

Corporate Responsibility at **MTG**

20THIRTEEN

Ghanaian superstar
KWABENA KWABENA

**SAVING
hearts**
THROUGH MUSIC

**AN
ODE
TO OUR
CODE**

SPELLING OUT
OUR VALUES

50
SHADES
OF GREEN

OUR ENVIRONMENTAL WORK

**MATERIALITY
MATTERS**

WHAT OUR STAKE-
HOLDERS SAID





**“WE HAVE TO GO
THROUGH THIS
THING TOGETHER.”**

**MATT KING (GEORGE CLOONEY)
THE DESCENDANTS
FOX SEARCHLIGHT PICTURES, 2011
ON VIASAT DRAMA NORDIC IN FEBRUARY 2014**

CONTENT

- 5 LETTER FROM THE EDITOR
- 6 OUR GLOBAL OPERATIONS
- 9 RESPONSIBILITY AREAS
- 10 MEDIA RESPONSIBILITY
- 12 MEDIA POSSIBILITIES
- 22 EMPLOYEES & WORKPLACE
- 24 BUSINESS ETHICS
- 26 ENVIRONMENT
- 30 GOVERNANCE – HOW WE WORK
- 32 MATERIALITY ANALYSIS
- 34 TARGETS
- 36 PERFORMANCE DATA
- 40 GRI INDEX
- 42 ABOUT THIS REPORT
- 44 THIRD PARTY ASSURANCE

9 Getting to the heart of the matter.
Who we are and what we do.



10 And... Action! It's safety first when
it comes to kids' entertainment.



12

Ghanaian heart throb
Kwabena Kwabena
feels the beat.



26
Okyenhenee, King of the ancient Ghanaian
kingdom Akyem Abuakwa, gets down and
dirty in the fight against litter.

13

The Angel
Express
spreads its
wings in
Latvia with
a nation-
wide tour.



19

Hello Bulgaria's morning hosts Ana Tsoleva
and Victor Nikolaev explain why they have a
good reason for getting up in the morning.



14

Well, that went swimmingly. TV3
Estonia's news anchor Marek Lindmaa
receives prestigious UNICEF prize.



www.mtg.se

responsibility@mtg.se



Letter from the Editor

LET'S TAKE A MINUTE here to think about the future of entertainment – it's hard to imagine, I know, but it is what we think about all of the time. On-demand access to a seemingly unlimited range of content that is available in multiple formats on all sorts of devices around the world - and that is just what we can do today! Watching television is no longer a passive past time while sitting on the sofa. We are now media multi-tasking by actively choosing when, where, and how we access and interact with our favourite TV entertainment.

There is so much to talk about these days but, if we are to deliver on our potential and our promises, we must take the time to listen. That means having an open and constant dialogue with our viewers, our consumers and our customers, understanding what they want and meeting those needs on their terms. As a result, we also have to further develop our ties with our suppliers and partners, in order to be able to constantly improve our existing products and services...and introduce new ones.

Building relationships like these takes trust. Not only do we have to earn every minute of time that our audiences and users spend with us, but we also have to build genuine connections with them by providing relevant products that they love. We earn trust by acting responsibly and responding to the expectations and demands of all of our stakeholders and local communities, which is why we also support such a wide range of non-profit organisations and initiatives in our markets around the world.

Corporate Responsibility is at the centre of everything we do and of our strategy to grow MTG by focusing our energy and resources on content creation, digital development, and geographical expansion.

2013 showcased all of the above and you can read all about our performance and priorities in this report. We have grown by investing in our existing businesses, acquiring a number of attractive companies, accelerating our digital development by launching MTGx, and expanding into a number of new markets. We have managed our carbon emissions in a responsible way throughout this scaling of the Group, and we have also evolved our values, principles and guidelines.

We also completed a new materiality analysis during 2013, in order to understand how our

stakeholders' priorities have changed and how we therefore need to shift our attention in a number of areas. The integrity of customer data is now more important than ever, while the protection of children remains at the top of the agenda. We have already made significant progress in these and many other areas, whilst continuing our work on previously set targets.

We were included in the Dow Jones Sustainability Europe Index for the first time in 2013, and we continued to be part of the Dow Jones Sustainability World Index and FTSE4Good Index.

As we move into 2014, we have embarked on a much closer cooperation with Reach for Change, the non-profit organisation that we co-founded with the Kinnevik Group. Reach for Change supports social entrepreneurs to help improve the lives of children around the world.

A lot has been achieved so far, but there is so much more to do as we shape the future of entertainment together. Thank you for taking the time to read this today and please read on into this report. Your time is valuable and we hope that you will spend even more of it with us in 2014 and beyond!

Jorgen Madsen Lindemann
President & Chief Executive Officer



Let us entertainii

Experience us here! This is a snapshot of our brands and geographical spread in 2013.



Ownership ¹Bulgaria: 95% ²Czech Republic: 50% ³Russia: 37.94% ⁴Finland: 20% ⁵Nice Group: 86.8% (2013) ⁶Raduga: 50%

in you



STOCKHOLM
MTG Headquarters



LONDON
Viasat Broadcasting Headquarters

MTG COUNTRIES 2013

As at 31 December 2013

■ Countries with operations but no office ■ Countries with offices

■ Albania ¹	■ Kenya	■ Slovenia
■ Armenia	■ Kyrgyzstan	■ Sweden
■ Azerbaijan	■ Latvia	■ Tanzania
■ Belarus	■ Lithuania	■ Uganda
■ Bosnia and Herzegovina	■ Macedonia	■ Ukraine
■ Bulgaria	■ Moldova	■ United Kingdom ²
■ Croatia	■ Montenegro	■ United States
■ Costa Rica ^{1,2}	■ Mozambique ¹	
■ Czech Republic	■ Netherlands ²	
■ Denmark	■ Nigeria	
■ Estonia	■ Norway	
■ Finland	■ Poland	
■ Georgia	■ Romania	
■ Ghana	■ Russia	
■ Hungary	■ Rwanda ¹	
■ Kazakhstan	■ Serbia	
	■ Slovakia	

¹ New in 2013

² MTG has no media channels in these countries

Removed from the list: Central African Republic, Guinea

KEY FIGURES & FINANCIAL POSITION

YEAR:	2009	2010	2011	2012	2013
Net sales (MSEK)	14 173	13 101	13 473	13 336	14 129
Operating income (MSEK)	-1 428	2 355	2 567	2 124	1 885
Basic earnings per share (SEK)	-30,86	53,34	-19,98	22,93	16,39
Average number of employees	2 906	3 069	3 031	3 012	3 361
Financial position					
Shareholder's equity	5 680	6 239	4 350	5 134	5 295
Long-term liabilities	4 175	3 311	2 168	1 751	2 775
Short-term liabilities	4 796	4 452	4 763	4 808	6 080
Total shareholders' equity and liabilities	14 651	14 002	11 281	11 692	14 150

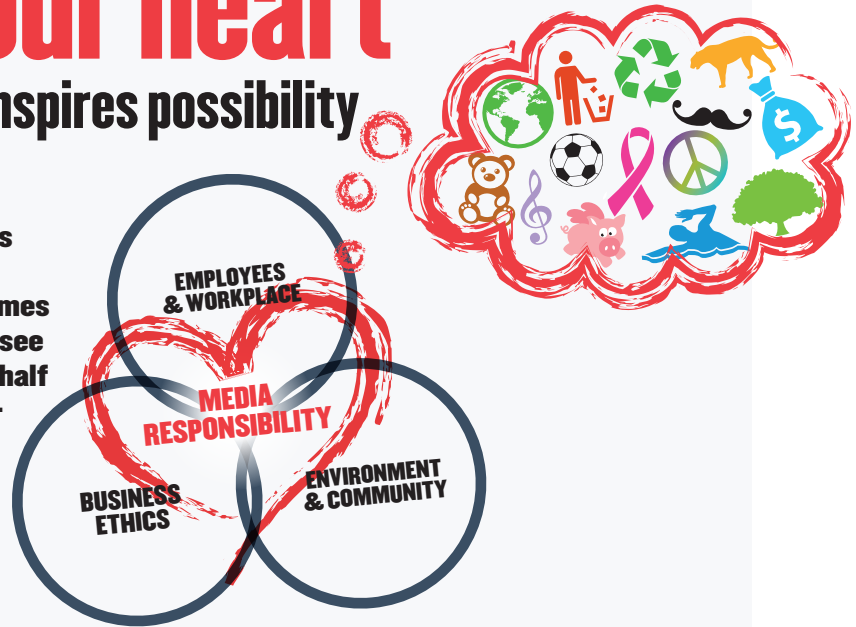
**“I’M JUST TRYING TO
PROVE THAT MAYBE,
JUST MAYBE, I CAN
DO MORE THAN WHAT
I WAS BUILT FOR.”**

**DUSTY CROPHOPPER (GEORGE CLOONEY)
PLANES
DISNEY, 2013
ON VIASAT FAMILY NORDIC IN MAY 2014**

Media in our heart

Where responsibility inspires possibility

That may sound strange to you, but really it's not. Taking responsibility for our impact on the world around us is something we take very seriously, especially the responsibility that comes with being a media company. But we see taking responsibility from the glass half full perspective. With media responsibility comes media POSSIBILITY. Our platforms and content give us a unique opportunity to maximise the good stuff, and with tools like that, we think you'll agree they should be put to good use.



Responsibility, it's a big job and this is how we do it

Our job is to get responsibility pumping through every vein of our organisation. In our daily work, we implement the ten principles of the UN Global Compact. We also follow the OECD Guidelines for Multinational Enterprises relevant to our operations. And to make our responsibility work more manageable and measurable, we've divided it into four key areas: Media Responsibility, Employees & Workplace, Environment & Community, and Business Ethics.

