



Sustainable Development Strategy
Wirtualna Polska Holding
2022–2030

Media independence is a key element of democratic societies



Wirtualna Polska Holding is Poland's leading media and technology group

Independent journalism is the foundation of democracy. It should be based on the pillars of free and genuine public debate, full access to information and the fight against disinformation and its negative effects.

Independent media exercise a controlling function, guarding democracy and the rule of law.

As a company operating in the media and internet industry, we consider it our duty to contribute to the development of ethical business practices and do our part in creating, promoting and supporting stringent ethical standards.

Our mission is to provide millions of users with reliable information and sustainable online services and products.



Why are we announcing the Sustainable Development Strategy?



The idea of Sustainable Development combines caring for our environment with continued economic growth.

Our development objective:

Generating only positive impact in each area of Sustainability.

We are aware of the enormous environmental, social and corporate governance challenges.

We know the **impact we have on the environment and the impact the environment has on us**. We have ambitious targets for the coming years regarding the share of green energy and the reduction of greenhouse gas emissions. Their implementation will ensure that running our business will be entirely "green".

In order to take the next step towards sustainability, we have devised this **ESG Strategy** for 2022-2025 with development directions until 2030.



The three pillars of our Sustainable Development Strategy

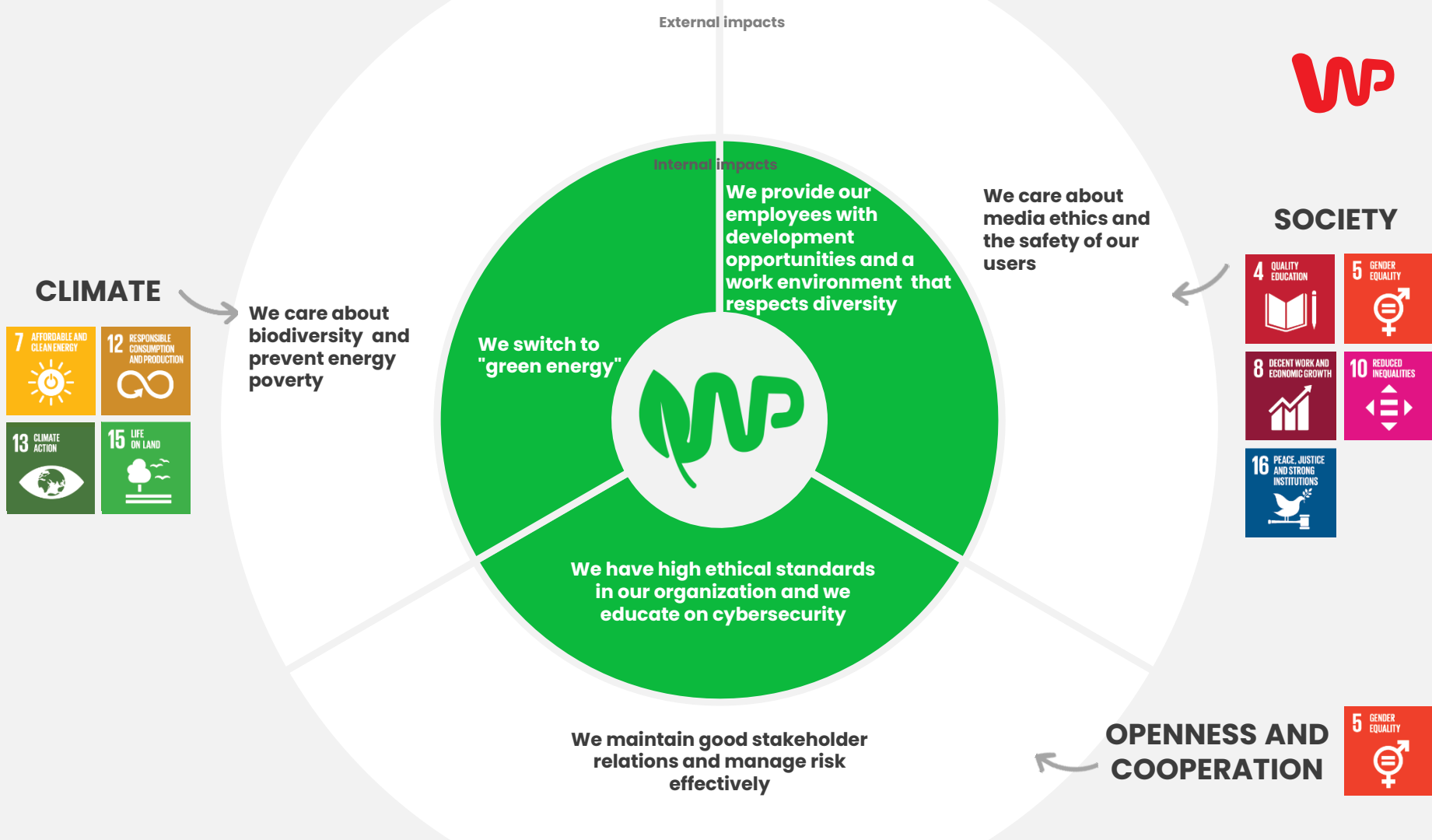




UN Sustainable Development Goals

The UN 2030 Agenda for Sustainable Development is the "signpost" for any sustainability initiative.

By meeting the Sustainable Development Goals in our ESG Strategy, we become part of a global community of organizations that operate in a sustainable and responsible manner.



We have an impact!



Digital literacy

Many factors contribute to the existence of barriers to access to digital technologies, including, among others, the availability and price of electronic equipment, internet access, energy prices, and the age and skills of the user. Our mission is to provide quality service and information to as many users as possible. **It is our responsibility to deliver the services we offer in an inclusive manner. Through the Sustainable Development Strategy Goals in the area of Society and Employees, we address many of the factors influencing the phenomenon of digital exclusion.**

We want the users of our platforms to be able to take full advantage of the wealth of digital services in a way that is safe for them and their loved ones. As part of this Strategy, we dedicate a number of activities to increasing the availability of Internet resources and educating people on how to use them safely.

We act against fake news

