



**GROUPE**

**2022**

MÉTROPOLE  
TÉLÉVISION

**EXTRACT FROM  
UNIVERSAL REGISTRATION  
DOCUMENT**

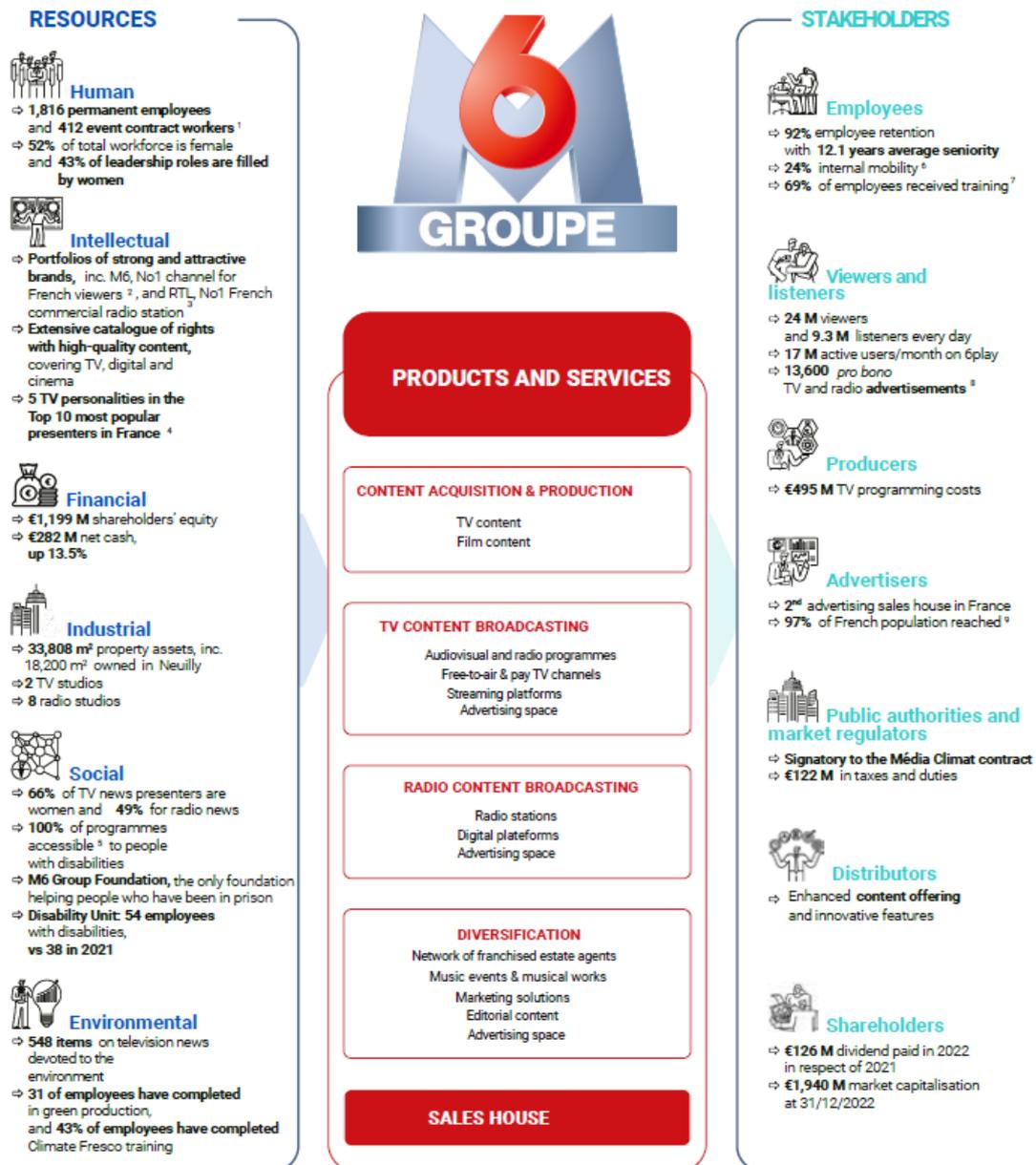
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## STATEMENT OF NON-FINANCIAL PERFORMANCE

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# FOREWORD: CSR AT M6 GROUP

## A. Business model



1. ETP.

2. #top / TV channels image indicator / Survey carried out online through consultation with the Blendl panel, 5-10 April 2022, with a representative sample of 2,320 French people aged 15 and over.

3. Médiamétrie 126,000, Year 2022, Monday-Friday, 05:00 - 00:00

4. OpinionWay TV Mag - 16 June 2022.

5. Programmes with subtitling for deaf and hard of hearing individuals, and audiodescription for blind or visually impaired individuals (M6 and W9 channels).

6. % of permanent positions filled via internal transfers.

7. % of employees who received training.

8. Free space donated.

9. M6 Group analysis of monthly coverage - Mediametrie crossmedia 2022 wave 1 March

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 Group's medium- to long-term strategy and overall performance. The Group's strategy is detailed in Section 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 Group, 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 Group. M6 Group 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 Group's commitments to society, the relationships between the Group's brands, viewers and listeners.
- For each of the Group's business cycles (which are grouped into 4 segments of financial information), there are corresponding values created by M6 Group (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",
  - Viewers and listeners, for whom the channels and programmes are intended,
  - Producers, who supply the Group, particularly with audiovisual content,
  - Advertisers who benefit from the commercial breaks made available to them.
  - Public authorities, primarily the French State and the ARCOM (*Autorité de régulation de la communication audiovisuelle et numérique* - since the merger of Hadopi and the CSA),
  - Distributors who include our channels and services in their distribution packages,
  - Shareholders, whose invested capital allows M6 Group to operate, who vote in General Meetings and receive dividends.

## B. Stakeholders

### MAPPING OF STAKEHOLDERS



#### Employees

Employees are the company's human capital. They represent not only the workforce but also the creative synergies that drive innovation. They are also the ambassadors of M6 Group's values and commitments.

#### Viewers and listeners

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

In 2022, this website and "etvous.m6.fr", dedicated to viewers, recorded 0.4 million unique visitors and 0.8 million page views.

The service received 8,828 viewer queries in 2022 (all but one of which related to M6 Group series and shows).

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.

#### Producers

Relations with 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 Group 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.

### 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.

### Public authorities and market regulators

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.

### Distributors

Distributors are companies that offer audiences one or more TV and/or radio channel packages, usually accessible via subscription. In 2022, 70% of households with TVs watched them via distributor services according to Médiamétrie.

### 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 finances in both French and English (<https://www.groupem6.fr/finance/accueil>).

Shareholders may contact the Company using the dedicated e-mail address: [actionnaires@m6.fr](mailto: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. Outside the exceptional circumstances related to the pandemic, they are also regularly invited to visit sets and control rooms, and to watch filming of television news programmes.

In addition, M6 Group 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 2022, and for the tenth consecutive year, M6 Group was appraised by Gaïa Research, EthiFinance Group's ratings agency, specialised in assessing the ESG performance of small and medium-sized companies listed on European markets.

Gaïa Research assesses companies within its remit according to a framework of approximately 140 criteria across four areas: Environment, Social, Governance and External Stakeholders.

Considered to be a benchmark database in the world of SRI (Socially Responsible Investments), the Gaïa Research index enables management and analysts to discover the most responsible companies and to integrate non-financial concerns into their analysis processes and investment decisions.

M6's score (out of 100) continued to increase in 2022, from 50 for the 2020 data to 52 for the 2021 data.



## CONSULTATION WITH STAKEHOLDERS

As part of a process of joint preparation of its social and environmental commitment policy, M6 Group carried out a consultation with its stakeholders in 2021 to identify its priority CSR challenges. This is a structuring exercise and an essential step in building a policy consistent with the Group's operations and the expectations of third parties with whom it interacts.

Conducted in collaboration with a consultancy firm specialising in CSR strategy and change management, the stakeholder consultation took place in two main phases: a contextual analysis phase to identify CSR challenges relevant to the media and audiovisual sector, followed by quantitative studies and interviews with the Group's internal and external stakeholders.

### CONTEXTUAL ANALYSIS AND IDENTIFICATION OF CSR CHALLENGES

Based on a review of industry benchmarks (GRI Media, sustainable accounting standards boards, guidelines on "CSR in the media industry" produced by ORSE and the CSR Media Forum, BC-9001), a benchmark of the Group's direct competitors and an in-depth analysis of sectoral trends, 24 CSR challenges have been identified.

Divided into 4 core subjects (governance, corporate, social and environmental), these challenges reflect the key sectoral CSR topics, both in terms of the programmes broadcast, the relationship between a media outlet and its stakeholders or its role as an employer and the general conduct of operations.

## IDENTIFICATION AND CONSULTATION OF INTERNAL AND EXTERNAL STAKEHOLDERS

Following the identification of CSR challenges specific to the media industry, internal and external stakeholders of M6 Group were selected to participate in the consultation. In addition to employees and a panel of the public, as many external stakeholders as internal stakeholders (mainly members of the governing bodies) expressed their views between April and July 2021 on:

- their perception of the engagement of the media industry in general, and M6 Group in particular
- their perception of the relevance of these CSR challenges for M6 Group. To this end, they carried out a CSR rating exercise to determine, on a scale of 1 to 4:
  - the importance of each challenge for M6 Group, i.e. their impact on the sustainability of operations,
  - M6 Group's performance in relation to each challenge.

The results of rating challenges were used to feed the materiality matrix of M6 Group (see materiality matrix).

The stakeholders identified were interviewed as follows:

### Internal:

- an online survey of all M6 Group employees,
- qualitative interviews with management bodies (Executive C. ommittee, Management Committee and Executive Board)

A focus group made up of a dozen employees was also established to reflect on how the challenges identified as priorities should be addressed.

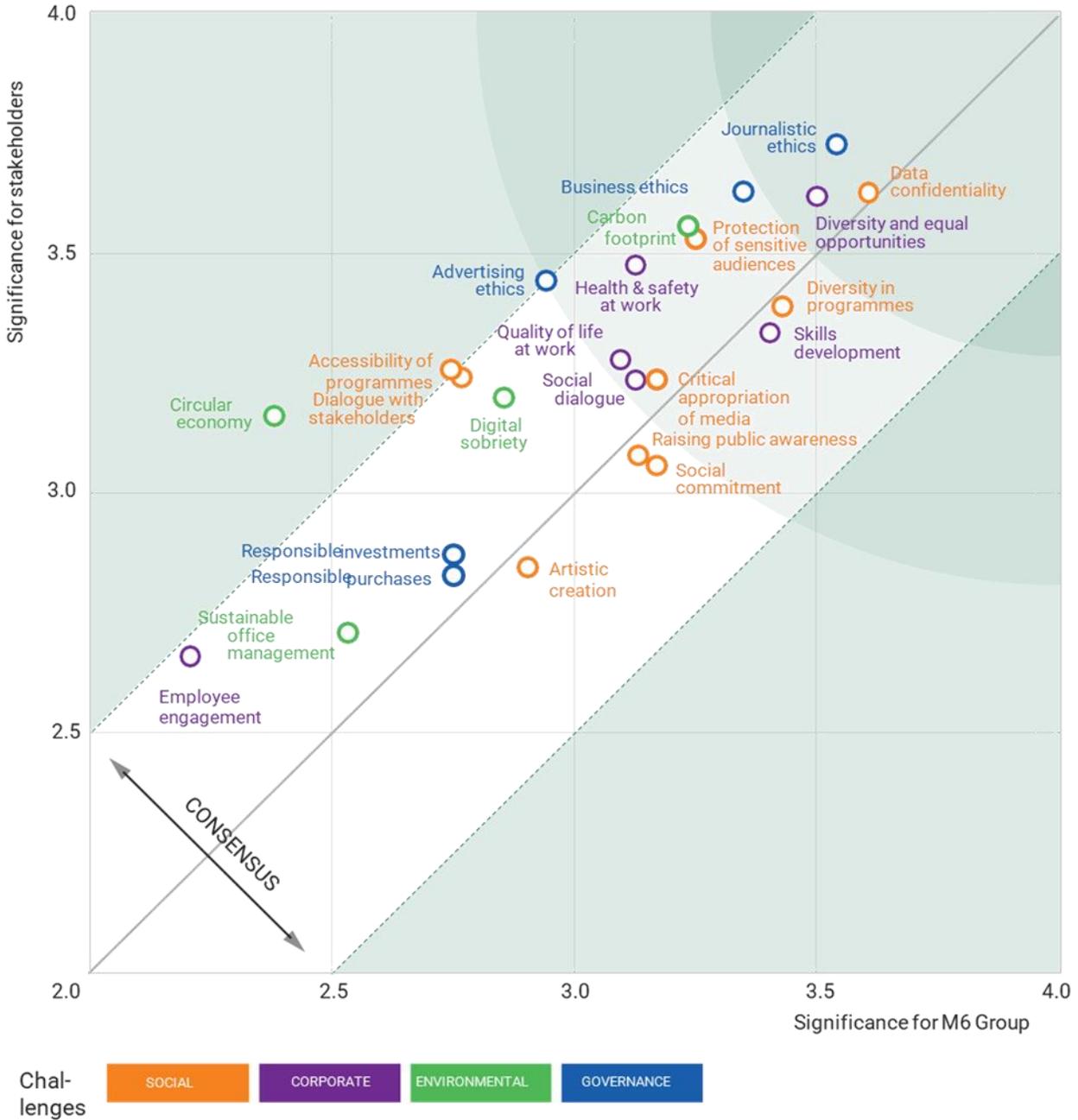
### External:

- qualitative interviews with business partners (shareholders, investors and directors, advertisers, distributors, producers), institutional partners (public authorities and market regulators) and social media influencers (representatives of civil society with an informed opinion of a media group's activity):
- a representative panel of regular viewers and listeners of M6 Group's channels conducted by Harris interactive. Given the low visibility of audiences on the internal conduct of operations, they were asked about a shortened list of 15 challenges.

The results of this stakeholder consultation were the starting point for M6 Group's materiality matrix and its CSR action plan.

## C. Materiality matrix

Materiality analysis is a method for prioritising a company’s CSR challenges by comparing, within a matrix, their significance as expressed by external stakeholders with that expressed by internal stakeholders. The objective is both to better understand the expectations of external stakeholders in relation to the Company, and to assess, through the perception of internal stakeholders, the potential impact of CSR challenges on the Company’s activities.



## METHODOLOGY

On a scale of 1 to 4, all challenges were rated above 2. This means that the stakeholders surveyed considered the 24 challenges listed to be of significance for M6 Group. Nevertheless, in order to identify priorities, the materiality threshold was set at 3.1. As a result, 13 priority challenges stood out for their high level of significance, namely

- Journalistic ethics
- Data confidentiality
- Diversity and equal opportunities
- Business ethics
- Representing diversity in programmes
- Carbon footprint
- Protection of sensitive audiences
- Development of employee skillsets
- Health & safety at work
- Critical appropriation of media, particularly with young people
- Advertising ethics
- Quality of life at work
- Social dialogue

In addition, a more detailed analysis of the major deviations revealed four challenges on which further work is needed:

- Carbon footprint
- Digital sobriety
- Diversity and equal opportunities
- Critical appropriation of media

Three of these four challenges have already been prioritised by level of significance, with digital sobriety becoming the fourteenth priority challenge for M6 Group.

M6 Group's CSR action plan, the implementation of which began in 2022, is based on these 14 priority challenges. As the Engagement Department is responsible for steering and coordinating the CSR policy, it will regularly monitor the progress of the work undertaken. However, as some challenges, in particular those related to ethics (journalism ethics, advertising ethics, business ethics), regulatory provisions relating to the media industry (data confidentiality, protection of sensitive audiences) and employee management (social dialogue, health & safety and quality of life at work) are already covered by other departments, they will not give rise to specific roadmaps in the CSR action plan. The Engagement Department also works with the Group's other departments to help them gradually integrate CSR into their business practices.

## D. Risks

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.

2022 CSR challenges	Associated risks	Sections
Public interest: the Foundation as a tool for reintegration	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.1.4
Retaining talent	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.1.2
	<i>Risk of an increase in programming programmes</i>	2.1.1.2 / 7.1.2
Development of employee skillsets	<i>Risk of an increase in programme costs</i>	2.1.1.2 / 7.1.2
Equal Opportunities: promoting diversity and male/female representation within the Group	<i>Risk related to broadcasting licences</i>	2.1.3.1 / 7.1.3
The Group's carbon footprint	<i>Risk related to sensitivity to the economic climate</i>	2.1.1.3 / 7.1.5
Digital sobriety	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.2.6
Combatting waste	<i>Risk related to sensitivity to the economic climate</i>	2.1.1.3 / 7.1.6
Meeting ethical and contractual obligations	<i>Risk related to broadcasting licences</i>	2.1.3.1 / 7.1.1.2
Ensuring editorial independence and respect for ethics in news programmes	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.1.1.2
	<i>Risk related to broadcasting licences</i>	2.1.3.1 / 7.1.1.2
Media literacy	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.2.4
	<i>Risk related to broadcasting licences</i>	2.1.3.1 / 7.2.4
Programmes accessible to all	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.2.2.4
Representing diversity in programmes	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.2.2
	<i>Risk related to broadcasting licences</i>	2.1.3.1 / 7.2.2
Raising public awareness of environmental and social issues	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.2.1
Green production	<i>Risk related to a decline in audience ratings</i>	2.1.1.1 / 7.2.5

## E. Key measures and indicators

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

### M6 AS A COMPANY

2022 CSR CHALLENGES	KEY ACTIONS	PRIORITY INDICATORS
Public interest: the Foundation as a tool for reintegration	Developing M6 Foundation activities to support the reintegration of inmates into the workplace	Annual budget of the Corporate Foundation
Retaining talent	Increasing employee commitment to the company (individual employee follow-up, working environment, attractive remuneration, teambuilding)	Turnover rate
Development of employee skillsets	Providing training to employees	Percentage of employees who received training during the period
Equal Opportunities: promoting diversity and male/female representation within the Group	Taking action to support the employment of disabled people	Nombre de collaborateurs en situation de handicap
Equal Opportunities: promoting diversity and male/female representation within the Group	Supporting women's career development	Proportion of leadership roles filled by women
Development of employee skillsets	Offering employees training on environmental issues	Percentage of employees who completed Climate Fresco training
The Group's carbon footprint	Limiting electricity consumption	Change in electricity consumption
Digital sobriety	Limiting the impact of IT equipment	Rate of IT equipment recycling
Combatting waste	Reducing and recycling waste	Percentage of food waste recycled

### M6 AS A MEDIA

2022 CSR CHALLENGES	KEY ACTIONS	PRIORITY INDICATORS
Meeting ethical and contractual obligations	Monitoring compliance of programmes with ethical and contractual obligations	Number of confirmed formal notices from the CSA over the year just ended concerning compliance with contractual and ethical obligations
Ensuring editorial independence and respect for ethics in news programmes	Ensuring journalists comply with its Code of Ethics	Number of confirmed warnings and formal notices from the CSA over the year just ended concerning the professional news standards
Media literacy	Developing measures to improve understanding of the media industry and help decipher information	Number of students informed about media literacy by Gulli activities
Programmes accessible to all	Subtitling programmes and offering them with audio-description	Accessibility rate of programmes (M6, W9 and 6ter channels) to deaf and hard-of-hearing people
Representing diversity in programmes	Ensuring diversity is represented in programmes	Percentage of female presenters on the free-to-air channels' in-house produced news programmes (excluding Gulli) and news time slots (morning and evening on RTL)
Raising public awareness of environmental and social issues	Featuring reports on environmental issues	Number of items on television news focused on environmental issues

#### New 2022 challenges

CHALLENGES	GOVERNANCE AND ETHICS	SOCIAL	CORPORATE	ENVIRONMENTAL
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The actions taken in 2022 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.

## F. Action plan

The CSR Steering Committee, made up of members of M6 Group's management bodies, met regularly to contribute to and validate the various stages in the development of M6 Group's CSR action plan. This action plan, consisting of 6 roadmaps, relies on the results of the materiality analysis and on the strengths of M6 Group to extend existing good practices to the whole M6 Group.

In addition, as a media and a company, M6 Group wants to achieve consistency between the messages conveyed on its channels and the actions carried out for the benefit of its employees. Each roadmap includes actions relating to the Group's television and radio stations, and mobilises all employees through training, awareness-raising and changes to certain business practices.



Through this CSR action plan, M6 Group is committed to the following priority areas for its audiences, partners and employees:

- **Carbon footprint**

A company's carbon footprint reflects the impact of all its activities on climate change. It measures the amount of greenhouse gases (mainly carbon dioxide or CO<sub>2</sub>) emitted by the company in the course of its activities. With this roadmap, M6 Group is committed to reducing its carbon footprint and raising awareness of climate-related challenges among its employees.

- **Green production**

Sustainable production consists of rethinking certain production practices, from filming to post-production, to limit their environmental impact. This is an increasingly relevant topic, which is shaking up the whole industry. Through this roadmap, M6 Group wishes to be as close as possible to field practices to reconcile innovative production with environmental protection.

- **Digital sobriety**

While meeting needs, it is essential to adapt our daily digital usage, from the design of less energy-intensive websites and software, to the end-of-life of our electronic equipment. This is what we call digital sobriety. 6play, with its eco-stream mode, is already leading the way towards a more responsible digital world. Through this roadmap, M6 Group wishes to capitalise on its strengths and involve all its employees in this approach.

- **Combatting waste**

As the name suggests, combatting waste means combatting all types of waste by reducing the amount of waste we produce and by giving a second life to our residual waste, by repurposing or recycling it.

Combatting waste is part of a circular economy approach in which every waste product can be reused to reduce both the waste of resources and pollution. Through this roadmap, M6 Group wishes to continue the efforts already made by improving the sorting and recycling of all its waste.

- **Media literacy**

Media literacy consists in giving, especially to young people, the keys to understand, decipher and interact with news and the media world. In the age of mass media and social media, which are more susceptible to misinformation and fake news, the so-called "traditional" media have a role to play in guiding young audiences. Gulli, M6 Group's children's channel, has been very active in this area for several years, particularly through the Press Week in schools. Through this roadmap, M6 Group wishes to put its editorial staff at the service of this commitment and reach a wider audience.

- **Equal opportunities**

Social, ethnic, cultural or geographic origin, religious beliefs, gender identity, sexual orientation or disability should not restrict any person's opportunities to access training, employment or responsibilities. Equal opportunities are about giving all people the same opportunities to develop. During the consultation, stakeholders highlighted two priority topics: equal opportunities between women and men and social diversity. Through this roadmap, priority actions will be implemented in relation to these two topics. At the same time, M6 Group will maintain its commitment to people with disabilities, in particular through its Disability Unit, and to people who have been in prison, through its corporate foundation.

