



CORPORATE
RESPONSIBILITY
REPORT 2020



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Alma Media agreed on the outsourcing of delivery operations and sold its regional news media business and printing business in 2020. Due to the significant changes in business operations, Alma Media has adjusted its figures in its responsibility reporting on 2020 and mainly reports figures for the Group’s continuing operations. The figures for 2016–2019 have been restated accordingly.

From the President and CEO

The new decade began in a manner that no-one could have expected as the COVID-19 pandemic drastically changed the way societies operate. As the pandemic broke out, the significance of sustainability increased – it stressed the need to safeguard the health and well-being of employees and customers while ensuring the continuity of business.

The importance of our purpose to support the sustainable growth of individuals, companies and society was emphasised in 2020.

In a time of crisis, the media's role as a provider of reliable and up-to-date information increases. The rapid growth in the use of digital media and services during the exceptional circumstances as well as the simultaneous quick adoption of new technology suggest that consumer behaviour has changed permanently. The visitor volumes of our leading news services and many of our marketplaces reached record-high levels as consumers' lives focus was domestic. Services related to housing, construction and renovation projects grew in significance in the daily life of Finns, for example.

During the exceptional circumstances, our recruitment services in various European markets made their HR and job advertising services available free of charge to the health care sector, non-profit organisations, the authorities and people who lost their jobs as a result of the COVID-19 crisis. In the Czech

Republic, we developed a digital platform that connected helpers and those in need during the crisis.

Alma Media's Board of Directors approved our updated Code of Conduct in 2020. The revised Code of Conduct addresses recent regulatory changes and underscores the significance of diversity and inclusivity at work. The Code of Conduct guides the day-to-day work of Alma Media employees and we also require our partners to adhere to it.

Alma Media's business structure changed significantly in 2020 and we made rapid progress on our path to become a leading European digital content and service company. The outsourcing of delivery operations and the divestment of the regional media business and in Sweden as well as the printing business changed Alma Media's climate profile. Following these changes, the Scope 1 and Scope 2 emissions of our operations are reduced and we continue to work with our partners to reduce our indirect Scope 3 emissions throughout our value chain. As one example of our climate-related development efforts in 2020, Talouselämä – the largest financial magazine in the Nordic countries – became Finland's first journalistic print publication to go carbon neutral.

When writing this, in March 2021, we made the largest acquisition in our history by acquiring Nettix, the leading marketplace for motor vehicles. This acquisition makes



us the leading marketplace operator in the housing and automotive segments in Finland. As a significant player in our sector, we have a responsibility to lead the industry by incorporating sustainable development into our digital services and helping our customers make increasingly sustainable choices in their lives.

Our digital media and marketplaces reach large audiences and we have a broad impact on society. The significance of reliable data and its responsible processing

are emphasised in our digital business environment. As our business becomes increasingly digital, the redefinition of our corporate responsibility requires re-evaluation of our impacts. Consequently, our goals for 2021 include assessing our material sustainability aspects with regard to our current business operations and stakeholders. Our sustainability efforts reflect the times we live in and will become an increasingly integral part of our business.

Kai Telanne

Materiality

Alma Media applies the materiality principle in its sustainability reporting, focusing on the impacts and corporate responsibility aspects that are assessed to be the most significant.

Alma Media updated its materiality analysis in 2016. The materiality analysis was based on a comprehensive stakeholder survey, individual interviews and an industry analysis. Some adjustments have been made in the subsequent years, including changes to the names of the responsibility themes in the materiality analysis.

- Contributor to a sustainable society
- High-quality service provider
- Responsible partner
- Good employer

	Material: financially significant in the short/ medium term	Strategic: significantly affects the capacity to implement the strategy in the medium/long term	Operational: significant for other reasons, but not material or strategic
Aspects that are unique to the media sector	<div style="display: flex; gap: 10px;"> <div style="background-color: #4682B4; color: white; padding: 5px; text-align: center;">Responsible journalism</div> <div style="background-color: #DDA0DD; color: white; padding: 5px; text-align: center;">Responsible marketing</div> </div>		
Aspects that have particular consequences for the media sector	<div style="background-color: #DDA0DD; color: white; padding: 5px; text-align: center;">Digital responsibility</div>		<div style="background-color: #4682B4; color: white; padding: 5px; text-align: center;">Social projects</div>
Aspects that are common to all industries	<div style="display: flex; gap: 10px;"> <div style="background-color: #800080; color: white; padding: 5px; text-align: center;">Transparency and ethics in business</div> <div style="background-color: #0056B3; color: white; padding: 5px; text-align: center;">Developing competence and well-being</div> </div>	<div style="display: flex; gap: 10px;"> <div style="background-color: #0056B3; color: white; padding: 5px; text-align: center;">Equal and diverse work community</div> <div style="background-color: #800080; color: white; padding: 5px; text-align: center;">Responsibility throughout the supply chain</div> </div>	<div style="background-color: #800080; color: white; padding: 5px; text-align: center;">Environmental impacts</div>

Aspect boundaries

As a media company, Alma Media's most significant sustainability impacts are related to the appropriate handling and management of user data as well as the impacts of the company's online services and published media content on customers and society. As the company's business is built on its highly professional and motivated employees,

ensuring the availability of human resources and the systematic development of employee competence and well-being are essential from the perspective of maintaining Alma Media's competitiveness.

Alma Media uses the GRI Standards of the Global Reporting Initiative, where applicable,

in its sustainability reporting. In its reporting on responsible journalism, however, the Group still applies the GRI G4 framework, because the Global Reporting Initiative has yet to publish updated guidelines for reporting on the sustainability impacts of journalism.

The aspect boundaries and GRI aspects used in Alma Media's sustainability reporting are presented in the table on the next page. More specific aspect boundaries concerning individual GRI aspects are indicated where the aspect in question is discussed in the text of the report.

Responsibility themes and areas	Responsibility promise	GRI aspects	Boundaries
CONTRIBUTOR TO A SUSTAINABLE SOCIETY			
Responsible journalism Social projects	We will strengthen our media outlets' reputation as the most trusted media brands and the number one brands in their respective areas and communities, and we will create long-term commitment among our customers.	Responsible journalism: Significant funding and other support received from non-governmental sources Content production Content sharing Political support Social projects: Media skills	Alma Media's own operations (all media) Society Customers
HIGH-QUALITY SERVICE PROVIDER			
Responsible marketing Information security and data protection	We develop our offering with a long-term view in order to produce safe, accessible and easy-to-use services and to deliver a first-class customer experience for consumers and advertisers.	Responsible marketing: Incidents of non-compliance concerning marketing communications Information security and data protection: Substantiated complaints regarding breaches of customer privacy and losses of customer data	Alma Media's own operations Customers
RELIABLE PARTNER			
Transparency and ethics in business Responsibility throughout the supply chain Environmental impacts of operations	We develop the transparency and responsibility of our operations in dialogue with our stakeholders and by anticipating regulatory changes.	Transparency and ethics in business: Direct economic value generated and distributed Financial assistance received from government Corruption and anti-competitive behaviour Non-compliance with laws and regulations Responsibility throughout the supply chain: Supply chain Environmental impacts of operations: Materials Energy Emissions Non-compliance with environmental laws and regulations Negative environmental impacts in the supply chain and actions taken	Alma Media's own operations Other indirect (Scope 3) GHG emissions Partners and the supply chain
RESPONSIBLE EMPLOYER			
Equal and diverse work community Developing employee competence and well-being	We will enhance Alma Media's employer image and develop the expertise of our employees in response to the competence needs required by the digital transformation.	Equal and diverse work community: Diversity of governance bodies and employees Non-discrimination Developing competence and well-being: Employment Occupational health and safety Developing competence	Alma Media's own operations

Management of corporate responsibility

The most significant sustainability impacts of Alma Media's business are related to the media content published by the company (responsible journalism) and digital services (digital responsibility and responsible marketing). In accordance with the company's purpose statement, the objective of its CSR programme is to boost the sustainable growth of individuals, companies, and society by taking advantage of the strengths of a digital media company.

Alma Media's sustainability efforts are also guided by general principles that include the company's core values as well as the six UN Sustainable Development Goals (SDG) that are the most relevant to Alma Media's business: good health and well-being (SDG 3); quality education (SDG 4); decent work and economic growth (SDG 8); peace, justice and strong institutions (SDG 16, related to the media's role as a social institution); climate action (SDG 13); promoting responsible consumption (SDG 12).

THE GENERAL PRINCIPLES IN THE MANAGEMENT OF CSR

Alma Media develops its responsibility in compliance with the legislation governing business activities and the media industry. The development of CSR at Alma Media is also guided by the company's policies, guidelines and commitments as well as guidelines defined by external parties that are significant to the company's operations.

The internal policies, guidelines and commitments that guide Alma Media's responsibility:

- Code of Conduct, updated in December 2020
- The CSR programme and its targets
- Disclosure policy
- Insider guidelines
- Procedures for related party transactions
- Information security policy
- Data protection guidelines and principles
- Tax policy
- Investment and financing policy
- Procurement policy
- Equality and non-discrimination principles and equality and diversity plans
- Career development principles
- Remuneration principles and remuneration policy
- Contractual terms and terms of sale concerning the advertising customers of Alma Media's media sales
- The Board of Directors' diversity policy
- The company's climate targets approved by the Science Based Targets initiative

Guidelines created by external parties:

- The Council for Mass Media Guidelines for Journalists and basic agreement
- The marketing rules of the International Chamber of Commerce
- Principles concerning good marketing practices
- Europe-wide self-regulation of targeted online advertising (OBA self regulation)
- Guidelines by the IAB digital marketing

- network, including the IAB Europe Transparency & Consent Framework v2.0 (TCF)
- The UN Global Compact initiative and the UN Sustainable Development Goals

MANAGEMENT OF RESPONSIBILITY

Alma Media's Board of Directors and Group Executive Team monitor the development of corporate responsibility regularly. The Board of Directors discusses corporate responsibility matters for example when assessing the risks related to the business and when approving the company's statement of non-financial information. The Board of Directors discusses the corporate responsibility targets and action plan as part of the company's strategy. The Group Executive Team manages the development of responsibility, taking the changing business environment into consideration.

The Executive Team approves the strategic guidelines and targets of the responsibility programme as well as major corporate responsibility projects and monitors their implementation.

Business unit management and certain Group-level key employees are responsible for the practical implementation of the CSR programme. They are supported by the Corporate Communications function, which operates under Alma Media's SVP of Communications and Brand. The Corporate Communications function supports the units and functions in the achievement of

responsibility targets, project implementation and communications.

In 2020, Alma Media's Board of Directors discussed Alma Media's CSR in connection with the reporting of non-financial information. The Group Executive Team discussed sustainability-related projects four times in 2020, including projects related to promoting better working life and mitigating climate change. In 2020, the corporate communications function coordinated and supported the Group-level sustainability projects as well as the business units' own sustainability projects.

The management of the various areas of corporate responsibility at the business function level is discussed in this report in the section concerning each area.

MANAGEMENT OF RISKS RELATED TO RESPONSIBILITY

Alma Media's risk management is described more comprehensively in the Report by the Board of Directors. The risk management process also covers responsibility risks whose significance is assessed both in financial terms and in terms of the potential damage caused to the Group's reputation if the risk were to materialise. The Group communicates its responsibility risks and challenges related to the development of corporate responsibility transparently in its stakeholder communications.

Stakeholder interaction

Interaction with various stakeholders is a natural and important part of Alma Media's business. As a media company, it is important for Alma Media to maintain its independence and impartiality with respect to various stakeholder interests.

	Key topics in stakeholder interaction	Interaction channels and Alma Media's response
Readers and online users, consumers	Responsible journalism, reliability and quality of media content Data protection and information security Supporting pluralism in society and democratic development	Long-term multi-channel development of content and services, technology purchases, responsible data management, developing employee competence, customer contacts and feedback, customer and reader satisfaction surveys, social media, events, making editorial work more transparent
Advertisers, corporate customers	High-quality and secure advertising environment, service reliability, monitoring and management of advertising in the digital operating environment, data protection and information security, advertisement visibility and brand safety	Long-term service development, technology purchases, developing employee competence, customer contacts and feedback, training and events for advertisers
Investors, shareholders, analysts	Building sustainable business growth and creating value by leveraging the opportunities presented by the digital transformation. Market environment and competitive landscape, objectives, reporting, strategy and financial position	Regular and ongoing disclosure obligations including interim reports, financial statements bulletin, report by the Board of Directors and financial statements, Corporate Governance Statement and stock exchange releases. General Meeting of Shareholders, investor, analyst and media conferences and events, the Alma Media website, Carbon Disclosure Project reporting, responsibility reporting
Employees	Competence development and work ability, occupational well-being and safety, target setting, ethical guidelines and issues, security, values and business practices, increasing trust, workers' rights, equal and fair work community	Training of supervisors and subordinates, competence development plans and one-to-one discussions, team meetings, employee surveys, unit-level equality, diversity and non-discrimination plans, Intranet, Teams channels, employee events, occupational health care, discussions with employee organisations, management forums
Service producers	Fair and equal treatment, supplier requirements, Alma Media's Code of Conduct, Alma Media's procurement policy cooperation to reduce emissions-related environmental impacts	Mutual sharing of knowledge and expertise, memberships in organisations, partnerships and projects
Associations	Cooperation, mutual sharing of knowledge and expertise	Memberships, partnerships and projects, communication, seminars and other events
Media	High-quality journalism and responsible marketing, regulatory compliance with regard to data protection and information security, high-quality data Openness, transparency, actively providing information, accuracy of content, quick response to enquiries	Compliance with the Guidelines for Journalists, interviews and releases, surveys published by Alma Media, the company's key publications, seminars, social media channels
Society and the authorities	Regulatory compliance, supporting local wellbeing as well as a pluralistic and democratic society	Regulatory compliance, reporting, high-quality and reliable content and services, Alma Media's Code of Conduct and key corporate responsibility principles

ADVOCACY AND MEMBERSHIPS

Alma Media also manages its stakeholder relationships by being involved in cooperative bodies and associations. The company's most significant memberships include the Confederation of Finnish Industries EK, the Central Chamber of Commerce, the Finnish Media Federation (Finnmedia), the digital marketing and advertising growth-promoting organisation IAB Finland, the FIBS corporate responsibility network, the City of Helsinki Climate Partners network and the Responsible Media Forum. The goal is to engage in equal dialogue with other parties and anticipate changes related to the media industry and corporate responsibility.

In addition to these, many members of Alma Media's Group Executive Team and managers and experts hold board memberships in the Media Industry Research Foundation of Finland, Finnish Media Federation, the Finnish Periodical Publishers' Association and Media Metrics Finland. Alma Media is also a member of INMA (International News Media Association) and ICMA (International Classified Marketplace Association). Alma Media's most important social partner during the year under review was the Finnish Children and Youth Foundation, with which the company has a key partnership agreement.



