

**MTG**

**MODERN**

**RESPONSIBILITY**

**REPORT 2012**



# LET'S START

## A FEW WORDS FROM OUR CEO

**Sustainability.** In 1994, when I joined MTG, sustainability wasn't a word you heard that often. Now, during my first year as President and CEO of MTG, it's a fundamental part of our vocabulary and how we view the world. Sustainability is no longer on the sidelines. We may talk about growth, profitability and business development opportunities, but the success of our long term growth is fundamentally connected to sustainability, and that's why Modern Responsibility exists.

**Passion.** We're big on passion at MTG. It flows from within each and every one of us, and our employees form the beating heart of our company. Our goal is to engage our employees and to create an environment where they can leverage their talent and competence to move us along. But at the same time, we also want to provide an environment where our employees can develop and flourish. In 2012 one of our short-term targets, was to benchmark and report on industry standards, to ensure we are where we need to be in terms of training and development.

**Listening.** We pay close attention to both global industry concerns and the issues that are specific to our industry. MTG is a modern entertainment company, in an industry that is changing at a very fast pace. Established business models are evolving, and the ever growing digital environment presents both opportunities and challenges, when it comes to quality control, products and customer safety. Within that framework, the 2010 materiality analysis and subsequent stakeholder surveys help us both define and navigate on our sustainability voyage. We are convinced that Modern Responsibility is both strong enough to get us there, and flexible enough to properly deal the challenges that we will face on our journey.

**Learning.** 2012 has also been another year of extensive learning within our Modern Responsibility work. While 2011 saw the re-working and rolling out of a new Code of Conduct. In 2012, one our targets was to re-examine our Supplier Policy and Self Check Documents. At the end of the process, we had evaluated the whole structure of our corporate policy making and how we establish guidelines for processes and work streams. This work takes time, but the results enable us to work faster, simpler and more efficiently.

**The future.** We strive to be adaptable, but also have clear short, mid and long term targets in place for our future development, and the targets take the global environment, our industry and our stakeholder groups into consideration. We are also fully committed to contribute to a better environment and to optimize our impact on the world. We work towards making the online environment as safe as possible for young viewers, and we continue to address corruption, human and labour rights issues and climate change in our daily work in order to make MTG a long term, sustainable and positive place to work.

**The work.** MTG is Made To Grow, and that growth implies an ability not only to adapt to, but to embrace fundamental change, as well as the need to harness the opportunities and to minimize the risks inherent in our sustainability work. Our business has changed shape before, and will do so again, and our future work must strike the balance between doing what we do best and abandoning old truths and limitations to benefit from how the world around us has changed. We may have started out as a broadcaster, but today we are an entertainment company. Our goal is to provide our customers with the best entertainment and the best experiences we can. We're in this for the long term, we're in it to grow, and we will do so responsibly and sustainably, so that the MTG we see today continues to evolve and transform into the media group of the future.

– Jørgen Madsen Lindemann, CEO and President, Modern Times Group

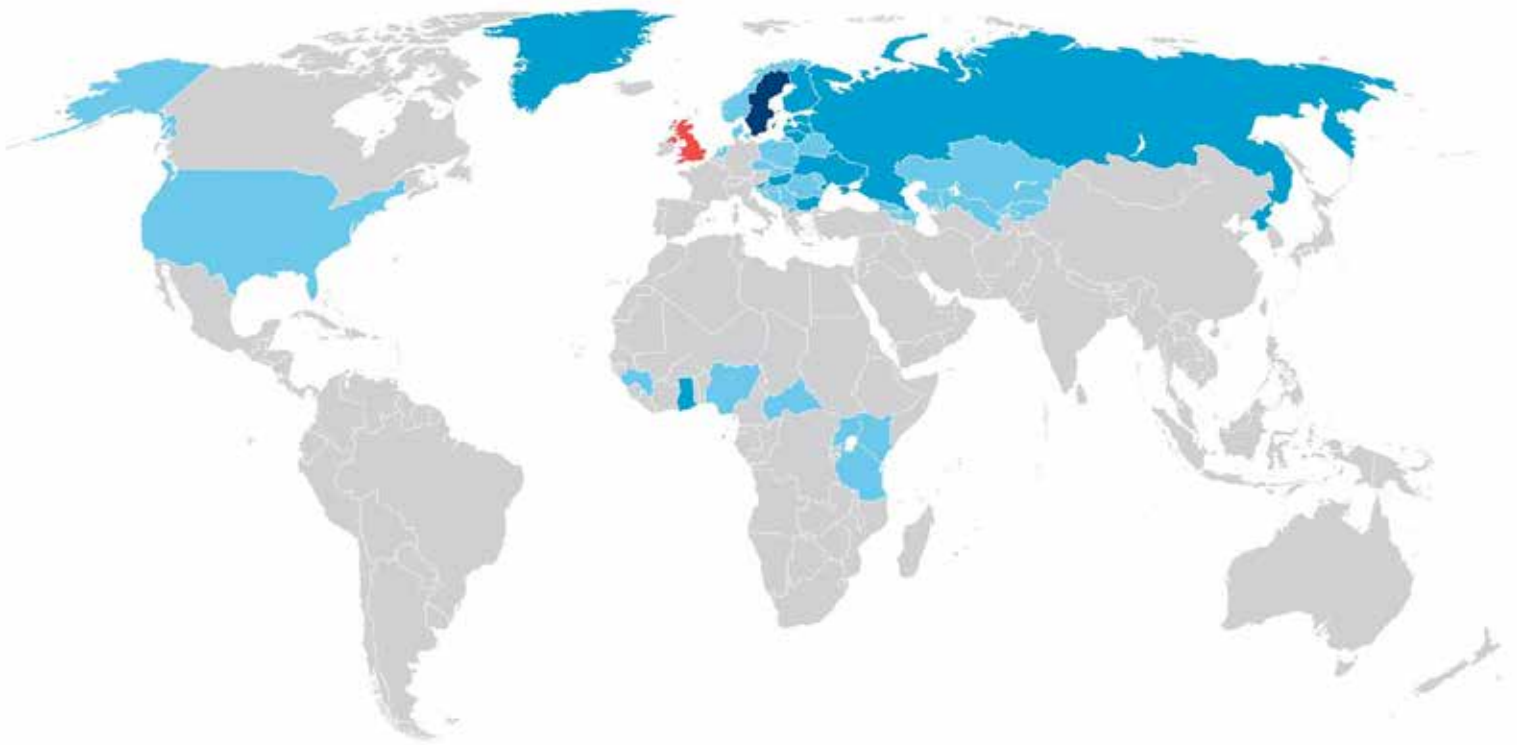
## SNAPSHOT 2012

### KEY FIGURES FROM THE PAST FIVE YEARS

	2008	2009	2010	2011	2012
Net sales (MSEK)	11,880	12,427	13,101	13,473	13,336
Operating income (MSEK)	3,671	-1,428	2,355	2,567	2,124
Basic earnings per share (SEK)	43.25	-30.86	53.34	-19.98	22.93
Average number of employees	2,644	2,906	3,069	3,031	3,012

### FINANCIAL POSITION

	2008	2009	2010	2011	2012
Shareholders' equity	8,980	5,680	6,239	4,350	5,134
Long-term liabilities	5,263	4,175	3,311	2,168	1,751
Short-term liabilities	4,989	4,796	4,452	4,763	4,808
Total shareholders' equity and liabilities	19,232	14,651	14,002	11,281	11,692



- MTG HEADQUARTERS, STOCKHOLM
- VIASAT BROADCASTING HEADQUARTERS, LONDON
- COUNTRIES WITH OFFICES
- COUNTRIES WITH OPERATIONS BUT NO OFFICES

## 102 CHANNELS IN 36 COUNTRIES

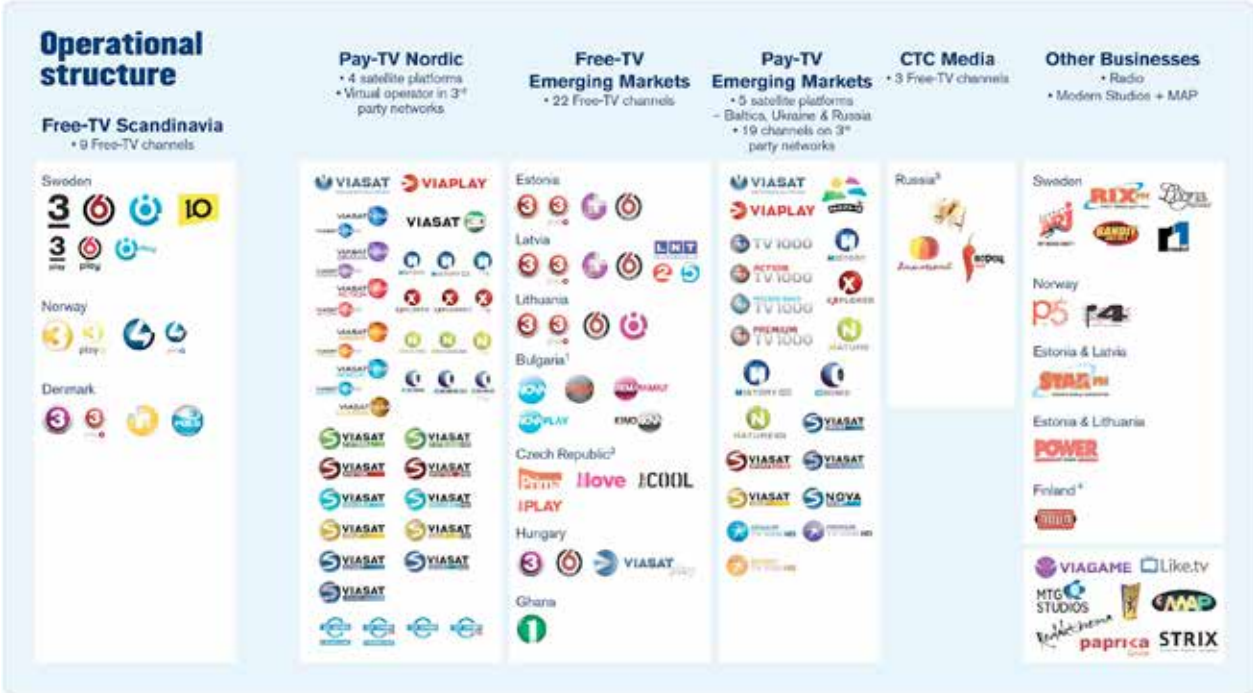
- |                                       |                          |   |
|---------------------------------------|--------------------------|---|
| ARMENIA                               | GUINEA <sup>1</sup>      | POLAND                                  |
| AZERBAIJAN                            | HUNGARY                  | ROMANIA                                 |
| BELARUS                               | KAZAKHSTAN               | RUSSIA                                  |
| BOSNIA AND HERTZEGOVINA               | KENYA                    | SERBIA                                  |
| BULGARIA                              | KYRGYZSTAN               | SLOVAKIA                                |
| CENTRAL AFRICAN REPUBLIC <sup>1</sup> | LATVIA                   | SLOVENIA                                |
| CROATIA                               | LITHUANIA                | <span style="color: red;">SWEDEN</span> |
| CZECH REPUBLIC                        | MACEDONIA                | TANZANIA                                |
| DENMARK                               | MOLDOVA                  | UGANDA                                  |
| ESTONIA                               | MONTENEGRO               | UKRAINE                                 |
| FINLAND                               | NETHERLANDS <sup>2</sup> | UNITED KINGDOM <sup>2</sup>             |
| GEORGIA                               | NIGERIA                  | UNITED STATES                           |
| GHANA                                 | NORWAY                   |   |

<sup>1</sup>New in 2012

<sup>2</sup>MTG has no media channels in these countries

Removed from the list: Uzbekistan, Spain, Malta

# OPERATIONAL STRUCTURE



Ownership: <sup>†</sup> 95%; <sup>2</sup> 50%; <sup>3</sup> 37.94%; <sup>4</sup> 20%