MEDIA RESPONSIBILITY

Media is at the heart of everything we do. For this reason, media responsibility is our core focus. We need to consider the impact of our programmes on our audiences, taking extra care to help protect young viewers from unsuitable content. We also need to ensure we comply with all relevant laws and regulations. We share a unique responsibility with other companies in our sector. As a result, we have joined forces with our peers

in the Media CSR Forum to get to grips with our special role. Together with fellow media companies we share best practices, engage with stakeholders, and aim to get a better understanding of what CR means for our industry.

EMPLOYEES & WORKPLACE

Our people are the real MTG and we are fully aware they are our most valuable asset. We invest in our employees and believe in enabling them to successfully combine work

with home life. We welcome people from all backgrounds, encourage an open work environment and reward outstanding performance.

ENVIRONMENT & COMMUNITY

As a media company, we are not high on the list of culprits in terms of having a negative impact on the world around us. We work hard to minimise our ecological footprint and publicly report our carbon emissions and climate strategies. Additionally, we cooperate

with a range of environmental NGOs and have an appointed green ambassador in each country to drive and monitor MTG's green agenda. We give back to the communities in which we operate through the international Kinnevik foundation Reach for Change, and cooperations with NGOs.

BUSINESS ETHICS

All business decisions should be made for the right reasons, it's that simple. Our Code of Conduct exists to make sure all employees follow the same ethical standards and adhere to the law. We also seek to work with suppliers that live by the same rules as we do and have a range of Supplier Principles in place to ensure that we are all on the same page. ●

Entertaining responsibly

Our best is the least we can do

Media is at the heart of what we do. That's why it is also our core responsibility. We want to offer great entertainment, but entertainment with a conscience. This means adhering to broadcast, advertising and content regulations, protecting minors, and making our services accessible. It's a matter of stepping up or stepping out!



RECIPE

For safely entertained children

INGREDIENTS

- Lots of fantastic family and children's entertainment
- 1 rigorous rating system to advise viewers of suitability of content for under 18's
- 1 9pm watershed for content unsuitable for children
- 1 midnight watershed for strictly adult content
- 1 pay-TV pin code to restrict access to unsuitable TV content for younger members of the family
- 1 diligent compliance department and local compliance advisors to ensure the following of guidelines and regulations
- 5 different online Viaplay settings, allowing parents to tailor protection according to the age of their children
- 1 Viaplay support team to help if set-up gets tricky

PREP TIME _____ COOK TIME _____

SERVING _____ DATE _____

DIRECTIONS

Mix all at once and constantly taste for new flavours of entertainment.

Being one step ahead of media development is a challenge. We do our best to keep our youngest generations entertained, but also as safe as possible.

FROM THE KITCHEN OF

MTG

Live like a local, watch TV like a local

AS YOU SIT down for a quiet evening on the sofa or snuggle up in bed with your tablet, have you ever thought about why you watch what you watch? There may be more to it than you think.

You might just want to see content in your own language, depicting lives and stories you can relate to about your own community. That's more than ok with us as the great thing about local content like that is it allows us to stimulate local economies through job creation.

The next minute you might want to escape from your own life and delve into a new and exciting world about things and places you know little about. That's also fine with us as MTG's channels and online services offer a wide range of content from the big international studios and sports rights suppliers.

Not only that, we are also creating unique and innovative content ideas that you didn't even know you wanted to watch! ●



THE C-TEAM

THE COMPLIANCE TEAM, or what we jokingly call the C Team, work to fulfil our responsibilities and obligations to our viewers by ensuring our content (including trailers, promotions and sponsorships) is within the rules of broadcasting.

The C Team deliver compliance training both internally and externally to ensure that all our content, acquired or own produced, follow current local compliance regulations and guidelines and is in line with Ofcom, ASA and ATVOD standards.

FOLLOWING THE RULES

We follow the main legislation set up for broadcasting in the EU, the Audiovisual Media Services Directive, and any other relevant laws and regulations. Most of our channels are regulated by Ofcom in the UK, and we also follow a number of local broadcast regulations.

TV advertising for channels broadcast from the UK is regulated by the Advertising Standards Authority, ASA, and our on-demand pay-TV services are registered and regulated by the Authority for Video on Demand (ATVOD) in the UK. ●

"Pwede na!"

Parlez-vous Minionese? Did you know that on any given day 85% of our content is translated? And did you know that "pwede na" is actually a real Filipino phrase meaning "it's ok."

DESPICABLE ME 2
NBC UNIVERSAL, 2013

**WATCH IT ON VIASAT
FAMILY NORDIC IN
JULY 2014**



ONLINE PRIORITIES

DO YOU KNOW what your number one priority will be in five years? In two years? Our digital environment is evolving faster and faster. More and more of our business is now conducted in the digital world and we have to make sure that we move

with the times. Consequently, we're reviewing our processes for data protection, customer data integrity and privacy, and benchmarking industry-wide best practice in 2014. This is also something our stakeholders prioritised in our most recent materiality analysis. And when they talk, we listen. ●

ACCESS ALL AREAS

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

A world of possibilities

Making the most of our global toolkit

Responsibility sounds like a big word, but what does it really mean? Well, for us media responsibility means media POSSIBILITIES! We have this immense global tool at our fingertips, so why not put it to good use! Our platforms and content mean we can raise awareness and funds for worthy causes through entertainment. How great is that?!

HOPE FOR HEARTS IN GHANA

There's nothing like a good love song to pull on your heart strings. Nobody knows this better than Ghana's number one crooner Kwabena Kwabena. So who better to take on heart disease in a star studded charity gala?

WHEN THE POPULAR musician Kwabena Kwabena had a calling to do more, the choice was pretty clear. He wanted to help raise money for heart patients unable to afford life-saving surgery. "I felt that I needed to give something back," he says. "I am into music, which is all about the heart so it seemed only natural that I should help save hearts."

The highlife artist launched the concert "Save a Life" at the State Banquet Hall in Accra in October 2013 together with fellow musicians Sarkodie, Eya, Becca, Stella Duncan, Aba Seal, Okyeame Kwame, Samini, Raquel, and O.J.

Among the audience were Ghana's former first lady Konadu Agyeman-Rawlings, and popular politician Rebecca Akufo-Addo, alongside many actors and musicians.

Viasat1 were only too happy to support the event. "Kwabena Kwabena has been a great performer at our Glo X Factor show, so when he asked if we wanted to team up with him for the appeal we didn't hesitate to say yes," said Regina Van-Ess Botchway, Viasat's

marketing manager in Ghana. "We donated airtime to promote the concert and invited him to speak about his important mission on our morning show." ●

Kwabena Kwabena mixing west African and western music in the popular highlife genre.



Sharing is caring

We love to communicate and what's more, we love to help others communicate. Using our media platform to help raise awareness and encourage change seems like a very good idea, both for us and the world around us. Perhaps the area where we can have the most impact is media time donation to charities. That's why in 2013, we donated more than €4.3 million worth of media time to worthy causes.

*"Do what you can,
with what you have,
where you are."* Theodore Roosevelt



Morning radio hosts Brita Zackari, Adam Alsing and Markoolio from Sweden's RIX FM participated in the typhoon Haiyan appeal.

THE TYPHOON HAIYAN APPEAL

WHEN TYPHOON HAIYAN swept across Southeast Asia in November 2013 it had a devastating effect. As the deadliest Philippine typhoon on record, it killed well over 6,000 people in that country alone. TV3 Sweden immediately sprung to action and launched an appeal for help together with PLAN Sweden, effectively doubling the number of donations during the first few days and increasing PLAN Sweden's web traffic by 225%. ●

ALL ABOARD THE ANGEL EXPRESS!

IT WAS A CASE of hit the road and keep going for the sixth "Angels over Latvia" campaign in 2013. The charity, which raises money for children in need, toured 26 destinations all across the Baltic nation and some of the country's most popular artists were on board with the initiative. Our free-TV channel LNT backed the event as usual, and audiences came from near and far to lend their support and enjoy the show, raising an amazing €438,232 in the process. Toot, toot! ●





TV3 Estonia has been a long-standing supporter of the local NGO Lastekriis, which offers grief support to children who have lost a close family member. So when the channel's news anchor Marek Lindmaa pioneered a drowning prevention campaign, he naturally let the NGO in on the act.

IN HIS BID to increase public awareness of water safety, the popular TV personality braved the cool and murky waters of the Baltic Sea, swimming close to 35 kilometers in the process. For someone who describes himself as "a pretty poor swimmer" that's quite a challenge. But where there's a will, there's a way, and the drive to raise some much needed funds for Lastekriis was a big carrot.

"I WOULD LIKE TO GIVE SOMETHING BACK TO THOSE WHO ARE NOT SO FORTUNATE."

— **MAREK LINDMAA**, NEWS ANCHOR, TV3 ESTONIA.



Marek Lindmaa,
News anchor, Estonia

"Throughout the years, life has been rather generous to me. I would like to give something back to those who are not so fortunate," he explained.

And Marek's dedication didn't go unnoticed. His commitment caught the eye of UNICEF who subsequently nominated him for the Bluebird prize, which he received in a televised gala in November 2013.

"It feels great to have received the award," he said at the time. "I am thankful for it, but it was not my main target. This prize goes to everyone who supported the project." ●



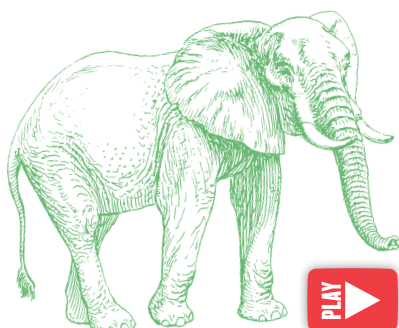
VINTERLYD is the radio station P4's annual winter tour, where we and the Norwegian Cancer Society invite some of the best artists in Norway and Scandinavia to get on the road with us to raise money for cancer research and treatment. Since the first tour in 2006, we have raised over €12 million.