Throughout 2022, M6 Group rolled out several projects relating to each of the roadmaps. In the first section, on the environment, several measures have been implemented, such as the extension of the calculation of the carbon assessment. This work now allows us to develop a low carbon transition plan for the next few years. In addition, the commencement of training on green production has helped to increase awareness amongst several divisions. Regarding the social/societal section, various mentoring projects were launched throughout 2022. Mentoring involves supporting young employees, intergenerational knowledge sharing, as well as help with inclusion and equal opportunities. All these measures were implemented in 2022 and will continue to be developed during 2023.

## 7.1 M6 GROUP, A GROWING COMPANY

### 7.1.1 Governance and ethics

#### 7.1.1.1 FIT-FOR-PURPOSE GOVERNANCE STRUCTURE

M6 Group 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 (see Section 3. Corporate Governance of this document).

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 Group 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)

#### A. 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 is to develop an overall CSR strategy that addresses 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 is rolled out across four elements:

- Social mission, notably by continuing to develop the M6 Foundation and the disability mission, and also by taking action to address social issues that are related to the Group's "core business";
- 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.);
- Economic mission, by strengthening links with all its partners in order to align shared practices with sustainable development principles.

#### B. CSR COMMITTEE ON THE SUPERVISORY BOARD

The CSR Committee, made up of Supervisory Board members, is chaired by Sophie de Bourgues (member representing employees) and includes Marie Cheval (independent member), Elmar Heggen (Board Chairman) and Mouna Sepehri (independent member).

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.

The Committee met once in 2022 and discussed the roll-out of M6 Group's CSR action plan. It also studied the challenges related to the 2022 Non-Financial Performance Statement and the European Green taxonomy.

### 7.1.1.2 M6 GROUP'S ETHICAL RESPONSIBILITY

#### A. AGREEMENT BETWEEN M6 GROUP AND ARCOM

##### (French media regulator)

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

These agreements cover several general and professional ethical obligations to guarantee a robust ethical commitment. 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 M6 Group and that of the principal shareholder or controlling shareholders that would diverge from usual business conditions noted in the market.

In 2022, M6 Group received no formal notifications from ARCOM regarding compliance with professional ethical obligations<sup>1</sup>.

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. In particular, it ensures the implementation of legal and regulatory provisions in relation to speaking time outside and during election periods, under the oversight of the audiovisual regulatory authority.

##### 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 dangerous, 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, sexual orientation, religion or nationality. Programmes must promote the French Republic's values of integration and solidarity, combat discrimination and be representative of the cultural and ethnic diversity of French society.

Every year, the channel makes commitments to Arcom in order to promote the representation of the diversity of French society in its programmes for the coming year, based on the ruling of 10 November 2009.

**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 under the supervision of Arcom. Particular attention is accorded to content intended for the Group's children's and young people's channels and divisions.

**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, activities developed by a legal entity or an individual with which it has a significant capital relationship, it strives 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.

All Group channels must comply with these standard obligations. All agreements by Group channels are available at [www.arcom.fr](http://www.arcom.fr).

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

<sup>1</sup> 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.

## B. JOURNALISTIC ETHICS

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.

In 2022, M6 Group received no warnings or formal notifications from ARCOM regarding the ethics of the information<sup>1</sup>.

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.

## C. BUSINESS ETHICS

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:

<sup>1</sup> 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.

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.

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*, *Un jour un doc*, *E=M6*, *Enquête Exclusive*, *le 12'45* and *le 19'45* are programmes and magazines that illustrate, via the subjects dealt with, the M6 channel's commitment to inform and increase awareness of current and social issues and its expertise in deciphering major challenges.

## 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.

## 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.

**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.

### 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 media.

### 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.

#### D. ADVERTISING ETHICS

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 of any advertising slot. 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.

### 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.

### 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.

### 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.

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 ARCOM 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 Group 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 Group 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 ARCOM (formerly CSA) charter to promote a healthy lifestyle (health-promoting nutrition and physical exercise, and restorative sleep) in its TV programming and advertising. It pays particular attention to content intended for young viewers.

In addition, M6 Group, via the Group's sales house M6 Publicité, has over the cinq past years supporting 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.

M6 Group, with the support of its sales house, also introduced "Semaine Green", a special campaign featuring programmes on the topic of the environment.

## 7.1.2 Profiles of employees

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.

Breakdown of M6 Group workforce by type of contract	2020	2021	2022
Permanent contracts	1,707	1,664	1,617
Fixed-term contracts	197	183	199
<b>Total workforce</b>	<b>1,904</b>	<b>1,847</b>	<b>1,816</b>

At 31 December 2022, M6 Group's total workforce was 1,816 people, compared with 1,847 at 31 December 2021, including 1,617 on permanent contracts in 2022, compared with 1,664 in 2021. The net change in the number of permanent contracts is detailed below:

WORKFORCE AT END DECEMBER 2021	1,664
External recruitments	85
Event contract workers/service providers made permanent	8
Fixed-term contracts made permanent	16
Stéphane Plaza France employees made permanent	30
Departures	
Resignation	-71
Redundancy	-19
Termination by mutual agreement	-25
Retirement	-12
Disposal of Best of TV.	-52
Other (end of trial period, etc.)	-7
<b>WORKFORCE AT END DECEMBER 2022</b>	<b>1,617</b>

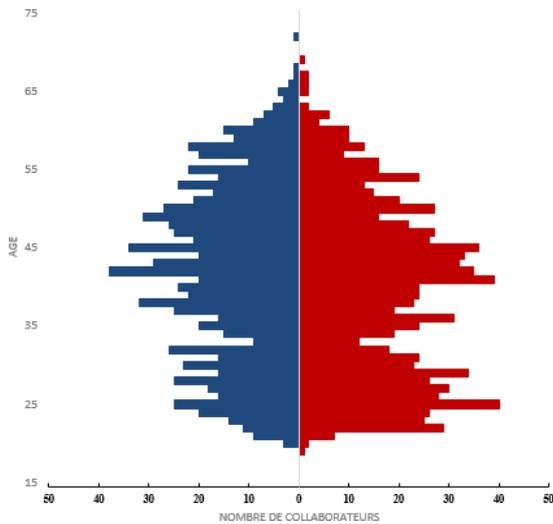
### 7.1.2.1 WORKFORCE INDICATORS

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

At 31 December 2022, the Group's workforce was made up of 52% of women and 48% of men, distributed as follows:

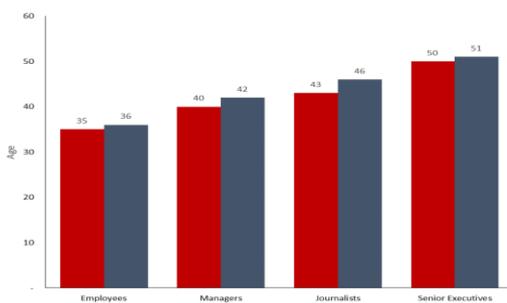
Breakdown of M6 Group workforce by category and by gender	2022	Male	Female
Employees	346	168	178
Managers	1,140	491	649
Journalists	281	176	105
Senior executives	49	34	15
<b>Total</b>	<b>1,816</b>	<b>869</b>	<b>947</b>

## Age pyramid

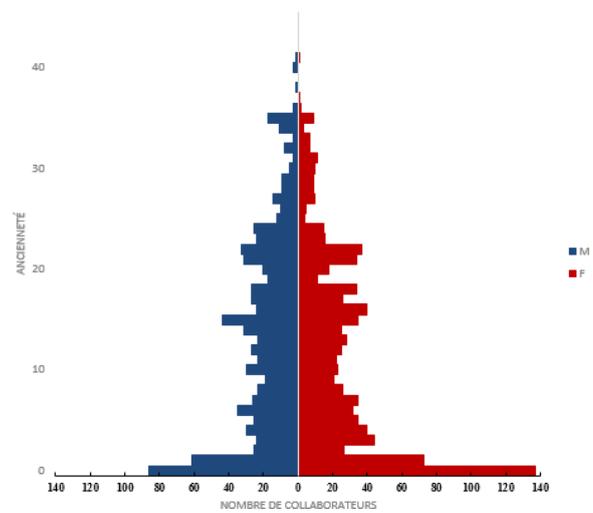


The average age of Group employees is 40.5 years, with 39.3 years for women and 41.9 for men.

## Average age of permanent workforce by category and gender

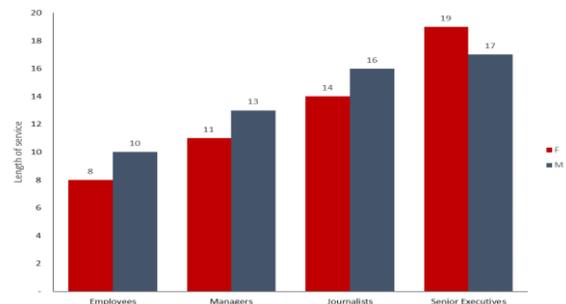


## Length of service pyramid



The average length of service within the Group is 12.1 years: 13.1 for men and 11.2 for women.

## Average length of service of permanent workforce by category and gender



## Breakdown of permanent workforce by division

	2020	2021	2022
TV	1,284	1,283	1,286
Radio	382	353	334
Production & Audiovisual Rights	92	80	78
Diversification	146	131	118
<b>TOTAL</b>	<b>1,904</b>	<b>1,847</b>	<b>1,816</b>

## Breakdown of fixed-term contracts

	2020	2021	2022
Fixed-term contracts	91	73	81
Work experience contracts	57	35	27
Apprenticeships	49	75	91
<b>Total fixed-term contracts</b>	<b>197</b>	<b>183</b>	<b>199</b>

## Event contract workers

	2020	2021	2022
FTE event contract workers and freelancers	373	407	412

## 7.1.2.2 HEALTH & SAFETY

### A. 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.

Lastly, M6 Group has signed a charter on good driving, the aim of which is to remind people of the safety rules of the highway code when using service vehicles.

Work related accidents and illnesses	2021	2022
Work-related accidents resulting in lost time	5	8
Frequency rate (1)	1.49	2.49
Severity rate (2)	0.018	0.059

(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.

### B. 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. Métropole Télévision, and the Youth CGU have renewed and strengthened their commitments by signing an agreement relating to quality of life at work in 2022, for a term of three years.

In order to improve the quality of life at work for its employees, in 2019 M6 Group introduced two days of quality of life at work. Since 2019, M6 Group has been reinforcing its environmental commitment by offering employees eco-friendly solutions:

- A collaborative vegetable plot is available to employees in the garden of the building at 46 rue Jacques Dulud in Neuilly. 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.
- Three beehives were installed on the roof of the building at 46 rue Jacques Dulud in Neuilly. Over 300 jars of honey were collected and distributed to employees.
- Lastly, since 2021, to encourage employees to prioritise sustainable modes of transport and limit their carbon footprint, M6 Group launched a "bike-sharing" system. The communal bikes are located across the different locations in Neuilly and Cité Malesherbes.

In addition, the Group continued to offer specific training courses to raise awareness among the various players in the Company, and continued to invest heavily in managerial training with a very comprehensive range of courses adapted to all levels of experience. 463 managerial training initiatives were organised in 2022 ("The recipe for management!", "A manager's manager", "Manager workshops By M6 Campus", etc.) in order to improve labour relations and quality of life at work. In 2022, a new manager workshop called "Identifying Stress factors at work" has been custom developed to offer a wider range of training on the topic of quality of life at work.

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.

Lastly, 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.

### C. 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.

	2021	2022
Turnover rate	8.6%	7.49%

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.

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.

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, training, etc.).

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 2022, 82 training sessions were delivered demonstrating the commitment of managers to ensuring the various reviews are successful.

#### D. HEALTH & SAFETY TRAINING

In 2022, 85 people underwent safety standards training (evacuation, use of fire-fighting equipment, etc.), 58 of whom were trained as workplace first aiders:

- 24 employees attended initial OHS training,
- 34 employees attended OHS training on recycling,
- 27 employees attended fire training.

#### E. OCCUPATIONAL HEALTH

The day-to-day presence of the occupational health team meant that employees could be given preventative advice on a variety of topics, such as ergonomics in sedentary roles, advice in the event of a heatwave, good hygiene and vaccination measures in the event of flu, the procedure to follow in the event of a medical emergency, benefits in the event of pregnancy, etc.

The doctor's surgery was once again mobilised during pandemic periods in the monitoring of vulnerable people, in relation to psychosocial risks connected with remote working and with the employee vaccination campaign.

In 2022, the occupational health doctor and nurse gave flu and Covid vaccines to 233 employees.

#### F. IT SECURITY

To combat the growing threat of phishing/ransomware, M6 Group strengthened its IT security system in 2022.

Campaigns to raise awareness among employees continued using various techniques to identify phishing emails. In addition, tools have been deployed to improve security in accessing applications, block malicious websites and files, prevent the leakage of sensitive data and ensure traceability of electronic conversations.

These measures are included in M6 Group's IT Charter.

#### G. SOCIAL DIALOGUE

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

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

Following the dissolution of the Métropole Télévision ESU and the creation of the Youth ESU, professional elections were organised in 2022. Since then, the Group has gone from 8 Economic and Social Committees to 13 with 108 elected representatives (all bodies combined and taking into account the holding of multiple offices) and 2 Health, Safety and Working Conditions Commissions with 8 elected representatives.

Lastly, 9 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 six journalists were trained in risk prevention during demonstrations.

As well as check-ups, the medical department is closely involved in contact meetings organised with employees and ensures that employees working at night are monitored as part of improved individual monitoring.

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

Employee representatives have been kept regularly informed about and involved in the health initiatives introduced within M6 Group, in particular regarding the prevention of psychosocial risks.

#### 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.

These various employee representative institutions promote regular and active social dialogue.

In 2022, 121 ordinary and extraordinary meetings took place every month with employee representatives (across the various bodies).

In addition, within Métropole Télévision, the Social and Economic Committee's commissions (economic, gender equality in the workplace, training, disability, catering, accommodation, psychosocial risks commissions) met regularly in order to fully understand employees' concerns.

The issues covered during the Social and Economic Committee meetings in 2022 notably included the following:

- Social policy and working conditions,
- Economic and financial policy,
- Strategic priorities,
- Assessment of occupational training priorities,
- Assessment of the skills development plan,
- Assessment of housing action,
- Assessment of private health schemes and provident funds,
- Assessment of the system based on the number of annual days worked,
- Assessment of remote working,
- The activities of the M6 Foundation and the Engagement Department,
- Sobriety plan,
- CSR policy within the Group,
- Payment of a value sharing bonus,
- Professional gender equality index,
- Group savings plan,
- Occupational health annual report,
- Proposed merger between M6 and TF1 Groups,
- Flexible office structure,

Moreover, ongoing and extensive dialogue is regularly maintained with union representatives. As such, in 2022 more than 41 meetings were held leading to the signing of 31 collective agreements throughout the course of the year.

A specific aim of these agreements was to standardise the employee-related foundations and the private health scheme and provident fund, to introduce a spending power premium within the Group, and to update the minimums numbers and classifications of Métropole Télévision journalists. Moreover, in 2022, a new Savings Plan was agreed within M6 Group.

### 7.1.2.3 QUALITY OF LIFE AT WORK

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

## A. ORGANISATION OF WORKING TIME

### 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 2022, 117 employees were on a part-time permanent contract, of which 73% were women. In total, they represented 86 FTEs.

### 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 line with the 2019 company-wide agreements, in 2022 Métropole Télévision and the Youth ESU renewed their commitments to promoting gender equality in the workplace.

To ensure employees have a healthy working environment, Métropole Télévision and the Youth ESU renewed their activities aimed at promoting quality of life at work through company-wide agreements concluded on 5 April 2022.

With a view to modernising and promoting high-quality social dialogue, in 2022 the Group concluded an agreement on methodology aimed at organising and structuring the topics subject to negotiations at Group level (mandatory annual negotiations, sharing added value, integration and retention of disabled workers, jobs and career path management, gender equality at work).

In order to improve quality of life and conditions at work, in 2022 the M6 Group renewed its remote working mechanism, the principles of which are based on voluntary nature, management agreement, flexibility, the right to switch off and maintaining social contact. In this regard, the maximum annual amount of remote working was set at 68 days in 2022.

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

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.

## B. WORK ENVIRONMENT

In 2022, 113 workstations were relocated between the various sites in Neuilly-sur-Seine.

As part of the continued 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.

Finally, in order to facilitate the transition from employment to retirement, M6 Group maintains the payment of pension contributions on a full-time basis for employees who switch to part-time work (80% or more) in the two years preceding their retirement.

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

## Reasons for absence

Types of absence (in working days)	2021	2022
Number of sick days	13,464	14,408
Number of days absent for maternity/paternity/parental leave	3,987	2,590
Number of days absent due to work and travel related accidents	171	296
Number of days absent due to exceptional holidays	3,063	2,057
<b>TOTAL</b>	<b>20,685</b>	<b>19,351</b>
<b>Absenteeism rate*</b>	<b>4.4%</b>	<b>4.2%</b>

\* Excluding Ctzar, LTI Vostok, Bedrock, Stéphane Plaza France.

## C. DAY-TO-DAY ACTIVITIES

Via its Works Council, several years ago M6 Group introduced measures aimed at promoting involvement in cultural and sporting activities. These measures involved:

- Negotiating preferential rates for employees in gyms, which 56 employees took advantage of in 2022;
- Subsidised fitness classes available for employees during lunch hours in the week. In 2022, 240 employees made use of this offer;

- Annual reimbursement of a sporting or cultural activity, which 510 employees made use of in 2022;
- The provision of cinema and theatre tickets, newspaper subscriptions as well as culture vouchers for discounts, which 633 employees made use of.

## D. INTERNAL COMMUNICATION

In 2022 the Internal Communication department continued its role providing information, support and coordination to employees in their daily lives within M6 Group by offering bold and participatory initiatives. All these activities are also aimed at strengthening the sense of belonging to the company.

### Events made for and by in-house teams

#### Innovation: "The Grand Studio for Employees"

During World Music Day, M6 Group employees came together for a special concert hosted by presenter Éric Jean-Jean. From Communications to the Sales House, and encompassing Technical and General Services, all the Group's entities were represented on the Grand Studio RTL stage.

#### 2<sup>nd</sup> "Blender le direct", a webcast for employees featuring the Executive Board

After the success of the first edition which was watched by more than 1,000 employees, the Internal Communications Department decided to make the interactive event "Blender le direct" permanent. This special programme, produced entirely in-house and broadcast live on the corporate social media platform "Blender", enabled the leadership team to interact with employees.

As such, on Wednesday 16 February 2022, employees were able to enjoy the second edition of "Blender le direct". During the first part of the programme, interviewed by the journalist Ophélie Meunier, Nicolas de Tavernost reviewed the main highlights of 2021 and then detailed the key challenges for 2022. In the second part of the programme, M6 Group employees asked their own questions, via video and webchat, to the five members of the M6 Group Executive Board.

#### Heritage Days

On Saturday 17 and Sunday 18 September 2022, M6 Group opened its doors to mark the 39<sup>th</sup> European Heritage Day. Almost 650 viewers and listeners were able to discover the M6 Group world of TV and radio, enjoying a two hour tour. This external event involved more than 80 employee volunteers. From Group heads to professional experts, and encompassing the teams from General Services, employees were central to the success of this new edition.

### Social events

Following two years marked by the Covid pandemic, in 2022 M6 Group decided to organise various celebratory in-house events allowing employees to come together to enjoy fun social events.

### 35 years of M6

On Tuesday 12 April 2022, almost 2,000 employees gathered together at the Palais de Tokyo to celebrate 35 years of the M6 channel. After a welcome message from Nicolas de Tavernost, guests enjoyed a cocktail reception and all kinds of entertainment (arcade games, pinball, poker tables, pétanque, etc.). Several leading artists like MC Solaar, M, les L5 and Ofenbach joined the party to perform their biggest hits.

### Launch of M6 Group Afterwork events

The aim of the Afterwork events, launched by Internal Communications in 2022, was for people to come together and interact. These themed social events ("Pétanque Tournament" in August 2022, "Christmas" in December 2022, etc.) allowed employees from different departments to meet each other. The eagerly awaited events were held in the garden of 46, rue Jacques Dulud in Neuilly, and each time played host to more than 150 employees.

### Three principal missions

In addition to these highlights, Internal Communication continued to perform its **three main roles**, notably:

#### Keeping employees informed

To enable information to be circulated widely, the Internal Communications Department uses three channels:

- **Internal press releases:** almost 300 press releases were sent to employees over the course of 2022. Depending on the content, they were sent to specific lists so as to accurately target the employees concerned. It should be noted that these internal messages are also sent in the form of "push" notifications for employees who have the mobile app for the corporate social media application, Blender.
- **"Dynamic signage":** videos produced internally in motion design, which bring together the key points from internal memos and refer employees to the corporate social media platform for more information, are broadcast on screens located in rooms and lifts.
- **The corporate social media platform "Blender":** available on all devices (desktop, smartphone and tablet), employees can find a wealth of information on Blender:
  - All the Group's business news (successes, launches, etc.), practical information (processes, HR information, tutorials for work-related tools, etc.), regulatory content (company-wide agreements, Social and Economic Committee meetings minutes, etc.), M6 Group audiences and commitments,
  - Regular contributions by Nicolas de Tavernost who presents the review of activities and discusses the major events and challenges coming up over the next few months,

## E. WORKS COUNCIL

M6 Group's community enterprises budget was €1,521 K in 2022 (compared with €1,516 K in 2021).

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

- Video reports (new programmes, new activities, employee profiles, etc.),
- Calendar of M6 Group in-house events.

#### Raising employee awareness

In collaboration with M6 Group's disability unit, the Internal Communications Department raise awareness of disability issues through different mechanisms:

- Regular flow of **specific communications during international days** (Diabetes, "Dys" conditions, osteoarthritis, IBD, etc.). These messages are intended to increase employee awareness of different conditions or disabilities through key figures, drawing attention to the importance of recognising the status of employees with disabilities, and detailing the support put into place by the M6 Group's Disability Unit.
- **Participation in the "DuoDay" campaign.** For this 2022 edition, 18 pairs were created between on air teams (M6, RTL, RTL2 and Fun Radio) or off air teams (national newsroom, artistic department, film, sales house, etc.) linking M6 Group employees up with disabled people. This initiative enables people with disabilities to find out about a profession, start on a career path or create a direct contact with an employer. Duoday is also a recruitment driver for M6 Group. As a result of the previous edition, participants were able to join the Group via a work placement, vocational training or a permanent contract.