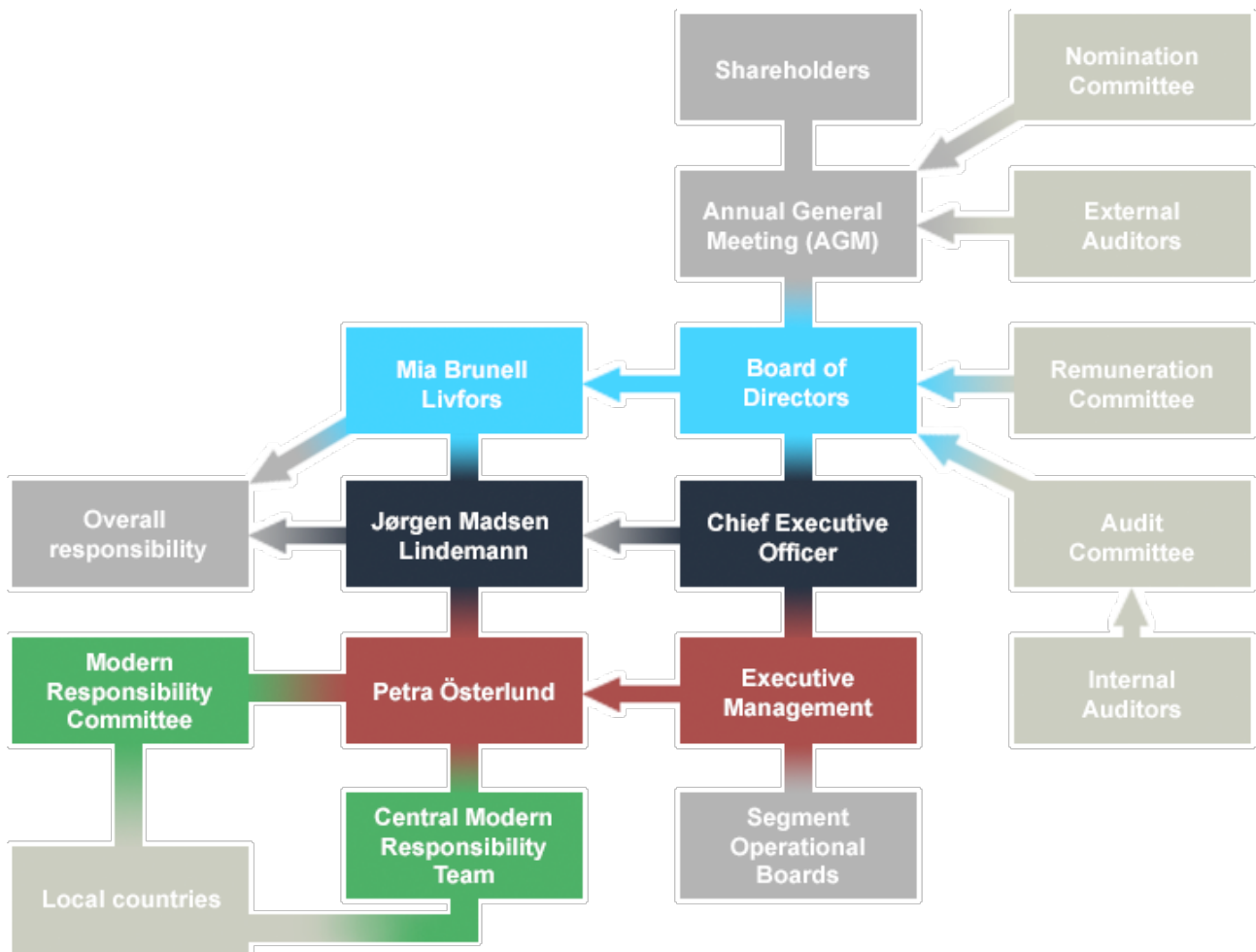
# GOVERNANCE

Modern Times Group MTG AB is a Swedish public liability company. The company's governance is based on the Articles of Association, the Swedish Companies Act, the listing rules of Nasdaq OMX Stockholm, the Swedish

Code of Corporate Governance and other relevant Swedish and international laws and regulations.

On our website [mtg.se](http://mtg.se) and in the Annual Report you can find more details on MTG's

Corporate Governance, including nomination procedure, board responsibilities and working procedures, external audit and internal control reports, and executive remuneration.



## OVERALL RESPONSIBILITY

Non-Executive Director Mia Brunell Livfors and MTG's President and CEO Jørgen Madsen Lindemann have overall responsibility of the Group's corporate responsibility strategy, agenda and practices, including issues relating to human and labour rights, anti-corruption and environmental performance.

## MODERN RESPONSIBILITY COMMITTEE

Functions as an advisory committee in Group-wide Modern Responsibility developments; meets quarterly and includes representatives from MTG's various business areas.

## LOCAL COUNTRIES

Local CEOs oversee their local Modern Responsibility agenda. Each country has an appointed Modern Responsibility representative and a Green Ambassador, who work as a link between the central MR team and the local operations.

## MIA BRUNELL LIVFORS

Non-Executive Director.

## JØRGEN MADSEN LINDEMANN

President and CEO of MTG.

## PETRA ÖSTERLUND

Executive Vice President of Modern People and member of MTG's Executive Management Team; manages and develops Modern Responsibility together with the central Modern Responsibility Team.

## CENTRAL MODERN RESPONSIBILITY TEAM

Runs the day-to-day corporate responsibility agenda, responsible for monitoring and reporting progress within Modern Responsibility and communicating our efforts.

## SHAREHOLDERS

Our valuable investors who can make propositions on issues affecting the company and its operations at the AGM.

## ANNUAL GENERAL MEETING (AGM)

The AGM is the highest decision-making body where the shareholders vote for MTG's Board of Directors and External Auditors, and can have their propositions considered. Any propositions from any shareholders (regardless of the size of their holdings), including propositions regarding sustainability issues, need to be submitted in writing at least seven weeks before the AGM.

## BOARD OF DIRECTORS

The Board consists of eight non-Executive Directors, two female and six male, out of which seven are independent of the Company and management and six are independent of major shareholders. The Chairman of the Board is independent of both the Company and the major shareholders. The Board also governs Modern Responsibility.

## CHIEF EXECUTIVE OFFICER

Makes strategic decisions regarding the business and Modern Responsibility as guided and instructed by the Board.

## EXECUTIVE MANAGEMENT

In charge of day-to-day management of the business and Modern Responsibility.

## SEGMENT OPERATIONAL BOARDS

Control and follow-up on operational matters, such as share of viewing and listeners, and the development of advertising markets.

## NOMINATION COMMITTEE

Evaluates the Board's work and composition, submits proposals to the AGM regarding the election of the Board, Chairman of the Board and Auditors, prepares fee proposals to the Board and Auditors and proposals for the Chairman of the AGM.

## EXTERNAL AUDITORS

Examine the Annual Report and financial accounting, the Boards and CEO's administration and other tasks, and report their findings to the shareholders using the auditors' report.

## REMUNERATION COMMITTEE

Responsible for issues related to salaries, pension plans, Long Term Incentive Plans, and the employment terms for the CEO and Executive Management of MTG.

## AUDIT COMMITTEE

Focuses on financial reporting's accuracy, accounting policy changes, internal controls, risk assessment, auditor's qualification and independence, adherence to regulations, and transactions with related parties.

## INTERNAL AUDITORS

Responsible for the evaluation of risk management and internal control activities; reports the result of its reviews to the Audit Committee.

# RECOGNITION

This year, we were included in the Dow Jones Sustainability World Index and continued to be members of the FTSE-4Good Index Series.

In Sweden, Radio1 was awarded Radio Station of the Year for, amongst other things, providing an open forum for debate on relevant social issues, while Viasat took home

the European Excellence Corporate Social Responsibility award for its work with the Swedish Childhood Cancer Foundation.

Bulgaria also took home an array of awards, including popular daily show Na Kafe, which won the Little Prince award for their exceptional contribution to improving

the quality of life for autistic children in Bulgaria. Nikolai Vasilkovsk (Novinite) was honoured at the European Environment Festival for his film The Green Pharmacy and Zhivko Konstantinov, Boris Kasikov and Kalina Krumova were all recognised for their work in regards to road safety.



# THIS IS HOW WE WORK

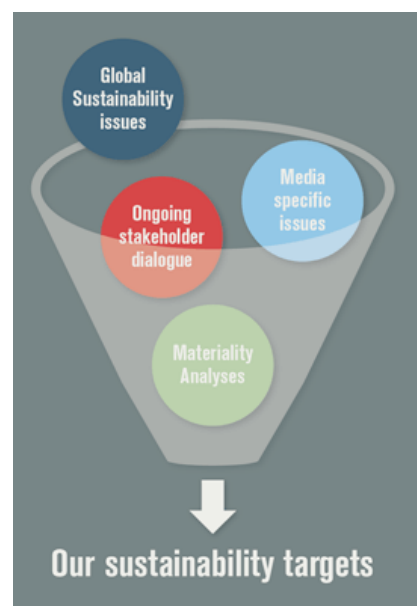
## LISTEN, LEARN AND CHANGE

The base for our Modern Responsibility work and our targets are the material issues regarding sustainability as identified by internal and external stakeholders. When our stakeholders talk – we listen.

### OUR MATERIALITY ISSUES

Our stakeholders' opinions are the most important source of guidance in our work. We have been working with the focus areas identified

in the Materiality Analysis, conducted in 2010, which highlighted 15 key issues considered to be of great importance by our stakeholders. We have been focusing on these issues, while continuing our ongoing stakeholder dialogues to gauge any major changes in sustainable priorities. The results also form the foundation for the goals we have set for our Modern Responsibility work. There is also a wider area of consideration that forms a





context for our sustainability work. As a global company, MTG must also consider the global sustainability agenda, and within that exist media specific sustainability concerns that need to be addressed.

All of this is taken into consideration when setting our Modern Responsibility targets and act as a constant reference point going forward as we track our targets and ensure they are a correct reflection of the priorities set by all our external and internal stakeholders.

## MATERIALITY AT THE CORE

We have also focused on embedding the actions we take to address material issues into our day-to-day operations. We do this in the form of projects and working groups, such as reviewing, developing and rolling out our new Anti-Bribery and Corruption Policy, where MR worked together with MTG's legal team to create the new policy and ensure all employees were trained accordingly.

For more information about specific targets within our focus areas, visit Our Goals, which shows the on-going progress and target attainment levels.

## OUR STAKEHOLDERS

Based on a stakeholder mapping and analysis of all people and organisations which may be affected by our business, we have identified six stakeholder groups. We recognise the importance of establishing a dialogue with our stakeholders for the future success of our business.

### Customers

The people to whom we dedicate our business.

### Shareholders

Our valuable investors.

### Employees

Our most valuable resource.

### Suppliers

The companies whose products and services we buy.

### NGOs

The non-governmental organisations we work with.

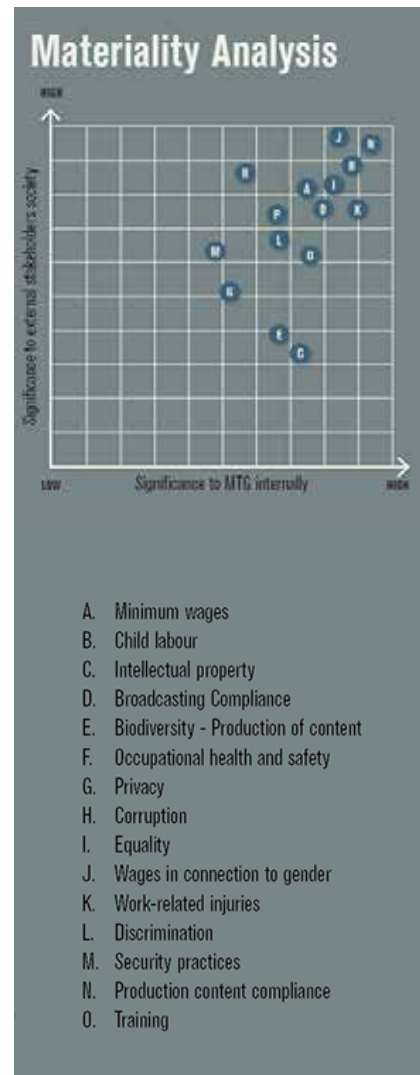
### Regulators

Ofcom and other authorities that set the rules for what we do.

Read more about our on-going dialogue with our stakeholders at [mtg.se](http://mtg.se)

## MATERIALITY ANALYSIS

In order to understand what issues are important for us to report and focus on, we asked a certified third party, Ethos International, to conduct a materiality analysis in accordance with the GRI guidelines in 2010.



# FOUR AREAS OF RESPONSIBILITY

To make it all easier to digest, we have divided Modern Responsibility into four key areas. We call them:

**BUSINESS RESPONSIBILITY**  
**COLLEAGUE RESPONSIBILITY**

**BROADCAST & MARKETING RESPONSIBILITY**

**RESPONSIBILITY TO THE COMMUNITY**

## BUSINESS RESPONSIBILITY

Our Business Responsibility protects the interests of MTG and our stakeholders through internal polices, control systems and transparency. We follow local laws and regulations in addition to local business standards.



### THE RULES OF BUSINESS

Before playing any game, you need to know the rules and what generally qualifies as good sportsmanship, and

you need to play fair. The way we conduct business at MTG is approached in much the same manner.

In our daily business, we aim to implement the ten principles of the UN Global Compact and follow the OECD Guidelines for Multinational Enterprises.

#### Our Work Never Stops

We constantly review, and where necessary, update the policies and codes which ensure we are always developing best business practice. We strongly encourage our customers, suppliers and employees to let us know what we could be doing better. Complaints are an opportunity to build even stronger relationships with our stakeholders.

#### Change is Guaranteed

If and when our materiality priorities shift, our short and long term sustainability targets will too. And as the exciting and evolving world of entertainment changes, so does our area of responsibility. Within that, it is our job to ensure any new business direction is explored and pursued within a responsible framework of business practice.