A DROP IN THE OCEAN

WE CAN'T EVEN imagine what it's like to have a child with cancer, and we are sad to say that we don't have a magic cure. But what we can do is try to brighten long and tedious days in a hospital bed by providing a little bit of entertainment. That's the reason we have installed free kids' TV channels at Sweden's children's cancer wards. We also donate a sum of money towards cancer research for every new pay-TV subscription. It's a drop in the ocean in the scheme of things, but even small contributions are worth making. ●



EVERY LITTLE HELPS. We love that our people are as passionate about the causes close to their hearts as they are about their jobs. Here are a few examples of their local initiatives:



TV3 Lithuania organised a charity campaign with a difference in 2013. The “Adopt an Elephant” initiative raised over €115,000 to improve the living conditions for the animals of Zoo Lithuania in the city of Kaunas.



WHAT'S LURKING IN YOUR OFFICE?

OPPORTUNITIES TO RAISE money for a good cause can be found in the oddest of places. During Viasat Broadcasting's recent London office move, we uncovered a wide range of excess flat pack furniture. After a phone call to the British Heart Foundation, the furniture was collected, assembled, displayed, and sold in one of the NGO's local stores. ●



LET THEM EAT CAKE!

THE EMPLOYEES OF TV3 Lithuania backed the 11th annual Fulfilment campaign in November. Cupcakes, cookies, pies, and

other tasty treats were available at the office bake sale, with all proceeds going to the children's charity. ●



TIME FOR MENT. One of TV3 Estonia's most popular comedies, about a local policeman called Ment, teamed up with Statoil in 2013 to sell parking clocks with the show's name on them to raise money for a camp for bereaved children.





“FOOTBALL IS PERFECT FOR BRINGING PEOPLE TOGETHER”

LENA ADELSON LILJEROTH,
SWEDEN'S MINISTER FOR CULTURE AND SPORTS

Peace, love and football

MTG UNITED FOR PEACE, MTG's own charity, has an interesting way of teaching kids about tolerance and respect. We've tapped into a passion for football that can be found in most villages, towns and cities across the globe. It's no wonder that it's the perfect

symbol for peace and cooperation across borders.

We push teamwork and cooperation on and off the pitch through our mixed tournament and our very own School of Tolerance, an interactive way to learn about conflict resolution and peace. ●

TODAY'S READERS ARE TOMORROW'S LEADERS

BOOKS ARE BETTER shared so when we learned that the Ghanaian girls team of 2012 MTG United

for Peace Cup needed their school library refurbished, we immediately mobilised our network and organised a charity auction. The library has now undergone a

complete makeover with stacks of new books, new computers and shiny decor. How's that for a happy ending?! ●



...AND WHEN THE MATCHES ARE OVER

SOME OF OUR young teams come from disadvantaged backgrounds, and we do what we can to support them beyond the game. Our drive to collect clothing and sports supplies to send to orphanages in Hungary and Lithuania raised several pallets of much needed goods. ●



“TO BE PART OF A GROUP, WHILE AT THE SAME TIME BEING YOURSELF, IS WHAT CONSTITUTES SOCIETY. AND THAT'S WHAT YOU EXPERIENCE IN FOOTBALL.”

PIA SUNDHAGE, COACH OF SWEDEN'S NATIONAL WOMEN'S SOCCER TEAM

IT'S A PASSIONATE BUSINESS AT REACH FOR CHANGE

The charity Reach for Change now spans nine countries to create lasting, systematic change for children, all with the help of 47 passionate entrepreneurs, and a big dose of business acumen.

REACH FOR CHANGE was co-founded by the Kinnevik Group to help give vulnerable children a brighter and safer childhood, and teach them valuable lessons and skills for the future.

The foundation invests in exceptional individuals with unique ideas for social change. Selected social entrepreneurs, called Change Leaders, benefit from their Incubator Programme – a three-year support programme for early stage social entrepreneurs, who receive salary funding and support from partners in the business sector, and an extensive global network. In addition to funding and the donation of airtime, MTG provides hands on support by volunteering advisors to work with the entrepreneurs to help make their vision a sustainable business model.



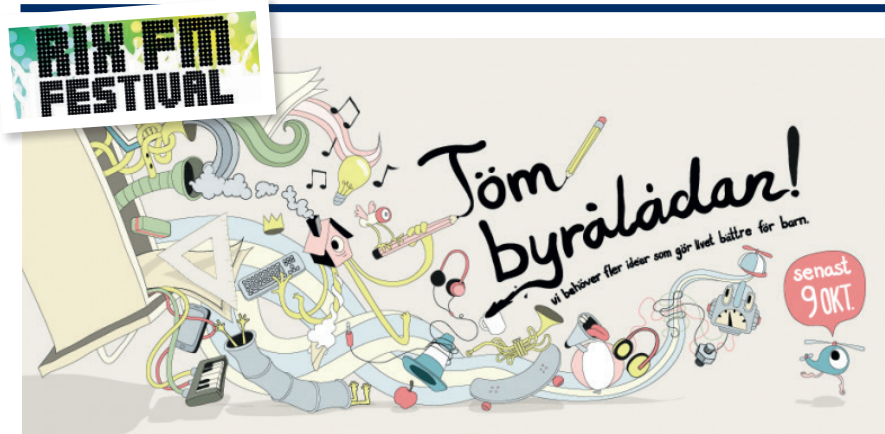
"We are entrepreneurs for children," says Sara Damber, Reach for Change's CEO and co-founder. "We take the niftiest people from the business field and the most passionate people from the social field. When we put them together, really great things can happen!" ●

Reach for Change's CEO Sara Damber is a self-made social entrepreneur who strives to create positive change for the world's children.



RUSSIAN RUNNERS MAKE GREAT STRIDES FOR CHARITY

OUR CO-FOUNDED non-profit organisation Reach for Change joined forces with two other NGOs in Russia to launch Moscow Run at the end of 2013. Of course we lent our support and promoted the event on our Viasat Sport channel. Runners of all ages and abilities took part in the event, which covered the eighth or quarter marathon distances, and raised funds for multiple special needs charities and children's hospitals. ●



Reach for Change hit the road in 2013 with RIX FM Festival. Travelling all over Sweden, the NGO collected ideas from the country's many youngsters on how to make the world a better place for children. The result? 400 great new suggestions to work with!



+



Reach for Change

=



Bandit Rock and Reach for Change were a match made in heaven during an on-air campaign where listeners could nominate an everyday hero that works to improve the lives of children for the Stenbeck Scholarship.

Entertainment doesn't just have to be for fun. It can also help bring a range of pressing issues to the forefront.

We call it positive programming. Here are a few examples:



Viewers get advice on health and lifestyle problems on Viasat1 Ghana's morning show segment "Fit for Life".



TV3 Denmark's reality series "Dyrevaernet" comes to the rescue of animals in need.



Local celebs man the phones at a glitzy fundraiser on the Czech Republic's PRIMA TV.



TV3 Lithuania raises funds to reduce child and female mortality rates in Tanzania.



Bulgaria's Nova puts celebs on the spot in two charity editions of "Who Wants to be a Millionaire".



"Dreambuilders" on VIASAT3 in Hungary helps down on their luck families get a fresh start by giving them brand new homes.

Everyday heroes were honoured yet again at the annual Pride of Latvia gala on TV3 Latvia where extraordinary individuals, nominated by the general public, are recognised for their selfless acts.



WHISKERS GROW WILD FOR GOOD CAUSE

MOVEMBER IS A popular annual event held during the eleventh month involving the growing of moustaches to raise awareness of men's health issues, such as prostate cancer. Norway's Viasat4 and Denmark's TV3+ noted the event by scheduling an array of programming featuring whiskered gentlemen. The channel's logos also got in on the act, growing hairier and hairier as the month went by. ●

DONOR AWARD TO NOVA

NOVA IN BULGARIA won the "Biggest Corporate Donor" award at the eighth annual Bulgarian Donor's Forum in Sofia. The channel won the "Biggest Non-Financial Donations" category, for donating media time to a series of campaigns and worthy causes. ●

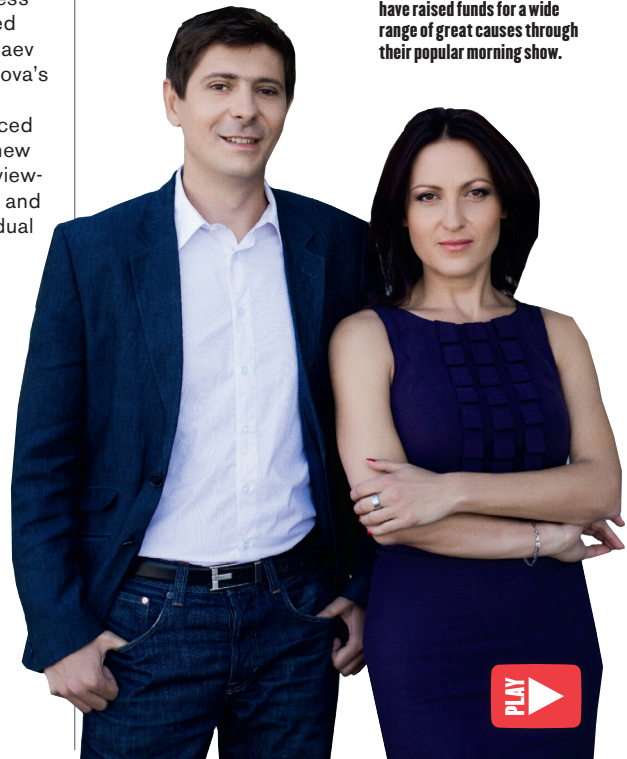
WAKE UP TO FUNDRAISING ON "HELLO BULGARIA"

For dynamic duo Ani Tsoleva and Victor Nikolaev, charity starts very early in the day.

