



2016

**SUSTAINABLE DEVELOPMENT
AND CORPORATE RESPONSIBILITY REPORT
METROPOLE TELEVISION**
EXTRACT FROM 2016 REGISTRATION DOCUMENT

SUSTAINABLE DEVELOPMENT AND CORPORATE RESPONSIBILITY

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

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

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

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

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

The actions taken in 2016 are detailed within this chapter. A cross-reference table available at the end of this chapter provides a link between the text and figures published in this document and the information listed in Article R. 225-105-1 of the French Commercial Code.

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

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

1. Methodology note regarding non-financial reporting

Framework

The reporting of non-financial indicators is based on national and international guidelines. Corporate social and environmental responsibility indicators are based on the provisions of the Decree of 24 April 2012, enforcing the Law of 12 July 2010 on the National commitment for the environment, amended by the Law 2016-1088 of 8 August on Work, modernising social dialogue and safeguarding professional careers, and Decree 2016-1138 of 19 August 2016 enforcing Article L.225-102-1 of the French Commercial Code and relative to the environmental information to be included in annual management reports.

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

Indicators

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

Reporting scope

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

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

The scope of environmental information includes:

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

iGraal, a cashback business acquired on 30 November 2016, is excluded from the reporting scope. Moreover, all indicators used do not cover the entire scope. Where this is the case, the locations are specifically mentioned. The only indicator covering Boissy is electrical energy consumption.

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

It should be noted that reporting includes changes in scope, as a result of the acquisitions made between 1 January and 31 December 2016: 2016 data will be integrated in full during 2017 reporting unless the incoming entity can collect all the data prorata temporis. However, calculation of the workforce of subsidiaries entering the scope is integrated into the 2016 scope for the purposes of reporting corporate data.

The main entry into the scope relates to the acquisition on 9 January 2015 of IGRAAL on 1 December 2016, whose data has only been included in section 7.2.1.1 “Workforce”.

Reporting period

Corporate, social and environmental data is reported annually and relates to the period from 1 January to 31 December 2016.

Methodological clarification and limits

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

Further clarification regarding environmental indicators:

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

➤ The CO₂ emissions contained in Part 7.4.1 are direct greenhouse gas emissions related to the use of natural gas and heating oil in the Group’s premises in Neuilly, Rungis, Nanteuil, Roubaix (subsequently Lille) and Bordeaux. In 2016, the Group included the electricity use of the aforementioned sites in the calculation of emissions, and did so retrospectively to 2014. The emission factors used for the calculation are derived from ADEME’s carbon base.

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

Further clarification regarding social indicators:

➤ The hours of training included relate to training provided by M6 Campus as well as external training organisations which are included in the Group’s training programmes. Personal training account (known as the CPF) hours are excluded from the reported training hours. Personal training account (known as the CPF) hours are excluded from the reported training hours. The hours of e-learning training are included in the data recorded. The training time spent in school for employees on apprenticeship or work/study contracts is excluded. The hours of BTS (advanced vocational diploma) training followed by certain F.C.G.B employees are also excluded from the total number of hours’ training included. Hours for training started in the 2016 financial year and not completed in January 2017 are included in the reported training hours.

➤ Days of absence recognised correspond to all absences of permanent Group employees which began during the financial year, thereby including absences in 2017. Days of absence in 2016 corresponding to absences which began during the course of the previous financial year are 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.

Reporting tools, consolidation and control

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

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

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

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

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

2. Corporate responsibility

2.1 Group workforce

2.1.1 Workforce

Breakdown of M6 Group workforce by type of contract

	2014	2015	2016
Permanent contracts	1,564	1,695	1,737
Fixed-term contracts*	237	255	254
Total workforce	1,801	1,950	1,991

* The 254 fixed-term contracts include the 103 F.C.G.B. sports contracts.

At 31 December 2016, M6 Group's total workforce was 1,991 people, compared with 1,950 at 31 December 2015, including 1,737 on permanent contracts in 2016, compared with 1,695 in 2015. In total, there was a net addition of 42 employees on permanent contracts to the workforce in 2015, broken down as follows:

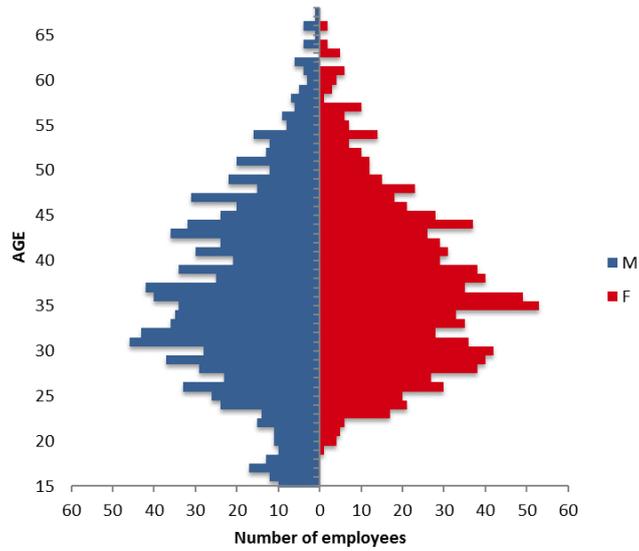
Workforce at end December 2015	1,695
External recruitments	115
Integration of IGraal	41
Event contract workers made permanent	28
Fixed-term contracts made permanent	23
Departures	
- Resignation	-75
- Redundancy	-28
- Termination by mutual agreement	-35
- Retirement	-4
- Other (end of trial period, etc.)	-23
Workforce at end December 2016	1,737

In order to ensure gender equality, M6 Group pays particular attention to balancing its workforce. At 31 December 2016, including the FCGB's 103 sports contracts, the Group's workforce was made up of 48% women and 52% men, distributed as follows:

Breakdown of M6 Group workforce by category and by gender

	2016	Male	Female
Employees	717	396	321
Managers	1,064	504	560
Journalists	139	82	57
Senior executives	71	53	18
TOTAL	1,991	1,035	956

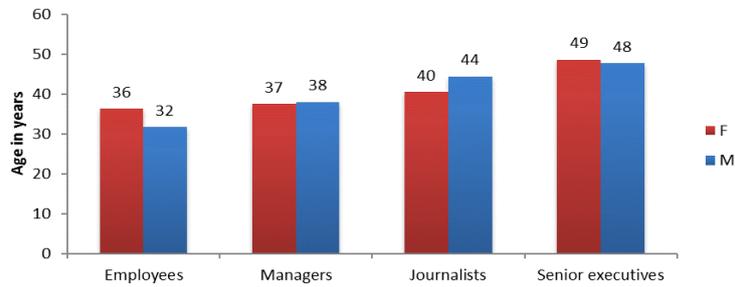
Age pyramid



A concentration can be seen in young employees in the men under 25 category, corresponding mainly to F.C.G.B. Players

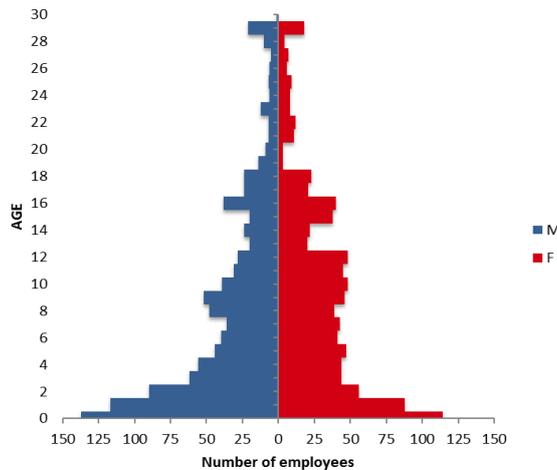
The average age of Group employees is 37.0 years, with a balance between men (37.4 years) and women (36.5 years).

Average age of M6 Group permanent workforce by category and gender

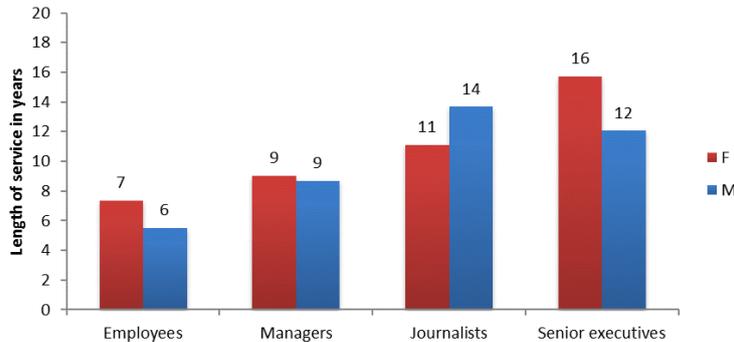


Length of service pyramid

The average length of service within the Group is 8.3 years: 8.0 for men and 8.7 for women.



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



The total permanent workforce of 1,991 at 31 December 2016 can be broken down as follows:

Breakdown of permanent workforce by division

	2014	2015	2016
TV	941	967	991
Production & Audiovisual Rights	89	91	91
Diversification	771	892	909
TOTAL	1,801	1,950	1,991

The increase in the number of permanent staff in the Television Division, including the sales house (an additional 24 permanent/fixed-term contracts year on year) was primarily due to event contract workers and service providers moving into permanent positions (18 more).

The increase in the Diversification Division (an additional 17 staff on permanent/fixed-term contracts) primarily stems from:

- the integration of IGraal (an additional 46 permanent staff),
- the reduction in headcount at Ventadis (28 fewer permanent staff), accounted for by the departure of Luxview staff,
- the decline in business at HSS since the end of 2015, resulting in measures to optimise and merge positions.

Breakdown of fixed-term contracts

	2014	2015	2016
Fixed-term contracts	188	195	187
Work experience contracts	33	43	52
Apprenticeships	16	17	15
Total fixed-term contracts	237	255	254

Event contract workers

	2014	2015	2016
FTE event contract workers and freelancers	400	389	354

Excluding F.C.G.B, a fall of 4.8% can be seen within M6 Group and specifically within Métropole Télévision in line with temporary workers continuing to be taken on permanently in 2016.

2.1.2 Organisation of working time

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

Main working time arrangements by category

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

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

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

Part-time work

At 31 December 2016, 130 employees were on a part-time permanent contract, of which 76.9% were women and 23.1% were men. In total, they represented 99.9 FTEs.

Absenteeism (excluding IGraal)

Total absenteeism, excluding paid holiday, represented 5.8% of theoretical hours worked in 2016, a rate virtually stable (up 0.05%) compared to 2015.

Reasons for absence (excl. F.C.G.B. football players)		
Types of absence (<i>in working days</i>)	2015*	2016
No of sick days	9,964	12,856
No of days absent for maternity/paternity/parental leave	10,408	9,598
No of days absent due to work and travel related accidents	732	842
No of unpaid days absent	1,772	2,082
No of days absent due to exceptional holidays	2,516	2,488
TOTAL	25,391	27,865
Absenteeism rate	5.7%	5.8%

* 2015 data exclude OXYGEM

Days of absence recognised correspond to all absences of permanent Group employees which began during the financial year, thereby including absences in 2017. Days of absence in 2016 corresponding to absences which began during the course of the previous financial year are 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.