Fake news, especially on social media, is now seen as one of the major digital threats to democracy, journalism and freedom of speech.

The effective fight against fake news is deeply rooted in Wirtualna Polska Group's business model, which is based on providing reliable information and ethical advertising.

We want our users to be sure that the texts they read on our websites contain only verified facts.

The fight against fake news is an important aspect in our Strategy.



Our strategic objectives



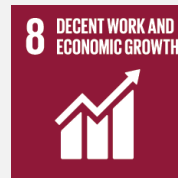
- We will fight against digital exclusion (S and G)



- We will provide a work environment that respects equality and diversity (S)
- We will maintain good relationships with financial institutions (S and G)



- We will use only zero- and low-carbon energy sources (E)



- We will take care of our employees' well-being (S)
- We will provide competitive and developmental working conditions (S)



- We will ensure non-exclusionary language in our services (S)
- We will be a safe place online (S)



Our strategic objectives



- We will increase the recovery rate of end-of-life IT hardware (E)
- We will raise consumer awareness by publishing climate change content in news services (E)
- We will make it easier for customers to access sustainable services and products (E)



- We will carry out activities that will result in a positive impact on biodiversity (E)



- We will reduce greenhouse gas emissions (E)
- We will increase the energy efficiency of data centers and buildings (E)
- We will use only zero- and low-carbon energy sources (E)
- We will raise consumer awareness by publishing climate change content in news services (E)



- We will ensure the highest standards of information integrity (S)



Specific objectives



Objective	2025 target	2030 ambition
We reduce greenhouse gas emissions		
We will reduce emissions in Scopes 1&2	-70% from the base year level	0 Mg CO ₂ e (net-zero according to the SBTi methodology)
We will increase the energy efficiency of data centers and buildings	Energy audit of the server rooms ISO 50001 certification	Achievement of the energy efficiency improvement target Periodic internal audits
We will use only zero- and low-carbon energy sources	80% share of zero-carbon energy in the electricity mix of the Wirtualna Polska Holding Group 8 90% share of zero carbon energy in the heat energy mix of Wirtualna Polska Holding Group	Achieving the energy efficiency improvement target Periodic internal energy efficiency audits
We will calculate and then reduce GHG emissions in Scope 3	Performing calculations for 2022 and setting a reduction target	Consistent attainment of reduction targets in all 3 emission scopes in accordance with the GHG Protocol methodology

We prevent energy poverty

We will transfer electricity from our own RES installations or purchase such energy for public benefit organizations

Launch of the program
Establishing a metric

Increasing access to clean energy – 100% of excess production from our own RES installations will be transmitted to those in need