### CODE OF CONDUCT

Our Code of Conduct exists to make sure we all follow ethical standards and adhere

to the law. It applies to every MTG employee, worldwide.

As with most things, there's very little that can't be improved upon and the Code of Conduct is no different. We make sure that this core document is the best it can be and make sure our employees are fully aware of any updates through traditional training and e-learning tools. New employees are invited to take the Code of Conduct e-learning course within one week of joining the company.

The Code is publicly available on the Modern Responsibility pages on [mtg.se](http://mtg.se).

### ANTI-CORRUPTION AND BRIBERY

We broadcast in more than 30 countries. Our credo is that business decisions should be made for business reasons; it is vital we maintain our independence by taking anti-corruption and bribery measures.

MTG's Anti-Bribery and Corruption Policy is in place in all MTG companies. The policy outlines a zero tolerance approach on bribery and corruption and includes strict guidelines on what kinds of gifts and hospitality are acceptable for us to give and receive. Everyone at MTG is required to register business gifts and hospitality on a monthly basis

to increase transparency and protect our company's independence.

### Giving Staff Proper Training

To reinforce adherence to our anti-corruption guidelines, all employees have been trained in MTG's anti-corruption policies and practices. Employees in high-risk territories and roles, such as sales and procurement, receive additional in-depth training.

### WHISTLEBLOWER POLICY

We want to do business honestly and with integrity, but things can go wrong. Our Whistleblower Policy ensures that our staff can raise concerns about suspected wrongdoing without the fear of reprimand.

By encouraging a culture of openness and accountability, we believe that we can help prevent such situations occurring but we are committed to investigating disclosures fully, fairly, quickly and confidentially where circumstances permit.

The Policy is publicly available on the Modern Responsibility pages on [mtg.se](http://mtg.se).

### SUPPLIER PRINCIPLES

We work with a wide range of suppliers, from office equipment merchants to big international film studios and set-top-box hardware producers. We look for good deals but we also prefer to work

with suppliers that follow our principles.

As we endeavour to be a responsible business, we also like to work with suppliers that support and apply the same ethical and environmental principles as we do. We are cost-conscious and the supplier's price is an important consideration, but considered in conjunction with the quality and sustainability of the product or service in question. For this purpose, we have internal Purchasing Guidelines in place, and are also looking to implement a more comprehensive process for supplier selection.

### Self-check supplier document

To this end, we have a Supplier Principles Policy available and a self-check document for suppliers to assess the sustainability of their business. We expect our suppliers to offer a safe workplace, preserve the environment, as well as adhere to diversity and inclusion principles in their hiring practices, pay fair wages, support universal human rights and, of course, follow the law.

The Policy and self-check document are publicly available on the Modern Responsibility pages on [mtg.se](http://mtg.se).

### COLLEAGUE RESPONSIBILITY

Our people are the real MTG; they represent our brand,

embody our values and take MTG to new heights. Simply put, they are our most valuable asset. That's why the work of developing their potential is always on-going.



### TRAINING AND DEVELOPMENT

Having competent and committed employees is crucial for success. At MTG we see great value in training, we encourage promotion, reward performance and appreciate individual and team efforts. Our online development and competence tool further enables staff to develop their careers within the company.

### A Modern Tool for Modern People

In 2011 MTG developed the platform "Modern People", to provide employees with the opportunity to create and manage their own employee profiles, use employee development tools, and take part in our annual employee survey. It is a platform where we gather all information regarding our employees' development. "Modern People" also makes it easier for managers to spot potential among employees.

## MTG Academy

Our internal training department, MTG Academy, aims to develop individuals, particularly in sales and leadership. MTG Academy's Sales Programme provides a wide range of training and development for the company's salespeople. The Leadership Programme offers comprehensive training for employees with direct reports. MTG Academy also provides 'other training' in the form of individual courses such as presentation and communication skills and project management.

In addition to MTG Academy's training courses, on-the-job training forms a large part of our commitment to develop our staff and many of our employees also attend external training to further develop their skills and knowledge. We constantly look for ways to improve, and we have set plans to enhance and expand our employee training during 2013. For more information about our training performance and goals click on the links below.

## Compliance Training

The Compliance team provides up-to-date training for employees whose daily work involves MTG's compliance procedures, such as those working in acquisitions, programming, scheduling, sales and on-air planning. The team also trains external production

teams producing content for our channels.

## MTG Innovation & MTG Awards

We believe in rewarding outstanding performance. Each year we celebrate employee achievements at the MTG awards, acknowledging outstanding work in categories such as sales, leadership and employee of the year. Another way we hope to motivate and inspire employees to reach even higher is our quarterly innovation competition "MTG Innovation", which encourages employees to find solutions resulting in increased cost efficiency or effectiveness, or show entrepreneurial thinking in the development of new revenue streams.

## WE ASK

Listening to our employees is vital for the long term success of MTG. Their insight can help us make MTG an even better place to work now and in the future.

### We Listen

We conduct an annual employee survey to make sure our people are happy at work. It covers a wide spectrum of areas within employee satisfaction, wellbeing and development. When it points out problematic areas, we deal with them as promptly as we can.

### We Learn

The survey also provides

a vehicle for the on-going dialogue we have with our employees, as one of our most important stakeholder groups. The results of the survey are an important tool in setting short- and long-term targets within both our colleague responsibility work, and the general Modern Responsibility framework.

## EQUALITY & DIVERSITY

At MTG we value diversity and are committed to being an equal opportunities employer.

### Equal Opportunities for All

We are strongly committed to offering equal opportunities to our staff regardless of race, ethnic background, religion, nationality, gender, mental or physical handicaps, marital status, age, sexual orientation, or any other status unrelated to the individual's ability to perform the job.

We believe that an equal and diverse workforce is both happier and more effective and we try to pinpoint areas where we see possible improvements. When it comes to gender, our employees consist almost equally of men and women, but we are constantly trying to investigate reasons for, and improve on, gender distribution at each level of the corporate ladder. We also review any discrepancies in salary between men and women of similar positions and expe-

rience, and where necessary take steps to investigate, assess and rectify such occurrences.

### A Diverse Workforce

Having a diverse workforce enables us to create a culture and way of working that respects, recognises and values differences. At MTG, we embrace our employees' differences – be it age, ethnicity, religion or different capabilities and needs.

Considering all the markets we're in, it's also vital we hire employees locally to get the right local know-how. We would like our organisation to reflect the ethnic mix of the communities in which we operate. In our London office alone, 30 different nationalities are represented.

### HEALTH AND SAFETY

It's easy to take for granted that the workplace is a safe place to be, and although our offices are low risk by nature, we still need to be on the ball to create a common standard.

#### Safe Wherever We Are

The wellbeing of our staff is extremely important, and we aim to make sure we provide our employees with a safe workplace.

The likelihood of accidents or other work-related risks in our office environment are considered low, but it is still crucial that we ensure we operate in line with each country's health

and safety laws and regulations, and that we take additional measures where needed to safeguard minimal risks in the working environment.

We have local Health and Safety Policies in place in all countries where we have offices, and we employ dedicated facility managers in several locations to make sure employees' health and safety is not compromised. We also have a dedicated risk manager at MTG, who assesses our operations for all types of relevant risks, and our internal audit function reviews sites when needed. At times we ask external auditors to perform additional checks.

### BROADCAST & MARKETING RESPONSIBILITY

Our audience defines our business – our job is to give them what they want, where they want and when they want it. Finding out what they want to see is our priority. But with new technology comes new responsibilities, so we're constantly transforming our responsibility work in all of our markets.



Our programmes are watched and listened to by millions of

people in 36 countries, each of them unique with their own customs, laws and regulations. It's our responsibility to make sure we comply with all relevant laws and regulations, practice journalistic integrity and use the power at our hands with the utmost of care.

### CHILD SAFETY – PARENTAL CONTROL

One of our most important tasks is to help parents protect their children and teenagers from unsuitable content. We provide a lot of family entertainment and child orientated programmes, but also broadcast content for an adult audience so we need to make sure we do that safely.

#### Looking Out for the Children

We state the level of violence and sexual content on films shown on our movie channels that might have a negative effect on children younger than the age of 18. Our Compliance department and local compliance advisors oversee the following of relevant regulations and guidelines, to protect our young audience. MTG observes the 9pm watershed and for strictly adult content, we enforce a midnight watershed.

#### Possibility to Opt Out

We provide parents with the tools to opt out of adult material or to use a pin code to enable restricted access within their household, in order to protect their children from unsuitable content. Our

customer support teams are on hand to further explain all the options and provide useful help in how to enable these protective measures at home.

#### Keeping in line with online safety

Just as we apply strict controls to protect young viewers from unsuitable TV content, it goes without saying the same measures are taken online. Viaplay has implemented parental controls with five different settings, giving parents the option to tailor protection according to the age of their children. And if this gets tricky, the Viaplay support team is there to help.

#### RESPONSIBLE SCHEDULING

To fulfil our responsibilities and obligations to our stakeholders, the compliance team at MTG ensures our content is within the rules for broadcasting. This also includes trailers, promotions and sponsoring. The majority of our channels are licensed and regulated by Ofcom [info] in the UK. TV advertising is also regulated by the Advertising Standards Authority, ASA [info] in the UK, and our commercial copy controllers check commercials before they are aired, sometimes by consulting the compliance team. In addition, our on-demand pay-TV services are registered and regulated by the Authority for Video on

Demand (ATVOD) [info] in the UK.

The compliance team also provides up-to-date training for employees whose daily work involves MTG's compliance procedures, such as those working in acquisition, programming, scheduling, sales, on-air planning and creative services. The compliance team also trains external production teams producing content for our channels.

#### CONTENT IS KING

Our central and local Legal and Compliance departments make sure we follow the legislation set up for broadcasting, regulated by the EU-directive for Audiovisual Media Services and any other relevant regulations.

We're renowned for creating unique content and innovative concepts, and while producing local content is important for our viewers from a content perspective, it also gives us an opportunity to create jobs in local communities.

The local programmes we produce give our viewers content in their own language, taking their local values and needs into consideration, as well as reflecting their culture, traditions and way of life.

Our free-TV channels consist of a mixture of own productions and acquired content

from international studios, international channels and sports rights suppliers. Our pay-TV channel Viasat Film Nordic, the movie channel broadcast in Sweden, Norway, Denmark and Finland offers localised content, showing films exclusively from the Nordic countries.

On TV1000 Russian Kino all the movies are local. The channel is broadcast in the Baltic States, Russia, Moldova, Belarus, Ukraine, Georgia, Kazakhstan, Uzbekistan, Kyrgyzstan and Armenia. TV1000 Russian Kino is also broadcast for the Russian speaking population in the United States.

#### ACCESSIBILITY

To make MTG's channels accessible, we work with subtitling, voice-over and dubbing, and on any given day 85% of our content is translated. We use methods of translation that are established practice in each country in order to offer viewers the best possible service.

On our Scandinavian channels, the foreign language programmes and films have always been subtitled. All newly produced Swedish programmes for TV3 and Norwegian programmes for TV3 and Viasat 4 are subtitled to help viewers with a hearing disability. We are also expanding our audio description services in the future in

Sweden and Denmark.  
Accessibility Goals.

## RESPONSIBILITY TO THE COMMUNITY

Being part of the media industry is a valuable opportunity to do good while the world is watching and listening. It is important for us in our Modern Responsibility work to raise awareness of important environmental and social issues – but also to work on our own impact on the environment.



At MTG, we're systematically trying to minimise our environmental footprint and raise awareness of environmental and social issues through our own charity work and cooperation with NGOs. We have

chosen to put emphasis on children and the environment, which can both benefit from our exposure.

Our work in this area divides into two different areas. The first is how MTG gives back to the communities it operates in through airtime donation, our own charity work and cooperation with NGOs. The second is our work to minimise our impact on the environment both internally and externally.

## LOCAL PROJECTS AND POSITIVE PROGRAMMING

Ratings are good for more than just business; entertainment that inspires our audiences and raises awareness of important causes can be a trigger for positive change. Every local market has different needs – that's why our local operations work with local causes, to really give back to the local communities that make MTG the global broadcaster it is today. 2012 Projects

## REACH FOR CHANGE

Reach for Change was founded by the Kinnevik Group companies, including MTG

and its sister companies, to build a global movement for a better world for children. Together we support exceptional individuals who work to give children a better life and a brighter future.

## MTG UNITED FOR PEACE

MTG United for Peace is part of MTG's vision to maximise the power of entertainment for the benefit of society in the countries in which we operate. It aims to defy borders and bring children of all nationalities and backgrounds together through the language of football. This is also our way to tackle racism and anti-tolerance head on. More on MTG United for Peace

## ENVIRONMENT

We work hard to minimise our ecological footprint as much as possible and want our impact on the environment to be completely transparent. That's why we publicly report our carbon emissions and climate strategies in the Carbon Disclosure Project. We also take part in many different environmental and social projects, both big and small. More on our environmental work.