In addition, during the 2016 financial year, 8,893 hours of overtime were worked by M6 Group employees compared with 8,787 hours in 2015, a slight increase of 1.2%.

It should be noted that on 20 July 2015, a system of recording working hours was introduced (excluding Ventadis, F.C.G.B. and Oxygem) in order to regularly summarise the number of days or half-days worked and to ensure compliance with daily and weekly rest periods.

At 4,952 hours in 2016, overtime was down 11% at Ventadis from 5,949 in 2015. This change was related to the ongoing standardisation of the MonAlbumPhoto site and the decline in business of the Ventadis Division's other subsidiaries, in particular due to the exit of Luxview's workforce.

2.2 Group remuneration

The pay packages of M6 Group employees are reviewed on an annual basis as part of the annual salary review. Employees may benefit from individual performance-based increments. An across-the-board pay rise is granted to employees whose salary is less than the Social Security cap and who have been employed for more than one year. In 2016, this rise was 0.5%.

Excluding F.C.G.B and Oxygem and including Ventadis, the annual remuneration package of an employee includes a basic monthly salary paid in 13 monthly instalments, supplemented, for 714 employees in 2016 (compared with 653 in 2015) by variable remuneration primarily based on performance indicators (financial indicators, revenue, audience share, box office ticket sales, etc.). This increase reflects the Group's commitment to encouraging better individual and collective performance by as many employees as possible.

In 2015, the annual remuneration of an Oxygem employee was made up of a basic monthly salary paid over 12 months, supplemented by variable remuneration subject to performance indicators. Oxygem employees joined M6 Group staff in 2016. Their annual remuneration consists of a basic monthly salary paid over 13 months, and a variable component for 99 employees in 2016, based for the most part on performance indicators.

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

2.2.1 Change in average remuneration

The average annual remuneration of permanent Group employees (excluding IGRAAL and F.C.G.B. players) in 2016 amounted to €56,197, compared with €57,100 in 2015 (down 1.6%).

2.2.2 Employee savings

Profit-sharing agreement

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

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

The Group's results, Ventadis included, made it possible to establish a special reserve for profit-sharing for 2015, and paid in 2016, totalling €7,486 K, compared with €7,591 K paid in 2015 for 2014; 2,166 employees benefited, compared with 2,064 employees the previous year.

In addition, the financial performance of F.C.G.B. did not allow for the establishment of a special profit-sharing reserve for 2015.

Bonus scheme

A Group-wide bonus scheme (excluding Ventadis and F.C.G.B.) was concluded on 27 June 2014 with the various representative groups for the next three financial years, i.e. until 31 December 2016.

This agreement adopted the same formula used under the bonus scheme concluded in 2011, which provided for the bonus to be calculated based on growth in Group EBITA compared with the previous year.

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

Total bonuses (excluding Ventadis, F.C.G.B. and Oxygem) paid in 2016 for 2015 were €900 K, i.e. €640 per individual employed throughout 2015.

F.C.G.B. employees received no bonus payments for 2015.

Conversely, bonuses totalling €262 K were paid to 424 employees in the Ventadis Division.

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

In 2016, M6 Group renewed its Group savings plan under which the Group matches the individual contributions of each employee. This year, the amount paid in respect of this contribution was €1,115 K.

In total, the amounts paid by the Group in respect of employee savings (Bonus Scheme, Profit-Sharing and Contribution to the Group Savings Plan) were €9,763 K, compared with €9,811 K in 2015.

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

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

2.2.3 Mutual health insurance and provident fund

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

Private health scheme

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

For Group employees, excluding Ventadis, F.C.G.B. and Oxygem, membership of the private health scheme is mandatory and must correspond to the individual's family circumstances. In 2016, the monthly contribution was €149.70, with payment split between employee and employer as follows:

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

Permanent employees of Ventadis also benefit from a private health scheme, membership of which is mandatory. Employees may choose between the individual scheme and the family scheme, as well as between the basic scheme and the optional scheme. Annual contributions range from €42.27 for the basic individual scheme to €59.78 for the optional family scheme. The employer pays €51, regardless of the package.

For F.C.G.B employees, only administrative staff are covered by the collective agreement (athletes have individual cover with the exception of professional coaches and coaching staff on permanent contracts who are covered in the same manner as administrative staff). For non-managerial staff, the monthly contribution is €93.96 and is funded in equal parts by employer and employee, regardless of their marital status. For managerial staff, the monthly contribution is €158.97 and is 2/3 funded by the employer and 1/3 by the employee, regardless of their marital status. Cover is different for managerial and non-managerial staff.

Oxygem employees also benefit from a private health scheme that corresponds to the individual's family circumstances:

- In 2016, the family contribution was €96.58, with payment split between employee and employer as follows: the employee pays 58% of the contribution and the employer pays 42%,
- In 2016, the individual contribution was €48.29, with payment split between employee and employer as follows: the employee pays 27 % of the contribution and the employer pays 73%,

Provident fund

The scheme provides:

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

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

In 2016, all Ventadis employees benefited from an insurance scheme, which varied depending on the companies and involved different contributions according to status.

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

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

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

2.2.4 Total remuneration of 10 highest paid employees

In 2016, a total amount of €4,580 K was paid to the 10 highest paid Group employees (excluding Nicolas de TAVERNOST, a corporate officer, and F.C.G.B. professional players) compared with €5,121 K in 2015, of which €1,319 K was variable remuneration in 2016, compared with €907 K in 2015.

2.2.5 Supplementary defined contributions retirement scheme

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

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

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

At 1 January 2017, 49 M6 Group employees benefited from this scheme.

In 2016, F.C.G.B employees were not affected by this scheme.

2.3 Development of talent

2.3.1 Promotion and career development

Promotion and in-house mobility

	2015	2016
Number of employees who were promoted during the period*	81	144
% of employees who were promoted during the period	4.7%	8.2%
Number of employees who benefitted from in-house mobility during the period	75	90
% of employees who benefitted from in-house mobility during the period	4.4%	5.1%
Number of employees who received training during the period*	698	806
% of employees who received training during the period*	39%	48%

**Group figures VENTADIS and F.C.G.B. included, Oxygem excluded in 2015 – excluding iGraal*

Integration of new hires and discovery of Group career opportunities

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

In addition to this process, employees have multiple opportunities to shape their understanding of the Group's operations and career opportunities, via internal training, placements, etc.

Annual review and career development

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

Since 2015, employees have also benefited from a second professional review with their manager. This individual review takes place at least every two years, and is mandatory after a long leave of absence (a sabbatical, for example).

The Group uses tailored digital materials focused on the individual's career path to assist the manager to identify skills and competencies built up over their professional career and/or gained outside the workplace. The review culminates in a career and skills development action plan to be implemented by both manager and employee.

These reviews are stored and kept confidential and employees can view them on the enterprise social network.

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

Support for employees aged 45 and over

Employees aged 45 and older have the same annual and career review as any other staff. The HR Department places a priority on analysing the content of the reviews and career management, focusing in particular on a skills assessment, professional development, validation of experience-based skills and support for a career change for those in more stressful jobs.

It should be noted that in 2016, one-third of applications for mobility within the Group from staff aged 45 and over were approved.

M6 Group also initiated a program to identify the key employees in its entities, which found that many of these fall into the 45 and over age category. We are phasing in targeted career development and reward initiatives for this talent profile: mentoring, joint training leadership, attractive internal mobility opportunities and expanded managerial roles.

Finally, a review of pension and retirement arrangements is also offered to personnel aged 45 and over with a special meeting and face-to-face interviews. 21 employees attended the retirement meeting (December 2016); and 17 of them sought an individual interview with our partner AUDIENS. The Personnel Administration Department also offers personalised advice and support to employees who request it.

In-house mobility and promotion

The Group gives priority to in-house mobility that offers support for career and personal development. In 2016, one out of every three positions was filled in this way (excluding F.C.G.B), illustrating our ability to offer career opportunities.

“Mobility” committee meetings are held every two weeks with HR line personnel and the HR Development department to discuss vacancies and potential candidates from amongst employees who have applied for in-house mobility opportunities and those interested in moving job or making a career change to further their careers and expand their skills sets

All vacancies within the Group are posted on the Enterprise Social Network in order to give priority to internal candidates. All applications are considered to offer every employee the opportunity for career development and promotion.

In order to prepare the ground for subsequent moves, Group employees have had the option, for the fifth consecutive year, of undertaking work placements lasting from half a day up to two days. For those who wish to take part, these placements are a chance to find out about different job roles in the company in the interests of career mobility, complementary skills, or simply discovery. 82 placements were offered in 2016 to employees interested in the opportunity.

Training*

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

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.

The total training expenditure in 2016 was €695 K, demonstrating the Group’s commitment to talent development. This investment in training went to fund 1,323 training actions for a total of 15,188 hours¹. In total, 806 employees benefited from training in 2016, representing 48 % of the workforce.

M6 Campus, the Group’s own training organisation, organised 276 training initiatives in 2016, providing in-house training in management, Group culture, quality of working life, as well as technical skills.

Lastly, seven careers conferences were also offered in this way in 2016, led by experts from the Group: “CLUBIC presents the 2016 technology innovations”, “M6 Publicité presents the trends for 2016”, “New 6PLAY: come and test it and ask the web team your questions! These conferences took place in the auditorium and are available on the Enterprise Social Network both live and on demand.

¹ Including training hours commenced in the 2016 financial year and completed in January 2017

2.3.2 Trainee policy

	2015	2016
Number of trainees received during the period, for a period of 3 to 6 months	254	217
% of trainees hired at the end of their training period (permanent or fixed-term)	9%	15%
Number of work/study students received during the year	60	67
- Apprenticeships	17	15
- Work-based learning	43	52

Group figures (including VENTADIS, F.C.G.B.; OXYGEM included in 2015)

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

- **Developing partnerships with schools** through M6 Group's participation in student forums, hosting student promotional activities within the Group, the participation in examination panels and the organisation of "job dating" (short job interviews).
- **Organising the 3rd Work placement day** for research students: 258 students attended and 42 tutors spoke about what they do and opportunities for work placement contracts commencing in September 2016. In all, 15 students were recruited under work placement and professional development contracts.
- **Inspiring the young and sharing our love of broadcasting**
214 pupils (in their last year of secondary school mainly) had job shadowing opportunities in M6 in 2016. They were introduced to careers in the industry and some discovered their true vocation. We pay close attention to diversity in screening requests from young people.
- **Preparing for M6 Group future recruitment and encouraging loyalty among trainees**
Before the end of their training period, the young people have an assessment interview with their supervisor, in order to carry out an overall assessment and validate their choice of professional direction as well as their potential and motivation for the Group to be validated. Their job applications are given priority for filling beginners' roles immediately following the end of their training period or subsequently.
In 2016, 46 former trainees were recruited in this way on permanent/fixed term contracts, including 26 following a placement completed in 2016.
Moreover, 72 former trainees have been recruited on a freelance basis or on event worker contracts.

