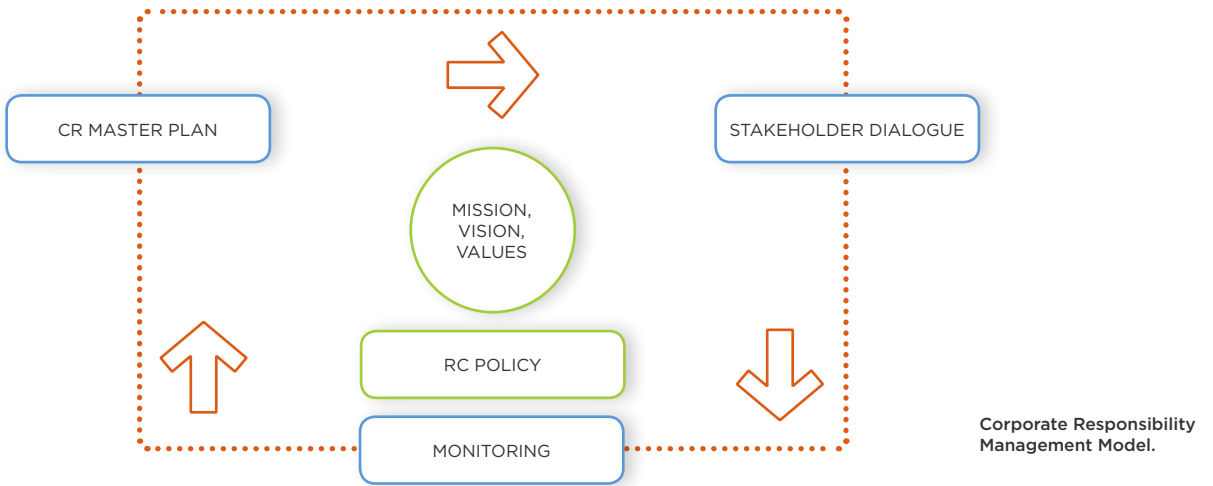




Corporate Responsibility

Atresmedia understands Corporate Responsibility (CR) to be a sustainable management model of the business, committed to the Company's progress and which continues improving to meet the needs and expectations of its stakeholders.

These ethical and responsibility values are integrated into all the Group's activities, which places at the service of the Company the capacity to broadcast its communication media, provide quality and responsible information, and show special attention to the most vulnerable groups.



Corporate Responsibility Management Model.

This commitment of the Company has been **recognized publicly** by different reports as:

- **“Esporas de Helechos y Elefantes 2012”** of the Fundación Compromiso Empresarial in which **Antena 3** leads the Social Responsibility ranking of public and private television channels (detailed information in the Social Television chapter).
- **“Reporta 2012”** an information quality study which the companies forming the Madrid Stock Exchange General Index provide to the market and to its stakeholders. This report indicates that **Antena 3** occupies position 36 of the total of the 112 stock market securities and is the only audiovisual Company which appears in the Top 10 of the companies on the continuous market which are not listed on the Ibex 35. Likewise, noteworthy is the “exception” that **Atresmedia Televisión** represents faced with the “low rating obtained by media companies”.

[Antena 3 leads the Social Responsibility ranking of television channels in Spain.]

Our challenges

In 2012 specific objectives and actions were defined focused on improving the Corporate Responsibility Management Model and the relationship with the stakeholders.

Following is a detail of the degree of compliance with each of them.