#### Events for employees

Events related to our activities are regularly organised for employees:

- **In-house conferences:** In order to better understand M6 Group's ecosystem of media and activities, in-house conferences, hosted by employees, are regularly provided for staff (presentation of "2022 Trends" with M6 Publicité, conference on the "Metaverse...", "Succeeding in your job interview", etc.).
- **Tour of M6 Group's iconic locations:** Employees are regularly offered the opportunity to go on guided tours hosted by "professional experts", (master control room, "Jean Drucker" set, RTL2 and Fun Radio studios, etc.);
- **Preview screenings:** One week before their cinema release, films co-produced by M6 Films or distributed by SND have preview showings reserved for employees in M6 Group's auditorium.
- **M6 Group shared vegetable garden:** Every Tuesday, in partnership with the start-up "Ciel mon radis", approximately 50 volunteer employees take turns to tend the 150m<sup>2</sup> shared vegetable plot. Budding gardeners can discover the benefits of gardening and harvest the fruits of their labours weekly.

## F. SALARY FRAMEWORK

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 13<sup>th</sup> month salary.

This is supplemented for 600 employees in 2022, compared with 603 in 2021, by variable remuneration primarily based on performance indicators (financial indicators, revenue, audience share, box office ticket sales, etc.).

## G. CHANGE IN AVERAGE REMUNERATION

The average remuneration of the Group's permanent employees in 2022 amounted to €66,843, compared to €63,606 in 2021.

## H. 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 2021, paid in 2022 and totalling €11,187 K, compared with €8,475 K paid in 2021 for 2020. 2,440 employees benefited, compared with 2,299 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 2022 for 2021 were €4,016 K, i.e. €1.6 K per employee.

### Group savings plan

In 2021, M6 Group renewed its Group savings plans. Individual employee contributions were matched this year by the Group for €1,629 K, excluding Bedrock.

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 €16,832 K, compared with €13,004 K in 2021.

To mark its 35<sup>th</sup> anniversary, M6 Group introduced two exceptional schemes:

- An "Anniversary Special" employer contribution system through which the Group doubled the voluntary contributions of employees in the Group Savings Plan, up to a maximum of €1,000. In total, 1,813 employees chose to make a voluntary payment and were able to receive an employer contribution of an average of €898.

## I. 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.

In 2022, in collaboration with management and unions, M6 Group introduced the Value Sharing Bonus, as part of the "Spending Power Law". For an eligible full-time employee, this bonus totalled €1,000, exempt from tax and social security contributions. In total, excluding Bedrock, 1,374 employees benefited from this bonus, receiving an average of €780 each.

- An "Anniversary Special" exceptional bonus of a maximum amount of €1,000 was paid to employees. In total, 2,058 employees received a one-off bonus of an average of €853.

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 risk (risk level ranging from 1 to 7):

- FCPE "M6 Group", 100% Métropole Télévision shares (level 7 risk);
- FCPE Sélection Mirova International (company investment fund) - mostly invested in shares in international companies whose activities are connected with sustainable investments topics (level 6 risk);
- FCPE Avenir Dynamique, mostly invested (between 50% and 90%) in international shares, high yield but fairly high risk (level 5 risk),
- FCPE Diversifié, 20% shares and 80% bonds, modest yield but lower risk (level 4 risk);
- FCPE Impact ISR rendement solidaire, socially responsible investment fund, invested in European shares, bonds and monetary products primarily in the euro zone. A proportion of the funds (5 to 10%) is devoted to funding sound projects (level 4 risk),
- FCPE SELECTION DNCA SERENITE PLUS, bond-based fund with fairly low risk (level 2 risk);
- FCPE monétaire, characterised by management seeking a slightly higher return than that of the Capitalised ESTR (level 1 risk).

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

Since 1 April 2021, all the private health schemes have been standardised for all the Group's permanent employees. Since that date, the monthly contribution was €126.31. It will be €145.17 from 1 January 2023, with payment remaining 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.

### 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.

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).

The harmonisation of provident funds is effective for all permanent Group employees as of 1 January 2021.

## J. TOTAL REMUNERATION OF 10 HIGHEST PAID EMPLOYEES

In 2021, a total amount of €6,212 K was paid to the 10 highest paid Group employees (excluding Nicolas de Tavernost, a corporate officer) compared with €5,791 K in 2021, of which €2,140 K was variable remuneration in 2022, compared with €1,842 K in 2021.

## K. SUPPLEMENTARY DEFINED CONTRIBUTIONS RETIREMENT SCHEME

In 2007, marking the Group's 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 enabled 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°2013344 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.

As part of the application of the Pacte Law, on 1 April 2022 M6 Group converted its additional pension scheme called "Article 83" into a mandatory individual retirement plan (PERO). This conversion offers the option of withdrawing the voluntary savings (resulting from voluntary payments and employee savings schemes) in capital more easily, with the possibility of early release for the purchase of the primary residence or the ultimate withdrawing in capital which was not the case today with the mechanism called "Article 83".

At 1 January 2023, 57 M6 Group employees benefited from this scheme.

In 2021, employees from the former companies Information et Diffusion as well as former Ediradio staff continued to benefit from their own defined contributions pension scheme, via a specific mechanism. This scheme was terminated on 31 December 2022.

## 7.1.2.4 SKILLS DEVELOPMENT, INCLUDING CSR SKILLS

### A. INTEGRATION OF NEW HIRES

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. ANNUAL REVIEWS

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).

New trainees and work/study students joining the Group attend a Welcome Day, lasting half a day. During this event, our new talents are given everything they need to help them achieve their full potential throughout their work placement or vocational training. 200 trainees and work/study students attended this Welcome Day in 2022.

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. These two forms evolve each year so that employees enjoy the simplest user experience possible.

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

### C. INTERNAL TRANSFERS AND PROMOTIONS

Career management is a priority for M6 Group since it combines professional development and company performance. In particular, a transfer makes it possible for the employee changing role to give fresh impetus to their career while maintaining contractual security within a familiar atmosphere. Conversely, the department recruiting an internal employee is enriched by their previous experience within the Group and knows the value of this employee over the long term.

In 2022, 24% of permanent contract opportunities were filled internally, demonstrating the Group's ability to support and develop its employees. Women represented 70% of these transfers, which demonstrates the Group's desire to further develop women's careers within the Group.

	2021	2022
Number of employees who were promoted during the period	143	98
% of employees who were promoted during the period	9%	6%
Number of employees who benefitted from in-house mobility during the period	21	20

### D. TRAINING

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.

	2021	2022
Training investment	€649 K	€662 K
Training initiatives	1,109	2,038
Number of hours' training	9,918	14,466
Number of employees who received training during the period	645	1,070
% of permanent employees who received training during the period*	39%	69%

*Excluding Ctzar, LTI Vostok, Stéphane Plaza and Bedrock.*

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

*\*Including 18% in 2022 related to the "Climate Fresco" workshops (excluding Ctzar, LTI Vostok, Stéphane Plaza France and Bedrock)*

2022 was marked by the return of in-person training following the pandemic in 2020 and 2021.

In this way, M6 Campus organised 406 training initiatives in 2022 by providing training related to Management, Group Culture, Business Expertise and soft skills.

The total training expenditure in 2022 was €662 K, demonstrating M6 Group's continued commitment to talent development. This investment in training went to fund 2,228 training actions for a total of 14,466 hours. In total, 1,070 employees benefitted from training in 2022, representing 69% of the workforce.

Since their launch in 2018, the M6 Campus manager workshops have been a genuine success with managers. Thirteen agile workshops lasting between 4 and 7 hours were completely open to auto-enrolment through the corporate social media platform. In 2022, two new custom-built workshops were unveiled: "Taking action against sexist behaviour and sexual harassment" and "Identifying stress factors at work".

In 2022, M6 Campus - M6 Group's in-house training provider - continued to support M6 Group employees and managers in compliance with the QUALIOP certification awarded in 2021, further demonstrating the quality of its range of training and processes. QUALIOP certification has enabled M6 Campus to finetune its model for evaluating skills upstream and downstream of training courses while maintaining its agile and tailor-made philosophy.

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 "Learning from your emotions", "Leading Change", "Supporting / Training", "Communicating" and "Facing up to conflict and malfunction". These workshops, which are completely open to auto-enrolment, enable managers to restart over a short period with a practical toolkit and to share the managerial issues of their day-to-day work with other Group managers.

### New catalogue of CSR training

Since the end of 2021, a new catalogue of CSR training has been included in the range of training offered by M6 Campus, M6 Group's in-house training provider. The aim of this catalogue is to improve employee awareness of social and environmental issues and to support changing practices in the industry. The following training modules were added:

- Taking action against sexist behaviour and sexual harassment: three-hour module available through manager workshops. 110 employees completed this training in 2022.
- Ecoprod module: one day training session delivered by the organisation Ecoprod based on sustainable audiovisual production (further information provided in the section on Green Production).
- "Digital Fresco" workshop: three-hour workshop aimed at raising awareness of the environmental and ethical impacts of digital and of individual and collective solutions to update practices. Two pilot workshops organised in 2022, with 20 employees receiving training; a larger-scale roll-out is planned for 2023 focused on employees responsible for digital projects.
- "Climate Fresco" workshop: Three hour session aimed at raising awareness of climate change issues using IPCC data. It helps to identify individual and collective solutions to be implemented to take action. 748 employees received training in 2022, equating to 43% of staff<sup>1</sup> as of 31 December 2022.

This catalogue will be gradually expanded with in-person and e-learning modules.

### Focus on the Climate Fresco

Since the beginning of 2022, M6 Group has launched an ambitious programme of raising employee awareness of climate change issues. The aim is to improve understanding of the climate emergency and help every employee to question their behaviours, both in and out of work. The roll-out of Climate Fresco Workshops forms an integral part of the CSR action plan developed by M6 Group in 2021, more specifically as part of the "Carbon Footprint" roadmap (see dedicated section).

In just three hours, the Climate Fresco aims to improve understanding of the IPCC (Intergovernmental Panel on Climate Change) figures in a fun and educational format. Using a pack of 42 cards, participants are required to identify the causal links between the different weather events and their effects on our ecosystems. In a second phase, participants think about what solutions could be implemented in their day-to-day lives and within the Company.

Having improved their own understanding from the first workshops, Executive Committee members decided to make them available to all M6 Group employees. The target set is to raise awareness amongst all employees by the end of 2023, including newsroom journalists.

To do this, 24 employees from all Group departments (Legal Affairs, Human Resources, RTL and M6 newsrooms, Finance, Bedrock, M6 Publicité, General Services, Channels, Information Systems, Engagement, 6Play, Company Secretariat for programmes) were trained in running the session, by the organisation Climate Fresco. As in-house "frescoers" for the Group, they act as messengers communicating with all Group employees.

Between February and December 2022, 748 employees completed training on climate change challenges, equating to 43% of staff as of 31 December 2022. During these interactive sessions, employees are encouraged to suggest measures that can be implemented within their teams and more broadly, at Company level. The Engagement Department then coordinates discussions with the departments concerned in order to assess the feasibility of the proposals and the arrangements for their implementation.

<sup>1</sup> Excluding Bedrock, LTI Vostok, Stéphane Plaza France and Ctzar

## 7.1.3 Diversity and equal opportunities

### 7.1.3.1 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.

	2021	2022
% of women in total workforce	52%	52%
% of women recruited on permanent contract	51%	53%
% of female executives	56%	57%
% of female managers	47%	46%
% of female in executive roles	43%	43%
% of female Management Committee members	29%	31%
% of women who received training	54%	62%

In 2022, Métropole Télévision and the Youth ESU respectively concluded an agreement on gender equality in the workplace for a term of three years which is in line with the company-wide agreements signed in 2019. Métropole Télévision and the Youth ESU sought to extend the measures undertaken between 2019 and 2021 and deliver new practical measures to address existing imbalances in order to achieve balanced representation between men and women. In addition, in 2022 the SND, Music and C.Productions ESUs set growth targets through amendments to their company-wide agreements.

Lastly, M6 Group's other subsidiaries continued their efforts to combat gender inequality in the workplace pursuant to the provisions of the company-wide agreements they concluded in 2020.

In October 2022, instigated by the Youth Executive Committee, M6 Group launched a mentoring programme for women. Mentors, who are Management Committee members or senior executives from all the Group's entities share their experience to benefit those being mentored. For nine months, within a sympathetic and confidential environment based on trust, they talk and discuss all the situations that could be encountered during a career.

The purpose of this individual coaching for mentored employees is to help them gain confidence, develop their network and be bold.

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 93/100 for Métropole Télévision and 89/100 for the M6 Publicité Economic and Social Unit. At the same time, M6 Group acquired the solutions to avoid 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 and sexist behaviour, 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.

### 7.1.3.2 YOUNG TALENTS

#### A. YOUTH 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.

Two years after it was established, the Youth Executive Committee has managed to find its place among the management bodies and has shown itself since its creation to be a source of proposals in many major areas of the Company, such as the CSR policy, the digitalisation of our processes, the induction process for our new employees, a 360° use of our programmes and a female-focused mentoring programme.

More broadly, this Youth Executive Committee offers a healthy challenge to stereotypes, making the most sceptical change their vision of the Company while increasing their awareness of the changes younger Group employees expect.

#### B. YOUNG GRADUATES

	2021	2022
Number of trainees received during the period for 3 to 6 months	222	271
% of trainees hired at the end of their training period (permanent or fixed-term)	17%	15%
Number of work/study students received during the year	114	138
- Apprenticeships	79	110
- Work-based learning	35	28

M6 Group has risen to 3<sup>rd</sup> place in the “HappyIndex@Trainees Alternance 2023” ranking in the category “More than 100 work/study contracts” and is the leading media group in France. M6 Group was also awarded “HappyIndex@Trainees” certification for the 6<sup>th</sup> year in the “Trainees and Work-Study students” category.

### C. ATTRACTIVENESS TO YOUNG PEOPLE

Several elements helped to improved M6 Group’s appeal to future talents in 2022:

- Significant increase in HappyIndex@Trainees rating (score of 4.23/5) in the “Trainees and Work-Study students” category substantially improved the Group’s appeal to young people.
- The complete overhaul of our induction events and monitoring our trainees and work-study students led to closer relationships with the students we host.
- The quest to continue job shadowing (middle and high schools) demonstrates our drive to maintain the social links established between young people and the media and testifies to the desire of our group to help middle and high school students have high aspirations.
- Competitions for students were maintained:
  - #PrixMoJoM6 on M6: Julien Errard, an IPJ Dauphine student, won the 6<sup>th</sup> edition and was awarded a fixed-term contract within M6’s National Newsroom.

### D. SUPPORTING THE PROFESSIONAL INTEGRATION OF YOUNG PEOPLE FROM PRIORITY URBAN AND RURAL NEIGHBOURHOODS

In October 2022, M6 Group launched, in partnership with the organisation Nos Quartiers ont du Talent (NQT - “Our Neighbourhoods have Talent”), a sponsorship programme to help young people from priority neighbourhoods in cities, rural areas and disadvantaged backgrounds into work (via permanent or temporary contracts and entrepreneurship).

By joining this scheme, these young people (minimum qualification of three years in higher education, under the age of 30) receive individual monitoring, overseen by NQT and supported by a network of private partners, providing them with access to individual and collective workshops, company visits, interaction on jobs forums as well as access to educational e-learning platforms.

Since 2006, more than 60,132 young people have been supported by the organisation, 61% of whom are women. On average, approximately 70% of them are awarded contracts in line with their expectations within six months (impact study, 2020).

### E. TRAINEES AND WORK/STUDY STUDENTS

In addition to the large number of opportunities offered to interns and students on work-study programmes, M6 Group is keen to welcome and support their experience within the Group by:

- Organising regular “Welcome Day” events in the first few days after trainees and work-study students arrive. These sessions, offered to young recruits, help them to develop their knowledge of the Group, understand its activities and careers, create their first professional network, and begin their placement or training with everything they need to succeed.
- Preparing them for their future career: 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.

These distinctions underlines the quality of the welcome and support given to trainees and work-study students throughout their career within the Group.

Following an application-based selection process, 6 finalists were 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)!

- Jean-Baptiste Dumas Scholarship (RTL): Arthur Pereira, from journalism school IPJ Paris was named winner of the 2022 edition by the jury made up of journalists from the RTL newsroom, and was awarded a one-year contract within RTL’s national 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.
- The presentation of M6 Group activities to Master’s degree students specialising in media (on our premises or remotely) remains a strategic lever of attractiveness for its business challenges.

Within the context of this partnership, around 20 experienced employees, from all M6 Group’s business lines, support young people on the NQT scheme. Through monthly meetings, the role of the mentors is to give their student a realistic vision of the world of work, the mindset and interpersonal skills to adopt in business; helping to develop self-confidence; to share their own experience; and their charge to position themselves on the jobs market and build a network.

It is also a worthwhile experience for mentors, an opportunity to meet a wide variety of candidates and create a potential recruitment pool.

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 HR teams to consult the assessments completed by all the Group’s mentors during internships and work/study placements.

- By measuring their satisfaction; for the 6<sup>th</sup> consecutive year, M6 Group received “HappyIndex@Trainees” certification, awarded by choosemycompany.com. This certification recognises the welcome, integration and support offered to trainees and students on work / study courses, within M6 Group.

### 7.1.3.3 WORKERS WITH A DISABILITY

M6 Group has been committed to supporting people WITH DISABILITIES as much in the choice of the programmes it broadcasts as in the employment policy implemented.

	2021	2022
Number of workers with disabilities	38	54
<i>Temporary / Permanent workforce at 31/12/2022 excluding Bedrock, Ctzar, Sociaddict and LTI Vostok.</i>		

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

To strengthen this commitment and increase its capacity, in 2017 the Group signed, to mark a decade of the Disability Unit, its first three-year Disability Agreement; this commitment was renewed and improved in 2020, with the signing of a second agreement, expanded to include all companies that have joined the Group since 2018, covering 2020 to 2022.

The areas of commitment under this agreement are focused on five key strands:

- Recruitment,
- Retention in the workforce,
- News,
- Raising awareness,
- Using the protected worker sector.

2022 ended with a very positive assessment of the Group's Disability Agreement, with commitments on recruitment and sustainable procurement comfortably exceeded: this now firmly embedded policy has helped, thanks to recruitment and self-declarations, increase the rate of employment of people with disabilities by almost 1 percentage point between 2020 and 2022.

#### A. NEW HIRES

In 2022, the Group recruited 10 disabled people, including 3 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.

It should be noted that the recruitment commitments of the 2020-2022 Disability Agreement with 35 actual recruitments, including 9 permanent contracts, against an initial target of 20 recruitments, including 2 permanent contracts.

#### B. 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 2022, 11 new employees applied for Recognition of Disabled Worker Status and in total over the term of the 2020-2022 agreement, 23 new employees were awarded this status.

To optimise its recognition within the Group, in June 2022, the Disability Unit launched its Ambassadors Scheme.

Within the Group, 12 ambassadors have applied to support the Disability Unit in the field in relation to the projects it undertakes. In this way, they maintain their role as internal and external communication channels, which notably involve:

- Participating in quarterly meetings organised by the Disability Unit,
- Sharing information,
- Promoting the Disability Agreement amongst colleagues,
- Helping to organise and participate in in-house events,
- Sharing best practices.

To enable them to fulfil their roles, they are given solutions and practical information during the quarterly meetings proposed by the Disability Unit.

#### C. RAISING AWARENESS

Throughout the year, Mission Handicap offers the Group's employees different awareness-raising formats (workshops, communications in our CSR, etc.).

#### Communications focused on International Days

To mark several "World Days" – on cancer, endometriosis rheumatoid arthritis - the Disability Unit demonstrated its renewed support to employees affected by these disabilities or conditions.

The aim of these targeted communications is also to raise awareness among employees and to highlight the support provided by Mission Handicap. These communications have enabled more than a dozen employees to consider obtaining a Recognition of Qualification as a Disabled Worker (RQTH) and for some to take the necessary steps with their Departmental Centre for Disabled Persons (MDPH).

### Terrarium workshop in partnership with ESAT, an initiative to promote the professional integration of disabled people

In March 2022, to mark the start of spring, 48 Group employees took part in a 30 minute workshop to create their own terrarium, by following the guidance of a disabled worker participating in an ESAT initiative.

This unconventional initiative has had a positive impact helping to improve the confidence levels of ESAT employees, and through this interaction with people with disabilities, also enabled Group employees to understand the limitations they face, and as such break down certain stereotypes: the meeting leads to the interaction, which is a key lever for changing mindsets.

### Role-playing workshop using virtual reality headsets

Every year, the Group takes part in European Disability Employment Week and on this occasion, employees took part in a role-playing workshop using virtual reality headsets.

In a group, they could spend 30 minutes experiencing disability virtually, facing challenges related to hearing, sight, dyslexia, depression and obesity.

During the session, this role-playing was accompanied by key figures and best practices. At the very end of the workshop, a debrief was led by the Head of the Disability Unit and the host of the event to get participants' feedback and discuss certain points in greater detail.

## D. USING THE PROTECTED AND ADAPTED WORKER SECTOR

ESATs and EA are establishments in the sheltered and adapted workshop sector (ESAT, EA and TIH) that employ more than 80% of people with disabilities in their workforce.

Collaborating with these providers means taking indirect action to support the employment of people with disabilities. M6 Group made it one of its key undertakings in its second Disability Agreement.

Over the term of the 2020-2022 agreement, €340K of revenues were allocated to this sustainable procurement sector.

### 7.1.3.4 PEOPLE WHO HAVE BEEN IN PRISON

In line with its Foundation, dedicated to the rehabilitation of prisoners since 2010, M6 Group underlined its drive to build bridges between the prison environment and the business world.

In 2021, the Foundation launched "Introduction to the Company Day". The purpose of this innovative scheme is to open the doors of the business world to people seeking work after serving time in prison. This day allows them to learn the rules of the world of work through interaction with employees. Since the first edition in September 2021 and with four days organised in 2022, 29 employees have got involved, hosting 35 job seekers, at the Group's offices in Neuilly-sur-Seine. After touring the Group's premises and business units and taking part in several workshops aimed at improving their confidence in their abilities, participants are offered advice from HR on how to present their experience and career plan.

### DuoDay

For "Duo Day 2022", M6 Group once again mobilised its teams by welcoming nearly twenty trainees on Thursday 17 November 2022. Each of these trainees, who are disabled, formed a pair with an M6 Group employee to help them learn about their job.

The aim of this day was twofold: to raise awareness among employees and teams who welcomed a duo for the day and to promote the employment of people with disabilities.

Each person with a disability welcomed on this day had their professional career studied by the Human Resources Department in order to identify positions that may match the Group's needs and the candidates' expectations.

As such, in 2022 following the 2021 edition, three people were taken on - one trainee for a period of six months, one work-study student for two years, and one person on a permanent contract.

### Solidarity Christmas Market

For several years now, M6 Group has been organising a solidarity Christmas market in its premises in December. For one day, employees can buy Christmas gifts produced by ESATs and EA. A unique way of promoting the sheltered and adapted workshop sector. This moment has become a must for many employees.

