

MEDIA24 SUSTAINABLE DEVELOPMENT POLICY

Overview

Media24 recognises that sustainable development is a global imperative that results in opportunities as well as risks for business. Media24 as a leading media company aims to position itself to overcome such challenges.

As Media24 expands its business it aims to contribute to the communities in which it operates, develop its own people, contribute to general economic prosperity, and minimise its impact on the environment.

In formulating this policy, the areas in which the group can make a meaningful contribution to sustainable development in the markets in which it operates, were analysed, facilitating the integration of these aspects into day-to-day operations and the formulation of strategy.

Scope

This policy will be implemented initially by the group's major business units and thereafter by other group operations, based on an annual review.

Objectives

Media24 concentrates on the media, trading and communication needs of users in print and digital formats. Through its various operations, the group wants to be useful to the communities it serves.

Economic

What we do:

- We create and package content and develop communities.
- We build brand names around communities.
- We run platforms that distribute media products, support e-commerce and sell advertising.
- We invest in our people, equipping them with the tools, technology and training they need to do their jobs, while providing opportunities for personal growth and development.
- We contribute to increasing the long-term viability of our communities.
- We aim to comply with laws and regulations, including paying taxes and levies due to governments.
- We want to provide value for shareholders.

Environment

Through improvement and sustainable technological innovation, the group strives to create solutions that limit its impact on the environment to the minimum.

How we do this:

- We perform regular risk assessments, identifying the operations where our direct impact on the environment is most significant.
- We try to utilise advanced technologies in our operations to reduce the impact on the environment. The nature of the technology differs from one segment of the business to another.
- Our printing operations apply leading technology to minimise emissions and waste caused by operations, and to we dispose of waste in a responsible manner.
- We monitor the environmental compliance standards at our facilities and participate in third-party reviews to improve performance.
- We measure and report on our carbon footprint to understand and manage our direct impact on the environment.
- We respond to situations where operations have had an adverse effect on the environment.
- We use environmentally responsible and sustainable resources to meet our operational needs, and conserve non-renewable natural resources.
- Where possible we use environmentally responsible and sustainable energy sources, invest in improving energy efficiency in our operations on an ongoing basis and design energy-efficient facilities.
- We aim to influence our suppliers to adopt a similar approach in supplying materials and services to us.
- We reduce waste where possible.

Social

Media24 takes its responsibility towards the communities in which it operates seriously. We promote the well-being of society, our customers and our employees by contributing to programmes and initiatives that improve the quality of life in these communities. We respect human rights.

How we do this:

Community

- We endorse the Constitution of South Africa and, within our media operations, the Press Code.
- We support previously disadvantaged businesses by actively seeking such suppliers.
- We contribute to the communities in which we live and work. We support them through community involvement and, in some communities in which we operate, we contribute to educational programmes.
- We conduct business fairly, ethically and with integrity. Our code of business ethics and conduct define our culture.

Our people

- We invest in the continuous development of our people.
- We reward our employees fairly.
- We encourage our employees to contribute to the sustainability and innovation initiatives in the group.
- We respect the rights of our employees and their diversity.
- We encourage employees to report, through discreet channels, any areas where the group might be failing in its business conduct and values.
- We endeavour to comply with local employment laws.

Health and safety

- We perform regular risk assessments on health and safety matters at our facilities.
- We aim to have an injury-free workplace.
- We train people at our higher-risk facilities in matters of health and safety pertinent to that facility or operation.
- We monitor management's preventive actions through regular operational, internal and external auditing and reporting processes.
- A healthy workforce contributes to business success. Several of our businesses provide medical aid and wellness programmes for their staff.
- We aim to comply with the relevant laws.

We regularly review the progress we make with achieving a balanced, sustainable organisation and we identify areas for improvement. The group recognises that this process requires ongoing measurement and improvement.

Responsibility

The board is ultimately responsible for ensuring that sustainable development is integrated into our business strategy.

The board delegates to management the application of this policy. Sustainable development is incorporated into our risk management processes.

Monitoring and reporting

Media24 will annually prepare an integrated report containing information that records how the group has affected the social, environmental and economic/financial aspects of the communities in which it operated during the year under review. In addition, information will be provided on how the group intends to improve the positive aspects and reduce the negative aspects identified.

The board is responsible for the integrity of integrated reporting. The audit committee oversees the sustainability issues in the integrated report and will assist the board with its review by ensuring that the information is reliable and that no conflicts or differences arise when the information is compared with the financial data.

The group will use a combined assurance model¹ to support the integrity of integrated reporting.

¹ King III: The process of combined assurance allows visibility over what assurance is provided and by whom within an organisation to provide a co-ordinated approach across all assurance activities. A combined assurance model provides oversight structures of an organisation with a dashboard of key risks and all the assurance provided on those risks.