

1. Core values, purpose and basic principles

North Media is a listed company providing platforms and channels for communication between businesses and consumers. Every week, we make contact with the majority of Danish households. We serve as a connecting link for businesses wishing to distribute local newspapers and leaflets to consumers' mailboxes. We operate web-based platforms for offering rental housing, jobs and bank loans to consumers. We also develop digital access solutions for secured stairwells and private homes to be used by distribution companies and home care services. In short, our purpose is to deliver customers to our customers and run an ethical business built on trust and focusing on enhancing our positive footprint in society.

North Media's business units are managed and driven based on strong values forming the core of the company's policies, rules and business processes. The Group considers corporate social responsibility an integral part of the different business units' strategies and day-to-day operations.

One of North Media's basic principles is to demonstrate responsibility to society in general, customers, suppliers and business partners, as well as to our employees. We also aim to demonstrate fairness and loyalty in any decision we make.

2. Our approach to corporate social responsibility

Since North Media was founded in 1965, we have taken an interest in the communities in which we operate. We are committed to promoting the sustainable agenda through the products and services we offer as well as in our role as a market player, employer and corporate citizen.

This means that North Media constantly focuses not only on complying with and promoting Danish and international rules and conventions; our commitment to responsible behaviour also serves to promote the sustainable agenda and enhancing our financial, social and environmental performance through regular control, optimisation, operationalisation, collaboration with our suppliers and reporting.

We take a holistic approach to sustainability efforts across all Group companies, which all work actively to implement our sustainability strategy. Our sustainability efforts are centred on the following areas:

2.1 Society

At North Media, we are committed to being a responsible contributor to Danish society. Our companies drive growth in society, including, and perhaps especially, local and sustainable growth through our products and services. We are focused on creating a safer and easier day-to-day life for the Danish population. North Media plays a major, positive role because many young people choose a spare-time job delivering local newspapers and leaflets as their first job. Having job responsibilities gives young people the opportunity to develop strong work and life skills.

We play an active role in Danish society through our job offering across the country, and we are focused on contributing to the further development of the Danish welfare

society by being a responsible tax payer. We have drafted a Tax Policy, which is available from our website.

2.2 People

We respect international human rights and labour rights as described in the International Bill of Human Rights and in the eight fundamental conventions of the International Labour Organization. We endeavour to prevent any negative impact on human rights and labour rights throughout the value chain, and we are committed to addressing any issues and setting things right should we become involved in such adverse events. We respect the privacy of employees, business partners and customers and focus strongly on responsible data processing.

2.3 Climate and environment

We work actively to minimise any direct or indirect adverse impact of our operations on the climate or the environment (described as Scope 1 and Scope 2 of the Green House Gas Protocol (the GHG)), for example when procuring products and services (Scope 3 of the GHG). We are committed to reducing our resource consumption, taking a responsible approach to waste handling and contributing to a circular economy. Sustainable innovation forms part of our development of products and services, and we aim to contribute to a sustainable transition of society in line with the international climate and environment agreements.

2.4 Ethical business operations

We are focused on running an ethical business. We do not tolerate any form of corruption, bribery or facilitation payments, and we make clear demands on our employees and suppliers in terms of ethical business operations. We have drafted a Policy of Data Ethics, outlining the overall principles for ethically correct, responsible and transparent data processing in the North Media Group.

2.5 Employees

We are committed to providing a healthy, stimulating and safe working environment for all our employees. We have a particular focus on ensuring that young deliverers, non-ethnic Danes and other groups on the edge of the labour market have a positive experience when they enter the Danish labour market.

We offer a diversified workplace in which everyone is seen as equal regardless of gender, age, ethnicity, nationality, sexuality, race, disability, marital status, etc., and we do not tolerate discrimination. At North Media, we focus on the skills and attitudes of the individual. Our diversity targets are defined in our Diversity Policy, which is available from our website.

2.6 Reporting

We are committed to documenting the key initiatives and results of our CSR efforts. For that purpose, we disclose relevant information in our annual report, which is also available from our website.

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This policy was approved by the Board of Directors of North Media A/S on 2 December 2021.

This document is an unofficial translation of the Danish original. In the event of any inconsistencies, the Danish version shall apply.