2.4 Commitments to the integration of disabled workers

	2015	2016
Number of disabled workers	16	17

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

2.5 Commitments to gender equality

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

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

Indicators

	2015	2016*
% of women in total workforce	51%	51%
% of female managers/executives	51%	51%
<i>* Excluding FCGB sports contracts</i>		
	2015	2016
% of female Management Committee members	27%	22%
% of female senior executives	29%	25%
	2015	2016
% of women who received training	56%	52%
<i>*Excluding Oxygem, Ventadis and FCGB</i>		
% of women recruited on permanent contract	49%	54%
<i>*Excluding FCGB</i>		

Excluding F.C.G.B.'s sports contracts, women represented 51% of the workforce in 2016 and 51% of managers (stable in comparison with 2015).

To further strengthen our commitments to equality between men and women, the Group concluded several collective agreements on gender equality and introduced action plans in all subsidiaries.

Métropole Télévision, M6 Bordeaux, M6 Films, M6 Publicité and F.C.G.B renewed their commitments to gender equality in the workplace under 2015 collective agreements for an additional three years. Other Group companies set up action plans renewable every year, depending on Group-wide commitments.

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

Work/life balance: Management renewed the protection process for pregnant women by organising interviews in particular with the HR Department and the employee's manager, subject to the employee's agreement, in the month before their maternity leave is due to begin and during the month before their return to work. It has been decided to facilitate the relationship with the employee during the period of maternity leave, enabling her to keep up to date with Group activities by providing her with online access to internal communications.

Moreover, Management has made a commitment as part of the structure of working hours, to promote respect for personal life, for example with meetings to be set for times during working hours, flexible working time to match school term, etc. An innovative step has also been taken to extend the parental leave period to incorporate part time working for a maximum of 80% of working hours until the child is six years old.

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

At the end of the first 3 years of implementation (2013, 2014 and 2015), performance indicators that were assessed and presented to the elected representatives of the various companies showed that the commitments undertaken as part of this action plan, notably in relation to remuneration, have been complied with.

Thus, having achieved 32nd place in 2015, the Group was ranked 37th in 2016 in the Female Representation on Leadership Bodies Rankings carried out by ETHICS & BOARDS for the Ministry of Social Affairs and Women's Rights.

2.6 Social dialogue

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

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

Various unions are represented within M6 Group:

- Within the UES (Social and Economic Unit) comprised of the companies Métropole Télévision, M6 Films and M6 Bordeaux, and made up of 699 employees, the unions CFE-CGC and CFDT are each represented by a union representative and they secured 71% and 29% respectively of the votes at the last employee representative elections; The CFDT appointed a new trade union representative on 30 June 2016 to replace the previous representative who retired;
- Within M6 Publicité, the CFE-CGC is represented by a union representative, and it secured 96% of the votes in the last union elections against the CFDT.

In relation to the Ventadis division:

- Within the company HSS, the CFDT and CFTC unions are both represented by a union representative and they secured 44% and 56% respectively of the votes at the last union elections;
- The CFE-CGC and the CGT both formed sections in the HSS and appointed a representative each.

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

- The SNAAF CFDT union won 73% of the votes in the company and has a union representative. The FNASS UNFP union also has a union representative.

At 31 December 2016, M6 Group had 24 employee representation committees and 140 elected representatives (all representative bodies combined and taking into account those who hold multiple offices):

- 8 committees of employee representatives, with 41 elected members,
- 3 works councils, with 30 elected members,
- 6 single employee representative committees with 47 elected members; the remit of two of these committees extends to the functions of the Health, safety and working conditions committee,
- 7 health, safety and working condition committees, with 22 elected members.

These various employee representative institutions promote regular and active social dialogue. In 2016, on average 20 ordinary and extraordinary meetings took place every month with employee representatives (across the various bodies).

Within the ESU (Metropole Télévision, M6 Bordeaux and M6 Films), works council committee meetings (housing committee, catering, gender equality, training, etc.) were held regularly in order to have a close understanding of employee concerns.

The key points raised during works committee meetings or by single employee delegations during 2016 were as follows:

- Monthly topics: operation of Group companies;
- Quarterly topics: workforce monitoring;
- Ad-hoc or annual topics:
 - 2015 preliminary review and review of the private health scheme,
 - 2015 review of the body in charge of the "1% logement" scheme (employer-sponsored housing assistance fund),
 - the "Family day",
 - 2015 annual appraisals,
 - review of the annual appraisals and professional interviews,
 - use of the competitiveness and employment tax credit,
 - plans to refurbish offices,
 - plans to refurbish open plan offices,
 - plans to refurbish the editorial offices in Lille,
 - amendment of the Works Committee's rules of procedure,
 - 2016 Group savings plan and the profit-sharing agreement,
 - 2015 annual financial statements
 - the generation contract,
 - sustainable development initiatives,
 - social, working conditions and employment policy,
 - review of the 2015 training plan,
 - preliminary review of the 2016 training plan,
 - mandatory annual salary negotiations,
 - 2015 review of the provident scheme,
 - establishment of the enterprise social network,
 - enterprise social network charter, appended to the Rules of procedure,
 - review of the action plan for gender equality at work,
 - new season programmes,
 - sabbatical leave and business creation leave,
 - disability within the Group.

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

- Health and Safety and Working Conditions Committee's rules of procedure.
- installation of the automatic detection systems in the technical areas,
- plans to refurbish offices,
- plans to refurbish open plan offices,
- analysis of work-related accidents in 2016,
- review of the general health, safety and working conditions in 2015,
- update of the 2016 Comprehensive Occupational Risk Assessment Inventory,
- 2016 Occupational Risk Prevention Programme,
- occupational health activity report for 2015,
- organisation of medical exams,
- review of quality of life at work and psychosocial risks for 2015 and first-half 2016,
- establishment of the enterprise social network,
- enterprise social network charter, appended to the Rules of procedure,
- employee opinion survey,
- increasing awareness of psychosocial risks within the Group,
- arduous working conditions,
- visit to the editorial office in Lille,
- working conditions during EURO 2016, since the Belgian team was installed at the Plaine du Haillan sports fields (F.C.G.B),
- working conditions in Château du Haillan (F.C.G.B).

Within the Group (excluding Ventadis and F.C.G.B.), an agreement relating to the Group savings plan was concluded in 2016.

An agreement on the mandatory annual negotiations was signed in 2016 in M6 Publicité.

The following were signed this year within the Ventadis Division:

- a Savings Plan,
- an agreement on the cross-generation contract,
- an agreement on donating days off,
- an agreement on Sunday working.

Within F.C.G.B., an agreement relating to the increase in salaries as part of the Mandatory Annual Salary Negotiations was concluded in 2016;

The main aim of these agreements is to improve working conditions for staff (for example, the agreement on donating days off in Ventadis) and boost the company's economic performance (for example, the agreement on Sunday working in Ventadis).

2.7 Health and safety at work

Safety

Employee safety and working conditions are the main priority for the 22 elected individuals of the Group's 7 health, safety and working conditions committees.

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

Following the terrorist attacks of January and November 2015 in Paris, the security measures that had been implemented across all M6 Group's sites were continued in 2016.

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

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

Refurbishment

2016 saw these committees help prepare to move 626 workstations in Neuilly sur Seine.

The Group also planned to change the layout of part of the building at 89 Charles de Gaulle to open-space: the 4th, 5th, 6th, 7th and 8th floors were completely refurbished, which involved major work on the air conditioning, sound proofing, lighting etc. All the furniture was also replaced.

These refurbishment projects improve communication and dialogue between the teams and the Group's departments.

Quality of life at work

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

A more comprehensive mechanism has been proposed as part of the "Quality of Life at Work Process".

In 2016, a one-day training course on quality of life at work was attended by 19 personnel representatives.

Raising managers' awareness of quality of life and psychosocial risks also continued this year, with a half-day training session (excluding Ventadis, F.C.G.B. and Oxygem).

In 2016, several experienced managers were trained in the Communication Process technique (understanding oneself more, understanding one another more and adjusting how we communicate).

Half-year and annual reviews of quality of life at work and psychosocial risks are prepared in the economic and social units (UES). 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 a fairly in-depth analysis of the information and the solutions required to ensure the smooth running of the department.

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

Elected members receive a review on an annual basis.

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

Safety, hygiene and health training

In 2016, 86 people underwent safety standards training (evacuation, use of fire-fighting equipment, etc.), 42 of whom were trained as workplace first aiders.

Occupational Health

The daily presence of the qualified nurse in the medical room, in conjunction with internal communication, led to the repeat of the two annual blood donation campaigns, with 133 volunteers for donation in 2016 and 104 actual blood donations.

460 employees also attended sophrology sessions organised by the nurse.

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

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

Work related accidents and illnesses (excluding F.C.G.B):

The number of work-related accidents involving permanent employees and event workers that led to a work stoppage was 5 in 2016, compared with 5 in 2015, with a frequency rate (number of accidents per year resulting in a work absence of more than one day, per million hours worked) of 2.155, compared with 2.301 in 2015, and a severity rate (number of days of absence for which sickness benefits were paid per 1,000 hours worked) of 0.066, compared with 0.083 in 2015.

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

Each new recruit is provided with a copy of M6 Group's professional ethics code, which also sets out the behaviour expected of employees with regard to personal conflicts of interest, sensitive data, gifts

and invitations, and the periods during which employees must refrain from dealing in the company's shares. A copy of this code is also available on the Group's intranet.

2.8 Professional ethics

2.8.1 General standards of behaviour

Compliance with the law

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

Conflicts of interest

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

Fraud prevention

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

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

Freedom of expression and social networks

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

2.8.2 Relations with our commercial partners and third parties

Relations with our commercial partners

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

Relations with government bodies and regulatory authorities

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

Anti-corruption policy

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

Competition

The Group complies with anti-trust legislation and competition regulations. 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.

2.8.3 Content and programming

Agreement signed with the CSA

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

Code of professional conduct for journalists

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

Independence and responsibility towards the media

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

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

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

Protection of intellectual property

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

2.8.4 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 will come into force in 2017, in accordance with Regulation (EU) 596/2014 on market abuse and Article 622-2 of the AMF General Regulation.