CONTRIBUTOR
TO SUSTAINABLE
DEVELOPMENT



Responsible journalism

Finns are very interested in the news and trust in media is exceptionally high by international standards.

According to the Reuters Institute Digital News Report 2020, nearly 80 per cent of Finns believe that independent journalism is important for the functioning of society and as many as two out of three Finns trust most of the news media they follow.

MANAGING RESPONSIBLE JOURNALISM

Maintaining trust is vital for Alma Media's media brands. The editorial teams of Alma Media's media are committed to truthful, open and pluralistic journalism. They comply with the Guidelines for Journalists drafted by the Council for Mass Media, which is the Finnish media sector's self-regulatory organ. The guidelines concerning ethical journalism are in many ways stricter than the legislation governing freedom of speech, freedom of expression and the media. The topics covered in the Guidelines for Journalists include the principles of obtaining information, the journalist's professional position and the rights of interviewees. The Guidelines also stipulate how media outlets need to rectify their errors and separate journalism from advertising.

In addition to publishing guidelines concerning ethics in journalism, the Council for Mass Media handles dozens of complaints each year regarding content published in by Finnish media. Alma Media's editorial offices

monitor the Council's decisions closely and view them as precedents that guide their operations.

In responsible journalism, Alma Media journalists and editorial offices act transparently and responsibly under all circumstances in their role as a source of information. High-quality journalism engages the readers' long-term commitment to Alma Media's media and, consequently, the readers characterise them as high in quality and reliable in reader surveys.

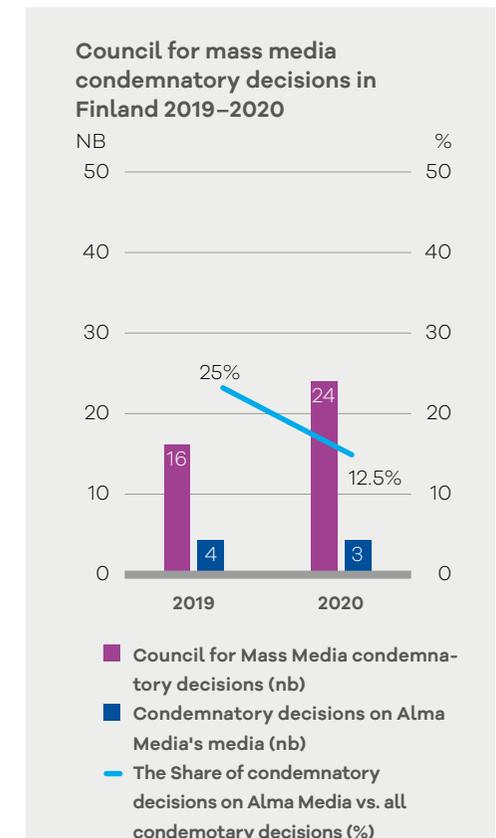
The responsibility for the journalistic content of Alma Media's media lies with the Editor-in-Chief of each media, assisted by editorial supervisors. Editors-in-Chief and other supervisors of the editorial teams are responsible for creating a strong journalistic culture by providing active guidance and feedback as well as by developing the editorial teams' internal guidelines and style books. The aim is to ensure that all employees of Alma Media's editorial offices understand their professional responsibility. In developing responsible journalism, the supervisors of the editorial teams also monitor the results of reader surveys and brand surveys as well as customer feedback and the public discussion regarding the media. Readers who are dissatisfied with content published by Alma Media can, for

example, send feedback to the editorial team or submit a request for correction.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

Alma Media has set two long-term targets by which it evaluates the journalistic responsibility of its media outlets. The first goal is that the Group's media brands' combined share of the condemnatory decisions issued by the Council for Mass Media should be under 20 per cent of the total condemnatory decisions issued in any given year. The large readership of Alma Media's media outlets in Finland was taken into consideration in setting the target. The annual target concerning responsible journalism was achieved during the year under review. In 2020, the Council for Mass Media issued 56 decisions based on complaints, with 24 of these decisions being condemnatory. Two of the condemnatory decisions concerned Iltalehti, which is a lower figure than in the previous years. Talouselämä was subject to one condemnatory decision. Alma Media's total share of condemnatory decisions was 12.5 per cent. The condemnatory decisions issued against Iltalehti concerned material factual errors in news content, while the condemnatory decision against Talouselämä involved a material factual error, fact verification and source criticism. The cases in

question have been reviewed by the editorial teams to prevent the recurrence of these type of mistakes. The largest numbers of complaints lodged with the Council for Mass Media concern Finland's largest media, one of which is Iltalehti.



The second target for responsible journalism is that Alma Media's leading media brands must set KPI targets concerning the responsibility of their content in 2021 at the latest. The inputs used in setting the targets include a survey initiated in 2019 whereby the readers of the media in question assess the reliability and responsibility of their content. The survey covers the readership of Iltalehti, Talouselämä, Kauppalehti and Uusi Suomi. Two brand surveys were conducted on Iltalehti in 2020 to assess, for example, the media brand's reliability and responsibility in the eyes of its readers.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

In addition to having long-term responsibility targets, Alma Media strives to develop the responsibility of its journalism by setting annual objectives. One of the objectives set for 2020 was to further increase the openness of the journalistic process. All of Alma Media's media have published their editorial principles on their websites and this content is updated as necessary. Journalists' preparedness to react to hate speech has been supported by organising internal training related to online bullying, hate speech and online shaming.

Another objective related to the development of responsible journalism is to explore technical or other means of encouraging readers to engage in high-quality and appropriate online discussions in connection with content published by Alma Media's media brands and to improve the journalists' ability to respond to increasing attempts at exerting pressure on journalists,

exercising influence through information and disinformation as well as obtaining information by intrusive means. Iltalehti and Alma Talent's media continuously develop their internal system for responding to hate mail received by journalists as well as methods for monitoring the effectiveness of the moderation and rules of discussions. Requiring people who wish to comment on content to sign in using their Alma ID promotes appropriate discussion and makes it possible to ban inappropriately behaving individuals from the discussions when necessary.

The information needs emerging from the outbreak of the COVID-19 pandemic in spring 2020 gave rise to growing demand for reliable and up-to-date information. This was reflected in significant growth in the audiences of Alma Media's media brands as well as extensive coverage of COVID-19 news to help audiences cope with the crisis.

Topics related to responsibility were discussed in Alma Media's media during the year under review more extensively and diversely than ever before. Iltalehti's aim is to generally develop a culture of discussion and thereby reduce polarisation and distrust between people. Online bullying experienced by young people was one of the themes in the news in 2020. The subject was addressed during the #notcool theme week on Iltalehti's website and TikTok, for example. Iltalehti also published an editorial to take a strong position against the increasing violence in schools.

During 2020, Iltalehti also addressed

responsible consumption from various perspectives, while Alma Talent's financial media covered topics such as supporting working life competencies and workplace diversity. Climate change and various perspectives related to its mitigation became an increasingly important theme during the year. Alma Talent's media wrote multiple series of articles addressing topics such as the EU's climate targets and emission reductions in general, the shift of financing towards responsible investment, carbon certificates, climate innovation and the loss of biodiversity alongside climate change. Topics pertaining to the most significant factors influencing the carbon footprint of households were also featured to increase consumer awareness regarding emissions from driving, more energy-efficient consumption and the development of alternative solutions to internal combustion engines. Several articles published in Alma Media's various media also addressed new energy solutions in housing as well as digital solutions to reduce the carbon footprint of households. Talouselämä also became Finland's first carbon neutral print publication. More information on this is provided on page 26.

ASPECTS OF GRI STANDARDS AND THE GRI G4 FRAMEWORK RELATED TO RESPONSIBLE JOURNALISM

Alma Media reports on aspects related to responsible journalism by using the GRI Standards and the G4 reporting framework which preceded the GRI Standards, as the Global Reporting Initiative has not yet updated its media sector-specific aspects to match the new GRI Standards.

FINANCIAL ASSISTANCE RECEIVED FROM GOVERNMENT: 201-4

The reporting covers all of Alma Media.

To compensate for the financial losses incurred by media companies from the COVID-19 pandemic, the Finnish Government issued a decree on a government grant for promoting journalistic content. The government grant was divided between the companies that applied for the grant and met the conditions for it, in proportion to the number of employees engaged in journalistic work. The grant totalled MEUR 7.5 in 2020 and was divided between 98 Finnish media companies. Alma Talent and Alma Media Finland received a total of EUR 788,596 under the grant.

Alma Media will allocate the funds in 2021 to the development of paid journalistic content with the aim of reducing the dependence of journalistic media on advertising revenue. The reason for the application for financial assistance from the government was the sharp decline in advertising revenue caused by the pandemic.

SIGNIFICANT FUNDING AND OTHER SUPPORT RECEIVED FROM NON-GOVERNMENTAL SOURCES: G4-M1

The reporting covers all of Alma Media.

Alma Media's media brands or other units did not receive any funding from non-governmental sources during the year.

POLITICAL CONTRIBUTIONS: 415-1

The reporting covers all of Alma Media.

Alma Media does not grant or receive political contributions, and the year under review was no exception to this rule. The

Group's media brands are politically independent and they do not receive press subsidies from the state.

Alma Media aims to advocate for the interests of commercial media companies primarily through its involvement in key advocacy organisations, namely the Finnish Media Federation, the Finnish Newspapers Association, the Confederation of Finnish Industries, the Central Chamber of Commerce and the Finnish Periodical Publishers' Association.

METHODOLOGY FOR ASSESSING AND MONITORING ADHERENCE TO CONTENT CREATION VALUES: G4-M2

The reporting covers Alma Media's media brands.

Alma Media's media brands are committed to compliance with good journalistic practices

and the decisions made by the Council for Mass Media. More information on the management practices used by Alma Media's editorial offices to promote the development of a strong and ethical journalistic culture is provided on page 10.

ACTIONS TAKEN TO IMPROVE ADHERENCE TO CONTENT CREATION VALUES: G4-M3

Reporting boundaries: The reporting covers Alma Media's media brands.

The Council for Mass Media supervises compliance with ethical operating principles in the media industry in the manner described on page 10. Anyone can report a complaint to the Council for Mass Media.

Alma Media's media brands have also set long-term or annual objectives for the development of responsible journalism

and they monitor the achievement of these objectives. The targets for the year under review are discussed on page 10.

CONTENT ACCESSIBILITY, PROTECTION OF VULNERABLE AUDIENCES AND INFORMED DECISION-MAKING: G4-M4

Reporting boundaries: The reporting covers Alma Media's media brands.

In publishing content, Alma Media's media brands comply with the relevant legislation governing the freedom of speech, the freedom of expression and the media sector as well as the ethical guidelines and decisions issued by the self-regulatory bodies of the media and marketing communications industries. Material that could potentially upset sensitive audiences, such as children and young people, is published by Alma Media's editorial teams

only when there are justified journalistic reasons for doing so, and readers are given appropriate advance warnings in such cases.

Alma Media's editorial teams separate advertising and journalistic content in the manner required by the Council for Mass Media and they have implemented advertisement restriction policies with regard to the types of advertising they agree to publish on their websites. Alma Media's media brands do not target audiences under 18 years of age with advertising.

Social projects

In 2020, the social projects of Alma Media's units were focused particularly on three significant themes: better working life, building a better future for young people and mitigating climate change.

MANAGEMENT OF SOCIAL PROJECTS

Social projects as an area of activity is coordinated in Alma Media's Finnish operations by the Corporate Communications function. The unit is in charge of the social projects carried out in cooperation with Alma Media's key partners, supports the Group's media brands in their media education efforts and also provides assistance in other local projects as necessary. Corporate Communications often works together with the HR function on projects aimed at strengthening the skills and engagement of young people that are implemented as part of Alma Media's cooperation with secondary schools. In the Group's foreign units, decisions on social projects are usually made by the business unit management.

Alma Media's media content and various digital services also have social impacts. Decisions concerning these are made by the editorial teams or business management and project communications are coordinated with the Corporate Communications function.

SOCIAL PROJECTS IN 2020

The COVID-19 pandemic that broke out in spring 2020 and its severe social and economic consequences were also reflected

in Alma Media's corporate responsibility efforts.

Alma Media's news media published reliable and up-to-date information during the crisis to help people cope with the situation. The pandemic and the restrictions introduced to prevent its spread had a significant negative impact on the economic operating conditions of many companies. During the spring, Kauppalehti compiled content and advice for SMEs in its series on "Survival Package for Entrepreneurs". Alma Media also joined the #vastuullisuusteko project of the Association for Finnish Work, which promoted the buying of Finnish products and services to preserve Finnish jobs and ensure the future of domestic production. The project was based on the idea that every Finn spending 10 additional euros on Finnish products and services would ensure the preservation of 10,000 Finnish jobs. During the crisis, domestic procurement from local suppliers and service providers was emphasised in all of Alma Media's businesses in Finland. Supporting local alternatives was also reflected in procurement in Alma Media's other operating countries.

During the COVID-19 pandemic, several of

Alma Media's provided job advertising for free of charge for the health care sector or for a nominal fee. In Slovakia, Profesia provided its HR services for use free of charge by NGOs and the authorities. The company also collected materials for face masks manufacturing and assisted with distributing them to hospitals and assisted living facilities. The Czech subsidiary LMC developed Dobro.cz, a digital platform that connected helpers with companies and private individuals in need of assistance during the crisis. The Czech name Dobro refers to the common good. In Croatia, MojPosao made its pulse survey tool, which measures employee well-being, available to its customers. In addition, MojPosao helped people who lost their jobs due to the pandemic by opening a special section in its job search service to provide guidance to people who were made redundant and help them find new jobs as quickly as possible. For a period of one week, job-seekers also had the opportunity to submit their CVs and applicant profiles for a free evaluation to receive tips from a MojPosao expert on how to improve their CV and profile. In 2020, MojPosao organised Croatia's largest virtual job application event, with 340,000 job-seekers and 80 employers participating. The event facilitated

the submission of more than 50,000 job applications.

BETTER WORKING LIFE

In addition to the projects led by Alma Media's Corporate Communications function, Alma Media's recruitment services have several services and projects aimed at improving people's working life competencies.

The Future Forerunners student event - focused on the future of working life - was organised for the second time in early 2020, led by Alma Media's recruitment business unit Monster. The event was organised in collaboration with LocalTapiola, KPMG and Telia as part of the companies' partnership with art museum Amos Rex. Future Forerunners is related to Alma Media's cooperation with education institutions such as Aalto University and Haaga-Helia. The event was aimed at university students in the final stages of their studies and new graduates: The topics of the Future Forerunners event included self management, competencies as well as employer expectations.

