



SUSTAINABLE DEVELOPMENT AND CORPORATE RESPONSIBILITY REPORT MÉTROPOLE TÉLÉVISION

EXTRACT FROM 2019 UNIVERSAL REGISTRATION DOCUMENT



LET'S CONTINUE TO GROW UP TOGETHER

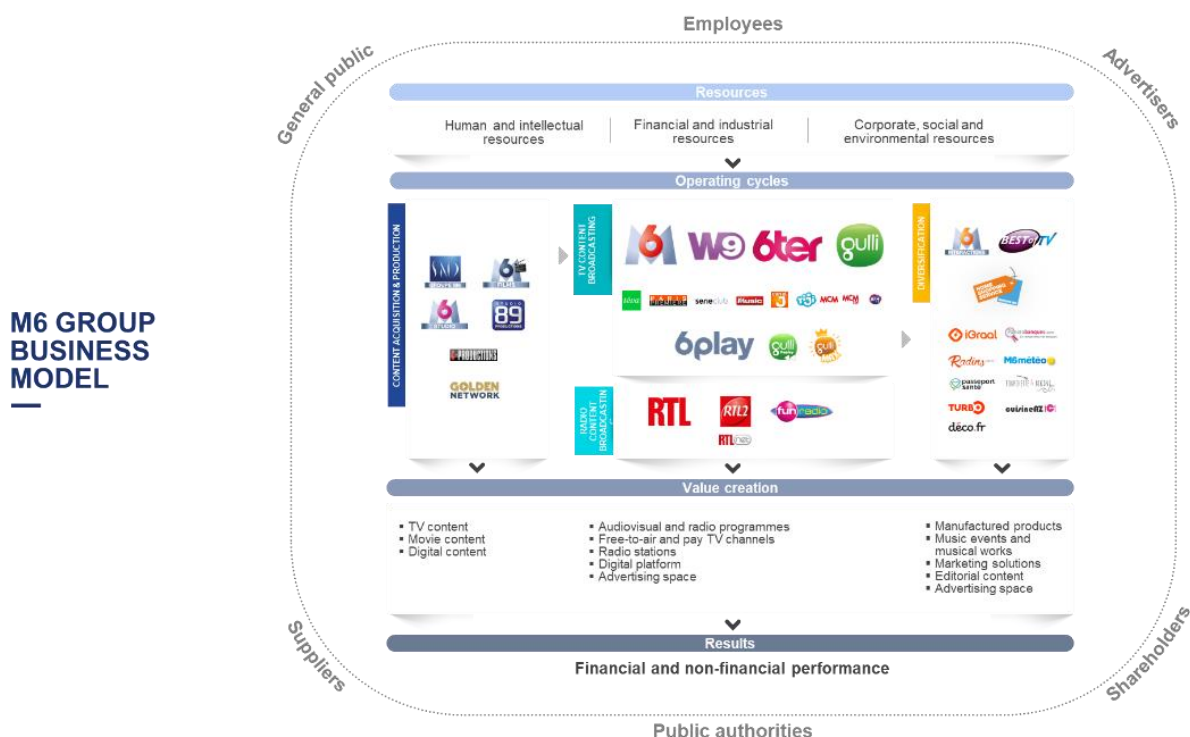
M6 Group is subject to the European Directive on non-financial reporting transposed into French law, which amended the scope of application of the previously applicable regulations (Article 225 of the Grenelle II Act and its implementing Decree).

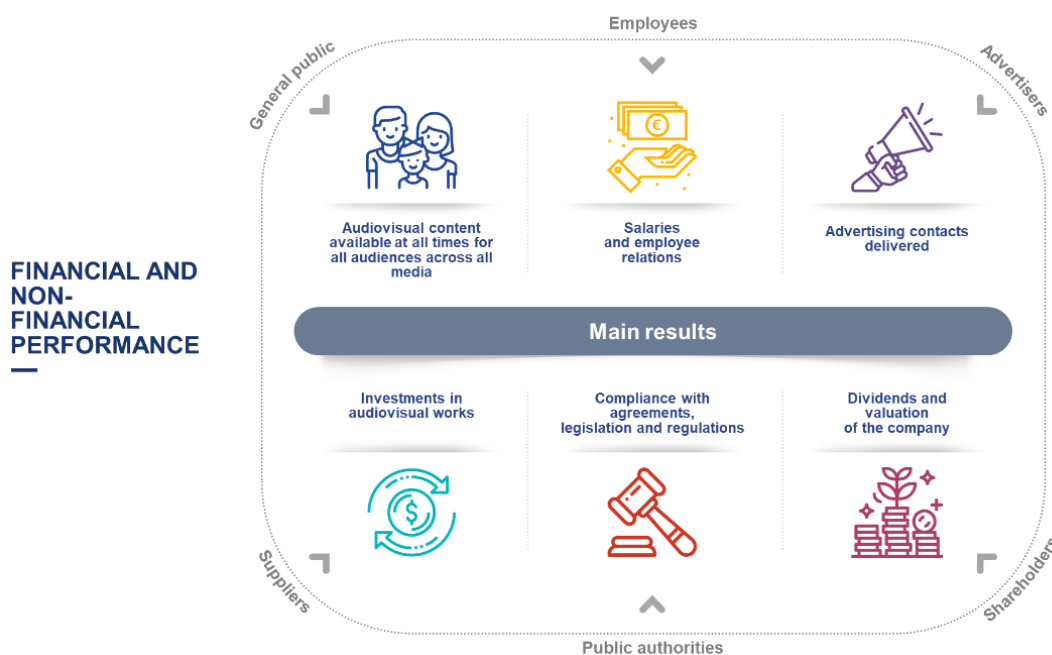
This legislative background gave M6 the opportunity to look into its CSR (Corporate Social Responsibility) policy. The Group firmly believes that CSR is essential to the implementation of the strategy since contributes in full to the creation of value, as shown in this Report, and notably in the diagram below. Moreover, the corporate, social and environmental information provided by the Company enables stakeholders to better assess its overall medium- and long-term performance.

GROUP BUSINESS MODEL

At its meetings of 26 November 2018 and 18 November 2019, the Executive Board adopted and subsequently revised a diagram-based presentation of the “Group Business Model” (within the meaning of Decree n° 2017-1265 of 9 August 2017 enacted to implement Order n° 2017-1180 of 19 July 2017 relating to the publication of non-financial information by certain major companies and certain groups of companies), which presents an overview of the components of this value chain, and sources of revenue and growth for the Group.

This business model includes both financial and non-financial performance, and is intended to provide an understanding of M6’s medium- to long-term strategy and overall performance. The Group’s strategy is detailed in Section 1.4 of this document. Key non-financial figures are presented in Section 1.1.4.





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

- In accordance with the options offered by the reporting reference framework adopted, M6 presents the resources used in 3 forms:

- Human and intellectual resources. Employees hold a privileged position within the value chain. Training and skills development are therefore essential resources for M6, which also relies on the expertise of teams and the intellectual property of formats and brands.
- Financial and industrial resources, which are the capital invested by shareholders as well as the profits generated over the years and reinvested in the development of M6. M6 also uses buildings, studios, warehouses, facilities, etc. to create value.
- Corporate, social and environmental resources, which are simultaneously the natural resources utilised (electricity, paper, etc.) as well as M6's commitments to society, the relationships between the Group's brands and the audience, etc.

- For each of the Group's business cycles (which are grouped into 4 segments of financial information), there are corresponding values created by M6 (audiovisual content, channels, etc.) that form the basis of financial and non-financial performance.

- Lastly, the Group's stakeholders are the source of the funds made available to the Company, and benefit from the value created: authors and creators, viewers and listeners, internet users and audiences, as well as employees and suppliers, rights holders and advertisers, customers and investors, consumers and shareholders, etc.

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

- Employees, the company's leading "talents",
- The public, for whom the channels and programmes are intended,
- Suppliers, who supply the Group, particularly with audiovisual content,
- Public authorities, primarily including the French State and the CSA,
- Shareholders, whose invested capital allows M6 to operate, who vote in General Meetings and receive dividends,
- Advertisers who benefit from the commercial breaks made available to them.

KEY CSR CHALLENGES

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

- Respect for the public and responsibility towards society: since the Group's activity is primarily intangible and cultural, the societal impact is the unifying thread of its commitment. Through its programmes, the Group actually enters into peoples' homes and therefore respect for viewers must be at the heart of what it does.
- Talent management: the Group firmly believes that its employees are the cornerstone of its success. It is for this reason that the Human Resources Department places employee selection and subsequent loyalty building at the heart of its concerns, and endeavours to promote employee development in all aspects of their professional life.

- Non-discrimination: taking diversity into account is a key concern for the Group, both in relation to audiovisual content and the audience it addresses. This is reflected notably by a cross-organisational and acknowledged commitment to promote equality and better representation of women and minorities in the media.

M6 has no “environmental priority”, since the 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. At its own level, the Group is therefore involved in protecting the environment, while monitoring its own consumption and seeking to take action both in relation to recycling and raising public awareness regarding sustainable development issues.

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

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

During this meeting, they decided to alter the hierarchy of these challenges, in order to highlight the societal challenges, since respect for its audience and its responsibility towards society form the cornerstone of the Group’s performance.



The major challenges identified by the Executive Board during this meeting also include the management of personal data (which could have operational consequences on the online, e-commerce and home shopping subsidiaries), while GDPR came into force in 2018.

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

KEY MEASURES AND INDICATORS

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

The main points raised by this analysis have been incorporated into the process to develop the risk matrix, as detailed in Paragraph 1.9 of this Universal Registration Document. The risks associated with the key challenges detailed above are therefore restated in the description of the risk factors (in Section 1.7), as explained in the correlation table below.

CSR CHALLENGES	ASSOCIATED RISKS	SECTIONS
1. MEETING ETHICAL AND CONTRACTUAL OBLIGATIONS	Risk related to broadcasting licences	1.7.3.1 6.1
2. PROMOTING GREATER ACCESS TO PROGRAMMES	Risk related to the fall in audience ratings	1.7.1.1 6.1
3. REPRESENTING DIVERSITY IN PROGRAMMES	Risk related to the fall in audience ratings Risk related to broadcasting licences	1.7.1.1 6.1 1.7.3.1
4. ENSURING EDITORIAL INDEPENDENCE AND RESPECT OF ETHICS IN NEWS PROGRAMMES	Risk related to the fall in audience ratings Risk related to broadcasting licences	1.7.1.1 6.2 1.7.3.1
5. SUPPORTING AND PROTECTING YOUNG PEOPLE IN THE MEDIA	Risk related to the fall in audience ratings Risk related to broadcasting licences	1.7.1.1 6.2 1.7.3.1
6. GETTING INVOLVED IN A MAJOR SOCIAL CAUSE	Risk related to a decline in audience ratings	1.7.1.1 6.2
7. DEVELOPING BALANCED AND TRANSPARENT RELATIONS WITH STAKEHOLDERS	Risk related to broadcasting licences Risk of an increase in programme costs Risk related to legislative and/or regulatory changes	1.7.3.1 6.2 1.7.1.2 1.7.3.2
8. RETAINING TALENT	Risk related to a decline in audience ratings Risk of an increase in programme costs	1.7.1.1 6.2 1.7.1.2
9. DEVELOPING EMPLOYEE SKILLSETS	Risk of an increase in programme costs	1.7.1.2 6.2
10. PROMOTING DIVERSITY AND GENDER PARITY WITHIN THE COMPANY	Risk related to broadcasting licences	1.7.1.2 6.2
11. CONTROLLING AND REDUCING ENERGY CONSUMPTION	Risk related to sensitivity to the economic climate	1.7.1.3 6.3
12. RAISING PUBLIC AWARENESS OF ENVIRONMENTAL ISSUES	Risk related to a decline in audience ratings	1.7.1.1 6.3

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

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

The actions taken in 2019 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.

1. SOCIAL RESPONSIBILITY

1st Challenge: Meeting ethical and contractual obligations

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

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

	2018	2019
Number of confirmed formal notices from the CSA over the year just ended	0	0

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

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

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

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

PLURALITY OF EXPRESSION OF SCHOOLS OF THOUGHT AND OPINION

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

PUBLIC LIFE

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

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

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

INDIVIDUAL RIGHTS

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

PROTECTION OF CHILDREN AND ADOLESCENTS

The family friendly nature of the Company's programming must be reflected during the hours when a young audience is most likely to be watching, i.e. between 6am and 10pm. Within these time slots, and all the more so in the portion devoted to youth programmes, violence, even psychological, should not be perceived as continuous, omnipresent or presented as the sole solution to conflicts. The Company complies with the classification of programmes in accordance with five degrees of assessment of their acceptability in light of the protection of children and adolescents and applies the rating system accordingly.

INTEGRITY OF INFORMATION AND PROGRAMMES

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

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

DEFENCE AND PROMOTION OF THE FRENCH LANGUAGE

The Company ensures the correct use of the French language in its programmes, as well as in adaptation, dubbing and subtitling of foreign programmes. The Company must strive to use French in the titles of its programmes.