2.9 Work environment

2.9.1 Benefits and services of the Works Council

The Group budget for social activities is:

- for the ESU, 0.95% of total payroll of the previous year, being €473,184 (compared with €454,865 in 2015);
- for the subsidiaries, 0.95% of total payroll, being €425,128 (compared to €340,319 in 2015);
- for the Ventadis division, 0.80% of total payroll, being €96,033 (compared with €115,312 in 2015);
- for F.C.G.B, no payment was made in relation to welfare activities, but 0.2% of the payroll was paid in respect of operating costs. F.C.G.B management bore the cost of the welfare activities of subsidiaries and the association.

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

2.9.2 Internal communication

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

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

Euro 2016: a month of entertainment and sporting events in M6.

Euro 2016 was an exciting event for teams all across the Group and it enjoyed very large audience numbers. M6 rolled out a major month-long in-house program for all staff to coincide with the football tournament, with a wide range of activities to choose from: more than 800 put their forecasting skills to the test every day in our Group score predictor game, 200 or more took part in daily activities (giant baby soccer, bubble soccer, blind soccer, video games tournament and more), and 120 played in our urban soccer tournament.

New networking tool: Blender, the Enterprise Social Network

The Group launched its "Blender" enterprise social network on 28 August 2016 to streamline communications, forge connections between co-workers and provide a forum to express an opinion. Open to 1,700 employees, Blender replaces the intranet and has revolutionised information sharing in the company. Employees are free to offer their opinion and to like, comment on and take part in surveys, form working groups and publish articles. An average of 1,100 people use Blender on a daily basis.

Family Day: children discover the world behind the scenes

M6 Group held its first Family Day in March 2016. Organised in partnership with the works councils and the internal communication department, 29 employees' children aged from 10 to 16 got a glimpse of the inner workings of M6. Activities included:

- an interactive quiz on M6 Group,
- a visit to the Jean Drucker set and the production control room,
- a weather forecasting workshop, with the opportunity for the children to play the weather presenter's role.

In-house opinion poll

The Group conducted an in-house opinion poll for the third time in five years. Carried out in November, the results will be known in the first half of 2017. Employees were asked about their opinion and to submit ideas – anonymously – on the main aspects of their professional life: the working environment, professional development, management, understanding of Group strategy, etc. Participation was a record 80% (up from 74% in 2013).

Events to mark our successes and newsworthy developments

- 12 film previews and nine programme previews reserved for staff, attended by 50 on average,
- 8 conferences based on Group and/or Human Resources activities, available live and/or on demand via our Enterprise Social Network,
- invitations for staff to attend live broadcasts (such as La Revue de presse on Paris Première), partner concerts or events organised by M6 Evénements (Les 3 mousquetaires, Notre Dame de Paris, etc.),
- invitation to a sale of Top Chef small electrical appliances at preferential staff prices organised by M6 Licences; over 250 products were sold.
- an average of 65 players took part in 25 games on our intranet and then the enterprise social network.

3. Social responsibility

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

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

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

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

In addition, the Company undertakes to refrain from establishing any business or financial relationship between companies of the Métropole Télévision Group and that of the principal shareholder or controlling shareholders that would diverge from usual business conditions noted in the market.

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

a) Plurality of expression of schools of thought and opinion

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

b) Public life

Pursuant to the right to information, the Company ensures compliance with the presumption of innocence, respect for privacy and the anonymity of juvenile offenders.

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

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

c) Individual rights

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

d) Protection of children and adolescents

The family-friendly nature of the Company's programming should be reflected at times where a younger audience is most likely to be watching TV, i.e. between 6am and 10pm. Within these time slots, and all the more so in the portion devoted to youth programmes, violence, even psychological, should not be perceived as continuous, omnipresent or presented as the sole solution to conflicts. The Company

complies with the classification of programmes in accordance with five degrees of assessment of their acceptability in light of the protection of children and adolescents and applies the rating system accordingly.

e) Integrity of information and programmes

The integrity requirement applies to all programmes. The Company verifies the validity and sources of information. Its origin must be specified wherever possible. Uncertain information must be qualified when presented. In sequences filmed using a hidden camera, it should be impossible to identify people and places, except where the individuals involved have given their consent before the programme is broadcast.

When the Company presents on air, outside advertising slots, audiovisual communication service editing or distribution activities developed by a legal entity with which it has a significant capital relationship, it should strive to give a strictly informative character to the presentation, in particular by moderating the tone and restraining the significance attached to the topic. It should point out the nature of this relationship to the audience on this occasion.

f) Defending and illustrating the French language

The Company ensures the correct use of the French language in its programmes, as well as in adaptation, dubbing and subtitling of foreign programmes. The Company must strive to use French in the titles of its programmes. A French language consultant must be appointed by the channel. Journalist Nathalie RENOUX fulfilled this role in 2016.

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

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

3.12 Compliance of advertisements

The Group's sales house, M6 Publicité, has entrusted ARPP (*Autorité de régulation professionnelle de la publicité*), by way of an inter-professional agreement, with a consulting role in guaranteeing the compliance of advertisements with general audiovisual advertising and communication rules. The current procedure, at the expense of agencies and/or advertisers, provides for prior disclosure to the ARPP before the first broadcast. On submission to the ARPP, the ad is assigned a serial number which must be provided to M6 Publicité before broadcast. The ad can be cleared, rejected, or the ARPP can request changes prior to broadcast.

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

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

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

The Group is also a signatory to the CSA charter to promote a healthy lifestyle through nutritious eating and physical exercise in its TV programming and advertising.

3.13 Sound level compliance of TV programmes

M6 Group pays particular attention to the comfort of viewers and complies with the provisions of Decree No. 92-280 of 27 March 1992, which notably made it compulsory for TV channels to make the sound levels of programmes consistent with those of advertising breaks. Moreover, M6 Group participated in the consultation, after and on which the CSA based its ruling No. 2011-29 of 19 July 2011 that enabled editors to comply with these provisions by defining technical parameters relating to the sound intensity of advertising breaks.

3.14 Programmes accessible to all

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

All M6 and W9 programmes are accessible to people with hearing difficulties (excluding commercial breaks, self-promotion, trailers, teleshopping, songs performed live and instrumental music, teleshopping and live broadcasts of sporting events between 12pm and 6am).

In addition, since 2009, the new broadcasting control room enables all Group channels to broadcast specific subtitles for the deaf and hard of hearing and thus provide access to the greatest number of broadcasts by Paris Première, Téva and M6 Music. Paris Première and Téva are thus committed to subtitling 40% and 20% of their programmes, respectively.

	M6	W9	6ter
Accessibility of programmes to the deaf and hard of hearing (subtitling)			
2014	100 %	100 %	50 %
2015	100 %	100 %	60 %
2016	100 %	100 %	60 %
Accessibility of programmes to the blind and partially sighted (audio-description)			
2014	60 programmes including 30 new with audio- description	14 new programmes* with audio- description	6 new programmes* with audio- description
2015	70 programmes including 40 new with audio- description	17 new programmes* with audio- description	12 new programmes* with audio- description
2016	80 programmes including 50 new with audio- description	20 new programmes* with audio- description	12 new programmes* with audio- description

* never broadcast on the channel

3.15 Fit-for-purpose governance structure

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

In addition, the cap on the number of voting rights and the organisation of corporate governance is repeated in the Bylaws, in accordance with French legislation and the agreement concluded by M6 with the CSA, which states that:

Within the framework of the provisions of Article 39 of the Law of 30 September 1986, no natural person or legal entity, acting alone or in concert, may directly or indirectly hold more than 49% of the share

capital or voting rights of a company holding a broadcasting licence for a national terrestrial free-to-air television service.

In addition, as part of the divestment of Suez Group agreed with the regulator, in a CSA ruling dated 20 November 2003, Article 2 of the M6 channel's agreement was amended to state that no shareholder or group of shareholders acting in concert may hold more than 34% of the total number of shares in the company and/or voting rights attached to them, and that at least a third of Supervisory Board members must be independent.

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

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

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

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

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

3.2 Programmes - the Group's main responsibility

3.2.1 Representing French diversity

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

In addition to their contractual commitments in relation to representing the diversity of French society, M6 Group channels are duty bound, as nationwide broadcasters, to reflect on their channels the image of multicultural France both by the promotion of the values of integration and solidarity and by the presence of minorities in its programmes. The CSA sees that commitments made by the channels each year are honoured, basing themselves on the results of diversity scales, whose results are satisfactory for the Group.

The four themes upheld by the Conseil Supérieur de l'Audiovisuel on its diversity scale are as follows:

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

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

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

a) Socio-professional diversity

M6 attaches great importance to representing all socio-professional groups in society in our programmes, from current affairs to documentaries (this year, M6 broadcast *La rue des allocs' : L'entre-aide au quotidien*), a programme about everyday life on benefits and solidarity) to the cast in entertainment programming (such as *L'amour est dans le pré*, *Les Reines du shopping*, *Top Chef...*).

b) Diversity of origins

Similarly, the promotion of visible minorities is also a real priority for M6 Group, as demonstrated by the diversity of its team of presenters (Kareen GUIOCK, Karine LEMARCHAND, Anicet MBIDA, Laurence ROUSTANDJEE, Cristina CORDULA, Kamel OUALI, Anaïs GRANGERAC, etc.), as well as by the actors and artists shown on our channels (*Le Marrakech du rire*, *La grande soirée des mille et une nuits – Ensemble pour la tolérance*).

Our commitment to inclusion is also seen in the reports and outside broadcasts shown on our channels (for example, *Zone Interdite* broadcast a report on different forms of marriage called *Au cœur de quatre mariages pas comme les autres*) and in our fictional programming, from French programmes like *Commissariat Central* and *Scènes de ménages*, to imports, such as *Quantico* or *Esprits Criminels : Unité sans frontières* – not to mention the films we have been involved in producing, such as *Chocolat*.

As every year, the Group also run a free ad on 14 July 2016 to promote diversity.

c) A strong commitment to disabled people

M6 Group's mission is not just to tackle the daily life of disabled people in its reports, but also to allow them to participate in the programmes and games, just like the other contestants (*Objectif Top Chef*, *Les Reines du Shopping*, etc.). Other Group channels also strive to highlight the work and the actions of organisations for the disabled in most of the topics dedicated to this theme.

M6 Group is also committed to the employment of people with disabilities. Since 2014, it has been a signatory to the Charter promoting the training and professional integration of students with disabilities. In 2016, we had 10 people on traineeships or on work placement. The Group also covers *Disability Day* and *Disability Employment Week* events on its channels and provides information to employees.

During Disability Day on 3 December 2016, M6, W9 and 6ter broadcast five short features on the theme of difference throughout the day *Différents et alors ?!*. Each piece was about the meeting between a disabled sports champion and a Group presenter to whom they introduced their sport: These videos were made by Jaris TV, an organisation that offers training in the journalism and audiovisual fields to people with disabilities or from disadvantaged backgrounds.

Special programmes were also on the schedule on three free channels (an item included in M6 news programmes, and one in *66 Minutes*, a film for TV dealing with disability on W9 and a special edition of the documentary *C'est ma Vie* on 6ter). W9 also showed a clip of the presenters and Jérôme FOUQUERAY, the channel's managing director, using sign language. A number of special programmes also went out on the Group's free airtime. A number of special programmes also went out on the Group's free airtime.