# DEVELOPING

## PERFORMANCE DATA

We monitor our performance within Modern Responsibility with a set of key performance indicators to measure the impact of our actions and to identify potential areas for improvement. Below you will find our performance data for the past three years.

### EMPLOYEE DATA

Workforce	2010	2011	2012
Average Number of Employees [info]	3,069	3,031	3,012
Average Age	33	34	35
Workforce by Region	27	73,5	72,1
Total	2,759	3,559	3,441
Nordics	1,187	1,655	1,619
Baltics	828	994	1,047
Others	744	910	775
Workforce by Employment Type	6	20,0	73,7
Full Time	93%	91%	93%
Part Time	7%	9%	7%
Workforce by Employment Contract	73	43,3	72,5
Temporary	17%	28%	23%
Permanent	83%	72%	77%

Diversity	2010	2011	2012
Workforce by gender	3,069	3,031	3,012
Male	54%	55%	54%
Female	46%	45%	46%
Management by gender	2,759	3,559	3,441
Male	64%	64%	66%
Female	36%	36%	34%
Junior management by gender	744	910	775
Male	-	-	62%
Female	-	-	38%
Executive management by gender	7%	9%	7%
Male	75%	70%	75%



Diversity	2010	2011	2012
Female	25%	30%	25%
Board of Directors by gender	3,069	3,031	3,012
Male	-	-	75%
Female	-	-	25%
Workforce by Age	83%	72%	77%
<30s	30%	36%	34%
30–50	64%	59%	60%
>50s	6%	5%	6%
Board of Directors by age			0%
<30s			63%
30–50			37%
>50s			
Foreign nationalities in local workforce			
Total	8%	7%	6%
Nordic	1%	1%	1%
Baltics	2%	1%	1%
Others	24%	24%	23%
Number of nationalities	-	-	35

New hires and employee turnover	2010	2011	2012
Number of new employee hires [info]	3,069	3,031	3,012
Total	-	-	695
Male	-	-	47%
Female	-	-	53%
<30s	-	-	53%
30–50	-	-	45%
>50s	-	-	2%
Nordic	-	-	38%
Baltics	-	-	32%
Others	-	-	30%
Employee turnover (incl. redundancies)	75%	70%	75%
Total	16%	18%	23%
Male	14%	18%	22%
Female	18%	19%	26%
<30s	19%	25%	35%

<b>New hires and employee turnover</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
30–50	14%	16%	19%
>50s	14%	10%	15%
Nordic	17%	17%	21%
Baltics	17%	14%	16%
Others	16%	25%	37%
Total number of employees leaving employment	-	460	612
Internal Recruitment [info]	-	-	35

<b>Employee training</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Average Hours of employee Training by MTG Academy	3,069	3,031	3,012
Total	6.7	12.9	8.0
Management	11.0	17.0	12.5
Sales Staff	13.8	29.4	16.7
Other Staff	6.7	6.4	4.6
Training cost per employee, MTG Academy (SEK)	-	2,494	3,021

<b>Absence rate</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Total	1.6%	1.7%	1.9%
Male	-	-	1.5%
Female	-	-	2.2%
Total	1.7%	2.4%	2.5%
Male	-	-	2.2%
Female	-	-	3.0%
Baltics	1.7%	0.9%	1.2%
Male	-	-	0.7%
Female	-	-	1.8%
Others	1.1%	1.3%	1.2%
Male	-	-	1.0%
Female	-	-	1.5%

<b>Work related injuries</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Work related accidents	1.6%	1.7%	1.9%
Total	8	0	9
Male	-	0	6

<b>Work related injuries</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Female	-	0	3
Lost days due to work related accidents	6	0	3
Work related fatalities	0	0	0

<b>Paternal leaves</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Number of employees who took parental leave	3,069	3,031	3,012
Total	-	130	132
Male	-	41	52
Female	-	89	80

<b>Salary and remuneration</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Ratio of basic salary (female vs male)</b>	1.6%	1.7%	1.9%
Nordic, all staff	-	79%	80%
Nordic, managers	-	-	70%
Baltics, all staff	-	97%	85%
Baltics, managers	-	-	89%
Others, all staff	-	91%	94%
Others, managers	-	-	104%
<b>Ratio of total remuneration (female vs male)</b>			
Nordic, all staff	-	77%	75%
Nordic, managers	-	-	66%
Baltics, all staff	-	104%	87%
Baltics, managers	-	-	94%
Others, all staff	-	87%	90%
Others, managers	-	-	106%

## CORPORATE GIVING

<b>Corporate Giving</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Donated airtime, TSEK</b>	111,664	146,137	78,828
Volunteer hours	10,257	10,978	4,730
During working hours	-	-	3,066
Outside working hours	-	-	1,664
Products and services, TSEK	3,323	3,132	2,072
Funds raised for charity, TSEK	53,095	37,352	45,696

## ENVIRONMENTAL PERFORMANCE

Carbon emissions, ton CO <sub>2</sub> e	2010	2011	2012
<b>Scope 1 – direct emissions</b>	291	372	383
Scope 2 – indirect emissions	5,496	5,031	6,131
Total Scope 1 & 2	5,787	5,403	6,514
Scope 3 – other indirect emissions	9,245	8,679	8,558
Total carbon emissions	15,032	14,081	15,072
Emissions per employee (excl. MTG Studios)	3.92	3.63	3.99

Energy consumption, GJ	2010	2011	2012
<b>Direct energy consumption</b>			
Diesel	2,584	2,774	2,631
Indirect energy consumption	2,584	2,774	2,631
Cooling	5,778	1,783	1,544
Electricity	50,465	49,403	51,017
Heating	23,676	13,725	16,233
Total energy consumption	82,503	67,685	71,425

## COMPLIANCE

Broadcast complaints breakdown	2010	2011	2012
<b>Advertising</b>	44	35	23
Non-compliant	17	11	4
Upheld/warnings	5	7	6
Sponsorship	1	7	6
Non-compliant	0	4	2
Upheld/warnings	0	4	1
Programmes, promos & other	91	129	124
Non-compliant	21	41	71
Upheld/warnings	9	25	29
Total	136	171	153
Still pending	61	20	6
Fines/penalties	0	17	9

Broadcast compliance training	2010	2011	2012
<b>Total</b>	309	602	332
Internal people trained	249	427	277
External people trained	60	175	55

## ECONOMIC PERFORMANCE

Economic Performance	2010	2011	2012
<b>Revenues</b>	291	372	383
Net sales	13,101	13,473	13,336
Revenue from financial investments	24	53	55
Revenue from sale of assets	0	-	-
Operating costs	15,032	14,081	15,072
Operating costs	11,159	14,721	11,641
Employee wages & benefits			
Wages and salaries	1,288	1,275	1,346
Social security expenses	254	250	292
Pension costs – defined contribution plans	75	60	75
Pension costs – defined benefit plans	8	7	6
Share-based payments	13	8	10
Social security expenses on share-based payments	11	-1	-7
<b>Total</b>	<b>1,649</b>	<b>1,599</b>	<b>1,722</b>
Payments to providers of capital			
Dividends to shareholders	363	498	600
Interest expenses	-94	-113	-88
Borrowing costs, included in the effective interest	-45	-12	-14
Taxes			
Current tax expense	-572	-585	-493
Adjustment for prior years	15	9	8
<b>Total</b>	<b>-557</b>	<b>-575</b>	<b>-485</b>

# OUR GOALS

We have set short- mid- and long-term goals for our sustainability work based on the outcome of our materiality

analysis and the on-going dialogue we have with our stakeholders. The below table summarises our goals and

performance in the 14 focus areas that were considered most important.

## ANTI-CORRUPTION

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<p>✓ We strive to have all our managers trained in anti-corruption by February 2012.</p>	<p>✓ By January 2013 we will have all employees trained in anti-corruption (reached in 2012).</p> <p>● By February 2014 we aim to see the document completed and signed by 100% of relevant suppliers, and to have a new routine in place for all new suppliers.</p>	

✓ Goal reached  
● Goal

✓ Goal adjusted and reached  
● Goal adjusted

✗ Goal not reached  
● New Goal

## PROGRESS

During 2012, management and HR have cooperated to deliver anti-corruption training at local levels. MTG's appointed anti-corruption officer has also visited high risk territories, where additional face to face training has been given. Upon completing the anti-corruption programme, employees sign an acknowledgement of training statement to ensure that they have understood and absorbed the topics covered. On management level, our aim was to have all our managers trained in anti-corruption by February 2012 and consequently it has been incorporated into our management boot camp. New starters are routinely given MTG's Anti-Bribery and Corruption Policy, along with our Whistleblower and Code of Conduct policies. Each new employee must subsequently read these policies and sign to say that they understand and agree with them.



## SUPPLIERS

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ 50% of all relevant suppliers will have completed and signed the self-check document by end of Q3 2012.</li> </ul>		<ul style="list-style-type: none"> <li>● By February 2014 we aim to see the document completed and signed by 100% of relevant suppliers, and to have a new routine in place for all new suppliers.</li> </ul>

✓ Goal reached  
 ● Goal

✓ Goal adjusted and reached  
 ● Goal adjusted

✗ Goal not reached  
 ● New Goal

### PROGRESS

One of our main goals for this area in 2012 was for 50% of our top 20 suppliers who were up for contract renewal in the UK and Scandinavian countries to have completed and signed the self-check document by the end of the year's third quarter. In the process of achieving this goal, we have come to realise that our initial scope may have been a bit too narrow. Consequently, we are currently investigating how to make our scope more expansive.

## CODE OF CONDUCT

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ By January 2012 all employees will be trained in our updated Code of Conduct.</li> <li>✓ By end Q2 2012 we will have our Code of Conduct e-learning course up and running.</li> </ul>	<ul style="list-style-type: none"> <li>● All new employees will take the Code of Conduct e-learning course within 2 weeks of starting. Implementation by end 2013.</li> </ul>	

✓ Goal reached  
 ● Goal

✓ Goal adjusted and reached  
 ● Goal adjusted

✗ Goal not reached  
 ● New Goal

### PROGRESS

In 2012, management and HR have cooperated to communicate our updated Code of Conduct at local levels. We also rolled out our new e-learning Code of Conduct course. This course predominantly targets new employees, who are invited to take the course within seven days of joining MTG, as current employees have already been trained in this area. As one of our publicly available policies, it is also available on [www.mtg.se](http://www.mtg.se).

## EQUALITY

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ We will benchmark salary differences in all countries by February 2012.</li> <li>✓ Strategies based on benchmarking in all countries by August 2012.</li> </ul>		<ul style="list-style-type: none"> <li>● We will grade all roles in the Global Grading System (GGS) by end 2014.</li> <li>● We will structure and align job roles and titles by 2015.</li> <li>● We will use the Global Grading System for salary reviews and recruitment of new employees by 2016.</li> </ul>

✓ Goal reached  
● Goal

✓ Goal adjusted and reached  
● Goal adjusted

✗ Goal not reached  
● New Goal

## PROGRESS

We benchmarked gender differences in earnings in management and all staff during 2012. This included all countries and took into account both basic salaries and variable remunerations. Upon analysing the results, our strategy going forward is to use the Global Grading System to harmonise and simplify our remuneration structure.

## FEMALE LEADERSHIP

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
	<ul style="list-style-type: none"> <li>● Evaluation of implementation of female leadership network in Scandinavia by Q1 2013</li> <li>● Evaluation of project group in UK by end of Q1 2013.</li> </ul>	<ul style="list-style-type: none"> <li>● Broaden the scope and join Swedish pilot project Women up by end 2013.</li> </ul>

✓ Goal reached  
● Goal

✓ Goal adjusted and reached  
● Goal adjusted

✗ Goal not reached  
● New Goal

## PROGRESS

During 2012, we implemented a female leadership network in Scandinavia to promote the advancement of women in the MTG workforce. A similar project group was also established in the UK. We will evaluate these initiatives in the first quarter of 2013. In Sweden, we are also planning to expand our focus in this area outside of MTG and join forces with a broader women-in-power pilot project.





## MOBILITY

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
		<ul style="list-style-type: none"> <li>● Aim to have all international transfers working smoothly and working as a tool to decrease employee turnover by 2014.</li> </ul>

- ✓ Goal reached
- Goal

- ✓ Goal adjusted and reached
- Goal adjusted

- ✗ Goal not reached
- New Goal

### PROGRESS

MTG has a dedicated person covering international transfers. This person's primary role is to streamline the process for international transfers and mobility management.