In addition, to promote this type of provider, during European Disability Employment Week, the Disability Unit organised a bike repair workshop with the sheltered employer, Atelier de la Villette.

In this way, 20 employees registered in advance to service their bike and get advice from two of the sheltered employer's staff who were running the stand - friendly and insightful interaction in all respects.

They receive advice to help them in their job hunting and interaction with engaged guests and employees to give fresh impetus to their applications.

In addition, committed to setting an example to the business world, in 2022 the Group pursued its policy of recruiting former prisoners. Favouring a progressive approach based on internships, work-study placements, and fixed-term and permanent contracts - this policy was enhanced in 2022 by the drafting of a set of "Joint commitments to facilitate starting a job with M6 Group". Shared upon arrival in post, it sets out the arrangements for the integration and monitoring between the new recruit, their manager, the HR Department, the Foundation, and where applicable, the organisation responsible for providing socio-professional support to the new recruit.

## 7.1.4 M6 Group's corporate foundation

### 7.1.4.1 THE FOUNDATION, SUPPORTING PROFESSIONAL REINTEGRATION

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; either 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 the business world, in order to help change perceptions of prison and prisoners.

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.

The Foundation's activities aim to enable inmates to become stakeholders in their reintegration. For its current term of office - 2020 to 2025 - the Foundation reaffirmed its commitment to two core areas of focus:

- Reintegration via a return to employment
- Alternatives to prison

In this way, the M6 Group Foundation helps to fight reoffending on the ground - in 2022 it supported more than 20 non-profit organisations that are closely involved with beneficiaries and coordinated projects itself in partnership with the prison authorities. It also pursues a second goal - to have an impact on training in companies in relation to hiring people coming out of prison, notably by sharing M6 Group's experience in integrating ex-prisoners into its workforce.

#### 2022 key figures

- 21 community projects supported
- 2 projects run by the Foundation - *Au-delà des lignes (Beyond the Lines)*, *Impulse le changement (Driving Change)*
- 54 correctional facilities addressed
- 12 initiatives in a non-custodial setting
- 70 cases of employee involvement in projects
- €500 K annual budget

### 7.1.4.2 MEASURES TO SUPPORT PEOPLE LEAVING PRISON

#### A. EMPLOYMENT AS A TOOL FOR REINTEGRATION

The Foundation supports reintegration programmes via jobs and training: in 2022, it thus helped 7 organisations that support prisoners in preparation for their return to employment whilst they are in jail and/or at the often critical moment of their release from detention. They include several integration through work structures, whose role is to help people who are excluded from the labour market benefit from a return to work and enhanced individual social and professional support to facilitate their professional integration. They represent a springboard into the traditional labour market.

After a pilot phase conducted in 2016 with the support of the M6 Group Foundation, the Justice Ministry and the Ministry for Labour, Full Employment and Integration took action to roll out integration through work in prison. 17 integration through work structures were set up in prisons in mid-2022. The M6 Group Foundation offered its support to two of them - the Université du Café and Les Beaux Mets.

#### B. THE UNIVERSITÉ DU CAFÉ - A COFFEE WITH THE TASTE OF FREEDOM

Coffee with its roots in sustainable farming and fair trade, 100% roasted and packaged by prisoners undergoing training in a workshop set up in Fleury-Mérogis remand centre. This was the challenge met since January 2022 by the organisation, Université du Café - in the long-term it will train 20 prisoners per year in the café, barista and coffee roaster professions, with the aim of motivating them back into work and supporting them to prepare for their release. The M6 Group Foundation supported the Université du Café from its launch within the largest remand centre in Europe, in Fleury-Mérogis, in January 2022.

- 14 operators supported;
- 114 of them awarded international "SCA - Specialty Coffee Association" ;
- 8 operators released from prison, 5 of whom are in employment or have started a business;
- 500kg of "Fleury coffee" roasted.

### C. LES BEAUX METS, A BACK-TO-WORK RESTAURANT INSIDE PRISON

Managed by the organisation Festin, the Les Beaux Mets (Delicious Dishes) restaurant - located in Baumettes prison in Marseille - focuses on the integration of approximately 40 prisoners each year, through jobs in catering and service roles. The first prison restaurant open to the public in France, it promotes the social and professional inclusion of prisoners.

Open to the public since 15 November 2022, the M6 Group Foundation has been supporting Les Beaux Mets since 2021, accompanying the final engineering phase of the project: coordination with points of contact in prisons, hiring the leadership team, definition of the back-to-work pathway, business model, etc.

- 19 employees on back-to-work programmes supported;
- 700 covers between mid-November launch and end of December.

### D. ALTERNATIVES TO PRISON

Driven by the belief that following a long prison sentence, a breathing space between inside and outside is necessary, since 2017, the Foundation has supported prison alternative projects (in particular through reductions in sentences like day release). These alternatives - places for prisoners to "relearn about freedom" - support the transition between the prison environment and the outside world, helping to combat reoffending and exclusion.

In 2021, the M6 Group Foundation also positioned itself on an innovative project managing perpetrators of domestic violence, in this same framework of an alternative to prison.

### E. SUPPORT FOR EMMAÛS FARMS, THE PLACE TO "RELEARN" ABOUT FREEDOM

Out of the eight organisations supported in 2022 for the development of alternatives to prison, two agroecological farms in the Emmaüs network were supported by the M6 Group Foundation - the Emmaüs Maisoncelle farm (Vienne department), and the Emmaüs Lespinassière farm (Aude department).

Following a period of design and investment in 2022, this sustainable project which revitalises the local wood industry in the forests of the Black Mountains, will start in the spring of 2023 with the production of "ganivelles", fencing made from chestnut trees used in coastal development and landscaping.

Through the operation of an egro-ecological farm, they provide paid work as part of a reintegration site, accommodation and ongoing social assistance to individuals undergoing to help them rebuild their family and social relationships and create a new future for themselves.

- 13 male offenders hosted
- 5 have left the facility, of whom 2 are in employment
- 11 volunteers

A living space for residents, support and relearning about freedom are present in every individual and collective moment of life spent at the farm.

#### Emmaüs Maisoncelle Farm

In 2022, the Foundation also supported the launch of the Emmaüs Maisoncelle farm - following a period of refurbishing the premises and preparing the land to be used for market gardening, the first employee-residents will be welcomed to the farm in early 2023, with a gradual scaling up to 12 employee-residents from 2024.

#### Emmaüs Lespinassière Farm

Following its initial support during its opening in 2017, the M6 Group Foundation accompanied the Emmaüs Lespinassière farm in 2022 in a new phase of its growth: the development of a new "wood" activity which will enable it to consolidate its business model while supporting the development of new skills by employees on a back-to-work programme.

- 42 applications from male prisoners to be accommodated on the farm
- 6 placements completed with a view to future employment
- 20 volunteers

### F. INNOVATING IN MANAGING PERPETRATORS OF DOMESTIC VIOLENCE

At the request of the organisation RIVHAJ (hub for urban integration through accommodation for adults and young people), in 2021-2022 the M6 Group Foundation supported the creation of a Centre for Perpetrators of Domestic Violence (CPVA) driven by this specialist organisation for accommodation and social support towards housing, in the Isère department. Winning this tender process launched by the Ministry responsible for Gender Equality, Diversity and Equal Opportunities (following the 2019 Grenelle Law on Domestic Violence), RIVHAJ designed and launched this innovative programme in March 2022: coupled with legal monitoring, it combines temporary accommodation (the eviction of the violent partner to protect the victim), comprehensive social support, involvement in a therapy group and psychological monitoring in individual sessions.

Sixty perpetrators of domestic violence will be given long-term support each year (30 of whom will be given accommodation) by RIVHAJ. The majority of them have been convicted of this type of offence for the first time and put forward by local courts - in Vienne and Bourgoin-Jallieu - within the context of alternative measures to imprisonment. Self-referring perpetrators of domestic violence are also treated.

- 8 rooms fitted out to accommodate people,
- 29 male offenders supported (6 with accommodation)
- 4 self-referred men receiving support,
- 4 therapy groups provided for 15 people.

### 7.1.4.3 AN OPERATING FOUNDATION, INSTIGATING PROJECTS

Keen to provide practical solutions to the problems experienced by those in prison, since 2015 the Foundation has been developing its own measures, taking direct action on the ground, in contact with recipients. The competition, “Beyond the Lines”, and the call for proposals “Driving Change”, were thus created in response to the two causes that are particularly dear to the Foundation: combatting illiteracy and eco-citizenship.

#### A. “AU-DELÀ DES LIGNES” (“BEYOND THE LINES”) WRITING COMPETITION REKINDLING THE DESIRE TO LEARN THROUGH READING

Starting from the finding that 17.3% of prisoners fail the reading and writing assessment carried out upon their arrival in jail and that poor command of basic skills makes reintegration more difficult, in 2016, the Foundation launched the writing competition “Beyond the Lines” within the prison environment, with the French Ministry of Education and the Prison Authorities. The competition aims to make enjoyment the focus of reading and writing once again. In each establishment, an author or journalist (jury member) goes to meet participants to discuss the role of words in everyone’s life in order to help demystify writing.

For the 7<sup>th</sup> consecutive year, between January and March 2022, 384 men, women and minors across 44 correctional institutions picked up their pens, daring - often for the first time - to produce a piece of writing, encouraged by their teachers.

Jury members met with participants on 37 occasions, during which they all discussed the joy of words and received advice on how to start writing. 20 winners were recognised during a ceremony which took place at the end of June at the prison authorities department in the presence of jury members and teachers from the Department of Education, who were involved this year.

By helping people who never normally write take up a pen, the competition has 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 384 entries.

#### B. CALL FOR PROPOSALS: DRIVING CHANGE” BASED ON ECO-CITIZENSHIP

Being deprived of your liberty does not mean being deprived of your eco-citizenship: every individual has duties towards the environment and must play their part in its protection. Of the firm belief that prisons are concerned by this issue, the Foundation launched for the second year in 2022 the “Driving change” call for proposals for an environmental projects with an environmental impact within their prisons.

Five finalists were pre-selected from the 20 competing prisons by 13 M6 Group employees. This dive into the analysis of the submissions offered a completely new opportunity for them to look at prison in a different way, from the perspective of environmental initiatives.

On 19 October at M6 Group’s offices in Neuilly-sur-Seine, a final judging panel met, made up of environmental experts, members of the prison authorities, the Ministry for the Environmental Transition and journalists from M6 Group. They talked via videoconference with the five finalist groups prepared in advance of the speech in public by the organisation *Toi-même tu parles*.

The purpose of this trial was to demonstrate that in prison too, it is possible to help to protect the environment. The two winning groups will receive a donation to implement their environmental project in prison. They will also be given the opportunity to attend a three-hour “Climate Fresco” in prison in order to better understand climate issues, which will be a way for them to take a little more ownership of their eco-citizenship.

### 7.1.4.4 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 2022, almost fifty different employees took part on 70 occasions to the Foundations’ activities, contributing their assistance, expertise and experience in their respective fields as well as their time to support the M6 Group Foundation.

The two main opportunities to get involved with the activities of their Foundation are: sitting on the selection panels dealing with calls for proposals for *Driving Change*, and involvement during three introduction to the company days organised within M6 Group by the Foundation, in which former prisoners seeking work were hosted by employees for a day at the offices in Neuilly-sur-Seine. They included a tour of iconic venues, workshops to improve self-confidence, mock interviews and HR [and career] advice to help them present their experience and career objectives to best advantage - each of these days relies on the support of committed employees.

The Foundation intends to repeat these experiences, which builds links between the prison system and the business world, thereby contributing even more to access to employment and the reintegration of people who have been through the justice system.

## 7.1.5 Carbon footprint

For several years, M6 Group has been introducing a set of sustainable practices aimed at reducing its external environmental impacts. Mindful of the climate emergency and with the creation of an Engagement Department - partly focused on incorporating environmental issues into its activities - the Group has expanded its ambition by making its carbon footprint a key issue in its CSR action plan.

That is why, during the first half of 2022, in collaboration with the firm Axionable, M6 Group conducted its first comprehensive carbon assessment for all the Group's subsidiaries, for the baseline period of 1 January to 31 December 2021.

The results are detailed in Section 7.1.5.3 - *Comprehensive Carbon Assessment*. It involves a structuring and necessary phase for identifying greenhouse gas emission reduction targets for the Company. A new comprehensive carbon assessment for the period 1 January to 31 December 2022 is underway, but not yet complete; that is why the initial 2022 results cover Scope 1 (direct emissions), Scope 2 (indirect emissions related to energy consumption) and travel and waste in Scope 3.

### 7.1.5.1 ENERGY CONSUMPTION AND BUSINESS TRAVEL

#### A. ENERGY CONSUMPTION AND WATER USE

To ensure methodological rigour, the results presented below have been calculated using "location-based" methodology, that is to say a method of calculating CO<sub>2</sub> emissions related to electricity consumption, using emission factors related to the average electricity mix of the country in which the company is located, as opposed to the "market-based" method which takes into account emission factors linked to the suppliers from which the company buys its electricity.

##### Location-based approach

Scopes	M6 Group carbon footprint scopes 1 and 2 (including Bedrock and regional programming)	2021	2022	
1	Stationary combustion sources	379	304	teqCO <sub>2</sub>
1	Mobile sources with a combustion engine	108	155	teqCO <sub>2</sub>
1	Direct fugitive emissions	55	336	teqCO <sub>2</sub>
2	Electricity consumption	463	417	teqCO <sub>2</sub>
3	Upstream energy & Losses	277	305	teqCO <sub>2</sub>
		2021	2022	
M6 Group Scope 1 & 2 carbon footprint (M6 registered offices, Bedrock and regional programming)		1,006	1,212	teqCO <sub>2</sub>
M6 Group Scope 3 carbon footprint (M6 registered offices, Bedrock and regional programming)		277	305	teqCO <sub>2</sub>
M6 Group total energy carbon footprint (M6 registered offices, Bedrock and regional programming)		1,283	1,517	teqCO <sub>2</sub>

##### Avoided carbon emissions

Since 2020, M6 Group has had 100% renewable energy electricity contracts in place for all its buildings in Neuilly-sur-Seine. Thanks to the purchase of its electricity from "100% renewable sources", M6 Group has managed to avoid emissions of 393 tCO<sub>2</sub>e.

##### Market-based approach

Scopes	M6 Group carbon footprint scopes 1 and 2 (including Bedrock and regional programming)	2021	2022	
1	Stationary combustion sources	379	304	teqCO <sub>2</sub>
1	Mobile sources with a combustion engine	108	155	teqCO <sub>2</sub>
1	Direct fugitive emissions	55	336	teqCO <sub>2</sub>
2	Electricity consumption	36	24	teqCO <sub>2</sub>
3	Upstream energy & Losses	277	305	teqCO <sub>2</sub>
		2021	2022	
M6 Group Scope 1 & 2 carbon footprint (M6 registered offices, Bedrock and regional programming)		578	819	teqCO <sub>2</sub>
M6 Group Scope 3 carbon footprint (M6 registered offices, Bedrock and regional programming)		277	305	teqCO <sub>2</sub>
M6 Group total energy carbon footprint (M6 registered offices, Bedrock and regional programming)		855	1,124	teqCO <sub>2</sub>

M6 Group's CO<sub>2</sub> emissions for Scopes 1 and 2 increased by 20.5% in relation to 2021, going from 1,006 teqCO<sub>2</sub> to 1,212 teqCO<sub>2</sub> in 2022. This was due to the increase in fuel consumption for the below-mentioned reasons, and fugitive energy consumption related to refrigerant fluid leaks. Consumption rose sharply following leaks in technical equipment at 56, avenue Charles de Gaulle and 3 Villa Bergerat, which has now been replaced.

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

A complete modern management system has been installed to deal with energy consumption, enabling the temperature and lighting of premises to be regulated according to a number of criteria, such as for example their occupancy rate. This centralised technical management of energy is intended to provide better control by the Group of its consumption. In addition, the Neuilly buildings are all equipped with air/water heat pumps which use free air energy to provide heating and hot water as well as to cool the technical rooms. The Group also complies with the government circular of 5 June 2013 requiring exterior building lights to be switched off between 13:00 and 7:00.

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.

In addition, the Group has installed intelligent servers to optimise the heating and electricity settings at its head office (89 avenue Charles de Gaulle à Neuilly-sur-Seine).

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. 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.

Consumption is monitored very closely across all areas and in 2022, for the Neuilly buildings which M6 Group either owns or leases, and for the Paris Malesherbes site, totalled the following:

Energy consumptions	2020	2021	2022
Gas (in Mwh PCS)	1,591	1,910	1,355
Electricity (in MWh)	12,233	10,889	10,302
Heating oil purchasing (in litres)	3,657	3,188	4,460

\* Related to the direct and indirect consumption of energy, excluding Bedrock and regional broadcasts.

Water consumption	2020	2021	2022
Water (in thousands of m <sup>3</sup> )	19,175	22,058	20,583

Electricity consumption, a key environmental indicator for M6 Group, recorded a decline of 5% in 2022. This fall has continued for two years despite a significant upturn in activity and a decline in remote working. Less energy-hungry equipment helps to guarantee these savings, which are in line with the energy Sobriety Plan providing for a reduction in energy consumption in connection with heating, lighting and other equipment. The current lower energy use reflects the measures taken by the Group. Firstly, the continued purchase of contracts for electricity from "100% renewable sources" for the Neuilly buildings, which account for the majority of electricity consumption, and secondly, the energy sobriety plan launched in the final quarter of 2022.

At the same time, gas consumption also fell by 29% in relation to 2021. This reduction was due to the replacement of the heating control system in the building at 89, avenue Charles de Gaulle, leading to better overall management resulting in energy savings. It may also be noted that this heating was used less as a result of milder temperatures in 2022, with 2,173 UDDs (Unified Degree Days) counted in Paris in 2022, compared with 2,238 in 2021, reflecting climate austerity, down 3% on average.

Purchases of heating oil increased in relation to 2021, by almost 40%. Major electrical maintenance was carried out and resulted in the extended use of emergency generator sets, which explains this significant increase.

Lastly, water consumption saw a decline at the head office. A 7% reduction was recorded, despite a significant return of employees on site and the permanent re-opening of company restaurants in 2022. The replacement of the toilet blocks in the building at 89, avenue Charles de Gaulle helps to explain this reduction, optimising water consumption and reducing leaks.

### Energy sobriety programme

As a result of several projects initiated since 2018, M6 Group has steadily reduced its electricity consumption. Within an environment marked by a reduction in energy supply, and to respond to requests from the public authorities to reduce energy consumption, in September 2022, M6 Group introduced an energy sobriety plan.

It is intended to continue the Group's efforts to save energy by taking into account the Group's environmental impact and its actual needs. Several simple and effective measures now apply within M6 Group's premises. Together, they save almost 400 MWh per year.

**Measures related to heating / air conditioning** In accordance with regulatory provisions as well as recommendations from the public authorities, the maximum temperature in the offices is set to 19°C in winter. It is worth noting that reducing the temperature by 1 degree leads to a 7% reduction in energy consumption. In summer, air conditioning will only be switched on when the inside temperature reaches 26°C.

All the heating and air conditioning systems will be automatically deactivated between 22:00 and 07:00<sup>1</sup>. The temperature of the hot water cylinders for the sanitary facilities have been reduced to 55°C (compared with 65°C to date).

#### Measures related to lighting

Every evening from 19:30 and during weekends, the exterior "M6 Group" logos and exterior screens on all our buildings are now turned off. The lights in the reception areas of the buildings at 89, 107 and 46, avenue Charles de Gaulle are now turned off between 21:00 and 07:00<sup>2</sup>.

Areas located beside windows and thus benefiting from natural light (referred to as "first light"), are now no longer kept on by default. Employees can turn on lights in the space if required by using a switch or use their own individual light.

Work is going to be carried out to replace the old lighting in the car parks with LED lighting connected to a motion sensor system.

Individual televisions installed in meeting rooms are now turned off remotely every evening.

#### Measures related to technical equipment

To date, the TV studios, the "Grand Studio", Traffic, Laboratory and all editing desks are systematically switched off after use.

In all the radio studios, users are now instructed, once programmes have finished, to systematically switch off technical equipment (background screens, IT and video screens, HF transmitters/receivers, etc.).

All unused technical equipment (machines used for tests, etc.) are now switched off, including screens for the emergency master control room.

#### Measures related to IT equipment

All docking stations for laptops are now automatically switched off. All desktops are automatically switched off at 23:55 every night with the exception of the technical and radio floors of the 56, avenue Charles de Gaulle building (first, second and third floors) to ensure the continuity of operations.

An in-depth study will be launched to optimise workstations and remove duplicate screens where they are not necessary.

All the measures detailed above represent an estimated annual saving of 382 MWh.

#### Ecowatt messenger and employees

In line with its mission to raise employee awareness and contribute to emergency energy measures, the Group has also told teams about the Ecowatt app. Created by French Environment and Energy Management Agency ADEME and the Electricity Transport Network (RTL), Ecowatt says it is an "electricity forecaster" whose aim is to:

- Provide information about any planned electricity outages by EDF,
- Keep people in France informed about their electricity consumption in real time,
- Promote the right steps to take depending on the status of the electricity network and thus reduce the risks of a power cut.

In the event of significant pressure on the electricity network - red alert - M6 Group will display on its screens in the Company the green measures recommended by the public authorities.

#### Other initiatives and management of buildings

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 Énergétique*) 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 Group 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 urban biodiversity.

<sup>1</sup> Excluding 56 CDG, given the radio activities and floors 1 and 2 of 89 CDG for the technical facilities (servers and editing desks).

## B. EMPLOYEE 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 2022, 695 employees, or 35% of the Group's workforce, used public transport for their daily commute.

In addition, 152 employees, or 7.67% of the Group's workforce, regularly commute by bike. 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. A new remote working agreement should be unveiled as of the beginning of 2023.

Moreover, M6 Group encourages employees to opt for green transport solutions when commuting. In addition to a 50% reimbursement of their public transport season tickets, employees also benefit from an M6 sustainable transport allowance: every employee who uses their own bicycle to travel to work is entitled to an annual reimbursement of €400. In addition, 14 charging points and 48 sockets for electric and rechargeable hybrid vehicles, as well as 16 sockets for electric scooters and 25 for electric bikes, are available in the car parks of its Neuilly buildings.

M6 Group has also strengthened the rollout of videoconferencing equipment to cut down on the number of business trips and facilitate remote working, even though reducing travel can be difficult for some activities (particularly reporting and production). Employees now have 83 rooms equipped, compared to 42 in 2020.

