



Environmental, Social and Governance Policy

Nine Entertainment Co. Holdings Limited ACN 122 203 892

Adopted by the board on 27 July 2022

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1 About Our Business

Nine Entertainment Co. Holdings Ltd (**Nine**) is Australia's largest locally owned media company – the home of Australia's most trusted and loved brands spanning News, Sport, Lifestyle, and Entertainment, we pride ourselves on creating the best content, accessed by consumers when and how they want.

We operate through three segments: Broadcast (television and radio), Publishing, and Stan. In addition, Nine owns a majority stake in Domain. Details of Domain's ESG policy is available on its website (<https://www.domain.com.au/group/wp-content/uploads/2021/12/Domain-ESG-Policy.pdf>).

2 ESG Mission Statement

We are committed to operating responsibly to drive and influence the greatest possible positive impact for our people, our community, and the planet. At Nine, we recognise that our audience, employees, community and investors are looking to and for companies that engage in responsible business practices, including addressing the Environmental, Social and Governance (ESG) issues and opportunities that most relevantly impact the success of Nine.

We are seeking to embed ESG considerations into how we do business and ensure that responsible thinking is built into the consideration of how we develop and deliver content. Nine understands the importance of ensuring that, wherever possible, we operate with the intention of driving positive impact for our community. We aspire to leave our communities and the planet in a better position, contributing to the prosperity of future generations.

We define ESG as the set of criteria that underpins our decision-making processes and the actions we take. We understand the key role we play in educating and influencing the community, and so responsible business is fundamental to our long-term success.



ENVIRONMENTAL

Understanding and managing how Nine's operations impact, and are impacted by, the environment we operate in.



SOCIAL

Identifying how Nine affects and is impacted by our people, our audiences, the community and other stakeholder groups.



GOVERNANCE

Managing responsible decision-making, recognising the rights and responsibilities of different stakeholders including the Board, shareholders, and others.

3 Policy Scope

This ESG Policy is intended to provide a framework for how our business applies ESG considerations to the activities we undertake. We aim to work in partnership with our people, our audiences, our advertisers and our suppliers to drive a positive impact.

Our ESG Policy reflects the maturity of Nine's ESG journey. As our ESG focus grows, this policy will be updated to mirror these changes and development. Our ESG program is underpinned by a materiality assessment, which will be reviewed as our approach matures.

Over the next 12 months, we will develop an ESG strategy that will outline our program and approach. The approach will include direction on reporting and disclosure, and identifying initiatives to drive environmental, social and governance outcomes.

4 ESG Topics of Focus

The 2021 ESG Materiality Assessment identified the material topics listed in Figure 1. From these topics, the six most material areas, of greatest importance to our stakeholders and impact to our business were identified as a focus for our program. These topics will form the focus for our ESG strategy and program over the period of 2022 to 2024.



Figure 1. Nine ESG Materiality topics map

The key material topics identified as a priority for our program are:

- a) Facilitating trusted journalism
- b) Consumer data security and privacy
- c) Community engagement and contribution
- d) Carbon footprint accounting - print and operations
- e) Diversity and inclusion
- f) ESG disclosure and transparency

5 Facilitating trusted journalism

As a public facing media outlet, it is important that we promote trusted journalism. We have, in place, governance frameworks that ensure truthfulness, accuracy, objectivity and independence of editorial decision making from commercial decision making. These frameworks include the Fairfax Charter of

Editorial Independence which Nine’s Board has endorsed. We acknowledge that if Nine ceases to provide accurate and independent journalism, we will lose our audience and readership, due to a lack of credibility as a news provider.

Our approach is underpinned by the external frameworks which apply to our journalism activities:

- in relation to our online and print journalism activities, we are committed to complying with the various standards developed by the Australian Press Council in conjunction with its constituent members (<https://www.presscouncil.org.au/statements-of-principles/>)
- in relation to our television broadcasting activities, our journalism activities, including handling of personal information, are governed by the Commercial Television Code of Practice (<https://www.freetv.com.au/resources/code-of-practice/>) and the ACMA Privacy Guidelines for Broadcasters (<https://www.acma.gov.au/publications/2016-09/guide/privacy-guidelines-broadcasters>); and
- in relation to our radio broadcasting activities, we are committed to complying with the standards developed by Commercial Radio Australia (CRA) , as set out in the CRA “Codes of Practice and Guidelines” (<http://www.commercialradio.com.au/legal/regulation-codes>).