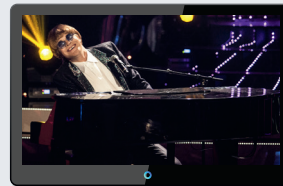
A SHARED PASSION for addressing social issues has inspired Ani Tsoleva and Victor Nikolaev to appeal to the nation on Nova's morning news show "Hello Bulgaria". The two experienced news reporters have given new hope to many misfortunate viewers by covering their stories and raising funds for their individual causes.

Since the couple started hosting the show in September last year, they have helped raise thousands of euros for viewers in need, such as a two-year-old boy with a brain tumour, a 13-year-old girl with spinal disease, and an elderly gentleman whose wife desperately needed eye surgery. By covering the stories, sometimes over several days, and engaging the general public, the show has managed to raise enough money to pay for, amongst other things, many life-saving operations. ●

Ana Tsoleva and Victor Nikolaev have raised funds for a wide range of great causes through their popular morning show.



David Hasselhoff, Beyoncé, and Elton John look-alikes rock it out for charity on TV3 Estonia.



DRESS UP AND SING FUNDRAISER

THE EVER POPULAR "Your face sounds familiar" series where local celebrities dress up and perform as international superstars, such as Michael Jackson and Lady Gaga, returned for a fourth season on TV3 Estonia. Each episode saw the winning celeb receive a cheque to donate to their chosen charity. ●



**“I WAS DEFENDING
THE EARTH!”**

**THOR (CHRIS HEMSWORTH)
THOR: THE DARK WORLD
WALT DISNEY PICTURES, 2013
ON VIASAT ACTION & VIASAT FAMILY NORDIC IN JUNE 2014**



MARVEL

Our people rock!

The music would stop without our employees

Where would we be without our employees? Working to give them equal opportunities and tools to develop is the MTG way. We also want to help our people integrate their work and home life successfully, because investing in our employees is the wisest investment we'll ever make. And let's face it, happy people are more fun to be around so it's a win-win for everyone!

BOOSTING MOTIVATION BY REWARDING EFFORTS

WHEN OUR PEOPLE

deserve recognition, we do our best to acknowledge their achievements. We celebrate the best of the best at the annual MTG Awards, where members of our global team are given their moment in the spotlight for stand-out work relating to our company values. Our top performers are also invited to become members of our exclusive President's Club. ●



The 2013 MTG Awards was a special and fun-filled event.

MEET REGINA VAN-ESS BOTCHWAY, MARKETING MANAGER, VIASAT1, GHANA

Ghana's Corporate Responsibility representative talks about new perspectives, the importance of passion, and joining forces with Ghanaian music sensation Kwabena Kwabena.

What's it like to be a Corporate Responsibility representative?

– There's always something happening! Last year, we updated the library of a local girls' school here in Accra, partnered with a big charity cooking competition, sponsored a national environmental campaign, and joined forces with the amazing Kwabena Kwabena to fight heart disease.

What would you tell someone who is thinking about joining the Corporate Responsibility team?

– You need drive and passion to be part of this team. It takes effort, but the rewards are many.

Public interest in sustainability issues is growing. Why do you think that is?

– I think it's all about doing the right thing. There are so many problems in the world and we all need to do our bit to make things better. That's why it feels good to work with this!



Health & Safety

OFFICE HEALTH and safety is easily taken for granted in low risk work environments. But keeping our employees safe is not something we take lightly. We follow relevant local rules and regulations, maintain our office premises and practice good housekeeping to prevent accidents in the workplace.

Also, as we expand geographically, create more content than ever, and grow digitally, we also face new health and safety challenges, and need to re-think our security agenda. The demand for new methods and approaches has resulted in this year's review and restructure of our security work. ●



LOCAL HEALTH DRIVES

MANY OF OUR offices have found their own ways to push a healthy living agenda in 2013.

Our UK office has offered its employees free health screening, advice on how to interpret screening results, and tips on healthy living, as well as monthly emails with links to useful information, and quarterly seminars and workshops with subjects ranging from how to boost energy levels to how to best love your body. Meanwhile, our Stockholm office has been promoting healthy living through exercise by participating

in well known local running races, such as Blodomloppet and Midnattsloppet. The 100 participants have run for fun and funds, raising money for our co-founded charity Reach for Change, whose sponsored partner Löparakademin (The Running Academy) provided them with professional coaching ahead of the sporting events. ●



GROWING BY LEARNING

WHEN EMPLOYEES WANT to move on, get more experience, new motivation or broaden their horizons, we want to supply that at MTG. And because happy and stimulated people are more productive, investing in our employees is a fundamental part of staying competitive. For this reason, we have our own in-house training team, MTG Academy, whose mission is to be a one-stop shop for supplying individual training and developing core skills. This is done together with both internal and external experts who can offer additional specialist know-how and inspiration. ●



THINK GLOBAL, ACT LOCAL.

While MTG continues to expand globally, our focus remains, now more than ever, on recruiting locally. No one knows local business practice, culture, customers, and societal values better than the locals. It also gives us a chance to stimulate local economies through employment, the use of local suppliers, and cooperations with local partners.

EQUAL OPPORTUNITIES

BEING GLOBAL, BUT acting local is the nature of our business. Being an equal opportunities employer is therefore not only right, but also crucial for the success of our business worldwide. Our very diverse workforce make us the prosperous company we are today. The London office alone has 29 nationalities represented! ●

MEET JANIS RUSA, TV COMMERCIAL SALES ASSISTANT, MTG, LATVIA

The Green Ambassador for MTG Latvia on going green, why he likes online meetings, and the power of one.

Tell me how you first got to be a Green Ambassador?

– In order to work with MTG's environmental agenda, you need to be open to change and be able to find new solutions. I felt that I had something to contribute so I signed up.

What's the best thing to happen since you started working with environmental issues?

– We have achieved a lot in the last few years and there have been many great initiatives. We have started recycling for instance and that's an important step forward.

Where possible, we also try to avoid travelling overseas for meetings and have web conferences instead.

What do you wish other people knew about MTG's green agenda?

– MTG's environmental work is ongoing and includes big as well as small initiatives. It can be overwhelming to think about everything that needs to change in the world. But it's important to remember that one person can make a big difference.



Putting ethics into business

Our code of conduct leads the way

We're here to play the game, but we also want to be good sports. As we head towards a future of geographical and digital growth, following rules and regulations is more important than ever. We also make sure we follow our own Code of Conduct, and keep our ears open for anything we're doing wrong. That way we know we're on a level playing field.

THERE'S NO SUCH THING AS A FREE LUNCH!

OR IS THERE? Anyone looking for a free lunch will have to go elsewhere, as MTG has a zero tolerance policy on bribery and corruption. In 2012, the company rolled out its Anti-bribery and Corruption Policy across the board. And to keep things transparent, employees are asked to record gifts and hospitality in our Gift and Hospitality Register.



FIGHT AGAINST CORRUPTION

UNODC (United Nations Office on Drugs and Crime) and the UN Global Compact have created a series of online modules to spread global awareness about what qualifies as bribery and corruption. MTG has now helped produce the films in eleven additional languages by providing subtitles, which will now be launched in all our operating countries as part of our Anti-bribery and Corruption e-learning programme. ●

*"I checked this morning.
It's against the rules."*

MIKE WAZOWSKI (BILLY CRYSTAL)
MONSTERS UNIVERSITY
WALT DISNEY PICTURES, 2013



DON'T MISS IT ON VIASAT FAMILY NORDIC IN FEBRUARY 2014

"Our code is an invaluable resource for all our employees in their day to day work."

JØRGEN MADSEN LINDEMANN

– PRESIDENT & CHIEF EXECUTIVE OFFICER OF MODERN TIMES GROUP

THE CODE

AS WE GO through a period of growth, both geographically and within content production, it is vital we continue to enforce self-regulation and protect the interests of MTG and our stakeholders through internal policies, control systems, and transparency. In addition, we also have our own Code of Conduct, which applies to every employee worldwide, and exists to ensure we all follow the same ethical standards and adhere to the law in all our markets. We also want to work with suppliers that live by the same rules as we do, and have a range of Supplier Principles in place to make sure we are all on the same page. ●

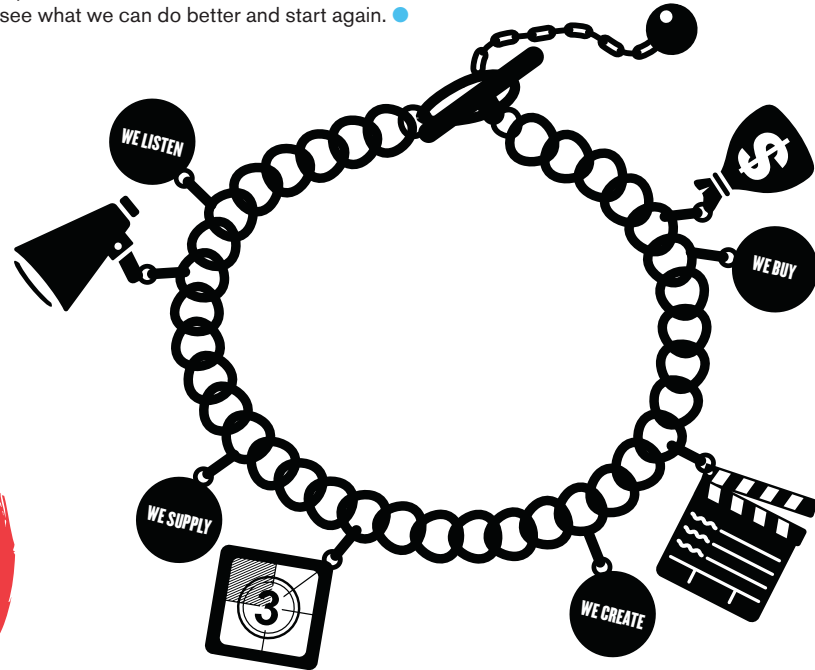
SOMETHING NOT RIGHT?
We want to make sure our employees can air their concerns without fear of reprimand. [Get a blow-by-blow account of MTG's Whistleblower Policy here »](#)