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

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

B. Ensure compliance of advertisements

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

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

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

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

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

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

Lastly, M6 Group, via the Group's sales house M6 Publicité, agreed in 2019 to support the brand social responsibility award, the Grand Prix de la Responsabilité Sociétale des Marques, a key lever for nurturing the reputation and trust capital of the brands.

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

C. Ensuring the sound level compliance of TV programmes

M6 Group pays particular attention to the comfort of viewers and complies with the provisions of Decree No. 92-280 of 27 March 1992, 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.

D. Encourage a better understanding of the world

M6 Group seeks to deliver the most complete and most diverse information possible and, as stated in Article 3-1-1 of its agreement, "*develop a policy of programming magazines and documentaries promoting understanding of the contemporary world, by dealing with diverse subjects such as employment, integration, the economy, science, ecology and the consumer society*".

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

E. Rely on fit-for-purpose governance structure

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

In addition, the organisation of corporate governance is repeated in the Bylaws, in accordance with French legislation and the agreement concluded by M6 with the CSA.

As such, within the framework of the provisions of Article 39 of the Law of 30 September 1986, no natural person or legal entity, acting alone or in concert, may directly or indirectly hold more than 49% of the share capital or voting rights of a company holding a broadcasting licence for a national terrestrial free-to-air television service.

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

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

By helping to prevent and control the 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 section dedicated to Risks in this Universal Registration Document (Chapter 1.7).

2nd Challenge: Promoting greater access to programmes

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

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

	2018	2019
Accessibility rate of the M6 channel's programmes to deaf and hard-of-hearing people	100%	100%

All M6 and W9 programmes (excluding commercial breaks, self-promotion, trailers, teleshopping, songs performed live and instrumental music, and live broadcasts of sporting events between 12am and 6am) were accessible to people with hearing difficulties, with the exception of several programmes that followed the cyberattack of 12 October: programmes that were subtitled under live conditions (news bulletins, Absolutement Stars, Turbo, etc.) on 12, 13 and 14 October as well as short programmes up to 28 December. 6ter has committed to subtitle 60% of its programmes. The channel has also pledged to make a specific effort regarding programmes aimed at younger viewers by making these shows available in sign language. In addition, Gulli has committed to subtitling at least 20% of its programmes, particularly during peak viewing times. In 2018 (according to the latest information published and validated by the CSA), Gulli has made 3,993 hours, equating to 51.3% of its programmes, accessible. From 2020, the minimum percentage will be raised to 30%. Moreover, the channel has committed to providing two programmes per week related to the world of the deaf and hard of hearing.

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)			
2017	100%	100%	60%
2018	100%	100%	60%
2019	100%	100%	60%
Accessibility of programmes to the blind and partially sighted (audio-description)			
2017	100 programmes including 55 new with audio-description	22 new programmes* with audio-description	12 new programmes* with audio-description
2018	100 programmes including 55 new with audio-description	22 new programmes* with audio-description	12 new programmes* with audio-description
2019	100 programmes including 55 new with audio-description	22 new programmes* with audio-description	12 new programmes* with audio-description

* never broadcast on the channel

In 2019, no obligation applied to Gulli regarding the accessibility of programmes for blind and partially sighted people, but the channel broadcast four original programmes featuring audiodescription. From 2020, it will offer audiodescribed programmes every year: three programmes in 2020, five in 2021 and seven from 2022.

3rd Challenge: Representing diversity in programmes

M6 Group holds diversity dear and seeks to ensure that its programming is as representative as possible of the diversity of French society so that all groups in the community can identify with the content offered on its channels. M6 Group channels are duty bound, as nationwide broadcasters, to reflect on their channels the image of multicultural France both by the promotion of the values of integration and solidarity and by the presence of minorities in its programmes.

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

	2018	2019
Proportion of female presenters on the free-to-air channels' news programmes (excl. Gulli)	68%	68%

The Group's channels abide by the ruling of the Conseil Supérieur de l'Audiovisuel, aiming to promote the representation of the diversity of French society in the programmes broadcast by the national free-to-air terrestrial channels and Canal+. Each year M6, W9, 6ter and Gulli make commitments for the following year. The CSA monitors compliance with these commitments based, in particular, on the results of the diversity indicators. For 2018 (the last year monitored by the CSA), the Group's results were satisfactory.

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

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

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

M6 is also committed to combatting all other forms of discrimination (based on sexual orientation, against pregnant women, people suffering illness, etc.). In 2019, the channel notably broadcast a documentary for Enquête Exclusive reporting on homophobia worldwide.

A. Promoting socio-professional diversity on air

M6 Group is keen to represent all socio-economic categories in its shows, both in the reports in its programmes (this year, for example, M6 covered an issue suggested by the programme 66 minutes, “*De la cité à la scène*” (“From the Suburbs to the Stage”) and a documentary on *Zone Interdite* focusing on unemployment in France. The theme, “*Objectif zéro chômeur: l’incroyable histoire d’une entreprise pas comme les autres*” (“Target – zero unemployment – the incredible story of a company unlike any other”) highlighted the concept of companies focused on employment, which use the €18,000 annual cost of unemployment benefits to the State to hire individuals who have been unemployed for more than a year), as in the casting of its entertainment shows (*L’amour est dans le pré*, *Les Reines du shopping*, *Top Chef*, etc.).

B. Representing the 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, Laurence Roustandjee, Cristina Cordula, etc.), as well as by the actors and artists shown on its channels (*Le Marrakech du rire*, *Téva Comedy Show*, *Dans la tête de Jamel Debbouze*).

The Group’s commitment to inclusion is also seen in the reports and outside broadcasts shown on its channels (for example, *Kid & toi* broadcast a report called *A la découverte du Handisport*, about discovering disabled sport) and in its fictional programming, such as *La petite histoire de France* and *Scènes de ménages*, not to mention the films the Group has been involved in producing, such as *Premier de la classe* and *Let’s dance*.

As it does every year, the Group also ran an advertisement free of charge on 14 July 2019 to promote diversity.

C. Implementing a strong commitment to people with disabilities

M6 Group’s mission is not just to tackle the daily life of people with disabilities in its reports, but also to allow them to participate in the programmes and games, just like the other contestants (*La France a un incroyable talent*, etc.). Group channels strive to highlight the work and the actions of organisations for the disabled in most of the topics dedicated to this theme.

In 2019, M6 Group continued to broadcast a weekly TV news bulletin in sign language. Completely unprecedented, *Le 10 Minutes* is available on 6play and provides specific content intended for deaf people. Widely popular online, this programme has successfully found and increased its audience.

In 2019, 6Play enhanced its range of general interest programmes for the deaf and hard of hearing community – broadcasting the magazine show *D’ailleurs* since 3 July 2019. Subtitled to ensure accessibility for people with hearing difficulties, it covers a range of subjects (cultural, sporting etc.) through events broadcast in sign language.

During Disability Week, from 19 to 25 November 2019, M6, W9 and 6ter broadcast four short sign language music interpretation features throughout the day. Each portrays artists performing the songs of Orelsan, Vianney, Angèle and Christine and the Queens in sign language.

Special programmes were also on the schedule on free-to-air channels (one specific item included in M6 news programmes and one in *Kids & toi*).

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

D. Promoting gender equality

Gender equality remains central to the commitments of Group channels, both in the structure of the Group (see Section 6.1.3 of this document on the Group’s commitments to gender equality) and programming.

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

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

Promoting women in sport is also a priority for M6 Group. This year, it took part in “*Sport féminin toujours*”, an event organised by the CSA on 9 and 10 February to throw the spotlight on women’s sport in the French media. M6 broadcast various profiles of sportswomen during the weekend news bulletins and W9 also broadcast interviews with the France women’s football team.

The Group also lends its support to groups dedicated to gender equality. It has for example joined forces with the Fondation des Femmes women’s foundation by broadcasting a clip on its channels aimed at promoting its activities. The channels also covered International Women’s Day in their programmes and notably the News Bulletins on 8 March 2019 (a report during the 12’45 devoted to initiatives around the world celebrating women and in the 19’45 presenting a report on women’s rights).

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

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

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

	2018	2019
Number of confirmed warnings and formal notices from the CSA for the year just ended concerning professional standards	0	0

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

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

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

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

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

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

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

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

	2018	2019
Number of confirmed warnings and formal notices from the CSA for the year just ended concerning the signalling code	0	0

A. Reviewing content

M6 Group carries out a review of its programmes which varies according to the type of content. The content of 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.

Gulli has an ethics committee, which is made up of child psychiatrists, experts in the field of childhood, teachers and sociologists, and which is consulted regarding the make-up of the various content.

B. Setting an appropriate content ratings system

As far back as 1989, M6 took the initiative to introduce a content rating system that clearly flags the type of audience programmes are intended for. It was subsequently imposed on other channels by the Conseil Supérieur de l'Audiovisuel in 1996. However, the commitment of M6 in this area has not weakened and the Group also ensures that its daytime programmes do not contain violence, vulgarity, or anything likely to shock young viewers. Where content may not be suitable, the programme is rated and the appropriate message shown; alternatively, it is moved to a later time slot in the interests of protecting young viewers. For example, the Group closely monitors the development of co-produced series, from concept to delivery of the final episode. Dubbing of foreign films is also done with the greatest care. Thus, all the youth programmes, films, series, made-for-TV films, or music videos are viewed and validated by a Viewing Committee that gives its recommendations to the Ratings Committee, the final arbitrator of the allocation of the 4 categories (all viewers, under 10 years, under 12 years and under 16 years).

In addition, M6 Group channels supported and broadcast, on both their channels and their 6play on-demand services, the ratings campaign proposed by the CSA between 20 November and 10 December 2019 as well as the specific campaign for the protection of children under three which was held from 28 June to 1 July 2019.

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

C. Complying with the Food Charter and combatting childhood obesity

Under the auspices of the CSA and in collaboration with the 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. The Group continued to implement the charter throughout 2019. A new improved, extended and better targeted charter is about to be signed for implementation between 2020 and 2025.

M6 Group thus supported and reported on the European Anti-Obesity Days on 17 and 18 May 2019 via special programming on the channels M6, W9 and 6ter (with, in particular, the broadcast of a piece called "*Combatting obesity*" in *Le 12'45* and an episode of *E=M6* entitled "*Why am I putting on weight, why am I losing weight? /How can I bake cakes that are not fattening?*").

Gulli and the young people's channels Canal J and TiJi have historically been highly committed to this issue and in 2018 broadcast more than 758 hours of dedicated programmes that were promoted under the food charter.

D. Managing the use of the Group's social media

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

E. Assisting the authorities as part of the Abduction Alert scheme

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

F. Supporting creation and new talents

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

The Group thus shares its cinematic investments carried out by its subsidiary M6 Films between established producers and young talent. Over the past 10 years, 50% were either first or second films. For example, M6 Films co-produced Stéphane Ben Lahcene's feature film, *Premier de la classe*, with Mutamba Kalonji, which was released to cinemas in 2019.

On air, the Group is strongly attached to revealing new talent, including young actors in its audiovisual co-productions (*Scènes de ménages*, *En Famille*, etc.), presenters and hosts (Ophélie Meunier, Issa Doumbia, etc.) and programme participants (Norbert Tarayre, Samuel Albert, etc.). This desire is the Group's trademark, which is accompanied by loyalty to the talents discovered, as shown by the Group's support for their shows, record production, recipe books, new films, etc.

6th Challenge: Getting involved in a major social cause – 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 is committed to 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. It is also working to break down barriers between the prison world and civil society, in order to help change perceptions of prisoners.

Pragmatism is in the DNA of M6 Group, and the approach to the prison environment by the Foundation is no exception.

The Foundation's concern is to identify the most useful actions to help those in prison prepare for their release and in the first instance to acquire vocational skills. The challenge is also to mobilise, in order to overcome potential divides: are civil society and the business world ready to give a second chance to people who have been in prison?

This commitment was born out of a finding relating to alarming reoffending figures, that jail without rehabilitation is harmful to society as a whole, and of a deep conviction, that business can provide other solutions to social issues – that is why M6 Group wanted to create a foundation dedicated to the issue of prison.

Through its Foundation, the Group brings employees together around shared projects. Each person has gained skills and possesses a talent that the M6 Foundation can leverage and which is an asset for it.

In addition to M6 Group's commitment, it involves the employees' commitments as citizens. Their mobilisation injects additional energy into the initiatives and gives extra meaning to the Group's commitment.

PRIORITY INDICATOR: ANNUAL BUDGET OF THE M6 FOUNDATION

	2018	2019
Annual budget of the M6 Foundation	€500,000	€500,000

A. Combatting reoffending: a major societal challenge

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

Although life in prison and reintegration into society continue to attract little media attention, the Group's project deals with a genuine social issue: in fact, 61% of prisoners reoffend within five years of their release from prison.

The M6 Foundation has made this finding the basis of its action, responding to high demand from organisations and prisoners themselves.

The aim of prison is under debate in society today: for some it is about punishment, for others it involves reintegration. Beyond any divisions, a realisation must take place – every person sent to prison ends up being released and one day once more becomes a citizen like any other.

The challenge is to increase the number of the most effective initiatives, to extend them and to create a ripple effect, including in relation to other companies.