The Onni työssä (Happiness at work) project launched by Alma Media in 2019 was expanded during the year under review to include cooperation with Finnish employers as well as Future of Work research hub from Aalto University. While the COVID-19 pandemic delayed the planned activities, a series of jointly produced content was published late in the year to provide concrete examples of the actions and thoughts of companies during the exceptional circumstances in relation to the major themes of work life. These included the transformation of work, digitalisation, competence development and culture. The project aims to achieve long-term change in the attitudes amongst Finnish employers and employees towards work life, well-being at work and identifying the opportunities presented by the transformation of work, which is being accelerated by digitalisation. The goal is to increase transparency and share best practices used by companies, thereby supporting commitment to work. The project also aims to produce concrete tools to strengthen employee well-being, job satisfaction and motivation.

Alma Media's Tunto service, which is a digital service for the evaluation of employer image, aims to increase transparency in work life and boost positive change. The service provides all job-seekers with an equal opportunity to voice their opinions and browse peer reviews of employers submitted by other users. Peer reviews enable jobseekers to verify the level of diversity and non-discrimination in a potential employer's corporate culture, for instance. In 2020, the Tunto service

recognised leading employer brands with awards for the successful development of a transparent company culture and employer brand as part of their efforts to build their competitiveness alongside financial success.

In Slovakia, Profesia received the Via Bona sustainability award for its efforts to promote the employment of people with reduced work ability and improve the country's education system. The company's Help with Heart programme to promote the employment of people with reduced work ability and disabilities provides job-seekers with advice on various employment opportunities on the one hand and provides employers with guidance on increasing the diversity and social engagement of their work community on the other. Profesia regularly conducts surveys concerning the diversity of workplaces and the employment of people with reduced work ability. The results of the surveys are presented to policy-makers in Slovakia with the aim of influencing and promoting the employment opportunities of people with reduced work ability. According to Profesia, 25 per cent of job-seekers with reduced work ability have found employment with the help of Profesia.sk. The company's target is to double the number of people who have found work by 2025. Profesia also maintains the digital Edujobs.sk service through which schools can recruit employees free of charge and the managers of schools can participate in the Academy of Directors training programme to improve their managerial skills. Profesia also provides financial support to non-governmental organisations that promote its key corporate

responsibility themes, such as education, transparency and the employment people with reduced work ability. During the year under review, these donations totalled more than EUR 20,000.

In the Czech Republic, LMC is in the second year of its cooperation with the Czechitas association, whose mission is to increase diversity in the IT industry and encourage girls and women to pursue careers in the industry. As part of the cooperation, LMC's developers have trained Czech girls in coding and served as mentors for them. In 2020, LMC also continued its programme under which it offers its recruitment services to nearly 600 NGOs and non-profits in exchange for a nominal fee of one euro. In the year under review, the actual value of the services amounted to approximately MEUR 6.2. More than 5,000 employees were hired under the programme. LMC has also offered NGOs and non-profits access to its other services – such as the Seduo.cz online training service and the Arnold survey tool – for a nominal fee.

Each year, MojPosao recognises Croatia's best employers with awards based on a survey that measures their operational development and improvements in employee well-being. A separate Best HR Practice Award is also given out to recognise best practices, teams and specialists related to HR. On International Women's Day in early March, MojPosao ran a campaign to promote equality and the position of women in job seeking. The campaign was supported by Croatia's State Attorney for Gender Equality.

A BETTER FUTURE FOR YOUNG PEOPLE

Alma Media's social responsibility projects also include the theme of building a better future for young people. The Group's multi-year cooperation with the Finnish Children and Youth Foundation is one example of this. The Read Hour literacy campaign that was launched in 2019 by major players in the Finnish media and marketing communication sector continued during the year as part of Alma Media's cooperation with the Finnish Children and Youth Foundation. The campaign was expanded and many businesses representing various industries as well as municipalities and third sector organisations arranged various initiatives across Finland. National and local media also participated in the campaign with their marketing content. The President of Finland was the patron of the campaign for the second time. Alma Media was one of the organisations that came up with the initiative for the the Read Hour campaign in 2019.

Alma Media employees' media literacy promotion, media education and volunteer work with school classes took place only in the early part of 2020. Before the COVID-19 pandemic broke out in March, Alma Media provided media education classes to about 500 pupils. However, Alma Media's media education in Pirkanmaa and Satakunta ended during the year under review following the sale of Alma Media's regional news media, including Aamulehti and Satakunnan Kansan and 13 smaller regional media brands, to Sanoma Media Finland in April.

To promote financial literacy among young people, Kauppalehti participated in Finance Finland's Economic Guru competition as a media partner for the first time during the year under review. The aim of the competition is to increase public interest in economic affairs among upper secondary school students and, through the media coverage of the competition, among the general public. Kauppalehti published multi-channel content related to the competition. The participants and their teachers were also offered access to Kauppalehti's digital content to learn more about topics related to business and economics. Kauppalehti's partnership with the Economic Guru competition will continue in 2021.

To help build a better future for young people, Alma Media's international recruitment services participated in several charity projects during the year under review. The projects helped families and young people in crisis and organised activities and learning opportunities for children living in foster homes, for example.

CLIMATE CHANGE MITIGATION

Activities related to the mitigation of climate change included the production of learning

materials by Alma Media in partnership with the Finnish Children and Youth Foundation, the Climate Leadership Coalition, Neste and Otaniemi upper secondary school to mark Zero Emissions Day on 21 September 2020. The goal of the international Zero Emissions Day is to give the planet a break from fossil fuels, raise awareness of the climate impact of choices made by consumers and corporations and motivate and encourage everyone to build a sustainable society. The Finnish Children and Youth Foundation was responsible for cooperation with schools in relation to Zero Emissions Day. The foundation produced learning materials for schools to help teachers address climate change with their pupils. The material included videos of young climate activists produced by Alma Media.

Alma Media's editorial offices also continued a training programme on climate change journalism during the early part of the year. More information on increasing media content related to climate change is provided in the section on responsible journalism on page 11. In addition, the largest financial magazine in the Nordic countries, Talouselämä, published by Alma Talent, became Finland's first journalistic

print publication to go carbon neutral. More information on Alma Media's environmental responsibility and the carbon neutral Talouselämä is provided on pages 22–27.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

In 2021, Alma Media aims to further increase the impact of its social projects as well as develop cooperation and project coordination between units. Resources will continue to be particularly focused on the three social themes defined in the company's responsibility programme, to which the company's key brands are naturally linked.

ASPECTS OF SOCIAL RESPONSIBILITY ACCORDING TO THE GRI G4 REPORTING FRAMEWORK

ACTIONS TAKEN TO EMPOWER AUDIENCES THROUGH MEDIA LITERACY SKILLS DEVELOPMENT: G4-M7

Reporting boundaries: The reporting covers Alma Media's media brands.

Alma Media's goal was to focus its media literacy projects in 2020 on school classes because the media consumption and reading habits of children and young people are still

being shaped as they mature. In February 2020, Alma Media's media supported media education in schools by participating in the annual Newspaper Week campaign, providing free access to paid online publications and distributing approximately 100,000 newspapers for use in teaching. Due to the outbreak of the COVID-19 pandemic and the subsequent restrictions, school visits and media education aimed at teachers were not carried out after March 2020. Alma Media's media education in Pirkanmaa and Satakunta ended during the year under review following the sale of Alma Media's regional news media, including Aamulehti and Satakunnan Kansa and 13 smaller regional media brands, to Sanoma Media Finland in April 2020. In August 2020, the main focus of the ReadHour literacy campaign was on media content and the use of social media channels instead of in-person events.

HIGH-QUALITY SERVICE PROVIDER



Digital responsibility

As the digital transformation of business moves forward, digital responsibility has become an increasingly integral aspect of Alma Media's responsibility.

THE MANAGEMENT OF DIGITAL RESPONSIBILITY

Approximately 70 per cent of Alma Media's revenue now comes from digital sources. The Group takes a long-term approach to the development of its online services and aims to offer secure and diverse services to consumers and advertisers. The company wants the users of its digital services to feel confident that their customer data is stored, managed and used responsibly. It is equally important that the customers feel that the services are competitive, effective and pleasant to use.

To ensure the high quality of its digital services, Alma Media focuses on digital business development in its investments. The development of digital business is also supported by actively monitoring changes in regulations pertaining to data protection and information security as part of the company's risk management and by strengthening the employees' digital competencies as well as their knowledge of data protection and information security.

The management of the business units, together with the ICT organisation and the legal department, are responsible for the technical development of the online services owned by the Group and for ensuring

that they comply with data protection and information security recommendations and regulations as well as maintaining the appropriate level of employee competence pertaining to data protection and information security.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

Alma Media assesses its performance as a responsible digital operator primarily from the perspective of the users of the company's services. Accordingly, the company has selected the security of its service as the focus area of its responsibility efforts. The company has set two annual targets in this area.

The first target is that there should be no serious data protection or information security breaches in the company's online services. Alma Media was not made aware of any serious data protection or information security breaches in 2020.

Due to the outbreak of the COVID-19 pandemic and the exceptional orders issued by the authorities to prevent its spread, all of Alma Media's employees quickly switched to remote work mode starting from March 2020. During the year under review, Alma Media's media content and digital services were

produced either primarily remotely or, where the COVID-19 situation permitted it, using a hybrid model in which some employees worked at offices and some remotely. The COVID-19 pandemic also influenced the use of media content and digital services, as visitor volumes reached record highs. In spite of the crisis, there were no service disruptions in Alma Media's services and a high level of information security and data protection was again maintained in 2020.

Alma Media's other target related to the security of online services currently covers Alma Media's Finnish business operations. The target is that Alma Media should organise at least four training events on data protection and two general training events on information security for its employees each year. The training was organised as planned in 2020. In addition, special training was arranged on Alma Media's updated data protection tool.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

In 2019, Alma Media started a project aimed at developing consent management related to the collection of personal data in online services and providing customers with a better opportunity to choose how and for what purposes their data can be used. In

2020, the new consent management tool was deployed. As part of the further development of data protection, the company is continuing to assess the information systems of its online services. The aim is to establish a comprehensive picture of the systems used in Alma Media's digital services as well as the digital tools used by third parties involved in the maintenance and development of the services.

The key development measures related to information security were related to improving the proactive and reactive information security capabilities of Alma Media's units based on the recommendations of the ISO-IEC 27001 standard. This effort was supported by the Group's information security policy, which was updated during the year under review. The development of information security was also supported by having external partners conduct information security assessments of online services selected by the Group. Alma Media also participated actively in the cybersecurity-related cooperative bodies of ISAC (Information Sharing and Analysis Centre) groups.

During the year under review, Alma Media widely introduced Alma ID as a single sign-on solution for most of its digital

services. Alma ID enables smooth and secure switching from one service to another in Alma's digital network under the single sign-on principle. At the end of the year under review, Alma ID was in use in 27 services and there were more than 500,000 registered users in total. The single sign-on solution will be expanded to cover all of Alma Media's services in Finland. Data collected with the consent of a registered user is more durable in terms of time and higher in quality than data based on cookie-based targeting. It also enables a better customer experience for users and more valuable and precise target audiences for advertisers. High-standard and information secure technology is used in Alma ID's single sign-on. User data is stored in information security audited environments and the company observes the obligations stipulated by the General Data Protection Regulation (GDPR) in processing the data. In digital advertising, Alma Media observes the IAB's self-regulation principles and uses a

consent management solution that is in line with the Transparency & Consent Framework programme.

To increase transparency, a Consent Management Platform (CMP) tool was implemented in Alma Media's consumer and business services in 2020.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

To date, Alma Media's digital responsibility has primarily concerned data protection and information security. In 2021, Alma Media will evaluate whether it should partially redefine its digital responsibility to include themes or objectives linked to the environmental load of digital services or relationships with audiences, for example.

The need to update the definition of digital responsibility will be assessed internally in

the company and in connection with the updated materiality analysis, which will also include representatives of external stakeholders.

With regard to the current focus areas - information security and data protection - resources in 2021 will be particularly allocated to the continued development of managing registered information requests and the Group's monitoring capabilities pertaining to information security. New digital training materials will be used to strengthen the data protection and information security competencies of the Group's employees.

The use of the Alma ID will expand to include all of Alma Media's media and digital services in Finland. The functionalities of the self-service account will be developed. With this account, users can, for example, see for which purposes the data collected with their consent is used and what their own

user profiles based on this data looks like. In the future, it will also be possible to edit the user profile to match the users' individual preferences, subscribe to newsletters related to interesting subject areas and manage matters related to their own subscriptions through the self-service account.

GRI ASPECTS RELATED TO DIGITAL RESPONSIBILITY

SUBSTANTIATED COMPLAINTS REGARDING BREACHES OF CUSTOMER PRIVACY AND LOSSES OF CUSTOMER DATA: 418-1

The reporting covers all of Alma Media.

Alma Media was not made aware of any serious violations related to information security, data protection or privacy during the reporting period.

Responsible marketing

Responsible marketing and maintaining high ethical standards calls for continuous investments in the rapidly digitalising field of marketing communications.

MANAGEMENT OF RESPONSIBLE MARKETING

The automation and internationalisation of advertising and the increasingly complex digital advertising ecosystem require Alma Media to make significant investments in maintaining a high-quality and safe media environment. The company systematically strengthens its technical capabilities and employee competencies to ensure that no advertising fraud or advertisements that are contrary to good marketing practices are published in its online and mobile services, and that user data is not collected or used inappropriately in connection with advertising.

The Group prevents problems that are particularly associated with programmatic buying by auditing its advertising sales partners and sales channels and by selling the majority of its advertising inventory in closed auctions that can be entered only by approved buyers.

Alma Media complies with the legislation governing marketing as well as the marketing communications industry's self-regulation in monitoring the advertising activities of its customers and when engaging in marketing communications for its media brands and services. The company is actively involved

in the development of digital marketing competence throughout the marketing communications industry in Finland. The development of responsible marketing at Alma Media is managed by Alma Media's joint sales function (Alma Media Solutions) and by the marketing organisation of each brand. In software procurement related to digital marketing, assistance is provided by Alma Media's Chief Digital Officer and the rest of the ICT organisation.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

Alma Media has set a target that its online and mobile services should not feature any advertisements that violate the guidelines of good marketing practices published by the International Chamber of Commerce.

During the year under review, Alma Media did not receive any complaints in its operating countries from the authorities that supervise ethics in advertising or the marketing industry's own self-regulatory bodies.

During the year, Alma Media's Finnish media sales organisation turned down specific advertising campaigns due to deficiencies observed in their approach to the collection of personal data or because their content was deemed unethical. In a few cases, Alma

Media also refused to publish a customer's campaign when the claims of the campaign or the persons featured in the campaign could not be verified. The truthfulness of marketing and preventing the misleading of consumers is a basic condition for campaigns published in the Group's media and services. Content marketing is a form of media marketing that has seen strong growth in recent years, but in which the traditional regulation principles of digital advertising have been ambiguous to some extent.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

Alma Media's most important objective related to the development of responsible marketing during the year under review – both in the company's own events and when participating in events organised by others – was to share the company's knowledge and competencies with industry customers relating to the responsibility of digital advertising in the often automated value chain.