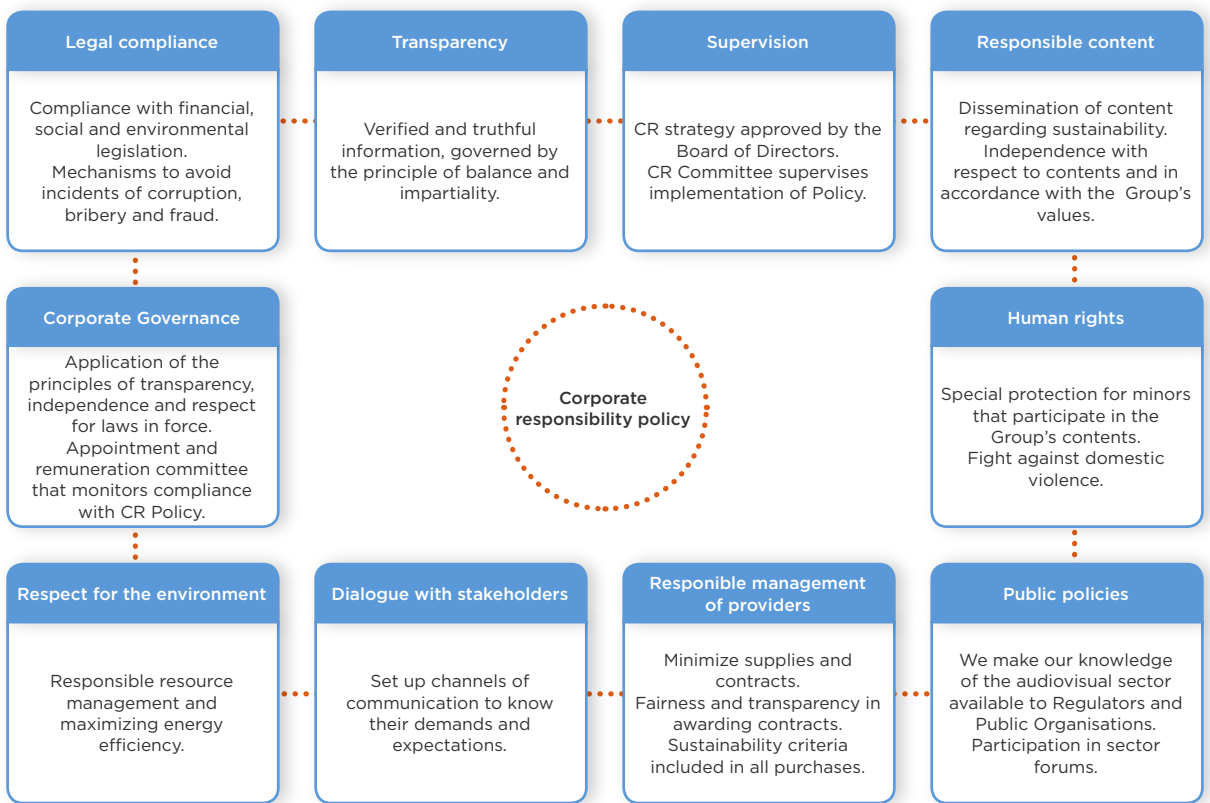
2012 CHALLENGE	LEVEL OF COMPLIANCE	COMMENTS
Complete the Corporate Responsibility Master Plan until reaching 100% compliance.		97% compliance was attained.
Improve the communication channels of the Corporate Responsibility strategy.		New improvements were made in the communication channels in terms of audience, employees, shareholders, etc. (see detail in dialogue section with stakeholders).
Continue the inclusion of new management and reporting criteria for media established by the Global Reporting Initiative industry guide.		The 2012 Annual Social Responsibility Report includes the indicators of the new industry guide.

Atresmedia: Corporate Responsibility Management Model

The Company integrated Social Responsibility in the proper essence of its business. This is the criteria which has made it possible to define the **mission**, **vision** and **values** of the organization with a clear orientation towards all the stakeholders.

Atresmedia's mission was unfolded in various specific CR strategies, which are envisaged in its Corporate Policies, to be applied to all the Group companies including the channels of **laSexta** since its integration, and in its **Corporate Responsibility Master Plan**. This document includes the Group's initiatives in the area of legislative compliance, Good Governance, transparency, respect for human rights, environmental protection or dialogue with the stakeholders, among others.

[laSexta adopts Atresmedia's Corporate Responsibility policies.]



CR Management System Tools

In order to guarantee the correct application of its Corporate Responsibility Policy, **Atresmedia** set up internal bodies and other specific monitoring and improvement measures of the CR management model:

- CR Committee.
- CR Master Plan.
- Dialogue with the stakeholders.
- Participation in CR forums and associations.
- Code of Conduct.
- Integral CR scorecard.