B. Activities implemented by the Foundation

The Foundation's activities aim to enable inmates to become stakeholders in their reintegration. Throughout its 9 years of prison-based intervention, the M6 Foundation has gradually focused its activities on the following 3 areas:

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

EMPLOYMENT AS A TOOL FOR REINTEGRATION

The Foundation supports reintegration programmes via jobs and training as well as employment-related workshops focused on interpersonal skills.

CREATING A MINI-COMPANY TO LEARN HOW TO INTEGRATE AT WORK

The premise of the programme initiated by the organisation *Entreprendre à l'école* to learn “Mini Entreprise EPA” is that a team of young people, supported by a teacher, entrepreneur mentor or company employee, along with an EPA supervisor, come together during an academic year to create their own “real” size business.

The EPA methodology facilitates alternating between working in teams, tangible achievements and presenting projects to third parties. This system promotes career choice through discovering real life in business, experiencing business careers, project management, realisation of ideas, meeting targets, creativity, etc.

2019 key figures:

- 5 mini-companies created – 63 participants
- 18 business projects under development

MOBILITY: AN OBSTACLE TO GETTING A JOB

A driving licence is a springboard towards employability. Mobility problems represent an obstacle to accessing employment and professional training – the career sought may require a driving licence and the employment area may be poorly served by the public transport network...

Based on this observation, the M6 Foundation seeks to facilitate professional reintegration by taking mobility as the starting point for helping people released from prison, in their search for employment or training. The financial support allocated for obtaining a driving licence must facilitate the return to employment or professional training.

The M6 Foundation has allocated individual grants worth a maximum of €1,000 to enable individuals who are being monitored by organisations upon their release from prison to be able to learn to drive.

2019 key figure:

- 100 grants released, 50 of which have been allocated.

COMBATTING ILLITERACY

Starting from the finding that 11% of prisoners in France have literacy problems and 35% of them are almost completely illiterate, the Foundation is concentrating part of its work on combatting illiteracy: In fact, without adequate proficiency in reading, writing and arithmetic, all basic skills, the lack of independence in simple everyday situations makes reintegration more complicated.

“AU-DELÀ DES LIGNES” (“BEYOND THE LINES”) WRITING COMPETITION

For the fourth consecutive year, in 2019 the M6 Group Foundation organised the writing competition, “*Au-Delà des Lignes*” (“Beyond the Lines”) in the prison environment, in partnership with the Ministry of Education and the Prison Administration. This fourth edition was the first to be held nationally.

The competition aims to make enjoyment the focus of reading and writing once again. In each establishment, a writer, author, or journalist (member of the *Au-delà des lignes* jury) goes to meet participants to talk about language and demystify writing. The selection of the winners takes place in two stages with regional juries and a national jury.

Between January and April 2019, 453 men, women and children took part in the writing workshops held in 53 institutions. They dared, often for the very first time, to produce a piece of writing, encouraged by a jury that came to meet them in order to chat with them about the joy of words and offer them advice.

2019 key figures:

- 53 participating prisons (mainland France and overseas territories)
- 454 participants (including 14% female and 6% under the age of 18)

USING CULTURE TO OPEN UP TO THE WORLD

Culture has this amazing capacity to unite us while respecting our differences. Culture allows us to see the multiplicity and complexity of our world. Giving meaning, questioning symbols and depictions: whether they relate to writing, theatre, music, visuals or video, cultural initiatives in the prison environment are organised as a gateway into the world, via debate and discussion with many external contributors.

CLASSICAL MUSIC AND BOXING WITH THE PARIS CHAMBER ORCHESTRA

The creation of a show combining theatre, dance, classical and contemporary music, opera singing and sporting performance (boxing) is the ambition of this artistic and sensory experience, which is overturning the rules and certainties in order to progressively expand one's vision of the world and oneself.

Eight men imprisoned in Meaux-Chauconin jail for violent crimes took part in approximately 40 workshops, held twice weekly over a period of six months (boxing, writing, acting, dance). They also co-wrote and put on the show with artists. It was performed both inside the prison and externally, at the Bobigny arts centre.

The aims of this initiative were to:

- Promote interaction between artists and participants,
- Facilitate access to cultural activities for audiences unfamiliar with them,
- Promote integration through artistic activity and the social contact created during events.

C. A community of committed employees

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

In 2019, Group employees took part on more than 120 occasions to the Foundations' activities, contributing their assistance, expertise and experience in their respective fields as well as their time to support the 2 employees who work full time for the M6 Foundation.

Involvement during the "*Fleury fait son cinema*" festival to provide an introduction to film reviewing and careers in journalism at the Group's premises, practice job interviews, supporting children in prison, and helping to select projects, are all opportunities to involve employees in their Foundation's initiatives.

2019 key figures:

- 26 projects supported
- 59 correctional facilities addressed
- 120 cases of employee involvement in projects
- 22,000 prisoners and their families have benefited from the initiatives since the Foundation was created

D. Support for numerous other initiatives

RAISING PUBLIC AWARENESS OF WORTHY CAUSES

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

M6 intends to assist and to encourage not-for-profit and charitable actions and to increase the general public's awareness of them. In 2019, 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 (Handicap international, French Red Cross, Fondation de France, Fondation pour l'enfance, Le Refuge, etc.), health (the fight against AIDS, cancer research, research into Alzheimer disease, combatting smoking, Imagine for Margo, etc.) and education/culture (combatting bullying at school, Unicef, etc.).

M6 Group also broadcast *Urgences Greffes*, a special immersive programme following the surgical teams at the Necker-Enfants Malades Hospital and those at the Foch de Suresnes Hospital. M6 also covered Tobacco Awareness Month in November 2019 in its news programmes.

On 13 October 2019 on M6, *Enquête Exclusive* broadcast a documentary reporting on "*Homophobia Worldwide*". M6 also broadcast a programme about school bullying, a very widespread problem in France that affects one in ten children. The cameras from 66 minutes filmed at a clinic, near Lille, in France, which looks after bullied children.

On 22 May 2019, M6 broadcast a documentary on "*The Right to Die – A French Taboo*". The programme looked into the circumstances of individuals in pain who wanted to make use of it, including 105 year-old Marie-Louise, who decided to travel to Switzerland for assisted suicide.

M6 also devoted several reports in its news programmes to the fight against tax fraud and tax evasion at various points during the year when major cases were in the news ("*Tax Fraud: Cristiano Ronaldo fined heavily*", "*UBS ordered to pay €3.7 billion for supporting Tax Fraud*", "*Balkany Trial: the Tax Fraud Element*", etc.)

In addition, M6 broadcast many items on human rights during its news programming ("*Thailand: Young Saudi woman refuses to return to Saudi Arabia*", "*George Clooney calls for a boycott of hotels linked connected to the Sultan of Brunei*", "*Combatting Fat Phobia: Overweight models on the Paris catwalk*", "*Murder of Women: a group organises a demonstration at Trocadéro*", etc.)

Lastly, the Group's news programmes also highlighted the fight against corruption through various reports ("*Opening of the Cristina Kirchner Corruption Trial*", "*Scandal of Match-Fixing in Spanish Football*", "*Benyamin Netanyahu Indicted on Corruption Charges*", etc.).

PREVENT, ACT AND INCREASE AWARENESS OF PUBLIC HEALTH CHALLENGES

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

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 4 and 7 April 2019. The Group's channels, supported by presenters, have made Sidaction the keynote of a number of programmes, featuring trailers for the campaign, prevention information, awareness raising programmes, broadcasting of fundraising advertisements and short features on the TV channels.

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

UPHOLDING RESPECT OF INTELLECTUAL PROPERTY

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

This policy is based on two principal areas:

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

ENHANCING AND PROTECTING CULTURAL HERITAGE

The audiovisual rights subsidiaries of the Group contribute to the preservation of 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 146 films had been fully restored by the end of 2019.

During 2019, partnerships were renewed with Christian Dior perfumes (use for the fifth consecutive year of a clip from Robert Enrico's film, *Les Aventuriers*, for the *Eau Sauvage* commercial) and with the Musée de la Gendarmerie et du Cinéma in Saint-Tropez (relating to the six *Les Gendarmes* films). In addition, in 2019, the film *La Piscine* celebrated its 50th anniversary, with multiple events to mark the occasion, including 4K restoration, selection at the Festival of Lights in Lyon, cinema re-release, and the creation of a new poster by Laurent Durieux (one of the most talented poster artists of the moment).

ACTING AT A LOCAL LEVEL

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 2019 M6 Group welcomed the start-up Billee to its Neuilly premises, and provided it with an office, 5 workstations and access to its common areas.

7th Challenge: Developing balanced and transparent relations with stakeholders

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

PRIORITY INDICATOR: NUMBER OF SUBSCRIBERS ON SOCIAL MEDIA

	2018	2019
Number of subscribers on social media	8.7 million	9.3 million

A. Social media

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

For the year ended 31 December 2019, M6 Group had 9.3 million subscribers with accounts for its free-to-air channels - excluding Gulli - on these various social media platforms (non-duplicated subscribers).

The Group also operated more than 30 accounts (in particular for its various shows) in 2019.

	M6		W9		6ter	
	2018	2019	2018	2019	2018	2019
Facebook	2,240,000	2,347,000	1,340,000	1,360,000	143,000	189,000
Twitter	3,110,000	3,177,000	774,000	792,000	34,200	34,000
Instagram	219,100	349,000	869,100	1,038,000	6,100	22,000
TOTAL	5,569,100	5,873,000	2,983,100	3,190,000	183,300	245,000

B. Viewers

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

In 2019, this website, “m6etvous.fr”, dedicated to viewers, recorded 1.9 million unique visitors (vs. 1.8 million in 2018).

More than 7,500 viewer queries were processed in 2019.

Today, the primary challenge for a media group is to encourage innovation in order to adapt to technological developments and changes in viewing habits and the use of its services. These developments have led the Group to widen the distribution and availability of its content over the past few years, necessitating investment in both networks and digitalisation as well as ascertaining the existence and development of a viable business model for these new uses.

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

C. Consumers

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

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

D. Shareholders

M6 Group places strong emphasis on financial communication in order to deliver exact, precise and fair information to all shareholders, in accordance with applicable French standards and regulations.

Seeking to be attentive to the financial community and its shareholders in this matter, the Group set up 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 3.4 of this document.

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

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

In 2019 and for the 7th consecutive year, M6 shares were selected in the composition of the Gaïa index comprising the 70 securities posting the best 2018 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 134 criteria of which 20 in particular cover the environment, 40 corporate aspects, and 50 others governance.

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

Ethifinance has specifically highlighted M6’s best practices in the field of social policy.

E. Advertisers

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

In 2019, M6 Publicité conducted a study “*The Era of Responsible Brands*” with the aim of supporting, via our media outlets, the increasing power of brand communications that engage. The challenge for this study was to better understand where French people stood in terms of responsible consumption, what they were doing in real terms, who were the most engaged groups, what obstacles need to be removed, and what levers brands and the media should be activating.

The study was based on monitoring and analysis work by both the Group and the sales house, as well as a field investigation, focus groups and a quantitative analysis, in partnership with the Iconics and Sociovision institutes.

M6 Publicité got consumers to react to brand marketing campaigns (packaging, adverts, radio, brand content video) in order to identify the tangible levers on which brands should communicate more. It is now no longer enough for brands to produce a video about their commitments and then say they are a responsible brand. We are witnessing a change in the advertising paradigm: we are moving from a fantasy based on a product to the reality of the product, its intrinsic qualities and its commitments to the planet in order to serve a more activist consumer.

Communications must include supporting data, clear messages and must affirm their commitments within all their initiatives. Lastly, M6 Group’s sales house and Kantar Média have together created a CSR variable that enables the significant progress of these brand initiatives on TV and Radio to be measured. M6 Publicité now estimates that it accounts for 9% of TV and 4% of radio investments.

F. 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.

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

2. CORPORATE RESPONSIBILITY

8th Challenge: Retaining talent

The Group firmly believes that its employees are the cornerstone of its success. It is for this reason that the Human Resources Department places employee selection and subsequent loyalty building at the heart of its concerns, and endeavours to promote employee development in all aspects of their professional life.

PRIORITY INDICATOR: STAFF TURNOVER

	2017	2018	2019
STAFF TURNOVER	9.3%	10.4%	10.7%

After the integration of the Radio Division into the workforce in 2018, the resultant restructuring, and the business synergies, turnover remained stable in 2019.

