health restrictions and throughout 2020 proposed fun events to build team spirit within M6 Group:

- “Questions for Nicolas de Tavernost”: before each update from the Chairman of the Executive Board, employees were invited to send questions to Nicolas de Tavernost so that he could provide a video reply. All subjects were tackled – the Covid-19 pandemic, the health of the Group, new programmes, future objectives, etc.
- “Instant Visio”: For more than an hour, M6 Group employees can speak with a member of the Executive Committee, a member of the Management Committee and, new for this year, with M6 Group presenters! Stéphane Rotenberg, Greg Ascher, Justine Salmon and Jérôme Anthony have all been involved in this great occasion.

Synergies have been given top billing in 2020 with *Pause Dej’* – a cookery workshop created with the website Cuisine AZ and its Chef Liguori – and *Pause Diet’* – an encounter based on healthy eating with Fanny, the dietician from the site *Croq’ kilos*.

Preview screenings of M6 Group programmes were able to continue. When public health conditions allowed, showings took place on site, in compliance with protective measures (mandatory mask wearing and social distancing) or digitally via “Teams”.

The “wellbeing” activities were held remotely. In collaboration with CSE, Internal Communication offered a programme tailored to the situation:

- Live (circuit training, strengthening exercises),
- Audio (sleep therapy)
- Via a dedicated app (“Petit Bambou” meditation).

I. PROVIDING OPPORTUNITIES TO THE TALENTS OF TOMORROW

	2019	2020
Number of trainees received during the period, for a period of 3 to 6 months	249	194
% of trainees hired at the end of their training period (permanent or fixed-term)	15%	20%
Number of work/study students received during the year	129	113
- Apprenticeships	41	54
- Work-based learning	88	59

Throughout the year, many initiatives are run for students to enable them to discover the media world, to facilitate their integration as a trainee / student on a work / study course and generate their loyalty, in the event that they are recruited to work within M6 Group:

- Making M6 more attractive to young people:

- Developing partnerships with schools by welcoming student promotions within the Group and by participating in student forums.
- Inspiring the young and sharing our love of broadcasting: In 2019, almost 180 school children aged 14 and 15 were welcomed into M6 Group on job shadowing placements. In 2020, job shadowing was unfortunately heavily impacted by the pandemic, with 79 students welcomed before 16 March 2020. A placement could be completed at a secondary school in Colombes before the pandemic, enabling students to learn about the various audiovisual professions. These various initiatives allowed them to learn about how the Group operates, and to chat with employees, perhaps even to inspire some careers!
- On social media, thanks to its “M6Campus” accounts (Facebook, Twitter, Instagram, LinkedIn), students can learn about the day-to-day lives of employees via #laviechezm6, as well as any HR news, job offers and placements at M6 Group. Video profiles also help them to discover the diversity of careers and employee experience within the company. The Group’s trainees and work/study students are themselves genuine ambassadors, communicating this exclusive information. An Ambassadors Programme was introduced to enable two ambassadors to be chosen each half-year and to exclusively providing content for the various social media platforms.

- Welcoming new talents:

Recruiting the future talents of M6 Group: “Work/Study Week” took place for the seventh consecutive year. The unprecedented circumstances called for unprecedented measures: this event took place totally remotely with the help of videoconferencing.

After watching a Group presentation video by Christophe Foglio, M6 Group HR Director, each candidate was also asked to submit a video application. Following an initial selection process by the Higher Education Relationships department, meetings were scheduled with the manager via videoconference. M6 Group reinvented itself for this campaign by offering candidates one-to-one HR coaching to prepare, and an interactive quiz retracing M6 Group’s history.

During this week of recruitment, 130 virtual interviews were organised with more than 60 mentors. Following these meetings, more than 80% of the invited candidates were recruited by the Group.

- Finding the journalists of tomorrow: journalism students can attempt to join the TV and Radio editorial teams via three competitions:

a. #PrixMoJoM6 (M6): Adrien LAC (Sciences Po Paris) won the 4th edition and was awarded a fixed-term contract within M6’s National Newsroom. Following an application-based selection process, 6 finalists are invited to the offices to produce a report using a smartphone on a specific issue under real conditions. The competition, open to final year journalism students at the 14 schools recognised by the Journalists Agreement, helps to identify the future Mo(bile) Jo(urnalist)!

b. Jean-Baptiste Dumas Scholarship (RTL): Valentin Boissais (Institute of Political Sciences Paris) was awarded the 2020 scholarship by the jury made up of journalists from the RTL newsroom. This competition, named after Jean-Baptiste Dumas, a former RTL journalist, who died following the Furiani Stadium disaster in 1992, is open to students in their final year at Journalism School.

- Retaining trainees and students on work / study courses:

- Promoting the integration of young people into internships and work placements: to support trainees and work / study students within the GriyuoGroup, Welcome Days are held regularly. These sessions, offered to young recruits, help them to develop their knowledge of the Group, its activities and careers, and to create their first professional network, etc.

- Preparing for M6 Group future recruitment: before the end of their training period, the young people have an assessment interview with their mentor, to make an overall assessment of their placement, as well as their potential and their motivation for the benefit of the Group. Their job applications are given priority for filling junior roles immediately following the end of their training period or subsequently. In order to do this, a solution was designed and developed in-house by M6 Group - Talent Booster. It is a completely digital talent pool that allows Human Resources teams to consult the assessments completed by all the Group’s mentors during internships and work/study placements. This solution is a talent booster and was a factor in the recruitment on permanent contracts of many work/study students and trainees as part of the #PlanJeunesGroupeM6 programme. In this way, 33 former trainees and work/study students were offered permanent contracts and joined the teams in 2020.

- Measuring the satisfaction levels of trainees and students on work / study courses:

For the 4th consecutive year, M6 Group received “Happy Trainees” certification, awarded by choosemycompany.com. With an overall rating of 3.95/5, this certification recognises the welcome, integration and support offered to trainees and students on work / study courses, within M6 Group.

J. ENSURING COMPLIANCE WITH ETHICAL AND PROFESSIONAL CONDUCT GUIDELINES

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 enterprise social network.

In 2017, M6 Group rewrote its Ethics Code, which has become the Code of Ethics and Professional Conduct. This Code, attached to the Internal Regulations of Group Companies, deals notably with the following subjects:

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 Group companies.

M6 Group's commitments as an employer

All the decisions taken in relation to recruitment, hiring, discipline, promotion and other employment measures must be free of all discriminatory practices. Psychological and sexual harassment is prohibited.

Furthermore, pursuant to Decree n° 2017-564 of 19 April 2017, M6 Group has implemented a professional whistleblowing system. This enables a whistle-blower to report, selflessly and in good faith, a serious matter, such as a crime or an offence, of which they have personal knowledge.

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 2.2 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.

Internal control

Every employee is involved in improving the management of the Group's risks and helps to identify and correct failings. There must be no impediment to the smooth progress of the audits and checks carried out by the internal audit department of the statutory auditors.

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.

Combatting corruption and influence peddling

Conducting business lawfully and maintaining the highest ethical and professional standards are essential components of the Group's corporate culture. It is the obligation of every employee to adopt the correct behaviour in order to ensure these standards are maintained.

In accordance with Law n°2016-1691 of 9 December 2016 relating to transparency, anti-corruption and modernising the economy, known as the "Sapin II" law, the Group's Code of Ethics and Professional Conduct defines and illustrates the different types of behaviour to be prohibited due to it likely constituting corruption or influence peddling.

