



Sustainability Report

2021

Contents

Foreword from the Group Management Board	4
Company Introduction	6
Management Approach – Sustainability at DuMont	7
Environment	14
· Key Topics - Environment	16
· Corporate Carbon Footprint	18
Social	28
· Key Topics - Social	30
· Social Engagement	32
· Diversity & Equal Opportunities	33
· Health & Safety	34
· Special Measures During the COVID-19 Pandemic	35
· Lifelong Learning & Cooperation Between People	37
Governance	38
· Key Topics - Governance	40
· Independent Supervisory Bodies	43
· Establishment of a Compliance Management Systems	44
· Adherence to Ethical Standards and Human Rights	45
Imprint	47

Foreword



Dr. Christoph Bauer
Chief Executive Officer



Stefan Hütwohl
Chief Financial Officer

Dear Readers,

We are delighted to present to you DuMont's first ever Sustainability Report. As a family-owned enterprise with a history spanning over 400 years, sustainable and responsible actions hold a significance beyond mere convention for us – both for our employees and for generations to come.

Our extensive legacy coupled with our forward-looking approach sets us apart in the German and international media and technology landscape. The foundation of this distinction is our core values: Relevance, Openness, Responsibility, Entrepreneurship, and Sustainability. These values form the foundation of our interactions at DuMont. When it comes to sustainability, we are committed to adhering to internationally established sustainability standards, both in terms of environmental and social compatibility in our operations.

The pandemic and the developments of recent years have underscored the importance of addressing the three pillars of sustainability: Environmental (E), Social (S), and Governance (G). From an economic standpoint, this means maintaining a focus on resources and processes through the lens of sustainability, thereby avoiding waste and enhancing efficiency.

Our aim is to create a stable and future-proof environment for our stakeholders, to be a reliable partner, and to contribute to a socially balanced, diverse, and environmentally conscious society.

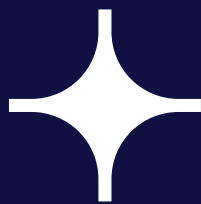
Digital-based education, investments in emerging talents and our leadership, lifelong learning, as well as the strengthening of our innovation profile through regular product and service innovations ensure the economic sustainability of our group while considering ecologically relevant conditions. In this regard, our ambition is to design the group's business activities in such a sustainable way that we can minimize the impact on CO₂ emissions in line with the Science Based Targets initiative. Diligently, we have assessed our practices in collaboration with external experts to identify potentials for gradual improvements. In 2021, we introduced a sustainability program that encompasses all dimensions of ESG.

Through this report, we aim to provide insight into our chosen management approach and the defined focal areas of our activities. It offers an overview of our offerings and our ongoing evolution.

We transparently showcase how we are addressing challenges and the measures we undertaking to achieve our medium-term sustainability goals.

Our gratitude goes out to all those who have contributed to our program and continue to support us on our journey towards greater sustainability.

Group Management Board



400 years of history



Few family-owned companies in Germany can boast such a long corporate history as DuMont:
For over 400 years and across 12 generations, DuMont has been active in the market.
This success is built upon entrepreneurial courage, creativity, and innovative strength.



Company Introduction

Building upon this tradition-rich history, we have successfully aligned ourselves with the demands of digital transformation in recent years. We have comprehensively diversified our business portfolio and adapted our organizational structures and processes to embrace innovative product development, professional product management, and market-oriented, modern sales and marketing strategies.

Today, DuMont stands as a diverse media and technology company with over 2,500 employees across eight global locations. With its three business segments – Regional Media, Marketing Technology, and Business Information – DuMont is on a path of digital growth. Additionally, the DuMont Publishing House ranks among Germany's most successful publishers, encompassing areas such as literature, non-fiction, and illustrated books.

From a conglomerate, we've evolved into a group of companies that excel in their respective industries. Although they operate autonomously, they share a common purpose and values within their respective business segments.

Our values of Relevance, Openness, Responsibility, Entrepreneurship, and Sustainability form the foundation of all our actions. They are actively practiced and consistently evolved. DuMont is a medium-sized media and technology company with a clear focus on digitization, offering its employees diverse creative opportunities and personal development.

Business Segments Overview

Regional Media, Business Information and Marketing Technology are the strategic business segments in which we, as a group of companies, are active and continue to invest.

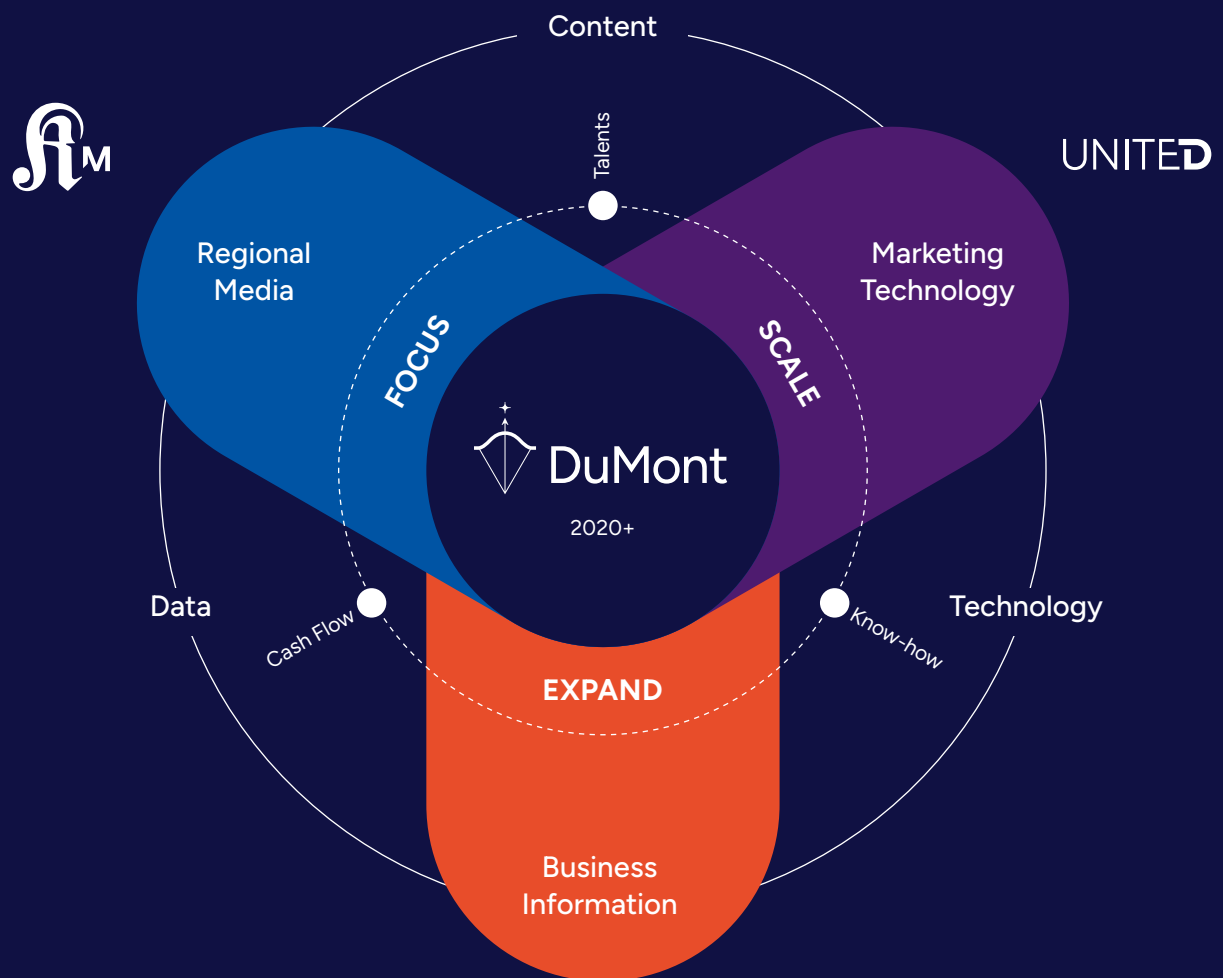
The **Regional Media segment** is consolidated under the umbrella brand "Kölner Stadt-Anzeiger Medien." This segment encompasses products characterized by journalistic excellence and a local focus. Kölner Stadt-Anzeiger, Kölnische Rundschau, and EXPRESS are the preeminent titles in the region, distinguished by their emphasis on regional relevance, timeliness, and authenticity. Our Regional Media's digital offerings collectively attract an impressive 60 million monthly visits, making them among the most widely accessed news portals in Germany. Our regional advertising publications and radio stations accompany many individuals daily, serving as their primary sources of information and entertainment.