A. Promoting the stability and diversity of the workforce

Breakdown of M6 Group workforce by type of contract

	2017	2018	2019
Permanent contracts	2,001	1,966	1,970
Fixed-term contracts	263	252	311
TOTAL WORKFORCE	2,264	2,223	2,281

At 31 December 2019, M6 Group's total workforce was 2 281 people, compared with 2 223 at 31 December 2018, including 1,970 on permanent contracts in 2019, compared with 1,966 in 2018. The net change in the number of permanent contracts is detailed below:

WORKFORCE AT END DECEMBER 2018	1,966
External recruitments	114
Integration of companies (Jeunesse TV and Jeunesse Thématique)	107
Event contract workers/service providers made permanent	18
Fixed-term contracts made permanent	18
Departures	
<i>Resignation</i>	-110
<i>Redundancy</i>	-32
<i>Termination by mutual agreement</i>	-66
<i>Retirement</i>	-8
<i>Other (end of trial period, etc.)</i>	-37
WORKFORCE AT END DECEMBER 2019	1,970

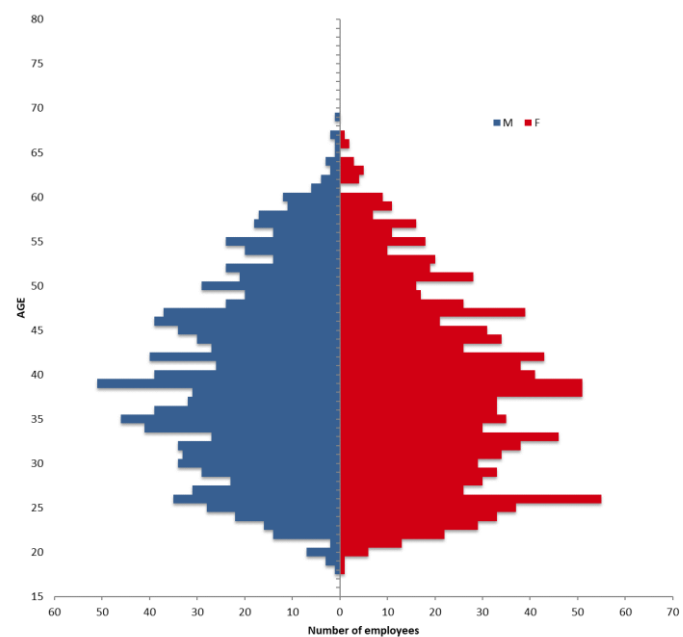
In order to ensure gender equality, M6 Group pays particular attention to balancing its workforce.

At 31 December 2019, the Group's workforce was made up of 51% of women and 49% of men, distributed as follows:

Breakdown of M6 Group workforce by category and by gender

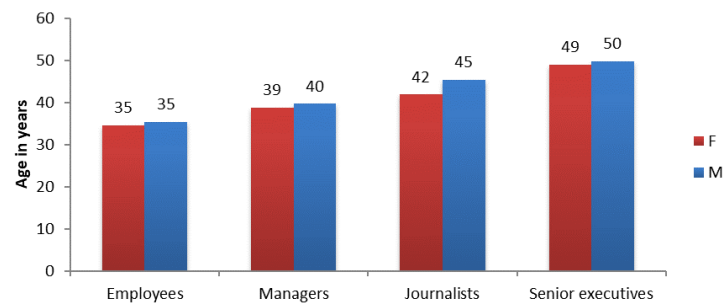
	2019	Male	Female
Employees	606	287	319
Managers	1,348	625	723
Journalists	269	164	105
Senior executives	58	43	15
TOTAL	2,281	1,119	1,162

Age pyramid

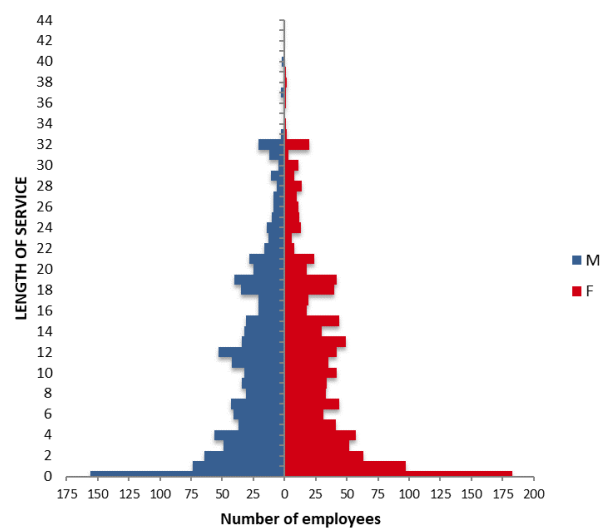


The average age of Group employees is 38.9 years, with 38.1 years for women and 39.8 for men.

Average age of permanent workforce by category and gender

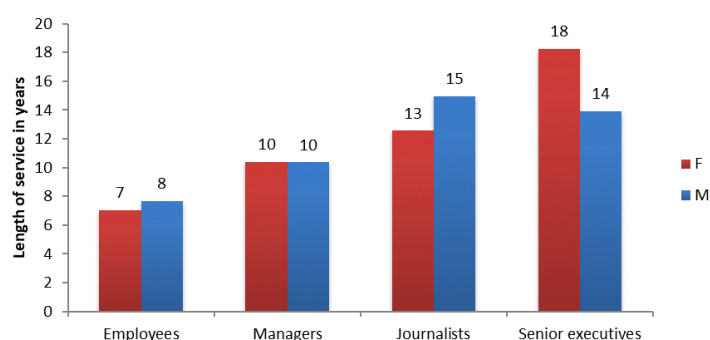


Length of service pyramid



The average length of service within the Group is 10.1 years: 10.5 for men and 9.8 for women.

Average length of service of permanent workforce by category and gender



Breakdown of permanent workforce by division

It should be noted that from 2019, the 6PLAY activity as well as the technical platform, until then both integrated in the Diversification Division, are now consolidated in the TV Division, equating to 92 employees at 31 December 2019.

	2017	2018	2019
TV	1,149	1,156	1,377
Radio	459	435	413
Production & Audiovisual Rights	94	90	96
Diversification	562	542	395
TOTAL	2,264	2,223	2,281

Breakdown of fixed-term contracts

	2017	2018	2019
Fixed-term contracts	165	141	182
Work experience contracts	80	80	88
Apprenticeships	18	36	41
TOTAL FIXED-TERM CONTRACTS	263	257	311

Event contract workers

	2017	2018	2019
FTE EVENT CONTRACT WORKERS AND FREELANCERS	446	454	422

B. Implementing a flexible working time arrangement

Group employees benefit from an organisation of their working time calculated in hours or days according to their categories.

Main working time arrangements by category

	Average annual working time	35-hour week overtime
Employees	1,575 hours	22 days
Managers	215 days	variabilisation
Journalists	205 days	11 days
Senior executives	Not applicable	Not applicable

Part-time work

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

At 31 December 2019, 160 employees were on a part-time permanent contract, of which 70.6% were women. In total, they represented 116.9 FTEs.

Lastly, following the integration of the RTL Radio Division, new agreements (new Company Wide Agreement and Agreements on Working Time and Arrangements) were concluded, notably incorporating the implementation of several new systems such as the introduction of remote working for employees whose activity and autonomy allow.

Reasons for absence

Types of absence (in working days)	2018	2019
Number of sick days	15,351	16,222
Number of days absent for maternity/paternity/parental leave	4,864	4,581
Number of days absent due to work and travel related accidents	837	837
Number of days absent due to exceptional holidays	2,657	2,716
TOTAL	23,709	24,356
Absenteeism rate*	4.2%	4.3%

* Excluding Cizar, Socciadict (2018 - 2019) - I Graal (2018)

In addition, during the 2019 financial year, 7,412 hours of overtime were worked by M6 Group employees compared with 8,432 hours in 2018.

In 2018 the volume of additional hours was unusually high, in connection with the integration of the Radio Division.

C. Providing an attractive remunerations and benefits system

The pay packages of M6 Group employees are reviewed on an annual basis as part of the annual salary review. Employees may benefit from individual performance-based increments.

In addition to their basic salary, all employees receive a 13th month salary. Best Of TV and Sociétés des Musicales from the Radio Division do not receive a 13th month, with the exception of journalists. In 2020, all permanent Musicales employees will receive a 13th month.

This is supplemented for 949 employees in 2019, compared with 925 in 2018, 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.

CHANGE IN AVERAGE REMUNERATION

The average remuneration of the Group's permanent employees in 2019 amounted to €61,195, compared to €60,459 in 2018.

EMPLOYEE SAVINGS

PROFIT-SHARING AGREEMENT

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

The results of the various Group companies made it possible to establish a special reserve for profit-sharing for 2018, and paid in 2019, totalling €9,847 K, compared with €9,329 K paid in 2018 for 2017; 2,689 employees benefited, compared with 2,938 employees the previous year.

BONUS SCHEME

A Group-wide bonus scheme (excluding Ventadis) was concluded on 27 June 2017 with the various representative groups for the next three financial years, i.e. until 31 December 2019.

Total bonuses (excluding Ventadis) paid in 2019 for 2018 were €4,930 K, i.e. €1.8 K per employee.

Employees of the Ventadis division received no bonus payments for 2018.

GROUP SAVINGS PLAN

In 2019, M6 Group (including the Radio division) renewed its Group savings plans under which the Group matches the individual contributions of each employee. This year, the amount paid in respect of this contribution was €1,595 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 €16,372 K, compared with €15,911 K in 2018.

Lastly, the management of employee savings (excluding the Radio division) 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).

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 and Radio employees who have a separate scheme, membership of the private health scheme is mandatory and must correspond to the individual’s family circumstances. In 2019, the monthly contribution was €129.31, with payment split between employee and employer as follows:

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

Permanent employees of Ventadis benefited in 2019 from a private health scheme, membership of which is mandatory. Employees may choose between an individual scheme and a family scheme. Monthly contributions range from €44.41 for the basic individual scheme to €62.64 for the family scheme. The employer pays €53.53, regardless of the scheme.

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 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 2019, all Ventadis employees benefited from an insurance scheme, which varied depending on the companies and involved different contributions according to status.

TOTAL REMUNERATION OF 10 HIGHEST PAID EMPLOYEES

In 2019, a total amount of €6 295 K was paid to the 10 highest paid Group employees (excluding Nicolas de Tavernost, a corporate officer) compared with €6 164 K in 2018, of which €1,771 K was variable remuneration in 2019, compared with €1,861 K in 2018.

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 2020, 53 M6 Group employees benefited from this scheme.

In 2018, employees from the companies Information et Diffusion as well as former Ediradio staff continued to benefit from their own defined contributions pension scheme, via a specific mechanism.

D. Promoting social dialogue within the Company

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

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

Furthermore, to emphasize its commitment to this issue, the Métropole Télévision ESU (economic and social unit) signed an agreement relating to trade union rights on 5 April 2018.

Various unions are represented within M6 Group: In this way, within the ESU made up of the companies Métropole Télévision, M6 Bordeaux, Paris Première, Sedi TV, Edi TV, M6 Thématique and M6 Génération, (bringing together 945 employees), the union representative bodies are as follows after the most recent employee representative elections, held in 2018:

- CFE-CGC with 36.2% of the votes, represented by one union delegate,
- CFDT with 22.0% of the votes, represented by two union delegates,
- FO with 22.0% of the votes, represented by one union delegate,
- CGT with 10.1% of the votes, represented by one union delegate,
- CFTC, not deemed representative with 9.1% of the votes, is represented by a local union delegate.

At 31 December 2019, M6 Group comprised 14 economic and social committees with 150 elected representatives (all bodies combined and taking into account the holding of multiple offices) and 2 health, safety and working conditions commissions and 11 elected representatives.

These various employee representative institutions promote regular and active social dialogue. In 2019, on average 14 ordinary and extraordinary meetings took place every month with employee representatives (across the various bodies).

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

The key points raised during ESC committee meetings or by single employee delegations during 2019 were as follows:

- the unilateral decision to pay an exceptional spending power bonus - Law 2018-1213 of 24 December 2018,
- amendment of the Group's Rules and Regulations (addition of the Right to Disconnect Charter),
- appointment of a Sexual Harassment and Sexist Conduct Officer from the members of the ESC, and an HR Officer,
- an assessment of the agreement relating to the integration and retention in employment of disabled people,
- the proposed purchase by M6 of Lagardère Thématique et Jeunesse TV,
- the employee savings scheme paid out in 2019,
- occupational health annual report,
- the professional gender equality index,
- review of 2018 training, 2019 provisional training plan,
- 2020 professional training priorities,
- Social policy and working conditions,
- the economic and financial position of the ESU (2018 annual financial statements, CICE tax credit).

Moreover, an ongoing dialogue is regularly maintained with union representatives. As such, in 2019 more than 40 meetings were held, leading to the conclusion of 24 collective agreements during the course of the year.

The aim of these agreements included harmonising employment foundations, developing adaptability between journalists, improving working conditions, promoting professional gender equality as well as supporting the financial performance of the company.

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

E. Improving health and safety at work

SAFETY

The safety and working conditions of employees are central concerns of the Group's management and elected members of the Group health, safety and working conditions committees and social and economic committees.

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

Security at the entrances to all buildings remains tight, including outside Paris (checking of badges and identities of people from outside the Group, limited access to certain buildings and to parking areas) despite the fall in the Vigipirate level (France's national security alert system).

The shop stewards have been informed of all the measures that have been implemented.

REFURBISHMENT

In 2018, following the integration of the RTL Radio division, 1,364 workstations were relocated between the various sites in Neuilly-sur-Seine and Paris.

These refurbishment projects improved communication and dialogue between the teams and the Group's departments. In 2019, M6 Group, seeking to go further in the refurbishment of working spaces, rolled out a flexible office structure in some of its entities. The implementation of this project was the subject of an ongoing dialogue developed with the staff representative bodies and employees concerned. The project was supported by an external consultancy and dedicated training in the field was rolled out.