Kid & Toi is a weekly programme on M6 aimed at a young audience and broadcast with sign language translation provided by an employee who is hearing-impaired.

In 2016 and for the tenth consecutive year, the Group mobilised its employees for the disability employment week which took place between 14 and 20 November 2016. Activities during the week included workshops for staff to raise awareness of the various forms of disability, and daily newsletters were sent to employees via the intranet or by email.

During Euro 2016, M6 put together a blind soccer workshop for employees to increase understanding of visual impairment and to give them the opportunity to experience the game as a visually impaired player might.

M6 Group is a responsible corporate citizen and regularly places orders with the sheltered employment organisation ESAT for everyday services, such as delivering ready-meals.

d) Gender equality

Gender equality remains central to the commitments of Group channels, both in the structure of the Group (see Section 7.2.5 of this document on the Group's commitments to gender equality) and programming.

Women are very well represented in our television news programmes, with two women and one man presenting the 12'45 and 19'45 programmes. Current affairs and news bulletins are however pursuing their aim of significantly increasing the airtime of female experts; We put together a mixed team to present our coverage of Euro 2016 and reports dealing with this international sports championship. Nathalie RENOUX, David GINOLA, Carine GALLI, Louise EKLAND, Denis BALBIR and Jean-Marc FERRERI were the Group's faces of Euro 2016. The Group also makes sure that the judging panels for competitive talent shows on our channels are balanced between men and women (*Incroyable talents, Top Chef, Le meilleur pâtissier de France*).

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

Promoting women in sport is also a priority for M6 Group. This year, it took part in *4 saisons du sport féminin*, an event organised by the CSA on 6 and 7 February to throw the spotlight on women's sport in the French media. Once again this year, M6 and W9 also relayed the all-female Aïcha des gazelles rally. Established in 1990, the event attracts women aged 18 to 65 from 33 different countries.

The Group also lends its support to groups dedicated to gender equality. For example, it showed a clip on cyber sexism during the month of October on behalf of Centre Hubertine Auclert, a French organisation working to promote equality between men and women. The channels also covered the Marie-Claire Group's Share the light initiative (La Flamme Marie-Claire) to defend and promote the education of women and young girls around the world. In 2016, some of the best-known presenters were among the campaign's sponsors in the Group: Faustine BOLLAERT, Sophie FERJANI, Kareen GUIOCK and Marielle FOURNIER. The M6 and Téva channels aired free ads during September and October and the campaign was given airtime by the sponsors on their programmes and on the Group's websites.

Le Téva Lab is now five years old. The initiative seeks to inspire women and includes round table discussions, in M6 Group's auditorium, with contributions from journalists, well-known public figures, writers and people talking about their own experiences.

3.2.2 Child and youth protection

Protecting children and young people is one of the pillars of M6 Group's commitment to society. Making sure that the programmes broadcast by the Group on its channels go out at the appropriate times and that they do not include content that could be detrimental to the physical, mental and moral development of children and young people is an absolute priority for M6. We also support many voluntary initiatives aimed at children.

a) Protecting our youngest viewers

Reviewing content

M6 Group reviews its programmes, a process which varies according to the type of content. The content of our 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.

Rating system

As far back as 1989, M6 took the initiative to introduce a content rating system that clearly flags the type of audience our programmes are intended for. It was subsequently imposed on other channels by the Conseil Supérieur de l'Audiovisuel in 1996. However, the commitment of M6 in this area has not

weakened and the Group also ensures that its daytime programmes do not contain violence, vulgarity, or anything likely to shock young viewers. Where content may not be suitable, the programme is rated and the appropriate message shown; alternatively it is moved to a later time slot in the interests of protecting young viewers. For example, the Group closely monitors the development of co-produced series, from concept to delivery of the final episode. Dubbing of foreign films is also done with the greatest care. Thus, all the youth programmes, films, series, made-for-TV films, or music videos are viewed and validated by a Viewing Committee that gives its recommendations to the Ratings Committee, the final arbitrator of the allocation of the 4 categories (all viewers, under 10 years, under 12 years and under 16 years).

In addition, M6 Group channels supported and broadcast the ratings campaign proposed by the CSA between 20 November and 10 December 2016, and the specific campaign for the protection of children under three which was held from 18 to 20 February 2016.

Furthermore, pursuant to the terms of the CSA deliberation dated 17 April 2007, M6 has drafted a charter governing the participation of minors in its TV shows, with a view to protecting them and establishing specific conditions for participation.

Food charter and combatting childhood obesity

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

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

M6 Group thus supported and reported on the European Anti-Obesity Days on 20 and 21 May 2016 via special programming on the channels M6, W9 and 6ter (including the broadcast of the film *Mince Alors !* on 30 May on M6). The Group put out a special edition of *Norbert & Jean* on 6ter and also included items on obesity in its news and current affairs programmes during this weekend.

Control and awareness

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

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

b) Television, a powerful media

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

worth, as, to date, every time Alerte Enlèvement has been triggered the child has been found.

3.2.3 Raising public awareness of worthy causes

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

M6 intends to assist and to encourage not-for-profit and charitable actions and to increase the general public's awareness of them. In 2016, many campaigns from humanitarian, non-governmental and charitable organisations were thus broadcast free of charge on M6 and on the Group's digital channels, supporting causes in the fields of solidarity (Action Contre la Faim, Croix-Rouge Française, Les Petits Frères des Pauvres, etc.), health (the fight against AIDS, the fight against cancer, research into rare diseases, the fight against cystic fibrosis, the fight against autism, etc.) and education/culture (Plan International France, etc.), as well as Reporters Sans Frontières.

M6 broadcast the government anti-racism campaign *Tous unis contre la haine* at peak times every day between 20 March and 8 April 2016. The short films that make up the campaign are based on actual events and use images and words to flag the dangers of antisemitism, islamophobia and all forms of racism.

M6 Group broadcast the promotional video for the fundraising *Abbé Road* concert for the Abbé Pierre foundation housing charity to draw attention to housing issues. The concert was held on 17 October at La Cigale in Paris.

The Group also backed the Fraternité générale movement to foster fraternity through cultural, sporting and community events and showed a number of clips on mutual support in the community.

3.2.4 Prevent, act and increase awareness of public health challenges

The M6 Group is at the forefront when it comes to harnessing the impact of its channels and airtime in support of public health issues.

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, this year between 1 and 3 April 2016. The Group's channels, supported by presenters, have made Sidaction the keynote of a number of programmes, featuring trailers for the campaign, prevention information, special shows, awareness raising programmes, broadcasting of fundraising advertisements and production of pieces by W9. A major digital campaign went out on the *Golden Moustache*, *Rose Carpet* and *Cover Garden* sites. In addition, a Sidaction video was produced with the organisation and shown on all its websites. 6play highlighted its AIDS awareness *Sidaction* page including all the videos, the channels' social networks, messages from presenters on their accounts, and M6 Group's sites. This initiative was covered by 6play, which highlighted *Sidaction* on a dedicated page including all the videos.

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

3.2.5 Encourage a better understanding of the world

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

Capital, *Zone Interdite*, *66 Minutes*, *E=M6*, *Enquête Exclusive*, *Kid & Toi*, *le 12'45* and *le 19'45* are programmes and magazines that illustrate, via the subjects dealt with, the M6 channel's commitment to inform and increase awareness of current and social issues and its expertise in deciphering major challenges.

3.2.6 Supporting creation and new talents

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

The Group thus shares its cinematic investments carried out by its subsidiary M6 Films between established producers and young talent. Over the past 10 years, 50% were either first or second films. For example, in 2016 M6 Films co-produced *Amis Publics*, Edouard Pluvieux's first feature film with Kev ADAMS.

On air, the Group is strongly attached to revealing new talent, including young actors in its audiovisual coproductions (*Soda, Scènes de ménages, En Famille, Commissariat Central*), presenters and hosts (Bertrand CHAMEROY, Bastien CADEAC, Ophélie MEUNIER, Anaïs GRANGERAC...) and programme participants (Norbert TARAYRE, Xavier KOENIG...). This desire is the Group's trademark, which is accompanied by loyalty to the talents discovered, as shown by the Group's support for their shows, record production, recipe books, new films, etc.

3.3 M6 Group, playing an active part in society

3.3.1 The M6 Corporate Foundation

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

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

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

M6 Group is the first company to decide to dedicate its Foundation to issues concerning the prison environment. Although life in prison and professional reintegration continue to attract little media attention, the Group's project deals with a genuine social issue. In fact, the results of the latest statistical study on reoffending² conducted between 2004 and 2012 have revealed the fact that 45% of those convicted reoffended during that 8-year period.

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

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

- Television, only authorised in prison cells since 1985, is, for most inmates, their only window to the outside world.
- Beyond prison, an offender's "reintegration" into civil society is a real issue for society, deserving of both human and financial resources, so that, apart from its punitive element, prison is a time for reflection and rebuilding for the offender with a view to their reintegration,
- Through these initiatives, the M6 Foundation demonstrates the benefits to society of improving the prison system.

b) Activities implemented by the Foundation

The Foundation's activities aim to enable inmates to become stakeholders in their rehabilitation. Throughout its 6 years of prison-based intervention, the M6 Foundation has been able to highlight the

² Infostat Justice - April 2014

different needs of inmates and to develop appropriate projects. It has chosen to concentrate on three main themes: help with reintegration, improvement in the quality of life of prisoners and the support to specialised organisations.

▶ Promoting the future reintegration of offenders

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

✓ Prisons received more than 85 subscriptions to the magazine *"Vite lu"*, from the charity Lilavie, which simplifies the news for people with reading difficulties.

✓ Scholarships for destitute people (11% of prisoners in France have literacy problems, and 25% of them are almost completely illiterate).

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

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

➡ More than 350 scholarships were awarded to just over 130 prisoners in the Nord-Pas de Calais region during 2016.

- **It supports reintegration programmes via jobs and training**

✓ **"Fabrique ta Brique – Former Pour Donner un Toit" ("Building Bricks – Training for a Roof Over Your Head") project to form a connection between prisoners and Benin.**

In partnership with the organisation Inserxo, eight inmates from Liancourt Prison attended a CPQ (Certificate of Professional Qualification) training course to qualify as metalwork technicians, with remuneration of 52% of the minimum wage and support in finding a work project upon their release with a link to this industry.

When they completed the course, the inmates made brick moulds, which were donated by the M6 Foundation to two NGOs working with street children in Cotonou in Benin.

The moulds will be used in building schools for which the Group's staff also donated school supplies, books and dictionaries.

✓ **It helped train prisoners in food preparation, cooking and baking in the cooking school, Cuisine Mode d'Emploi(s), a 12-week programme for offenders in custody.**

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

➡ In 2016, 28 trainee-inmates followed the programme, 12 were placed in employment (total for all jobs), four are still in training, while 12 dropped out, or were sent back to prison.

