

SUSTAINABILITY



OUR APPROACH TO SUSTAINABILITY

LBG MEDIA IS DEDICATED TO MAKING A POSITIVE IMPACT IN THE WORLD. AS A LEADING ENTERTAINMENT COMPANY FOR YOUNG ADULTS, WE RECOGNISE THE POWER OF OUR GLOBAL PLATFORM TO DRIVE A SOCIALLY RESPONSIBLE AGENDA, AMPLIFY THE VOICES OF OUR AUDIENCE, AND ADVOCATE FOR THOSE WITHOUT EQUAL OPPORTUNITIES.

We continue to make progress in key areas identified in our materiality assessment, with highlights outlined below from key areas.



PEOPLE AND SOCIETY

LBG MEDIA LEVERAGES ITS POWERFUL GLOBAL PLATFORM TO PURSUE SOCIALLY RESPONSIBLE AGENDAS, RUNNING SEVERAL AWARENESS CAMPAIGNS TO CONTINUE OUR COMMITMENT TO OUR PLATFORM AS A FORCE FOR GOOD.



PLANET EARTH

WE CONTINUE TO FOCUS ON REDUCING OUR CARBON FOOTPRINT ACROSS OUR BUSINESS.



SUSTAINABILITY CONTINUED



PEOPLE AND SOCIETY

In the period we launched the 'You're On Mute' campaign to inspire young people to vote in the general election. In partnership with creators, we spread the message through an out-of-home ad campaign at Glastonbury Festival, boosting election awareness among young adults.

With the charity Stamp Out Spiking, we raised awareness of drink spiking in the UK and pushed for legislative change. The campaign featured a four-part mini-series, Survivors of Spiking: Our Stories, backed by insight from LADnation, the Group's consumer youth panel, and was supported by Capital XTRA host Jourdan, social content, and out-of-home ads in Manchester.

On 17 July 2024, the Government announced drink spiking would be made a specific offence.

LBG Media was named The King's Trust's first official social partner for its annual awards, celebrating young people who've overcome barriers. We activated content leading up to the event, surprising winners with idols like Chunkz, and hosted the exclusive red carpet. Additionally, we launched our second LADnation report with the Trust, highlighting the challenges young people face in building careers and achieving financial stability.

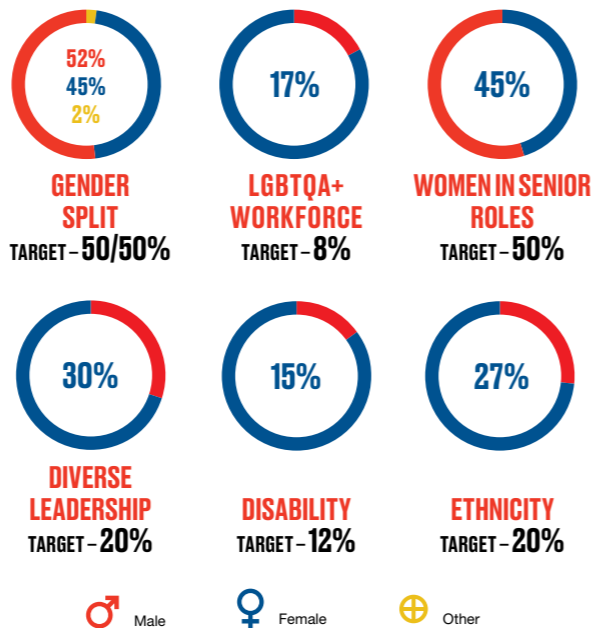


DIVERSITY & INCLUSION

LBG Media is committed to building a diverse, inclusive workforce that reflects our global audience. We always look to challenge ourselves and our audience to think differently and create an environment where our people can directly influence our work.

This year, we have introduced reporting on social mobility as part of our annual targets. We will continue to work to improve our policies and working practices to meet our targets and will be monitored annually by management.

LBG Media January – September 2024 D&I Survey Results



PLANET EARTH

We continue to focus on reducing our carbon footprint across our business. This includes our websites, where we are continuing our work with third-party tech partners that assist with eco-effective bidding. We have also started using methodologies and practices that take down the global bid requests and use a more targeted approach to reduce wastage. Across Studios, we continue to use the Albert and Adgreen calculators to ensure best practices and minimise emissions in production and travel throughout the business.

We continue to engage with our stakeholders and employees on climate-positive topics. This year, we launched a new initiative for the Group on Earth Day, to exchange second-hand clothes as part of a 'Thrift Shop' as well as using a sustainable stationery company that uses 100% recyclable materials.

Across our platforms, we aim to raise awareness of global issues and educate our audience on how they can take action to address them. Highlights include an episode of Honesty Box with naturalist Steve Backshall to discuss protecting wildlife, as well as a partnership with GiffGaff for World Environment Day to encourage our audience to recycle and save e-waste from landfill.

We are proud to be IAB Gold Standard certified, demonstrating our commitment to best practices in digital advertising and we attend regular board meetings to help shape the industry's future.