The **Business Information segment** serves as a reliable source of information for enterprises and institutions. Our commitment is to act as navigators amidst the evolving regulatory demands of the market. We provide adept real-time data services for decision-making or pertinent information in procurement processes. Within this segment, you will find brands such as DTAD, offering a platform for distribution solutions, Eticor as a partner for constructing digital compliance organizations, Reguvis for practical professional media and vocational education, and Validatis for data services.

Pooling Strengths. Growing Collaboratively.
Shaping the Future Together:

In the **Marketing Technology segment**, we offer innovative content marketing software solutions that empower companies to optimize and scale their sales and communication activities. Our aspiration is encapsulated in "Smart Storytelling at Scale," reflecting our commitment to forging innovative and impactful connections between individuals and brands. Within the UNITED group, you will find entities like facelift with quintly, censhare, artegic, and Marmind – all rapidly expanding with a focus on scalable software-as-a-service business models in the MarTech context.

Leveraging Strengths



 **Bundesanzeiger
Verlag**

 **QUINFOS**

Management Approach – **Sustainability** at DuMont

Throughout our history as a leading media company, we have consistently shaped societal change with creativity and courage. Technological advancement and progress run as a common thread through our company's history and the entire group of companies.

Always at the forefront of our endeavors is content that holds relevance for our target audiences. However, the role of shaping also comes with a sense of responsibility. Responsibility for contributing to society's evolution, but also responsibility for the impact our business model has on social, ethical, and environmental aspects.

Thus, the focus is not solely on environmental conservation but also on each individual employee, their immediate environment, and broader societal considerations. We ensure fair and family-friendly working conditions in an environment of utmost safety. Moreover, we support regional and national initiatives and organizations that align with our values and objectives.

Creating transparency forms the foundation for assuming responsibility – transparency about the spheres of sustainability – **Environmental (E), Social (S), and Governance (G)** – over which we exert influence. To identify these pertinent spheres, in collaboration with a specialized partner, we initiated a materiality assessment in 2021. This assessment identified aspects particularly significant to DuMont and areas necessitating action. In a subsequent step, we established our commitment to transparency regarding sustainable measures and initiatives that have already been implemented or are planned within various business segments.

This report reflects a selection of our engagements in the realm of sustainability. It aims to provide insight into our position on selected thematic areas, as well as how we intend to firmly embed sustainability as a cornerstone within the group of companies in the future. Our goal is to progressively become a pioneer in the field of sustainability within our industry, one step at a time.

How do we substantiate our claim?



Contribution to climate protection



Sustainability as a significant component of organizational culture



Enhancing employer attractiveness and strengthening employee satisfaction



Addressing evolving customer needs

This strategy represents the comprehensive approach for DuMont as a group of companies and is an integral part of the corporate strategy.

In our sustainability strategy (“House of ESG”), ongoing activities are consolidated and continuously supplemented with new measures within the ESG domains. It is imperative for us to adopt a comprehensive approach for selected core themes, one that is implemented across all sectors and adheres to established standards and science-based insights.

Nonetheless, the specific issues and challenges of individual business segments are not neglected. Our endeavor is to establish sector-specific measures and objectives where necessary and relevant.

The strategy was formulated through the collaboration of an ESG project team. This team, comprising members from all business sectors at both management and operational levels, receives additional support from the consultancy firm ClimatePartner for the tracking, optimization, and offsetting of our carbon footprint.



House of ESG

How are we organized?




ESG Project Organization

We will demonstrate our progress through the definition of clear action responsibilities, the utilization of Key Performance Indicators, and the use of a software-assisted tracking tool. We will consistently report both internally and externally. Our external reporting will be based on an annual sustainability report at the group level.

A large flock of birds, possibly starlings, is captured in flight against a clear blue sky. The birds are arranged in a dense, V-shaped formation that tapers towards the top of the frame. The word "Environment" is overlaid on the image in a white, sans-serif font, enclosed within a white oval border. The background transitions from a light blue at the top to a pale orange at the bottom.

Environment



A full-page photograph of a person riding a bicycle on a city street during sunset. The person is in the foreground, silhouetted against the bright sun, which is low on the horizon. They are wearing a backpack and riding a dark-colored bicycle. The street is paved and has a white line marking. In the background, there is a large, multi-story brick building with many windows, some of which are lit up. The sky is filled with soft, orange and yellow clouds. The overall mood is peaceful and sustainable.

Climate change is a paramount challenge of our era. As a family-owned enterprise, it is evident that, with an eye towards future generations, the reduction of emissions within the core processes of our business segments is a pivotal focal point.



Key Topics – Environment

Both the production processes of our publishing products and the operation of digital infrastructures, as well as general business operations, necessitate external energy supplies.

To date, we source only a portion of this energy from sustainable sources. However, emissions are not solely generated by our energy consumption; they also arise from purchased services and consumables such as printing paper, plates, and ink. As part of our successful digitalization strategy implemented over the past few years, the share of our data and software business models, characterized by comparably low CO₂ emissions, has notably increased. Accordingly, the proportion of digital revenues has risen from 19% to 56% of the group's total revenues between 2015 and 2021.

The corresponding shift in our business portfolio inherently leads to a higher proportion of Scope 3 emissions (despite a decrease in absolute emissions due to the sale of regional newspaper publishing activities in Berlin, Hamburg, and Halle in 2019/2020) within the group's overall footprint. This shift is influenced not only by purchased services and goods but also significantly by our employees' modes of mobility.

We embrace our responsibility for additional climate and environmental issues, such as safeguarding water resources, preventing environmental pollution, preserving biodiversity, and fostering efficient circular economies. Given their energy intensity, our production processes for publishing products are particularly in focus. Our aim is to integrate these concerns into process design, paper and ink procurement, and efficient usage, as well as subsequent recycling, to fulfill our responsibility effectively.