As a general rule, 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. Furthermore, any gift or invitation is deemed 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. It has adopted a Code of Conduct and provides training on its implementation. Members of the executive committee and any other personnel particularly exposed to competition law issues can refer to the Code.

IT

IT Code of Conduct

M6 Group has an IT Code of Conduct that was overhauled in 2018. This Code sets out the rules for using the IT solutions made available to employees. It specifically provides that employees use them within fair and legal limits, and do not use them to cause harm to either a private individual or a legal entity, or to disrupt the proper functioning of the Group's information systems.

Computer Engineers' Code of Conduct

The Computer Engineers' Code of Conduct details the principles and ethical rules that programmers must routinely apply, whether they are employed by M6 Group or are service providers, to perform their roles. It stipulates, amongst other things, that computer engineers must demonstrate integrity, must not carry out any illegal or unethical orders, and it notes their confidentiality obligation.

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.

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.

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. A new version of this Code came into force in 2017, in accordance with Regulation (EU) 596/2014 on Market Abuse and Article 622-2 of the AMF General Regulation.

9th Challenge: Developing employee skillsets

The Group believes that its employees represent its main asset and are the foundation of its success. Within a sector undergoing huge change, training and internal mobility are major performance drivers.

PRIORITY INDICATOR: % OF EMPLOYEES WHO RECEIVED TRAINING DURING THE PERIOD

	2019	2020
% of permanent employees who received training during the period	39%	42%
<i>Excluding Ctzar, Sociadict, LTI Vostok (2019-2020) - Excluding Best of TV, iGraal and HSS (2020)</i>		
	2019	2020
Number of employees who were promoted during the period	176	182
% of employees who were promoted during the period	10.2%	11.5%
Number of employees who benefitted from in-house mobility during the period	73	26
Number of employees who received training during the period	712	737

A. SUCCESSFULLY INTEGRATING NEW ARRIVALS AND SHOWING THEM THE GROUP'S CAREERS

From their very first day, employees have the opportunity to consult a “digital induction guide” online: a welcome video by Nicolas de Tavernost, practical information, the main points of contact, introduction to M6 Group’s activities, etc.

Moreover, throughout the year, employees can register to take part in in-house conferences: presentation of the new season line-up, presentation of the TV and radio activities, TV and radio audience ratings.

B. CONDUCTING ANNUAL REVIEWS AND DEVELOPING CAREERS

Every year, all employees have an annual review with their manager. In addition to an appraisal of the results attained over the course of the year just ended, this also provides the opportunity to assess the efficiency of training programmes undertaken, the skillsets used and professional balance (workload and organisation, work/life balance).

Since 2015, employees have also benefited from a second review with their manager, entitled the professional review.

The annual review as well as the professional interview is available in confidential digital format accessible to each employee and archived for future years on the enterprise social network.

Needs and/or comments expressed during the reviews are analysed and addressed by the Human Resources Department throughout the year.

C. ENCOURAGING INTERNAL MOBILITY AND PROMOTIONS

Internal mobility is a strategic focus that combines supporting the employee in their career plan as well as their fulfilment within the Group. It is a long-term approach and requires planning with the assistance of various parties.

In 2020, 30% of permanent contract opportunities were filled internally, demonstrating the Group’s ability to support and develop its employees.

To enable employees to grow within the Group, M6 offers a range of support tools.

An “Internal Mobility – How does it Work” pack explains internal mobility and presents the different tools and workshops available to employees seeking progression.

The systems used to communicate our in-house opportunities have been improved. To ensure greater visibility, all situations vacant within M6 Group are posted on the homepage of the Corporate Social Network and an “Internal Mobility” group helps employees easily find information on this topic and notably career path testimonials involving internal mobility. Current opportunities are visible on the corporate platform as well as in the lifts in the buildings and in the tearooms. Lastly, whenever a new opportunity arises, an email is sent out detailing the top offers of the moment with the engaging slogan, “And if it were you?”

D. IMPLEMENTING AN ACTIVE AND AGILE TRAINING POLICY

M6 Group is keen to develop the skills and talents of its workforce and has an active and agile training policy offering “Occupational”, “Management”, “Personal Development” and “Group Culture” courses.

	2019	2020
Training investment	€624 K	€563 K
Training initiatives	1,068	1,086
Number of hours’ training	12,204	9,896
Number of employees who received training during the period	712	737

Information based on permanent contracts – Excluding Ctzar and Soccidict in 2019 and excluding Ctzar, Soccidict, Bedrock et Best of TV)

Included are the training programmes that have been fully or partially financed in the budgeted training programmes and skills training periods.

2020 was characterised by the pandemic and the lockdown periods.

However, the total training expenditure in 2019 was €563 K, demonstrating M6 Group’s continued commitment to talent development despite the environment. This training investment thus led to the funding of 1,086 training initiatives representing a total of 9,896 hours. Overall, 737, or 42%, of employees benefited from training in 2020.

In 2020, M6 Campus – M6 Group’s training body – had to reinvent itself and adjust its offering to remain a key partner in developing the skills of Group employees in compliance with the French Quality Decree secured in 2017 (referencing in DATA DOCK). M6 Campus creates custom training courses in line with our changing roles. From the first lockdown in March, M6 Campus began offering workshops to every employee – to “optimise their time”, “manager their emotions” and “communicate” as well as to optimise their ability to work remotely.

In this way, M6 Campus organised 532 training initiatives in 2020 by providing training related to Management, Group Culture, Business Expertise and Personal Development. M6 Campus enhanced its range of personalised training in 2020 by offering workshops to support the extensive roll-out of remote working for managers, and more generally, all employees.

Supporting managers remained strategic in 2020: 319 training courses were delivered through three levels of training and manager workshops by M6 Campus.

Since their launch in 2018, the M6 Campus manager workshops have been a genuine success with managers. 12 agile workshops lasting between four and seven hours were completely open to auto-enrolment through the corporate social media platform and delivered remotely where the situation required.

These topical workshops, lasting one morning per topic per group of 6 managers, are intended to support managers in their day-to-day role with subjects such as “Overseeing”, “Leading Change”, “Supporting / Training”, “Communicating” and “Managing in Open Space”.

10th Challenge: Promoting diversity and gender parity within the company

Persuaded that its programmes must reflect the diversity of our society, M6 Group considers it essential that this plurality is first seen in the composition of its teams and the variety of candidates recruited. M6 Group is also particularly committed to the employment of people with disabilities.

PRIORITY INDICATOR: NUMBER OF WORKERS WITH DISABILITIES

	2019	2020
Number of workers with disabilities	28	31*

Temporary / Permanent workforce at 31 December 2019 excluding Bedrock, Ctzar, Sociaddict and LTI Vostok

A. COMMITTED TO THE INTEGRATION OF WORKERS WITH DISABILITIES

M6 Group has been committed to supporting people from a diverse range of backgrounds as much in the choice of the programmes it broadcasts as in the employment policy implemented.

In 2007, the Group created its Disability Team in order to promote the recruitment, integration and retention in employment of people with disabilities.

In 2017, to mark ten years of the Disability Team, and in order to strengthen this commitment and allocate itself more resources, the Group signed its first Disability Agreement for a period of three years; an undertaking that was renewed and reinforced in 2020 with the signature of a second agreement (2020-2022), expanded to cover all the companies that have joined the Group since 2018.