This new structure notably helped provide optimum conditions for welcoming the teams from the Youth TV Division as part of the purchase of the division of Lagardère Group's channels (excluding Mezzo).

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 to ensure they identify risks and respond accordingly.

In 2019, 7 managers attended a QLW training session within the Group.

The Group continued its "Wellbeing" initiatives in 2019 via sleep therapy and meditation workshops provided to employees each month.

Moreover, as part of all training sessions organised for the managers, the latter learnt more about the right to disconnect, in accordance with the provisions set out in the charter relating to the right to disconnect.

ANNUAL PERFORMANCE AND CAREER DEVELOPMENT REVIEWS

Annual reviews of quality of life at work and psychosocial risks are prepared within the ESU and M6 Group subsidiaries (excluding Ventadis). Indicators by department concerning human resources and corporate aspects (mobility, absenteeism, turnover, age pyramid, seniority, etc.), working conditions (working hours) and health and safety (number of occupational and commuting accidents, medical exams, etc.) provide the basis for an analysis of the information and the 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 and to monitor their workload. 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, mobility or redeployment project, etc.). An interview is held in less than two years if the employee is returning from an extended period of absence or wants to move to another position in the company.

As is the case every year, M6 Campus – M6 Group's training body – offered managers the opportunity to attend training to ensure the success of their annual reviews as well as their professional interviews. In 2019, 65 training sessions were delivered demonstrating the commitment of managers to ensuring the various reviews are successful.

SAFETY, HYGIENE AND HEALTH TRAINING

In 2019, 61 people underwent safety standards training (evacuation, use of fire-fighting equipment, etc.), 12 of whom were trained as workplace first aiders:

- 1 employee attended initial OHS training,
- 1123 employees attended OHS training on recycling,
- 49 employees attended fire training.

Lastly, 22 journalists and reporting engineers (radio and television) also received first aid training via a custom developed session run specifically by a member of the marine commandos.

OCCUPATIONAL HEALTH

The nurse is present daily at the medical room and can therefore give preventive advice to employees and answer any questions they may have on various subjects, notably via the enterprise social network Blender, by indicating the positions to adopt for sedentary work, recommendations in the event of a heatwave, good hygiene and vaccination measures in the event of flu, the procedure to follow in the event of a medical emergency, benefits in the event of pregnancy, etc.

The occupational health doctor and the nurse gave vaccinations to 33 employees in 2019.

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

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

In addition to setting out the discussion processes with employee representatives, such representatives have been specifically informed about all the initiatives introduced within M6 Group, and in particular in relation to the psychosocial risk prevention policy.

Unlike in previous years, there was no annual blood donation campaign, as the roadworks in the Avenue Charles de Gaulle meant that the mobile blood donation van could not park.

Work-related accidents and illnesses:

	2018	2019
Work-related accidents resulting in lost time	10	8
Frequency rate ¹	2.12	1.70
Severity rate ²	0.042	0.038

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

F. Offering an attractive working environment

BENEFITS AND SERVICES OF THE WORKS COUNCIL

The Group's community enterprises budget was €1,333 K in 2019 (compared with €1,181 K in 2018). This amount is set in line with a percentage of between 0.50% and 0.95% inclusive of the total payroll for each ESU, subsidiary and for Ventadis.

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

OFFICE REFURBISHMENT

As part of the refurbishments completed in 2018, and in 2019 notably subsequent to the arrival of the Radio division within the Group, particular attention was paid to working conditions. Over the two years, 1,364 workstations were relocated between the various sites in Neuilly-sur-Seine and Paris. In addition, as part of the refurbishment of working spaces in flexible office mode, an initiative was launched to support the employees concerned.

As such, employees, managers and staff representatives could take part in joint-construction workshops relating to the introduction of the flexible office, and be actively involved in selecting an effective and attractive layout taking into account the constraints of the structure and the working environment. This new structure affects 347 employees.

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

INTERNAL COMMUNICATION

Through its various initiatives, Internal Communication continues its role providing information, support and coordination to employees in their daily lives within M6 Group.

INFORMING AND SUPPORTING EMPLOYEES

To enable them to stay up to date with what is happening within the Group, employees have a Corporate Social Network, Blender, which is available on all devices (desktop, smartphone and tablet). Here they can find all practical information (processes, HR information, tutorials for work-related solutions, etc.) and regulatory content (company agreements, minutes from ESCs, etc.).

In addition to internal announcements, employees can always discover new content, notably:

- Interviews with the Executive Board and the Heads of Channels: Every three months, Executive Board members take the floor to give a review of the few months just ended and identify the upcoming challenges (TV channels, financial results, advertising market). Each month, the Heads of the Group's TV channels post a video for employees detailing the performances of the programmes and the new shows on in the schedules.
- Reports from behind the scenes at M6 Group: In order to highlight the work of employees and the synergies between the entities, the internal communications team regularly goes to meet them in the field to show how they contribute on a daily basis to the success of M6 Group (special programme, "25 Years of RTL2, 25 Years of Pop and Rock Hits", "Fun Radio Ibiza Experience", etc.).
- Profiles of employees: To showcase the diversity of careers (more than 250) within M6 Group, employees are regularly interviewed, in a fun video format, to discuss their career path, daily routine, role, etc.

To celebrate 10 years of the "19'45", a special edition for employees was produced by the National Newsroom. Broadcast exclusively through Blender, Xavier de Moulins, Nathalie Renoux and Kareen Guiock took a look back in pictures at how the M6 Newsroom operates, the key dates in TV news, French and international guests, with Nicolas de Tavernost and Thomas Valentin in the studio.

Moreover, spaces dedicated to specific events / issues are also set up on Blender in order to better inform employees. As part of the integration of former Lagardère employees into the Group, an area was created to provide them with all the practical information they would need for their arrival in Neuilly. The introduction of the "flexible office" on a number of floors in Neuilly was also covered in a dedicated space to answer any recurring questions from employees.

This information was also provided on digital signage screens in the Group's various buildings and emailed to all employees.

In addition, two initiatives have also been created to enable employees to improve their knowledge of M6 Group:

- **“Instant Café”**: This monthly meeting enables approximately 10 employees (permanent staff, students on work / study courses, trainees, etc.) to chat with a member of the Executive or Management Committee for over an hour. In 2019, more than eight directors took part in this event (Head of Fun Radio / RTL2, Director of Communications, Director of Procurement, DTL Director of News, etc.)
- **“Breakfast”**: Every two months, Nicolas de Tavernost invites around 15 employees from across all entities to an informal breakfast to chat with them about the history of the Group, tell them about the main activities and discuss the major challenges to come over the next few years...

DAY-TO-DAY ACTIVITIES FOR EMPLOYEES...

A different activity is offered each day to enable employees to meet up and to have the opportunity to interact and chat together:

- **Eco-responsible activities**: In 2019, a collaborative vegetable plot was created, in the garden at 46 rue Jacques Dulud, with the help of the French start-up “Ciel mon Radis!”. After several joint-development workshops, several plots, covering more than 150m², were prepared and planted by volunteer employees of M6 Group. Every Tuesday, about 30 employees take turns to tend M6 Group’s volunteer vegetable plot. Budding gardeners can discover the benefits of gardening and harvest the fruits of their labours weekly (tomatoes, lettuce, courgettes, raspberries, strawberries, etc.).
- **In-house conferences**: In order to better understand the digital and media ecosystem, conferences led by “in-house professional experts” are held regularly in the auditorium and live / via catch-up on Blender: a summary of the Consumer Electronic Show (CES) trade fair by Innovation Management, presentation of the new programme schedules by the Heads of the TV and Radio channels, etc.
- **Going behind the scenes**: Employees can register to go on visits, led by “professional experts”, to see the master control room from where all M6 Group’s signals are broadcast, visit the “Jean Drucker” set where the 19’45 is filmed every day, and the studios of the radio stations RTL / RTL2 and Fun Radio, etc.
- **Preview screenings**: In 2019, more than 20 films, co-produced by M6 Films / distributed by SND, or new programmes broadcast on M6 Group channels, were shown during sessions reserved for employees (“Nicky Larson et le parfum de Cupidon” (M6 Films), “Top Chef” (M6), “Minute par Minute” (W9), etc. To enable employees to enjoy films with their families, special days were arranged to see preview screenings of the films “Playmobil: The Movie” and “Vic the Viking”.
- **Wellbeing activities**: Each month, two sleep therapy and one meditation session are provided for employees. It should be noted that, as part of the “Quality of Life at Work” week, theme-based activities were introduced (self-massage, laughter and chair yoga, conference on nutrition, etc.).
- **Sporting events**: On several occasions in 2019, the Group’s beginner and experienced runners formed an #M6Team to take part in races – “10 km de Paris” under the M6 Group banner, “Spartan Race at the Stade de France” with a Fun Radio team and the “Sine Qua Non” run with a téva team, to help combat violence against women, etc.
- **Social activities**: Competitions are held regularly on Blender to give employees the chance to attend events organised by the TV and radio stations: “Le Grand Studio RTL”, “Concert très très privé RTL2”, “Fun Radio Ibiza Expérience”, etc. are all opportunities for employees to discover French and international artists under special conditions.

G. Providing opportunities to the talents of tomorrow

	2018	2019
Number of trainees received during the period, for a period of 3 to 6 months	244	249
% of trainees hired at the end of their training period (permanent or fixed-term)	12%	15%
Number of work/study students received during the year	116	129
- Apprenticeships	36	41
- Work-based learning	80	88

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

- Making M6 more attractive to young people:

- Developing partnerships with schools by welcoming student promotions within the Group and by participating in student forums.
- Inspiring the young and sharing our love of broadcasting: In 2019, almost 180 school children aged 14 and 15 were welcomed into M6 Group on job shadowing placements. This immersion into the world of media allowed them to learn about how the Group operates, and to meet and chat with employees, perhaps even to inspire some careers...
- On social media: Thanks to its “M6Campus” accounts (Facebook, Twitter, Instagram, LinkedIn), students can learn about the day-to-day lives of employees via #laviechezM6, as well as any HR news, job offers and placements at M6 Group. Video profiles also help them to discover the diversity of careers and employee experience within the company.
- Welcoming new talents:
 - Recruiting the future work / study students of M6 Group: To mark the sixth edition, the “Journée de l’Alternance” (“Work / Study Day”) initiative was changed to “Semaine de l’Alternance” (“Work / Study Week”). After watching a presentation video of their future manager, each candidate was also asked to submit a video application. Following pre-selection by the HR team, candidates were invited to the offices to meet their future manager during an interview. During this week of recruitment, 110 students were welcomed by more than 70 mentors. Following these meetings, more than 70% of the invited candidates were recruited by the Group.
 - Finding the journalists of tomorrow: Journalism students can attempt to join the TV and Radio editorial teams via three competitions:
 - a. #PrixMoJoM6 (M6): Asma Mehnana (IJBA Bordeaux) won the third edition and was awarded a fixed-term contract within M6’s National Newsroom. Following an application-based selection process, 6 finalists are invited to the offices to produce a report using a smartphone on a specific issue under real conditions. The competition, open to final year journalism students at the 14 schools recognised by the Journalists Agreement, helps to identify the future Mo(bile) Jo(urnalist)!
 - b. Jean-Baptiste Dumas Scholarship (RTL): Thomas Dullin (EPJ Tours), Aurélia Valarié (EDJ Grenoble) and Romain Houge (CFJ Paris), were all winners of the 2019 edition as chosen by the jury made up of journalists from the RTL editorial staff. This competition, named after Jean-Baptiste Dumas, a former RTL journalist, who died following the Furiani Stadium disaster in 1992, is open to students in their final year at Journalism School.
 - c. #RTLChallenge “Digital journalism” (RTL): Esther Serrajordia (IFP Paris) and Paul Turban (Sciences Po Paris), winners of the fifth edition, joined the digital editorial staff of RTL on work-based study programmes for a period of 12 months. Launched in 2015, this competition is open to students at the end of their first year of their Master’s at journalism schools.
- Retaining trainees and students on work / study courses:
 - Promoting the integration of young people into internships and work placements: To support trainees and work / study students within the GriyuoGroup, Welcome Days are held regularly. These sessions, offered to young recruits, help them to develop their knowledge of the Group, its activities and careers, and to create their first professional network, etc.
 - Preparing for M6 Group future recruitment: Before the end of their training period, the young people have an interview with their supervisor, in order to carry out an overall assessment of their work experience and validate their choice of professional direction as well as their potential and motivation to work for the Group. Their job applications are given priority for filling junior roles immediately following the end of their training period or subsequently.
 - Measuring the satisfaction levels of trainees and students on work / study courses: For the third consecutive year, M6 Group received “Happy Trainees” certification, awarded by choosemycompany.com. With an overall rating of 3.87/5, this certification recognises the welcome, integration and support offered to trainees and students on work / study courses, within M6 Group.