Alma Media is actively involved in the Finnish IAB organisation and the IAB community that promotes the development of the digital advertising ecosystem. Alma Media adheres to the IAB Europe self-regulation principles concerning transparency and consent.

IAB Europe's Transparency & Consent Framework v2.0 (TCF) as part of user consent management was updated in 2020. Alma Media's media and services transitioned to consent management in accordance with the new version of the standard through the adoption of a new Consent Management Platform (CMP) that meets the new requirements. The new CMP was deployed in all of Alma Media's consumer and corporate services in 2020.

The TCF is essential for digital advertising operators to ensure that consumer data protection requirements are met. Following the changes to the framework, the collection and use of data related to digital advertising is even more transparent and manageable for users than before. The new version offers consumers improved opportunities to influence the collection and use of their data and provides publishers with more clearly defined rules for the use of data by technology partners. These changes make it possible to display or measure programmatically bought advertising targeted on a data-driven basis, personalise content and create advertising profiles only for users who have consented to it. User consent to the targeting of advertising is forwarded to Alma Media's approved partners in the programmatic buying supply chain.

Through the TCF, Alma Media approves its partners and the purposes of data use as part of Alma Media's data protection practices and maintains a list of approved partners on its website.

The Alma ID single sign-on solution implemented in Alma Media's media and services in 2020 and the underlying sign-on technology also make it possible for users to receive marketing that is more relevant to their interests.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

As a national media company, Alma Media is actively involved in the development of the Finnish marketing communications industry's expertise and responsibility agenda. Alma Media also takes the special challenges associated with digital marketing into

consideration in the development of its own technical and other capabilities. Alma Media ensures compliance with the obligations placed on digital advertising by the General Data Protection Regulation (GDPR) and IAB Europe by allocating sufficient resources to the related activities and by ensuring it has the appropriate information management and data processing processes in place. In 2021, resources will be particularly allocated to promoting responsible media and marketing and brand safety, ensuring a high-quality and brand-safe media environment for advertisers and providing high-quality targeting data for advertisers. Through communications and its own actions, Alma Media aims to increase general awareness and understanding of the significance of a safe digital media environment in its customers' business operations.

The GDPR and the browser-based measures

taken by platform operators to restrict targeting based on cookies require media companies to more carefully assess alternatives based on user identification and contextual targeting, among other things.

GRI ASPECTS RELATED TO RESPONSIBLE MARKETING

INCIDENTS OF NON-COMPLIANCE WITH REGULATIONS AND/OR VOLUNTARY CODES CONCERNING MARKETING COMMUNICATIONS: 417-3

The reporting covers all of Alma Media.

There were no incidents of advertising contrary to good practices in Alma Media's services in 2020 that would have led to a fine or penalty, and the company was not penalised or reprimanded by the authorities or the marketing communication industry's self-regulatory bodies during the year.



RESPONSIBLE PARTNER



Environmental impacts of operations

Alma Media's advanced digital transformation enables more eco-friendly and resource-efficient operations.

Based on its materiality assessment of sustainability, Alma Media has determined that the Group's strategic decision to invest in digital business has mitigated its short-term and medium-term risks related to climate change. The progress of the digital transformation of the Group's business reduces the greenhouse gas emissions of its own operations and its subcontracting chain, while the transition to a low-carbon society creates business opportunities and improves resource efficiency.

OPPORTUNITIES RELATED TO CLIMATE CHANGE

Alma Media's media play an important role in mitigating climate change and making society operate in more environmentally friendly ways. The Group's media distribute information on the impacts of climate change, stimulate discussion and promote measures towards more sustainable choices and the growth of sustainable investments. Through its digital services, Alma Media can help consumers choose lower-emission products and services, such as cars or homes. In the field of digital recruitment services, mobile services that highlight job vacancies close to a jobseeker's home and digital training platforms are also examples of services that reduce commuting or driving to campuses, thereby supporting the reduction of traffic emissions.

Digital sources now represent approximately 70 per cent of Alma Media's business, or approximately MEUR 160. The Group's digital transformation, which began already in the 2000s, has enabled Alma Media to reduce its emissions as well as optimise delivery routes and production operations with respect to energy consumption and materials. The negative environmental impacts of Alma Media's business have been significantly reduced by the divestment of the regional and primarily print-reliant news media business in Northern Finland, Kainuu, Pirkanmaa and Satakunta, the divestment of the printing and delivery business and concurrent continuous investments in new digital services. The production and distribution of digital content and services is more cost-efficient than print products. The Group's annual capital expenditure under the digital business model amounts to approximately MEUR 3–4. The transition from print to digital has been reflected in improved profitability, with adjusted operating profit growing for five consecutive years in 2015–2019. The production of digital content and services involves substantially lower consumption of materials and electricity. Compared to 2019, for example, Alma Media estimates that the significant decrease in the printing and delivery of print products has reduced the Group's

Scope 3 emissions by eight per cent. The cloud services and telecommunication services used for data management in Alma Media's Finnish operations are produced primarily from renewable energy or the emissions are compensated. The more digital business model enables Alma Media to be more resource-efficient and contribute to promoting the circular economy through its media content, for example.

MANAGEMENT OF ENVIRONMENTAL RESPONSIBILITY

In 2018, Alma Media became the third media company in the world to set long-term science-based climate targets (SBT). The company's SBT target is to reduce the direct CO₂ emissions arising from its operations by 21 per cent by 2025 and to reduce the indirect CO₂ emissions caused by its subcontracting chain by 10 per cent by 2023. This target will be achieved by developing the energy procurement of the properties controlled by Alma Media to be as low in emissions as possible and by reducing the emissions from company cars and the company's value chain (Scope 3).

Alma Media's Group Executive Team monitors the company's progress towards the environmental responsibility targets specified in the responsibility programme. It

is assisted in this effort by the management of the business units as well as certain key employees, including the Facility Manager and the Group's Chief Procurement Officer.

MANAGEMENT OF RISKS RELATED TO CLIMATE CHANGE

In the short term, warmer winters will complicate the harvesting of wood, which may lead to higher paper prices. Increasingly strict national and EU-level climate regulations may also have cost impacts in Alma Media's subcontracting chain. Changes involving paper and delivery costs have an effect on the costs of print publications, for example. In the longer term, increasing extreme weather phenomena caused by climate change are predicted to increase the risk of technical disruptions to digital services in Alma Media's various operating countries.

Alma Media manages its environmental risks by systematically developing its operations in accordance with the Group's science-based climate targets (SBTs) and by engaging in active environmental dialogue with its key suppliers. The environmental risks associated with purchasing are reduced by Alma Media operating in 11 European countries. The procurement of each country unit is focused on the domestic market or nearby regions,

which enables comprehensive oversight of suppliers. The risk of disruptions in the availability of digital services is mitigated by improving operational reliability. Reliability has been improved by moving all of the services that are important to Alma Media's business to cloud services. Other server capacity needed by the Group is purchased from modern data centres maintained by subcontractors.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

The first of Alma Media's two science based targets concerns the reduction of greenhouse gas emissions arising from the energy consumption of properties and the fuel consumption of vehicles, while the other target is focused on the reduction of indirect greenhouse gas emissions arising primarily from procurement.

Progress with respect to the latter target is reported on page 27.

In accordance with the science based target concerning properties as well as cars owned and used by the company, the company aims to reduce its greenhouse gas emissions arising from the consumption of electricity, district heating and district cooling (Scope 2) and the emissions arising from fuel consumption (Scope 1) by 21 per cent by 2025. The baseline is the year 2016.

In 2020, Alma Media adjusted its reported Scope 1 and Scope 2 figures to account for the divestment of the regional news media and printing business and the outsourcing

of delivery operations. The figures for 2016–2019 have also been adjusted to only reflect continuing operations. According to the adjusted figures (see p. 24), the Group achieved its emissions target concerning its own operations (Scope 1 and 2), i.e. real estate and cars, in 2019. Reductions in emissions continued during the year under review, with the Scope 1 and Scope 2 emissions reported by the Group declining by 48 per cent compared to 2016.

In 2020, emission reductions were significantly influenced starting from the spring by the COVID-19 pandemic and the mobility restrictions related to preventing the spread of the virus. As employees switched to remote work, the use of company cars and business travel were significantly reduced compared to 2019. The pandemic also reduced the utilisation rate of properties, which resulted in a slight decrease in electricity consumption. The reduction in emissions related to properties was again mainly attributable to the electricity purchasing programme implemented by Alma Media in 2018–2019, which saw all of the Group's properties in Finland switch to zero-emission electricity. The purchasing of hydropower-certified zero-emission electricity continued in 2020. The Group's head office, the Alma building, also switched to zero-emission district cooling.

Other climate action taken in 2020, Alma Media's energy consumption and the company's direct and indirect greenhouse gas emissions are reported on page 25.

In addition to setting science based targets, Alma Media had also set an energy efficiency target for its Finnish properties in its responsibility programme. This target was cancelled during the year under review because the divestment of the regional news media business and printing operations meant that the number of properties under Alma Media's control - and consequently energy consumption - declined significantly in 2020. Furthermore, the premises under the Group's control on the reporting date were leased premises, and no need for significant energy upgrades has been identified from Alma Media's perspective as the tenant.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

Alma Media continued to develop its emissions reporting on properties in 2020 by increasing the accuracy of the collection of emissions data for international operations and by updating the emission factors used in reporting. The district cooling used at Alma Media's head office in Helsinki has been zero-emission since 2020.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

In 2021, Alma Media will continue its systematic long-term efforts to minimise its climate emissions. Alma Media's head office in Helsinki started using green district heating at the beginning of 2021. The district heating is be zero-emission, carbon neutral and 100 per cent recycled and processed waste heat. Alma Media has achieved its science-based climate targets for its own

operations (Scope 1 and Scope 2) as approved by the Science Based Targets initiative. The company will consider the need to reassess the targets in 2021.

GRI ASPECTS RELATED TO ENVIRONMENTAL RESPONSIBILITY

ENERGY CONSUMPTION WITHIN THE ORGANISATION: 302-1

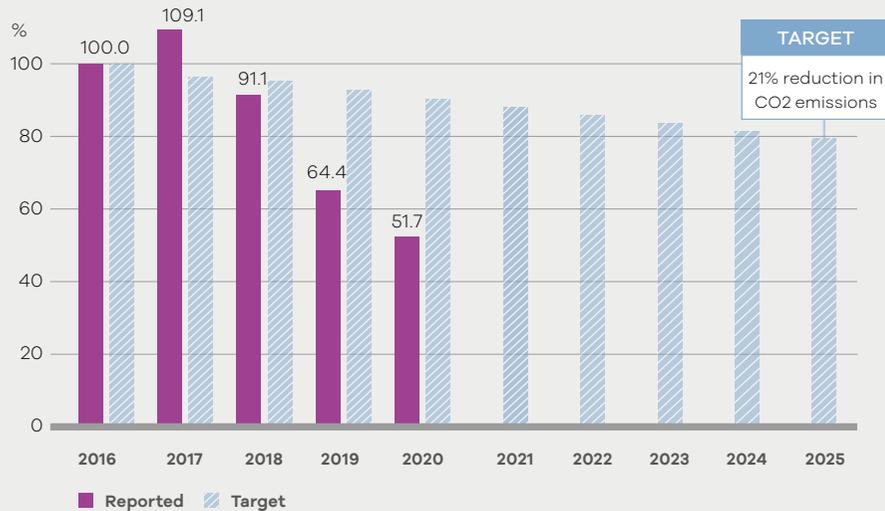
The reporting covers all of Alma Media.

In 2020, Alma Media's consumption of electricity, district heating and district cooling was decreased by eight per cent compared to the previous year. The properties controlled by the company consumed a total of 10,307 GJ, or 2,863 MWh, of electricity, district heating and district cooling. By comparison, in 2019, the total consumption was 11,236 GJ, or 3,121 MWh.

The fuel consumption of cars owned and used by the company decreased by 33 per cent from the previous year and totalled 4.0 GJ (2019: 6.0 GJ). The decrease in the energy consumption of company cars was mainly attributable to the restrictions on mobility introduced in response to the COVID-19 pandemic and Alma Media's employees switching to remote work.

The reported figures have been adjusted to reflect the outsourcing of the delivery operations and the divestment of the regional news media and printing businesses as well as the effect of other restructuring moves and changes in business operations in 2016–2020.

CO2 emissions caused by Alma Media's own activities*



Includes Scope 1 and Scope 2 emissions, i.e. CO2 emissions caused by electricity, heating, and cooling of all Alma Media's facilities, and CO2 emissions caused by leased cars.

During the year under review, Alma Media's combined Scope 1 and Scope 2 emissions fell by 48 per cent compared to the reference year (2016), to 731 tCO₂eq, calculated using the market-based method. Scope 2 emissions calculated on a location basis are presented in the tables at the end of this report.

The most significant factor behind the significant decrease in Alma Media's Scope 1 and Scope 2 emissions in 2016–2020 was the electricity purchasing programme that saw the company switch all of its properties in Finland to zero-emission electricity.

The reported figures have been adjusted to reflect the outsourcing of the delivery operations and the divestment of the regional news media and printing businesses as well as the effect of other restructuring moves and changes in business operations in 2016–2020.

Alma Media calculates the consumption of electricity, district heating and district cooling mainly at the company's Finnish properties based on the invoices issued by the energy companies. The same practice is used in the other operating countries where consumption data is available. If the data is not available and if energy is included in the monthly rent for the property, electricity consumption is calculated based on the floor area. The fuel consumption data for Alma Media's company cars and cars that fall under an unlimited car benefit has been primarily collected from service providers.

The energy consumption details for 2020 are presented in the tables section on page 40. The table includes data on Alma Media's consumption of electricity, district cooling and district heating as well as the energy consumption of cars owned and used by the company.

DIRECT (SCOPE 1) GHG EMISSIONS: 305-1

Reporting boundaries: Company cars under Alma Media's control in all country units.

The Scope 1 emissions generated by cars owned and used by Alma Media in 2020 amounted to 275 tCO₂-eq (2019: 414 tCO₂-eq). Emissions were reduced by a significant decrease in the use of company cars due to the restrictions on mobility introduced to prevent the spread of the COVID-19 pandemic and employees transitioning to remote work to a large extent starting from spring 2020. Emissions calculations are based on actual fuel consumption.

The calculations are based on the emission

factors reported in the Lipasto emissions database maintained by VTT Technical Research Centre of Finland and the values specified in the 2020 fuel classification by Statistics Finland. Scope 1 emissions consist primarily of carbon dioxide emissions (CO₂).