IT'S NOT A RISKY BUSINESS

WE THINK IT'S better to be safe than sorry. With this view in mind, we apply the precautionary approach when it comes to social and environmental risk. We also have a dedicated risk manager whose job is to gather all possible risk scenarios, document them in a risk register, and make sure they are stopped before they happen. We also have internal and external auditors who keep us all in check, and report to the Board's Audit Committee. ●

OUR VALUE CHAIN

A SHOW YOU MIGHT watch on your tablet has gone through a pretty tough process to get there. From its creation to its consumption, MTG has added value at every stage of its development, to make it the show you want to watch. The same goes for the content we sell to other media companies and the airtime we sell to our business clients. Then we listen to all our customers to see what we can do better and start again. ●



WE BUY
WE WORK with many sorts of suppliers to get the much needed components to run our business and do what we do best – create and deliver entertainment. Our core business suppliers include Hollywood film studios and big sports rights suppliers, as well as smaller local studios and channels. Set-top-box hardware producers are also included in this category. Non-core suppliers include office equipment and IT suppliers among others.

WE CREATE
BEFORE CONTENT can be enjoyed there are a multitude of departments and teams involved in its production, acquisition, scheduling, compliance, marketing, and broadcasting. Some play a direct role and some facilitate content creation, such as our legal and human resources teams.

WE SUPPLY
WE MAKE our media content available to our customers on free-TV, pay-TV, and radio channels as well as on our online platforms. We supply advertising space to media buyers, other businesses, and charities, and also produce programmes for other broadcasters.

WE LISTEN
HOW ARE we going to know what our customers like or don't like if we don't listen? We have an ongoing dialogue with all our stakeholders to improve our products and services, making sure we stay on top of our game by giving our audiences exactly the kind of entertainment they want, and our business customers the opportunities they need to strengthen their brands.

Green is the new black

Caring for the environment never goes out of fashion

We track our carbon footprint and try to minimise any negative impact our business has on local communities and their environments. But we're also into maximising the good stuff by working with local charities to address local issues.

LITTER GETS THE ROYAL TREATMENT

Just when you thought kings weren't hands on...

LITTER HAS a new adversary in Ghana – none other than the King of the ancient Ghanaian kingdom Akyem Abuakwa, Okyenhene. To put an end to littering and sanitation problems, Ghana's Viasat1 partnered up with the NGO Cleaner Communities Network, and its inspirational royal patron.

Executive campaign coordinator Joe Boteng tells us more.

What is the campaign all about?

– The King of the Akyem Abuakwa, Okyenhene, is currently championing a sanitation improvement project funded by text donations.

Why is there such a litter problem?

– The result of increased economic activities, population growth and rapid urbanisation amidst general ignorance of disposal of garbage is a bad combination. It has led to persistent overflow of waste disposal facilities, clogged drains, open defecation sites, and contaminated water sources. Apart from being smelly and

The Cleaner Communities royal patron Okyenhene in state.



“POOR SANITATION HAS EXACERBATED FLOODING, DESTROYING MANY LIVES”

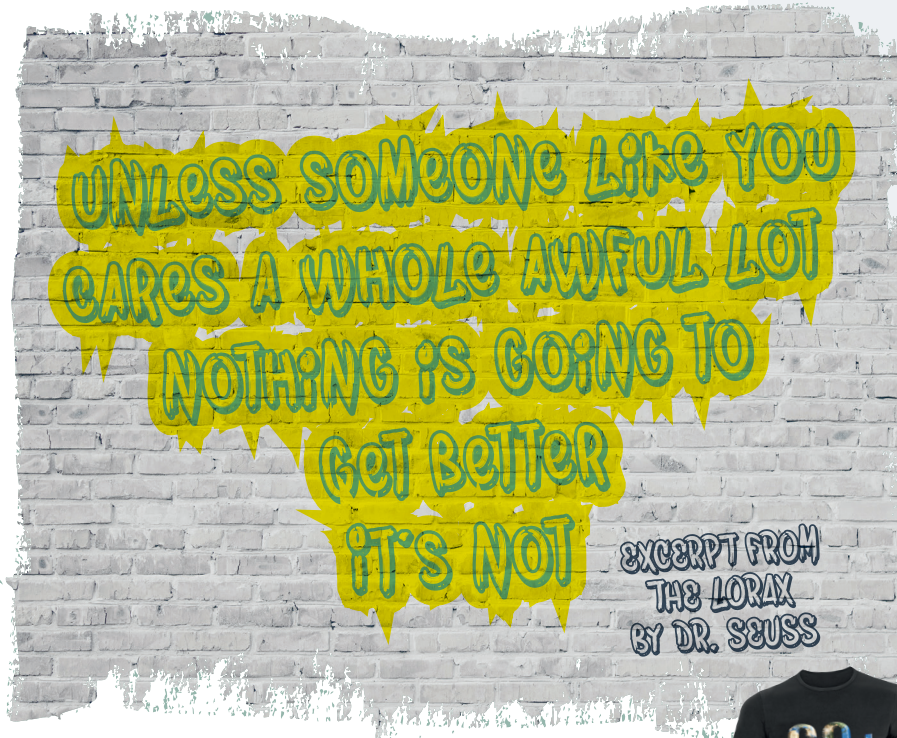
– **JOE BOTENG, EXECUTIVE CAMPAIGN COORDINATOR**

unsightly, the widespread poor sanitation has not only contributed to the spread of health problems, such as malaria, typhoid, diarrhoea, cholera, and intestinal worm infestations, but it has also exacerbated flooding.

What can MTG do to help?

– Viasat1 offered to air Oky-

enhene's 30 second promotional messages three times per day for the entire campaign period of 90 days. Viasat has recognised the importance of sanitation improvement, and this initiative demonstrates that the company takes social and environmental responsibilities seriously. ●



A move to greener pastures

VIASAT HEATS UP ENERGY LEVELS IN NEW LONDON OFFICE

WHEN IT WAS time to move its London office, Viasat chose a sustainable alternative. With solar panels covering the roof, the new office in Chiswick is a positive choice for the environment.

Our new building has full-storey-height glass panels along the front with a modern, open-plan working space and a complex air conditioning system. That might all sound like a veritable electricity guzzler, but the office building is built to a highly sustainable standard and has more than 400 solar panels on the roof. The panels produce renewable energy and have no negative impact whatsoever on the local environment.

The panels have a lot to say for themselves too. A big screen in the reception area of the building

displays the current power output of the panels, the total power produced since installation, as well as the CO2 reduction saved by generating solar power.

The sustainable methods used in the build granted the building an "Excellent" BREEAM rating, the second highest score.

BREEAM is the world's foremost environmental assessment method and rating system for buildings. It scores buildings on management; health and wellbeing; energy; transport; water; materials; waste; use of land; and ecology and pollution. These measures also contributed to an extremely high score of 38 out of 40 from the industry image body, the Considerate Constructors Scheme. ●



FIVE YEARS OF EARTH HOUR

Earth Hour is a unique annual global event devised to engage and unite the world on the issue of climate change. Across all our regions, we donated airtime for TV and radio promos, ran news segments, and online campaigns as well as internal drives to push this year's Earth Hour message – to make more climate conscious choices in our daily lives.



Andrew Carnahan,
Climate Analyst, Tricorona

WHAT YOU CAN'T MEASURE, YOU CAN'T TRACK

Tricorona gives us the low-down on climate reporting

"YOU NEED TO know where you are in order to see where you are going!" says Senior Climate Analyst Andrew Carnahan at Tricorona in this interview, where he explains how we are doing.

How is MTG doing regarding environmental efforts?

- MTG is ahead of many companies with its climate work, but also has many challenges. For example, MTG operates in many countries where most of the energy comes from fossil fuels. This is hard to avoid, but MTG is aware of the challenges and, thanks to the work that it's already done to measure its climate impact, the company is in a good place to move forward.

Where do our efforts put us?

- MTG does more than most companies in terms of climate reporting. MTG has been performing a climate audit every year for several years, including quarterly reports. This is way ahead of many others. MTG is doing well in some areas, but has room for improvement in areas where emissions have increased. ●



SUPPORTING OUR FEATHERED FRIENDS. World Migratory Bird Day is a two-day event held annually on the second weekend of May to highlight the need to protect migratory birds and their habitats. Viasat Nature in Russia got involved in 2013, distributing bird feeders and working to increase public awareness.



THE BIG CLEAN-UP

TV3 Latvia joined the fight against litter yet again in 2013 by teaming up with The Big Clean-up, which aims to get the Latvian population tidying up the nation's litter.



THE CDP REPORT

MTG's climate change strategy scores reach a new high

MTG's climate change strategy scores reached a new high for the fifth consecutive year, according to the new CDP report for 2013.

THE LATEST CDP report reveals an increased carbon disclosure score, from last year's 81 to 88 out of 100. The scoring rates levels of commitment to, and experience of, carbon disclosure. Here Amanda Haworth, Nordic CDP director, explains further:

What does CDP hope that companies are doing and will do for the environment?

– CDP works with the world's largest investors and corporations to motivate companies to disclose their impacts on the environment and take action to reduce them.

What do companies need to do for the environment?

– Scientists are as certain as can be that climate change is manmade. The pattern must be reversed and we must create sustainable economies that restore and protect natural capital.

Has this winter's weather been a further incentive for companies to act?