## LIFE BALANCE

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ Roll out a Life Balance Policy, in line with local business practice and regulations, in UK by February 2012.</li> </ul>	<ul style="list-style-type: none"> <li>● Roll out a Life Balance Policy, in line with local business practice and regulations, in Scandinavia by end 2013.</li> </ul>	<ul style="list-style-type: none"> <li>● Life Balance Policy, in line with local business practice and regulations, to be fully integrated in the Baltics, Eastern Europe and Africa by 2015.</li> </ul>

- ✓ Goal reached
- Goal

- ✓ Goal adjusted and reached
- Goal adjusted

- ✗ Goal not reached
- New Goal

### PROGRESS

During 2012, HR rolled out a reviewed and improved employee benefits plan in the UK, which constitutes the local Life Balance Policy. A similar scheme is underway in Scandinavia, where we have postponed the implementation date until 2013 in order to benchmark local best practice.

## COMPLIANCE WITH BROADCASTING REGULATIONS

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ New routines in place to ensure 100% of relevant employees are updated when compliance changes occur by 2012.</li> </ul>		

- ✓ Goal reached
- Goal

- ✓ Goal adjusted and reached
- Goal adjusted

- ✗ Goal not reached
- New Goal

### PROGRESS

Viasat Broadcasting's Head of Compliance has implemented a set of routines and processes to ensure that changes in Ofcom regulations are filtered down to relevant employees within MTG. Employee training has also been conducted.

## ACCESSIBILITY

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ Evaluate and create a new strategy on subtitling by August 2012.</li> </ul>		<ul style="list-style-type: none"> <li>● Provide audio description service on TV3, TV6 and TV8 in Sweden, and TV3 and TV3+ in Denmark commencing from January 2014.</li> </ul>

✓ Goal reached  
 ● Goal

✓ Goal adjusted and reached  
 ● Goal adjusted

✗ Goal not reached  
 ● New Goal

## PROGRESS

Through stakeholder engagement, we have decided to expand our subtitling service to include newly produced programming for TV3 Sweden and Norway, as well as Viasat4 Norway.

## ENVIRONMENT

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ 80% of all employees will be trained in green thinking by February 2012.</li> <li>✓ We aim to reduce CO<sub>2</sub> emissions by 5% per employee against the 2009 baseline by February 2012 (Reached end 2011).</li> </ul>	<ul style="list-style-type: none"> <li>● Measure water usage in Nordic countries and the UK by end 2013.</li> <li>● From 2013 all manufactured Viasat set-top-boxes support Auto Power Down (APD) and the power consumption in passive standby is &lt;0.5W.</li> </ul>	<ul style="list-style-type: none"> <li>● Joint Co<sub>2</sub> reduction strategies to be developed in cooperation with suppliers. No target date set.</li> <li>● Implement a "Green Day" environmental campaign internally and externally by end 2014.</li> </ul>

✓ Goal reached  
 ● Goal

✓ Goal adjusted and reached  
 ● Goal adjusted

✗ Goal not reached  
 ● New Goal

## PROGRESS

At the end of 2011, MTG had reduced CO<sub>2</sub> emissions by 6% per employee from a 2009 baseline, with the largest reduction in facility emissions. Another goal in this area was for 80% of all MTG's permanent employees to have completed our green thinking e-learning course by February 2012. This goal was missed by a couple of months, but still reached in 2012. We now have a set process in place for delivering environmental training to new starters.



## TRAINING & DEVELOPMENT

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ Benchmark and report on industry standards in training &amp; development by 2012.</li> </ul>	<ul style="list-style-type: none"> <li>● Devise strategies for training and development by February 2013.</li> </ul>	<ul style="list-style-type: none"> <li>● Decrease gap between perceived satisfaction with and importance of employee training and development by 50% by 2014 (compared to baseline 2011).</li> </ul>

- ✓ Goal reached
- Goal

- ✓ Goal adjusted and reached
- Goal adjusted

- ✗ Goal not reached
- New Goal

### PROGRESS

During 2012, we performed a benchmark study and report on industry standards in training and development. This goal was established after MTG's employee survey in 2011 highlighted a need for additional training and development options. Based on these findings, we are currently developing new strategies for this area.

## INTERNAL COMMUNICATION

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ Formulate strategy &amp; plan by end Q1 2012.</li> <li>✓ Enhance internal communications in local offices and develop local market internal communication plans by end 2012.</li> </ul>	<ul style="list-style-type: none"> <li>● Implement internal communications plans in local offices, including building of internal communications competence in local MTG offices.</li> <li>● Upgrade MTG internal newsletter to adopt video format.</li> <li>● Develop new intranet to facilitate enhanced social interaction and information sharing – to be launched in 2013/2014.</li> </ul>	

- ✓ Goal reached
- Goal

- ✓ Goal adjusted and reached
- Goal adjusted

- ✗ Goal not reached
- New Goal

### PROGRESS

Our strategy and plan for internal communications was effectively formulated in 2012 and implementation is ongoing in 2013. A bi-annual communications conference for local Communications Managers was also set up to streamline and enhance the exchange of information, including internal communications.

## EDITORIAL GUIDELINES & POLICY

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ Collect all local policies, benchmark internal/external guidelines and policies by June 2012.</li> <li>✓ Review policies and guidelines to set common MTG standard by end 2012.</li> </ul>	<ul style="list-style-type: none"> <li>● Implement common MTG standard by June 2013.</li> </ul>	

✓ Goal reached  
 ● Goal

✓ Goal adjusted and reached  
 ● Goal adjusted

✗ Goal not reached  
 ● New Goal

### PROGRESS

In 2012, we benchmarked editorial guidelines and policies across the industry. Upon analysing this data, we created our own framework for editorial policy, outlining a number of core standards and principles for all our programming. These will be implemented during 2013.

## MTG UNITED FOR PEACE

2012 GOALS	SHORT-TERM GOALS	MID & LONG-TERM GOALS
<ul style="list-style-type: none"> <li>✓ Implement School of Tolerance in local MTG United for Peace Cup tournaments 2012.</li> </ul>	<ul style="list-style-type: none"> <li>● Development and start-up of School of Tolerance online by end 2013.</li> </ul>	<ul style="list-style-type: none"> <li>● Educate 10,000 children in School of Tolerance by end 2014.</li> </ul>

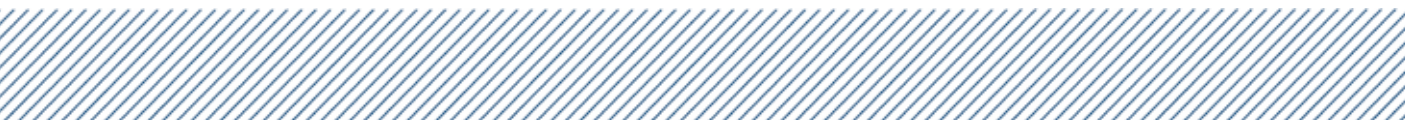
✓ Goal reached  
 ● Goal

✓ Goal adjusted and reached  
 ● Goal adjusted

✗ Goal not reached  
 ● New Goal

### PROGRESS

In 2012, we incorporated our School of Tolerance into our MTG United for Peace Cup tournaments, reaching approximately 780 children in the process.



# GRI INDEX

GRI Indicator	ESG Indicator	Page	Level of Reporting	Externally Verified
<b>1. Strategy and Profile</b>				
1.1	CEO's statement	A Few Words from our CEO	F	✓
<b>2. Organisational profile</b>				
2.1	Name of the organisation	Governance	F	✓
2.2	Primary brands, products, and services	Snapshot 2012 / Operational Structure	F	✓
2.3	Operational structure	Snapshot 2012 / Operational Structure	F	✓
2.4	Location of headquarters	Snapshot 2012 / MTG Countries	F	✓
2.5	Number of countries and location of operations	Snapshot 2012 / MTG Countries	F	✓
2.6	Nature of ownership and legal form	Governance	F	✓
2.7	Markets served	Snapshot 2012 / MTG Countries	F	✓
2.8	Scale of reporting organisation	Snapshot 2012 / Key figures from the past 5 years	F	✓
2.9	Significant changes regarding size, structure or ownership [comment]	About this report; GRI Index	F	✓
2.10	Awards received in the reporting period	Recognition	F	✓
<b>3. Report parameters</b>				
3.1	Reporting period	About this report	F	✓
3.2	Date of most recent previous report	About this report	F	✓
3.3	Reporting cycle	About this report	F	✓
3.4	Contact point for questions regarding the report		F	✓
3.5	Process for defining report content	About this report	F	✓
3.6	Boundary of the report	About this report	F	✓
3.7	Limitations on the scope or boundary of the report	About this report	F	✓
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities and outsourced operations	About this report	F	✓
3.10	Restatements [comment]	GRI Index	F	✓
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods	About this report	F	✓

GRI Indicator	ESG Indicator	Page	Level of Reporting	Externally Verified
3.12	GRI Index	GRI Index	F	✓
<b>4. Governance, Commitments and Engagement</b>				
4.1	Governance structure	Governance	F	✓
4.2	Independence of the Chairman of the Board	Governance	F	✓
4.3	Governance bodies and independent members	Governance	F	✓
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the Board [comment]	GRI Index	F	✓
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance	Focus areas of responsibility / Business Responsibility	F	✓
4.12	Externally developed charters, principles, or other initiatives to which the organisation subscribes or endorses	Focus areas of responsibility / Business Responsibility	F	✓
4.14	List of stakeholder groups engaged by the organisation	Listen, learn and change	F	✓
4.15	Basis for identification and selection of stakeholders	Listen, learn and change	F	✓
4.16	Approaches to stakeholder engagement	[Link]	F	✓
4.17	Key topics raised through stakeholder engagement	[Link]	F	✓
<b>Economic performance indicators</b>				
EC1	Direct economic value generated and distributed		F	✓
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change	Climate change risks and opportunities	P	✓
EC8	Investments and services provided for public benefit	Performance data / Corporate Giving	F	✗
<b>Environmental performance indicators</b>				
EN3	Direct energy consumption by primary energy source	Performance data / Energy consumption	F	✓
EN4	Indirect energy consumption by primary source	Performance data / Energy consumption	F	✓
EN16	Total direct and indirect greenhouse gas emissions by weight	Performance data / Carbon footprint	F	✓
EN17	Other relevant indirect greenhouse gas emissions by weight	Performance data / Carbon footprint	F	✓

GRI Indicator	ESG Indicator	Page	Level of Reporting	Externally Verified
EN26	Initiatives to mitigate environmental impacts of products and services	Our goals / Environment	P	✓
<b>Social performance indicators</b>				
LA1	Total workforce by employment type, employment contract and region.	Performance data / Workforce	F	✓
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region [comment]	Performance data / New hires and employee turnover	F	✓
LA7	Rates of injury, lost days and absenteeism, and total number of work related fatalities [comment]	Performance data / Absence rate & Work related injuries	F	✓
LA10	Average hours of employee training [comment]	Performance data / Employee training	F	✓
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age and minority group	Performance data / Diversity	F	✓
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	Performance data / Salary and remuneration	F	✓
LA15	Return to work and retention rates after parental leave, by gender	Performance data / Parental leave	P	✓
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	[Link]	P	✓
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship [comment]	Focus areas of responsibility / Broadcast and Marketing Responsibility	F	✓
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship [comment]	Performance data / Broadcast complaints breakdown	P	✓
SO3	Percentage of employees trained in organisation's anti-corruption policies and procedures [comment]	Our goals / Anti-corruption	P	✓
M2	Methodology for assessing and monitoring adherence to content creation values	Focus areas of responsibility / Broadcast and Marketing Responsibility; Performance Data / Compliance	P	✓
M3	Actions taken to improve adherence to content creation values, and results obtained	Our goals / Editorial Guidelines and Policy	P	✓

## Media Sector Supplement Indicators

GRI Indicator	ESG Indicator	Page	Level of Reporting	Externally Verified
M4	Actions taken to improve performance in relation to content dissemination issues and results obtained	Focus areas of responsibility / Broadcast and Marketing Responsibility; Our Goals / Accessibility	P	✓

## ABOUT THIS REPORT

This report summarises our corporate responsibility work during the calendar year of 2012, from 1 January 2012 until 31 December 2012, and follows the Global Reporting Initiative (GRI) framework. Our previous report was published on 2 May 2012 and is available on [mtg.se](http://mtg.se), together with all other previous reports. The report boundary has been defined by using the GRI boundary protocol and completeness principle, to reflect MTG's significant economic, environmental and social impacts. We have addressed and included the full value chain from suppliers to customers in our dialogues to help us define the boundary, ensure completeness and identify expected audience for this report.

The reporting scope includes operations over which we have full control, as well

as all subsidiaries and leased facilities unless stated otherwise. Also included are GES Media Holding in the Czech Republic and Raduga in Russia, where MTG owns 50% of the company respectively, and Viastrong Holding AB in Ukraine with an 85% ownership.

Countries where we only operate pay-TV channels on other providers' platforms have been excluded from the reporting, because we don't have employees or facilities in these countries, and thus they don't have significant impact on MTG's sustainable development. TV broadcasting network CTC Media in Russia and the Finnish radio station Radio Nova are excluded as MTG doesn't exercise exclusive control over these entities. Also excluded are the fully owned AS Latvijas Neatkarīgā Televīzija in Latvia and MTG's 53% stake in produc-

tion group Paprika Latino that operates in Romania, Hungary, Slovakia, Serbia, Bulgaria, Slovenia and Costa Rica, as MTG made both acquisitions in June 2012 and therefore we do not have full year's data for these entities.