ENERGY INDIRECT (SCOPE 2) GHG EMISSIONS: 305-2

The reporting covers all of Alma Media.

The greenhouse gas emissions caused by the consumption of electricity, district heating and district cooling at Alma Media's properties decreased during the year under review to 456 tCO₂-eq (2019: 497 tCO₂-eq), calculated using the market-based method.

Reported according to the market-based method, Alma Media's indirect greenhouse gas emissions decreased by a total of eight per cent in 2019–2020. The sharp decrease in emissions was achieved mainly by gradually switching the company's properties in Finland to zero-emission electricity. The indirect emissions arising from electricity consumption and calculated using the market-based method totalled 168 tCO₂-eq in Finland in 2020. In calculating location-based Scope 2 emissions in Finland, Alma Media uses the emission factors for electricity and district heating and supplier-specific emission factors for district cooling. In other countries, the Group uses the IEA's country-specific factors. If supplier-specific factors are not available, the calculations in Finland use the Energy Authority's residual mix emission factors and the calculations for Alma Media's other operating countries use the same country-specific IEA factors as the location-based calculations. Scope 2

emissions consist primarily of carbon dioxide emissions (CO₂).

Alma Media's reported Scope 2 emissions were adjusted during the year under review retrospectively until 2016 to account for, amongst other things, the divestment of the regional news media and printing businesses in 2020. Information on the company's annual indirect greenhouse gas emissions is provided in the tables at the end of the report, on page 40.

GHG EMISSIONS INTENSITY: 305-4

The reporting covers all of Alma Media.

Alma Media calculates its emissions intensity

based on its Scope 1 and Scope 2 emissions. Scope 2 emissions are calculated using the market-based method. Emissions intensity is reported relative to the number of employees.

In 2020, the company's emissions intensity was 0.5 tCO₂-eq per employee.

REDUCTION OF GHG EMISSIONS: 305-5

The reporting covers all of Alma Media.

Alma Media uses zero-emission electricity at all of its properties in Finland. The Group's head office in Helsinki – the Alma Building – also uses zero-emission district cooling. The greenhouse gas emissions

arising from the consumption of electricity, district heating and district cooling (Scope 2 emissions) at the company's properties in Finland decreased by 13 per cent from the comparison year, to 168.3 tCO₂-eq, calculated using the market-based method. In 2019, the Scope 2 emissions of Alma Media's properties in Finland amounted to 192.6 tCO₂-eq.

The energy savings of properties controlled by Alma Media came to 8 per cent, or 258 MWh, in 2020. Electricity consumption was reduced by the extensive transition to remote work by the company's employees in response to the COVID-19 pandemic. The decrease in the utilisation rate of the

properties reduced the Group's greenhouse gas emissions by approximately 42 tCO₂-eq. The total emissions were 456 tCO₂-eq.

NON-COMPLIANCE WITH ENVIRONMENTAL LAWS AND REGULATIONS: 307-1

The reporting covers all of Alma Media.

Alma Media's business units were not subject to any penalties or reprimands for non-compliance with environmental laws and regulations in their operating countries during the year under review.

Responsibility throughout the supply chain

Alma Media requires its subcontractors to operate responsibly and in compliance with the law. The company engages in regular dialogue with its key subcontractors regarding the reduction of greenhouse gas emissions.

DEVELOPING RESPONSIBILITY THROUGHOUT THE SUPPLY CHAIN

Alma Media requires its subcontractors to operate responsibly and in compliance with the law. The company engages in regular dialogue with its key subcontractors regarding the reduction of greenhouse gas emissions.

Taking action to mitigate climate change has been defined as one of the focus areas in Alma Media's responsibility programme. The reduction of greenhouse gas emissions is also a key aspect of the responsibility efforts aimed at the company's supply chain.

In addition to the responsibility programme, Alma Media's relationships with subcontractors are guided by the company's Code of Conduct, which unequivocally prohibits corruption, bribery, human rights violations and other inappropriate treatment of employees. Alma Media reserves the right to monitor the responsibility of its suppliers by conducting audits at their premises or by requiring documentation regarding the responsibility of the services or products they produce. When the company signs a significant new subcontracting agreement, a visit is made to the production facility before the final choice of supplier. Alma Media

updated its Code of Conduct during the year under review.

The responsibility risks associated with procurement are also reduced by Alma Media's operating region. Alma Media units in all of the countries of operation make most of their purchases domestically or from nearby regions where businesses are subject to supervision and regulation. Country-level management is in charge of the responsibility of the supply chain in Alma Media's foreign units. In Finland, the Chief Procurement Officer is in charge of developing the responsibility of the procurement policy and Group-level purchasing.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

According to the science based target concerning Alma Media's indirect greenhouse gas emissions arising mainly from purchasing (Scope 3 emissions), the company must reduce its emissions by 10 per cent by 2023. Alma Media's indirect greenhouse gas emissions in 2016 are used as the baseline for this target.

Alma Media's indirect Scope 3 emissions continued on a downward trend during the year as the circulations of print publications

continued to decline and consumers switched from print to digital media. In addition, the mobility restrictions introduced to prevent the spread of the COVID-19 pandemic reduced air travel by Alma Media employees by more than 80 per cent compared to 2019. Emissions were decreased by the lower use of services resulting from the reduced utilisation rate of transport services, distribution, aviation emissions and business premises.

Due to reduced purchases, the Group's indirect Scope 3 emissions declined by 18 per cent (4,127 tCO₂e) compared to 2016. In 2020, Alma Media adjusted its reported Scope 3 and figures to account for the divestment of the regional news media and printing business and the outsourcing of delivery operations. The figures for 2016–2019 have also been adjusted to only reflect continuing operations.

Nevertheless, Alma Media maintains its current SBT concerning indirect Scope 3 emissions because the impacts of the COVID-19 pandemic on Alma Media's business, procurement and emissions were of an exceptional nature during the year under review.

During the year under review, Talouselämä, the largest financial magazine in the Nordic countries, published by Alma Talent, became Finland's first journalistic print publication to go carbon neutral. The carbon footprint from printing Talouselämä (11.7 tonnes of CO₂-eq per issue on average) will be fully compensated in cooperation with PunaMusta printing house. The climate project related to the compensation is an afforestation project in Ethiopia. The project partner is Nordic Offset and the project is verified through the Gold Standard certification programme for emissions trading. Even the delivery of Talouselämä magazine is carbon neutral, since Posti has compensated the emissions caused by delivery in Finland since 2011 (2.1 tonnes CO₂-eq per issue).

In 2020, the indirect greenhouse gas emissions generated by Alma Media's value chain were specified and harmonised by improving the measurement method used to calculate the emissions of digital services. Alma Media continued to engage in active dialogue with subcontractors to reduce emissions and started development projects on emission calculation with several significant subcontractors in ICT services, delivery services and printing operations. The calculation of emissions associated with the

final recycling of publications was expanded to cover all of Alma Media's publications retrospectively for 2016–2019.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

Alma Media updated its Code of Conduct at the end of 2020. The updated Code of Conduct will be communicated to Alma Media's subcontractors starting from the beginning of 2021.

GRI ASPECTS RELATED TO THE RESPONSIBILITY OF THE SUPPLY CHAIN

SUPPLY CHAIN: 102-9

Reporting boundaries: A more detailed description of the supply chain has only been possible for the Group's operations in Finland.

Alma Media's supply chain in Finland consists of approximately 2,000 subcontractors. The largest group comprises small enterprises that primarily provide content production services to Alma Media's editorial offices. In 2020, these sole proprietorships operating in content production, established by one journalist or photographer, accounted for nearly a quarter of Alma Media's subcontractors in Finland. Alma Media had 18 large key suppliers, which mostly consisted of providers of delivery, printing and ICT services.

Alma Media's procurement function in Finland operates with a two-tier approach. In addition to centralised procurement at the Group level, there are also local purchases. Alma Media's editorial offices, for example,

purchase their content production services independently because the production and procurement of relevant content requires a high degree of familiarity with the target audience.

During the reporting year, Alma Media's purchases from service providers and suppliers totalled MEUR 79.

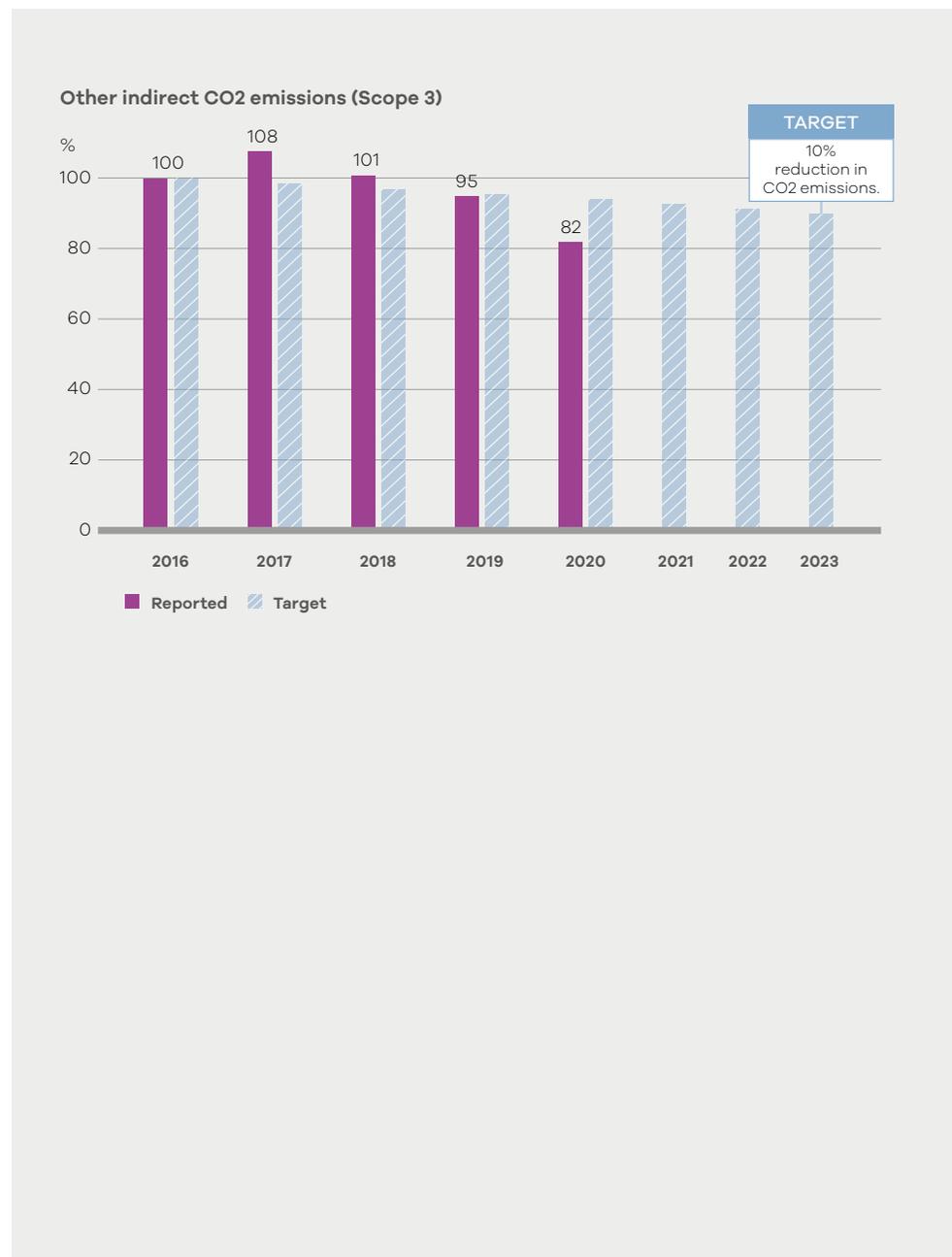
OTHER INDIRECT (SCOPE 3) GHG EMISSIONS 305-3

The reporting covers all of Alma Media.

Alma Media's other indirect greenhouse gas emissions declined during the year under review to 18,379 tCO₂-eq (2019: 21,420 tCO₂-eq). This represented a reduction of 14 per cent. Alma Media's most significant Scope 3 emission intensities are related to the procurement of transport and delivery services as well as the printing of publications. The significant reduction of these activities alone has reduced the company's Scope 3 emissions by five per cent.

Alma Media reports on its other indirect greenhouse gas emissions in accordance with the international GHG Protocol. An itemisation of the company's Scope 3 emissions is provided in the summary table on page 40. The Scope 3 emissions figures have been adjusted to eliminate the impact of divestments. Scope 3 emissions consist primarily of carbon dioxide emissions (CO₂).

The sources of the emission factors for the relevant categories are DEFRA, the Helsinki Region Environmental Services Authority HSY, Motiva and the IAE.



Transparency and ethics in business

Alma Media's business is built on the foundation of consumer and advertiser trust in the company's content and services, and the company's credibility as an independent, reliable and responsible operator must not be compromised.

MANAGEMENT OF ETHICAL AND TRANSPARENT BUSINESS

Alma Media does not condone the use of unethical business practices by its employees or suppliers. The company takes a serious stance against corruption and bribery. These and other key ethical principles are documented in Alma Media's Code of Conduct. The Code of Conduct forms the basis of the company's responsible approach to business. Digital learning materials pertaining to the Code of Conduct are included in the training of employees. Subcontractors are informed of Alma Media's Code of Conduct and responsibility programme in an appendix to supplier agreements.

Alma Media does not receive or grant political or other contributions that could compromise its independence. Alma Media's media brands grant discounts on advertising to non-profits and non-governmental organisations as well as parties and candidates in election advertising, but the terms of the discounts are the same for everyone.

Alma Media's employees have access to an anonymous whistleblowing channel for reporting any observations of misconduct.

Alma Media's whistleblowing team receives the notifications and reports them to the Audit Committee of the Board of Directors. Violations of the Code of Conduct result in punitive measures and, if necessary, the termination of employment.

The Group's executive management is responsible for the regulatory compliance, ethicality and transparency of business operations.

ALMA MEDIA'S TAX FOOTPRINT IN 2020

Alma Media reports its tax footprint annually to ensure the transparency of its operations. The Group's tax policy is to pay taxes in the country where the result is generated. The Group complies with the current legislation, tax instructions and international transfer pricing guidelines in its operations.

The corporate income tax rates in Alma Media's operating countries vary from 15 per cent in Latvia and Lithuania to 22 per cent in Sweden.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

Alma Media has a zero tolerance policy for unethical business conduct. The company

Taxes paid during the financial year, MEUR	Finland	Czech Republic	Slovakia	Baltic countries	Other	Total
Corporate income tax	4.9	2.8	0.9	0.6	0.6	9.7
Effective tax rate	19.5%	19.5%	21.8%	14.6%	18.0%	20.6%
Social security contributions	0.9	3.0	0.6	0.6	0.6	6.6
Other taxes payable	0.0	1.6	0.0	0.1	0.0	1.8
Total taxes payable	5.9	7.5	1.5	0.2	1.2	18.1
Value-added tax	18.1	5.9	1.5	1.4	1.2	28.9
Withholding taxes on salaries	20.2	0.0	0.4	1.0	0.4	22.3
Other taxes collected	0.0	0.0	0.0	0.0	0.0	0.0
Total taxes collected	38.4	5.9	1.9	2.4	1.6	51.3
Total taxes paid and collected	44.2	13.4	3.4	4.0	2.8	69.4

reports annually on whether any such incidents have occurred.