### Business travel

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 number of business had fallen sharply, down 42%. In addition to the government guidelines, the Group had endeavoured to keep employee travel to the bare minimum. Soaring by 43% in 2021, growth that reflects the upturn in revenues, accentuated by major events such as UEFA Euro 2020 held across several countries, thereby generating a significant amount of travel.

The mass of CO<sub>2</sub> associated with air business travel increased significantly. The resumption of filming and therefore of shooting abroad explains this increase, however this value is still well below the data for pre-Covid years. The method for calculating business travel and the associated emission factors changed between 2021 and 2022 since the level of granularity of data collection has been extended to include expenses declared in expense reports in addition to travel booked via our tour operator platform.

Scopes	Carbon footprint of M6 Group business travel (M6 and Bedrock head offices and regional programmes)	2021	2022	
3	M6 business travel (including regional programmes)	565	2,419	teqCO <sub>2</sub>
3	Bedrock business travel	28	120	teqCO <sub>2</sub>
		2021	2022	
	Carbon footprint M6 Group business travel (M6 head offices, Bedrock and regional programming)	593	2,538	teqCO <sub>2</sub>
	Carbon footprint of M6 employees' business travel*	2021	2022	
	Carbon footprint - taxi fares		331	teqCO <sub>2</sub>
	Carbon footprint - Toll & Parking Fees		22	teqCO <sub>2</sub>
	Carbon footprint - Rail Travel	98	26	teqCO <sub>2</sub>
	Carbon footprint - Road Travel		376	teqCO <sub>2</sub>
	Carbon footprint - Air Travel	436	1,783	teqCO <sub>2</sub>

\* due to a change in the calculation method, some data is not available for 2021

Finally, M6 Group follows a very stringent policy with regard to the CO<sub>2</sub> emissions of its 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. The Group is continuing to hybridise its vehicle fleet, having halved the number of diesel vehicles.

In the technical department and newsroom, 41.8% of the vehicles are hybrid or electric, along with 86.7% of the management fleet. Overall, the total fleet consists of just over 60.3% hybrid or electric vehicles, a marked increase compared to 2021 (36%).

A fleet of shared electric bicycles was set up in June 2022 on all the Neuilly sites, in order to ensure that a percentage of business travel is made using a soft mobility solution. 12 bicycles are available, and no fewer than 183 journeys have been made over this 6-month period.

### 7.1.5.2 FULL GROUP CARBON ASSESSMENT

From January to June 2022, M6 Group carried out its first full carbon assessment. This is a structuring and necessary step in the identification of targets for reducing the company's greenhouse gas (GHG) emissions that are pragmatic and consistent with the Group's activities.

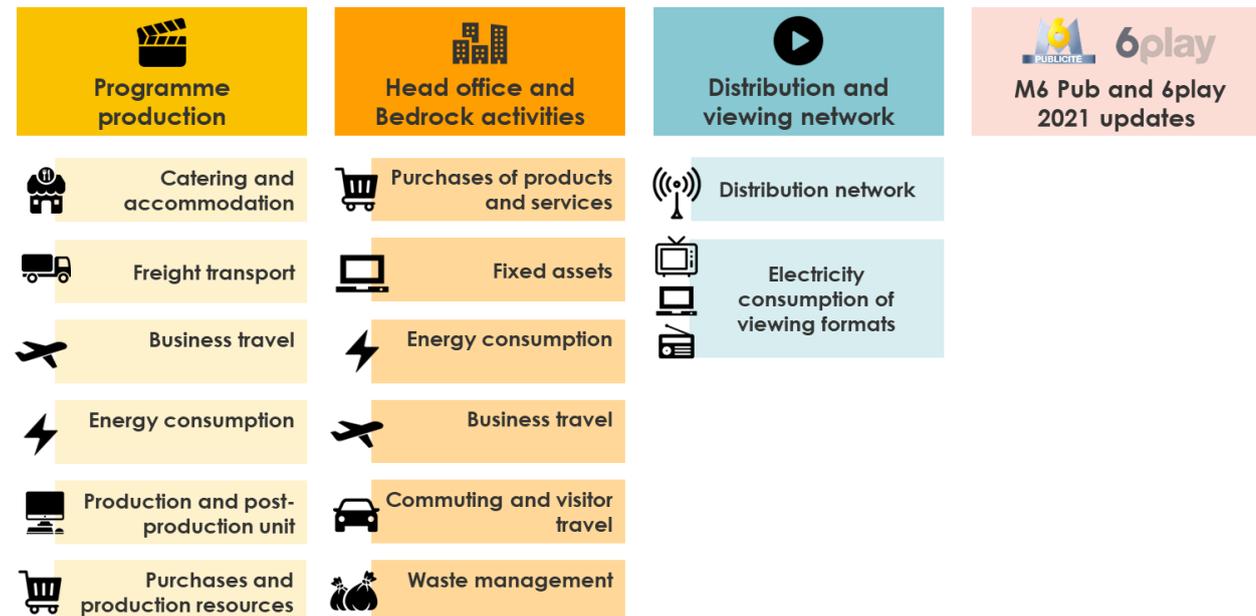
#### A. METHODOLOGY

##### Group structure

The carbon assessment conducted in 2022 covers all of the Group's core activities, from programme production to distribution, based on data from the 2021 financial year (1 January to 31 December).

For six months, more than 75 contributors from all Group departments actively contributed to scoping and data collection with external production companies also asked to participate.

This carbon audit was carried out in collaboration with Axionable, a firm specialising in sustainable and responsible artificial intelligence consulting, certified B Corp and awarded the Greentech Innovation certification by the French Ministry of Ecological Transition. Axionable had already assisted 6play and M6 Publicité with their own carbon assessments.



### Update of the carbon assessments of 6play and M6 Publicité

6play, M6 Group's AVOD platform, and M6 Publicité, its sales house, had already conducted detailed carbon footprint audits in 2021, based on 2020 data.

#### 6Play carbon assessment

Using the Bilan Carbone® method, 6play's activities across the three scopes were measured, including data on the storage, broadcast and viewing of the platform's content. For the financial year 2022, 6play's carbon assessment has been updated and the calculation methodology expanded, resulting in a slight increase in the platform's results between 2021 and 2022.

In addition, based on the results of the carbon assessments, a multi-media carbon calculator developed in collaboration with M6 Publicité has since 2021 provided 6play advertisers with precise information about the impact of the broadcasting of their advertising campaigns on the platform.

#### M6 Publicité carbon assessment

The Group's 2022 carbon assessment was also an opportunity to update that of M6 Publicité. As a sales house, the objective was to support advertisers by measuring the impact of their campaigns, to identify action levers to minimise their carbon footprint and to roll out measures to reduce the sales house's emissions.

Five major scopes have been taken into account:

- Advertising broadcasting on linear TV;
- Advertising broadcasting on linear radio;
- Advertising broadcasting on digital;
- Production of content for brands by M6 Unlimited (TV, radio, and digital advertisements, sponsored billboards, short programmes, podcasts, etc.);
- Administrative activities of M6 Publicité's head office (property, general services, energy, waste, etc.).

## B. OVERALL RESULTS

To achieve the most accurate picture possible of emissions associated with M6 Group's activities, two presentation methods have been adopted.

### Results by scope according to ADEME guidelines

In accordance with ADEME guidelines based on the Bilan Carbone® method, the first approach consists of presenting the official results for greenhouse gas emissions for Scope 1, 2, 3a and b. The breakdown below indicates that the majority of greenhouse gas emissions generated by the Group's activities fall into Scope 3 (indirect, upstream and downstream activities).

Scope 1 *- items 1 to 5	0.2%
Scope 2 *- items 6 and 7	0.2%
Scope 3 - items 8 to 23	99.6%

(\*) excluding upstream emissions and energy loss, which are accounted for in Scope 3.

In addition to specific actions aimed at reducing the carbon footprint of M6 Publicité's broadcasting and production activities, a catalogue of advertising services has been made available to advertisers from this year, based in particular on strict environmental criteria set out by ADEME. It gives advertisers the opportunity to highlight the commitments made in relation to their products and services, while encouraging responsible consumer behaviour (see Section 7.2.3 *Responsible advertising*).

### Inclusion of Bedrock

The results of calculations for Bedrock, 6play's technology partner, have been included in the overall carbon footprint (i.e. 50% of the carbon footprint of Bedrock's head office in Lyon). The company is 50% owned by M6 Group and the teams are split between Lyon and the Neuilly offices.

### Data exclusion

Although comprehensive, this first full carbon assessment focused on the most significant sources of emissions for which data was available at the time of collection. The scopes that were excluded will be progressively integrated over the years.

### Breakdown of GHG emissions by Scope (1, 2, 3a and b)

These exclusions cover:

- Diversification activities;
- International TV and radio distribution and viewing / listening;
- Traditional radio distribution and listening via DAB;
- Distribution and viewing / listening via external sites (e.g. facebook, snapchat, etc.);
- External storage of SND & M6 film content;
- SND's distribution business;
- Golden Network's production activities (an SND entity).

Scope 3 includes the bulk of the company's activities, including emissions related to the purchase of products, fixed assets, waste generated by the company, business travel, including travel by visitors and customers, commuting, programme production, distribution, and viewing.

	Emission items	M6 Group equivalent	In teqCO <sub>2</sub>
	1 - Direct emissions from stationary combustion sources consumption	Emissions from M6 Group's gas and heating oil	379
Scope 1	2-Direct emissions from mobile combustion sources	Emissions from fuel consumption of M6 Group company vehicles	108
	4-Direct fugitive emissions	M6 Group emissions from refrigerant leakage (air conditioning in particular)	55
Scope 2	6- Indirect emissions from electricity consumption	Emissions from the Group's electricity consumption	463
	8- Energy-related emissions not included in items 1 to 7	Emissions from upstream energy loss related to electricity distribution	277
	9- Purchases of products or services	Emissions from purchases dedicated to the Group's internal operations and purchases by production entities	50,619
	10- Fixed assets	Emissions from the manufacture of machinery and equipment capitalised as part of M6 Group's operations	1,241
Scope 3	11- Waste	Emissions from the end-of-life processing of waste produced by M6	361
	13- Business travel	Emissions from business travel by M6 Group employees	593
	16- Transport of visitors and customers	Emissions from travel by M6 Group customers and visitors	4
	17- Transport of goods downstream	Emissions from the broadcasting of content and advertising, and external storage for 6play and M6 Pub	62,087
	22- Commuting	Emissions from the commuting of M6 employees	1,414

### Avoided carbon emissions

Since 2020, M6 Group has entered into 100% renewable energy electricity contracts for all its buildings in Neuilly. Thanks to these new energy sources and the gradual replacement of its vehicle fleet, the Group is continuously reducing its carbon footprint.

In the interest of methodological rigour, the results presented below have been calculated using the location-based methodology, i.e. a method for calculating CO<sub>2</sub> emissions linked

to electricity consumption using emission factors associated with the average electricity mix of the country where the company is located, as opposed to the market-based method, which takes into account emission factors for the supplier from which the company purchases its electricity.

Thanks to contracts for electricity from renewable energy sources, M6 Group saves 463 tonnes of CO<sub>2</sub> equivalent each year, i.e. 46% of scopes 1 and 2.

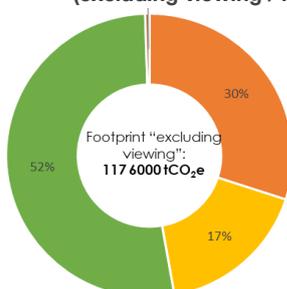
### Results by business scope

#### Total GHG emissions from Scopes 1, 2 and 3a (excluding viewing / listening - location-based)



As a broadcaster, M6 Group has little impact on reducing the carbon footprint of its content, which is largely dependent on the consumption patterns of its audiences. As such, the results presented do not take into account the energy consumption related to viewing / listening.

#### Breakdown of GHG emissions by activity (excluding viewing / listening)



"Head office" activities account for almost one third of the Group's carbon footprint. They include emissions from the following items:

- Energy;
- Purchases of goods and services;
- Waste;
- Fixed assets;
- Business travel;
- Commuting;
- Visitor and customer travel.

### C. FOCUS: PRODUCTION-RELATED RESULTS

As part of Scope 3a (downstream activities), the hours produced for M6 Group have been analysed in detail.

#### Methodology

##### Group structure

Programmes ordered in 2021 and produced exclusively for M6 by internal and external companies were included.

In addition to the guidelines provided by ADEME, several sources were cross-referenced in order to obtain a more granular level of detail for production-related emissions: Carbon Clap, a carbon calculator developed by the Ecoprod organisation and Workflows; Albert; Locat study on the carbon impact of DTT broadcasting, Arcep data, Shift project, etc.

##### Structuring the methodological approach

##### Validation of programmes to be included

A rigorous accounting methodology was applied to identify eligible programmes. Only programmes produced exclusively for M6 Group and commissioned in 2021 have been included. In addition, when M6 Group had a majority stake in the financing of a programme, 100% of the hours produced were included in the carbon footprint. For other productions, a pro rata share of programme hours was applied in line with M6 Group's stake.

##### Categorisation of programme types

In addition to the editorial genre of the programme, an additional level of granularity is added to the analysis of productions to reflect the specific methods and location of filming and thus obtain the most realistic picture possible of the GHG emissions generated by the production activity:

- Consideration of the editorial genre (documentary, TV drama, cinema, recording, gameshow, entertainment, magazine, etc.); ;
- Taking into account the type of shooting location (on set, in natural surroundings, etc.);
- Filming location (France, international).

##### Sampling of productions

A representative sample of 16% of the hours produced for M6 Group was then identified, taking into account the editorial genre, the type of shooting location and the filming location, both from internal and external production companies:

- Internal:
  - SND, a subsidiary dedicated to cinema;
  - C. Productions, a subsidiary dedicated to magazines and documentaries;
  - Studio 89, a subsidiary dedicated to throwaway programmes;

- Very heterogeneous carbon intensity depending on the editorial genre



- External:
  - 5 producers sampled

*NB: Previously included in M6 Publicité's carbon assessment, the carbon impact of advertisements produced by M6 Unlimited - a cross-media unit dedicated to the creation, production and distribution of content - has been fully included in the carbon assessment of productions and has therefore not been subject to sampling.*

##### Data collection

Data was collected on the seven main production GHG emission items, namely:

- Production office, casting and scouting;
- On-set energy consumption;
- Accommodation and catering;
- Commuting and travel;
- Purchases and production resources (including sets and make-up);
- Transport of equipment/freight;
- Post-production.

##### Calculation of results

Based on the calculation of GHG emissions generated by the representative sample of productions audited, an average GHG emission intensity ratio per hour produced was calculated and extrapolated to all programmes commissioned in 2021.

The results for production are therefore based on extrapolated data collected and not on sectoral charts by type of production. This methodological approach provides an additional degree of precision in light of the specific features of the programmes produced for the Group.

##### Takeaways

This first carbon assessment of the programmes produced for M6 Group was a structuring exercise and a first step in identifying measures to feed the "Green production" roadmap of the CSR action plan. The takeaways will help refine future carbon assessments and identify priority areas for reducing the environmental impact of productions:

The carbon intensity differentials are even more heterogeneous depending on the filming location. Filming in France appears to be much less emission intensive than filming abroad, due to the relatively low-carbon national energy mix in France and the carbon impact of long-haul transport in the case of filming abroad.

Cinema and advertising are the most carbon intensive genres in terms of carbon intensity per hour produced.

- **Partial availability of actual data**

Despite efforts to collect as much real data as possible, some data remains difficult to access. Financial data or sectoral charts have therefore sometimes been used to offset a lack of data. This was particularly the case for data relating to waste or preparation (casting, scouting, etc.).

The challenge for future carbon assessments will be to set up systematic data feedback channels in order to support production entities in carrying out their carbon assessment and to meet the CNC's new carbon reporting obligations (see Section on green production).

- **Sectoral guidelines to be perfected**

A number of entities currently provide guidelines based on emission factors dedicated to the audiovisual industry, including those used to establish this carbon assessment (Workflows, Ecoprod, Albert, LocaT study, etc.). Nevertheless, some items remain incomplete due to the absence of sufficiently comprehensive guidelines to cover all greenhouse gas emissions generated by audiovisual and film productions. This is particularly the case for specific technical equipment, for which there are few equivalents in terms of emission factors.

## 7.1.6 Combatting waste

### 7.1.6.1 WASTE MANAGEMENT

Since 2019, the Group removed disposable plastics from its rest and eating areas. Glass bottles and Tetrapak packaging are preferred for the drinks sold.

	2020	2021	2022
Paper and cardboard waste (in tonnes collected in bins)	93	103	89
Ordinary industrial waste, including food waste (in tonnes as collected in the rubbish bins, glass included)	108	156	178
Food waste (tonnes)	10	33	38

The resumption of operations at all the Group's sites led to a significant increase in the generation of non-hazardous industrial waste. This was due to the return of employees to company restaurants: the closure of the restaurants and reduced on-site presence in previous years make comparisons difficult.

## Outlook

### An accelerating regulatory environment

2022 was marked by a strong acceleration of the regulatory framework, particularly in terms of carbon accounting and reporting requirements for large companies. Decree 2022-982 of 1 July 2022 on greenhouse gas emission assessments modified the scope of emissions that must be taken into account when drawing up an emission assessment, by including significant indirect emissions resulting from the organisation's operations and activities. Initially conducted on a voluntary basis, from 2023 onwards the complete carbon assessment will become a regular highlight within M6 Group, led by the Engagement Department.

In addition, the media ecosystem is becoming more professional and is strengthening its commitment to combat climate change by paying greater attention to production and broadcasting practices and methods. The results of the carbon footprint of productions are therefore the first building block of a roadmap dedicated to green production, initiated by M6 Group and encouraged by the CNC's climate action plan (see Section 7.2.5 *Green production*).

### Preparation of a 2023 carbon assessment and low-carbon transition plan

In order to refine the methodological aspects of the carbon assessment, continue to raise awareness of climate issues among production teams and prepare them for the new regulatory constraints, a new complete carbon assessment, covering all scopes, will be conducted in the first half of 2023.

In addition to refining the results of the first carbon assessment, this second exercise will also make it possible to identify more precise reduction levers and feed into M6 Group's low-carbon transition plan, a priority project for 2023.

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.

Conversely, paper and cardboard waste fell significantly, falling almost 14% in relation to 2021. Paper consumption habits have changed, meaning that the amount of waste generated remained lower than in all previous years. There was also a significant reduction in other sources of waste, with bulky waste recording a 66% reduction in 2022, which was due to the lower number of moves by teams within the different buildings.

### 7.1.6.2 PAPER MANAGEMENT

In a business like M6 Group, 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 of multifunction copiers, replacing individual printers, systematically printing on both sides and requiring swiping to start printing.
- 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.

### 7.1.6.3 RECYCLING AND UPCYCLING

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. In addition, signage was improved in 2021 to refine and make the message clearer to employees.

As a result of the pandemic, protective face masks were a very widely used resource within offices. Through its corporate foundation which works to promote the rehabilitation of former prisoners, M6 Group joined forces with the ESAT initiative at Val-de-Reuil prison to create a virtuous circle of recycling and repurposing:

- Masks are collected in dedicated collection boxes;
- Prisoners with disabilities at the ESAT initiative in Val-de-Reuil, with protective clothing and equipment, separated the various items (nose wire, fabric, etc.);

- 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.

- The fabric collected was sent to the start-up "Plaxtil" to be turned into recycled plastic pellets. This material is used to create new products such as mask fasteners and educational supplies. Elastic and mask liners are handled by the company "Le Relais".

There are now dedicated bins in the company restaurants for bio-waste and food waste. This is then sent to an anaerobic digestion centre (25.5 tonnes from a total of 38).

Keen to reduce the amount of waste we produce and upcycle, the Group wants to focus on a different recycling process. Since July 2022, the Group has been developing a partnership with *Les Alchimistes*, a social interest company whose primary missions are the collection of food waste, and the production and distribution of compost. As such, 34% of the Group's biowaste was sent to be composted through *Les Alchimistes*, representing 13 tonnes, and resulting in 2,392kg of compost. Food waste from the company restaurants at all the Neuilly-sur-Seine sites (107, 56 and 89 avenue Charles de Gaulle) are included. The target is to achieve 90% of food biowaste being turned into compost by the end of 2023.

As well as food waste, 73% of IT equipment is also recycled, to be redistributed subsequently, as detailed in Section 7.2.6.1 *IT Department Initiatives*.

## 7.2 M6 GROUP, A COMMITTED MEDIA

### 7.2.1 Raising awareness of audiences

#### 7.2.1.1 SOCIETAL CHALLENGES

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. It also complies with Conseil Supérieur de l'Audiovisuel ruling n° 2011-29 of 19 July 2011 relating to the technical characteristics of the sound intensity of television programmes and advertisements.

##### A. FEATURING NOT-FOR-PROFIT ORGANISATIONS ON AIR

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 2022, 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, L'enfant bleu, French Red Cross, Disability Employment Week, Habitat et humanisme, Fondation des femmes, etc.) and health (Foundation for medical research, Pasteur Institute, Arc Foundation for cancer research, Sidaction (Aids), Foundation for medical research into Alzheimer's Disease, Imagine for Margo, etc.).

##### B. FEATURING PUBLIC HEALTH ISSUES ON AIR

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 2022 with the Covid-19 pandemic. Throughout the year, the Group's stations (Radio and TV) were regularly asked by Arcom 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.

##### C. RESPECT FOR 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.

##### D. VALUE AND PRESERVATION OF CULTURAL HERITAGE

The audiovisual rights subsidiaries of the Group contribute to the preservation of the European film heritage through the restoration of classic French and Italian films.

Since 2005, the year M6 Group acquired the SNC catalogue which contains 400 classic films, then other catalogues such as Hugo Films, Mandarin Films, Fidélité Films and Epithète Films, significant restoration work has been undertaken. A total of more than 150 films had been fully restored by the end of 2022.

Just over 13,600 advertisements were broadcast free of charge over the year for these organisations. It may be noted that, since February 2020, the Group has been supporting the public authorities in managing the pandemic, and in particular the French Ministry of Health and Social Affairs by broadcasting public health messages regarding Covid-19, daily and free of charge throughout the year.

As has been the case every year for more than a decade, Téva has been particularly involved in the Octobre rose campaign against breast cancer.

In the programme *Les traîtres* (The Traitors), contestants compete each day to be part of a group that will receive the money won by the winners, just like Stéphane Plaza in the programme *Chasseurs d'appart*.

In addition, 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.

Lastly, the Group's channels strive to regularly warn viewers of risks associated with alcohol and drugs in its many magazines and reports.

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.

Two films stand out from the 2022 restorations: *Sois Belle et tais-toi*, directed by Marc Allégret, starring Mylène Demongeot, Alain Delon and Jean-Paul Belmondo, was shown in 4K at the Festival Lumière de Lyon. *The Widow of Saint-Pierre* by Patrice Leconte was restored in 4K, under the supervision of its director.