Corporate Carbon Footprint

We have decided to calculate a Corporate Carbon Footprint (CCF) for the entire DuMont Group. This allows us to provide an overview of our greenhouse gas emissions and develop targeted measures for emission reduction.

The calculation of the CCF was conducted in collaboration with the consultancy firm ClimatePartner for the first time in 2021, covering the calendar year 2020. Emissions generated in Scope 1 (resulting from all emissions directly produced by DuMont) and Scope 2 (emissions resulting from purchased energies) were comprehensively accounted for across all business segments. In Scope 3, however, we initially focused on narrow system boundaries, concentrating solely on categories such as Purchased Goods and Services, Fuel- and Energy-Related Emissions, Business Travel, and Employee Commutes, including Home Office. Concurrently, at DuMont Druck, our sole industrial manufacturing subsidiary, we conducted an initial data collection for the assessment of production and consumable materials, primarily paper, packaging, and ink.

For the calculation of the CCF in 2021, we maintained the system boundaries for accounting, thereby also including the footprint from the assessment of production-related materials at DuMont Druck. During data collection, insights and experiences from the initial calculation period were utilized and further refined.

For a more precise assessment of Scope 3, for instance, a survey was conducted among all employees to obtain more accurate values for commuting behavior and distances traveled. Additionally, data for the Home Office category, extrapolated based on external benchmark data in the previous year, were thoroughly collected for 2021. A further expansion of system boundaries to encompass the comprehensive accounting of all Scope 3 categories ("full scope") is planned for the 2022 CCF, aiming for full alignment with the criteria set by the scientifically grounded Science Based Target initiative (SBTi). This initiative involves corporate climate goals aligned with current scientific consensus and the Paris Agreement. The SBTi is a non-profit partnership established in 2015 by the Carbon Disclosure Project (CDP), the United Nations Global Compact, the World Resources Institute, and the World Wildlife Fund (WWF).

Based on the defined system boundaries, DuMont's total emissions for 2021 amounted to 35,424 tCO₂e, of which 20,615 tCO₂e were attributed to production-related and consumable materials at DuMont Druck. The contribution of Scope 3 accounted for 76%, representing the majority of the CCF (*Figure 1*). On a comparable basis – excluding DuMont Druck's emissions for consumable materials – total emissions in 2021 saw a slight increase of +0.6% compared to the previous year. Overall, the increase evident in (*Figure 2*) is primarily attributed to increased heat utilization, higher production volumes, a rise in the number of employees, and the accompanying heightened commuting activity.

Emissions in tCO₂e

Figure 1:
Corporate Carbon Footprint
DuMont Group 2021

Scope 1 5.100
Scope 2 3.328
Scope 3 26.996 incl.
DuMont Druck

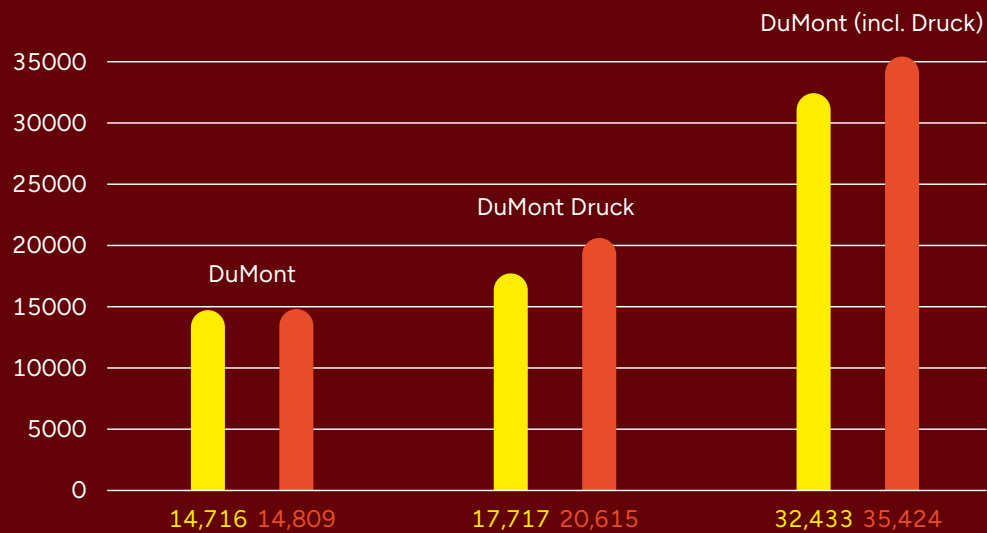
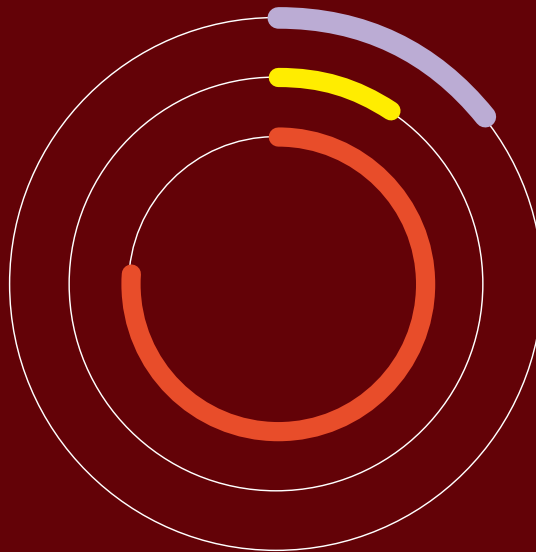