During the year under review, the company was not made aware of any business ethics violations by the authorities or other external parties, nor did the company receive any such reports through its whistleblowing system or other internal channels.

Alma Media's business is built on the foundation of consumer and advertiser trust in the company's content and services, and the company's credibility as an independent, reliable and responsible operator must not be compromised.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

Alma Media’s Board of Directors approved the company’s updated Code of Conduct in December 2020. The Code of Conduct addresses legal compliance, the disclosure of information, conflicts of interest, gifts, anti-bribery and operating practices pertaining to employees, human rights and the environment. In addition to the aforementioned themes, the Code of Conduct was expanded to address stricter regulations concerning topics such as data protection, anti-money laundering legislation and the prevention of tax evasion. At the same time, the significance of workplace diversity and inclusivity was underscored.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

The implementation of the updated Code of Conduct in Alma Media’s various operating countries will begin in 2021. The company aims to ensure compliance with the updated Code of Conduct by increasing awareness through active communication and by training all of the Group’s employees with the help of an online course. Risk management, monitoring and reporting processes will also be developed by introducing an external whistleblowing channel for reporting potential misconduct in addition to the internal channel intended for use by employees.

GRI ASPECTS RELATED TO TRANSPARENT AND ETHICAL BUSINESS

CONFIRMED INCIDENTS OF CORRUPTION AND ACTIONS TAKEN: LEGAL ACTIONS FOR ANTI-COMPETITIVE BEHAVIOUR: 205-3 ANTI-TRUST AND MONOPOLY PRACTICES: 206-1

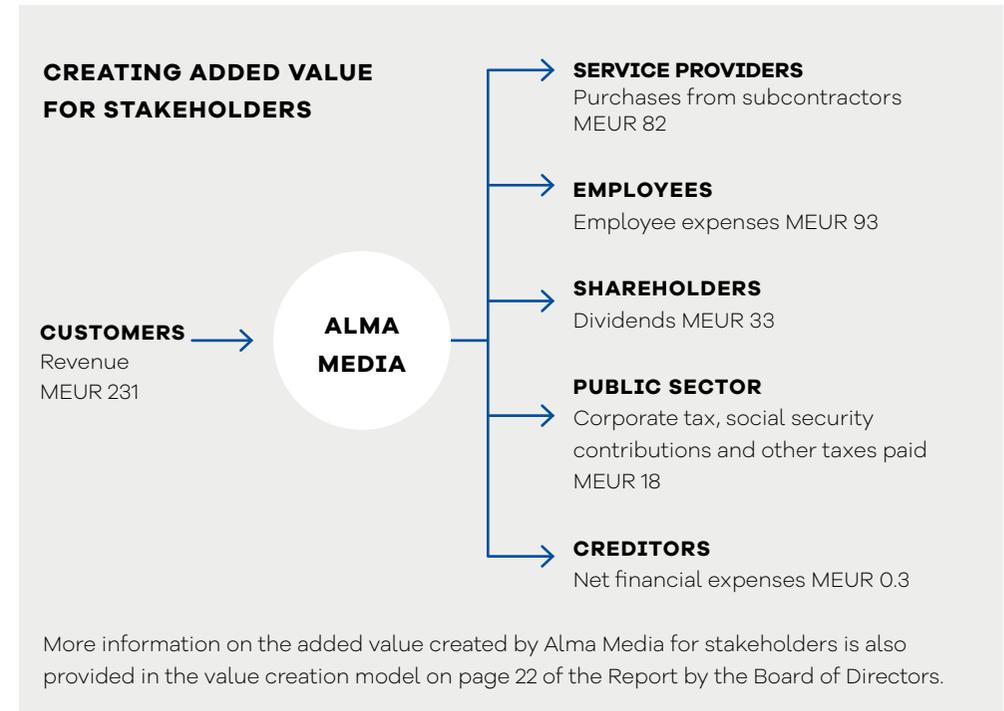
The reporting covers all of Alma Media. There were no incidents of corruption or anti-competitive behaviour at Alma Media in 2020. There are also no investigations by the authorities in progress at present.

NON-COMPLIANCE WITH LAWS AND REGULATIONS IN THE SOCIAL AND ECONOMIC AREA: 419-1

The reporting covers all of Alma Media. During the year under review, Alma Media was not the subject of any reprimands from the authorities or rulings pertaining to non-compliance with laws and regulations governing social and economic responsibility.

DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED: 201-1

The reporting covers all of Alma Media. Alma Media’s services are the leading services in their segments in many of the Group’s countries of operation and they are also perceived as attractive employers. They support economic activity in their communities by paying taxes and purchasing products and services from



their subcontractors. The following chart illustrates the economic value generated by Alma Media for its stakeholders. The chart does not include financial support received by Alma Media from public or private sources, such as foundations. Those are addressed on page 11 (G4-M1). They represent a very small proportion of the company’s revenue stream.



GOOD EMPLOYER



Equal and diverse work community

Alma Media is committed to building a pluralistic and pro-diversity organisational culture by providing all employees with equal rights and opportunities and by treating everyone equally.

DEVELOPING AN EQUAL AND DIVERSE WORK COMMUNITY

The foundation for Alma Media's development of an equal and diverse work community is provided by regular employee surveys, among other things. The survey results, salary analyses and other employee data are used as the starting point when Alma Media's Finnish business units update their non-discrimination, diversity and equality plans in two-year intervals under the guidance of the HR function. The plans cover topics such as differences in pay, the justification for fixed-term employment relationships and the job-specific gender distribution in each unit.

Alma Media recruits new employees purely based on their competence and aptitude. All Alma Media employees are entitled to receive fair and rewarding compensation, have opportunities to develop their skills and abilities, receive feedback, remain informed about the company and work in a safe, pleasant, renewal-oriented and developing environment where everyone's privacy and private life are respected. In accordance with the company's Code of Conduct, everyone at Alma Media must respect basic human rights. Alma Media

does not condone discrimination based on age, gender, race, skin colour, nationality or ethnic origin, religious beliefs, convictions, family relationships, sexual orientation or disabilities. Alma Media has a zero tolerance policy concerning sexual harassment and other forms of harassment, threats, offensive conduct, physical and psychological violence as well as workplace bullying.

Every Alma Media employee has an obligation to report any observations of discrimination. Such incidents can be reported through employee representatives, Group HR or the anonymous whistleblowing channel. Alma Media's whistleblowing team receives the notifications, reports them to the Audit Committee of the Board of Director and takes action as necessary.

Building an inspiring, inclusive, equal and diverse work community is a shared goal for all Alma Media employees. Development in this area is supported by the Group HR function.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

Alma Media has a zero tolerance policy regarding the discrimination and

inappropriate treatment of employees. The company reports annually on whether any such incidents have occurred. During the year under review, Alma Media was not made aware of any incidents involving the inappropriate treatment or discrimination of employees, and the company was not the subject of any reprimands or penalties by the authorities regarding the inappropriate treatment or discrimination of employees.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

The objective of Alma Media's HR strategy is to support the development of the Group's business and the execution of strategy. During the past few years, the company has particularly focused on enhancing the digital competencies of its employees and creating an employer image and employee experience of Alma Media as a responsible employer with a strong capacity for renewal.

During the year under review, Alma Media focused particularly on the use of digital learning environments. Theme-specific training related to self-management and the development of managerial work in a multi-local work environment were also key areas of HR development in 2020. To support the

development of the employee experience, a "My time as an Alma Media employee" process description was created to document the various stages of the full life-cycle of the employment relationship. The process description also includes automated employee experience surveys to facilitate the targeting of development measures.

With regard to the development of an equal and diverse work community, the company placed attention during the year under review on the transparency of recruitment and organised a lecture on the significance of diversity. Alma Media's international operating countries also adopted a partly anonymous recruitment process, which involves removing information on the applicant's age from job applications. The purpose of this approach is to have decisions on inviting candidates to interviews based on each applicant's competence and aptitude without potential prejudices concerning age-related demographic data influencing the recruiter's impression of the applicant. The corresponding change was implemented in Alma Media's Finnish units in 2019. Alma Media also drafted principles concerning multi-local work in 2020. The principles make it easier for employees to perform their work

in different life stages while increasing the productivity and well-being of work as well as flexibility with regard to the reconciliation of individual life circumstances and work.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

Alma Media is committed to building a pluralistic and pro-diversity organisational culture by providing all employees with equal rights and opportunities and by treating everyone equally.

Alma Media will further improve its capabilities related to the creation and development of diverse teams in 2021. The significance of diversity will be emphasised even more than before in supervisor training and training aimed at the development of the work community. When the COVID-19 pandemic has ended, the company will broadly implement the operating model for multi-local work introduced in autumn 2020.

In addition, the updated Code of Conduct approved by Alma Media's Board of Directors in late 2020 will be deployed in the Group's various operating countries. The Code of Conduct will be communicated to employees via various channels as well as through managerial work and the employees will be obligated to adhere to the principles outlined in the Code of Conduct.

GRI ASPECTS RELATED TO THE DEVELOPMENT OF AN EQUAL AND DIVERSE WORK

COMMUNITY DIVERSITY OF GOVERNANCE BODIES AND EMPLOYEES: 405-1

Alma Media's Board of Directors had seven members in 2020. Two (29%) of them were women. Four of the Board members were approximately 50 years of age, two were 60 years of age and one was 70 years of age.

Alma Media's Group Executive Team

consisted of 10 members during the year under review, three (30%) of whom were women. 40 per cent the members of the Group Executive Team were aged 50 or younger, and 60 per cent were over 50.

The proportion of women among the Group's employees remained at previous year's level of 54 per cent. Women accounted for 40 per cent of supervisors in the Group as a whole and 48 per cent of supervisors in Finland.

More detailed information on the age and gender distribution of employees is provided in the summary table on page 41.

INCIDENTS OF DISCRIMINATION AND CORRECTIVE ACTIONS TAKEN: 406-1

No incidents of discrimination were reported during the year via the internal reporting channels available to employees or by the authorities. Alma Media was also not subject to any reprimands or penalties by the authorities due to discrimination.

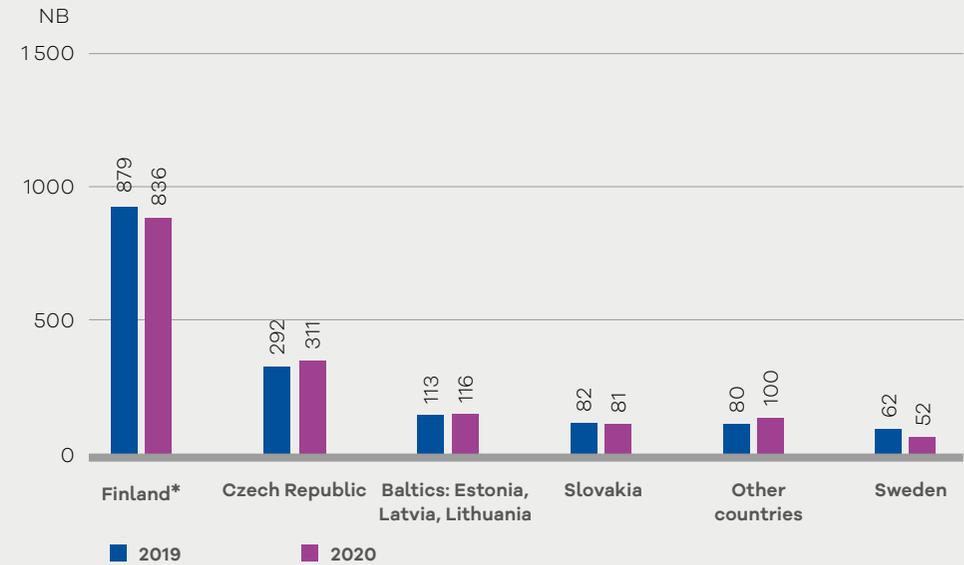
The proportion of employees in different regions (12/2020), %*



*Total percentage may not be equal to 100 due to the figures being rounded separately.

Alma Media had operations in 11 countries in 2020. Some 35 per cent of the Group's employees worked in units outside Finland.

The number of employees in different regions in 2019-2020 (12/2020)*



*The number does not include telemarketers. In 2020, there were 335 telemarketers (2019 304).

The number of employees at Alma Media decreased during the year to 1,485 (1,884). In 2020, Alma Media completed the outsourcing of the early morning delivery of its newspapers and divested the regional media business and printing operations. The personnel figures above have been adjusted taking into account the above-mentioned transactions.

Developing employee competence and well-being

Alma Media takes a business-driven approach to the development of employee competence in order to respond to current and future competence requirements.

DEVELOPING AN EQUAL AND DIVERSE WORK COMMUNITY

In a constantly changing operating environment, competence development plays a key role in ensuring future competitiveness. Alma Media's HR strategy supports the company's business through the goal-driven development of employee competence, amongst other things.