H. Ensuring compliance with ethical and professional conduct guidelines

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

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

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

GENERAL STANDARDS OF BEHAVIOUR

COMPLIANCE WITH THE LAW

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

M6 GROUP'S COMMITMENTS AS AN EMPLOYER

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

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

CONFLICTS OF INTEREST

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

FRAUD PREVENTION

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

The Group has implemented appropriate control measures (described in Paragraph 1.8 of this document) to prevent any form of fraudulent activity.

FREEDOM OF EXPRESSION AND SOCIAL NETWORKS

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

INTERNAL CONTROL

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

RELATIONS WITH OUR COMMERCIAL PARTNERS AND THIRD PARTIES

RELATIONS WITH OUR COMMERCIAL PARTNERS

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

RELATIONS WITH GOVERNMENT BODIES AND REGULATORY AUTHORITIES

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

COMBATTING CORRUPTION AND INFLUENCE PEDDLING

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

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

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

COMPETITION

The Group complies with anti-trust legislation and competition regulations. It has adopted a Code of Conduct and provides training on its implementation. Members of the executive committee and any other personnel particularly exposed to competition law issues can refer to the Code.

IT

IT CODE OF CONDUCT

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

COMPUTER ENGINEERS' CODE OF CONDUCT

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

CONTENT AND PROGRAMMING

AGREEMENT SIGNED WITH THE CSA

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

PROTECTION OF INTELLECTUAL PROPERTY

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

INSIDER TRADING

The Group has adopted an ethical trading code of conduct intended to prevent insider misconduct. This code complies with recommendation No. 2010-07 of the AMF (French markets regulator), dated 3 November 2010, and applies to anyone who has access, or may potentially have access, to insider information. It prescribes the rules applicable to all Group employees and is available on the intranet. A new version of this Code came into force in 2017, in accordance with Regulation (EU) 596/2014 on Market Abuse and Article 622-2 of the AMF General Regulation.

9th Challenge: Developing employee skillsets

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

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

	2018	2019
% of employees who received training during the period	45%	39%
<i>Excl. Czar and Sociadict (2018-2019) - Excl. iGaal (2018)</i>		

	2018	2019
Number of employees who were promoted during the period	169	176
% of employees who were promoted during the period	9.7%	10.2%
Number of employees who benefitted from in-house mobility during the period	61	73
Number of employees who received training during the period	975	712

A. Successfully integrating new arrivals and showing them the Group's careers

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

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

B. Conducting annual reviews and developing careers

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

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

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

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

C. Encouraging internal mobility and promotions

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

In 2019, 39% of permanent contract opportunities were filled internally, demonstrating the Group's ability to support and develop its employees.

To enable employees to grow within the Group, M6 has developed new support tools.

An “*Internal Mobility – How does it Work*” pack was created to explain internal mobility and present the different tools and workshops available to employees seeking progression. In order to answer employees' questions, meetings were organised by the Careers and Skills Development in the Group's various buildings.

A “*premium*” process was set up for employees who are relocating, enabling them in particular to access expert run workshops, such as “Digital CV and Identity” and “mobility interview coaching” or to prepare a process of personalised meetings.

The systems used to communicate our in-house opportunities have been improved. To ensure greater visibility, all situations vacant within M6 Group are posted on the homepage of the Corporate Social Network and an “Internal Mobility” group was set up to help employees easily find information on this topic. In particular, video examples of employee mobility can be found within this group. Current opportunities are also accessible via screens in the lifts and in the break rooms. Lastly, whenever a new opportunity arises, an email is sent out detailing the top offers of the moment with the engaging slogan, “And if it were you?”.

D. Implementing an active and agile training policy

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

	2018	2019
Training investment	€1,056 K	€624 K
Training initiatives	1,832	1,068
Number of hours' training	16,297	12,204
Number of employees who received training during the period	975	712

Information based on permanent contracts – Excluding Ctzar and Socciadict

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

2019 was marked by the implementation of the Law of 5 September 2018 relating to the freedom to choose one's future career, with this new legislation significantly reforming financing as well as the different training mechanisms. Included are the training programmes that have been fully or partially financed in the budgeted training programmes and skills training periods.

The total training expenditure in 2019 was €624 K, demonstrating M6 Group's continued commitment to talent development. This training investment thus led to the funding of 1,068 training initiatives representing a total of 12,204 hours. Overall, 712, or 39%, of employees benefitted from training in 2019.

In 2019, M6 Campus – M6 Group's training body – continued to expand its range and to be a key partner in developing the skills of Group employees in compliance with the French Quality Decree (certification of training organisations) and its referencing in DATA DOCK (in 2017). Via M6 Campus, M6 Group develops custom training in lines with developments in our professions by being very agile in terms of the length and effectiveness of the training.

In this way, M6 Campus organised 502 training initiatives in 2019 by providing training related to Management, Group Culture, Positions and Personal Development. M6 Campus further enhanced its range of tailored training, intended for both managers and employees, in 2019.

Supporting managers was once again a strategic priority in 2019, with 329 training initiatives conducted via three levels of so-called "initial" training (*Management - The Recipe !*, *The Keys to Management* and *Managing Managers*) and Manager Workshops by M6 Campus.

As part of the Manager Workshops By M6 Campus, the range has grown with a new workshop, "Remote Manager", in order to provide our managers with solutions as part of the introduction of homeworking in particular. Since their launch in November 2018, the workshops have been a genuine success with managers. M6 Campus today offers twelve agile workshops, ranging from 4 to 7 hours, completely open to self-enrolment via our Enterprise Social Network.

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

Certain manager workshops are been rolled out to all our employees – in this way the "Optimising your Time" and "Learning from your Emotions" workshops were developed to ensure that each Group employee could have access to these training sessions.

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

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

PRIORITY INDICATOR: NUMBER OF WORKERS WITH DISABILITIES

	2018	2019
Number of workers with disabilities	26	28
<i>Temporary / Permanent workforce at 31 December 2019 excluding Ventadis</i>		

A. Committed to the integration of workers with disabilities

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

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

In 2017, to mark ten years of the Disability Team, in order to strengthen this commitment and provide it with greater resources, the Group signed its first Disability Agreement for a three-year term, covering 2017-2019.

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

As such, in 2019, the Group recruited eight people with disabilities which takes the number recruited to 28 over the duration of the disability agreement (2017-2019).

Several initiatives were run in 2019 to raise employee awareness:

- For the thirteenth consecutive year, the Group mobilised its employees for the disability employment week which took place between 18 and 22 November 2019. Activities during the week included workshops for staff to raise awareness of the various forms of disability, and daily newsletters were sent to employees throughout the week via the intranet or by email.

- For the first time in 2019, M6 Group took part in the “Duo Day” initiative, organised throughout France at the instigation of Sophie Cluzel, Secretary of State responsible for People with Disabilities. In total, more than twenty duos were formed on Thursday 16 May 2019:

- On M6 Group’s TV and radio stations, enabling “trainees” to create a report in “#RTLMatin”, “Le Double Espresso” (RTL2) or during the “19’45” (M6),

- In M6 Group’s various departments, enabling them to discover the world of the M6 Foundation, the sales house, the Production Department... with their counterpart. It should also be noted that Nicolas de Tavernost, Chairman of the Executive Board of M6 Group, also took part in “Duo Day” by welcoming Damien, who has a disability, to an advertiser lunch followed by a Distributors Committee meeting.

- An in-house cookery challenge, “Handicook”, in partnership with the ESAT Berthier initiative, which helps support the integration of people with disabilities into the mainstream labour market, was held for employees during the week of 7 to 11 October. Three teams, made up of four M6 Group employees and coached by an ESAT worker with a disability, went head to head from Monday to Thursday as they prepared a cold dish made using seasonal produce. At the end of each qualifying session, one team was chosen by the jury to go through to the grand final. During the in-house grand final, the four winning teams met up on the set of “Top Chef”. Over the course of two hours, the teams prepared several dishes chosen by the jury, before presenting their different creations. Each member of the winning team won lunch at the ESAT Berthier.

Furthermore, 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, digitalising programmes in order to archive them, and broadcasting the programme “*Kid et toi*” in French sign language.

B. Committed to gender equality

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

In the light of this commitment, all the Group’s operational HR department have been trained in non-discriminatory job interview techniques since 2012.

	2018	2019
% of women in total workforce	51%	51%
% of women recruited on permanent contract	54%	47%
% of female executives	52%	52%
% of female managers	nc	43%
% of female executives	28%	26%
% of female Management Committee members	23%	22%
% of women who received training	53%	49%

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

The Métropole Télévision union of companies renewed its commitments by signing an agreement relating to professional gender equality on 2 December 2019, for a term of three years from its signature. In parallel, negotiations are ongoing with the aim of concluding an identical agreement applicable to the M6 Pub union of companies as well as in the Group subsidiaries concerned.

In addition, M6 Group, seeking to improve its commitment to combating discrimination, sexual harassment and sexist conduct, also signed the “Promoting Women in the Media” Charter on 13 March 2019 alongside major players in the audiovisual sector, and appointed sexual harassment and sexist conduct officers who completed dedicated and specific training courses in order to be able to perform their duties in full.

In this way, to ensure equality and better representation of women on its channels, M6 Group has implemented, through its agreements and its various initiatives, a proactive policy of respect and promotion of professional gender equality, which helped

it to achieve very good scores in the first two published indexes of gender equality, scoring 88/100 for the Métropole Télévision Economic and Social Unit and 91/100 for the M6 Publicité Economic and Social Unit.

WORK/LIFE BALANCE

Management renewed the protection process for pregnant women, in particular by organising interviews 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.

Lastly, the introduction of a home working agreement within most of the Group's legal entities helps employees restrict their travel, encouraging professional fulfilment.

3. 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 challenge for the 21st century, and is therefore involved in safeguarding the environment at its own level.

The Group pays attention to, on the one hand, its own consumption (energy, water, paper, waste, transport, etc.), in order to reduce the overall footprint of its operations. As well as a strong desire on the part of management, levers for internal action require the involvement of employees, who are regularly informed, via several mediums (intranet, emails, screens, etc.), of the policies implemented within the business. Moreover, an eco-responsible committee was created in 2019 to develop new initiatives. Piloted by the internal communication department, several times a year it brings together employees from different businesses and buildings.

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

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

11th Challenge: Controlling and reducing energy consumption

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

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

PRIORITY INDICATOR: CHANGE IN ELECTRICITY CONSUMPTION

	2018	2019
Electricity consumption	13,995 MWH	13,885 MWH

A. Reducing emissions of greenhouse gasses

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

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

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

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

Moreover, where data are not available, it cannot track the GHG emissions related to procurement of products and services. Nevertheless, M6 Group is pursuing a policy that aims to develop sustainable and balanced relations with its suppliers and sub-contractors: for all of its purchases, M6 follows an approach that aims to take into account not only economic factors but also social, corporate and environmental factors. The Legal Department works to ensure that suppliers comply with all provisions relating to intellectual property, press and publicity rights, that they pay due attention to ethical aspects and are committed to meeting safety and security requirements.

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

B. Limiting the energy consumption of the Group's premises

Group initiatives related to saving energy

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

A complete modern management system has been installed to deal with energy consumption, enabling the temperature and lighting of premises to be regulated according to a number of criteria, such as for example their occupancy rate. This centralised technical management of energy is intended to provide better control by the Group of its consumption. In addition, the Neuilly buildings are all equipped with air/water heat pumps which use free air energy to provide heating and hot water as well as to cool the technical rooms. Furthermore, centralised technical management has also been introduced to turn off or reduce the functioning of electrical installations outside working hours in Rungis. The Group also complies with the government circular of 5 June 2013 requiring exterior building lights to be switched off between 1a.m. and 7a.m. Personal computers are also automatically switched off at night.

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

Mindful of adapting to the latest legislative developments in relation to environmental safety, M6 Group keeps an up to date record of audits to be carried out in this field. The December 2015 COP21 also was the opportunity to initiate a review on the improvement of the energy performance of the three buildings owned by the Group in Neuilly, beginning with an energy audit of these three sites under the NF EN 16247-2 standard, which was entrusted to an independent research unit. This audit satisfies the requirements of Decree n° 2014-1393 of 24 November 2014 which compels businesses to carry out such a review.

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

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

Lastly, in 2019, the Group signed new electricity supply contracts. From 1 January 2020, all the contracts for the Neuilly buildings are "Green Electricity" certified.

ENVIRONMENTAL MANAGEMENT OF BUILDINGS: 107 AVENUE CHARLES DE GAULLE BUILDING IN NEUILLY

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

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

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

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

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

CHANGES IN THE GROUP'S ENERGY CONSUMPTION

Usage is monitored in all areas on a very regular basis. Water and energy consumption and CO₂ emissions of the Neuilly buildings – owned or rented by M6 Group – and the Rungis, Boissy, Paris, Lyon, Boulogne-Billancourt and Lille buildings were as follows in 2019:

Direct and indirect emissions of scopes 1 and 2:	2017*	2018	2019
Water (in thousands of m ³)	25,545	27,762	26,235
Gas (in MWh)	1,434	1,534	1,675
Electricity (in MWh)	12,107	13,995	13,885
Fuel purchasing (in litres)	2,030	1,660	1,850
CO ₂ emissions** (in tCO ₂ eq - tonnes of CO ₂ equivalent)	1,316	613	565

* Excluding the Radio division, integrated into the reporting scope in 2018

** Related to the direct and indirect consumption of energy

M6 Group's key environmental indicator, i.e. electricity consumption, recorded a 1% reduction in 2019, reflecting the effects of the energy policy introduced by the Group. Its effectiveness is illustrated by, for example, a fall of 14% in Boissy where lighting using LED bulbs and a heat pump have been installed.