Figure 2:
Development of emissions: 2020 vs. 2021

2020 ■
2021 ■

Compensation in tCO₂e

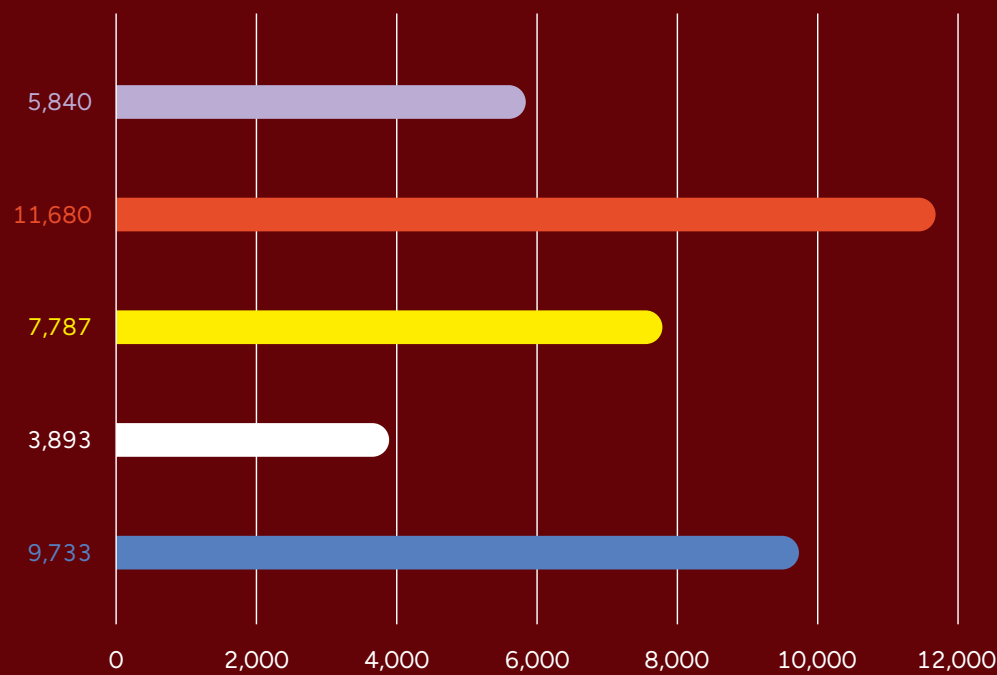


Figure 3:
Compensation quantities per Climate
Protection Project 2021

- Biomass – Thailand ●
- Forest Conservation – Indonesia ●
- Clean Drinking Water – Cambodia ●
- Efficient Cooking Stoves – India ●
- Wind Energy – Brazil ●

In 2021, in line with closely defined system boundaries, we made the decision to offset the emissions generated by internationally verified and certified climate protection projects. In this approach, we applied a safety margin of ten percent to the emissions we directly caused, resulting in the compensation of approximately 38,933 tons of CO₂e (see Figure 3). The selected projects contribute to financing climate protection measures and support sustainable development in countries of the global South, aligned with the 17 United Nations Sustainable Development Goals (SDGs). For each of the projects, we will subsequently detail the specific goal to which it contributes.

Certification of a project as a climate protection project necessitates meeting four mandatory criteria: additionality, no double counting of emission reductions, permanence, and independent verification. The criterion of additionality is not met for most projects in Europe due to various subsidy programs and other mechanisms supporting the expansion of renewable energies to ensure project viability.

Moreover, emission reductions achieved in industrialized countries have a direct positive impact on a country's balance sheet and contribute to achieving the climate goals of that country. Consequently, these climate protection projects cannot be counted as additional savings within the context of voluntary climate protection measures. Nevertheless, each climate protection measure – even in Europe – is a significant contribution to mitigating global warming.

Following a survey among our employees, we selected the projects "Biomass – Thailand," "Forest Conservation – Indonesia," "Clean Drinking Water – Cambodia," "Efficient Cooking Stoves – India," and "Wind Energy – Brazil." When selecting the projects, we made a point of ensuring that the climate protection projects contribute to all ESG areas. The project in India was also chosen due to the entrepreneurial activities of our software subsidiary censhare over there. In addition to the region, the projects were chosen to promote various technologies in different regions that contribute to emission reduction locally.

38,933

Total CO₂e compensation (in tons)



Biomass – Thailand

The “Biomass – Thailand” project in Saraburi, Thailand, achieves greenhouse gas emission reductions by replacing fossil fuels with biomass in cement production. A total of five cement factories have implemented multiple measures for CO₂ reduction. Cement production is highly emissions-intensive due to the substantial thermal energy required in kilns.

This energy is typically sourced from fossil fuels like coal, lignite, oil, or gas. In the five factories, fossil fuels are being replaced with renewable biomass such as wood, rice husks, or other agricultural residues whenever possible. Prior to the project's initiation, these materials were disposed of as agricultural waste in landfills or were burned in the fields without any further beneficial use.

The Rimba Raya Biodiversity Reserve provides a home for some of the endangered Borneo orangutans, serving as a buffer zone between palm oil plantations and the Tanjung Puting National Park. The area offers an ideal habitat for various animal and plant species, including proboscis monkeys and sun bears.

In the “Forest Conservation – Indonesia” project, the health of this ecosystem is promoted through the reforestation of damaged areas. Additionally, the community is supported through activities such as providing individual water filters, firefighting efforts, solar lighting, libraries, small businesses, and a floating clinic. This clinic delivers healthcare services to the most remote areas, where some people have never had access to medical care before.



Forest Conservation - Indonesia

Through the “Clean Drinking Water” project, 1.7 million people in Cambodia are provided with clean drinking water using ceramic water filter systems. The filtration process is based on an ancient method where water seeps through fired clay. The pore size is so small that it removes up to 99.99% of contaminants. Two to three liters of water flow through the ceramic vessel into the storage container per hour.

One filtration system meets the needs of a five-member family. Thanks to the water purifier, the need for boiling water with wood or charcoal is eliminated. This reduces air pollution, lowers fuel costs, and contributes to the protection of Cambodia's vulnerable forests while avoiding CO₂ emissions.



Clean Drinking Water - Cambodia

3

GOOD HEALTH AND WELL-BEING

13

CLIMATE ACTION

15

LIFE ON LAND



Efficient Cooking Stoves - India

In the villages of Maharashtra, a state in western India, 85% of households still cook on traditional stoves. This method consumes a significant amount of wood and leads to high indoor air pollution, posing a health risk, especially for women and children.

The goal of the “Efficient Cooking Stoves” project is to promote cleaner cooking practices and improve health for indigenous households and families living below the poverty line in Maharashtra.

The portable cooking stoves distributed as part of the project are made of cast iron, require less firewood, and reduce indoor air pollution as well as CO₂ emissions. In total, the project will equip several thousand households with efficient cooking stoves. The reduced demand for firewood helps minimize deforestation in the region, which has a positive impact on biodiversity.

In the northeastern region of Brazil, this wind power project plays a significant role in climate protection and provides surrounding communities with clean energy. The area of the 14 wind farms spans across the states of Piauí and Pernambuco. A total of 156 turbines are in operation, generating a combined capacity of 358.8 megawatts of renewable electricity that feeds into the Brazilian power grid. This project saves approximately 652,150 tons of CO₂ emissions per year that would otherwise be produced by fossil fuel-based electricity generation.

The project places special emphasis on meeting the needs of local communities, improving local infrastructure, and creating access to educational opportunities.

Through the assessment of the CCF, we have gained valuable insights into the nature and extent of our emissions and their sources. The next step involves defining concrete actions, measures, and SBTi-compliant reduction targets for the coming years.

A central area of focus is the integration of renewable elements in the energy supply of the group companies as well as in mobility. At the group's headquarters in Cologne, around 1,500 employees are based, including at the Neven-DuMont building and the printing facility.

For this labor-intensive location, we developed a sustainable energy concept in 2021 that encompasses electricity and gas supply as well as the establishment of an e-charging infrastructure on the company premises.

A core element of our strategy involves the transition of our entire electricity demand to green energy supply starting from January 1, 2022. This green energy will also be extended to our employees for charging their electric vehicles. To achieve this, we are in the process of planning the installation and operation of 32 charging stations, with 22 of these stations to be located in our on-site underground garage, and an additional ten stations to be situated in the company parking lot to the south of the Neven-DuMont building. Despite disruptions in supply chains caused by the pandemic and a high demand for charging infrastructure, we anticipate completing this initiative by the spring of 2023. Furthermore, we have made the decision to transition our gas supply to eco-friendly gas, effective January 1, 2022. This involves the use of natural gas that is already delivered in a compensated form through certified climate protection projects by our supplier.