▶ Improving the quality of life of prisoners

The Foundation has set itself the objective of lending its cultural assistance to reintegration programmes launched by the Ministry of Justice through music-based activities.

✓ **Stand Up: Cellule de Rire.** Eight prisoners at the Nanterre detention facility attended writing and theatre workshops over a six-month period and were coached by professional stand-up comedians (Ramzy, Kamel le Magicien and Willax, etc.). Sponsored by their coaches, five prisoners

were allowed a 24-hour pass to demonstrate their newly-acquired skills at the Comedy Club on 25 April to an audience of some 300 people (prison staff, family and friends).

The “Cellule de Rire” toured three detention facilities in the Provence-Alpes Côte d’Azur region and performed to a total of 300 inmates.

✓ **Concerts:**

- In the Paris region, the Alkinoos Loannidis orchestra organised two concerts of Greek music at the Nanterre prison (for 55 prisoners);
- The Paris Chamber Orchestra gave a concert for piano, violin and horn at Meaux-Chauconnin prison (for 35 prisoners);
- Khondo performed in three facilities: Toulon, Nice and Grasse (for 180 prisoners);
- The singer Cali received an enthusiastic reception from some 240 prisoners in these same three prisons.

▶ **Financial support for several associations**

a) **The Relais Enfants Parents** charity

REP is all about maintaining relationships with a parent in prison and helping the psychological development of the detainee through educational visits (117 children/75 parents in prison), parenting workshops (90 imprisoned parents) and sociocultural initiatives while serving their sentence (327 children/180 parents).

➔ In the first half of 2016 in the Paris region, the charity provided support for 444 children during their visiting times with their imprisoned parent.

➔ In 2016 in the Provence-Alpes Côte d’Azur, a total of 285 children received support for visits to parents (140 prisoners).

b) **Mouvement de Réinsertion Sociale** (MRS), a charity that seeks to prevent reoffending

through social and professional reintegration of people leaving prison. This follow-up is carried out in prison and continued on release through the offer of temporary housing until the individual is able to support him/herself. MRS put together a team of volunteers from the private sector, the civil service and/or the social sector to offer support to prisoners on their release. The initiative is an important one, since prisoners left to cope on their own when they leave prison are more likely to reoffend.

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

➔ Just over 15 men benefited from housing on their release.

c) **L’Oustal** provides support and housing on release for prisoners and their families. It

helps clients to adapt to life outside the prison and to prepare a realistic plan for the future. The release support scheme is aimed at helping prisoners to resettle and reintegrate into society and at preventing repeat offending.

➔ 226 people went through the programme in 2016 on a temporary release pass, and 40 were longer-stay clients.

d) **Arapej**, a toll-free, anonymous and confidential phone line for prisoners and their loved

ones to provide intended to provide information (legal, social and administrative). The purpose of this project is to combat the social isolation of prisoners, to empower them whilst they serve their sentence and to prepare for their release to give them a better chance of reintegrating into society.

➔ More than 13,500 calls to this number are handled each year for a total of 110,000 calls.

c) **A uniting project for employees**

The M6 Foundation raises awareness among Group employees and brings them together around an inspired and inspiring project, which testifies to our Company’s growing awareness of its role in society as a corporate citizen.

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

More than 350 staff donated to “Fabrique ta brique – Former pour donner un toit” (Building Bricks – Training for a Roof Over Your Head”) an initiative for building projects in Benin.

Furthermore, for the sixth consecutive year in 2016, 35 M6 Group employees have agreed on a voluntary basis to take children to visit their parents who are in several prisons in the Paris region for Christmas parties, and Mother’s and Father’s Days organised by the charity Relais Enfants Parents.

3.3.2 Support for numerous other initiatives

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

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

Thus in 2016, M6 Group welcomed the start-up victor-charles to its Neuilly premises, and provided it with an office and 5 workstations.

The Group donated 23 boxes of *Hit Machine* costumes to a voluntary group.

3.3.3 Steps to uphold respect of intellectual property

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

This policy is based on two principal areas:

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

3.3.4 Value and preservation of cultural heritage

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

This major restoration work was initiated in 2005 with the purchase of SNC’s catalogue of over 400 classic films by M6 Group. A total of 141 films had been fully restored by the end of 2016.

In 2016, an extract from the film *Les Aventuriers* by Robert Enrico was used for the second consecutive year by Parfums Christian Dior for the advertisement film for one of their flagship products, Eau Sauvage. Our partnership with the Musée de la Gendarmerie et du Cinéma in Saint-Tropez on six *Les Gendarmes* films kicked off in June 2016 and has been a success.

3.4 Balanced and transparent relations with stakeholders

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

3.4.1 Viewers

In order to strengthen dialogue with viewers and to reply to their queries as soon as possible, M6 Group has a fully dedicated service for each channel: M6, W9, 6ter and, since the end of 2016, Paris Première.

In 2016, our three viewers' websites, "M6 et vous.fr", "W9 et vous.fr" and "6ter et vous" recorded 5.7 million views. Website traffic was down slightly on 2015, reflecting the growth in social networks and the transfer of the M6.fr site to 6Play.fr.

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

In addition, more than 6,000 viewer queries were processed by e-mail in 2016. Here again, the slight decrease is down to the switch to using social media. At M6, we have stepped up our presence on social media to give priority to interacting with our viewers and staying abreast of developments in technology and behaviour:

	Dec. 15	Dec. 16
M6 – Facebook – Fans	2,079,417	2,154,656
M6 – Twitter – Subscribers	1,925,438	2,598,362
M6 – Instram– Subscribers	35,581	107,801
W9 – Facebook – Fans	1,301,737	1,324,261
W9 – Twitter – Subscribers	386,386	562,904
W9 – Instram– Subscribers	40,739	440,945

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 digitisation as well as ascertaining the existence and development of a viable business model for these new uses.

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

3.4.2 At the service of consumers

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

In 2016, Ventadis achieved renewal of the AFAQ ISO 9001 Quality Certification, initially obtained in 2010 and again in 2013, for the Home Shopping Service activities, including customer relations, logistics, stores and collection points. The renewal of this certificate valid for 3 years, confirmed that Ventadis does everything in its power to provide the best possible service when dealing with each of the parcels shipped annually.

3.4.3 Shareholders

M6 Group places strong emphasis on financial communication in order to deliver exact, precise and fair information to all shareholders, in accordance with applicable French standards and regulations. Seeking to be attentive to the financial community and its shareholders in this matter, the Group set up new information formats for individual and institutional shareholders, via a website dedicated to current finances in French and English: [www.groupem6.fr/rubrique Finances](http://www.groupem6.fr/rubrique_Finances)

Shareholders may contact the Company using the dedicated e-mail address: actionnaires@m6.fr.

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

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

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

In 2016 and for the 6th consecutive year, M6 shares were selected in the composition of the Gaïa index comprising the 70 securities posting the best 2015 performances out of 230 companies analysed. This index, established by Ethifinance with the backing of the SFAF and MiddleNext, is an index devoted to midcaps based on non-financial data.

This index measures the depth of involvement of the companies assessed in challenges related to sustainable development and corporate responsibility. The rating is calculated according to 142 criteria of which 20 in particular cover the environment, 24 corporate aspects, and 24 others governance. Considered to be a benchmark database in the world of SRI (Socially Responsible Investments), the Gaïa index enables management and analysts to discover the most responsible companies and to integrate non-financial concerns into their analysis processes and investment decisions. The sample examined represents more than €163 billion in revenue and more than one million jobs.

3.4.4 Advertisers

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

3.4.5 Suppliers

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

More generally, M6 Group is pursuing a policy that aims to develop sustainable and balanced relations with its suppliers and sub-contractors: for all of its purchases, M6 follows an approach that aims to take into account not only economic factors but also social, corporate and environmental factors. The Legal Department works to ensure that suppliers comply with all provisions relating to intellectual property, press and publicity rights, that they pay due attention to ethical aspects and are committed to meeting safety and security requirements.

This policy is used by the purchasing divisions of the various entities and subsidiaries of the Group.

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

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

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

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

4. Environmental responsibility

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

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

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

M6 Group has not recognised any provisions or guarantees for environmental risks.

4.1 Environmental indicators

For several years, the Group has continued its efforts to reduce its impact on the environment in all areas of the company: travel, mail handling, vehicle fleet, paper, press subscriptions etc. Instead of a quantitative objective, the Group preferred a pragmatic approach with annual adjustments of requirements relating to key environmental indicators.

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

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

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

The Group has a policy aimed at reducing carbon emissions from its vehicles. Moreover, where data are not available, it cannot track the GHG emissions related to procurement of products and services.

Nevertheless, M6 Group is pursuing a policy that aims to develop sustainable and balanced relations with its suppliers and sub-contractors: for all of its purchases, M6 follows an approach that aims to take into account not only economic factors but also social, corporate and environmental factors. The Legal Department works to ensure that suppliers comply with all provisions relating to intellectual property, press and publicity rights, that they pay due attention to ethical aspects and are committed to meeting safety and security requirements. The Group cannot measure the emissions from electricity used by the television sets of viewers of our channels; nonetheless we support technical initiatives, such as automatically switching off the sets when left unattended for a period of time.

Mindful of adapting to the latest legislative developments in relation to environmental safety, M6 Group

keeps an up to date record of audits to be carried out in this field.

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

The findings 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, the latest generation lighting system was installed in our building at 89 avenue Charles de Gaulle as part of the refurbishment. The new smart system is centrally controlled and features a lighting level indicator. The air-conditioning system has also been modernised on the floors where variable-speed convector fans were installed. Selective recycling bins are now available in all three buildings. Finally, internal communication campaigns aimed at all staff focused on raising awareness of the importance of reducing waste and recycling.

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

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

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

The latter is very regularly monitored in all areas. Water and energy consumption and CO₂ emissions of the Neuilly buildings – owned by M6 Group – and the Rungis, Nanteuil, Roubaix (subsequently Lille) and Bordeaux buildings were as follows in 2016:

	2014	2015	2016
Water consumption (in thousands of m ³)	33.604	47.954	36.890
Gas consumption (kWh)	1,449,672	1,691,871	1,847,296
Electricity consumption (kWh)	14,246,321	15,013,668	16,278,780
CO ₂ emissions related to direct and indirect energy consumption (in tonnes)	1,495	1,658	1,811
Fuel purchasing (in litres)	2,034	16,384	20,878

The M6 Group cut its water consumption significantly in 2016, primarily due to high prior year comparatives as flushing out deposits in the hydraulics of the air-conditioning system at one of the building in Neuilly pushed up water use in 2015. Appropriate technical facilities were installed to resolve the anomalies.