Corporate Responsibility Committee

The mission of the Corporate Responsibility Committee is to reinforce the **Corporate Responsibility transversal integration** throughout the whole Organization. This committee is comprised of representatives of the Group's main strategic areas and its main functions are as follows:



In 2012, the Corporate Responsibility Committee supervised the implementation of the Corporate Responsibility Master Plan and the annual sustainability objectives in the Company's different strategic areas. It also analyzed the external perceptions of the stakeholders and defined new initiatives which respond to the expectations detected. Among others, improvements in the communication channels with employees and with the audience, the increase in information in the area of sustainability to analysts and investors, the reinforcement of the subtitling of contents or the linking of the advertisers to the Group's corporate responsibility initiatives.

2010-2012 Corporate Responsibility Master Plan

The **Corporate Responsibility Master Plan defines coherence between the Group's public commitment in this area and its business performance.**

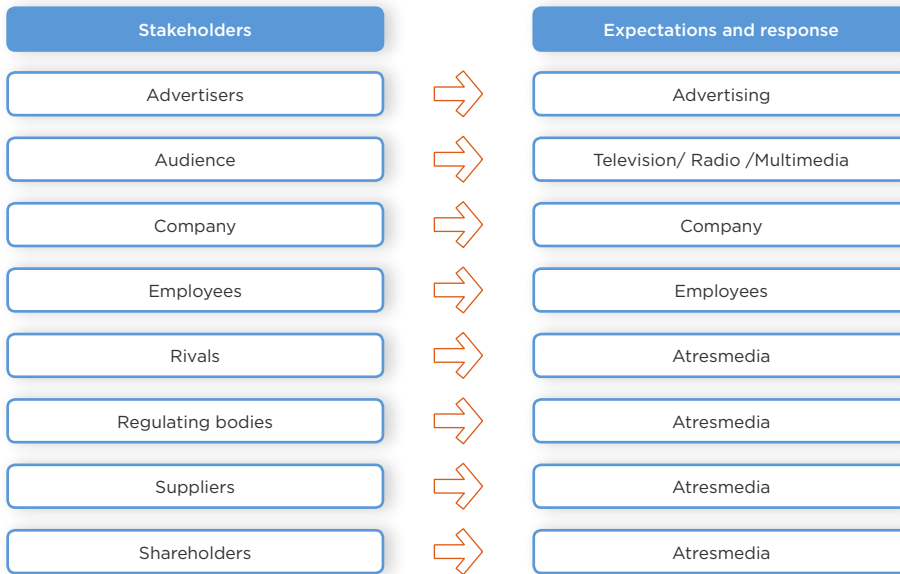
Over the three years, this plan has implemented specific measures to improve the relationships of trust between the Company and its stakeholders. Thanks to these transversal lines of actions in areas such as children's rights, responsible advertising, ethics in information management or the commitment to society, **the Group is being widely acknowledged in the area of Corporate Responsibility and has become a reference for the Spanish audiovisual industry.** In 2012, the Company finalized 97% of the measures envisaged and will continue to implement the remainder until it completes all its planned objectives.

[Atresmedia's Corporate Responsibility Master Plan was 97% implemented.]

Dialogue with the stakeholders

The stakeholders are all those people, organizations or **institutions which affect or are affected by the Company's decisions**. **Atresmedia** has identified the following as its stakeholders:

- The groups are its reason of being: audience, advertisers and shareholders.
- Those without whom its activity would not be possible: employees and suppliers.
- Groups with which the Company has a social commitment: regulating bodies, rivals and society.



Atresmedia's priority stakeholders and response to expectations in each one of the chapters of the Annual Report and 2012 CR.