In addition to the aforementioned measures, starting in 2022, we aim to increasingly use materials in the printing production process that have a reduced CO₂ footprint. This includes not only the use of more environmentally friendly printing papers and plates but also the reduction of petroleum-based printing inks.



Wind Energy – Brazil

Furthermore, we are dedicated to reducing CO₂ emissions associated with employee mobility. By the period of 2022/23, we will not only have transitioned our company car policies to embrace e-mobility but also revised our travel guidelines by fundamentally refraining from domestic flights and promoting public transportation and rail travel more extensively (e.g., through appealing job ticket offerings) to enhance climate-friendly practices. Additionally, we are planning to replace the central heating boiler in the main office building in Cologne with a more efficient heating system that boasts improved heat efficiencies.

Due to the architectural and technical limitations of a building that has been in existence for over 20 years, regenerative heating alternatives will not be feasible. However, the company-owned combined heat and power plant at the Cologne site will be decommissioned by the end of 2022, paving the way for the construction of a third-party ESG-efficient office complex.

Acknowledging that all employees can contribute to the company's improved environmental impact, we will continually raise awareness among our workforce regarding aspects such as heating, ventilation, water, and lighting. We are also in the process of augmenting the leadership incentive program, which has historically been aligned with performance objectives, to include a climate-saving target by no later than 2023.



Social



At DuMont, we are conscious of our responsibility towards our approximately 2,500 employees, and society.





Key Topics – Social

Our derived social strategy sets the framework for an organization that not only thrives but also exerts a positive influence on our employees and extends to society at large.

Building on a strong sense of unity, we aim to further develop our community and foster even closer cohesion as a group. DuMont is committed to a community where every individual is valued and where we enable lifelong learning. In doing so, we uphold the principles of equal treatment for our employees and cultivate a healthy working environment and collaboration.

Social Engagement



Beyond our internal focus, we also aim to turn our attention outward to society and fulfill our societal responsibility. DuMont has been actively involved in numerous initiatives for decades. For instance, the company participates in the nationally recognized campaign “Wir helfen” [We Help] for children and adolescents in need. This initiative provides assistance and perspective to young individuals, aiming for a better future for children in cities and regions. Each year, the association selects a focal theme such as violence, addiction, poverty, or migration and integration. “Wir helfen” stands for 100% donations, as every cent can be directed to projects and facilities without deductions. Whether it's locally anchored projects for children and adolescents in challenging life situations, aid for those in need, support for refugees, or numerous initiatives in art and culture, DuMont sets standards in social engagement.

We are particularly pleased that many of our employees also engage in volunteer activities. In our group of companies, we actively support this commitment, including providing days off.

As a family-owned company, we are convinced that our success is built on trust, respect, and collaboration. We aim to foster a culture characterized by openness, transparency, and feedback.

Building on this foundation, in the Social domain, we align with four strategic core themes, which we will explain in detail below.

- **Diversity & Equal Opportunities**
- **Health & Safety**
- **Lifelong Learning & Collaboration of People**
- **Social Engagement**

Diversity & Equal Opportunities



Our understanding of diversity extends beyond gender and gender identities, encompassing age, cultural and social backgrounds: it is above all about diversity in perspectives. We nurture a culture of openness where all individuals feel welcomed and have equal opportunities. For us, diversity is a wellspring of ideas and a reflection of our customers.

We are committed to raising awareness among executives in our Management Circle about equal opportunities and diversity that cover gender and gender identities, age, cultural and social backgrounds. Our goal is to empower them to play a significant role in shaping an inclusive corporate culture and develop relevant objectives. At the organizational level, we also endorse the "Charter of Diversity" initiative.

Our objective is to promote women across all levels. This involves targeted recruitment as well as nurturing the growth of existing female employees at DuMont. We aim for an ongoing enhancement of the diversity within our leadership.

Presently, women constitute around 25% of the Management Circle, aligning with industry standards. We aspire to increase the representation of women in our leadership ranks to 35% by 2028. Moreover, by 2024, our aim is to ensure that the participation of women in central and decentralized talent programs reaches a minimum of 50%.

A proactive initiative to drive this agenda is our participation in the "Alliance for Cologne Companies: FEMALE RESOURCES" (Bündnis für Kölner Unternehmen: FEMALE RESOURCES) involving Cologne-based entities such as Kölner Stadt-Anzeiger Medien and the QUINFOS business unit. This coalition of 15 companies in Cologne spearheads the "Women in Leadership" movement. Participation requires an endorsement by the respective company's leadership for gender equality through a voluntary pledge. The core of this alliance lies in fostering female staff through cross-mentoring programs, exchanges, and workshops.

Ultimately, our overarching objective is to ensure that by 2024, no less than 90% of our leadership within the Management Circle is sensitized to crucial themes like equal opportunities and diversity, covering gender and gender identities, age, cultural and social backgrounds. Additionally, they should be capacitated to effectively fulfill their roles as pivotal contributors to an all-inclusive corporate culture.

Health & Safety

The health and safety of our employees are of paramount importance to us. Early on, we introduced comprehensive fitness, health, and nutrition programs to enhance our attractiveness as an employer, and we continued to expand these programs consistently throughout 2021, as far as circumstances allowed during the pandemic. During this period, we implemented numerous digital formats (such as digital lunches) to provide employees with opportunities to stay connected.

We promote a balance between workload and leisure through flexible working time models without fixed working hours or mandatory minimum presence. Additionally, in 2021, we introduced remote work, enhancing flexibility and employer attractiveness. In alignment with our employee representatives, we aim to resume or expand our diverse offerings for physical health (e.g., through programs like "DuMont Moves") with offerings for mental health.



Moreover, we are actively raising awareness about mental health as a form of psychological security (resilience) among our employees, aiming to destigmatize the topic. Our Management Circle executives will be offered joint resilience workshops with their teams. Our goal is to have conducted such workshops with 90% of our Management Circle executives by 2024.

Furthermore, we will support our employees with the option of temporary "time-outs" and provide life-stage coaching. The design and associated objectives of these initiatives will be developed incrementally, and we commit to holding ourselves accountable to these measures.



Special Measures

During the COVID-19 Pandemic

250

employees participated in the internal
DuMont COVID-19 vaccination event



As early as October 2020, we established an in-house coronavirus testing center in collaboration with a qualified external service provider.

In response to the outbreak of the COVID-19 pandemic, we promptly established the capability for employees and temporary workers to work remotely to ensure their safety. With the assistance of the dedicated Corona Crisis Management Team established for pandemic response, we developed a comprehensive and forward-looking hygiene concept. We created a specialized intranet page containing in-house COVID-19 regulations, tips, and additional information, which was made available to employees and regularly updated. A crucial element of our hygiene concept was ensuring the widespread distribution of masks, self-tests, disinfectants, and sanitizing stations within our office premises. Additionally, we swiftly adapted our cleaning protocols in collaboration with our service providers to meet the evolving requirements, introducing extra disinfection measures for workstations and common areas. This approach enabled our non-remote working colleagues to return to the office when necessary.