The boundary has changed from the previous report; Bet24 in Malta was sold in May 2012, and we closed down our operations in Spain and Slovenia during 2012, which is why these countries are no longer included in the reporting.

This report focuses on corporate responsibility issues that were defined as relevant by our stakeholder dialogues in 2010-2012, but we have also included details of smaller scale social and environmental initiatives that the local MTG companies across various countries have been involved in.



External third party Ethos International has declared that this report meets the criteria for reporting level C+ of GRI's G3.1 guidelines. We have also applied GRI's Media Sector Supplement where possible. We are constantly striving to improve our reporting and provide our stakeholders with more detail on our non-financial impacts, which is why we have added indicators EN26, LA15, M2,

M3 and M4 in this year's report. For certain labour indicators (LA1, LA2, LA10 and LA13) we have not been able to provide a break-down as per the G3.1 guidelines, due to limitations in our reporting systems. We are planning to procure and implement a new HR system in 2013, which will enable complete reporting of these labour indicators. The GRI index of this report can be found here.

The report compliments the financial Annual Report and the Modern Responsibility pages on the MTG website, where you can also follow our most recent activities.

We'd love to hear your thoughts about this report and our work with Modern Responsibility! Please feel free to send any feedback to us at [responsibility@mtg.se](mailto:responsibility@mtg.se).

## INDEPENDENT ASSURANCE STATEMENT

### SCOPE AND OBJECTIVES

Ethos International AB has undertaken independent assurance of the MTG Modern Responsibility Report 2012 (the Report). The assurance process was conducted in accordance with AA1000AS (2008). We were engaged to provide moderate level Type 2 assurance, which covers evaluation of adherence to the AA1000APS (2008) principles of inclusivity, materiality and responsiveness (the Principles) and the reliability of specified sustainability performance information.

The performance information included in the scope was all data and key claims in the Report with the exception of data that is subject to mandatory auditing and is also contained in the Annual Report 2012 and data concerning donations collected

by external parties during donated airtime. We used the Global Reporting Initiative (GRI) Reporting Principles for Defining Quality as criteria for evaluating performance information. Additionally, we were engaged to provide a third party check on the application of the GRI G3.1 Guidelines.

### RESPONSIBILITIES OF THE DIRECTORS OF MTG AND OF THE ASSURANCE PROVIDERS

The directors of MTG have sole responsibility for the preparation of the Report. We were not involved in the preparation of any part of the Report. Ethos International has previously provided GRI application guidance for MTG and moderated a stakeholder dialogue (2011) and a materiality analysis (2010). This is the first year that we have provided assurance.

Our statement represents our independent opinion and is intended to inform all of MTG's stakeholders including management. We adopt a balanced approach towards all MTG stakeholders.

Our assurance team comprised of Malin Lindfors Speace, Anna Lindstedt and Anne Eliasson. Further information with individual competencies relating to the team is available at: [www.ethosinternational.se](http://www.ethosinternational.se).

### BASIS OF OUR OPINION

Our work was designed to gather evidence with the objective of providing moderate assurance as defined in AA1000AS (2008). We undertook the following activities:

- Review of the current sustainability issues that

could affect MTG and are of interest to stakeholders.

- Interviews with Board director responsible for sustainability, selected directors and senior managers responsible for management of sustainability issues and review of selected evidence to support issues discussed. These were freely selected by the assurers.
- Review of MTG approach to stakeholder engagement and recent outputs.
- Review of information provided to us by MTG on its reporting and management processes relating to the Principles.
- Site visits, freely selected by the assurers, to MTG head office in Stockholm, Sweden, and to ViaSat1 and MAP (Modern Africa Productions) offices and studios in Accra, Ghana, to review implementation of sustainability strategy.
- Review of supporting evidence for key claims in the report.
- Review of the processes for gathering and consolidating data and, for a sample, checking data consolidation.
- For both data and claims checking, this included

accessing all key reporting and performance management processes as well as reviewing electronic documents, e-mails and other sources of evidence.

- 
- An independent assessment of MTG's self declared C+ Application Level for the GRI G3.1 Guidelines.

## FINDINGS AND OPINION

We reviewed and provided feedback on drafts of the Report and where necessary changes were made. On the basis of the work undertaken, nothing came to our attention to suggest that the Report does not properly describe MTG's adherence to the Principles or its performance.

In terms of data accuracy, nothing came to our attention to suggest that the data have not been properly collated from information reported on an operational level, or that the assumptions used were inappropriate. We are not aware of any errors that would materially affect the Group data. Forthcoming an increased focus is necessary on harmonisation of human resources systems and KPI collection processes.

We can confirm that we have checked MTG's self-declared application of the GRI G3.1 guidelines to be C+.

## OBSERVATIONS

Without affecting our assurance opinion we also provide the following observations.

Performance information  
Overall we have confidence in the level of accuracy of the performance information presented in the Report. Data collection processes are described and supported through evidence seen during the assurance process. An observation has been made and noted on the necessity of increased management processes and follow up with sufficient support on group level policies level to local sites. During the site visit at Viasat 1 in Accra, Ghana, it was observed that further amendments where needed in 2013 to meet stated internal policy on sufficient health and safety standard. The worked commenced in Q1.

A small number of data errors where highlighted during the assurance process and have subsequently been corrected in later versions of the report.

## MATERIALITY

We believe the report describes the great majority of MTG's material impacts in an adequate and good manner that enables all stakeholders to engage with MTG to push the issues to a greater extent from year to year. Areas that should be further highlighted and addressed in MTG's forthcoming Modern Respon-



sibility work and training are supply chain management, including supplier requirements and audits.

## **INCLUSIVITY AND RESPONSIVENESS**

The review of MTG's stakeholder engagement confirms that continuous engagements

with key stakeholders are done in an inclusive manner to develop an accountable response essential for MTG to prospective sustainability matters. The results inform and guide all sustainability issues on a strategic level and are encompassed in the report. MTG attentively took in and addressed the key

issues raised in 2011 stakeholder dialogues such as requests from SRI investors on risk assessment, parental control and under age advertising. To move forward MTG is to continuously conduct an annual survey and knowledge sharing with key stakeholders to uphold responsiveness.

*Ethos International  
10 April 2013*

*Malin Lindfors Speace,  
Partner and Senior Advisor*

*Anne Eliasson, Advisor*

*Anna Lindstedt, CEO*



*Ethos international AB is a Nordic consulting firm licenced by AccountAbility to provide AA1000 AS (2008) assurance.*



# INSPIRE

## ACTIONS FOR THE COMMUNITY

Making a difference where we are is important to us. As a broadcaster, our most impactful tool for doing good is to donate airtime to worthy causes. We also work with a number of charities, volunteering our time and resources for the greater good.

### REACH FOR CHANGE

Reach for Change is a foundation established by MTG and the Kinnevik Group in support of the UN Convention on the Rights of the Child. The charity supports a highly varied and driven group of social entrepreneurs who operate on three different

continents, where they work to improve the lives of vulnerable young people. In 2012, Reach for Change expanded their operations from Sweden and Ghana to also include Russia, Senegal, Chad, DRC, Tanzania and Rwanda. For more information visit [www.reachforchange.org](http://www.reachforchange.org)



### REACH FOR CHANGE: CHRISTMAS AT THE CIRCUS

MTG's annual Christmas concert with a twist raises funds and awareness for Reach for Change.

#### THE YEAR WE JOINED THE CIRCUS

One of MTG's recurring fund-raising activities is our annual Christmas concert. This year, we decided to team up with Cirkus Scott and other Our Group companies Metro, Millicom and Tele2 for a fund-raising event with a difference. An impressive line-up of music artists and circus performers gathered in a snowy Stockholm. Together they put on

a show to remember, raising over 85,000 for the charity.

#### STAR-STUDED BIG TOP

First class jugglers, tightrope walkers, clowns and aerial acrobats worked together with some of Sweden's and the UK's best-loved singers and musicians. The English X-Factor star Olly Murs got the audience going with his latest hit, whilst Sweden's Linnea Henriksson, Stiftelsen, Ulrik Munther and E.M.D chose more home-grown tunes. The amazing choir One Voice belted out an array of Christmas tunes and the adorable young carollers You Can Sing Gospel Kids put together a festive medley of holiday hits.

### BROADCASTING FOR THE GREATER GOOD

It wasn't just the 1,500 strong circus audience who were introduced to Reach for Change and its message. We made good use of our expansive media network in Sweden, airing the concert on TV3 and TV8, on our radio channels RIX FM and Lugna Favoriter, as well as on TV3's online catch-up service.

" We are so happy about the support that MTG has once again showed us by making us beneficiaries of the Christmas Concert and we know that many co-workers have been involved," said Reach for Change's Regional Manager,

Pär Wiktorsson. "The concert was a really wonderful show and we are especially delighted that it was a great family event. Besides a substantial financial contribution to our

work for children, it gives us great strength knowing that we have such strong supporters. That means that we can reach even higher and change even more!"



## REACH FOR CHANGE: RUNNING FOR CHANGE

Power in numbers at historic charity run in Moscow

### RUNNING FOR CHANGE WITH OUR GROUP

As part of Our Group, MTG has the privilege to support causes in unison with other members of the group such as Tele2 and Metro. In September 2012 in Moscow the Kinnevik Group was at the forefront of the new running fundraiser, Running for Change. Kinnevik's Chairman of the Board, Christina Stenbeck, was on site to kick off the inaugural run and employees from Viasat, Metro, CTC, Avito and Tele2 all put on their running shoes to help raise funds for Reach for Change's projects in the region.

### FUNDRAISING FOOTBALL IN GORKY PARK

The run spanned just over five kilometres through the city's famous recreational landmark Gorky Park. The event, which was open to people of all ages and abilities, attracted over 1,500 enthusiastic participants and was extensively covered by local media.

### A FIRST FOR MOSCOW AND REACH FOR CHANGE

Sara Damber, self-made social entrepreneur and CEO of one of the run's organisers, Kinnevik's children's charity Reach for Change, was also on the ground and she was overwhelmed by the experience:

" We are very proud to have helped stage the first charity run ever of this magnitude in Moscow", she said. " It was an amazing event and it was great seeing so many children and adults moving and having fun together. It really was a terrific day out. But the event was also an opportunity for us to highlight some of the important work we do in Russia. We really felt that we were running for change."

### LOCAL FUNDRAISING FOR LOCAL NEEDS

The fun run helped raise some much needed funds for the projects Reach for Change supports in the region, from aid programs for human trafficking victims and seriously ill children to youth literature schemes and vocational training for orphaned young adults.

"We raised over 100,000 through the fun run. Our fears that not enough people would want to take part were completely unfounded and we were amazed and humbled by all the support. Our intention is for this to become an annual event in Moscow and in 2013 we plan to organise a charity race in St. Petersburg too so that we can change even more young lives." - Tatiana Burmistrova, Regional Manager Reach for Change



## REACH FOR CHANGE: MTG PEOPLE LEND A HAND

To really build a culture of giving back with MTG it's vital everyone gets involved, that's why we applaud employees who volunteer time for the good causes we support.

### MTG VOLUNTEERS

The more we inspire our employees to become involved in the work we do for good causes, the better. We need to build giving back into the veins of our company culture, in much the same way as we are with our green actions.

Our employees pitch in with their expertise by mentoring Reach for Change's social entrepreneurs in how to run

a successful business, and our concert Christmas at the Circus in Stockholm is the perfect example of an event that would not be possible without the goodwill and many hours volunteered by MTG employees.

### ROLL UP YOUR SLEEVES!

While some volunteers at the concert assisted at the Reach for Change booth in the circus park, some were almost literally asked to jump through hoops in the general running of the event. Two dedicated staff members who helped out at the Christmas concert are Susanne Boholm and Caroline Wigerman from MTG Accounting. They both welcomed the opportunity to participate in our efforts to help Reach for Change help

vulnerable youngsters in the communities we operate in.

"Volunteering for charity was great", says Susanne Boholm. "We all felt that we were doing a good deed and there was a real sense of camaraderie. I will definitely volunteer again next year."

Caroline Wigerman agrees. She also found the experience incredibly positive and plans to roll her sleeves up and volunteer again in 2013:

"I think it's important to be there for other people. We can all make a difference if we work together. Even a seemingly small contribution counts towards the greater good. Every little helps."

## MTG UNITED FOR PEACE

### LET'S PLAY!

WAt MTG we love to work hard, but we also recognise the importance of play. That's why in 2010 we founded MTG United for Peace, a charity that brings together children from all corners of the world and gets them communicating using the universal language of football.

### KEEPING IT SIMPLE

The format is simple. Local tournaments take place in the countries after which the winning team from each

tournament represents their homeland at the annual MTG United for Peace Cup Final in Oslo.