### 7.2.1.2 ENVIRONMENTAL CHALLENGES

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.

#### A. ON GROUP CHANNELS

Environmental issues and related news feature on all the Group's channels in a wide variety of forms: they are covered according to the editorial line in all programme types (magazines, news, documentaries, entertainment, gameshows, dramas, etc.). In this way, they are featured in numerous reports in M6 television news programmes (*Le 12'45* and *Le 19'45*): renewable energy, all the more crucial in the context of the energy crisis, COP 27 in Egypt, droughts in France, alternative modes of transport, recycling, climate change, etc. In 2022, their number increased by 21% compared to 2021, reaching 548 news items.

News bulletins also regularly bring to the fore unusual stories or innovations relating to ecology: "Are cargo ships with sails the future of maritime transport?", "Euromillions: French winner donates his winnings to an environmental foundation", "A French start-up is developing a totally plant-based chicken breast", "Sorghum, a cereal that doesn't need water or pesticides", 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. In this way, the in-house magazine and current affairs programme production company, C Productions, produced several subjects for M6 based on ecology and sustainable development including, as part of *Capital* and *Zone Interdite*, "Saving energy: top tips for combatting waste", "Economic, comfortable and green: the new houses French people like", "Fish: will overfishing empty our oceans?" and "Fruit and vegetables: investigation into invisible waste".

The programme *Turbo* also covered several topics on the environment, such as the reports "Electricity: full-scale test", "Is hydrogen a solution for the future?" and "Buying a used electric car". It also tested numerous electric and hybrid cars (Renault Megane E-Tech, DS 4, Tesla Model 3, Mercedes EQB, MG 5, Toyota BZ4X, Honda E, Mini E, etc.).

C Productions has developed a new documentary brand for W9, dedicated to the environment: *2050*. Two programmes will be broadcast in 2022 to alert the French to major environmental issues: "Waste - can we still avoid the worst?", "Climate - can we still avoid the worst?" and "Tornadoes, floods, mega-fires - can we still avoid the worst?".

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.

#### B. 6PLAY AND ITS 100% GREEN CATALOGUE

6play also strives to raise awareness amongst its 17 million active monthly users through the "Green" range, a catalogue of programmes with an environmental edge, such as the documentaries "Is it already too late for our planet?" and "Faced with the elements, the planet is angry"; as well as content rooted in the everyday lives of French people and firmly focused on sharing solutions like "Target Zero Waste: Child's Play" with Eric Antoine and "Capital Solutions", presented by Julien Courbet.

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 dry goods (bread, oil, spices etc.), perishables (fruit, vegetables, milk) and fresh foods with a very short shelf life (meat and fish) 2.5 tonnes of food were donated to about 100 disadvantaged families during season 14, which will be aired in 2023.

Moreover, the radio station RTL is also actively involved in M6 Group's initiatives to promote ecology and issues related to sustainable development. The weekly programme *On refait la planète* covers the environmental challenges facing humanity, thereby raising listeners' awareness of the need to safeguard ecosystems. Moreover, the station regularly covers environmental issues during reports, segments and discussions in its shows:

- News: "France faced with climate change", "Nuclear Fusion - learn all about this reputedly revolutionary discovery", "Is France's food sovereignty compatible with environmentally friendly farming" (*RTL Matin*), "COP 27 - are you more aware of climate issues than before?", "Do we need to introduce a 'form of police' for energy sobriety?", "Driving more slowly for the climate?" (Listeners can call in), etc.
- Entertainment: "The most eco-friendly animal" (*Animals*), "What kitchen equipment helps reduce waste?", "How to choose a good electric bike?" (*Well there we have it*), etc.

Gulli also regularly features animated series that mention ecology and biodiversity (*Alvin and the Chipmunks*, "The Treehouse", *The Loudhouse* ("The Green House", "Sorting Waste"), *Boy Girl Dog Cat Mouse Cheese* ("Budding Farmers"), *Miniavengers* ("Supergreen", "The Rare Bird"), *Moka's Fabulous Adventures* ("The Call of the Thousand Year Forest"), *Petronix Defenders* and animated feature films (*Minuscule*, *Valley of the Lost Ants* and *Grizzly*) as well as specific topics in its magazine shows *E=M6 Family*, *Wazup* and *Parents un jeu d'enfant*.

In addition, through an unrivalled multimedia mechanism (TV, radio, digital), M6 Group mobilised all its stations to offer, at the start of 2022 and for the third consecutive year, a range of special programmes based on environmental issues. From 6 to 13 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, magazines, film and entertainment content related to ecology and the environment, each with their own tone and editorial line. The Group also ensures that all its programming portrays a positive image of rural life in which respect for the environment is evident, particularly in *L'Amour est dans le Pré*.

### C. MEDIA CLIMATE AGREEMENTS

As part of the parliamentary work around the draft Climate & Resilience law, based on the discussions led by Citizens' Convention for the Climate in June 2020, M6 Group brought together actors from the audiovisual industry to discuss environmental issues.

This law of 22 August 2021 tasked ARCOM with promoting "Codes of Conduct" called "Climate Agreements", in order to promote more responsible practices, particularly concerning marketing communications. On 30 June 2022, M6 Group signed a climate agreement that strengthens the essential role of the media in promoting good habits. As part of an unprecedented voluntary approach adopted by the entire audiovisual sector and under the authority of ARCOM, this climate agreement (available on the official website, [publicite.responsable.ecologie.gouv.fr](http://publicite.responsable.ecologie.gouv.fr)) formally sets out M6 Group's commitments, and reflects its role in the environmental transition.

It makes commitments in several areas:

#### In its content

- Through the creation and presentation of content relating to topics on the environment, its protection and combatting climate change;
- The broadcast in our programmes of green solutions: our channels seek to guide viewers in their day-to-day lives supporting new consumer trends and saving energy, etc.;
- By giving prominence to environmental experts in programmes - this is for example striking during government announcements, which were widely explained and interpreted by our journalists and experts from the energy sector.

#### For its marketing communications

- The option of offering preferential rates for campaigns by the French government and public authorities.

- Increasing promotion of products and services with a more limited environmental impact and encouraging more sustainable lifestyles;
- Participating in and supporting ARPP (French media regulator) initiatives, specifically the implementation of its Sustainable Development Recommendation;
- Accelerating joint discussions in order to create shared methodologies for calculating the carbon impact of marketing communications.

#### Its internal awareness raising activities

- Developing awareness raising and training on best practices for the environmental transition for its ecosystem: all M6 Group employees currently undergo "The Climate Fresco" training.
- Combining innovative and green productions,
- Adapting everyday digital habits to support digital sobriety and combatting all types of waste.

In 2022, the Group worked to establish reviews with ARCOM to reflect these commitments - editorial, within its sales house activities, training measures, etc.) with a view to the creation of an assessment by ARCOM during the course of 2023.

This approach strengthens and scales up M6 Group's already significant mobilisation, through its Engagement Department, to reduce its carbon footprint, improve employee awareness of climate issues, combine innovative and green productions, tailor everyday digital habits to support digital sobriety and combat all types of waste.

## 7.2.2 Representing diversity in programmes

### 7.2.2.1 GENDER EQUALITY

Gender equality is central to the commitments of Group channels, both in the structure of the Group (see Section 7.1.3.1 of this document on the Group's commitments to gender equality) and its programming.

There are high levels of female representation in the news programming, with the 12'45 and 19'45 bulletins featuring a majority of female teams. In that respect, the proportion of female presenters on the free-to-air channels' in-house produced news programmes (excluding Gulli) was 66% For RTL's news slots (morning, lunchtime and evening), the rate was 49%. 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*, *Lego Masters*, *Incroyables transformations*). Lastly, the Group pays particular attention to the image of women in its programmes.

Promoting women in sport is also a priority for M6 Group. This year, it took part in "*#PlusDeSportAuFéminin*", an event organised by Arcom during the week of 14 to 20 February to throw the spotlight on women's sport in the French media. On this occasion, M6 broadcast various profiles of female athletes in the news programmes, at the weekend, Sport6 focused on women's sports news, W9 broadcast two of the French women's football team's matches as part of the Tournoi de France. On 16 and 19 February, the Deputy Sports Minister Roxana Maracineanu was a guest on Isabelle Langé's show on RTL, *On refait le sport*, dedicated to the Beijing Olympics and to the new edition of *Sport féminin toujours* and the campaign was widely promoted on the Group's social media.

### 7.2.2.2 DIVERSITY OF ORIGINS

In the same way, promoting people of various origins is a genuine concern for M6 Group, as demonstrated by the diversity of its team of presenters, 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?*, *Top Chef*, *La France a un incroyable talent*, *Mariés au premier regard*, *Les Traîtres*, *Pékin Express...*).

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

### 7.2.2.3 SOCIO-ECONOMIC CATEGORIES

M6 Group is keen to represent all socio-economic categories in its programmes, both in its news reporting (for example, M6 has broadcast stories covered by *66 Minutes* on "How to overcome excessive debt", and "Spending power: the struggle faced by single parents", *Enquête Exclusive* featured a documentary on "The United Kingdom, those left behind by the crown". *Zone Interdite* featured a documentary on

such as *La Petite Histoire de France*, *Scènes de ménages*, *Rasta Rocket*, *Mauvaises Herbes*, *De l'autre côté du périph*, *Abdel et la comtesse*, *Premier de la classe*. It is also featured in its specific content, such as for example in its animated content - new and original series - particularly on Gulli, *Ninja Express* and *Junior* brilliant ideas (new season) to promote greater solidarity, empathy and kindness, developing self-confidence and self-esteem and promoting learning.

As it does every year, the Group also ran on 14 July 2022 an advertisement, free of charge and on all its TV channels and Radio stations, to promote diversity, and an advertisement dedicated to the Group's channels for children and young people (Gulli, Canal J, TiJi).

### 7.2.2.4 REPRESENTING DISABILITY

M6 Group's mission is not only to address the daily lives of people with disabilities in its reports and dramas, but also to support their participation in programmes and gameshows. Examples include:

- Zone Interdite "Alzheimers, the disease that affects us all";
- Reports on the 12.45 and 19.45 news bulletins,
- Special evening of programming featuring the TV film "Apprendre à t'aimer" about a family turned upside down by the birth of a baby girl with Down's syndrome followed by another TV film "Pour te retrouver" where the disappearance of a child with autism plunges their parents into anxiety,
- *J'irai au bout de mes rêves*, an order from M6 in which a 25 year old man with Down's syndrome develops a very strong friendship with a young female prison guard who dreams of becoming a singer,
- *La France a un incroyable talent* which saw the participation of a singer who became disabled after a traffic accident, who took part to show that "you can turn a weakness into a strength",
- *Pékin Express* with the involvement this year of Théo Curin, a quadruple amputee and now a swimming champion,
- *Les Mamans* broadcast every weekday on 6ter for several months,
- *Cauchemar en cuisine* with the young chef Mallory who appeared alongside Chef Philippe Etchebest in the new programmes.

During the week for the employment of disabled persons, from 14 to 20 November 2022, M6, W9, 6ter and Gulli broadcast four short films called "Different, so what?" made for M6 Group by the organisation Jaris of which the Group has been a partner for more than 10 years.

"Low incomes and big inequalities, the decline of the middle classes", and several issues in the news programmes on the problems facing vulnerable people), in its entertainment programmes (for example *Patron incognito*) as well as the casting of its entertainment shows (*L'amour est dans le pré*, *Les Reines du shopping*, *Top Chef*, *Les Mamans*, etc.).

Each of these films depicts the performance of dancers with disabilities. These segments were also broadcast during a week in December to reconvey the message to French audiences.

M6 Group was involved in Disability Sport Week: "Playing Together" through the TV news bulletins at 12.45 and 19.45 with, for example, a report on wheelchair skateboarding to showcase the organisation, "Comme les autres" and another on snow sports as a way of rediscovering mobility. RTL's programmes *On refait le Sport* featured Arthur Bauchet, an athlete who won fame at the Beijing Paralympics. On the Youth TV channels, Gulli also featured a themed week with a special programme from the animation series *Bande de sportifs* specifically focused on disabled sports, with for example episodes on blind football, disabled tennis, badminton and basketball, as well as an episode of *Wazup* on wheelchair rugby and posts on social media.

In 2022, M6 Group remained committed to promoting the recruitment, integration and retention in employment of people with disabilities, notably through its Disability Unit. As part of these commitments, this year it participated in DuoDay again on Thursday 17 November to raise internal awareness of disabilities, enable participants to discover M6 Group, validate career choices and even continue in their role where possible. This year, 18 pairs were created, some of which were on air.

### 7.2.2.5 ACCESSIBILITY OF PROGRAMMES

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, notably by subtitling its programmes for the benefit of the deaf and hard-of-hearing.

#### A. PROGRAMMES IN SIGN LANGUAGE

M6 Group also airs programmes in sign language: the magazine *Kid & Toi*, broadcast on Wednesday mornings for 27 weeks on M6, as well as on Gulli regularly, aimed at a young audience, with sign language translation by a hard of hearing Group employee; “*Mes tubes en signes*”, a music programme also broadcast on Gulli throughout the year, presented by Noémie Churlet, who is hard of hearing, the short programme *C'est bon signe* in which Luca, a hearing impaired teenager, talks about his day-to-day life and shares his knowledge of deaf culture in a quirky way.

At certain times of the year, M6 Group broadcasts *Le 10 minutes*, a TV news programme in sign language. 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.

#### B. SUBTITLING FOR DEAF AND HARD OF HEARING INDIVIDUALS

In 2022, 100% of M6 and W9 programmes were accessible to deaf and hard of hearing people.

Accessibility of programmes to the deaf and hard of hearing (subtitling)	2020	2021	2022
M6	100%	100%	100%
W9	100%	100%	100%
6ter	60%	91%	68%

#### C. AUDIO-DESCRIPTION FOR BLIND OR VISUALLY IMPAIRED INDIVIDUALS

Pursuant to the provisions of Articles 28 and 33-1 of the Law of 30 September 1986 arising from the above-mentioned Law n°2005-102, M6 and W9 signed an amendment with the Authority in 2017 and 2019 to reinforce their obligations to broadcast programmes in audio-description. For M6, the agreement concluded on 27 July 2017 as part of the renewal of its agreement set at 100, of which 55 must be original, the number of programmes with audio-description to be broadcast in 2022. The channel pays particular

attention to peak viewing times and programmes aimed at children and teenagers. W9's agreement on 29 May 2019 set the number of original programmes to be broadcast in audio description at 25 for 2022. 6ter's agreement imposed on the channel the obligation to broadcast at least 12 original programmes in audio description in 2022. Since 1 January 2020, Gulli has been committed to making audio-described programmes each year, set at 7 from 2022 onwards

### 7.2.2.6 COMBATting DISCRIMINATION

M6 Group made a voluntary commitment to ARCOM to broadcast news reports and stories specifically addressing discrimination and poverty, and to ensure better representation on the channel of people from the most disadvantaged backgrounds. In this regard, on 18 September 2022, Zone Interdite went to meet bailiffs involved in circumstances of people living in poverty, who are often victims of life's ups and downs and who are trying to overcome complicated situations.

On 3 April 2022, the featured a documentary on “*The decline of the middle classes*”, who are increasing experiencing low incomes and big inequalities. Numerous reports on combatting inequalities and all forms of discrimination were broadcast during M6 news bulletins. Lastly, on 9 February 2022, M6 broadcast “*Bienvenue chez les Bodin's*” an innovative show shining a light on lower income families.

## 7.2.3 Responsible advertising

### 7.2.3.1 ADVERTISING, A DRIVER OF AWARENESS

Advertising represents an increasing concern amongst French people. It plays a vital role in promoting more responsible consumer habits. With this in mind, since 2019 M6 Publicité has been conducting a series of studies on changing consumer expectations and behaviour too support advertiser clients.

**Focus on the study: The era of responsible brands** M6 Publicité unveiled in 2022 the results of its 3<sup>rd</sup> edition, the objective of which is to advise advertisers regarding the challenges and expectations of French people 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 challenges.

In 2022, two strategic issues were examined in greater depth:

- The relationship between younger generations and environmental and social issues,
- Understanding who the least engaged groups are in terms of their everyday consumption, how to succeed in helping them to move towards more sustainable consumption while also taking into account concerns over their spending power, which are particularly significant in this inflationary environment.

In addition, 14 new responsible actions have been incorporated into the scale, such as consuming products with a good nutritional profile, buying health and beauty products that optimise water use during the manufacture, and purchasing clothes, shoes & accessories that are produced using alternative materials to leather.

Sustainable habits that are more proactive compared with 2019 relate to:

- Service and banking & insurance sectors that are ethical and socially responsible (up 12 points and 11 points respectively)
- Green energy (up 11 points), and
- The second hand textiles sector (up 9 points).

Three areas grew significantly in 2022, regardless of sector:

- Ethics (up 12 points),
- Certification labelling (up 9 points),
- and Animal welfare (up 8 points) (change vs. 2019).

Although French consumers consult certification labels, they are only considered reliable by a quarter of the population and their influence on product purchasing remains low.

56% of French people are either slightly or not engaged. While the slightly engaged (39% of the French population) have a fairly similar profile to the overall French population, the unengaged (17% of the population) differ, with an over-representation

amongst men and people aged 35-44, child-free and lower socio-economic professionals. Through this survey, M6 Publicité was able to identify the levers that the brands could implement to target, accompany and win over this less visible group. Media and related groups emerge as having the ability to raise awareness to support them in this transition.

70% of French people say that they know how to recognise a responsible brand (up 8 points vs 2019). This is a positive sign for brands that have been communicating more about their commitments in recent years. In addition, since 2018, M6 Publicité has been a trailblazer, commissioning Kantar to support it in creating "CSR" monitoring in France. Today, 11% of multimedia investments are focused on CSR communications and TV is the media with the greatest influence at 15%.

71% of French people expect there to be more programmes in the media that discuss the environment, and which offer practical solutions for action. There is an even higher and growing demand from younger people (79%).

For 57% of French people, the influence of celebrities in responsible brand communications also represents a powerful driver encouraging them to take action, with even better results among younger generations (69%).

In terms of responsible brands' advertising communications, expectations remain high in relation to their manufacturing processes, commitments and product labelling. 42% of French people want brands to inform them about their products and at the same time about their brand commitment.

Do 18-24 year olds recognise themselves in the communications from brands targeting them? In any case, they refuse to be caricatured under the umbrella of the Gen Z concept and they demand the normalisation of inclusion and better representation of diversity amongst young people and their various profiles. Critical and defiant, they also express the need for access to practical, accurate and accessible information both in terms of media content and environmental issues as well as on brands providing information about their commitments.

More broadly, M6 Publicité observed a lack of education in relation to digital pollution. Digital pollution remains a very abstract concept that is difficult for 15-24 year olds to define although they are the biggest consumers of the internet. Conversely, digital pollution becomes a bigger concern for more than 8 in 10 young people once the concept has been clearly explained to them. Nevertheless, they do not consider themselves as being responsible for this pollution and point the finger at businesses - for them, this pollution is primarily related to data storage in data centres, and the selection and production of the materials used by businesses.

### 7.2.3.2 SUPPORTING AND PROMOTING INITIATIVES THAT MAKE SENSE

#### A. GOODEED

In May 2022, M6 Publicité renewed its S6lidaire offer and joined forces with the social enterprise Goodeed to pay a proportion of the media budget invested by advertisers to organisations. This offer addresses M6 Publicité's concerns of accompanying brands towards more socially responsible communication.

#### B. CAMPAIGNS AIMED AT PROMOTING THE ENVIRONMENTAL TRANSITION

M6 Publicité strives to ensure compliance with climate agreements aimed at driving and supporting changes in behaviour to help promote lifestyles and consumer trends with less environmental impacts, whose terms provide for the "proposing of specific commercial conditions, taking into account the availability of schedules, for the information campaigns of administrations and charity organisations, to promote sustainable practices and the use of less-polluting products."

#### C. CAMPAIGNS AIMED AT PROMOTING ECO-FRIENDLY PRODUCTS

M6 Publicité seeks to highlight the efforts of the most engaged advertisers by promoting the visibility of their products with a lower environmental impact, in collaboration with ADEME (French Environment and Energy Management Agency). M6 Publicité relies exclusively on the "Advertising, sustainable consumption offer" specifications prepared by ADEME. Within the context of developing new advertising offers aimed at distinguishing products (goods and services) with a lower environmental impact, ADEME has developed a positioning matrix in order to inform advertisers about products that could benefit from these specific offers. These terms and conditions enable M6 Publicité to specify whether the advertiser's commercial is eligible for the Green offers. Advertisers must include within the commercial, in a clear and visible way, the environmental information chosen by ADEME (certification labels, product labels, indicators, etc.) related to the product or service featured. All products featured in the commercials must fulfil the specifications and convey at least one piece of the environmental information selected by ADEME.

### 7.2.3.3 HIGHLIGHTING RESPONSIBLE COMMUNICATION

Consuming in a more responsible way has become a genuine need for our society. Today, more than one in two French people try to limit their environmental impact (55%)<sup>1</sup>. This is encouraging the adoption of new consumer behaviours that M6 Publicité seeks to promote through these CSR offers.

#### A. PRIORITISING GREEN CRITERIA WITH THE "6GREEN" OFFER

M6 Publicité seeks to support and promote brands promoting products (goods and services) with a lower environmental impact through its "6green" range, made up of numerous advertising slots and formats and available across all our media - TV, Radio, AVOD and Digital Audio. This offer has been developed in collaboration with ADEME. The eligibility criteria for this offer are based on ADEME's "Advertising - responsible consumption offer" terms and conditions.

#### B. THINKING ABOUT YOUR CONSUMPTION WITH THE 6SCAN "NUTRIScore" OFFER

The 6scan format is available to highlight the nutritional quality of food products and gives the opportunity to feature thanks to the development of nutriscore. Supported by a comprehensive and reliable explanation on the significance of nutritional scoring, the purpose of 6scan nutriscore is to provide M6 Group audiences with information about how to eat well. This interactive offer, available via TV and IPTV, features the advertisement within a contextualised setting with the incorporation of a QR Code, redirecting users to an official document available on the Santé Publique France website.

#### C. ADOPTING NEW HABITS WITH THE "RESPONSIBLE BEHAVIOUR" OFFER

Inspired by its study, "The Time for Responsible Brands", M6 Publicité has launched the "Responsible Behaviour" offer. Its purpose is to showcase, via dedicated start and end shots, commercials promoting more responsible behaviour within the advertising slots available on TV, Radio and AVOD. With the support of ADEME, M6 Publicité has adopted 8 habits that will form the heart of the advertisement to capitalise on this new format: buying in bulk, buying refurbished or second-hand products, renting rather than buying, combatting food waste, ability to be reproduced, recycling, energy sobriety.