In October 2020, we opened an in-house coronavirus testing center in collaboration with a qualified external service provider. Furthermore, in May 2021, the Corona Crisis Management Team, in partnership with Dr. Jürgen Zastrow (lead vaccination doctor of the City of Cologne), organized a vaccination event at the Neven-DuMont site. Approximately 250 employees took advantage of the opportunity to be vaccinated on-site at DuMont, while a nearly equal number of employees utilized the vaccination services offered by Dr. Jürgen Zastrow's practice in Cologne. Starting from June 2021, this initiative was supplemented by regular and additional vaccination offerings provided by the Occupational Health Service.

Lifelong Learning and Cooperation Between People

Talented and motivated individuals are the key to our success. We place a strong emphasis on nurturing and empowering talents across our group of companies. We foster a growth mindset and a culture where learning is ingrained. We create space and platforms for cross-functional collaboration, networking, and exchange, facilitated through initiatives like WorkStage, the Learning Landscape, and Circles.

To bolster collaboration and cohesion, various initiatives and formats have been developed to promote transparency, encourage active exchange, and provide opportunities for participation and further development.

wissen@dumont serves as the collaboration hub, facilitating the exchange of experiences and acting as the virtual home for cross-functional projects. Additionally, we organize the learning platform Open Network, embodying the motto "Learn, Connect, Experiment." Through this series of events, we connect academia, start-ups, entrepreneurs, established businesses, and our employees and business audiences. Many students also participate, experiencing DuMont as an appealing, digitally driven employer. In 2021, Microsoft and Oracle remained steadfast partners, featuring the events in their own newsletters. This platform has fostered close ties with institutions like Macromedia.

To ensure knowledge transfer across DuMont's various business fields, we have further expanded our internal news channel, Insights. Notably, the app component is increasingly popular, enabling employees to access information from anywhere.

The Circle format involves all DuMont companies. Circles offer every employee the opportunity to engage in targeted, cross-functional exchanges on specific topics. Numerous Circles have already emerged, such as the ESG Circle, the Tech Circle, and a Circle dedicated to new work. We prioritize making Circles accessible to all employees and allowing for freely shaped content. Here, subjects are discussed, ideas are developed, and actions are derived. Additionally, a budget is allocated to bring in external experts for specific topics.

Representative of our group of companies, additional examples from fields like Regional Media and Marketing Technology provide employees with platforms for exchange.

"Machen und Schaffen" [Doing and Creating] is an initiative by Kölner Stadt-Anzeiger Medien. Introduced to enhance transparency and involve employees in changes, this initiative includes online monthly Town Hall Meetings, during which management provides strategic updates to employees.



Two additional formats implemented by Kölner Stadt-Anzeiger Medien are Lunch and Learn, as well as Lunch and Relax. These two formats provide employees with a platform in which they can informally engage and exchange information on topics such as mindfulness and mental health.

In the Marketing Technology business field, for instance, facelift initiated various change projects in September 2021, such as “facelift goes more green” and “Feelgood at facelift,” driven by cross-functional teams. The “facelift goes green” project team has evolved into the Sustainability Team, tasked with raising awareness, sensitizing employees to CO₂ reduction, and encouraging participation in initiatives like Veganuary.

A Feelgood Team is dedicated to fostering a positive atmosphere within the organization. This team ensures connectivity in the hybrid work model, organizes shared (lunch) appointments, and facilitates after-work and physical activity initiatives.

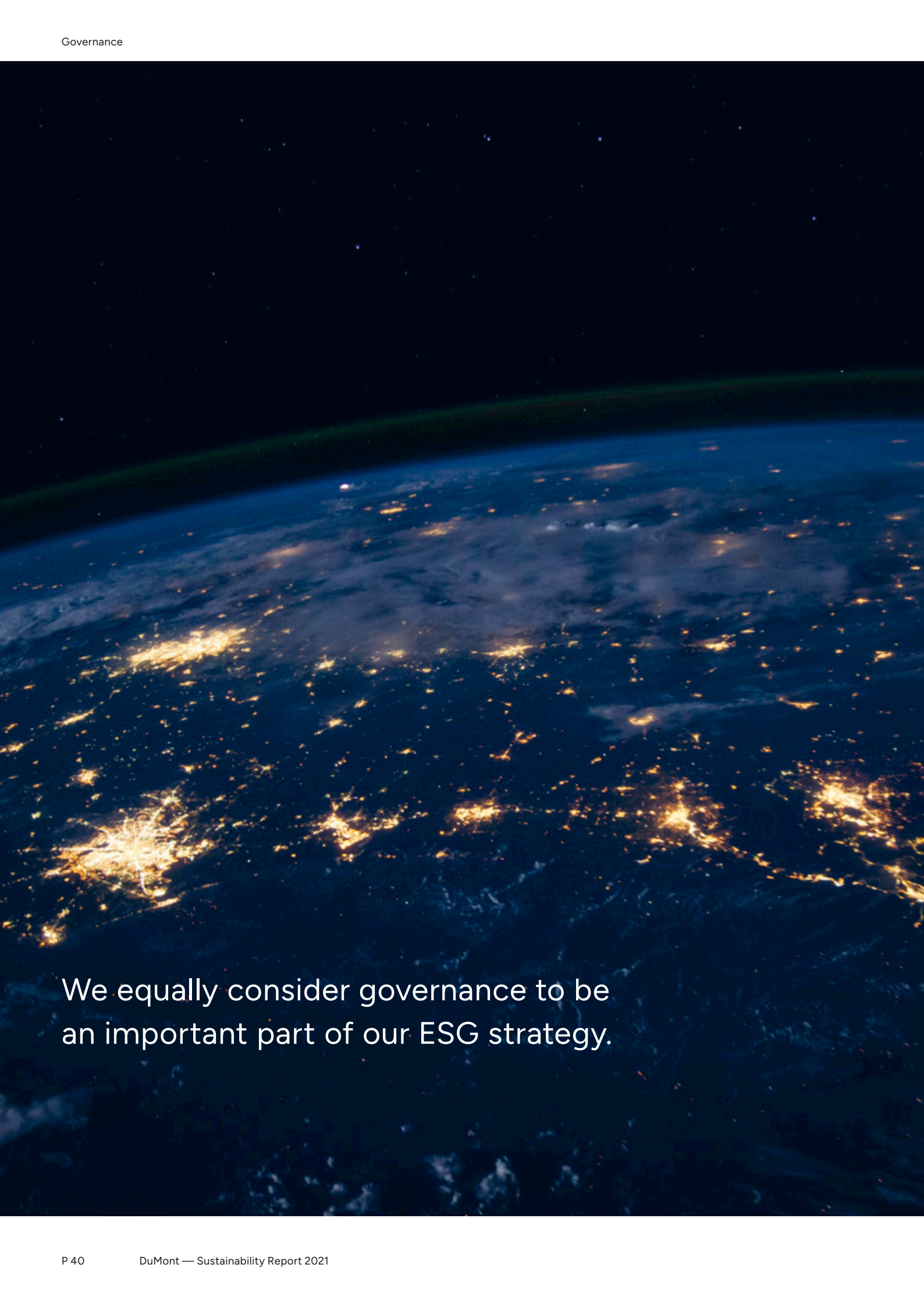
Furthermore, facelift conducts regular surveys and introduced the quarterly “All Hands Up” format in 2021. In this format, employees have the opportunity to ask questions of all kinds, anonymously or personally, and receive live responses from relevant departments within the management board.