Transparency and active permanent dialogue with the stakeholders is one of the fundamental parts of the Company's Corporate Responsibility. In order to facilitate dialogue, the Group has implemented different communication channels:

STAKEHOLDERS	COMMUNICATION CHANNELS
Advertisers	Periodic meetings. Monthly electronic bulletin of Atresmedia Publicidad . Sector media. Membership of industry associations.
Audiences	Web page www.atresmediacorporacion.com . Profiles in Facebook and Twitter. 'Antena 3 in your mobile'. SMS alerts with current affairs information. Telephone information on subscriber numbers in 11843. Audience telephone attention channels. Information via SMS on programs, press releases, and series and program trailers. Teletext. Discussion groups, surveys and panels with experts. Membership of industry associations.
Society	Antena 3 Foundation . Ponle Freno platform. E-mail: responsabilidad.corporativa@atresmedia.com . Corporate Responsibility Section of Atresmedia's web page. Virtual press office. Issuance of press notes through the Communication Department and holding of press conferences.

STAKEHOLDERS	COMMUNICATION CHANNELS
Suppliers	Periodic meetings of the Purchasing Department with suppliers. Electronic communications.
Employees	Periodic meetings. Electronic communications. Announcement boards. Corporate Intranet. Internal meetings. Quarterly results presentations. MD3 corporative digital magazine. Whistleblower channel related with breaches of the Code of Conduct. Focus Groups.
Rivals	Industry forums. Membership of industry associations such as UTECA, IMPULSA and ACT Participation in the CATSI.
Regulating bodies	Periodic meetings. Forums and events. Membership of industry associations such as UTECA, IMPULSA and ACT. Participation in the CATSI. Meetings with the Board of Directors.
Shareholders	Conferences, meetings and road shows aimed at the Investor Relations Department. Shareholders' Office. Corporate web page www.atresmediacorporacion.com . Annual Corporate Governance Reports. Environmental information through the CARBON DISCLOSURE PROJECT ESG information through rating agencies

In 2012, **Atresmedia** reinforced certain of those communication channels, renewing its corporate web page, organizing the third consultation process with employees or increasing information on sustainability which the Company provides to analysts and investors, among others.

- **Corporate website:** www.atresmediacorporacion.com is a very visual and dynamic website, with a new structure for the content, better organised and providing greater visibility for the areas of Shareholders and Investors, Human Resources, Press and Corporate Responsibility. Through this resource, investors, shareholders and the main stakeholders can find out about the company's internal structure, access financial, legal and Corporate Responsibility information, see how audience figures have been performing, read press releases, and access all the latest institutional news and contact the different areas.

The web also has a version in English which is a faithful reflection of the Spanish page, and which provides access to information by the international public.
- **Telephone channel:** In 2012, more than **29,000 calls** were answered regarding doubts, queries, requests for information or opinions. It is an authentic "audience thermometer". The **Antena 3's** information services and the program **Espejo Público** monopolize almost half the calls received.
- **Focus Groups:** In 2012 a new meeting was held with employees in order to hear their opinions, requests and expectations. Noteworthy among the conclusions obtained was the high degree of professionalism of the Company's personnel and the need to improve internal communication. (see detail in the human resources chapter)

In 2013 new **Focus Groups** were held aimed at ascertaining the opinion of the remaining stakeholders.
- **Sustainability report for investors:** **Atresmedia** increased ESG information (Environmental, Social and Governance) aimed at analysts and investors, meeting the requests of the entities assessing social, environmental and ethical practices and measures such as EIRIS (Ethical Investment Research Services) and VIGEO Rating.

[In 2012, more than 29,000 calls were answered.]

Participation in CR forums and associations

An **active dialogue with stakeholders** also involves **participation in forums, associations and national and international initiatives**. The exchange of experiences and best practices with other leading organizations in sustainability is thereby boosted.