Gas consumption grew 9%, in line with the full-year effect of the occupation of the building at 3 Villa Émile Bergerat à Neuilly by the Radio division teams.

Fuel buying also rose in 2019 due to the preventive maintenance of the electrical system of the building at 89 avenue Charles de Gaulle, which required the use of a fuel powered back-up system. This fuel consumption nevertheless remained very limited in absolute terms and returned to a level that was lower than that recorded in 2017.

Within this context, CO₂ emissions increased a little, up 4% in 2019.

Lastly, the Group managed to reduce its water consumption by 6% in 2019, thereby reaping the rewards of its ongoing policy to raise employee awareness about preserving resources.

C. Limiting waste and promoting recycling

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

WASTE MANAGEMENT

In order to limit its production of waste, in 2019 the Group decided to remove disposable plastics from its rest and eating areas. As such, drinks are now only sold in glass bottles or tetrapak packaging. Plastic cutlery was taken away and plastic cups were replaced with cups made from biodegradable cardboard. To encourage employees to use mugs, a preferential price was introduced for coffees. The eco-responsible committee has even decided to test the removal of cups from the building at 107 avenue Charles de Gaulle. If successful, this trial could be extended to all Group buildings in 2020.

Moreover, as the Group's on-site food service is outsourced, the service providers take responsibility for policies to prevent food waste.

	2017*	2018	2019
Paper and cardboard waste (in tonnes collected in bins)	92	144	144
Ordinary industrial waste, including food waste (in tonnes as collected in the rubbish bins, glass included)	138	206	143

* Excluding the Radio division, integrated into the reporting scope in 2018

Despite the full-year effect of the integration of the radio employees, M6 Group succeeded in containing its production of paper and cardboard waste in 2019 thanks to its measures to limit printing.

There was a significant reduction in industrial waste, returning to a more normal level after 2018, which was marked by significant movements of employees. The cleaning days that precede relocations lead to significant waste generation. Moreover, unlike 2018, no work took place at the Rungis site in 2019.

PAPER MANAGEMENT

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

- Introduction several years ago of multi-function copiers, replacing individual printers, helping to make printing on both sides systematic and requiring swiping to launch printing: paper consumption fell another 8% at Neuilly in 2019 and 17% at the Ventadis sites (Rungis and Boissy).
- Widespread roll-out in 2019 of the exclusive use of recycled and recyclable paper in the multifunction copiers.
- Introduction of a system of colour printing quotas in order to reduce the use of ink cartridges and to tacitly encourage teams at the Neuilly sites to reduce their paper use.

- As of 1 January 2017, and in accordance with the Labour Law, all employees (permanent, event contract workers and trainees) have been receiving a monthly electronic pay slip in their secure individual electronic account.
- For press subscriptions, gradual move from physical to digital versions.
- Digital contract storage, electronic signature of employment contracts for event contract workers and a digital process for invoice approval were also introduced. Continuing the drive to eliminate paper, the Group's teams also gradually introduced electronic signature of commercial contracts.
- Since 2012, M6 Publicité has given its customers and media agencies the option of receiving their invoices in electronic format. In 2019, 34 agencies had opted to go paperless, representing 18,478 invoices out of a total of 23,081, meaning a volume of 80%, a marked increase compared with 2018. The Group's sales house estimates it will be able to near 100% in 2021.

RECYCLING

In parallel with this desire to control utilities (water, energy, etc.) and reduce paper consumption, M6 Group also has an active policy of recycling waste arising from its operations (batteries, neon lights, IT hardware, toner cartridges, fluorescent bulbs, refrigerating machine oil, etc.). For example, this approach has resulted since 2016 in no more new tapes being purchased for programmes. The Group no longer orders 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.

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.

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 2019, the amount collected by Ventadis amounted to €0.3 million, a slight increase on 2018.

D. Limiting the environmental impact of business travel

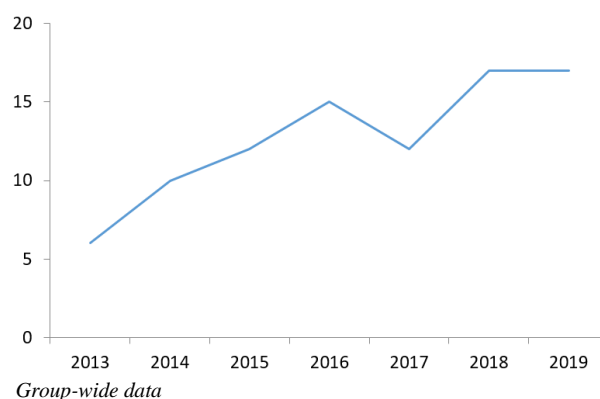
As early as 1997, M6 Group took the decision to establish its headquarters close to public transport, both for the convenience of its employees and to reduce commuting time. Today, the majority of the Group's employees are still based at the site opposite the Line 1 Sablons Métro station in Neuilly-sur-Seine. At 31 December 2019, 1,045 employees, or 49% of the Group's workforce, used public transport for their daily commute.

As part of the new company agreement coming into force, in June 2019 the Group introduced a home working solution for employees whose role allowed it. In total, 4,573 home-working days were used in 2019, thereby leading to a reduction, all other things being equal, in commuting and the related CO₂ emissions. In order to reduce its environmental impact, in December 2019 the Group also subscribed to a car sharing solution, via the app Klaxit. More than 500 journeys have already been completed by employees using car sharing, representing more than 9,500km travelled and 800kg CO₂ emissions saved. It has also installed charging points in the car parks beside its buildings, in order to encourage employees to use electric vehicles.

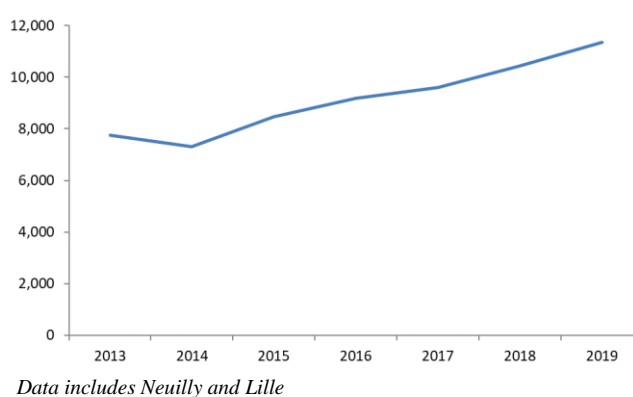
In addition, M6 Group has deliberately chosen a digital route in order to cut down on the number of business trips, even though reducing travel can be difficult for some activities (particularly reporting and production). As a result, the number of rooms equipped with video-conferencing facilities at Group sites has increased from 4 to 17 in the space of eight years.

Following a reduction between 2013 and 2014, the amount of business travel started to rise again in 2015, 2016 and 2017 due to the acquisition of Oxygem (now called M6 Digital Services), based in Lille, followed by the entry into the scope of iGraal, certain reports filmed in remote locations by C Productions and the development of M6 Digital Services' activities. In 2018, this growth continued, with the purchase of the Radio division, whose move to Neuilly was completed at the end of the first quarter. In addition to the automatic growth related to the number of additional employees (approximately 500), it was also due to the activity of the RTL radio station, which includes news - an essential element of its programme schedule that requires extensive travel by journalists to be as close to the news as possible. With the full-year effect of the integration of the journalists, the category of employees that consequently travels more, the amount of business travel once again increased in 2019.

Number of rooms equipped for video-conferencing:

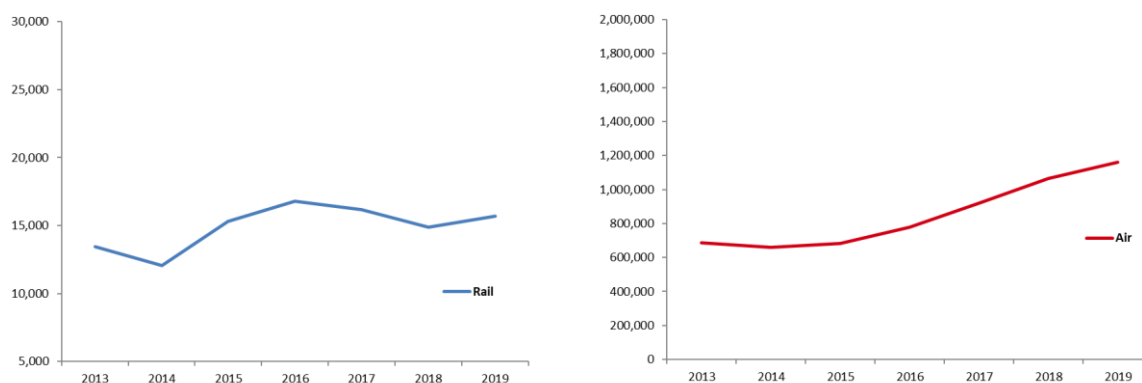


Number of business trips:



The volume of CO₂ released in 2019 rose in relation to air and rail travel as a result of the higher number of trips, which as explained above, was due to the full-year integration of the Radio division.

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



Data based on consumption at sites in Neuilly-sur-Seine and Lille (2017 and previously: excluding Radio division)

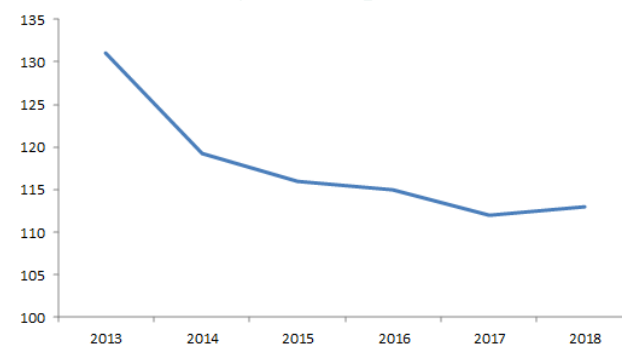
Finally, M6 Group follows a very stringent policy with regard to the CO₂ emissions of its management/company vehicle fleet. After setting a maximum limit in 2014 of 130g per km for each new vehicle, the Group decided to go further in 2019, now by only offering its eligible employees hybrid or electric models. Three cars, including one electric model, were already delivered in 2019 and three others will be in 2020.

As far as its fleet of production vehicles is concerned, the Group has set itself the target of giving up diesel and at a minimum, moving to petrol. Two electric vehicles have also been made available to the technical teams and to journalists.

Within this context, average vehicle emissions have decreased over the last six years from 131 to 109 grams per kilometre. This trend continued in 2019, with a fall of 4 grams in relation to 2018.

It is also worth pointing out that all company vehicles are dry-cleaned by the service provider responsible.

Average emissions of the vehicle fleet (in g/km) (scope 1):



Data based on expenditure overseen by sites located in Neuilly

12th Challenge: Raising public awareness of environmental issues

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

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

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

The environment and the latest developments in the area are also regularly featured (601 items in 2019, compared with 378 in 2018, representing 15h44min in 2019 vs 8 h 25 the previous year) in the news bulletins (*Le 12.45* and *Le 19.45*): fire at the Lubrizol factory in Rouen, COP25, pollution, climate change, recycling, etc.

News bulletins also regularly bring to the fore unusual stories or innovations relating to ecology: “Advertising tarpaulins transformed into carrier bags”, “Recycling hair for the environment”, “Underwear buried to study soil quality”, “A boat built from flip-flops to help fight plastic pollution”, etc.

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

As such, C Productions, the internal company which produces news magazines and documentaries, has produced several items on ecology and sustainable development for M6, including, as part of *Capital* and *Zone Interdite*, “Waste sorting – a huge waste? ”, “A safer and more breathable city – driving out the cars, at what cost?” and “Showerheads: top products to reduce your consumption”.

The programme *Turbo* also covered several topics related to the environment, such as testing a hydrogen-powered vehicle, and an investigation into internal combustion and electric cars.

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

Studio 89, the Group subsidiary that produces *Top Chef*, partnered with the French Red Cross to redistribute the food used during the show. Once or twice a week during shooting, volunteers gather up the 50-100 kg of dry goods (bread, oil, spices etc.), perishables (fruit, vegetables, milk) and fresh foods with a very short shelf life (meat and fish) for redistribution at 4 food banks in the district. 6.9 tonnes of food were donated to 8,000 disadvantaged people during season 11, which will be aired in 2020.

Moreover, the documentary maker Yann Arthus-Bertrand, chairman of the GoodPlanet Foundation and author of the best-seller *Earth from Above* can be heard on RTL every Sunday at 7.15pm discussing the environmental challenges that are ahead of us in order to preserve our planet and its inhabitants.