– No one weather event can be directly blamed on climate change. But the science is clear – extreme weather events, exacerbated by rising sea levels, will become more destructive as the world warms. But be careful not to endorse catastrophe as a good catalyst!



Amanda Haworth,
Nordic CDP director

What about MTG, how are we doing?

– MTG has demonstrated a commitment to improving its reporting processes by making considerable increases in score each year since it first responded in 2009.

What is our rating?

– MTG has more than doubled its score. This means that stakeholders are given detailed insight into MTG's strategic thinking and actions on climate issues and its understanding of the accompanying risks and opportunities.

So are we doing well?

– MTG is doing very well. An increase of this magnitude indicates that the company is taking its fiduciary responsibilities seriously, as well as the concerns of its various stakeholders. ●



KEEPING LONDON WILD

No concrete jungle thanks to London Wildlife Trust

LONDON WILDLIFE TRUST manages over 40 nature reserves across the British capital, protects its wildlife, and engages London's diverse communities through nature.

With an ever-growing population, London's green areas need preserving now more than ever. What better way for us to support the Trust than showcase their work and the very wildlife it's protecting.

"By visiting its sites, filming the fantastic nature and interviewing volunteers I realised how much difference the organisation makes on a daily basis," says Olga Garajeva, producer at Viasat UK. ●



VIASAT SET-TOP BOXES

OUR PAY-TV BUSINESS Viasat, together with our set-top-box suppliers, have signed a voluntary industry agreement to improve the energy consumption of complex set-top-boxes. This means that all Viasat boxes manufactured in the future will consume a lot less energy than before, helping our customers to reduce their environmental footprint too. ●



GREEN IS GOOD

Looking after our planet is a responsibility that we all share. Each and every one of us must play a part, from paper recycling and saving water to reducing unnecessary travel and keeping our country clean. Together we can make a difference. And guess what, thinking green can save money too!

TAKE THE QUIZ!

How big is your footprint?



1 How would you best describe your diet?

- a. Vegan (No meat, eggs or dairy)
- b. Vegetarian (No meat)
- c. Moderate meat eater (1-4 times a week)
- d. Meat monster (Meat almost every day)

2 Do you eat...

- a. Locally grown fresh products?
- b. Mixture of fresh and prepared products?
- c. Mostly pre-packed ready meals and prepared foods?

3 Which materials of these do you recycle or compost: food, paper, carton, tin cans, plastic, glass?

- a. All 6 of these
- b. 4-5 of these
- c. 2-3 of these
- d. 0-1 of these

4 Do you cycle, walk, or use public transport to get around?

- a. Most of the time
- b. Sometimes
- c. Hardly ever

5 When you leave a room, do you...

- a. Turn off all lights and appliances, and also use a green energy company to supply your electricity?
- b. Turn off all appliances and lights when not in use?
- c. Leave appliances on standby and leave outside lights on at night?

SCORING

Maximum points: 15

- 1. a-0, b-1, c-2, d-3
- 2. a-1, b-2, c-3
- 3. a-0, b-1, c-2, d-3
- 4. a-1, b-2, c-3
- 5. a-1, b-2, c-3

5 POINTS OR LESS: LIGHTFOOT!

You tread softly on our Earth and have a small footprint compared to others in Europe. Wish there were more people like you around! Keep up the good work and encourage others to do the same.

6 TO 10 POINTS: BIGFOOT!

You're on the right track, but you still have some work to do to ensure a sustainable lifestyle that the Earth can support. Check out WWF's website for ways to decrease your ecological shoe size.

OVER 10 POINTS: GODZILLA!

If everyone had footprints like this, we would need several more Earths to have enough resources to meet all these demands! It's time to change your habits; check out WWF's website for ways to decrease your ecological shoe size.

To measure your carbon footprint more accurately and to even offset your emissions, go to www.carbonfootprint.com/calculator.aspx

Corporate engineering

How our work fits into corporate governance

Modern Times Group, MTG AB, is a publicly listed company. MTG operates under a governing structure consisting of multiple interlinked components. This structure is organised in accordance with relevant Swedish and international laws and regulations. It remains largely unchanged year on year, but 2013 saw the introduction of a CR Advisory Group, which is directly linked to the Board of Directors.

1. NOMINATION COMMITTEE

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

2. EXTERNAL AUDITORS

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

3. REMUNERATION COMMITTEE

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

4. AUDIT COMMITTEE

Focuses on financial reporting's accuracy, accounting policy changes, internal controls, risk assessment, auditor's qualification, and independence, adherence to

regulations, and transactions with related parties.

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

6. CR ADVISORY GROUP Established in 2013 to support the Board on corporate responsibility topics; meets three times a year and consists of six members including Board Directors Mia Brunell Livfors and Michelle Guthrie, and MTG's CEO and President Jørgen Madsen Lindemann.

7. SHAREHOLDERS

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

8. ANNUAL GENERAL MEETING (AGM)

The AGM is the highest decision-making body where the shareholders vote for MTG's Board of Directors and External Auditors, and can have their propositions considered. Any propositions need to be submitted in writing at least seven weeks before the AGM.

9. BOARD OF DIRECTORS The Board consists of seven non-Ex-

ecutive Directors, two female and five male, out of which all seven are independent of the Company and management, and five are independent of major shareholders. The Chairman of the Board is independent of both the Company and the major shareholders. The Board also governs corporate responsibility.

10. CHIEF EXECUTIVE OFFICER

Makes strategic decisions regarding the business and corporate responsibility as guided and instructed by the Board.

11. EXECUTIVE MANAGEMENT

In charge of day-to-day management of the business and corporate responsibility.

12. SEGMENT OPERATIONAL BOARDS

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

13. MIA BRUNELL LIVFORS

Non-Executive Director and Head of CR Advisory Group.

14. JØRGEN MADSEN LINDEMANN

President and Chief Executive Officer of MTG.

A PAT ON THE BACK IS ALWAYS NICE...

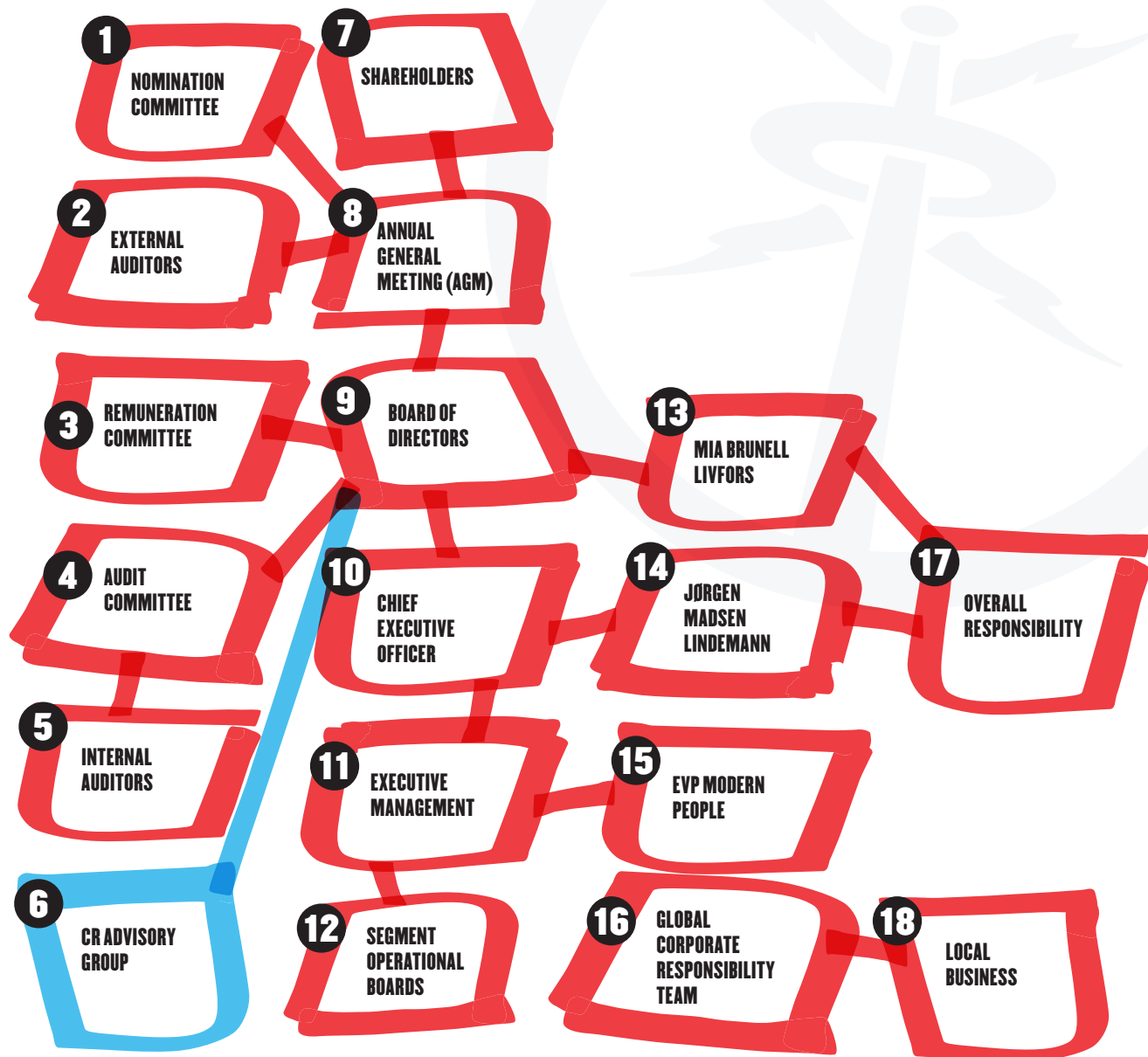
We do our best to try and gauge where we are at internally. But sometimes it's nice to get some external feedback. We feel very fortunate to have been ranked in these established global systems and indices:



FTSE4Good

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

ROBECOSAM
Sustainability Investing



15. EVP MODERN PEOPLE

Member of MTG's Executive Management Team; manages corporate responsibility together with the central corporate responsibility team.