In 2012, the presence of Social Responsibility forums was significantly increased, such as for example:

- **Meetings with the Observatory of Audiovisual Television Contents (OCTA)**. This body oversees quality television, analyses the task of the media and its social function, and promotes the broadcasting of adequate contents for children and adolescents.
- **Collaboration with Global Reporting Initiative* (GRI)**. In 2012, **Atresmedia** participated in the GRI consultation processes for the preparation of the new generation of **GRI G.4 guides**, which will include the new criteria for the preparation of sustainability reports.
- **Support for the World Agreement (Global Compact)**. In 2012, **Atresmedia's** participation in the **Spanish World Agreement Network was renewed**. This agreement includes the commitment to apply principles such as **respect for human and employment rights, the environment and the fight against corruption and bribery**.
- **Members of the FTSE-4 Good Ibex**. **Atresmedia** forms part of this stock exchange index prepared by *Financial Times Stocks Exchange (FTSE)*. The indicator measures the involvement of companies which reach globally recognized environmental standards to provide investment to these companies. It is formed by companies which comply with a series of requirements relating to the environment, dialogue with stakeholders and respect for human rights.
- Collaboration with **Corporate Excellence**, a laboratory of ideas devoted to promoting the management of the brand and corporate reputation as a strategic value for business excellence. In 2012, the Company participated in the Catalog of Energy Efficiency Good Practices, contributing a practical case for this publication.
- Participation in the **Co-responsible Breakfasts** organized by the Environmental Head, which analyze the situation of Social Responsibility and the media.

In relation to the **academic world**, various collaboration projects were executed in order to improve the practical knowledge and application of Corporate Responsibility:

- Collaboration in the study **Good practices and information excellence: implementation of ethical practices in journalistic companies** of the Association of Sciences, Politics and Sociology.
- Collaboration in the study **Strategic Philanthropy of Spanish Companies** by Universidad Politécnica de Valencia.



* Mark GRI is an independent institution created in 1997 in which various stakeholders participate, whose mission is to prepare and broadcast the Guide for the Preparation of Sustainability Reports, an international standard for the preparation of sustainability reports in conformity with a universal model of voluntary application by the organizations. This reports follows the GRI criteria.

Code of Conduct

The internal **Code of Conduct** is a Corporate Responsibility tool which includes and specifies the policies, values and principles in force in the Organization. Approved by the Company's Board of Directors, the Code forms part of the Internal Crime Prevention Model and constitutes the ideal tool to guide employees, management personnel and members of the Group's administration bodies in all of its procedures.

The Board of Directors, through the Regulatory Compliance Committee, is responsible for managing and supervising its compliance and adopting the appropriate measures to improve and update the Code of Conduct.

Furthermore, the Regulatory Compliance Committee also assumed the competences to monitor and supervise its new regulations, including those of self-regulation in the audiovisual area established by the General Audiovisual Communication Law.

Atresmedia encourages notification to its employees. In 2012 the Regulatory Compliance Committee worked on the implementation of a **confidential whistleblower channel, which will be started up in 2013**. Through such channel, employees may notify those procedures which, to their understanding, constitute inappropriate actions, in line with the Code itself and any other regulations applicable.

This channel may also be used by the employees to cast doubts or propose improvements in the control systems existing in the Group, which would cover the triple objective of the prevention, control and clarification of matters related with corporate values.

Corporate Responsibility Scorecard

The Company defined a scorecard, grouped into four areas, which enables internal sustainable performance to be transparently assessed:

- Economic sustainability.
- Human Resources.
- Company.
- Environment.

The analysis of these indicators enables **improvement actions to be defined** to improve Corporate Responsibility management.

Atresmedia'S SOCIAL RESPONSIBILITY SCORECARD 2012 results	
Human Resources	Environment
% Women: 48.6% . Indefinite-term contracts: 84 % . Turnover rate: 2.25% . No. of hours training per employee: 30 . Accident seriousness rate: 0.06 .	Electricity consumption: 16,397 Kw / employee . Water consumption: 28.5 m³ / employee . Emission of greenhouse gases: 0.75 tons of equivalent CO₂ / employee . Environmental investment: €25,670 .
Economic sustainability	Company
Net income (€ million): 741.2 Distributed economic value (€ million): 618.3 Financial aid received from governments (€ million): 2.5	Degree of compliance with the Corporate Responsibility Master Plan: 97% . Income contributed by Atresmedia to the Antena 3 Foundation: €500,000 Opportunity cost of broadcasting campaigns at no cost for NGOs and associations: €9,952,975 . Volunteers: 1,360 hours .