Usage of the Matmut Atlantique stadium during the full year in 2016 (as opposed to part of the year from the end of May in 2015) accounts for the rise in electricity consumption and fuel oil. Chaban-

Delmas stadium, former home of Les Girondins team, has a smaller capacity and does not need fuel oil to run its generators.

4.2 Waste production, paper management and recycling

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

	2014	2015	2016
Paper and cardboard waste (tonnes collected in bins)	284	339	337
Non-hazardous industrial waste, including food waste (in tonnes collected from bins, including glass)	730	576	552
Batteries (in kilos)	444	546	469
Office paper (in tonnes purchased)	40	31	33

In 2015, the Group decided to set itself a target regarding ink cartridge consumption by asking teams at the Neuilly sites to reduce their use of colour copies by 30% per year. The target was met in 2016 with a 32% reduction.

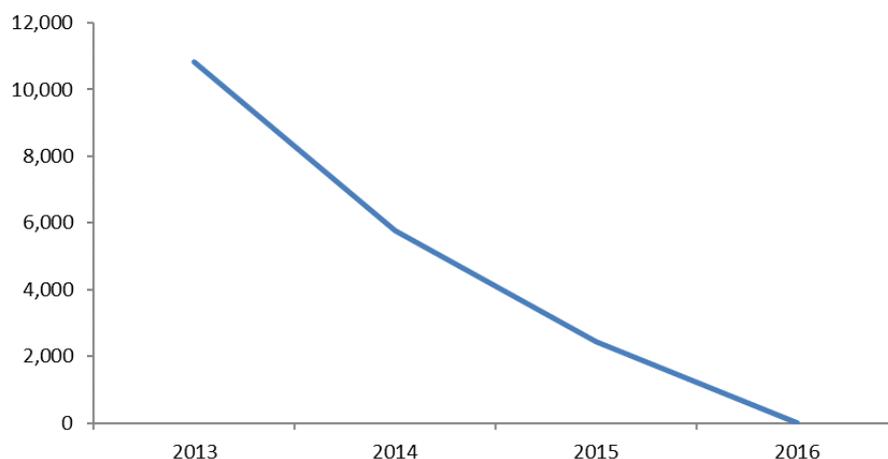
In a business like M6 Group's, paper is the main raw material used. In recent years, the Group has been actively engaged in reducing the amount of paper used within the company:

- Introduction of multifunction copiers to replace the Group's individual printers: by systemising double sided printing and by requiring swiping to print, paper consumption thus fell by 15% between 2014 and 2016 in Neuilly. In addition, all paper used carries an ecolabel.
- As of 1 January 2017, and in accordance with the Labour Law, all employees (permanent, event contract workers and trainees) receive a monthly electronic pay slip in their secure individual electronic account. M6 introduced electronic pay slips in 2011 and 40% of our workforce now receive their pay details electronically.
- Since 2012, M6 Publicité has given its customers and media agencies the option of receiving their invoices in electronic format. To date, 28 agencies have opted to go paperless, which represents 14,494 invoices out of a total of 22,657, meaning a volume of 64% and an increase of 14% compared with 2015.
- In May 2012, in conjunction with the Group's courier-service provider, the decision was taken to stop using paper courier dockets, resulting in an annual saving of around 20,000 dockets since 2013.
- Similarly, the Group decided to phase out hard-copy press subscriptions, replacing them with electronic versions. In 2016, 32% of newspapers and magazines were delivered in electronic format, compared with 29% in 2015 and 12% in 2014.

- A new organisational system was introduced for Supervisory Board and Audit Committee meetings: using a secure file sharing system, all board and committee members have access to an individual online platform where they can download all the documents prepared for their meetings. The application is optimised for tablet and avoids the need to print out hard copies of documents that run to 100 pages or more.

In parallel with this desire to control utilities (water, energy, etc.) and reduce paper consumption, M6 Group also has an active policy of recycling waste arising from its operations (batteries, neon lights, IT hardware, toner cartridges, fluorescent bulbs, refrigerating machine oil, etc.). For example, this approach resulted in no more new tapes being purchased for programmes. The Group will not be ordering any new tapes and now uses recycled materials that it sources from the disability employment association, ANRH, an employer of the disabled in the sheltered sector.

Number of new tapes purchased:



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

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 our cleaning provider and then picked up by a waste sorting and recycling company.

As our on-site food service is outsourced, the service providers take responsibility for policies to prevent food waste.

In addition, as part of the recycling of Electrical and Electronic Waste (WEEE or W3E), the Ventadis (distance selling) division collected from its customers a contribution over and above the price of devices with electrical or electronic components. This eco-contribution, which is passed on in full to suppliers, is intended to finance the recycling of old appliances by specialised bodies. In 2016, the amount collected by Ventadis amounted to €0.1 million, the same as in 2015.

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

Consequently, MonAlbumPhoto.fr is committed to:

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

MonAlbumPhoto.fr improved its production processes to optimise imposition and reduce spoilage, which in turn cut paper consumption for albums from 619 tonnes in 2015 to 541 tonnes in 2016.

Lastly, in each of the Group's sectors, thought is being given to reducing the environmental impact of activities: the IT Department opted to make a very substantial part of its servers virtual, making them more energy efficient than the more traditional physical servers. 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 introduced electronic signature of commercial contracts.

4.3 Environmental buildings management

► Building at 107 avenue Charles de Gaulle à Neuilly

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

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

- a high-performance and energy efficient air-conditioning system, through the use of heat pumps and a heat recovery ventilation system,
- an acoustic atmosphere tailored to the various premises,
- optimal use of natural light for offices and shared areas,
- optimal use of ventilation outflows and state-of-the-art research on interior finishing materials to ensure good air quality,
- terraces and patios partially planted with trees to conserve biodiversity.

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

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

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

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

The Group still complies with the government circular of 5 June 2013 requiring exterior building lights to be switched off between 1 a.m. and 7 a.m. A trial is also under way to automatically shut down employees' computers at night, which should be extended throughout the Group in mid-2017.

4.4 Transport and business travel

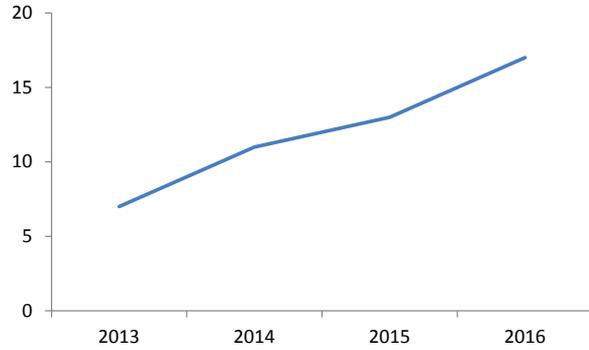
As early as 1997, M6 Group took the decision to establish its headquarters close to public transport, both for the convenience of its employees and to reduce commuting time. Today, the majority of the Group's employees are still based at the site opposite the Sablons Métro station in Neuilly-sur-Seine. At 31 December 2016, 717 employees, or 42% of the Group's workforce (excluding F.C.G.B.), used public transport for their daily commute.

In addition, M6 Group has deliberately chosen a digital route in order to cut down on the number of business trips, even though reducing travel can be difficult for some activities (particularly reporting and production). As a result, the number of rooms equipped with video-conferencing facilities at Group

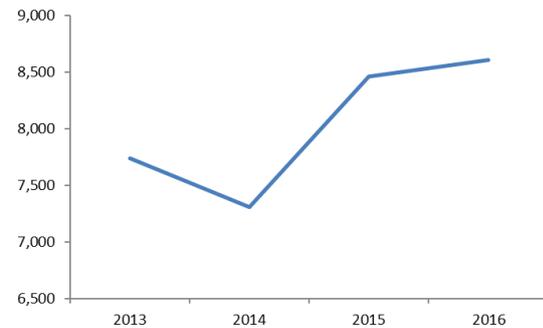
sites has increased from 4 to 17 in the space of five years. Following a reduction in the period 2013 to 2014, business travel trended upwards again in 2015 to meet the needs of the Oxygem acquisition (whose offices were located in Roubaix at the time). The increase in business trips in 2016 was slightly positive, reflecting the consolidation of Oxygem, now established in Lille, in full-year 2016. The number of train trips between Lille and Paris rose from 583 in 2015 to 1,580 in 2016. Stripping out the increase attributable to Oxygem, the number of business trips declined in 2016.

Number of rooms equipped for video-conferencing:

Number of business trips:



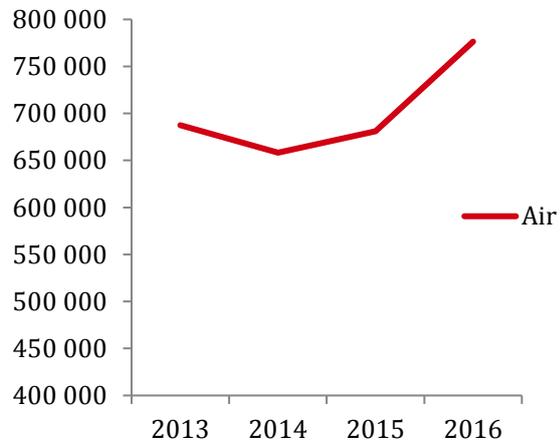
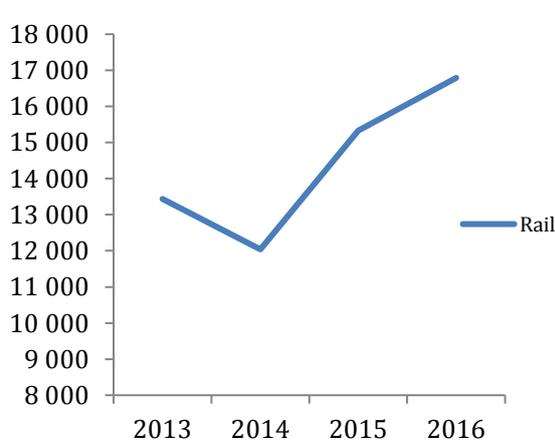
Group data



Neuilly data

CO₂ emissions rose in 2016 as a result of the travel caused by the integration of Oxygem. In terms of air and rail journeys, the Group's emissions are as follows:

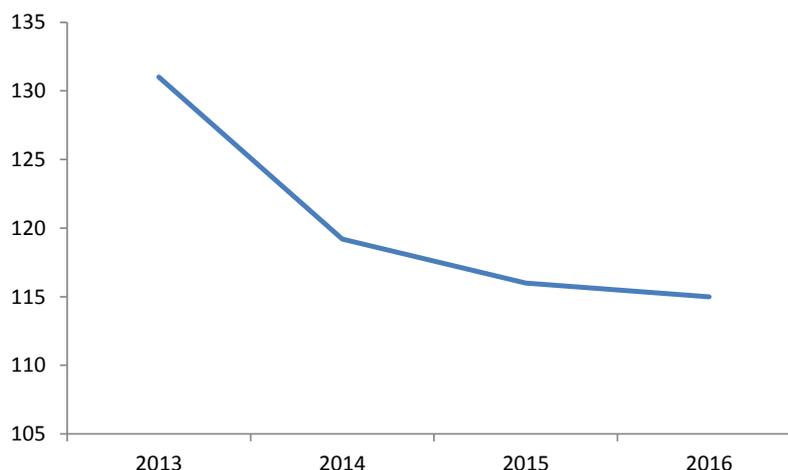
CO₂ emissions (kg) for business travel:



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

Finally, M6 Group follows a very stringent policy with regard to the CO₂ emissions of its managers' company cars and the company vehicle fleet. As a result, average vehicle emissions have decreased over the last four years from 131 to 115 grams per kilometre. It should be noted that in 2014, the Group decided to further reduce CO₂ emissions to 130 g/km or lower for all vehicles purchased or hired. On average, CO₂ emissions for the 13 vehicles added to the fleet in 2016 amounted to 101 g/km. It is also worth pointing out that all company vehicles are dry-cleaned by the service provider responsible.