Lifelong learning is a core mandate at DuMont. All our leaders are committed to promoting a sustainable learning culture. We have set a goal to have 90% of the executives in the Management Circle present at least one action by 2024 that supports this initiative. Additionally, by that time, at least 80% of the executives in the Management Circle are expected to have undergone their own development programs, aiming to foster a growth mindset and learning culture, among other objectives.



Governance





We equally consider governance to be an important part of our ESG strategy.



Key Topics - Governance

In today's globalized and digitized world, we are confronted with a multitude of challenges and risks that can impact not only our financial performance but also the reputation and perception of our company by the public and its relevant stakeholders. In this context, we perceive governance as the way a company is steered, encompassing the structures, processes, and decision-making mechanisms that contribute to effective, sustainable, and responsible corporate leadership.

From our standpoint, the establishment of independent supervisory bodies, the implementation of compliance systems, and the monitoring of adherence to ethical standards and human rights (including a Code of Conduct) take center stage. Through our governance strategy, we aim to minimize risks, safeguard our company's reputation, and enhance transparency and accountability. The implementation is closely aligned with legal requirements and obligations.

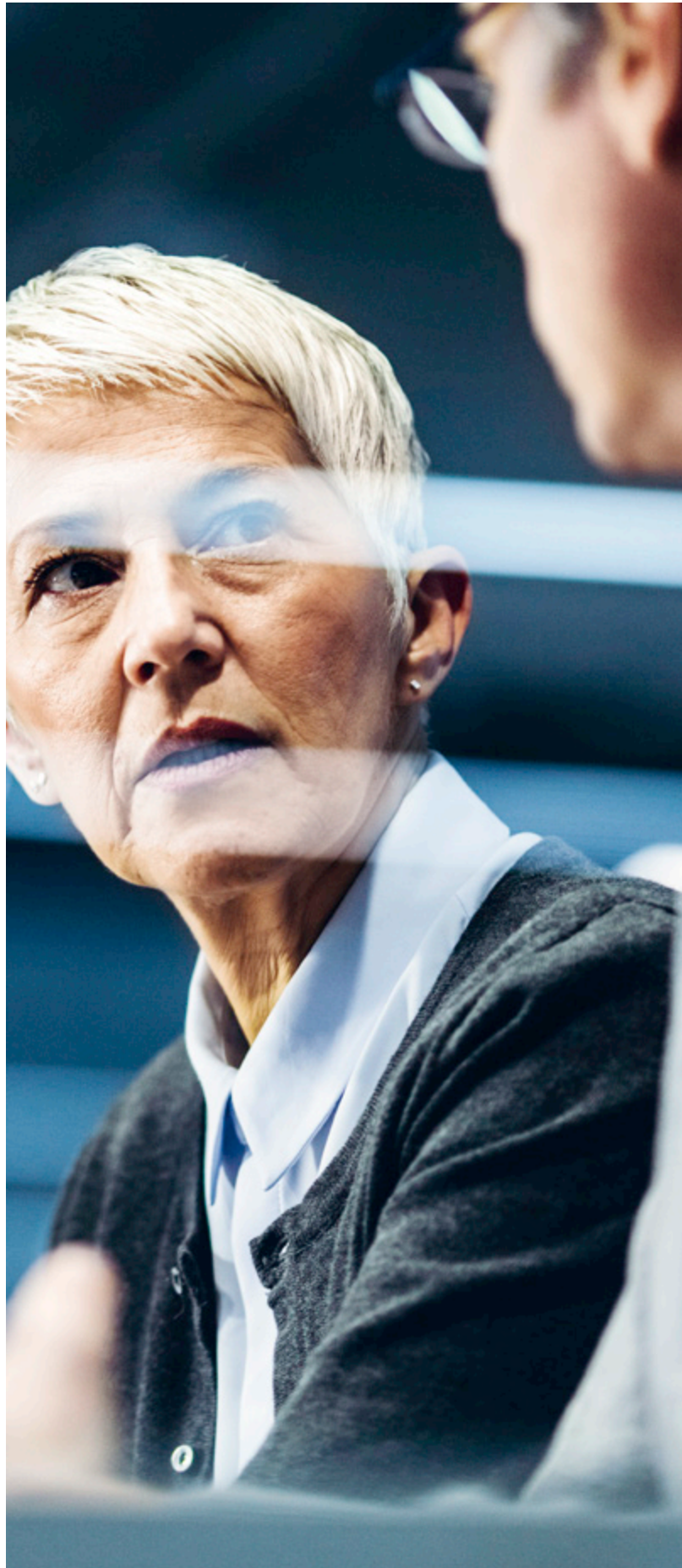
On a case-by-case basis, we will also enact measures that exceed legal obligations, embedding regulations beyond the statutory requirements within the company. Whether it pertains to data protection, occupational safety, waste management, or fire protection – in numerous areas, there has been a consistent increase in legal demands observed over recent years, a trend that is projected to continue into the future.


To address this, we have established necessary responsibilities and management systems to proactively meet these regulations.

These include not only data protection officers, waste management officers, and equality officers, but also occupational safety experts, fire protection officers, and their fire safety assistants. The volume and scope of regulations to be adhered to inherently present a compliance risk, which, in cases of non-compliance, can lead to fines and, on the other hand, reputational losses.

Through early engagement with impending changes and their integration into respective business processes (e.g., during the implementation of the General Data Protection Regulation), we have been able to avert unfavorable developments. Our approach is further facilitated by the outsourcing of our audit activities, which we have effectively conducted for several years with a recognized, nationally operating audit firm. These activities are determined and monitored by the respective oversight bodies for each fiscal year. In this regard, DuMont is well positioned, and we consider the additional actions required in this area to be minimal.

In our interactions with employees and suppliers, we commit to upholding fundamental human rights as outlined in the Treaty on the European Union, the United Nations Charter, and Germany's Basic Law, as well as the ILO Core Labor Standards. We adhere to applicable laws, regulations, and norms within Germany and the European Union.





In this regard, there are no investigations or knowledge of corruption incidents or anticompetitive behavior. Among the multitude of relevant governance fields, the following three thematic blocks are particularly highlighted and explained:

1. Independent Supervisory Bodies

Supervisory bodies are of great significance to a company, as they are responsible not only for monitoring responsible corporate leadership but also for ensuring the appropriate composition of management. They provide an objective and independent perspective that goes beyond a company's internal controls. Through their efforts, they assist companies in fulfilling their responsibilities to society and the environment.

At DuMont, we recognize the importance of independent supervisory bodies and actively utilize them. We work closely with such bodies to ensure the achievement and adherence to our sustainability goals. This collaboration enhances the transparency, credibility, and accountability of our sustainability endeavors, contributing to positive change within our industry and beyond.

Supervisor bodies are established at DuMont both at the level of the holding company (Supervisory Board) and at the level of business divisions (Supervisory or Advisory Boards). These bodies encompass diverse competencies to address the multifaceted aspects of our group. This includes not only professional diversity but also gender diversity. Among the total of 21 members across all supervisory bodies at group and division levels, currently 29% are women, and 62% are not occupied by individuals from DuMont management.