### THE MISSION

The central idea of MTG United for Peace is to prepare the generations of tomorrow for the global challenges ahead by building bridges between youth of different nationalities, ethnic origins and faiths.

### WHY FOOTBALL?

Football is a perfect example of how coming together and working in unison towards a common goal can yield ex-

cellent results. While kicking the ball around the pitch, the children learn vital life skills such as team spirit and fair play, as well as the importance of cultural understanding and tolerance. Our hope is that these powerful life lessons provide the children with the tools they need to face the future together with greater mutual respect and understanding.



## MTG UNITED FOR PEACE: MEET ERIC

Sometimes one child can embody the whole ethos of what MTG United for Peace is trying to achieve.

We've seen some real football talent on the pitch when we've arranged the MTG United for Peace Cup Finals in Oslo over the years, along with amazing abilities to form new friendships and learn from one another. One of the brightest stars among the competitors was a little boy from Ghana, Eric, who impressed everyone. He even managed to make a lasting impression on our Peace Am-

bassadors, who have seen a lot of talent over the years.

### THE AMERICAN DREAM

Our TV reporter, Thomas Breum, recently received a heartfelt letter from Eric, who's got some great news to share; his football talents have earned him a highly regarded scholarship in the US:

" Hi Mr. Thomas! How are you doing? I'm sorry for the late reply. I am now in the United States pursuing my education at the Hotchkiss school in Lakeville, Connecticut. I am really having a great time meeting new friends as always, but I will also miss the Norway tournament so much.

I wish you good luck in your work and everything that you do. Thanks a lot, Eric."

We're thrilled that we had the opportunity to help Eric a little bit along the way to reach his dreams. MTG United for Peace Cup is all about showing the world how football can break any kind of barriers, to help make beautiful friendships happen. And sometimes, just sometimes, football played in this way can even make small miracles happen!



## MTG UNITED FOR PEACE: SCHOOL OF TOLERANCE

And the lessons continue off the pitch...

### MORE THAN JUST FOOTBALL

Our children's charity football tournament, MTG United for Peace Cup, is not all about football. In fact, it's no coincidence that the cup final in Oslo coincides with the annual announcement of the Nobel Peace Prize Laureate. The central theme of our football youth tournament is after all to bridge the cultural divide and promote peace and understanding across the borders.

### NO DESKS HERE!

To reinforce this paradigm, all the tournament participants attend our School of Tolerance. This fun and interactive learning programme is run in close cooperation with the Nobel Peace Centre and the aim is to teach the children the importance of acceptance and open-mindedness. Through a wide variety of games and team building tasks, the children learn that there may be many different ways to achieve the same goal and that it is possible to overcome language barriers and different belief systems in order to resolve problems and become a more cohesive group.

### HUMBLE BEGINNINGS

In 2010 (MTG UFP's founding year) and 2011, the School of Tolerance took place at the Nobel Peace Center and was only attended by the finalists from each country. And while its lessons do cross language barriers, we saw the potential in holding the School of Tolerance in a local setting at the national tournaments as well. Think of it as a foundation of lessons to come.

### GREAT EXPECTATIONS

In 2012, we started the learning process at the local tournaments in all participating countries and most of the lear-

ning took place right beside the football pitch. Now approximately 1,000 young footballers have graduated from the School of Tolerance. By 2013, we aim to have our School

of Tolerance readily available on the internet to reach even more children. Our hope is to have 10,000 School of Tolerance graduates by 2014.



## OTHER INITIATIVES: SANTA CLAUS FACTORY

It wasn't just the elves getting Christmas presents ready for disadvantaged children in Hungary.

### SANTA CLAUS FACTORY

For the last eight years the Santa Claus Factory has collected donated presents and given them to impoverished children at Christmas time. Vi-asat3 was a main sponsor of

the appeal for the third year running.

### NO SMALL FACTORY

Approximately 50,000 people visited the Santa Claus Factory venue to hand in their donations, and this year, as a small token of appreciation, there were concerts, refreshments and even an ice rink onsite to entertain them.

Including the donations received by post, the appeal

raised a record breaking 1 billion HUF (over 3 million) making it possible to give almost 300,000 less fortunate children a very special Christmas surprise.



## OTHER INITIATIVES: WHEN ENTERTAINMENT REALLY MAKES A DIFFERENCE

Viasat Sweden might not know how to cure cancer, but it does know how to brighten up the lives of young cancer sufferers with some great entertainment.

### VIASAT SWEDEN WAVES ITS WAND

On 6 December Viasat Sweden won the CSR prize at the European Excellence

Awards 2012, in recognition of its cooperation with the Swedish Childhood Cancer Foundation.

It all started in 2011 when Viasat Sweden helped a young cancer patient's wish come true. The boy underwent treatment at the University Hospital in Umeå, Sweden and dreamt of more TV channels for the children's cancer ward. Viasat Sweden made his dream come true, and has now delivered special channel packages to the remaining

five childhood cancer clinics in Sweden as well.

### AND IT DOESN'T STOP THERE

Viasat Sweden donates 10 SEK for every new subscription towards cancer research, arranges activities and offers cinema tickets for children with cancer and their families and invites families to visit the studio during live broadcasts of sports events amongst many other things.





# HIGHLIGHTS FROM OUR POSITIVE PROGRAMMING

As a broadcaster, MTG has the means to raise awareness and inspire action for a host of worthy causes through a multitude of channels across four continents. Highlighted here are a few of our programmes from 2012, which sought to have a positive impact.

## ANGELS OVER LATVIA

It was the charity event of the year when Latvian LNT, acquired by MTG in June 2012, arranged and televised the Angels over Latvia concert for the fifth consecutive year. Hosted by popular TV personalities Guntars Gulbišs and Katrine Pasternak, and featuring some of Latvia's most popular musicians and artists, the event offered hope and solace to desperately ill children.

### A STAR-STUDED EVENING

Inguss Ulmanis, Kristīne Zadovska, Artūrs Skrastiņš, Ieva Kerēvica, Lauris Reiniks, Dzelzs vilks, Lady's Sweet and Retro Limited were just some of the star performers. All put on an amazing show, which was intertwined with emotional stories about children in need of medical help and treatment.

The Angels over Latvia campaign raised nearly 400,000 Latvian Lats (approximately 560,000).



## HEALTH ALERT – HEALTHY ENCOURAGEMENT FOR BODY AND MIND

Health Alert is a Hungarian health and well-being series on Viasat3, which aims to give its viewers a new lease on life by increasing their awareness about their physical and mental state. Presenter Christina Argyelán explores the latest develop-

ments in traditional modern medicine as well as ancient alternative and complementary remedies and therapies. In her mission to help her viewers keep body and soul together, she guides her viewers through a wide variety of health related topics.



## HELLO BULGARIA – NOVA BREAKFAST SHOW GIVES BULGARIA A CHARITY WAKE-UP CALL

Broadcast live on Bulgarian TV channel Nova every weekday between 6.30 – 9am, Hello Bulgaria is a breakfast show with a difference. Presenters Hristo Kaloferov and Kalina Krumova set the tone for the day as they deliver all the news, sport, business, culture and weather from Bulgaria and around the world.

### INSPIRATION FOR THE DAY AHEAD

The format is a mixture of information and entertainment,

but there is also a very strong emphasis on human-interest stories, public awareness campaigns and charity. The programme aims to be a positive influence and to educate and inspire viewers to get involved and make a difference.

Our main goal is to provide the information and incentive needed for a productive and positive day. Part of that means helping others and for that reason we frequently do stories about people who are

in need of support. We pay particular attention to orphaned children. Thanks to our kind-hearted viewers we are often able to extend a helping hand and that is incredibly emotional.



## LINE'S HELPERS – HANDYMEN OFFER NEW BEGINNINGS TO DESERVING FAMILIES AND INDIVIDUALS

TV3 Norway's uplifting Norwegian reality series seeks to lend a helping hand to families and individuals who have been affected by some sort of recent or ongoing hardship, be it a sudden illness, a life-changing diagnosis or a terrible accident.

Host Line Verndal travels around the nation with her dedicated team of handymen in order to help her fellow countrymen. Together they renovate the homes of these deserving people and give them a much needed new beginning.



## MONEY MATTERS – VIASAT 1 IN GHANA OFFERS FINANCIAL ADVICE TO ITS VIEWERS

Money Matters is a business programme about the workings of finance and industry. Each episode features a successful entrepreneur who shares valuable and practical advice in an easy to understand manner. Topics vary and include everything from business development and

strategy to skill transformation and experimental learning. The show aims to inform and educate its viewers so that they can make more sound investment decisions. Economic issues are analysed in light of global and local impact and every episode culminates in a handy money tip segment.



## PRIDE OF THE BALTICS – ESTONIA AND LATVIA HONOUR THEIR EVERYDAY HEROES ON TV3

The Baltics honoured their everyday heroes in December in the Pride of Latvia and Pride of Estonia ceremonies on TV3. Ten brave and caring individuals from each country, nominated by the general public, were recognised for their heroic deeds in this annual celebration of extraordinary acts of kindness.

### HEROES OF A DIFFERENT KIND

TV3 kicked off the campaign with a series of TV-clips asking Estonians and Latvians to nominate their heroes for the awards. Thousands of letters poured in, describing deeply devoted and courageous individuals. Some who had risked life and limb in order to come to someone's

aid and some who spent all their time to care for those less fortunate.



## RADIO1 – AWARD WINNING RADIO STATION GETS STOCKHOLM TALKING

Radio1, broadcast on frequency 101.9 FM in Stockholm and online, is Sweden's first commercial talk radio station. Since its launch in April 2011, the station has gone from strength to strength with its informative and hard hitting programmes. Whatever the issue may be, the debate never stops on Radio1. Engaging hosts and top guests invite listeners to join the conversation and air their views on topical issues that range from news, current affairs, sports and entertainment to issues of a more personal nature.

For the People, By the People  
Robert Aschberg presents

what is arguably Stockholm's biggest forum for people who have a concern or a point of view to share:

" The purpose of the show is to, in a sometimes controversial, but always very frank way, let the ordinary woman and man speak freely about their views on society and their hopes for the future. It's not without humor though, and it's great fun to be the host.

### DELVES DEEPER INTO CRIME

Hasse Aro presents Sweden's Most Wanted: The Special Edition, or Efterlyst Special as it is known locally:

" The show tries to go behind the crime stories in the media. To meet victims, perpetrators and investigators, but also to give the public a voice."

In 2012, the station won the prestigious Radio Station of the Year award.



## RIX FM – RIX FM RIPS UP TROUBLESOME BILLS

Swedish radio station RIX FM entertains three million listeners in Sweden every week with a mixture of music, news and cheerful banter. In 2012, the station teamed up with ICA Banken for a competition with a difference. Listeners were encouraged to mail in with the details of their financial woes and ask for help to pay a particularly troublesome bill.

The station received tens of thousands of emails from students, single mothers and people on long term sick leave in need of help to pay anything from their rent to their children's sporting activities. An incredible 200,000 SEK (approximately 25,000) was handed out over a three-week period.



## STALKERS – TABLES ARE TURNED ON STALKERS IN DANISH REALITY SERIES

This groundbreaking Danish reality series about individuals who have fallen victim to a stalker, documents one disturbing case in each episode and shows how life destroying this insidious crime is.

Host Jacob Juhl and his TV-team, equipped with hidden cameras, allow the viewers to glimpse first-hand

the nightmare of being under constant surveillance. It is a frightening perspective and the victims are desperate to regain control of their lives.

### REVERSE PSYCHOLOGY

In a mission to help those being preyed on stay safe and get their lives back, the table is turned on the stalker who is followed and confronted by Juhl and his team. The

show also aims to empower the stalking victims by giving them some much needed information and support.



## FULFILMENT CAMPAIGN 2012 – TV3 FINDS RECIPE FOR SUCCESS IN LITHUANIA

### THE FULFILMENT CAMPAIGN

The biggest and most popular charity event in Lithuania, the Fulfilment Campaign, celebrated its 10th anniversary this year. The 2012 campaign raised money for children with serious illnesses and those living in orphanages, aiming to improve health, education and living conditions.

### BAKE FOR CHANGE

This year, TV3 decided to bring something a little bit different to the campaign table by adding a new fundraising initiative, Cake Day. The idea was very simple: bake your favourite cake, bring it to your school or workplace and sell it for a fair price. Finally, donate the money raised to the campaign.

Businesses, institutions, schools and universities embraced the concept all across the country, and even as far away as Malta.

### COFFE WITH YOUR CAKE?

Some of TV3's most popular stars teamed up with local coffee chain Vero Café to create their very own unique blends of java. Special coffee

compositions were created for fishermen, fashionistas, married couples and mothers so there was something on the menu for everyone. And since 20% of all proceeds went to the Fulfilment campaign, the coffees were extra special.