16. GLOBAL CORPORATE RESPONSIBILITY TEAM

Runs the day-to-day corporate responsibility agenda, responsible for monitoring and reporting progress

within corporate responsibility and communicating these efforts.

17. OVERALL RESPONSIBILITY

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

Corporate governance refers to the system of rules, practices and processes by which a company is directed and controlled. It involves balancing the interests of many stakeholders and provides the framework for attaining a company's objectives.

anti-corruption and environmental performance.

18. LOCAL BUSINESSES

Local CEOs oversee their local corporate responsibility agenda. Each country has an appointed corporate responsibility representative and a green ambassador, who work as a link between the central corporate responsibility team and the local operations. ●

Materiality analysis

A LOT HAS HAPPENED at MTG since 2010 – digitalisation, geographical expansion, and the growth of online media are just some of the things we've been dealing with. And while we and the world around us change, we need to make sure our sustainability work remains relevant – that's exactly why we asked our stakeholders to tell us what they think are the most important things for us to focus on just now.

Since our last materiality analysis in 2010, customer data integrity and privacy, and data protection have increased in importance both internally and externally, and anti-corruption work has maintained a strong focus, whereas screening of business partners, health and safety, and gender equality have decreased in importance mainly among external stakeholders. We believe this is due to our ongoing efforts in these areas.

The aspects above the threshold (see Materiality result 2013) are of

both internal and external interest and we report on them externally. The only exception is child labour that was assessed to have very low risk for our business and therefore we only monitor it internally. The aspects below the threshold are managed and monitored internally, but positive programming and climate change we also report on externally as they are of interest to both internal and external stakeholders.

Some aspects, such as employee training and development, and understanding the social impact of our content, were not included in the materiality analysis but are important to our stakeholders and therefore we also work with these aspects.

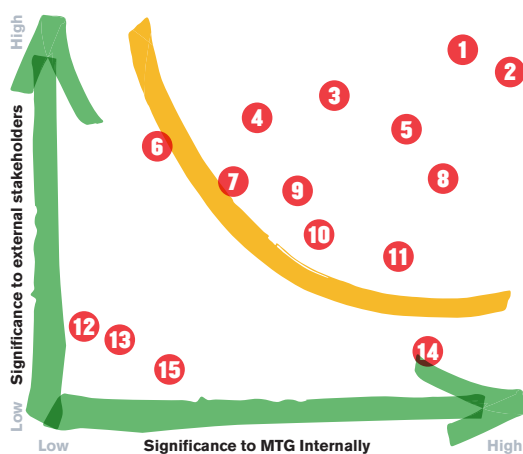
Following the analysis, we have revised our sustainability strategies and action plans, and set new targets for data protection and customer data integrity and privacy, as well as child protection. We evaluate our progress and report

on it publicly in our Corporate Responsibility reports and on mtg.se, and will continue to review our strategies on a regular basis.

THIS IS HOW WE DID IT

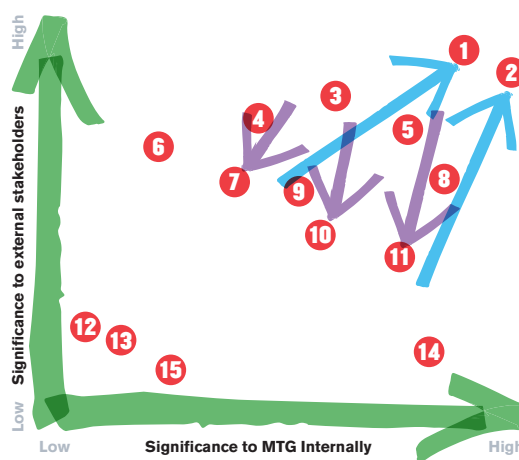
This materiality analysis was part of our ongoing stakeholder engagement efforts and follows a similar analysis in 2010 and other stakeholder dialogues in the past years. The analysis was done together with certified external third party Ethos International, and it reviewed all sustainability aspects that are relevant to MTG's business, and identified a number of material aspects that are important to MTG's internal and external stakeholders. The aspects were also placed in the relevant part of MTG's value chain (supply chain, in-house or customers) and it was assessed whether they were core, strategic or operational to the business, to help us prioritise and create strategies accordingly. ●

MATERIALITY RESULT 2013

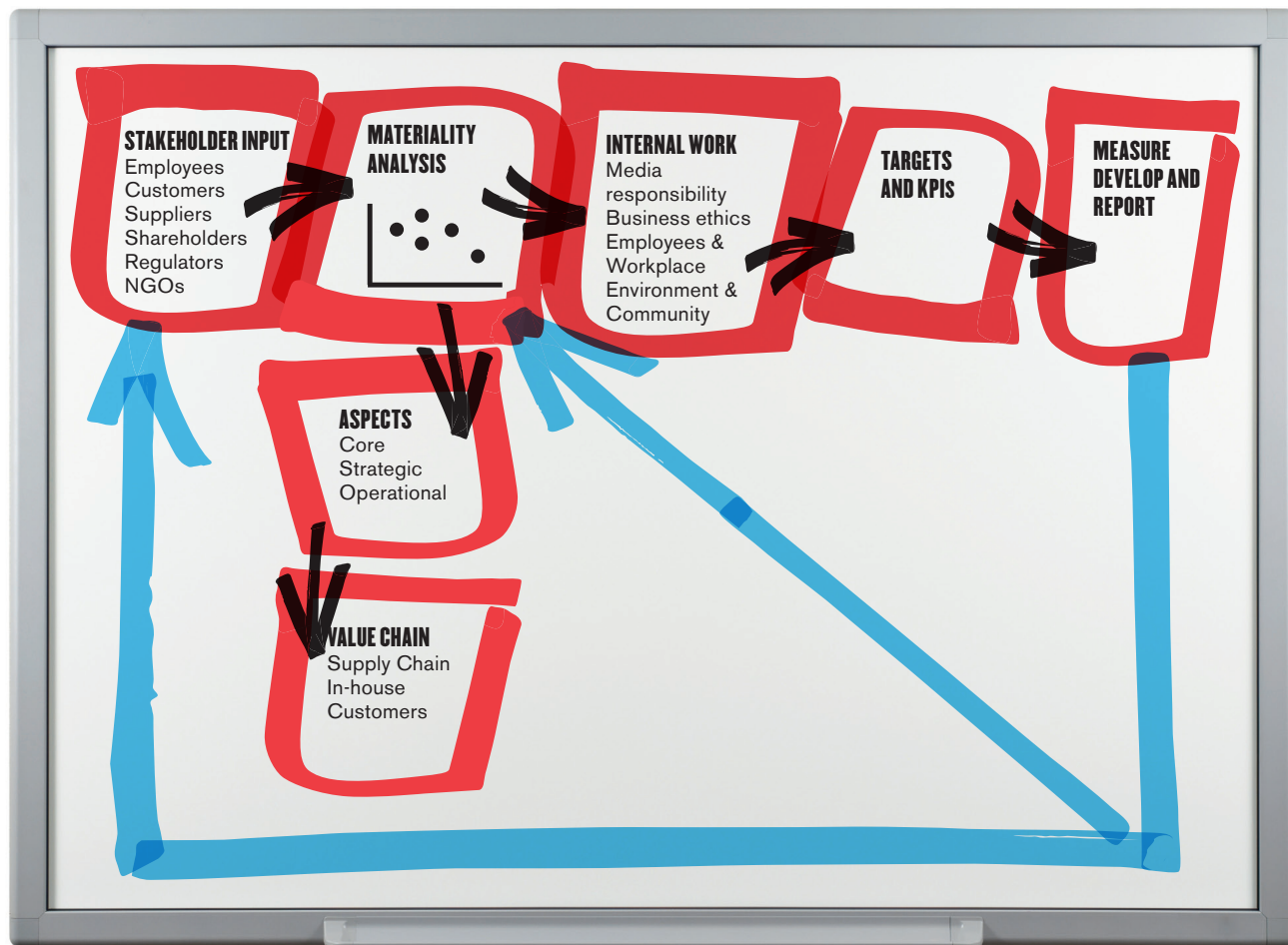


Customer data integrity and privacy, data protection, and child protection ranked highest in this year's results.

MAIN CHANGES FROM LAST MATERIALITY 2010



This graph shows the main changes from our previous materiality analysis in 2010.



STAKEHOLDER SNAPSHOT

OUR STAKEHOLDERS CONSIST of all the people and organisations that may be affected by our business – and ones that affect us as a company. So naturally our

stakeholders are key to our success and their input is vital. We engage with different stakeholders as part of our everyday business, but we also continuously

involve them in our sustainability strategy and goal-setting processes to ensure we're headed in the right direction.