2. Establishment of a Compliance Management Systems

The overarching purpose of compliance systems lies in the prevention of corruption and anticompetitive behavior, in conscientious and responsible handling of the company's tangible and intangible assets, and in promoting equality and diversity within the organization. In essence, a Compliance Management System (CMS) comprises documents, processes, and tools that serve internal control and facilitate adherence to regulatory and legal requirements.

Initially, DuMont's CMS was implemented at the group level. To account for the specific circumstances of individual business segments, we decided in December 2020 to delegate responsibility to each business division.

During 2021, for example, the Kölner Stadt-Anzeiger Medien (KStA Medien) business division undertook all planning and preparatory actions to be able to implement the CMS in 2022. Existing documents and processes were adapted to the context of KStA Medien.

This includes, for instance, the Code of Conduct for all employees regarding handling invitations, gifts, and other benefits, as well as behavior in competition. However, the planning and preparatory process also involved assembling a dedicated Compliance Committee. This committee supports and advises management on compliance matters. In selecting committee members, we placed importance on covering various departments, management levels, and genders to ensure a diverse composition.

Starting from 2022, the committee will comprise representatives from legal, risk management, human resources, publishing, editorial, and the works council. The chairperson will be accompanied by a team equally composed of men and women. In addition to the permanent members of the committee, temporary members or experts can be consulted as needed.

As an additional preparatory measure, an ombudsman system has been established, allowing individuals to provide information to an independent ombudsman unrelated to the company and, if desired, fully anonymously. The Compliance Management System for KStA Medien, planned and developed in 2021, will officially come into effect with an inaugural session in 2022.



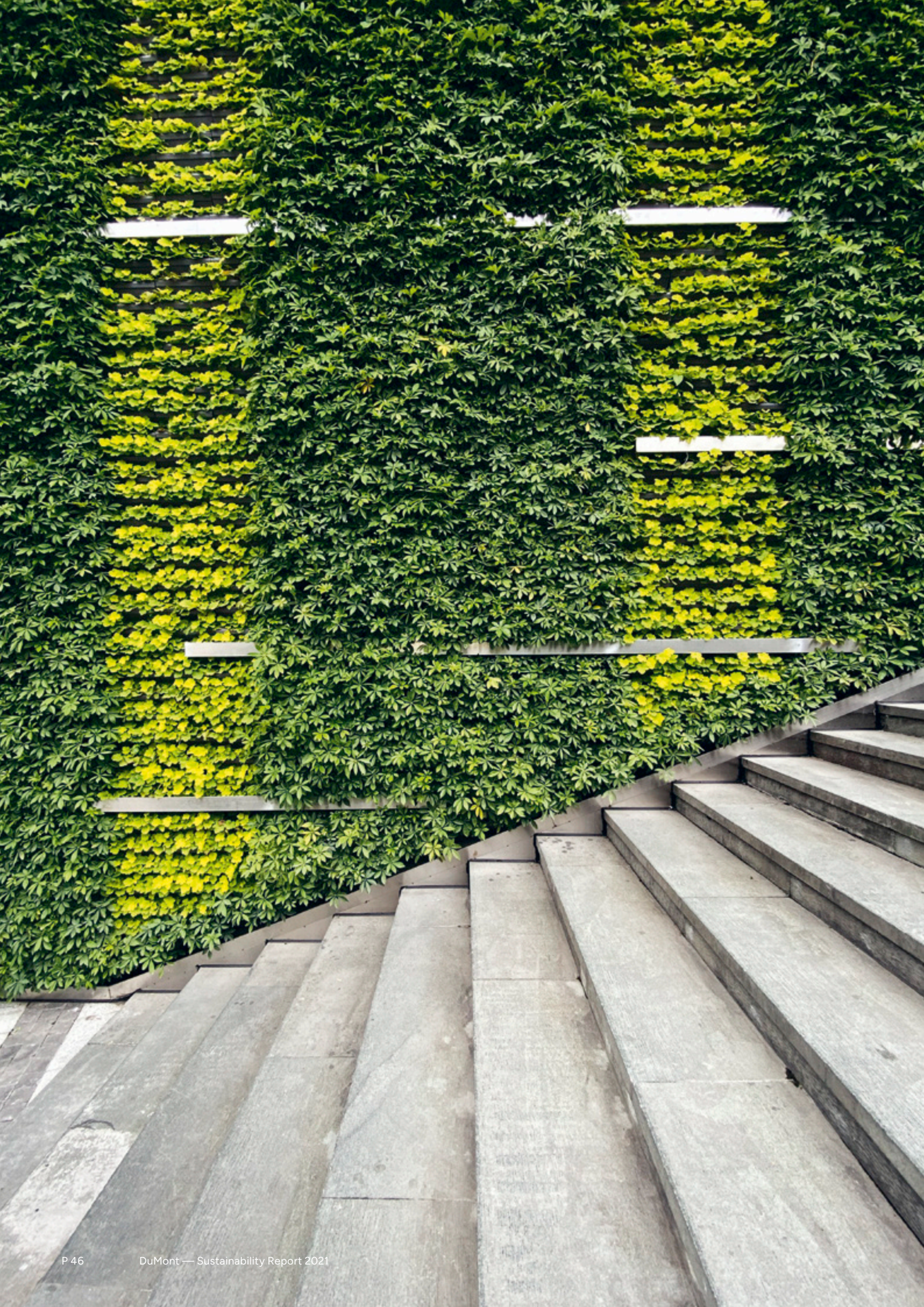
3. Adherence to Ethical Standards and Human Rights

A Code of Conduct (CoC) serves as the framework for social, ecological, and ethical interactions, both among employees and in collaboration with stakeholders. The creation and implementation of a Code of Conduct, as well as its specifics, currently vary across individual business segments. Nevertheless, in 2022, DuMont will develop and publish a group-wide CoC that will either be applied at the business segment level or supplemented by segment-specific CoCs. While segment-specific CoCs cater to the unique circumstances, such as business models and stakeholder requirements within the segments, the overarching Code of Conduct will embody shared values for the entire DuMont.

An example of a business segment with an existing CoC is the Business Information sector. It was first introduced in 2015 and has since been revised multiple times, with active involvement from employees. One of the reasons for these revisions was the shift towards a higher degree of digitization in the business model. The insights gained from this process have influenced corresponding modifications to the segment-specific CoC, which has proven to be a valuable guide to the workforce, stakeholders, and particularly in bidding and certification processes.

Furthermore, in 2022, DuMont will initiate the necessary steps to comply with legal requirements arising from the introduction of the Supply Chain Due Diligence Act and the business segment-specific establishment of EU-compliant whistleblower protection systems. By 2023, we will ensure that all companies within the group have a trained internal or external reporting entity in place to fulfill these obligations.





Imprint

Copyright DuMont © 2023

DuMont Mediengruppe GmbH & Co. KG

Amsterdamer Str. 192

50735 Köln

E-mail: unternehmenskommunikation@dumont.de

Telephone: +49 221 224-0

dumont.de



This printed product has been awarded the Blue Angel.