Specific objectives



Objective	2025 target	2030 ambition
We will implement circular economy principles		
We will increase the recovery rate of end-of-life IT hardware	Launch of the program Establishing a quantitative measure	Min. 80% of decommissioned hardware gets a "second life"
We will reduce water consumption	Metering in the offices (2022) X% reduction in annual water consumption (target to be set after metering)	Achieving a 50% reduction in water consumption relative to the 2022 baseline
We educate on the climate crisis and environmental responsibility		
We raise consumer awareness by publishing climate change content in news services	1,000 published materials on climate change and the environment (per year)	1,200 materials published on climate change and the environment (per year)
We support customers in making responsible choices		
We will make it easier for customers to access sustainable services and products	Implementation of content filtering on 100% of the Group's e-commerce sites 30% of offers tagged on all e-commerce portals in the Group	30% of filterable e-commerce sites
We support biodiversity		
We will carry out activities that will result in a positive impact on biodiversity	Protecting or planting 5 ha of forest; Starting cooperation with a public benefit organization(s)	10 ha Permanent cooperation



Specific objectives



Objective	2025 target	2030 ambition
We care about media ethics		
Wirtualna Polska will ensure non-exclusionary language on its portals	Creating, implementing and regularly training 100% of journalists on guidelines for using non-exclusionary language	Exerting significant influence on the development of standards for non-discriminatory communication.
Wirtualna Polska will ensure the highest standards of information reliability	Conducting a fact-check project	Offering users only thoroughly verified information.
We care about the users		
Wirtualna Polska – a safe place online	Permanent implementation of the Stop-Hate program; launch and implementation of educational activities regarding online hate; Promotion of comments created by logged in and credible users Implementing tools improving the quality of comments	Minimizing the hate on Wirtualna Polska Group's websites
Wirtualna Polska will maintain a high level of user data protection, also in response to new emerging threats	Maintaining a high level of availability of WPH services	Ensuring the highest standard of service security and supporting users in keeping themselves safe
Wirtualna Polska will fight against digital exclusion	Implementation of a program for the elderly – development of best practices	Enabling secure online access for the digitally excluded



Specific objectives



Objective	2025 target	2030 ambition
We care about our employees		
Wirtualna Polska will provide a work environment that respects equality and diversity	Reducing GPGR to 10%; Diversity indicator in supervisory bodies (percentage of women on the Supervisory Boards and Management Boards) – min. 30%	GPGR at 0% Maintaining min. 30%
Wirtualna Polska will take care of its employees' well-being	Launch of the program in 2022 Examining program performance in pulse-check In 2023, including all companies in the program Establishing metrics	70% in satisfaction survey
Wirtualna Polska will ensure competitive and developmental working conditions	Decrease in employee turnover by 3 percentage points (unwanted departures – at a level of no more than 10%) Decrease in turnover of employees with seniority up to 2 years by 5 percentage points Maintaining the turnover of employees aged 45+ at the baseline level	Employee turnover – at the level of no more than 20% (unwanted departures – at the level of max. 7%) Turnover of employees with seniority up to 2 years – at the level of no more than 7% Maintaining the turnover of employees aged 45+ at the baseline level



Specific objectives



Objective	2025 target	2030 ambition
We manage the ethics		
Wirtualna Polska will develop an effective model for managing the ethics in the organization	Every year, 100% of reported violations handled according to the procedure and deadlines in place 100% of employees trained over the past 2 years	Every year, 100% of reported violations handled according to the procedure and deadlines in place; 100% of employees trained over the past 2 years
Wirtualna Polska will develop an effective model for managing the ethics in relations	Development of the Code and Statement of Compliance with the Code: 80% of business partners (2023 – wakacje.pl and WPM)	Regularly update and proper communication of the ethics management system
Cybersecurity		
Wirtualna Polska will provide cybersecurity education for employees	Developing a cybersecurity manual; 100% of employees covered by training every year	Addressing cyber threats in onboarding training and regularly scheduled training modules
Compliance and corporate governance		
Wirtualna Polska will maintain good relations with external stakeholders	Implementation and application of diversity policy Separation of the compliance function	Compliance with Best Practices for Listed Companies
Wirtualna Polska will improve the risk management and internal audit system in the entire group	Fine-tuning of the risk management system Expanding the Internal Audit function	Covering all holding companies with a uniform internal audit and risk management system





**Please send any questions
related to this strategy to:**
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