### A FULFILLING RESULT

The Fulfilment campaign culminated in a fundraising

gala broadcast live in the middle of December on TV3. With over 21 million litas (approximately 6 million) raised over the last nine years and another 2.6 million litas (approximately 590,000) raised this year, the campaign is really making a big difference for Lithuanian children in need.



## THE JOY PATROL – THE JOY OF GIVING HITS HOME ON NORWAY’S P4

### THE JOY PATROL

P4, the largest radio station in Norway for the 20 - 50 year age bracket, has one particularly popular segment called The Joy Patrol, or Gledespatruljen as it is known locally.

As part of the station’s ever popular Friday afternoon block, it offers listeners the opportunity to compete for a weekly gift or prize by motivating why they should win. The most deserving entry is subsequently chosen and announced on air.

### PRIZES MONEY CAN’T BUY

The winnings are usually highly original and incredibly varied. Previous winners have had their whole house cleaned, an entire kitchen fitted or the opportunity to be a bear caretaker for the day.

” We strive to give away prizes that money can’t buy”, says The Joy Patrol’s programme director. We have a lot of people applying every time we run the competition and it’s always a complete joy

to hand out the prize. One of my favourites was serving up a fantastic Christmas meal for a group of elderly people in a nursing home. We are very proud of our show and all the people we can help through this programme.



## THE PINK RIBBON CAMPAIGN 2012 – MTG HELPS IN THE FIGHT AGAINST BREAST CANCER

For the tenth year in a row, TV3 Sweden arranged and aired the annual Pink Ribbon gala as the grand finale of a month-long campaign in support of breast cancer research and awareness. In a live broadcast on 31st October, the gala communi-

cated a message of hope and healing with plenty of music and emotional performances from some of Scandinavia’s most popular entertainers, including Jill Johnson, Sanne Salomonsen, Lill-Babs, Arja Saijonmaa, Alex Saidac, Molly Sandén and Linda Sundblad.

### PINK INSIDE AND OUT

For the tenth year in a row, TV3 Sweden arranged and aired the annual Pink Ribbon gala as the grand finale of a month-long campaign in support of breast cancer research and awareness. In a live broadcast on 31st

October, the gala communicated a message of hope and healing with plenty of music and emotional performances from some of Scandinavia's most popular entertainers, including Jill Johnson, Sanne Salomonsen, Lill-Babs, Arja Saijonmaa, Alex Saidac, Molly Sandén and Linda Sundblad.

### SPREADING THE WORD

Numerous trailers for programmes associated with the breast cancer appeal were aired throughout the campaign period, and advertisements for the Pink Ribbon campaign were produced by TV3 and printed in some of Sweden's major newspapers. The reality miniseries *You Make me Feel* was produced to put further emphasis on the illness, and spots were created for the popular radio channels *Lugna Favoriter* and *RIX FM*.

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red throughout the campaign period, and advertisements for the Pink Ribbon campaign were produced by TV3 and printed in some of Sweden's major newspapers. The reality miniseries *You Make me Feel* was produced to put further emphasis on the illness, and spots were created for the popular radio channels *Lugna Favoriter* and *RIX FM*.

### A RECORD FUNDRAISING YEAR IN THE FIGHT AGAINST BREAST CANCER

At the end of the 2012 Pink Ribbon gala, it was announced that this year's campaign had raised an incredible 49 million SEK ( 5.8 million), 3 million SEK ( 400,000) more than last year.

We are so excited! The result goes beyond all our expectations. Our goal was to beat last year's result and we have clearly managed to do that. We would like to send a big thank you to all the people

and companies in Sweden who made this possible! said a happy Secretary General Stefan Bergh at The Swedish Cancer Foundation.



## WINTER SOUND 2012 – WHEN GREAT ENTERTAINMENT AND A WORTHY CAUSE COME TOGETHER

Winter Sound is the Norwegian phenomenon that just gets bigger and bigger. The concept, hatched six years ago by P4 and the Norwegian Cancer Society, to arrange a series of free concerts to highlight cancer, has now become winter's biggest tour. Winter Sound is part of the Norwegian Cancer Society's nationwide awareness push,

made possible by sponsors, one of which is MTG's channel TV3.

### HOT LINE-UP WARMS UP WINTER

Hot and upcoming artists Kurt Nilsen, Marion Ravn, Envy, Malin, Dunderly, Alejandro Fuentes, Staut, Nora Foss al-Jabri, Atle Pettersen and Donkeyboy gave all they had

on stage and helped people dig deep into their pockets for the cause.

### LIVE, LOUD AND CLEAR

Winter Sound 2012 travelled through eight cities across Norway and played to a crowd in excess of 70,000 people. P4 covered the tour with two hours of material from the concerts every day,

including live broadcasts from all destinations.

### SMASHING THE TARGETS

The tour raised 21 million NOK (more than 2.7 million), a sum larger than anyone could have dreamed of:

I am so happy we managed to raise this much money. We had 18 million as our goal, and I was hoping for 20 million. But 21 million – that's a crazy amount! said an ecstatic Morten Wien from the Norwegian Cancer Society.



## YOU ARE WHAT YOU EAT – CZECH TV CHANNEL PRIMA SERVES UP NUTRITIONAL ADVICE

Prima's You Are What You Eat is a health and diet programme, which helps viewers and participants leave their poor eating habits behind and start a new healthy life without drastic diets or extreme exercise regimes. Doctor Cajthamlová and

nutritionist Peter Havlicek provide a holistic perspective to wellbeing and happiness. Together they share life-affirming advice about how a few lifestyle changes and a new food philosophy can promote weight loss and improve physical fitness.



## OUR GREEN WORK

Participating in a wide variety of environmental projects is high on our green agenda. Find out about the green initiatives we championed in 2012, as well as how we are committed to minimising our carbon footprint.

### KEEPING OUR CARBON FOOTPRINT TO A MINIMUM

It's up to each and every company to minimise its environmental impact, here's what we do to control our carbon footprint.

At MTG, we are committed to the environmental sustainability of our business and minimising our carbon footprint.

By using less paper, reducing our energy consumption, travelling smarter and generally encouraging our employees to live greener lives at work and at home, we can minimise our environmental impact.

In 2012 we continued to work with the external en-

vironmental expert Tricorona Climate Partner to map our impact and to further develop our climate strategies. Click below for more details on our carbon footprint and environmental targets.

## GREEN FROM WITHIN

How we are going green on the inside through training and local reinforcement.

### START FROM THE INSIDE

As a broadcast media company, our impact on the environment is relatively small, but we think it's everyone's responsibility to tackle climate change. Providing MTG's employees with the opportunity to learn more about green issues is an important part of our aim to run an environme-

ntally responsible business. Through our e-learning course we deliver environmental training to all our employees, covering topics such as recycling, travel and energy consumption.

### GREEN AMBASSADORS KEEP IT FRESH

We have also appointed a green ambassador for each one of our offices so that we can pass on what we learn and implement our environ-

mental policies. One of our green ambassadors is Oxana Klimova in Russia:

" I look for areas where I can add value and find new ways to care about the environment to make our office greener. I like to inform staff about environmental initiatives and hope that employees are becoming more interested in green issues."

## CARBON DISCLOSURE PROJECT (CDP)

How participating in CDP has been a spring board to measuring and improving our environmental work

### CDP – WHAT IS IT?

CDP is an international, not-for-profit organisation providing the only global system for companies and cities to measure, disclose, manage and share vital environmental information.

### MTG UPS ITS SCORE IN 2012

MTG continued to improve its carbon disclosure and performance ratings in this year's Carbon Disclosure Project. The results for 2012 showed that we increased our disclosure score from last

year's 70 to 81. The scoring is normalised to a 100 point scale which rates levels of commitment to, and experience of, carbon disclosure. This level of disclosure comes under the "High scores" which, according to CDP ratings, means that our "senior management understand the business issues related to climate change and are building climate related risks and opportunities into core business."

### NOT THERE YET, BUT WELL ON OUR WAY

Our carbon performance rating went from D last year to B in 2012, on a scale from A to E, where A is the best. This rating indicates that our

"integration of climate change is recognised as a priority for strategy, not all initiatives fully established." Last year's relatively low score indicated that it was still early days for MTG's environmental efforts, but that responding to CDP has helped us identify risks and opportunities, set reduction targets and action plans for our environmental work. These targets and plans are exactly what we needed to help us move up the scale this year.

### LIKE TO KNOW MORE?

To find out more about CDP and to read the report, please follow the link: [www.cdproject.net](http://www.cdproject.net)



## CDP: CLIMATE CHANGE RISKS AND OPPORTUNITIES

We have been analysing the risks and opportunities that arise from climate change since 2010 when we started reporting publicly in the Carbon Disclosure Project:

### EXTREME WEATHER

MTG is an international company with operations in over 30 countries. Extreme weather events such as flooding and storms could cause damage to our facilities and disrupt our staff's commute to work. Severe weather can also threaten the production and distribution of TV content, it can for example disrupt or cancel live sports events or cause power outages. Furthermore, changes in weather conditions can affect our value chain by disrupting deliveries to and from our premises. In preparation for such eventualities we have processes in place to resolve critical situations in the best possible way.

### PRODUCT EFFICIENCY REGULATIONS

MTG provides its DTH satellite customers with a set-top

box for viewing our pay-tv channels. If new legislation for set-top-box manufacturers would come into force, this would mean that our pay-TV operations need to ensure that their current suppliers adhere to the new regulations. To minimise the risk, our pay-TV operations together with our set-top-box suppliers are signatories of the Voluntary Industry Agreement to Improve the Energy Consumption of Complex Set Top Boxes. Currently all of our Viasat boxes consume less energy than required by the agreement, and we are already well positioned ahead of stricter energy efficiency requirements in the coming years.

### INCREASED ENERGY COSTS

We can be almost certain that we will see stricter environmental legislations in the future, which could prove to be a risk if we are not prepared – for example potential increases in energy tariffs and higher fuel costs could impact our business. We monitor our energy consumption

and are continuously working to minimise our environmental impact to manage these risks. We also expect our suppliers to have certain environmental standards, which are outlined in our publicly available Supplier Principles document.

### ABILITY TO ENCOURAGE POSITIVE ENVIRONMENTAL BEHAVIOUR

MTG is in a powerful position with the ability and possibility to communicate information about climate change. We reach millions of TV viewers and radio listeners every day, which enables us to spread an important message across a wide and diverse audience. This gives us a position to encourage the public to positive environmental behaviour, which might also impose a good reputation. This, we feel, is important in the eyes of all our stakeholders.

## WORKING WITH NGOS: LONDON WILDLIFE TRUST FOR A NATURAL CAPITAL

MTG helps London Wildlife Trust get their message across for a protected and thriving wildlife in the capital.

### LONDON WILDLIFE TRUST

London Wildlife Trust works to protect and care for the British capital's wildlife and green areas. Managing more than 40 nature reserves in Greater London, the Trust engages the city's diverse communities through a wide variety of outreach programmes, including environmen-

tal education and hands-on green experience for children.

### GARDENERS UNITE!

The Trust also works to influence government policy makers and has called on London's many gardeners to help transform the city's gardens into an urban haven for flora and fauna. There are over 3 million gardens in London and together they cover one fifth of the city, so preserving this massive expanse of green space would have a signifi-

cant environmental impact and help reduce the impact of climate change.

### GETTING THE WORD OUT

While London Wildlife Fund are busy doing what they do best; caring for the capital's natural habitats, Viasat Broadcasting UK is keen to help them get their message across by producing promotional films and helping them establish themselves in the not so natural world of social media.

## WORKING WITH NGOS: EARTH HOUR – MTG HAPPY TO BLACK OUT FOR THE FOURTH YEAR RUNNING

### ONE HOUR FOR A BETTER WORLD

MTG helped raise awareness about WWF's global event Earth Hour for the fourth year running in 2012. MTG companies in nine countries took part and each company did what they could to support Earth Hour in the best possible way. We donated airtime, broadcast news reports,

put up web banners, had a countdown clock running on some of our channels and showed Earth Hour icons on the screen during the black-out hour.

### THE POWER OF MEDIA PUT TO GOOD USE

"Joining the Earth Hour campaign is proof that doing business and making money

are not the only priorities for big companies; there is also another side to businesses. The power of media is great when it's used for a better future!" said Anneli Adermann, Head of Public Relations at TV3 and TV6 Estonia.



## WORKING WITH NGOS: LATVIA'S BIG CLEAN-UP

### THE BIG CLEAN-UP STRIKES AGAIN

TV3 Latvia joined the fight against litter in 2012 by teaming up yet again with the incredibly popular and ever growing social campaign The Big Clean-up. The campaign, which aims to mobilise the Latvian population and get them to roll their sleeves

up and tidy up the nation's litter, is now an annual spring phenomenon and this year an incredible 210,000 Latvians took part.

### TV3 LATVIA – ATTENTION ALL CLEANERS!

MTG ran TV spots in preparation for the big clean-up day and covered the event

extensively before finishing off with a live concert. Several hundred tonnes of litter were picked up as a result of the campaign, making for a cleaner and even more pleasant Latvia.