6 Consumer data security and privacy

Nine collects data and information on our consumers, including viewing habits, drivers for viewing choices and other data points. Nine recognises it is critically important that we have in place controls and frameworks to protect our consumers’ data and privacy. Without appropriate controls the business faces losing public faith, social license to operate and shareholder value. As such, ensuring these checks and balances and protections are in place is a key focus of the way we do business and our ESG program.

More details on our approach to gathering, protection and use of personal information can be found here - <https://login.nine.com.au/privacy> .

As part of complying with our obligations in relation to privacy, Nine has systems, policies and practices which are designed to protect Nine’s data from misuse or unauthorised access. These systems, policies and practices are continually reviewed, and our internal experts work with external agencies, to ensure that we are striving for a high level of protection of that data.

7 Community engagement and contribution

We acknowledge that our business interacts with all groups within the community as the public are our direct consumers. As such, we have a responsibility to the community to ensure communication and reporting of news and current affairs is reliable and accurate. To promote these principles we adhere to industry codes of practice, including those issued by the Press Council and the codes administered by the ACMA which apply to our television and radio broadcasts.

In addition to its news and current affairs content, Nine provides a broad array of entertainment content. Nine strives to provide content which reflects the diversity of our audience and community, both in the talent used and the stories which are told.

In addition, we endeavour to make a positive contribution to the community through our Nine Cares program (<https://www.nineforbrands.com.au/community/>) which supports local community groups to access advertising and promotion opportunities across Nine’s platforms and to enable Nine staff to volunteer with community groups in a variety of roles, including as ambassadors for Nine supported charities.

8 Carbon footprint accounting – operations and print

A key impact of doing business is our carbon footprint. We define our carbon footprint as encompassing emissions generated by us directly through energy and water consumption, and waste generation at our corporate offices and studios and indirectly through the goods and services we require to operate our business. Quantifying and accounting for our carbon footprint is a key component of our ESG program. We are committed to expanding the tracking and reporting of our carbon footprint over the next 24 months to support the identification of carbon efficiency opportunities and promote practices that drive reductions or avoidance of carbon emissions.

Nine is committed to an iterative journey to improve its sustainable performance and reducing our carbon footprint. Nine has achieved a 50% reduction in our energy consumption since FY19 and will continue to build on the hard work and steps already taken in driving energy efficiency and energy reduction for our operations. The next 12 months will see us focusing on improving our data accuracy and closing any existing data gaps. Following completion of that project, Nine will look to identify future carbon reduction goals and defined ambitions under a scientific and responsible framework.

Nine is also assessing whether to subscribe to the Albert Initiative. That initiative brings together the media industry globally to tackle environmental impact and inspire a sustainable future.

9 Diversity and Inclusion

For Nine, Diversity and Inclusion covers gender, marital or family status, sexual orientation, gender identity, age, disabilities, ethnicity, religious beliefs, cultural background, socio-economic background perspective and experience. As an Australian media company, we appreciate the diversity of our audience. To ensure we connect with our audience, we are committed to creating a working environment where the diversity of our audience is reflected in a truly inclusive way, and where our people are comfortable expressing their true selves.

We are working to put in place structures and frameworks that allow our business to reflect the diversity of the community– both in our employee base, our supplier list and in the content that we create and disseminate.

These frameworks include having developed a Diversity & Inclusion Policy that recognises the diversity within our workforce. The Board sets and monitors progress against measurable objectives to track our performance in engaging, retaining and fostering a diverse and inclusive culture.

10 ESG disclosure and transparency

To ensure the success of our ESG program, appropriate governance to promote disclosure and transparency will be paramount. As we progress through developing our ESG program and strategy, we will look to engage in industry disclosure frameworks such as CDP, GRI and others. We understand the importance of transparent reporting, both internally and externally, and are committed to expanding our sustainability reporting to allow stakeholders to track the performance of our business against our identified priorities in ESG.