The areas of commitment under this agreement are focused on five key strands: recruitment, retention in employment, training, raising awareness and use of the protected and sheltered sector.

● Recruitment :

In 2020 and despite the pandemic, the Group recruited five disabled people, including two on permanent contracts. In addition, it strengthened its partnerships with specialist recruitment consultancies, active schools, and associations in order to develop its talent pool of candidates.

● Retention in the workforce:

The Group's employees are offered numerous benefits as part of the agreement: transport agreement, additional days' leave, increased number of remote working days, working from home allowance, health package that can be used on demand in particular. This high-quality support and the reassuring context of an agreement led to eight new voluntary statements in 2020.

● Raising awareness

- 40 elected staff representatives received training on disability and the content of the Group agreement.

- Within the specific context of the pandemic, and although its organisation was more complex, M6 Group was keen to maintain its involvement in Duoday on Thursday 19 November 2020. On this occasion, 14 pairs were trained with employees working within various departments in the company. For example, a woman, suffering from a mental health disorder, shared the daily routine of M6 journalists by attending, in particular, editorial conferences and seeing the preparation of news programming. She was subsequently featured in a report in the evening bulletin, during which she could tell her story, explain her disability and her hopes for integration into the workforce, because explaining invisible disabilities and helping to encourage careers also formed part of the initiatives on the channels as it did internally. Another noteworthy pair - a man who spent a day in the RTL newsroom alongside Amandine Bégot, and was able to prepare and share a report on the channel and live during the RTL Evening show presented by Thomas Sotto; he impressed the presenters and journalists, and undoubtedly the listeners, with his confident vocal performance. With these two examples, the Group wanted to illustrate with conviction its ability to cover hidden disabilities within a participatory, positive and inclusive vision.

- In addition to these discussions, and also during European Disability Employment Week, the Group gave employees the opportunity to play a digital escape game, "Mission Inclusive" - a 360° immersive experience in the RTL studios, with the involvement of Ophélie Meunier) aimed at increasing employee awareness and informing them about the new disability agreement, key figures and stereotypes.

● Using the protected worker sector.

M6 Group continued to develop its responsible purchasing by using suppliers in the protected worker sector (ESAT and EA). Certain services such as, for example, the delivery of meal trays, could not be provided given the situation, but the Group continued to use an ESAT service, amongst others, for the digitisation of programmes for archiving.

In addition, the Group works closely with AKTISEA, which is a recruitment consultancy specialist in the field of disability as well as a sheltered employer with disabled employees making up more than 80% of its workforce – a virtuous partnership in every way.

To promote these suppliers M6 Group had planned a communication/information campaign with the distribution to all employees of a PC kit created by a disability friendly company and accompanied by a flyer providing information about the ESAT and EA organisations, itself printed by a sheltered company. Given the pandemic, this campaign has been postponed until employees return to on-site working in 2021.

B. COMMITTED TO GENDER EQUALITY

For several years, the Group has been committed to ensuring totally equal treatment of men and women through collective agreements and action plans.

In the light of this commitment, all the Group's operational HR department have been trained in non-discriminatory interview techniques since 2012, in terms of employment, position, training and remuneration.

	2019	2020
% of women in total workforce	51%	51%
% of women recruited on permanent contract	47%	50%
% of female executives	52%	55%
% of female managers	43%	41%
% of female executives	26%	27%
% of female Management Committee members	22%	24%
% of women who received training	49%	51%

The agreement of the Métropole Télévision ESU relating to gender equality in the workplace, concluded in late 2019 for a term of three years, was rolled out to the Publicité ESU in March 2020 and to all the Group's subsidiaries in December 2020.

In this way, to ensure equality and better representation of women on its channels, M6 Group has implemented, through its agreements and its various engagement initiatives, a proactive policy of respect and promotion of professional gender equality, which helped it to achieve very good scores in the first two published indexes of gender equality, scoring 87/100 for the Métropole Télévision Economic and Social Unit and 81/100 for the M6 Publicité Economic and Social Unit. At the same time, M6 Group acquired the solutions to ensure there is no gender pay disparity and, where necessary, to remedy it, within the framework of the undertakings made during the Mandatory Annual Negotiations.

Moreover, in order to underpin its commitments in relation to combatting discrimination, M6 Group has appointed several sexual harassment and sexist behaviour officers, who have received dedicated training to ensure they can perform their role in full.

Work/life balance

M6 Group renewed its protective support measures for vulnerable and at-risk employees by proposing temporary working time arrangements, by supporting them in their return to the company through a return to work plan, by increasing the number of remote working days for pregnant women, disabled workers and employees over the age of 60, etc.

In addition, and subject to their agreement, pregnant women can complete interviews with the Head of HR and their manager in the month before they go on maternity leave and the month before they return from maternity leave and are kept informed of life in the Group during their maternity leave thanks to online access to internal communications messages. The Group continued its commitment to promoting respect for the right to a private life (meetings starting during normal hours, flexible working hours for the return to school), and allowed parental leave to be extended to part time for up to 80% of working hours for children up to the age of six.

Numerous agreements and charters have already been signed by all companies within M6 Group covering in particular the donation of days' off, the right to switch off, and remote working enabling employees to limit their travel and thereby promote professional development.

C. COMMITTED TO HELPING YOUNG PEOPLE

Plan to recruit 100 young people

In September 2020, M6 Group introduced a significant recruitment programme aimed at young graduates seeking their first job.

This plan, which aims to recruit 100 new young permanent employees, is supported by a budget of approximately €12 million. This amount is financed, firstly by the decision not to allocate free shares in respect of the 2020 financial year, either to the Executive Board or to senior executives of M6 Group (representing around 200 employees) and secondly, by a portion of the amount received in sector-specific government support voted for as part of the 3rd amending finance law.

Moreover, M6 Group implemented an action plan to promote the recruitment of young people on work-based training programmes. As well as allowing these young graduates to access the world of work, this recruitment programme demonstrates M6 Group's confidence in the development of its activities and in the importance of human resources to conduct them successfully.

Creation of a Young People's Executive Committee

In 2020, the Executive Board of M6 Group created a Young Employees Executive Committee made up of 18 members under the age of 30, who are appointed for a term of between 12 and 24 months.

The purpose of this Committee is to assess the Group's operations in complete independence and to contribute to the Group's creativity, organisation, image, social policy and communication.

The observations and research of this Executive Committee are submitted to the Group Executive Committee for review and decision.

The first Committee meeting took place on 24 September 2020. Meetings are held monthly in the presence of an Executive Board and/or Executive Committee member.

A review will follow its first year of operation.

3 ENVIRONMENTAL RESPONSIBILITY

The Group is mindful that preserving natural resources and combatting climate change are key challenges for the 21st century, The Group is therefore actively involved in safeguarding the environment.

The Group pays attention to, on the one hand, its own consumption (energy, water, paper, waste, transport, etc.), in order to reduce the overall footprint of its operations. As well as a strong desire on the part of management, levers for internal action require the involvement of employees, who are regularly informed, via several mediums (intranet, emails, screens, etc.), of the policies implemented within the business.

Secondly, the Group seeks take to adopt initiatives to raise public awareness of sustainable development issues, thanks to the frequent mobilisation of its TV channels, Radio stations and digital media.

M6 Group has made no provisions or subscribed to any guarantees for environmental risks.

11th Challenge: Controlling and reducing energy consumption

The Group strives daily to reduce its impact on the environment in all areas of the company: the energy consumption of the buildings, water, waste, travel, vehicle fleet, paper, etc. The Group has therefore adopted a proactive approach with an adjustment of the requirements each year on the main environmental indicators.