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



Data based on consumption at sites in Neuilly

4.5 Community awareness

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

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

As such, the in-house magazine and news documentary production company C Productions produced several topics on ecology and sustainable development on behalf of M6, including *“Capital, No more throwing stuff away, let’s repair it!”*, *“Carrefour Organic: can healthy and economical go together?”* or *“The reconditioned smartphone revolution”*.

Our news programmes (*Le 12.45* and *Le 19.45*) also featured many items on the environment and the latest developments in the area, including coverage of Notre Dame des Landes airport, COP21, the vote on the law to prevent food waste, pollution, global warming, greenhouse gases and more.

Newscasts also regularly bring to the fore unusual stories or innovations relating to ecology: *“Recycling Christmas trees”*, *“Farming: Citizen Farm, aquaponics and urban farms in Toulouse”*, *“ducks as a solution to control weeds in rice fields”*, *“Albi moving towards self-sufficiency through growing local produce in community gardens”*, etc.

Reality competition show *Top Chef* also seized the opportunity to promote good food practices, reducing waste and the benefits of cooking with fresh, organic products. Studio 89, the Group subsidiary that produces *Top Chef*, partnered with the Croix Rouge (the French Red Cross) to redistribute the food used during the show. Once or twice a week during shooting, volunteers gather up the 50-100 kg of dry goods (bread, oil, spices etc.), perishables (fruit, vegetables, milk) and fresh foods with a very short shelf life (meat and fish) for redistribution at five food banks in the area, catering for 2,000 needy people every day. 10 tonnes of food were donated during season 7 in 2016.

In order to take account of noise pollution that may be caused by its activities, M6 Group pays particular attention to the comfort of viewers and complies with the provisions of Decree No. 92-280 of 27 March 1992, which notably made it compulsory for TV channels to make the sound levels of programmes consistent with those of advertising breaks.

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

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

- resources committed to preventing environmental risk and pollution (the environmental impact of M6's activities is not structurally significant),
- the prevention, reduction or remediation of air, water or soil emissions having a major adverse impact on the environment (the environmental impact of M6's activities is not structurally significant),
- adapting to the consequences of climate change (natural risks related to climate change have, to date, not led to any significant interruption of activities or material damage to buildings or products),
- land use (M6 Group's activity and its land use does not to our knowledge cause any significant threat to either diversity or to water resources since the use of land is limited to the place in which our office buildings and warehouses are located).

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

Themes	Sub-Themes	Degree of relevance	Reference	GRI Reference	Global Compact
Labour information					
Employment	1 Total workforce and employee distribution by gender and geographic region	++	7.2.1.1	G4-10	
	2 Recruitment and redundancies	++	7.2.1.1	G4- LA1	
Work organisation	3 Compensation	+	7.2.2	G4- LA13	
	4 Organisation of working time	++	7.2.1.2	G4- LA	
	5 Absenteeism	+	7.2.1.2	G4- LA6	
Labour relations	6 The organisation of social dialogue - including regulation and procedures regarding information, consultation and negotiation with personnel	+	7.2.6	G4- LA4	
	7 Collective bargaining agreements	=	7.2.6	G4- LA4	
Health and safety	8 Health and safety at work	+	7.2.7	G4- LA6 to 8	
	9 Work accidents, particularly their frequency and seriousness, and occupational diseases	+	7.2.7	G4- LA6	
	10 Agreements signed with unions or employee representatives in terms of health and safety at work	=	7.2.6	G4- LA8	# 3 to 8
Training	11 Training policies	++	7.2.3.1	LA11	
	12 Total number of training hours	++	7.2.3.1	LA10	
Equal opportunity	13 Measures taken to promote gender equality	++	7.2.1.5	G4- LA10	
	14 Measures taken to promote the employment and integration of disabled employees	++	7.2.4/7.3.2.1	G4- LA12	
	15 Anti-discrimination policy	++	7.3.2.1	G4- LA12, G4-HR3	
Promotion of and compliance with ILO fundamental conventions	16 Relating to freedom of association and the right to collective bargaining	=	7.2.6	G4-HR4 ; G4-LA4	
	17 Relating to the elimination of employment and occupational discrimination	=	7.2.5/7.3.2.1	G4-HR3; G4-LA13	
	18 Relating to the suppression of forced or compulsory labour	=	N/A	G4-HR6	
	19 Relating to the effective abolition of child labour	=	7.3.4.5	G4-HR5	
Environmental information					
General environmental policy	20 Company organisation to take into account environmental issues and, where applicable, environmental assessment and certification processes	=	7.4		
	21 Training and employee information actions conducted in relation to environmental protection	=	7.4		
	22 Resources allocated to avoiding environmental risks and pollution	=	N/A	G4-EN31	
Pollution	23 Amount of provisions and guarantees for environmental risks, providing this information is not liable to seriously prejudice the company in an ongoing litigation	=	N/A	G4-EN31 and G4-EC2	
	24 Measures to prevent, reduce or remediate air, water and land emissions that seriously damage the environment	=	N/A	G4-EN22 to 26	
	25 Taking into account noise pollution and, where relevant, all types of pollution specific to a particular activity		7.3.1.3/7.4.3		
Circular economy	26 Measures to reduce, recycle, reuse and otherwise recover and dispose of waste	+	7.4.2	G4-EN23	# 9 to 11
	27 Actions to combat food waste	-	7.4.2/7.4.5		
	28 Use and supply of water in line with local constraints	=	7.4.1	G4-EN8	
	29 Use of raw materials and measures taken to make more efficient use of them	+	7.4.1 / 7.4.2	G4-EN1, G4-EN27	
Sustainable use of land	30 Energy consumption and measures taken to improve energy efficiency and the use of renewable energy sources	+	7.4.1	G4-EN3 to EN7	
	31 Use of land	=	N/A		
Climate change	32 Significant sources of greenhouse gases emitted as a result of company operations, in particular due to the use of the goods and services it manufactures	+	7.4.1/7.4.4	EN16, EN17, EN 18, EN19, EN20	
	33 Adaptation to the consequences of climate change	=	N/A	EN18, EC2 G4-EN11 to EN 14	
Biodiversity	34 Measures taken to safeguard biodiversity	=	7.4		
Corporate social information					
Territorial, economic and social impact of the Company's operations	35 Territorial impact of operations on employment and regional development in France	=	7.3.3.2	G4- EC7 and G4-EC8	# 16 to 18 and 21
	36 Impact of operations on the local population	=	7.3.3.2	G4- EC1, G4-EC 5 and 6	
Relationships with stakeholders	37 Conditions of dialogue with these individuals or organisations	++	7.3.4	G4-24 to 27	# 2 and 16 to 18
	38 Acts of partnership or sponsorship	++	7.3.3		
Subcontractors and suppliers	39 Purchasing policies that take into account social and environmental issues	+	7.3.4.5	G4-EC9, G4-HR4, 5, 6, 8, 10	# 2 to 11
	40 Significance of sub-contracting and its inclusion in relationships with suppliers and subcontractors regarding their corporate, social and environmental responsibilities	+	7.3.4.5	G4-EC9, G4-HR4, 5, 6, 8, 10	
Fair practices	41 Measures taken to avoid corruption	++	7.2.8	G4-SO3 to 5	
	42 Measures taken to safeguard the health and safety of consumers	++	7.3.4.1/7.4.5	G4-PR1; G4-PR2	# 12 to 14
Other measures taken to safeguard human rights	43 Other measures taken to safeguard human rights	=	7.3.1.1	G4-HR	# 3 to 5

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

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

Métropole Télévision S.A.

Registered office: 89, avenue Charles de Gaulle - 92575 Neuilly-sur-Seine Cedex
Share capital: €50,565,699.20

Financial year ended 31 December 2015

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

To the Shareholders,

As the independent third party organisation appointed by the company Métropole Télévision, accredited by COFRAC (French Accreditation Committee) under number 3-1049¹, we present our report on the corporate, environmental and social information included in the Group Management Report (hereafter the “CSR Information”), prepared in respect of the financial year ended 31 December 2015 pursuant to the provisions of Article L.225-102-1 of the Commercial Code.

Corporate responsibility

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

Independence and quality control

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

Responsibility of the independent third party body

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

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

¹ The scope of which is available on www.cofrac.fr

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

We completed the work detailed above in accordance with the Order of 13 May 2013 determining the terms and conditions under which the independent third party body carries out its assignment as well as with the professional standards of the Compagnie Nationale des Commissaires aux Comptes (French National Institute of Auditors) relating to this work and the reasoned fairness opinion in line with ISAE 3000².

1. Statement to the presence of the CSR Information

Nature and scope of the audit

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

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

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

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

Conclusion

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

2. Considered opinion on the fairness of the CSR Information

Nature and scope of the audit

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

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

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

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

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

- at consolidating entity level, we consulted documentary sources and conducted interviews to corroborate the qualitative information (organisation, policies, measures); we implemented analytical processes on the qualitative information and verified, based on sampling, the calculations, as well as the consolidation, of the data and we verified their consistency and agreement with the other information included in the Management Report;
- for a representative sample of entities⁴ that we selected based on their activity, their contribution to consolidated indicators, their location and a risk analysis, we conducted interviews to verify the correct application of procedures and implemented detailed tests by means of sampling, comprised of verifying the calculations made and reconciling the data with supporting documentation. The sample thus selected represents 93% of the workforce considered as a representative of the social dimension, and between 63% and 100% of environmental data considered as representative⁵ of the environmental part.

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

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

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

Conclusion

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

Paris La Défense, 23 February 2016

KPMG S.A.

Anne Garans
Partner
Partner Climate Change
& Sustainable Development

Xavier Troupel
Partner

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

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

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

⁴ Corporate information: M6 Group head office

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

⁵ Energy consumption (electricity, gas, fuel oil), Greenhouse gas emissions related to energy consumption, Greenhouse gas emissions related to business travel.



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