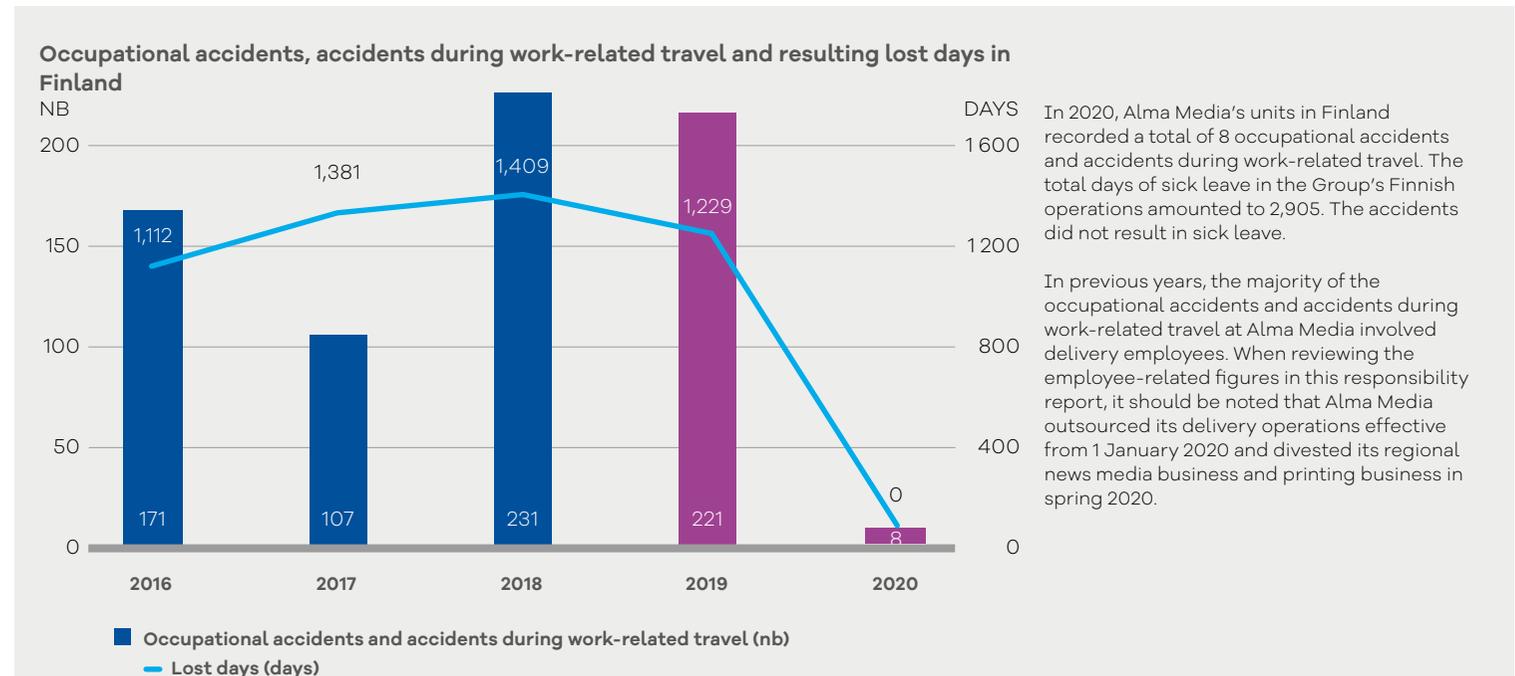
Alma Media's goal-driven competence development is based on competence targets, which are defined at the team level at a minimum. The company's aim is to have a personal plan prepared for each employee to support the development of their competence. Goal-driven competence development is followed up in one-to-one discussions between supervisors and employees. Alma Media arranges training programmes that support the development of employee competence and invests in the collaborative learning of employees and knowledge sharing by organising mentoring programmes, training by internal coaches, competence workshops and theme events, amongst other things. The company takes a long-term approach to the development of managerial work and builds an international network of supervisors to support the sharing of best practices related to leadership and management. The development of employee competence

and well-being at Alma Media is supported by the Group HR function. Its tasks include the steering, prioritisation and specification of functions and processes related to pay, benefits, employee reporting and competence development.

Alma Media transitioned to multi-local work in response to the COVID-19 pandemic.

To support remote work, the company conducted remote work surveys in its Finnish operations to assess and support the employees' coping with the circumstances. Principles for multi-local work were subsequently drafted based on the results of the remote surveys. Employee experiences of remote work were also surveyed in Slovakia and Croatia. During the extensive COVID-19

restrictions in the spring, remote work by employees who have young children was supported by measures including flexible hours and having employees take previously accumulated time off based on their needs. Supervisors were supported by providing training on the management of remote work. The most comprehensive example of such training was Alma Talent's set of webinars on



managing remote work for the supervisors of the Group's businesses in Finland. In spite of the exceptional circumstances and the extensive transition to remote work, there were no interruptions in Alma Media's services during the year and service quality was successfully maintained.

In response to the COVID-19 pandemic, a special task force was established in Finland with representatives from all business functions. The group was tasked with monitoring the COVID-19 situation and the guidelines issued by the authorities and subsequently issuing decisions and guidelines for employees.

Employee well-being was supported in various ways during the exceptional circumstances created by the pandemic. A webinar on mental well-being and coping during COVID-19 was organised in cooperation with the occupational health care provider. An "Alma employee's well-being package" was also prepared for employees, consisting of tips for well-being in daily life: ergonomics, recovery, sleep, psychological well-being, human interaction, occupational health care and the Auntie service. Auntie is a low-threshold psychological well-being service offered to Alma Media employees. It is aimed at reducing stress, improving employees' ability to cope, increasing efficiency and providing concrete tools for managing one's daily life. In 2020, Alma Media partnered with Auntie to provide employees with tailored training activities to support the management of COVID-19 anxiety. A series of well-being lectures by Auntie were also available to

all employees. Virtual exercise breaks were organised regularly to help employees maintain a healthy and productive rhythm during remote work.

ACHIEVEMENT OF RESPONSIBILITY TARGETS IN 2020

Alma Media measures its performance in engaging the commitment of employees and competence development by means of annual employee surveys, which provide a comprehensive picture of employee perceptions regarding the effectiveness of the work community and Alma Media as an employer. The most extensive of these surveys is the annual Quality of Work Life (QWL) survey conducted in all of Alma Media's units. The target set for the survey is a QWL index of at least 75 per cent. This target was exceeded in the year under review, with the score being 83.8 per cent. The state of the work community is also measured annually by finding out how willing the employees are to recommend Alma Media as an employer. The target is a score of at least 7.5 on a scale of 1–10. Alma Media achieved a score of 8.5 (eNPS 53).

In addition to using surveys, Alma Media evaluates its performance as an employer by monitoring the long-term retention of new employees. The target is for 90 per cent of new employees to stay with the Group for at least two years after being hired.

Alma Media achieved the target set for the retention of new employees in 2020. Of the employees who joined the company two years ago as new employees, more than 90 per cent remained with the company during

the year under review.

The voluntary departure turnover of Alma Media's employees in all operating countries during the year under review was less than 10 per cent. The figure for the Group as a whole was 6.7 per cent.

OTHER DEVELOPMENT PROJECTS DURING THE YEAR

In spite of the exceptional circumstances created by COVID-19, the development of employee competence and related training activities continued as planned in 2020. Training was largely implemented using virtual tools due to the pandemic. In the development of employee competence and well-being, the focus in 2020 was on managerial work, continuous learning and the sharing of expertise. A supervisor mentoring programme across national and business unit boundaries was introduced. The aim was to increase the use of individual and team-specific competence targets in Alma Media's teams. The aim was to disseminate best practices concerning the sharing of expertise and lower the threshold of sharing expertise with colleagues by training "Alma mentors".

Training activities were arranged during the year to enhance the employees' ability to act as mentors. A joint event for all of Alma Media's countries of operation was organised in the autumn for employees to share their knowledge and expertise with each other in various ways. Training on self-management was arranged for employees in the Alma Markets unit. Alma Talent launched an extensive managerial training programme

called "Management Growth Path" to support supervisors' capabilities in a digital and multi-local work environment. Also in 2020, an Alma Academy training programme was carried out on themes pertaining to the development of the customer experience, making effective use of creativity and future trends in marketing and advertising. A digital learning path called the SEO Challenge was built to improve Alma Media employees' competencies pertaining to search engine optimisation. The SEO Challenge was taken by approximately 250 employees.

In the Group's Finnish operations, employees were given access to the Alma Talent Seduo online learning environment. The digital training service, which has been localised for the Finnish market by Alma Talent, gives employees the opportunity to complete training modules on various themes, such as the digital transformation, management, communication and data as well as sales and marketing. The technical platform for Seduo was developed by Alma Media's Czech subsidiary LMC.

FOCUS AREAS FOR THE DEVELOPMENT OF RESPONSIBILITY IN 2021

In 2021, Alma Media aims to further improve its employees' opportunities for the continuous goal-driven development of their competence.

The company will increase the use of online learning materials to give employees even more equal opportunities to improve their competence regardless of where they are based. Solutions such as Alma Talent's Seduo

online learning environment are used in competence development. The development of managerial skills and leadership is supported by managerial training and mentoring programmes. Managers and all employees are trained with the aim of achieving success in a digital and multi-local work environment. Training activities will continue to be implemented under the Growth Day, Digital Learning Path and Alma Academy concepts as well as by promoting a culture of sharing expertise and the growth of the Alma Mentor community.

In 2021, Alma Media will extensively implement the operating model for multi-local work introduced in 2020. The model is aimed at improving employee well-being and productivity. The training of managers and supervisors on the new approach began during the year under review and will continue in 2021. Managers and teams will be supported in the deployment of the model. Alma Media will cooperate with its occupational health care provider to increase managers' capacity to manage situations that require early intervention by organising training on an operating model in accordance with Alma Media's well-being discussion model. The Auntie service will continue to be available to employees to support well-being

at work and lectures on well-being will also continue. Support material on dealing with online bullying will also be prepared for the employees to help them with situations involving online bullying or hate speech and to improve their capacity to resolve such situations. These measures have been used to support editorial work for a long time already, and awareness of these issues will be expanded to cover all employees.

GRI ASPECTS RELATED TO THE DEVELOPMENT OF COMPETENCE AND WELL-BEING

INFORMATION ON EMPLOYEES AND OTHER WORKERS: 102-8

Reporting boundaries: The reported information has not been itemised by gender as recommended in the GRI reporting guidelines.

In all of Alma Media's country units, at least nine out of ten employees were in a permanent employment relationship in the year under review. In Bosnia-Herzegovina, eight out of ten employees were in a permanent employment relationship. Most of Alma Media's employees worked full time.

In previous years, the high proportion of part-time employees was attributable to the

nature of employment of newspaper delivery workers. Alma Media outsourced its delivery operations on 1 January 2020 and divested its regional news media business and printing business in spring 2020. Alma Media's responsibility reporting on 2020 mainly covers figures for its continuing operations.

A special feature of Alma Media's Finnish operations was - as in previous years - the use of freelancers by the Group's media brands. Each year, the Group's media brands employ dozens of photographers and journalists on freelance contracts in addition to their in-house resources. The media brands order stories, videos and photos from the freelancers based on their needs.

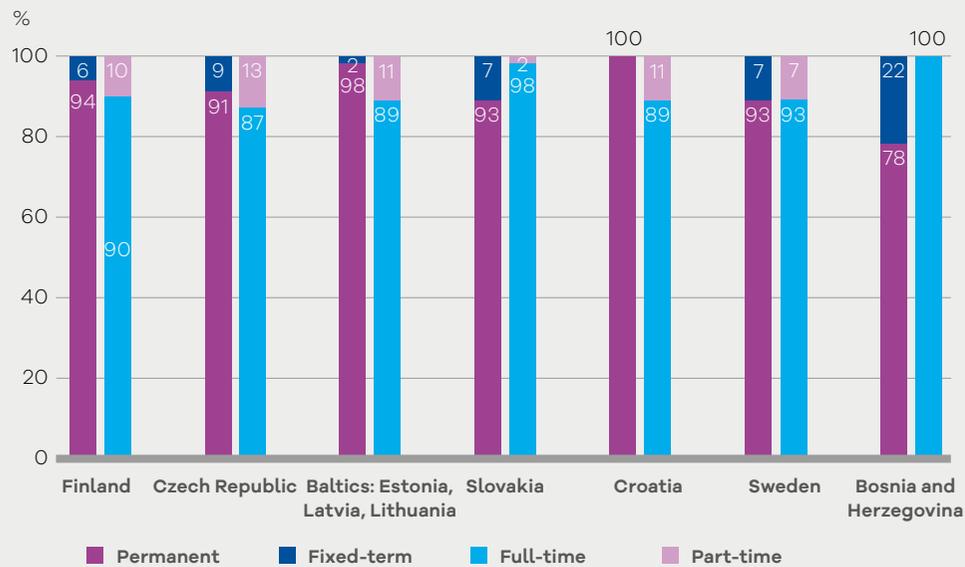
In the year under review, the largest age group in all of Alma Media's country units was 30–50. In Finland, the proportions of employees aged under 30 and over 50 were almost equal. In the other operating countries, the second-largest age group was employees under 30 years of age.

More detailed region-specific information on employment contract types, the age distribution and the duration of employment is provided in the charts on page 37 and in the table at the end of the report, on page 41.

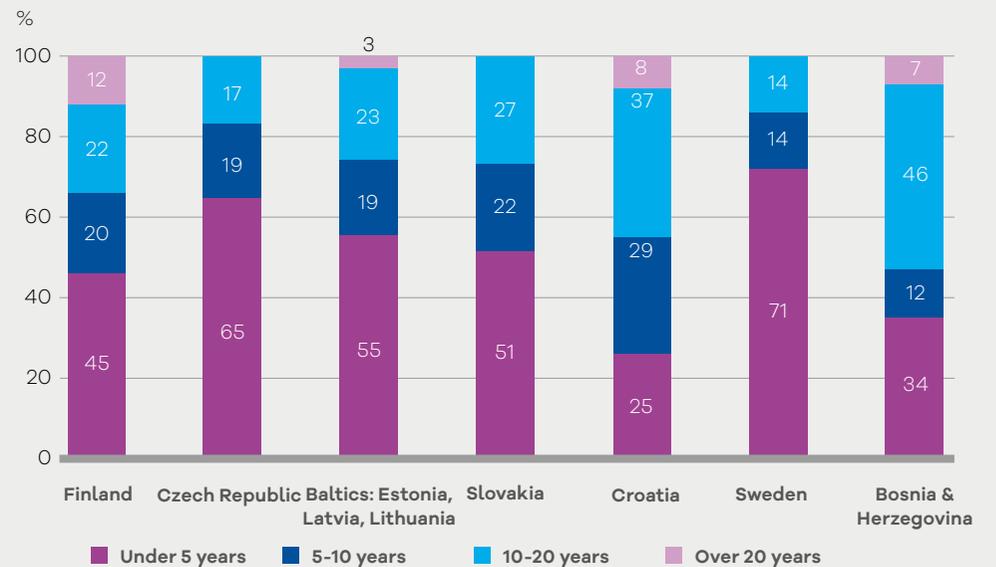
Voluntary departure turnover. %

Finland	7.1%
Czech Republic	8.7%
Slovakia	2.8%
Baltics: Estonia, Latvia, Lithuania	3.1%
Croatia	0.0%
Sweden	7.1%
Bosnia and Herzegovina	7.3%
Other countries	-

Employees by contract type in different regions (20/2019)



Duration of employment (12/2020)



* Total percentage may not be equal to 100 due to the figures being rounded separately.

**PROGRAMMES FOR UPGRADING
EMPLOYEE SKILLS AND TRANSITION
ASSISTANCE PROGRAMMES: 404-2**

Reporting boundaries: Collecting the data has only been possible in Finland.

Alma Media aims to respond to the competence challenges presented by digitalisation and the transformation of the media sector by providing its employees with various opportunities to add to their expertise while they work. The development of online learning materials is seen as important because it provides employees with equal opportunities for continuous learning regardless of where they are based. Employees are also offered opportunities for internal job rotation and peer learning. Targeted training activities are customised for teams or groups of employees to improve competencies in selected areas, and employees can also participate in seminars and training organised by external providers.