A decision was taken to highlight and more closely monitor electricity consumption, the most symbolic indicator of the Group's environmental footprint. This has proved to be relevant in relation to its activity, which primarily takes place in buildings that are owned or leased and through the use of electronic equipment.

PRIORITY INDICATOR: CHANGE IN ELECTRICITY CONSUMPTION

	2018	2019	2020
Electricity consumption	13,995 MWH	13,886 MWH	12,233 MWH

Electricity consumption fell significantly in 2020 (down 12%) as a result of lower usage of the buildings and equipment during the lockdown periods, when remote working was widespread. It also benefited from the sale of the home shopping operations, which were excluded from the reporting scope from 1 October 2020, as well as from the Group's ongoing efforts to make energy savings. Lastly, it included (unlike the 2019 data) the energy usage of the Youth TV division (formerly Lagardère), which moved into the Group's existing premises in Neuilly in 2020.

In addition, 2020 was notable for the implementation, from January 2020 of new contracts for the supply of electricity certified as from 100% renewable sources for the Neuilly buildings. These contracts cover 89% of the Group's total consumption, thereby underlining its deep commitment to protecting the environment and combatting climate change. Thanks to this "green" electricity, this commitment led to a 32% reduction in CO₂ emissions.

A. REDUCING EMISSIONS OF GREENHOUSE GASSES

As part of its ongoing efforts to counter climate change, M6 Group has identified the following significant sources of greenhouse gases:

- emissions from energy consumption in Group facilities (scope 1);
- emissions from the Group's vehicles (scope 1);
- emissions from electricity consumption (scope 2);
- indirect emissions from products and services purchased by the Group (scope 3);
- emissions related to business travel by personnel (excluding its fleet of vehicles) (scope 3);
- emissions generated by commuting to and from work (scope 3);
- emissions from electricity used by the television sets of viewers of Group channels (scope 3).

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 and rented out by the Group, and of Rungis, Lille, Paris, and Lyon, as well as the business and commuter 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.

The Group has a policy aimed at reducing carbon emissions from its vehicles.

Moreover, where data are not available, it cannot track the GHG emissions related to procurement of products and services. Nevertheless, 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. The Legal Department works to ensure that suppliers comply with all provisions relating to intellectual property, press and publicity rights, that they pay due attention to ethical aspects and are committed to meeting safety and security requirements.

The Group cannot measure the emissions from electricity used by the television sets of viewers of its channels; Nonetheless we support technical initiatives, such as automatically switching off the sets when left unattended for a period of time.

B. LIMITING THE ENERGY CONSUMPTION OF THE GROUP'S PREMISES

Group initiatives related to saving energy

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. Furthermore, centralised technical management has also been introduced to turn off or reduce the functioning of electrical installations outside working hours in Rungis. The Group also complies with the government circular of 5 June 2013 requiring exterior building lights to be switched off between 1a.m. and 7a.m. Personal computers are also automatically switched off at night.

With a view to continually improving the efficiency of its electronic equipment, the Group, through the intermediary of the Information Systems Department, implemented a project to renew its IT infrastructures. The new equipment saves a significant amount of space with the removal of very bulky disk arrays. They also use far less energy notably thanks to the use of flash storage rather than the previously used mechanical hard disks.

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 December 2015 COP21 also was the opportunity to initiate a review on the improvement of the energy performance of the three buildings owned by the Group in Neuilly, beginning with an energy audit of these three sites under the NF EN 16247-2 standard, which was entrusted to an independent research unit. This audit satisfies the requirements of Decree n° 2014-1393 of 24 November 2014 which compels businesses to carry out such a review.

The findings of these audits were analysed in 2016 to initiate measures aimed at limiting the energy consumption of these buildings and consequently their greenhouse gas emissions. The halogen light bulbs in three buildings have been replaced by LEDs, for example. In addition, as part of the workstation refurbishment work carried out in 2017, 2018, 2019 and 2020, whether in the buildings that the Group owned or leased, latest generation lighting piloted by GTC and with brightness indicators, were installed. Work at head office (89 avenue Charles de Gaulle) also included the modernisation of the air-conditioning system on the floors concerned with the installation of more energy-efficient, variable-speed convector fans.

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

Environmental management of buildings: 107 avenue Charles de Gaulle building in 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.

The building was subsequently awarded the THPE (*Très Haute Performance Energétique*) label for the Construction phase. The many enhancements put in place have earned the building a *Passeport Bâtiment Durable* (Sustainable Building Passport) with a rating of "Excellent".

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.

Changes in the Group's energy consumption

Usage is monitored in all areas on a very regular basis. Water and energy consumption and CO₂ emissions of the Neuilly buildings – owned or rented by M6 Group – and the Rungis, Boissy, Paris, Lyon and Lille buildings were as follows in 2020:

Direct and indirect emissions of scopes 1 and 2:	2018	2019	2020
Water (in thousands of m ³)	27.762	26.235	19.715
Gas (in MWh)	1,534	1,675	1,591
Electricity (in MWh)	13,995	13,886	12,233
Fuel purchasing (in litres)	1,660	1,850	3,657
CO ₂ emissions* (in tCO ₂ eq - tonnes of CO ₂ equivalent)	613	565	397

* Related to the direct and indirect consumption of energy

M6 Group's key environmental indicator, i.e. electricity consumption, fell 12% in 2020, reflecting primarily the lower usage of the Group's buildings and their equipment during the pandemic. This fall was also partly due to the Rungis building exiting the reporting scope, following the sale of Home Shopping Service on 1 October 2020.

Gas consumption fell slightly, down 5%. January 2020 was impacted by unfavourable weather conditions, requiring greater heating of the buildings at 89 avenue Charles de Gaulle and 3 Villa Émile Bergerat in Neuilly. Moreover, these premises, which house the operational teams from the TV and

Radio activities, remained open throughout the year, even during the lockdown periods. There was therefore no significant “Covid-19” effect to reduce their gas consumption.

Fuel buying rose in 2020 due to the maintenance of the electrical system of the building at 89 avenue Charles de Gaulle, which required the extended use of a fuel powered back-up system.

Within this context, CO₂ emissions fell sharply, down 30% in 2020. This fall reflects the lower energy usage but also the implementation of electricity contracts for “100% green energy” for the Neuilly buildings, which account for 89% of the total electricity consumption. The CO₂ emissions connected with sustainable energy were very low (6g equivalent CO₂/kWh). The Group has thereby shown in practical terms the effectiveness of its policy to reduce its carbon footprint.

Lastly, water consumption fell significantly in 2020 (down 25%), benefiting from the widespread adoption of remote working during the pandemic.

C. LIMITING WASTE AND PROMOTING RECYCLING

In addition to its drive to control energy consumption, 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.

Waste management

In order to limit its production of waste, in 2019 the Group decided to remove disposable plastics from its rest and eating areas. As such, drinks are now only sold in glass bottles or tetrapak packaging. Plastic cutlery was taken away and plastic cups were replaced with cups made from biodegradable cardboard. To encourage employees to use mugs, a preferential price was introduced for coffees.

Moreover, as the Group’s on-site food service is outsourced, the mission to combat food waste is therefore assigned to the various service providers, whom the Group nevertheless reminds of the need to continually improve the awareness of employees.