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

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

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

- Discussions between employees on the corporate social network are encouraged. In this way, issue-based blogs have been created: “*Objective (Almost) Zero Waste*”, “*The Environment and Sustainable Development*”, etc. They represent discussion forums where best practices and tips on reducing your carbon footprint can be discussed.
- A collaborative vegetable plot covering 200m² was designed in May 2019 in the garden of the building at 46 rue Jacques Dulud in Neuilly. With the help of the start-up *Ciel mon Radis*, it teaches employees about organic farming and the concepts of short supply chains and seasonal fruit and vegetables.
- Three beehives were installed on the roof of the building at 46 rue Jacques Dulud. This initiative is intended to increase employee awareness of the challenges of protecting endangered species that are particularly important for our environment.

4. METHODOLOGY NOTE REGARDING NON-FINANCIAL REPORTING

FRAMEWORK

The reporting of non-financial indicators is based on national and international guidelines. Corporate, social and environmental indicators refer to the provisions of Article L.225-102-1 of the French Commercial Code relating to the environmental information included in the management report of companies.

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

INDICATORS

The indicators presented in this section have been subject to verification by the firm KPMG as required by legislation, including detailed tests on the most relevant indicators. 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 233-16 of the French Commercial Code and covers subsidiaries and controlled companies.

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

ENVIRONMENTAL INFORMATION

The scope of environmental information includes:

- Neuilly-sur-Seine, which corresponds to the total consumption of the buildings at 89, 107 and 56 avenue Charles de Gaulle, 3 Villa Émile Bergerat, 46 rue Jacques Dulud, and the exclusive electricity consumption of the premises occupied at 114 avenue Charles de Gaulle.

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

- Rungis, which includes the main production activities of Ventadis;
- Lille, which corresponds to the premises occupied by M6 Digital Services (portals and B2B technology services);
- Lyon, which houses the information development teams of the 6play platform;
- Paris, which houses the employees of Golden Network, specialised in the production of digital content for Millennials;
- Boissy, where the Best of TV teams are located;
- Boulogne-Billancourt, iGraal's head office.

Acquired at the start of the last four months of 2019 (1 September), the Youth TV division (formerly Lagardère TV division), comprised notably of the channels Gulli, Tiji, Canal J and MCM, is excluded from the environmental reporting scope. It will be included for the 2020 report.

All indicators used do not cover the entire scope, as specified hereafter. Nevertheless, they do all cover the main Neuilly site, whose buildings house the teams of the companies that generate 85% of the Group's consolidated revenue and more than 90% of its profit from recurring operations.

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

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

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

CORPORATE INFORMATION

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

As an exception, data concerning absenteeism and training does not include the subsidiaries Jeunesse TV (6 permanent positions), Jeunesse Thématiques (101), Ctzar (19), and Sociaddict (3), which are not included in M6 Group's centralised pay systems.

It should be noted that reporting includes changes in scope, as a result of the acquisitions made between 1 January and 31 December 2017: 2019 data will be integrated in full during 2020 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 2019 scope for the purposes of reporting corporate data.

No acquisition or disposal to be treated on a prorata temporis basis for the purposes of this social information took place in 2019.

REPORTING PERIOD

Corporate, social and environmental data is reported annually and relates to the period from 1 January to 31 December 2019.

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 6.3.1 (11th Challenge - section B) are direct greenhouse gas emissions related to the use of electricity, natural gas and heating oil in the Group's premises in Neuilly, Rungis, Paris, Lyon, Boissy, Lille and Boulogne. The emission factors used for CO₂ emissions related to electricity consumption are those provided by EDF.

The emission factor used for the CO₂ emissions reported and related to business travel by train, included in section 6.3. (11th Challenge - section D) of this report, is supplied by SNCF. The emission factor used for the CO₂ emissions reported related to business travel by plane is provided by the supplier responsible for the handling of business travel (Neuilly).

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

- resources 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 its knowledge cause any significant threat to either diversity or to water resources since the use of land is limited to the place in which its office buildings and warehouses are located).

FURTHER CLARIFICATION REGARDING SOCIAL INDICATORS:

The hours of training included relate to training provided by M6 Campus as well as any accredited external training organisations. The individual training account hours completed during working time and the e-learning hours are included in 2019. Training started in the 2019 financial year and completed in January 2020 is included in the reported training hours pro rate of the hours completed in 2019. This indicator only relates to permanent employees.

Days of absence recognised correspond to all absences of permanent Group employees which began during the financial year, thereby including absences in 2020. Days of absence recorded correspond to the days prescribed for all work stoppages recorded over the course of the 2019 financial year. Days of absence in 2019 corresponding to absences which began during the course of the previous financial year are therefore not taken into account. Similarly, an extension of absence is assigned a new start date. If the extension commences in the following financial year, these days are not taken into account. It should also be specified that both unpaid days of absence and recovery days do not count when calculating absenteeism.

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

As an exception, data concerning the turnover of Jeunesse TV, Jeunesse Thématiques, Ctzar (11 permanent employees at 31 December 2018) and Sociaddict (4) are excluded from the scope. These subsidiaries are not included in M6 group's centralised pay systems. Jeunesse TV and Jeunesse Thématiques were not, moreover, owned by M6 Group at 31 December 2018.

FURTHER CLARIFICATION REGARDING SOCIAL INDICATORS:

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

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

Nevertheless, the main measure taken by M6 in relation to these issues involves raising public awareness through its programmes, as detailed in Section 6.1.6.D of this Document.

REPORTING TOOLS, CONSOLIDATION AND CONTROL

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

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

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

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

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

5. CSR CROSS-REFERENCE TABLE

Themes		Sub-Themes	Degree of relevance	Reference	GRI Reference	Global Compact
Labour information						
Employment	1	Total workforce and employee distribution by gender and geographic region	++	6.2.8.A	G4-10	# 3 to 8
	2	Recruitment and redundancies	++	6.2.8.A	G4- LA1	
	3	Compensation	+	6.2.8.C	G4- LA13	
Work organisation	4	Organisation of working time	++	6.2.8.B	G4- LA	
	5	Absenteeism	+	6.2.8.B		
Labour relations	6	The organisation of social dialogue - including regulation and procedures regarding information, consultation and negotiation with personnel	+	6.2.8.D	G4- LA4	
	7	Collective bargaining agreements	=	6.2.8.D	G4- LA4	
Health and safety	8	Health and safety at work	+	6.2.8.E	G4- LA6 to 8	
	9	Work accidents, particularly their frequency and seriousness, and occupational diseases	+	6.2.8.E	G4- LA6	
	10	Agreements signed with unions or employee representatives in terms of health and safety at work	=	6.2.8.D	G4- LA8	
Training	11	Training policies implemented	++	6.2.9	LA11	
	12	Total number of training hours	++	6.2.9	LA10	
Equal opportunity	13	Measures taken to promote gender equality	++	6.2.10.B	G4- LA10	
	14	Measures taken to promote the employment and integration of disabled employees	++	6.2.10.A/6.1.2	G4- LA12	
	15	Anti-discrimination policy	++	6.1.3	G4- LA12, G4-HR3	
Promotion of and compliance with ILO fundamental conventions	16	Relating to freedom of association and the right to collective bargaining	=	6.2.8.D	G4-HR4; G4-LA4	
	17	Relating to the elimination of employment and occupational discrimination	=	6.2.10/6.1.2	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	=	6.1.7.F	G4-HR5	
Environmental information						
General environmental policy	20	Company organisation to take into account environmental issues and, where applicable, environmental assessment and certification processes	=	6.3		# 9 to 11
	21	Training and employee information actions conducted in relation to environmental protection	=	6.3		
	22	Resources allocated to avoiding environmental risks and pollution	=	6.3	G4-EN31	
	23	Amount of provisions and guarantees for environmental risks, providing this information is not liable to seriously prejudice the company in an ongoing litigation	=	N/A	G4-EN31 and G4-EC2	
Pollution	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		6.1.1.C		
Circular economy	26	Measures to reduce, recycle, reuse and other forms of recovery or disposal of waste	+	6.3.11.C	G4-EN23	
	27	Actions to combat food waste	-	6.3.11.C/06/03/2012		
	28	Use and supply of water in line with local constraints	=	6.3.11.B	G4-EN8	
	29	Use of raw materials and measures taken to make more efficient use of them	+	6.3.11.B/6.3.11.C	G4-EN1, G4-EN27	
	30	Energy consumption and measures taken to improve energy efficiency and the use of renewable energy sources	+	6.3.11.B	G4-EN3 to EN7	
Sustainable use of land	31	Use of land	=	06/03/2012		
Climate change	32	Significant greenhouse gas emission generated by the Company's activity, in particular through use of the goods and services that it produces.	+	6.3.11.B	EN16, EN17, EN18, EN19, EN20	
	33	Adaptation to the consequences of climate change	=	N/A	EN18, EC2	
Biodiversity	34	Measures taken to safeguard biodiversity	=	6.3	G4-EN11 to EN 14	

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	=	6.1.6	G4- EC7 and G4- EC8	# 16 to 18 and 21
	36	Impact of operations on the local population	=	6.1.6	G4- EC1, G4-EC 5 and 6	
Relationships with stakeholders	37	Conditions of dialogue with these individuals or organisations	++	6.1.7	G4-24 to 27	# 2 and 16 to 18
	38	Acts of partnership or sponsorship	++	6.1.6		
Subcontractors and suppliers	39	Purchasing policies that take into account social and environmental issues	+	6.1.7.F	G4-EC9, G4-HR4, 5, 6, 8, 10	# 2 to 11
	40	Significance of sub-contracting and its inclusion in relationships with suppliers and subcontractors regarding their corporate, social and environmental responsibilities	+	6.1.7.F	G4-EC9, G4-HR4, 5, 6, 8, 10	
Fair practices	41	Measures taken to avoid corruption	++	6.2.8.H	G4-SO3 to 5	# 12 to 14
	42	Measures taken to safeguard the health and safety of consumers	++	6.2.8.E/06/03/2012	G4-PR1; G4-PR2	
Other measures taken to safeguard human rights	43	Other measures taken to safeguard human rights	=	6.1.6	G4-HR	# 3 to 5

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

KPMG S.A

Tour EQHO 2 avenue Gambetta
CS 60055 92066 Paris la Défense Cedex
France

Métropole Télévision S.A.

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

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

Financial year ended 31 December 2019

To the Shareholders,

As the independent third-party organisation appointed by your company Métropole Télévision S.A. (hereafter “the Entity”, accredited by COFRAC (French Accreditation Committee) under number 3-1049, we hereby present our report on the consolidated statement of non-financial performance for the financial year ended 31 December 2019 (hereafter the “Statement”) included in the Group’s Management Report pursuant to the provisions of Article L.225-102-1, R. 225-105 and R. 225-105-1 of the French Commercial Code.

Corporate responsibility

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

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

Independence and quality control

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

Responsibility of the independent third-party body

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

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

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

Nature and scope of the audit

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

- We have reviewed the activity of all the entities included in the consolidation scope and of exposure to the principal risks;
- We have assessed the appropriateness of the Reporting Criteria with regard to their relevance, comprehensiveness, reliability, neutrality and comprehensible character, by taking into consideration industry best practices where applicable;

- We have verified that the Statement covers all categories of information referred to in paragraph III of Article 225-102-1 in relation to social and environmental information as well as to respect for human rights and combatting corruption and tax evasion;
- We have verified that the Statement presents the information provided for in II of Article R. 225-105 when it is relevant in reference to the principal risks and includes, where applicable, an explanation of the reasons justifying the absence of the information required by the second paragraph of III of Article L. 225-102-1;
- We have verified that the Statement presents the business model and the main risks associated with the business of all entities included in the consolidation scope, including, where relevant and proportionate, the risks created by its business relations, products or services, as well as the policies, due diligence procedures and results, including key performance indicators related to the principal risks;
- We have consulted documentary sources and conducted interviews to:
 - Assess the process to select and validate the principal risks as well as the consistency of the results, including the key performance indicators used, with reference to the principal risks and policies presented;
 - Substantiate the qualitative information (procedures and results) that we considered to be the most important for all risks, our work was conducted at the registered office of the entity.
- We have verified that the Statement covers the consolidated scope, i.e. all entities included in the consolidation scope in accordance with Article L. 233-16 with the limits specified in the Statement;
- We have reviewed the internal auditing and risk management processes implemented by the entity and have assessed the sampling process seeking to ensure that the information is exhaustive and fair;
- For the key performance indicators and the other quantitative results that we considered the most significant, we have implemented:
 - analytical procedures to verify the appropriate consolidation of the collected data as well as the consistency of their changes;
 - detailed tests, based on samples, to verify the appropriate application of the definitions and procedures and reconcile the data with the supporting documents. This work was carried out at the Entity's head office level and cover between 83% and 100% of the consolidated data selected for these tests;
- We have assessed the overall consistency of the Statement in light of our knowledge all entities included in the scope of consolidation.

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

Means and resources

Our work called on the expertise of three people and was performed between October 2019 and February 2020 for a period of approximately three weeks.

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

Conclusion

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

Paris La Défense, 13 February 2020

KPMG S.A.

Anne Garans

Partner

Sustainability Services

Xavier Troupel

Partner



LET'S CONTINUE TO GROW UP TOGETHER

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