#### D. M6 UNLIMITED GUIDE TO BEST GREEN PRODUCTION PRACTICES

As part of M6 Publicité's CSR commitments, M6 Unlimited is helping its partners and advertisers to make filming more sustainable. To improve awareness and encourage in-house producers, providers and Group customers to adopt green production methods, M6 Unlimited has introduced a guide to best production practices.

#### E. THE CARBON FOOTPRINT CALCULATOR FOR MEDIA CAMPAIGNS

Within SNPTV, M6 Publicité is involved in developing a methodology shared by all its members for assessing the carbon impact of TV campaigns. The M6 Publicité calculator takes into account SNPTV's reporting criteria and is already available for all TV campaigns. The sales house is also involved in the radio format framework, through the BDR, which will be released during the first quarter of 2023, accompanied by a carbon calculator common to all the sales houses.

<sup>1</sup> Sociovision "French people in the post-Covid society" - October 2021.

## 7.2.4 Media literacy

### 7.2.4.1 PROTECTION OF YOUNG PEOPLE

#### A. CONTENT AND RATING SYSTEM

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.

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, in accordance with the decisions of the regulatory authority. 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 non-linear services, notably 6play, the ratings campaign proposed by ARCOM between 20 November and 10 December 2022 as well as the specific campaign for the protection of children under three which was held from 8 to 11 July 2022.

Furthermore, 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, and more generally Gulli's ethical challenges. Tiji, given its target audience, has an Ethics Committee responsible for ensuring compliance with the guidelines specifically set out in the section on ethical obligations.

Furthermore, pursuant to the terms of the CSA deliberation dated 17 April 2007, M6 Group 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.

#### B. CONTROLLED USE OF GROUP 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. 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 2022, M6 Group had 48 million subscribers with accounts for its channels, radio stations and platform on these various social media platforms (non-duplicated subscribers), compared with 15.6 million at 31 December 2021.

The Group also operates more than 72 accounts (channel accounts, programme accounts, radio station accounts, 6play account) in 2022.

#### C. SUPPORT FOR 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.

#### D. FOOD CHARTER AND COMBATting OBESITY

Under the auspices of the CSA and in collaboration with the French Health Minister and the Minister for Culture and Communication and other Ministries concerned, 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 the charter 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. It is monitored on an annual basis by ARCOM.

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 ARCOM, 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.

In 2022, 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, and the news slots of RTL and M6.

### 7.2.4.2 SUPPORTING ARTISTIC 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, since many of its productions are debut or follow-up films.

On its channels, the Group demonstrated strong commitment to discovering new talent, whether they be young actors in its co-audiovisual productions (*Scènes de ménages*, *En Famille*,

In 2021, M6 Group's channels broadcast a total volume of more than 975 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 wide-ranging commitment by the sales house M6 Publicité, the channels M6, 6ter, and in particular the Group's youth channels (Gulli, Canal J and TiJi, Chaîne du Père Noël) in view of the sensitivity of their target audiences.

Moreover, it was also by activities working closely with the public and families, that the Group initiated, during the lockdown and then continued in 2021 and 2022, the programme *Tous en Cuisine* to support French people by giving them the taste for cooking. In it, Chef Cyril Lignac featured easy and economical recipes using seasonal produce.

*J'irai au bout de mes rêves*, etc), hosts and presenters (Marie Portolano, Dominique Tenza, Mallory Gabsi, etc.) as well as contestants in its programmes (Louise Bourrat, who won *Top Chef 2022*, the third female winner of this competition and who currently runs a restaurant in Lisbon, Inès Reg who won *Pekin Express*, etc.). Several programmes are dedicated to this aim: *Top Chef*, *Le meilleur pâtissier*, *La France a un incroyable talent*, *Téva Comedy show*, *Piquantes*, etc. This desire is the Group's trademark, which is accompanied by loyalty to the talents discovered, as shown by the Group's support for their shows, record production, recipe books, new films, etc.

### 7.2.4.3 IMPROVING UNDERSTANDING OF THE MEDIA AND INFORMATION

#### 2022 Press and Media in Schools Week by Gulli

Every year Gulli takes part in the Press and Media in Schools Week organised by CLEMI (Centre for Media and Information Literacy in Education). The 33rd edition, held between 21 and 26 March 2022, was designated as part of the French Presidency of the European Union, giving the event a European dimension. The main aims of this week are to help the youngest to understand the media system, develop their critical thinking ability, develop their appetite for news, forge their identity as citizens and introduce them to the different careers in the media and take them behind the scenes.

As part of this initiative, Gulli organises meetings between M6 Group (M6 and RTL) journalists and secondary school pupils, to improve their understanding of media literacy and news. The media is omnipresent in their environment and sources and formats are increasing at pace, which is why it is important to offer them guidance to teach them to decode, analyse, understand and ask questions about the sources of news; these are all insights that Gulli seeks to offer to students during this event.

The theme of the 2022 edition was "*Staying informed to understand the world*". Six M6 Group employees as well as one member of ARCOM, Caroline Bienaimé Besse, visited classes at six secondary schools in and around Paris, to discuss the topic in a fun and accessible way.

A range of careers within M6 Group were represented, with Kareen Guiock, journalist and presenter of the 12:45 news bulletin on M6, Dominique Tenza, RTL journalist and stand-in presenter of M6 news bulletins, Sophie Aurenche, journalist and Editor in Chief of RTL, Amandine Begot, journalist and RTL presenter, Frank Moulin, Managing Editor of RTL and Julien Fautrat, RTL international correspondent.

Given the interest shown by the students and teachers who took part in these sessions, schools wanted to continue the experience in the field. This Press and Media in Schools Week was therefore extended in June to include day visits to M6 and RTL premises organised by Gulli for three groups of students. A group of employees got involved to give the students a behind the scenes look at the studios, newsroom and production, and let them watch RTL programmes live while also interacting with the teams.

These visits further demonstrate M6 Group's commitment to media literacy and providing information to young people.

In total, 188 students aged 11-15 benefitted from these sessions organised in secondary schools during Press and Media in Schools Week from 21 to 25 March and during visits to RTL and M6 premises on 16, 17 and 21 June.

## 7.2.5 Green production

Each year, the audiovisual and film sector emits approximately 1.7 million tonnes of CO<sub>2</sub> (Workflowers & Ecoprod Study, 2020). It also generates a significant amount of waste and is the source of several types of pollution. Nevertheless, given the role that audiovisual works have in the everyday lives of French people, along with their social impact, their production process must also be reviewed so as to reduce as far as possible their negative external impacts and be a purveyor of shared value.

Green production involves optimising all the stages of a production, from preparation to post-production, in order to reduce the environmental impacts, by paying

### 7.2.5.1 CNC CLIMATE ACTION PLAN

On 30 June 2022, the French National Centre for Cinema and the Moving Image (CNC) announced the introduction of its “Action Plan!” to support the film, audiovisual and moving image sector in a policy of environmental transition. Created in collaboration with specialists on environmental issues, this innovative action plan is being rolled out over three years, with 2022 dedicated to raising awareness and calling for action.

### 7.2.5.2 M6 GROUP ACTIONS

Since 2009, firstly in the form of a Collective, and since 2021 in the form of an association, Ecoprod has been bringing together actors from the audiovisual broadcasting and film sector around discussions, cooperation & solutions, studies and advice in open source, to support the transition of the sector.

Available solutions include:

- A carbon calculator, “Carbon Clap”, enabling production companies to measure the carbon footprint of each work. This year, M6 Group also took part in collaborative design workshops to update the calculator and tailor it to the needs of the production entities,

### 7.2.5.3 ROLL-OUT OF GREEN PRODUCTION TRAINING

Understanding environmental challenges and the potential means of action are a prerequisite for the introduction of efficient and appropriate green production practices. Since the middle of the year, 31 employees from the production and programme departments of M6 Group’s production entities (drama, entertainment, documentaries and advertising), took part in the green production training day, delivered by Ecoprod.

As well as climate fresco workshops, the first part of the training involved a recap of the environmental issues in general and for the industry, while the second part focused on green socially responsible production techniques using practical examples.

particular attention to the life cycle of sets and make-up, to energy consumption, dining and accommodation facilities, travels, etc.

With the new CSR action plan, green production forms an integral part of M6 Group’s key challenges. Initiatives have been in place for several years around M6 Group’s flagship programmes. The aim of this roadmap is to pursue this sustainable policy, apply green production practices to all programmes produced for the Group and support in-house production companies to reduce their environmental impact.

From January 2024, producers will have to provide a carbon footprint for eligible works with the support of the CNC and to include a definitive carbon assessment in the end credits in order to apply for support. While eco-compliance requirements are only planned for 2024, the requirement to produce a carbon assessment for works comes into force in 2023.

- A green production guide as well as practical information offering sustainable solutions for the audiovisual industry and at every stage of production,
- Signage and displays to raise employee awareness on sets,
- Training on green production issues,
- A set of practical and documentary resources.

In 2022, M6 Group joined the Board of Trustees of the organisation Ecoprod to help support industry players and to benefit from the solutions offered by the organisation.

The purpose of this awareness-raising is to identify training needs specific to each company, according to the types of production and the specific regulatory challenges, to tailor the training programmes offered to each employee. These training sessions are also the first step towards empowering the teams and launch, over the course of 2023, of the first green production pilots for M6 Group’s flagship programmes.

### M6 Unlimited guide to best production practices

Mindful of the environmental impact of filming advertisements, in 2022 M6 Unlimited published a guide to best production practices. Divided into five sections covering all processes, a range of advice is provided to ensure the environmental challenges of filming are better taken into consideration.

## 7.2.6 Digital sobriety

Digital accounts for approximately 4% of greenhouse gas generation. As a result of the changing and growing digital practices globally, these emissions are likely to double by 2025\*. While fulfilling our requirements, it is therefore essential to adopt and promote virtuous practices in terms of digital consumption.

Digital forms an integral part of M6 Group's activities, notably through 6play, its AVOD platform, but also through its websites, channels and the day-to-day activities of employees. That is why, during the consultation with stakeholders, digital sobriety was identified as a key CSR priority for the Group.

### 7.2.6.1 IT DEPARTMENT INITIATIVES

M6 Group encourages its employees to use digital in moderation in their day-to-day activities, starting with the management of its IT hardware. By extending the lifespan of computers and monitors beyond three years, M6 Group is helping to reduce their environmental impact. Extending the usage of tablets and computers from two to four years improves their environmental performance by 50% (ADEME, 2021). Moreover, in partnership with the organisation, "Les Restos du cœur", end-of-life computers are upcycled and given to people living in poverty. The entire lifecycle of electronic devices has therefore been optimised to limit their environmental footprint and support vulnerable people. In 2022, M6 Group donated 451 items.

Out of all electronic equipment, 73% of devices were upcycled. This scheme now helps to equip 2,000 food banks.

In addition, M6 Group's Information Systems Management pursues a policy of limited email archiving in order to promote prudent use of email and avoid the accumulation of unused data. Employees have limited storage space and are encouraged to delete their emails regularly. Additional storage space is also available via M6 Cloud, in order to avoid the transfer of large documents, to a large number of recipients, through email.

### 7.2.6.2 LAUNCH OF ECO-STREAM MODE

Thanks to the results of the audit, the teams at 6play and its technology partner Bedrock, have developed "eco-stream" mode, which has already enabled several million users to watch their favourite programmes while limiting the environmental footprint of their energy use.

Within the application's settings, it is now possible to:

- Adjust the resolution of videos while maintaining good picture quality
- Limit automatic play of videos

In addition to these new features, practical advice in the form of simple actions is also offered to users in order to better support them in their day-to-day use of the platform.



#### Positive Media Project

To increase audience awareness of the environmental impact of its digital activities, on the eve of COP26 in Glasgow, M6 Group joined a special initiative as part of the Positive Media Project. This campaign, launched by Publicis Media, supported the environmental and corporate transition of communication, through the joint development, with advertiser, media and technology partners, of innovative advertising solutions. In this way, M6 Group mobilised its TV and radio stations for a campaign running from 1 to 20 November 2021, to broadcast programmes to provide information and increase public awareness of digital pollution:

- Inès Leonarduzzi, who during the course of her career has become a specialist in digital ecology, was a guest on RTL Matin on 1 November;
- The "Expliquez-nous" slot on *Le 19 45* presented by Franck Edard focused on this topic on 19 November,
- 19 November episode of Florian Gazan's "Ah Ouais" podcast, "Why does Greta Thunberg hate the Internet?"
- Florence Clément from ADEME (Ecology Transition Agency) was a guest on Flavie Flamant's show, "Nous Voilà Bien" on 20 November.

### 7.2.6.3 LAUNCH OF THE DIGITAL FRESCO SCHEME

During 2022, in addition to the Climate Fresco, M6 Group launched digital awareness workshops. They aim to raise awareness of the climate emergency and make each employee think about their own digital behaviour, both individual and collective. The roll-out of Digital Fresco workshops forms an integral part of the CSR plan developed by M6 Group in 2021, and more specifically as part of the “Digital Sobriety” roadmap

#### **A. ABOUT THE DIGITAL FRESCO**

The Digital Fresco aims to improve understanding of the environmental issues related to digital in a fun format lasting just three hours. This session primarily covers environmental issues in coordination with responsible digital. Other topics, such as ethical, social and health issues, are discussed. In a second phase, participants think about solutions that can be implemented in their everyday lives and at work.

#### **B. SCHEME ROLLED OUT WITHIN M6 GROUP**

Staff in digital-related roles were the first to benefit, with 20 employees receiving responsible digital training between November and December 2022. During these interactive sessions, employees are encouraged to suggest measures that can be implemented within their teams and more broadly, at Company level. The Engagement Department then coordinates discussions with the departments concerned in order to assess the feasibility of the proposals and the arrangements for their implementation.

## 7.3 REPORTING

### 7.3.1 Methodology note regarding non-financial reporting

#### 7.3.1.1 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.

#### 7.3.1.2 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.

#### 7.3.1.3 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.

#### A. ENVIRONMENTAL INFORMATION

The scope of environmental information includes:

- Neuilly-sur-Seine, which accounts for the total consumption of the buildings located at 89, 107 and 56 avenue Charles de Gaulle, 3 Villa Émile Bergerat and 46 rue Jacques Dulud.

In terms of activities, the Neuilly-sur-Seine site includes all the Group's TV and Radio broadcasting and production activities except the regional offices of the national news office, as well as the following diversification activities: M6 Interactions and M6 Créations;

- Lille, which corresponds to the premises occupied by M6 Digital Services (portals services);
- Paris, which houses employees from the production and distribution of audiovisual rights subsidiaries, SND and M6 Films;

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 91% of its profit from recurring operations.

#### B. SOCIAL INFORMATION

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

As an exception, information relating to absenteeism, turnover, training, the number of disabled workers, and accidents at work and occupational diseases, training and gender equality does not include the subsidiaries Ctzar, LTI Vostok and Stéphane Plaza France.

#### 7.3.1.4 REPORTING PERIOD

Corporate, social and environmental data is reported annually and relates to the period from 1 January to 31 December 2022.

In the absence of available information for Lille (whose permanent employees only represent 4% of the Group's total workforce), water consumption only includes the Neuilly, Paris and Boissy site.

Gas and heating oil consumption only relate to the Neuilly sites.

Within the framework of the publication of energy consumption details, those relating to the Cergy and Lille sites could not be included due to a lack of access to data. M6 Group is one amongst a range of tenant companies at the sites. Electricity consumption is not measured using individual meters but is included in the charges. Nevertheless, these energy costs could be assessed in the consolidated calculation data for Scopes 1 and 2, based on the number of employees and the surface areas.

For other indicators, the locations are specifically mentioned.

Ctzar, a specialist agency in the field of influencer marketing (1.7% of staff), Stéphane Plaza France, a network of estate agents (1.7% of staff) and LTI Vostok, a Tiji channel in Russia (0.1% of staff), are not included in M6 Group's centralised payroll systems.

### 7.3.1.5 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. Given that seven new indicators were introduced in 2022, prior year data is no longer available for these indicators:

- % of female in executive roles
- % of employees who have completed Climate Fresco training
- Recycling rate for IT equipment
- % of food waste recycled
- Number of students informed about media literacy by Gulli activities
- % of women in RTL news slots
- Number of employees trained in green production

#### A. 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.

Direct and indirect GHG emissions contained in Section 7.5 are direct greenhouse gas emissions related to the use of electricity, natural gas and heating oil in the Group's premises in Neuilly, Paris and Lille. The emission factors used for CO<sub>2</sub> emissions related to electricity consumption are those provided by ADEME. The emission factors for heating oil and gas are those published by ADEME. The emissions factor for gas consumption was updated for the 2022 financial year.

The emission factor used for the CO<sub>2</sub> emissions reported and related to business travel by train, included in section 7.5 of this report, is supplied by ADEME. The emission factor used for the CO<sub>2</sub> emissions reported and related to business travel by air is supplied by ADEME.

#### B. CLARIFICATION REGARDING CORPORATE INDICATORS

The training hours reported relate to training delivered by any listed training provider (external or internal through M6 Campus) as well as in-house training. The individual training account hours completed during working time and the e-learning hours are included in 2022. Training initiated in the 2022 financial year and which continued into 2023 is included in the reported training hours pro rate of the hours completed in 2022. 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 2023. Days of absence recorded correspond to the days prescribed for all work stoppages

#### C. 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.

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).

recorded over the course of the 2022 financial year. Days of absence in 2022 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) and new hires during year N, divided by the permanent workforce employed at 31 December of year N-1. It includes voluntary and forced departures.

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 7.2.1 of this Document.

### 7.3.1.6 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, the Financial Communication Department and the Engagement Department, due in particular to the social information required by ARCOM in relation to television;
- For environmental data, collection is made by the Group's General Services, and an internal consistency check is made by the person responsible for the input of information. A further check is made during consolidation.

The Engagement Department, in collaboration with the Financial Communication Department, collates the data and performs consistency checks.

## 7.3.2 Priority indicators

	2020	2021	2022
Number of confirmed formal notifications from ARCOM over the year just ended relating to compliance with contractual ethical obligations		0	0
Number of confirmed warnings and formal notices from ARCOM for the year just ended concerning professional news standards	0	0	0
Accessibility rate of M6 and W9 programmes to deaf and hard-of-hearing people		100%	100%
Accessibility rate of 6ter programmes to deaf and hard-of-hearing people		91%	68%
Proportion of female presenters on the free-to-air channels' in-house produced news programmes (excluding Gulli) and news time slots (breakfast, lunchtime and evening)		Free-to-air channels: 65%	Free-to-air channels: 66%
		RTL: N/A	RTL: 49%
Number of students informed about media literacy by Gulli activities		N/A	188
Annual budget of the Corporate Foundation	€500,000	€500,000	€500,000
Turnover rate	7.9%	8.6%	7.49%
% of employees who received training during the period	42%	39%	69%
Number of workers with disabilities	31	38	54
Change in electricity consumption	12,233 MWH	10,889 MWH	10,302 MWH
Number of items on television news devoted to the environment	346	453	548
Number of employees trained in green production			31
Recycling rate for IT equipment			73%
% of food waste composted			34%
% of female in executive roles			43%
% of employees who completed Climate Fresco training <sup>1</sup>			43%

<sup>1</sup> Excluding Bedrock, Ctzar, LTI Vostok and Stéphane Plaza France

## 7.3.3 European green taxonomy

### 7.3.3.1 PRESENTATION

The European Commission has a powerful ambition based around sustainable development and non-financial reporting. In this way, Regulation 2020/852 on “Green Taxonomy” came into effect in 2021, whose aim is to:

- Massively redirect cash flow from the financial sector to long-term needs, such as innovation and infrastructure, and accelerate the transition towards a carbon neutral economy;
- Normalise the language used by investors and companies in order to define what is “green” and the metrics facilitating the measurement and promotion of a company’s contribution to the low carbon transition.

The first step in the implementation of this new European regulation involves determining the eligibility of its activities for the Green Taxonomy. In this way, an economic activity is eligible if it is included in the list of activities of the Delegated Acts of the Taxonomy Regulation and contributes to one or more of the following six environmental targets:

1. Climate change mitigation,
2. Climate change adaptation,
3. The transition to a circular economy,

### 7.3.3.2 METHODOLOGY

#### A. GROUP STRUCTURE

Financial information is taken from the consolidated financial statements for the year ended 31 December 2022. Revenue and capital expenditure can therefore be reconciled with the Consolidated Financial Statements (see respectively the Income Statement in Section 6.1 “Consolidated Financial Statements” and Notes 12 “Intangible Assets” and 14 “Property, Facilities and Equipment” of Section 6.2, “Notes to the Consolidated Financial Statements”).

#### B. ELIGIBILITY OF M6 GROUP OPERATIONS

The following M6 Group activities are eligible for Taxonomy due to their contribution to environmental target n°2 “Climate Change Adaptation”:

- In respect of Activity 8.3 “Programming and broadcasting” defined in the Delegated Acts of the Taxonomy Regulation: **TV Division** (with the exception of M6 Publicité, M6 Créations and Ctzar) and **Radio Division**;
- In respect of Activity 13.1 “Creative, arts and entertainment activities” defined in the Delegated Acts of the Taxonomy Regulation: **M6 Interactions** (Diversification Division), for its “Events and Shows” product lines;
- In respect of Activity 13.3 “Motion picture, video and television programme production, sound recording and music publishing” defined in the Delegated Acts of the Taxonomy Regulation: **Production and Audiovisual Rights Division**, and **M6 Interactions** (Diversification Division) for its “Recorded Music” and “Music Publishing” product lines.

4. Pollution prevention and control,
5. The sustainable use and protection of water and marine resources,
6. The protection and restoration of biodiversity and ecosystems.

For the 2022 financial year, eligibility must be assessed in relation to targets n°1 and n°2. As such, the Group must publish the eligible part of the following financial indicators:

- Consolidated net revenue,
- Capital expenditure (CAPEX),
- Operating expenses (OPEX).

The second step involves determining the “aligned” part of these indicators. To do this, the eligible economic activities must fulfil three additional conditions:

- Make a substantial contribution to at least one of the six environmental objectives,
- Cause no harm to any other environmental objective (“DNSH - Does Not Significantly Harm”),
- Comply with the minimal social guarantees defined by international law.

The companies in which the Group exercises joint control or significant influence are excluded from the calculation of the ratios defined by the delegated act known as “Article 8” of the Taxonomy Regulation (Delegated Regulation (EU) 2021/2178) of the Commission of 6 July 2021.

The activities of the following subsidiaries are not eligible for Taxonomy, as defined in the Delegated Acts of the European Regulation:

- M6 Publicité (TV division);
- M6 Créations (TV division);
- Ctzar (TV division);
- M6 Digital Services (Diversification division);
- Best of TV (Diversification division, sold on 30 November 2022);
- Stéphane Plaza Immobilier.