	2018	2019	2020
Paper and cardboard waste (in tonnes collected in bins)	144	144	82
Non-hazardous industrial waste, including food waste (in tonnes collected from bins, including glass)	206	143	91

Paper and cardboard waste and non-hazardous industrial waste fell 43% and 36% respectively in relation to 2019. This reduction reflects the lower occupation of the Group’s premises due to the widespread roll-out of remote working amongst eligible employees, particularly during lockdown periods.

Paper management

In a business like M6 Group’s, paper is the main raw material used. As part of its attempts to promote the circular economy and to make its employees aware of the need to change their working methods, in recent years the Group has taken significant measures to optimise the use of paper internally:

- Introduction several years ago of multifunction copiers, replacing individual printers, systematically printing on both sides and requiring swiping to start printing. In 2020, paper consumption fell 44% in Neuilly, albeit primarily as a result of the pandemic which led to lower employee presence on the premises;
- Introduction of a system of colour printing quotas in order to reduce the use of ink cartridges and to tacitly encourage teams at the Neuilly sites to reduce their paper use.
- For press subscriptions, gradual move from physical to digital versions (excluding those that do not exist in a digital version).
- Digital contract storage, electronic signature of employment contracts for event contract workers and a digital process for invoice approval were also introduced. Continuing the drive to eliminate paper, the Group’s teams also gradually introduced electronic signature of commercial contracts.
- Since 2012, M6 Publicité has given its customers and media agencies the option of receiving their invoices in electronic format. In 2020, 31 agencies had opted to go paperless, representing 19,872 invoices out of a total of 24,220, meaning a volume of 82%, an increase compared with 2019.

Recycling

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. As such specific collections are made in relation to batteries, neon lights, IT hardware, toner cartridges, fluorescent bulbs and refrigerating machine oil for their recycling.

In 2016, the Group changed its waste sorting system in the Neuilly buildings. Individual bins were replaced with triple recycling bins placed in hallways and circulation areas. Recyclable waste is sorted from non-recyclables and batteries. The waste is collected every day by the Group’s cleaning provider and then picked up by a waste sorting and recycling company.

D. LIMITING THE ENVIRONMENTAL IMPACT OF BUSINESS TRAVEL

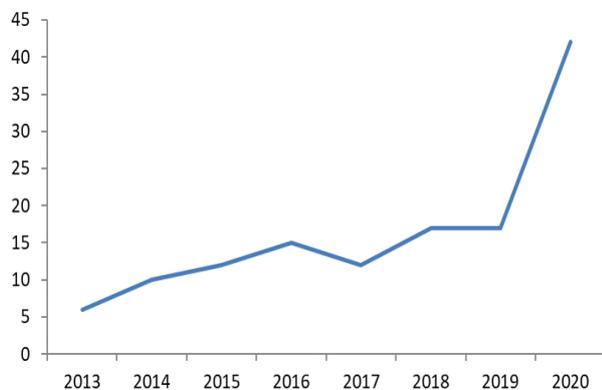
As early as 1997, M6 Group took the decision to establish its headquarters close to public transport, both for the convenience of its employees and to reduce commuting time. Today, the majority of the Group's employees are still based at the site opposite the Line 1 Sablons Métro station in Neuilly-sur-Seine. At 31 December 2020, 664 employees, or 34% of the Group's workforce, used public transport for their daily commute.

As part of the new company agreement coming into force, in June 2019 the Group introduced a home working solution for employees whose role allowed it. Against the backdrop of the growing digitalisation of the world of work and longer spent commuting, remote working not only helps to improve quality of working life and conditions for employees but also reduces the environmental impact of their commuting. The positive experience to be taken from the events that defined the end of 2019, with in particular the transport strike, and then primarily 2020, with the pandemic, have underlined the wisdom of the Group's decision to develop remote working. In this way, a new agreement was concluded in September 2020, granting each eligible employee up to a maximum of 68 remote working days over a 12-month period. Thanks to the Group's strengthened commitment to its system but also, of course, to the widespread roll-out of remote working during the two lockdowns, the number of remote working days increased significantly in 2020, helping to reduce, all other things being equal, commuting and the related CO₂ emissions. In order to reduce its environmental impact, in December 2019 the Group also subscribed to a car sharing solution, via the app Klaxit. More than 500 journeys have been completed by employees using car sharing, representing more than 9,500km travelled and 800kg CO₂ emissions saved. The uptake of the app then slowed with the development of the pandemic. It has also installed charging points in the car parks beside its buildings, in order to encourage employees to use electric vehicles.

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 17 in the space of eight years. With the pandemic making remote working and the roll-out of the Teams app mainstream, the Group accelerated the installation of videoconferencing equipment. It now has (as of the end of December 2020) 42 rooms equipped as a result.

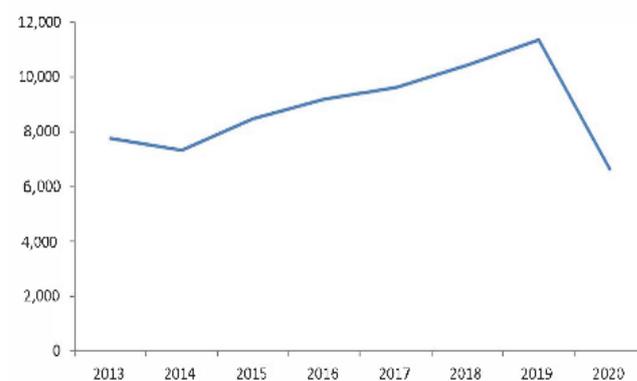
Following a reduction between 2013 and 2014, the amount of business travel started to rise again in 2015, 2016 and 2017 due to the acquisition of Oxygem (now called M6 Digital Services), based in Lille, followed by the entry into the scope of iGraal, certain reports filmed in remote locations by C Productions and the development of M6 Digital Services' activities. In 2018 and 2019, this growth continued, with the purchase of the Radio division, whose move to Neuilly was completed at the end of the first quarter of 2018. In addition to the automatic growth related to the number of additional employees (approximately 500), it was also due to the activity of the RTL radio station, which includes news - an essential element of its programme schedule that requires extensive travel by journalists to be as close to the news as possible. In 2020, with restrictions in place throughout the year to help contain the pandemic, the amount of business travel fell sharply, down 42% in 2020. In addition to the government guidelines, the Group endeavoured to keep employee travel to the bare minimum.

Number of rooms equipped for video-conferencing:



Group-wide data

Number of business trip



Data includes Neuilly and Lille

The volume of CO₂ released in 2020 declined in relation to air (down 60%) and rail travel (down 60%) as a result of the sharp reduction in the number of trips, which as explained above, was due to the precautions taken to cope with the pandemic.

CO₂ emissions (kg) for business travel (scope 3):

	2018	2019	2020
Rail	30,550	32,005	12,800
Air	2,563,350	2,486,600	853,600

Data based on consumption at sites in Neuilly-sur-Seine and Lille

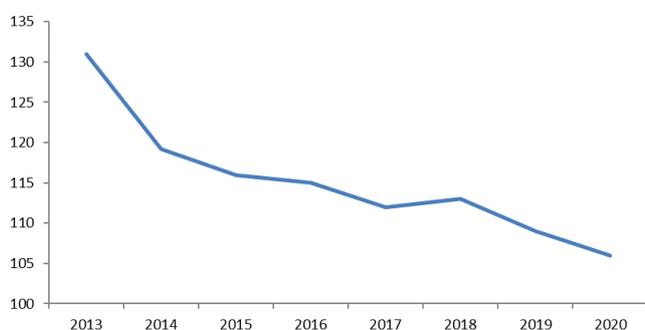
Finally, M6 Group follows a very stringent policy with regard to the CO₂ emissions of its management/company vehicle fleet. After setting a maximum limit in 2014 of 130g per km for each new vehicle, the Group decided to go further in 2019, now by only offering its eligible employees hybrid or electric models. Five cars were thus delivered in 2020, taking the total to eight company vehicles, accounting for 27% of the fleet, with a further five at least being added in 2021.