The most extensive areas of training in the internal training activities organised by Alma Media in 2020 were related to the digital competence of employees and training to enhance sales-related competencies. Training programmes organised by Alma Media Solutions – such as Digiknowhow and the Alma Academy – addressed topics such as digital business development in a changing business environment as well as future trends. To develop competencies related to search engine optimisation, a digital learning path called the SEO Challenge was built for Alma Media employees. A community of Alma Media's

data specialists was also established during the year under review to increase the sharing of expertise.

During the year, 22 employees were on study leave. As in previous years, Alma Media provided financial support to employees who took study leave if the training in question was considered to improve the employees' competence and ability to make a valuable contribution to the company.

Alma Media outsourced delivery operations starting from 1 January 2020 and sold its regional news media business and printing business in 2020. Alma Media's responsibility reporting on 2020 mainly covers figures for its continuing operations, which is a factor in the number of employees on study leave being lower than in the previous years.

The operating environment in the media sector has changed significantly during the recent years. This has made it necessary for media companies to adapt their operations to the new circumstances, which has led to reductions in employees from time to time. Whenever statutory personnel negotiations regarding the reduction of employees are necessary, Alma Media assesses various solutions to support any dismissed employees financially. Alma Media also supports its employees' capacity to find new employment by providing opportunities to participate in re-employment training offered by an external provider or by providing financial retraining support, for example.

In connection with statutory personnel negotiations, Alma Media always evaluates whether the employees concerned could be offered new positions within the Group to avoid dismissals.

**PERCENTAGE OF EMPLOYEES
RECEIVING REGULAR PERFORMANCE
AND CAREER DEVELOPMENT REVIEWS:
404-3**

Reporting boundaries: Collecting the data has only been possible in Finland.

Alma Media encourages managers to engage their teams in target-setting. To support this, target-setting workshops are actively organised for teams to set their targets for the next year, led by their supervisors. Team-level and individual targets are also set for competence development. The achievement of targets is monitored in team meetings and in one-to-one discussions with supervisors.

A competence development survey was carried out during the year under review to determine how many employees have discussed their development and performance with their supervisor during the past year. In the survey, 77 per cent of the respondents indicated they had held discussions regarding their development with their supervisor, and 75 per cent of the respondents were aware of team-level or individual development needs. Alma Media employees also rated their personal development opportunities at work on a scale of 0–5. The average score was in line with the target at 3.5.

Calculation and data collection principles for CR reporting

Alma Media publishes a corporate responsibility report annually. As with the annual report and financial statements, this corporate responsibility report covers the period 1 January–31 December 2020. The previous report was published in April 2020.

The corporate responsibility data was collected from the Group's internal statistical systems, subcontractors and partners. The calculations are made according to the GRI Standards, with the Group's reporting on responsible journalism being the only exception. Reporting on responsible journalism is based on the G4 framework that preceded the GRI Standards because

the media sector supplement has not been updated yet.

The financial reporting included in Alma Media's corporate responsibility reporting complies with the International Financial Reporting Standards (IFRS) and the figures pertaining to economic responsibility are from the financial statements. Reporting related to corporate governance complies with the legislation governing listed companies and the Finnish Corporate Governance Code for listed companies.

The section pertaining to the environment complies, where applicable, with the

supplement concerning the reporting of climate-related information. The figures concerning environmental responsibility have primarily been collected from suppliers and the company's own invoicing. Location-based emissions calculations are based on emission factors provided by Statistics Finland, Finnish Energy, Motiva and the IEA. Market-based emissions calculations are based on supplier-specific emission factors and the EU Member States' residual mix emission factors. Supplier-specific factors and the IEA's emission factors have been used in calculating the emissions of district cooling. The IEA emission factors have been updated in accordance with the latest IEA15-

17 GHG Protocol. Information pertaining to social responsibility is collected from HR information systems and sources such as the Group's insurance company. The information concerning journalism is collected from the Council for Mass Media.

Any boundaries pertaining to the reported aspects are indicated in the report in the section in question.

The 2020 report has not been subject to independent assurance.

Environmental and employee-related figures in 2020

A summary of Alma Media's environmental and employee-related figures for 2020 is presented in the table below.

Alma Media and environment	Unit	2016	2017	2018	2019	2020	Comments
Energy consumption							
Petrol	GJ	4,393	5,152	5,188	4,905	2,470	
Diesel	GJ	1,290	1,432	1,398	1,129	1,596	
Electricity	GJ	9,261	9,369	9,077	6,280	6,040	
District heating and cooling	GJ	4,770	5,044	5,676	4,955	4,267	
Emissions							
Direct emissions (Scope 1)							
	tCO ₂ -ekv						
Fuels		384	452	453	414	275	
Indirect emissions (Scope 2)							
	tCO ₂						
District heating, cooling and electricity consumption, market-based		1,030	1,091	834	497	456	
District heating, cooling and electricity consumption, location-based		815	821	861	671	588	
Other indirect emissions (Scope 3)							
	tCO ₂ -ekv	2016	2017	2018	2019	2020	
Purchased goods and services		13,203	15,083	14,009	13,084	10,802	
Upstream transportation and distribution		8,807	8,761	8,202	7,850	7,229	
Waste generated in operations		157	186	179	137	34	
Business travel		4	4	3	3	3	
Use of sold products		215	207	274	261	243	
End-of-life treatment of sold products		121	110	94	85	68	
Scope 3 emissions, total		22,507	24,351	22,763	21,420	18,379	

Alma Media and Personnel

The number of employees in different countries	2016	2017	2018	2019	2020
Finland	1,460	1,293	1,210	1,224	864
Czech Republic	263	268	292	311	293
Baltics: Estonia, Latvia, Lithuania	267	100	113	116	105
Slovakia	60	74	82	81	79
Croatia					83
Sweden	94	100	62	52	14
Other countries	79	99	80	100	48
Total	2,223	1,934	1,838	1,884	1,485

* The number of personnel not comparable because, along with deliverers, also telemarketers have been excluded from the reported numbers from 2017 and the onwards and the figures do not take into account divestments. The reporting of personnel in Croatia has changed, previously included under category other countries.

The share of different age groups in the personnel (12/2020)	Under 30 yrs.	30-50 yrs.	Over 50 yrs.
Finland	17	62	21
Czech Republic	16	81	3
Baltic: Estonia, Latvia, Lithuania	19	77	5
Croatia	23	73	4
Slovakia	20	78	2
Sweden	21	71	7
Bosnia & Herzegovina	15	83	2
Other countries	-	-	-

The share of different sexes in the personnel (12/2020), %	Women	Men
Finland	55	45
Czech Republic	46	54
Baltic: Estonia, Latvia, Lithuania	69	31
Sweden	50	50
Slovakia	53	47
Croatia	53	47
Bosnia & Herzegovina	56	44
Other countries	-	-
In the entire group	54	46

The share of women in managerial positions in different countries (12/2020), %	Women as managers	Men as managers
Finland	48	52
Czech Republic	27	73
Baltic: Estonia, Latvia, Lithuania	42	58
Slovakia	40	60
Croatia	33	67
Sweden	0	100
Bosnia & Herzegovina	58	42
Other countries	-	-
In the entire group	40	60

GRI index

GRI indicator		Location	Comments
Organizational profile			
102-1	Name of the organization	Alma Media	
102-2	Activities, brands, products, and services	Report by the Board of Directors p. 7, 17–19, 22	
102-3	Location of headquarters	https://www.almamedia.fi/en/contacts	
102-4	Location of operations	Finland, Czech Republic, Slovakia, Estonia, Latvia, Lithuania, Croatia, Bosnia and Herzegovina, Sweden, Poland, Slovenia	
102-5	Ownership and legal form	Report by the Board of Directors p. 35, Financial Statements p. 80	
102-6	Markets served	Financial Statements p. 46	
102-7	Scale of the organization	Financial Statements p. 50	
102-8	Information on employees and other workers	p. 31, 33, 41	
102-9	Supply chain	p. 26	
102-10	Significant changes to the organization and its supply chain	pp. 2, 26, Financial Statements p. 80	
102-11	Precautionary Principle or approach	Financial Statements pp. 46–48	
102-12	External initiatives	p. 7	
102-13	Membership of associations	p. 8	
Strategy			
102-14	Statement from senior decision-maker	p. 3	
102-15	Key impacts, risks, and opportunities	Report by the Board of Directors pp. 21–28, 28–32	
Ethics and integrity			
102-16	Values, principles, standards, and norms of behavior	p. 7, company website, Report by the Board of Directors p. 21	
102-17	Mechanisms for advice and concerns about ethics	pp. 28–29	
Governance structure			
102-18	Governance structure	p. 7, Corporate Governance Statement p. 4	
102-19	Delegating authority	p. 7, Corporate Governance Statement p. 4	
102-20	Executive-level responsibility for economic, environmental, and social topics	p. 7	
102-21	Consulting stakeholders on economic, environmental, and social topics	p. 8	
102-22	Composition of the highest governance body and its committees	Corporate Governance Statement pp. 5–8	
102-23	Chair of the highest governance body	Corporate Governance Statement p. 5	
102-24	Nominating and selecting the highest governance body	Corporate Governance Statement p. 5, 9	
102-25	Conflicts of interest	Corporate Governance Statement pp. 5–8, 17, Financial Statements p. 86	
102-26	Role of highest governance body in setting purpose, values, and strategy	Corporate Governance Statement pp. 5–8	
102-27	Collective knowledge of highest governance body	Corporate Governance Statement p. 8	
102-28	Evaluating the highest governance body's performance	Corporate Governance Statement p. 10	

GRI indicator		Location	Comments
102-29	Identifying and managing economic, environmental, and social impacts	p. 7, Corporate Governance Statement pp. 18–19	
102-30	Effectiveness of risk management processes	Corporate Governance Statement pp. 18–19	
102-31	Review of economic, environmental, and social topics	p. 7, Corporate Governance Statement p. 19	
102-32	Highest governance body's role in sustainability reporting	p. 7	
102-33	Communicating critical concerns	Report by the Board of Directors pp. 28–31	
102-34	Nature and total number of critical concerns	Report by the Board of Directors pp. 28–31	
102-35	Remuneration policies	Remuneration policy and Remuneration report	
102-36	Process for determining remuneration	Remuneration policy	
102-40	List of stakeholder groups	p. 8	
102-41	Collective bargaining agreements		Alma Media complies with the labour legislation in all its operating countries. Information about the number of employees covered by collective bargaining agreements is available for the business operations in Finland and Sweden. In Finland, 62% of employees were covered by collective agreements at the end of 2020. In 2020, Alma Media sold its regional news media business and printing operations, and the number of organised employees is reported taking this divestment into consideration. All Alma Media's employees in Sweden were covered by collective agreements in 2020. The divestment of the media business in Sweden has been taken into account in the reported number.
Stakeholder engagement			
102-42	Identifying and selecting stakeholders	p. 8	
102-43	Approach to stakeholder engagement	p. 8	
102-44	Key topics and concerns raised	p. 8	
Reporting practice			
102-45	Entities included in the consolidated financial statements	Financial Statements p. 80	
102-46	Defining report content and topic boundaries	pp. 4–6	
102-47	List of material topics	pp. 4–6	
102-48	Restatements of information	p. 5, 39	
102-49	Changes in reporting	p. 5, 39	
102-50	Reporting period	1.1.2020–31.12.2020	
102-51	Date of most recent report	2.4.2020	
102-52	Reporting cycle	Annual	
102-53	Contact point for questions regarding the report	comms@almamedia.fi	

GRI indicator		Location	Comments
102-54	Claims of reporting in accordance with the GRI Standards	p. 39	
102-55	GRI content index	p. 42	
102-56	External assurance	p. 39	
Management approach			
103-1	Explanation of the material topic and its Boundary	p. 6	
103-2	The management approach and its components	p. 7	
103-3	Evaluation of the management approach	p. 7	Targets set for Alma Media's corporate responsibility aspects are presented in the corporate responsibility report on the pages 10-38.
Economic standards			
Economic performance			
201-1	Direct economic value generated and distributed	p. 29	
201-4	Financial assistance received from government	p. 11	
Anti-corruption			
205-3	Confirmed incidents of corruption and actions taken	p. 29	
Anti-competitive behavior			
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	p. 29	
Environmental standards			
Energy			
302-1	Energy consumption within the organization	p. 24	
Emissions			
305-1	Direct (Scope 1) GHG emissions	p. 24	
305-2	Energy indirect (Scope 2) GHG emissions	p. 24	
305-3	Other indirect (Scope 3) GHG emissions	p. 27	
305-4	GHG emissions intensity	p. 25	
305-5	Reduction of GHG emissions	p. 25	
Social standards			
Training and education			
404-2	Programs for upgrading employee skills and transition assistance programs	p. 38	
404-3	Percentage of employees receiving regular performance and career development reviews	p. 38	
Diversity and equal opportunity			
405-1	Diversity of governance bodies and employees	p. 32	

Non-discrimination		
406-1	Incidents of discrimination and corrective actions taken	p. 32
Public policy		
415-1	Political contributions	p. 11
Marketing and labelling		
417-3	Incidents of non-compliance concerning marketing communications	p. 20
Customer privacy		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	p. 18
Socioeconomic compliance		
419-1	Non-compliance with laws and regulations in the social and economic area	p. 29
Standards for media sector		
G4-M1	Significant funding and other support received from non-governmental sources	p. 11
G4-M2	Monitoring ethics in journalism	p. 11
G4-M3	Developing ethical practices for journalism	p. 11
G4-M4	Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained	p. 12
G4-M7	Actions taken to empower audiences through media literacy skills development	p. 15

Global Compact content index

Principle	Location
Human rights	
Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.	Code of Conduct, Corporate Responsibility Report pp. 26-27, 28-29
Principle 2: Businesses should make sure that they are not complicit in human rights abuses.	Code of Conduct, Corporate Responsibility Report pp. 26-27, 28-29
Labour	
Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	Corporate Responsibility Report p. 43
Principle 4: Businesses should support the elimination of all forms of forced and compulsory labour.	Code of Conduct, Corporate Responsibility Report pp. 26-27, 28-29
Principle 5: Businesses should support the effective abolition of child labour.	Code of Conduct, Corporate Responsibility Report pp. 26-27, 28-29
Principle 6: Businesses should support the elimination of discrimination in respect of employment and occupation.	Code of Conduct, Corporate Responsibility Report pp. 26-27, 28-29
Environment	
Principle 7: Businesses should support a precautionary approach to environmental challenges.	Corporate Responsibility Report p. 22-25
Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility.	Corporate Responsibility Report p. 22-27
Principle 9: Businesses should encourage the development and diffusion of environmentally friendly technologies.	Code of Conduct, Corporate Responsibility Report pp. 22
Anti-corruption	
Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	Code of Conduct, Corporate Responsibility Report pp. 26, 28