Regarding the specific treatment of advertising revenues, it is considered that they represent a source of financing for the TV and Radio broadcasting activities, and not a standalone activity. The advertising slots of the Group’s channels and stations would have no value without the content broadcast on them.

### C. ALIGNEMENT OF M6 GROUP OPERATIONS

Following an analysis of its activities, M6 Group considered that it made a substantial contribution to two environmental targets defined by the Taxonomy Regulation:

- Climate change mitigation,
- Climate change adaptation,

M6 Group conducted a prior assessment which showed that the risk of harming another environmental objective is very low. Nevertheless, a more in-depth study should be conducted at a later stage in order to make a clear ruling on this element.

Moreover, M6 Group complies with the minimal social guarantees defined by international law. Its Code of Ethics and Professional Conduct is available on its website: <https://www.groupem6.fr/finance/gouvernance/statuts/>.

### 7.3.3.3 CONSOLIDATED NET REVENUE

#### A. ELIGIBILITY

Based on the elements detailed above, the eligibility of M6 Group's consolidated net revenues for green Taxonomy is broken down as follows for the 2022 financial year:

Economic activities	2022		2021	
	Revenue (€ millions)	Revenue breakdown (%)	Revenue (€ millions)	Revenue breakdown (%)
<b>A. Activities eligible for Taxonomy</b>	<b>1,268.7</b>	<b>94%</b>	<b>1,310.8</b>	<b>94%</b>
8.3 Programming and broadcasting				
13.1 Creative, arts and entertainment activities				
13.3 Motion picture, video and television programme production, sound recording and music publishing activities				
<b>A. Activities not eligible for the Taxonomy</b>	<b>88.2</b>	<b>6%</b>	<b>79.6</b>	<b>6%</b>
<b>TOTAL M6 Group net consolidated revenue (A + B)</b>	<b>1,356.9</b>	<b>100%</b>	<b>1,390.4</b>	<b>100%</b>

Regarding the specific treatment of advertising revenues, it is considered that they represent a source of financing for the TV and Radio broadcasting activities, and not a standalone activity. The advertising slots of the Group's channels and stations would have no value without the content broadcast on them.

#### B. ALIGNMENT

Alignment of M6 Group's net consolidated revenue with the Green Taxonomy is broken down for the 2022 financial year as follows:

Economic activities	2022	
	Revenue (€ millions)	Revenue breakdown (%)
<b>A. Activities aligned</b>	<b>60.0</b>	<b>4.4%</b>
8.3 Programming and broadcasting		
13.1 Creative, arts and entertainment activities		
13.3 Motion picture, video and television programme production, sound recording and music publishing activities		
<b>A. Activities not aligned</b>	<b>1,296.8</b>	<b>95.6%</b>
<b>TOTAL M6 Group net consolidated revenue (A + B)</b>	<b>1,356.9</b>	<b>100%</b>

To ascertain the aligned revenues from the broadcast activities (TV and Radio), the Group applied, to each channel's revenues, the proportion of programmes fully or partly covering issues relating to the environment, its protection and combatting climate change, relative to the duration of all programmes broadcast<sup>1</sup>.

To do this, the Group used the inventories of "green" programmes produced for ARCOM as part of the reporting introduced for the Climate Agreement (agreement signed between audiovisual media and ARCOM).

<sup>1</sup> Between 06:00 and 01:00 for the TV channels and between 04:30 and 00:00 for the Radio stations, in order to take account of the slots advertisers actually invest in

To ascertain the aligned revenues of the Production and Audiovisual Rights division, the Group identified the revenues from films and other “green” titles, i.e. fully or partly covering issues relating to

the environment, its protection and combatting climate change. As a result, M6 Group’s aligned revenues are estimated to be 4.4% of total consolidated revenues.

Codes	Absolute revenue (€ millions)	% revenue	Substantial contribution criteria								DNSH - Does Not Significantly Harm					Minimum guaranties	Aligned share of revenue - 2022 %	Aligned share of revenue - 2021 %	Eligible activity revenue (E) / transitory (T)
			Climate change mitigation	Climate change adaptation	Water and marine resources	Circular economy	Pollution	Biodiversity and ecosystems	Climate change mitigation	Climate change adaptation	Water and marine resources	Circular economy	Pollution	Biodiversity and ecosystems					
<b>A. ACTIVITIES ELIGIBLE FOR TAXONOMY</b>																			
<b>A.1. ENVIRONMENTALLY SUSTAINABLE ACTIVITIES (ALIGNED WITH THE TAXONOMY)</b>																			
Programming and broadcasting activities																			
8.3	56.2	4.1%	44%	56%	0%	0%	0%	0%	0%	Yes	Yes	NA	NA	NA	NA	Yes	4.1%	NA	E / NA
Motion picture, video and television programme production, sound recording and music publishing activities																			
13.3	3.8	0.3%	0%	100%	0%	0%	0%	0%	0%	NA	Yes	NA	NA	NA	NA	Yes	0.3%	N	E / NA
<b>Revenue from aligned activities (A.1)</b>																			
NA	60.0	4.4%	41%	59%	0%	0%	0%	0%	0%	Yes	Yes	NA	NA	NA	NA	Yes	4.4%	NA	NA
<b>A.2. TAXONOMY-ELIGIBLE BUT ENVIRONMENTALLY UNSUSTAINABLE ACTIVITIES (NOT ALIGNED WITH THE TAXONOMY)</b>																			
Programming and broadcasting activities																			
8.3	1,147.7	84.6%																	
Motion picture, video and television programme production, sound recording and music publishing activities																			
13.3	61.0	4.5%																	
<b>Revenue from eligible but non-aligned activities (A.2)</b>																			
NA	1,208.7	89.1%																	
<b>Total A (A.1. + A.2.)</b>																			
NA	1,268.7	93.5%																	
<b>B. ACTIVITIES NOT ELIGIBLE FOR THE TAXONOMY</b>																			
<b>Revenue from non-eligible activities (A.2)</b>																			
NA	88.2	6.5%																	
<b>TOTAL A + B</b>																			
NA	1,356.9	100%																	

### 7.3.3.4 CAPITAL EXPENDITURE (CAPEX)

Within the framework of Taxonomy, capital expenditure (“Taxonomy” CAPEX) is defined as purchases of property, plant and equipment and intangible assets, and acquisitions during business combinations during the financial year.

They totalled €80.9 million in 2022, equating to €73.8 million, corresponding to the purchases of intangible assets (see Note 12 to the consolidated financial statements), and €7.1 million, corresponding to the purchases of property, plant and equipment (see Note 14 to the consolidated financial statements).

#### A. ELIGIBILITY

The eligible “Taxonomy” CAPEX corresponds to the capital expenditure defined above and:

1. Relating to the assets or processes that are connected with the Group’s economic activities eligible for Taxonomy. The acquisition of audiovisual rights by the TV and Production and Audiovisual Rights Divisions are accordingly eligible;
2. Forms part of a plan aimed at extending the economic activities aligned with Taxonomy or at enabling economic activities eligible for Taxonomy to become aligned with it within a period of five years,

3. Related to the purchase of the production of economic activities eligible for Taxonomy (other than those of the Group), and to the individual measures enabling the target activities to become low carbon or to lead to a reduction in greenhouse gas emissions. Group CAPEX related to the refurbishment work at the buildings, to the installation of charging points for electric and hybrid vehicles, to IT infrastructures and to the acquisition of electric or hybrid vehicles are thus eligible for Taxonomy.

The eligibility of M6 Group's CAPEX for green Taxonomy is broken down as follows:

	2022		2021	
	(€ millions)	%	(€ millions)	%
<b>A. CAPEX eligible for the Taxonomy</b>	<b>65.1</b>	<b>81%</b>	<b>80.9</b>	<b>82%</b>
1. related to the Group's eligible activities	64.5	80%	78.6	79%
3. related to the purchase of products stemming from eligible activities other than those of the Group	0.6	1%	2.3	2%
<b>A. CAPEX not eligible for Taxonomy</b>	<b>15.8</b>	<b>19%</b>	<b>18.3</b>	<b>18%</b>
<b>TOTAL CAPEX (A + B)</b>	<b>80.9</b>	<b>100%</b>	<b>99.2</b>	<b>100%</b>

## B. ALIGNMENT

The alignment of M6 Group's CAPEX for Green Taxonomy is broken down as follows:

	2022	
	(€ millions)	%
<b>A. CAPEX aligned</b>	<b>4.9</b>	<b>6%</b>
1. related to the Group's eligible activities	4.5	6%
3. related to the purchase of products stemming from eligible activities other than those of the Group	0.4	1%
<b>A. CAPEX not aligned</b>	<b>76</b>	<b>94%</b>
<b>TOTAL CAPEX (A + B)</b>	<b>80.9</b>	<b>100%</b>

Codes	Absolute CAPEX (\$m)	Share of CAPEX %	Substantial contribution criteria										DNSH - Does Not Significantly Harm					Minimum guaranties	Aligned share of CAPEX - 2022 %	Aligned share of CAPEX - 2021 %	Eligible activity (E) / transitory (T)			
			Climate change mitigation	Climate change adaptation	Water and marine resources	Circular economy	Pollution	Biodiversity and ecosystems	Climate change mitigation	Climate change adaptation	Water and marine resources	Circular economy	Pollution	Biodiversity and ecosystems										
<b>A. ACTIVITIES ELIGIBLE FOR TAXONOMY</b>																								
<b>A.1. ENVIRONMENTALLY SUSTAINABLE ACTIVITIES (ALIGNED WITH THE TAXONOMY)</b>																								
Installation, maintenance and repair of energy efficiency equipment																								
7.3	0.4	0.5%	100%	0%	0%	0%	0%	0%	0%	0%	Yes	Yes	NA	NA	NA	NA	NA	NA	NA	YES	0.5%	NA	NA / NA	
Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)																								
7.4	0.0	0.0%	100%	0%	0%	0%	0%	0%	0%	0%	Yes	Yes	NA	NA	NA	NA	NA	NA	NA	YES	0.0%	NA	NA / NA	
Motion picture, video and television programme production, sound recording and music publishing activities																								
13.3	4.5	5.6%	0%	100%	0%	0%	0%	0%	0%	0%	Yes	Yes	NA	NA	NA	NA	NA	NA	NA	YES	5.6%	NA	E / NA	
<b>CAPEX of aligned activities (A.1.)</b>																								
NA	4.9	6.1%	100%	100%	0%	0%	0%	0%	0%	0%											6.1%	NA	NA / NA	
<b>A.2. TAXONOMY-ELIGIBLE BUT ENVIRONMENTALLY UNSUSTAINABLE ACTIVITIES (NOT ALIGNED WITH THE TAXONOMY)</b>																								
Urban and suburban transport vehicles for passengers and road passenger transport																								
6.3	0.2	0.2%																						
Motion picture, video and television programme production, sound recording and music publishing activities																								
13.3	60.0	74.2%																						
<b>CAPEX from eligible but non-aligned activities (A.2.)</b>																								
	60.2	74.4%																				74.4%	NA	NA / NA
<b>Total A (A.1. + A.2.)</b>																								
	65.1	80.5%																				80.5%	NA	NA / NA
<b>B. ACTIVITIES NOT ELIGIBLE FOR THE TAXONOMY</b>																								
Revenue from non-eligible CAPEX (B)																								
	15.8	19.5%																						
<b>TOTAL A + B</b>																								
	80.9	100%																						

1 Acquisitions of audiovisual rights in 2021 (see Note 12 to the consolidated financial statements)



## 7.4 CROSS-REFERENCE TABLE

Themes		Sub-Themes	Degree of relevance	Reference	GRI Reference	Global Compact
<b>Labour information</b>						
Employment	1	Total workforce and employee distribution by gender and geographic region	++	7.1.3.1	G4-10	# 3 to 8
	2	Recruitment and redundancies	++	7.1.3.1	G4- LA1	
Work organisation	3	Compensation	+	7.1.2.3	G4- LA13	
	4	Organisation of working time	++	7.1.2.3	G4- LA	
Labour relations	5	Absenteeism	+	7.1.2.3		
	6	The organisation of social dialogue - including regulation and procedures regarding information, consultation and negotiation with personnel	+	7.1.2.2	G4- LA4	
Health and safety	7	Collective bargaining agreements	=	7.1.2.2	G4- LA4	
	8	Health and safety at work	+	7.1.2.2	G4- LA6 to 8	
	9	Work accidents, particularly their frequency and seriousness, and occupational diseases	+	7.1.2.2	G4- LA6	
Training	10	Agreements signed with unions or employee representatives in terms of health and safety at work	=	7.1.2.2	G4- LA8	
	11	Training policies	++	7.1.2.4	LA11	
Equal opportunity	12	Total number of training hours	++	7.1.2.4	LA10	
	13	Measures taken to promote gender equality	++	7.1.3.1	G4- LA10	
Promotion of and compliance with ILO fundamental conventions	14	Measures taken to promote the employment and integration of disabled employees	++	7.1.3.3/ 7.2.4	G4- LA12	
	15	Anti-discrimination policy	++	7.2.2	G4- LA12, G4-HR3	
	16	Relating to freedom of association and the right to collective bargaining	=	7.1.2.2	G4-HR4; G4-LA4	
	17	Relating to the elimination of employment and occupational discrimination	=	7.1.3/7.2.2.4	G4-HR3; G4-LA13	
	18	Relating to the suppression of forced or compulsory labour	=	Foreword	G4-HR6	
	19	Relating to the effective abolition of child labour	=	Foreword	G4-HR5	
<b>Environmental information</b>						
General environmental policy	20	Company organisation to take into account environmental issues and, where applicable, environmental assessment and certification processes	=	7.1.5/ 7.1.6/ 7.2.5/ 7.2.3		# 9 to 11
	21	Training and employee information actions conducted in relation to environmental protection	=	7.1.2.4		
Pollution	22	Resources allocated to avoiding environmental risks and pollution	=	N/A	G4-EN31	
	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	=	7.1.6	G4-EN22 to 26	
Circular economy	25	Taking into account noise pollution and, where relevant, all types of pollution specific to a particular activity		7.2.1.1		
	26	Measures to reduce, recycle, reuse and other forms of recovery or disposal of waste	+	7.1.6	G4-EN23	
Sustainable use of land	27	Actions to combat food waste	-	7.1.6/ Foreword		
	28	Use and supply of water in line with local constraints	=	7.1.5.1	G4-EN8	
	29	Use of raw materials and measures taken to make more efficient use of them	+	7.1.5	G4-EN1, G4-EN27	
Climate change	30	Energy consumption and measures taken to improve energy efficiency and the use of renewable energy sources	+	7.1.5	G4-EN3 to EN7	
	31	Use of land	=	7.1.2.2		
Biodiversity	32	Significant greenhouse gas emission generated by the Company's activity, in particular through use of the goods and services that it produces.	+	7.1.5.2	EN16, EN17, EN 18, EN19, EN20	
	33	Adaptation to the consequences of climate change	=	N/A	EN18, EC2	
	34	Measures taken to safeguard biodiversity	=	7.2.1.2/ 7.1.5.1	G4-EN11 to EN 14	

Themes		Sub-Themes	Degree of relevance	Reference	GRI Reference	Global Compact
<b>Corporate social information</b>						
Territorial, economic and social impact of the Company's operations	35	Territorial impact of operations on employment and regional development in France	=	7.1.4	G4- EC7 and G4- EC8	# 16 to 18 and 21
	36	Impact of operations on the local population	=	7.1.4	G4- EC1, G4-EC 5 and 6	
Relationships with stakeholders	37	Conditions of dialogue with these individuals or organisations	++	Foreword	G4-24 to 27	# 2 and 16 to 18
	38	Acts of partnership or sponsorship	++	7.1.4		
Subcontractors and suppliers	39	Purchasing policies that take into account social and environmental issues	+	Foreword	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	+	Foreword	G4-EC9, G4-HR4, 5,6, 8, 10	
Fair practices	41	Measures taken to avoid corruption	++	7.1.2.2	G4-SO3 to 5	# 12 to 14
	42	Measures taken to safeguard the health and safety of consumers	++	7.2.4.1	G4-PR1; G4-PR2	
Other measures taken to safeguard human rights	43	Other measures taken to safeguard human rights	=	7.1.4	G4-HR	# 3 to 5

## 7.5 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 2022

To the Annual General Meeting,

In our capacity as Statutory Auditor of your company (hereinafter the "Entity"), appointed as independent third party and accredited by COFRAC under number 3-1884<sup>1</sup>, we have undertaken a limited assurance engagement on the historical information (actual or extrapolated) of the consolidated non-financial statement, prepared in accordance with the entity's procedures (hereinafter the "Guidelines"), for the year ended 31 December 2022 (hereinafter, respectively, the "Information" and the "Statement"), included in the entity's management report pursuant to the provisions of Articles L. 225-102-1, R. 225-105 and R. 225-105-1 of the French Commercial Code.

### Conclusion

Based on the procedures performed, as set out in the "Nature and scope of our work" section of this report, and the information collected, nothing has come to our attention that causes us to believe that the Statement is not presented in accordance with the applicable regulatory requirements and that the Information, taken as a whole, is not presented fairly in accordance with the Guidelines.

### Preparation of the statement of non-financial performance

The absence of a commonly used and generally accepted reporting framework or established practice on which to draw in order to evaluate and measure the Information, allows for different, but acceptable, measurement techniques that can affect comparability between entities and over time.

Consequently, the Information needs to be read and understood together with the Guidelines, the main elements of which are presented in the Statement and are available on request from the Entity's registered office.

### Responsibility of the entity

The Executive Board is responsible for:

- Selecting or establishing suitable criteria for preparing the Information;
- Preparing a Statement in accordance with legal and regulatory requirements, including a presentation of the business model, a description of the main extra-financial risks, a presentation of policies applied to mitigate these risks and the outcomes of those policies, including key performance indicators, and the information provided for in Article 8 of Regulation (EU) 2020/852 (the Taxonomy Regulation);
- Preparing the Statement by applying the Entity's Guidelines as mentioned above, and
- Implementing internal control relevant to the preparation of Information that is free from material misstatement, whether due to fraud or error.

The Statement was prepared by applying the Entity's Guidelines as mentioned above.

### 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:

- The compliance of the Statement with the provisions of Article R. 225-105 of the French Commercial Code;

<sup>1</sup> Cofrac Accreditation Inspection, no. 3-1049, scope available at [www.cofrac.fr](http://www.cofrac.fr)

- The fairness of the historical information (actual or extrapolated) information provided in accordance with Article R.225-105-I(3) and II of the French Commercial Code concerning policy outcomes, including the key performance indicators, and action plans on the main risks.

As it is our responsibility to provide an independent conclusion on the Information as prepared by Management, we are not authorised to help prepare said Information, as that could compromise our independence.

It is not our responsibility to comment on:

- The entity's compliance with other applicable legal and regulatory requirements (in particular, the disclosures provided for in Article 8 of Regulation (EU) 2020/852 (the Taxonomy Regulation), and the French duty of care and anti-corruption and tax avoidance legislation);
- The fairness of the disclosures provided for in Article 8 of Regulation (EU) 2020/852 (the Taxonomy Regulation);
- The compliance of products and services with applicable regulations.

### Regulatory provisions and applicable professional guidance

We performed our work described below in accordance with the provisions of Articles A. 225 1 and subsequent of the French Commercial Code, the professional guidance issued by the French Institute of Statutory Auditors relating to this engagement, notably the technical opinion of the French Institute of Statutory Auditors, *Engagement of the Statutory Auditors, Independent Third Party's Engagement - Non-Financial Performance Statement*, which serves as an audit programme, and International Standard on Assurance Engagements 3000 (Revised)<sup>1</sup>.

### Independence and quality control

Our independence is defined by the provisions of Article L. 822-11 of the French Commercial Code and the French Code of Ethics for statutory auditors. 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 issued by the French Institute of Statutory Auditors relating to this engagement.

### Means and resources

Our work called on the expertise of four people and was performed between December 2022 and February 2023 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.

### Nature and scope of the audit

We have planned and performed our work to address the areas where we identified that a material misstatement of the Information was likely to arise.

We believe that the work carried out, based on our professional judgement, is sufficient to provide a basis for our limited assurance conclusion:

- 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 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 outcomes, 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 outcomes, including the key performance indicators used, with reference to the principal risks and policies presented; and
  - 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;

<sup>1</sup> ISAE 3000 (Revised) - Assurance engagements other than audits or reviews of historical financial information

Report by the independent third-party body on the statement of non-financial performance

- For the key performance indicators and other quantitative outcomes 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;
  - Tests of details, using sampling and other techniques, 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 Entity's head office level and cover 100% of the consolidated data selected for these tests;
- We have assessed the overall consistency of the Statement in light of our knowledge of all entities included in the scope of consolidation.

The procedures performed in a limited assurance engagement are less in extent than for a reasonable assurance engagement performed in accordance with the professional guidance issued by the French Institute of Statutory Auditors; a higher level of assurance would have required us to carry out more extensive procedures.

Paris-La Défense, 7 March 2023

KPMG S.A.

Anne Garans Partner  
Sustainability Services

Xavier Troupel Partner

## 7.6 APPENDIX

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### Qualitative information (measures and outcomes) considered most important

Measures to manage the environmental footprint  
 Measures to raise awareness of media and news in young people  
 Greenhouse gas emissions related to the Group's energy consumption  
 Measures to protect sensitive audiences  
 Measures to promote employee wellbeing  
 Measures to train employees in environmental and social issues  
 Measures to promote social dialogue  
 Measures to protect data confidentiality  
 Measures to promote gender equality  
 Action plans and outcomes related to the development of employee skillsets  
 Policies related to ethics and professional conduct

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### Key performance indicators and other quantitative outcomes considered most important

Number of confirmed formal notifications from ARCOM over the year just ended relating to compliance with contractual ethical obligations  
 Number of confirmed warnings and formal notices from ARCOM for the year just ended concerning professional news standards  
 Accessibility rate of M6 and W9 programmes to deaf and hard-of-hearing people  
 Accessibility rate of 6ter programmes to deaf and hard-of-hearing people  
 Proportion of female presenters on the free-to-air channels' in-house produced news programmes (excluding Gulli) and news time slots (breakfast, lunchtime and evening)  
 Number of students informed about media literacy by Gulli activities Annual budget of the Foundation  
 Turnover rate  
 % of employees who received training during the period  
 Number of workers with disabilities  
 Change in electricity consumption  
 Number of items on television news devoted to the environment  
 Number of employees trained in green production  
 Recycling rate for IT equipment  
 % of food waste composted  
 % of female in executive roles  
 % of employees who completed Climate Fresco training

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