As far as its fleet of production vehicles is concerned, the Group has set itself the target of giving up diesel and at a minimum, moving to petrol. One electric vehicle has also been made available to the technical teams and to journalists. The Group also plans to add 17 hybrid or electric vehicles in 2021, which, all other things being equal, will represent 36% of the fleet.

Within this context, average vehicle emissions have decreased over the last seven years from 131 to 106 grams per kilometre. This trend continued in 2020, with a fall of 3 grams in relation to 2019.

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) (scope 1):



Data based on expenditure overseen by sites located in Neuilly

12th Challenge: Raising public awareness of environmental issues

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.

PRIORITY INDICATOR: NUMBER OF ITEMS ON THE TELEVISION NEWS DEVOTED TO THE ENVIRONMENT

	2018	2019	2020
Number of items on the television news devoted to the environment	378	601	346

Environmental issues and related news were the subject of many reports in the news bulletins (*Le 12'45* and *Le 19'45*) - the closure of the Fessenheim nuclear power plant, the Citizens' Convention for Climate, pollution, recycling, global warming, etc. Their number nevertheless fell in 2020 (346 vs. 601 in 2019), due to the prevalence of issues related to the Covid-19 pandemic which accounted for 35% of the total reports broadcast.

News bulletins also regularly bring to the fore unusual stories or innovations relating to ecology: “*A biodegradable chewing-gum*”, “*Profile of a baker who uses solar power to bake his bread*”, “*Bikes made in France are in vogue*”, “*A hospital in Ivry-sur-Seine for plants neglected during lockdown*”, etc.

M6 also decided to play an educational role via high quality documentaries regularly 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* and *Zone Interdite*, “*Repair, recycle, donate – how to end waste?*”, “*Pesticides – why are we using them even more?*” and “*Broken household appliances – find out about your washing machine’s new lease of life*”.

The programme *Turbo* also featured several topics related to the environment, such as the real environmental impact of electric vehicles, manufacturers’ efforts to limit the carbon footprint of car production, the green fuels to choose, etc. The Group also tested numerous electric and hybrid vehicles.

Reality competition show *Top Chef* also seized the opportunity to promote good food practices, reducing waste and the benefits of cooking with fresh, organic products.

Studio 89, the Group subsidiary that produces *Top Chef*, partnered with the French Red Cross to redistribute the food used during the show. Once or twice a week during shooting, volunteers gather up the 50-100 kg of dry goods (bread, oil, spices etc.), perishables (fruit, vegetables, milk) and fresh foods with a very short shelf life (meat and fish) for redistribution at 4 food banks in the Seine-Saint-Denis district. 5.7 tonnes of food were donated to 200 disadvantaged families during season 12, which will be aired in 2021.

Moreover, the radio station RTL is also actively involved in M6 Group’s efforts to promote ecology and issues related to sustainable development. Every Sunday, the programme *On refait la planète* covers the environmental challenges facing humanity, thereby raising listeners’ awareness of the need to safeguard ecosystems.

In addition, through an unrivalled multimedia mechanism (TV, radio, digital), M6 Group mobilised all its stations to offer, at the start of 2020, a range of special programmes based on environmental issues. From 26 January to 2 February, to mark #greenweek, the Group’s channels and stations (M6, W9, 6ter, Paris Première, Gulli, RTL, 6play, etc.) featured more than 60 hours of news, film and entertainment content related to ecology and the environment, each with their own tone and editorial line.

In order to take account of noise pollution that may be caused by its activities, 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.

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*.

Moreover, the Group implements an active policy of raising awareness amongst its own staff of sustainable development issues:

- M6 Group decided to introduce the “M6 Eco-Commuting Allowance” to encourage employees to opt for green modes of transport to travel to and from work. In this way, all employees who use their own bicycle to commute to and from work can now benefit from a refund.
- A collaborative vegetable plot was designed in May 2019 in the garden of the building at 46 rue Jacques Dulud in Neuilly. Two further plots were added in 2020 to mark the arrival of the teams from the Youth TV division. More than 50 employees take turns throughout the seasons to maintain it and harvest the produce, learning about growing things organically and the concept of local networks for seasonal fruit and vegetables.
- 3 beehives were introduced on the roof of the building at 46 rue Jacques Dulud, which produced more than 100 pots of honey in 2020. This initiative is intended to increase employee awareness of the challenges of protecting endangered species that are particularly important for our environment.
- Several events were organised internally to mark “Green Week” which was held in January 2020, including a “Clean-Up Run”, with the aim of picking up litter discarded in the Bois de Boulogne, and a seminar called, “How easy is it to be green?”.

4 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 to the provisions of Article L.225-102-1 of the French Commercial Code relating to the environmental information included in the management report of companies.

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.

Reporting scope

The reporting scope has been set in accordance with the provisions of Articles L 233-16 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.

Environmental information

The scope of environmental information includes:

- Neuilly-sur-Seine, which corresponds to the total consumption of the buildings at 89, 107 and 56 avenue Charles de Gaulle, 3 Villa Émile Bergerat, 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 TV and Radio broadcasting activities except the regional offices of the national news office, as well as the following diversification activities: M6 Interactions, M6 Créations and the Production & Audiovisual Rights division;

- Rungis, which included the home shopping activity, sold on 1 October 2020. From this date, the site's consumption was no longer included in the reporting;
- Lille, which corresponds to the premises occupied by M6 Digital Services (portals and B2B technology services);
- Lyon, which notably houses the information development teams of Bedrock. Only consumption for the first quarter is included in the reporting. The Group no longer holds a majority stake in the subsidiary, since the opening of the share capital to RTL Group at the start of April 2020;
- Paris, which houses the employees of Golden Network, specialised in the production of digital content for Millennials;
- Boissy, where the Best of TV teams are located.

All indicators used do not cover the entire scope, as specified hereafter. Nevertheless, they do all cover the main Neuilly site, whose buildings house the teams of the companies that generate 91% of the Group's consolidated revenue and 98% of its profit from recurring operations.

In the absence of data available for Paris, Lyon and Lille, water consumption only therefore includes the contributions of the Neuilly, Rungis and Boissy sites.

In addition, the sites to which waste monitoring and paper purchasing relate are Neuilly and Rungis (and Boissy for paper).

Lastly, for all other indicators the locations are specifically mentioned.

Social information

The social reporting scope is based on the financial consolidation scope.

As an exception, data concerning absenteeism and staff turnover does not include the subsidiaries Bedrock, IGraal, HSS, Ctzar, LTI Vostok and Sociaddict. CTZAR and SOCIADDICT, specialist agencies in the field of influencer marketing (0.7% of staff) and LTI Vostok, a Tiji channel in Russia (0.1% of staff), are not included in M6 Group's centralised payroll systems. IGraal and HSS were sold over the course of the year and Bedrock has exited the consolidation scope.

As an exception, data concerning training does not include the subsidiaries IGraal, HSS, BestOf TV, Ctzar, LTI Vostok and Sociaddict. BestOf TV, a home shopping channel, (2.3% of staff), is not included in the Group's training systems. CTZAR and SOCIADDICT, specialist agencies in the field of influencer marketing (0.7% of staff) and LTI Vostok, a Tiji channel in Russia (0.1% of staff), are not included in M6 Group's centralised payroll systems. IGraal and HSS were sold over the course of the year.

Reporting period

Corporate, social and environmental data is reported annually and relates to the period from 1 January to 31 December 2020.

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 7.3.1 (11th Challenge - section B) are direct greenhouse gas emissions related to the use of electricity, natural gas and heating oil in the Group's premises in Neuilly, Rungis, Paris, Lyon, Boissy and Lille. The emission factors used for CO₂ emissions related to electricity consumption are those provided by EDF. The emission factors for fuel oil and gas are those published by Adème.

The emission factor used for the CO₂ emissions reported and related to business travel by train, included in section 7.3. (11th Challenge - section D) 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).

Moreover, 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 its activity:

- Resources allocated to avoiding environmental risks and pollution,
- the prevention, reduction or remediation of air, water or soil emissions having a major adverse impact on the environment,
- 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 its knowledge cause any significant threat to either diversity or to water resources since the use of land is limited to the place in which its office buildings and warehouses are located).

Further clarification regarding corporate indicators:

The hours of training included relate to training provided by M6 Campus as well as any accredited external training organisations. The individual training account hours completed during working time and the e-learning hours are included in 2020. Training started in the 2020 financial year and completed in January 2021 is included in the reported training hours pro rate of the hours completed in 2020. This indicator only relates to permanent employees.

Days of absence recognised correspond to all absences of permanent Group employees which began during the financial year, thereby including absences in 2021. Days of absence recorded correspond to the days prescribed for all work stoppages recorded over the course of the 2020 financial year. Days of absence in 2020 corresponding to absences which began during the course of the previous financial year are therefore not taken into account. Similarly, an extension of absence is assigned a new start date. If the extension commences in the following financial year, these days are not taken into account. It should also be specified that both unpaid days of absence and recovery days do not count when calculating absenteeism.

Turnover is defined according to the following ratio: all exits (excluding internal mobility) during year N, divided by the permanent workforce employed at 31 December of year N-1.

Further clarification regarding social indicators:

Moreover, this document refers to the societal indicators to which particular attention was paid and which are relevant to the Group. The following other indicators are less relevant to its activity:

- measures taken to combat tax evasion,
- measures taken to safeguard human rights,
- measures taken to avoid corruption.

The Group conducts its activities in France (where almost all of its employees are based) which are aimed at the French market. Nevertheless, the main measure taken by M6 in relation to these issues involves raising public awareness through its programmes, as detailed in Section 7.1.6.D of this Document.

In addition, the "Number of Subscribers on Social Media" indicator now includes TikTok. The Group opened its accounts to the social media platform in 2020, when it was gaining prominence, particularly with a younger audience. Moreover, the reporting scope for the indicator was extended to include Gulli for the 2019 and 2020 financial years.

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.

5 CSR CROSS-REFERENCE TABLE

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	++	7.2.8.A	G4-10	# 3 to 8
	2	Recruitment and redundancies	++	7.2.8.A	G4- LA1	
Work organisation	3	Compensation	+	7.2.8.C	G4- LA13	
	4	Organisation of working time	++	7.2.8.B	G4- LA	
	5	Absenteeism	+	7.2.8.B		
Labour relations	6	The organisation of social dialogue - including regulation and procedures regarding information, consultation and negotiation with personnel	+	7.2.8.D	G4- LA4	
	7	Collective bargaining agreements	=	7.2.8.D	G4- LA4	
Health and safety	8	Health and safety at work	+	7.2.8.E	G4- LA6 to 8	
	9	Work accidents, particularly their frequency and seriousness, and occupational diseases	+	7.2.8.E	G4- LA6	
	10	Agreements signed with unions or employee representatives in terms of health and safety at work	=	7.2.8.D	G4- LA8	
Training	11	Training policies implemented	++	7.2.9	LA11	
	12	Total number of training hours	++	7.2.9	LA10	
Equal opportunity	13	Measures taken to promote gender equality	++	7.2.10.B	G4- LA10	
	14	Measures taken to promote the employment and integration of disabled employees	++	7.2.10.A/7.1.2	G4- LA12	
	15	Anti-discrimination policy	++	7.1.3	G4- LA12, G4-HR3	
Promotion of and compliance with ILO fundamental conventions	16	Relating to freedom of association and the right to collective bargaining	=	7.2.8.D	G4-HR4; G4- LA4	
	17	Relating to the elimination of employment and occupational discrimination	=	7.2.10/7.1.2	G4-HR3; G4- LA13	
	18	Relating to the suppression of forced or compulsory labour	=	7.1.7.F	G4-HR6	
	19	Relating to the effective abolition of child labour	=	7.1.7.F	G4-HR5	
Environmental information						
General environmental policy	20	Company organisation to take into account environmental issues and, where applicable, environmental assessment and certification processes	=	7.3		# 9 to 11
	21	Training and employee information actions conducted in relation to environmental protection	=	7.3		
	22	Resources allocated to avoiding environmental risks and pollution	=	7.3	G4-EN31	
Pollution	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	=	7.3.11.C	G4-EN22 to 26	
	25	Taking into account noise pollution and, where relevant, all types of pollution specific to a particular activity		7.1.1.C		
Circular economy	26	Measures to reduce, recycle, reuse and other forms of recovery or disposal of waste	+	7.3.11.C	G4-EN23	
	27	Actions to combat food waste	-	7.3.11.C/7.3.12		
	28	Use and supply of water in line with local constraints	=	7.3.11.B	G4-EN8	
	29	Use of raw materials and measures taken to make more efficient use of them	+	7.3.11.B/7.3.11.C	G4-EN1, G4-EN27	
Sustainable use of land	30	Energy consumption and measures taken to improve energy efficiency and the use of renewable energy sources	+	7.3.11.B	G4-EN3 to EN7	
	31	Use of land	=	07 March 2012		
Climate change	32	Significant greenhouse gas emission generated by the Company's activity, in particular through use of the goods and services that it produces.	+	7.3.11.B	EN16, EN17, EN18, EN19, EN20	
	33	Adaptation to the consequences of climate change	=	N/A	EN18, EC2	
Biodiversity	34	Measures taken to safeguard biodiversity	=	7.3	G4-EN11 to EN14	
Corporate social information						
Territorial, economic and social impact of the Company's operations	35	Territorial impact of operations on employment and regional development in France	=	7.1.6	G4- EC7 and G4-EC8	# 16 to 18 and 21
	36	Impact of operations on the local population	=	7.1.6	G4- EC1, G4-EC 5 and 6	
Relationships with stakeholders	37	Conditions of dialogue with these individuals or organisations	++	7.1.7	G4-24 to 27	# 2 and 16 to 18
Subcontractors and suppliers	38	Acts of partnership or sponsorship	++	7.1.6		
	39	Purchasing policies that take into account social and environmental issues	+	7.1.7.F	G4-EC9, G4-HR4, 5, 6, 8, 10	# 2 to 11
	40	Significance of sub-contracting and its inclusion in relationships with suppliers and subcontractors regarding their corporate, social and environmental responsibilities	+	7.1.7.F	G4-EC9, G4-HR4, 5, 6, 8, 10	
Fair practices	41	Measures taken to avoid corruption	++	7.2.8.H	G4-SO3 to 5	# 12 to 14
	42	Measures taken to safeguard the health and safety of consumers	++	7.2.8.E/7.3.12	G4-PR1; G4-PR2	
Other measures taken to safeguard human rights	43	Other measures taken to safeguard human rights	=	7.1.6	G4-HR	# 3 to 5

6 REPORT BY THE INDEPENDENT THIRD-PARTY BODY ON THE CONSOLIDATED STATEMENT OF NON-FINANCIAL PERFORMANCE

KPMG S.A

Tour EQHO 2 avenue Gambetta

CS 60055 92066 Paris la Défense Cedex

Métropole Télévision S.A.

Registered office: 89, avenue Charles de Gaulle - 92200 Neuilly-sur-Seine Cedex

Share capital: €50,565,699.20

Report by one of the Statutory Auditors, appointed as independent third party, on the consolidated statement of non-financial performance

Financial year ended 31 December 2020

To the Shareholders,

In our capacity as Statutory Auditor of your company, (hereafter “the Entity”) and accredited by COFRAC (French Accreditation Committee) under number 3-1049[1], we hereby present our report on the consolidated statement of non-financial performance for the financial year ended 31 December 2020 (hereafter the “Statement”) included in the Entity’s Management Report pursuant to the provisions of Article L.225-102-1, R. 225-105 and R. 225-105-1 of the French Commercial Code.

Responsibility of the entity

The Executive Board is responsible for preparing a Statement in accordance with the legal and regulatory provisions, including a presentation of the business model, a description of the main non-financial risks, a presentation of the policies applied in respect of these risks and the results of these policies, including key performance indicators.

The Statement was prepared in application of the Entity’s procedures (hereafter the “Standards”), the significant items of which are presented in the Statement and are available on request from the Entity’s registered office.

Independence and quality control

Our independence is defined by the provisions of Article L. 822-11-3 of the French Commercial Code and our profession’s code of ethics. In addition, we have introduced a quality control system which includes documented policies and procedures aimed at ensuring compliance with applicable laws and regulations, ethical rules and professional standards.

Responsibility of the Statutory Auditor appointed as independent third party

Based on our work, our role is to deliver a reasoned opinion expressing a conclusion with moderate assurance on:

- compliance of the Statement with the provisions referred to in Article R. 225-105 of the French Commercial Code;
- the fairness of the information provided in application of section 3° of paragraphs I and II of Article R. 225105 of the French Commercial Code, i.e. the results of the policies, including the key performance indicators, and the actions, with respect to the main risks, hereafter the “Information”.

However, it is not our responsibility to issue an opinion on compliance by the entity with the other applicable statutory and regulatory provisions, notably in relation to combatting corruption and tax evasion, nor regarding the conformity of the products and services with applicable regulations.

Nature and scope of the audit

Our work described below was carried out in accordance with the provisions of Articles A. 225-1 and subsequent of the French Commercial Code and with the professional standards of the Compagnie Nationale des Commissaires aux Comptes (French National Institute of Auditors) relating to this work, as well as international standard ISAE 3000:

- We have reviewed the activity of all the entities included in the consolidation scope and of exposure to the principal risks;
- We have assessed the appropriateness of the Reporting Criteria with regard to their relevance, comprehensiveness, reliability, neutrality and comprehensible character, by taking into consideration industry best practices where applicable;
- We have verified that the Statement covers all categories of information referred to in paragraph III of Article 225-102-1 in relation to social and environmental information as well as the information referred to in Article L. 22-10-36 in relation to respect for human rights and combatting corruption and tax evasion;

- We have verified that the Statement presents the information provided for in II of Article R. 225-105 when it is relevant in reference to the principal risks and includes, where applicable, an explanation of the reasons justifying the absence of the information required by the second paragraph of III of Article L. 225-102-1;

- We have verified that the Statement presents the business model and the main risks associated with the business of all entities included in the consolidation scope, including, where relevant and proportionate, the risks created by its business relations, products or services, as well as the policies, due diligence procedures and results, including key performance indicators related to the principal risks;

- We have consulted documentary sources and conducted interviews to:

- Assess the process to select and validate the principal risks as well as the consistency of the results, including the key performance indicators used, with reference to the principal risks and policies presented;

- Corroborate the qualitative information (measures and outcomes) that we considered to be the most important in the Appendix. Our work was carried out at the head office of the consolidating entity.

- We have verified that the Statement covers the consolidated scope, i.e. all entities included in the consolidation scope in accordance with Article L. 233-16 with the limits specified in the Statement;

- We have reviewed the internal auditing and risk management processes implemented by the entity and have assessed the sampling process seeking to ensure that the information is exhaustive and fair;

- For the key performance indicators and the other quantitative results that we considered the most significant and that are set out in the Appendix, we have implemented:

- Analytical procedures to verify the appropriate consolidation of the collected data as well as the consistency of their changes;

- Detailed tests, based on samples, to verify the appropriate application of the definitions and procedures and reconcile the data with the supporting documents. This work was carried out at the consolidating entity's head office level and cover between 89% and 100% of the consolidated data selected for these tests;

- We have assessed the overall consistency of the Statement in light of our knowledge all entities included in the scope of consolidation.

We consider that the work we have carried out in exercising our professional judgement allow us to draw a conclusion of reasonable assurance; a higher level of assurance would have required more extensive verification work.

Means and resources

Our work called on the expertise of four people and was performed between December 2020 and February 2021 for a period of approximately two weeks.

To help us in the completion of our work, we consulted our experts in sustainable development and societal responsibility. We conducted approximately ten interviews with the people responsible for preparing the Statement.

Conclusion

On the basis of our work, we found no significant irregularity that would call into question the fact that the Consolidated Statement of Non-Financial Performance complies with applicable provisions and that the Information, taken in its entirety, is presented in a fair manner in accordance with the Reporting Criteria.

Paris-La Défense, 23 February 2021

KPMG S.A.

Anne Garans

Partner

Sustainability Services

Xavier Troupel

Partner

APPENDIX

Qualitative information (measures and outcomes) considered most important
Measures to reduce inequalities
Monitoring performance in relation to absenteeism
Collective agreements relating to social dialogue
Outcome of measuring satisfaction of trainees and work/study students
Ongoing action plans and results related to the development of employee skillsets
Initiatives to promote responsible purchasing
Measures to manage our carbon footprint
Initiatives to combat waste
Processes introduced regarding compliance with ethical obligations and contractual obligations
Promotion of support measures for disabled people
Measures taken to support and protect young people in the media.
Activities and results of the Foundation
Measures introduced to develop balanced relationships with stakeholders
Action plans and results to promote greater access to programmes

Key performance indicators and other quantitative results considered most important
Turnover rate
% of employees who received training during the period
Number of workers with disabilities
Change in electricity consumption
Number of items on the television news devoted to the environment
Number of confirmed formal notices from the CSA over the year just ended
Number of confirmed warnings and formal notices from the CSA for the year just ended concerning professional standards
Number of confirmed warnings and formal notices from the CSA for the year just ended concerning the signalling code
Accessibility rate of the M6 channel's programmes to deaf and hard-of-hearing people
Proportion of female presenters on the free-to-air channels' in-house produced news programmes
Annual budget of the M6 Foundation
Number of subscribers on social media



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