STAKEHOLDER GROUP	DAY-TO-DAY ENGAGEMENT METHODS
CUSTOMERS From TV viewers to radio listeners, media agencies, and online media users – these are the people we dedicate our business to.	<ul style="list-style-type: none"> • Free-TV: focus groups and attitude research; social media; viewing figures, and audience appreciation index • Pay-TV: customer support centres; social media • Radio: listener hotlines; competitions; websites and blogs; social media • B2B: direct dialogue
SHAREHOLDERS Our valuable investors.	Annual General Meetings; Annual Report; quarterly reports and press releases; road shows and conferences
EMPLOYEES Our most valuable resource – without talented people we wouldn't have a successful business.	Annual employee survey; intranet; newsletters; policies and guidelines; meetings; daily dialogue
SUPPLIERS The companies whose products and services we buy – everything from office furniture to major Hollywood blockbusters.	Continuous dialogue; Supplier Principles and Self-Check Document
NGOS The non-governmental organisations we work with.	Continuous dialogue, both centrally and locally
REGULATORS Ofcom and other authorities that set the rules for what we do.	Continuous dialogue with the Compliance and Legal teams

CURRENT TARGETS

- ✓ Target reached
 ✓ Target reached, but not within set time frame
 ✗ Target not reached
 ● Target
 ● Target in progress
 ● New Target

FOCUS	2013 TARGETS	SHORT-TERM TARGETS	MID- TO LONG-TERM TARGETS	STATUS
ANTI-CORRUPTION	<p>✓ By January 2013 we will have all employees trained in anti-corruption (reached in 2012).</p> <p>● Produce and implement new e-learning courses for new managers and new employees, and update course for current staff by end 2013.</p>			<p>We trained all our employees in MTG's anti-corruption policies and practices in 2012.</p> <p>Furthermore, we are currently working with the UN's Office on Drugs and Crime (UNODC) to include their comprehensive anti-corruption courses in our e-learning platform and have all employees and managers, as well as new starters, take the courses. Implementation postponed to Q2 due to technical issues.</p>
SUPPLIERS		<p>● Review existing due diligence processes and Supplier Principles, with a view to incorporating into the procurement process.</p>	<p>● Establish and implement a due diligence process for relevant suppliers, which incorporates the use of the Supplier Principles.</p>	<p>In 2013, we implemented a due diligence process for all relevant new joint venture partners in high risk jurisdictions, which includes the use of a professional third party due diligence provider to do background checking where appropriate. We are now examining our current due diligence procedures and Supplier Principles to see how these can be incorporated into the procurement process.</p>
CODE OF CONDUCT	<p>● All new employees will take the Code of Conduct e-learning course within 2 weeks of starting. Implementation by end 2013.</p>			<p>We rolled out our updated Code of Conduct e-learning course in 2013, which new employees are invited to take, in addition to signing an acknowledgement confirming they have read and understood the updated Code of Conduct and other core policies. In 2013, 62% of all invited new employees completed the e-learning course, and in total 78% of all employees have been trained in the updated Code of Conduct.</p>
EQUALITY		<p>● We will grade all roles in the Global Grading System (GGS) during 2014 - 2015.</p>	<p>● We will structure and align job roles and titles by 2015.</p> <p>● We will use the GGS for salary reviews and recruitment of new employees by 2016.</p>	<p>We benchmarked gender differences in earnings in 2012. This included all countries and took into account both basic salaries and variable remunerations. Upon analysing the results, we have opted to use the GGS to harmonise and simplify our remuneration structure.</p>
FEMALE LEADERSHIP	<p>✓ Evaluation of female leadership network in Sweden and project group in UK by Q1 2013.</p> <p>✓ Broaden the scope and join Swedish pilot project "Women Up" by end 2013.</p>			<p>These local networks have now been phased out due to participation in global "Women Up" initiative, which aims to increase the number of women at an executive level. 2 female managers have already been given the opportunity to take part in the project, and the impact of their involvement will be evaluated in due course.</p>
LIFE BALANCE	<p>● Roll out a Life Balance Policy, in line with local business practice and regulations, in Scandinavia by end 2013.</p>		<p>● Life Balance Policy, in line with local business practice and regulations, to be fully integrated in the Baltics, Eastern Europe, and Africa by 2015.</p>	<p>Upon rolling out the Life Balance Policy, we found that the basic benefits and rewards structure needs to be reviewed, and a basic standard needs to be created. We have therefore broadened the scope of this target. The review is currently underway and will be implemented across operations in line with local business practice and regulations once completed.</p>
ACCESSIBILITY		<p>● Provide audio description service on TV3, TV6 and TV8 in Sweden, and TV3 and TV3+ in Denmark commencing from January 2014.</p>		<p>The implementation has been postponed until Q4 2014 due to our UK broadcast centre moving to a new location in the spring of 2014.</p>
TRAINING & DEVELOPMENT	<p>✓ Devise strategies for training and development by February 2013.</p>	<p>● Decrease gap between perceived satisfaction with and importance of employee training and development by 50% by end 2014 (compared to baseline 2011).</p>		<p>In progress.</p>

FOCUS	2013 TARGETS	SHORT-TERM TARGETS	MID- TO LONG-TERM TARGETS	STATUS
ENVIRONMENT	<ul style="list-style-type: none"> ✓ Measure water usage in the Nordic countries and the UK by end 2013. 	<ul style="list-style-type: none"> ● Joint Co2 reduction strategies to be developed in cooperation with suppliers. No target date set. ● Implement "Green Week" environmental campaign internally and externally by end 2014. ● Ensure each Group company supports at least one green campaign per year, by end 2014. ● All Viasat set-top-boxes will support Auto Power Down (APD) and the power consumption in passive standby <0.5W by end 2014. 	<ul style="list-style-type: none"> ● Reduce energy consumption per employee by 23% by 2015 (baseline 2010). 	UK and Scandinavian figures can be found in the Performance Data section of this report (with the exception of the Finnish data, which is currently unavailable due to an office relocation).
INTERNAL COMMUNICATION	<ul style="list-style-type: none"> ● Upgrade MTG internal newsletter. 	<ul style="list-style-type: none"> ● Develop new intranet to facilitate enhanced social interaction and information sharing – to be launched in 2013/2014. ● Implement internal communications plans in local offices, including building of internal communications competence in local MTG offices. 		A new Group Head of Internal Communications has been appointed to coordinate improvements both Group-wide and locally. The focus will be on Strategy Understanding, Leadership Communications, and Employee Engagement. Implementation of new intranet replaces need for internal newsletter.
EDITORIAL GUIDELINES & POLICY	<ul style="list-style-type: none"> ✓ Implement common MTG standard by June 2013. 			Following the previous benchmarking of editorial guidelines and policies across the industry and operations, MTG has created its own framework for editorial policy, outlining a number of core standards and principles for all programming, which have now been implemented across the Group. Local editorial guidelines and policies also remain in place, in addition to country specific systems and procedures, which comply with the relevant broadcasting laws and regulations.
MTG UNITED FOR PEACE	<ul style="list-style-type: none"> ✗ Development and start-up of School of Tolerance online by end 2013. 			As we continue our focus on helping children on a global level, we have decided to give our full support to rolling out Reach for Change in alignment with our own global footprint instead of working on two parallel projects. We believe we can have a greater impact by focusing our support on one co-founded charity.
DATA PROTECTION, CUSTOMER DATA INTEGRITY AND PRIVACY		<ul style="list-style-type: none"> ● Benchmark current internal procedures and documents against best practice in the industry, by end Q3 2014. ● Complete internal review and update and issue new policies and procedures as appropriate, by end 2014. 	<ul style="list-style-type: none"> ● Maintain data protection policies and procedures under review on an ongoing basis. 	Following our latest materiality analysis, data protection, and customer data protection and privacy have increased in importance among our stakeholders. This is therefore a new target area.
CHILD PROTECTION		<ul style="list-style-type: none"> ● Review and update guidelines on online safety and protection of children from harmful content by end 2014. ● Establish co-operation with an online child protection organisation to promote online safety and media awareness by end 2014. 	<ul style="list-style-type: none"> ● Create internal training on online safety and protection of children from harmful content. Include the training in new employee introduction by Q3 2015. ● 90% of employees to have completed the training by Q3 2016. 	Following our latest materiality analysis, child protection has increased in importance among our stakeholders. This is therefore a new target area.

PERFORMANCE DATA

WORKFORCE

AVERAGE NUMBER OF EMPLOYEES ¹	2011	2012	2013
Total	3 031	3 012	3 361

AVERAGE AGE	2011	2012	2013
Average Age	34	35	35

WORKFORCE BY REGION ²	2011	2012	2013
Total	3 559	3 441	3 587
Male	-	-	1 960
Female	-	-	1 627
Nordic	1 655	1 619	1 556
Male	-	-	946
Female	-	-	610
Baltics	994	1 047	1 208
Male	-	-	600
Female	-	-	608
Others	910	775	823
Male	-	-	414
Female	-	-	409

WORKFORCE BY EMPLOYMENT TYPE	2011	2012	2013
Full time	3 242	3 187	3 428
Male	-	-	1 862
Female	-	-	1 566
Part time	317	254	159
Male	-	-	98
Female	-	-	61

WORKFORCE BY EMPLOYMENT CONTRACT	2011	2012	2013
Temporary	997	788	543
Male	-	-	326
Female	-	-	217
Permanent	2 562	2 653	3 044
Male	-	-	1 634
Female	-	-	1 410

WORKFORCE BY EMPLOYEES AND CONTRACTORS ³	2011	2012	2013
Employees, male	-	-	1 960
Employees, female	-	-	1 627
Contractors, male	-	-	232
Contractors, female	-	-	108

DIVERSITY ⁴	2011	2012	2013
Workforce by gender			
Male	55%	54%	55%
Female	45%	46%	45%
Management by gender			
Male	64%	66%	63%
Female	36%	34%	37%
Junior management by gender			
Male	-	62%	55%
Female	-	38%	45%
Executive management by gender			
Male	70%	75%	70%
Female	30%	25%	30%
Board of Directors by gender			
Male	75%	75%	71%
Female	25%	25%	29%
Workforce by Age			
◀ 30s	36%	34%	33%
30— 50	59%	60%	61%
▶ 50s	5%	6%	6%
Board of Directors by age			
◀ 30s	0%	0%	0%
30— 50	63%	63%	71%
▶ 50s	37%	37%	29%
Foreign nationalities in local workforce			
Total	7%	6%	7%
Nordic	1%	1%	2%
Baltics	1%	1%	1%
Others	24%	23%	26%
Number of nationalities			
Total	-	35	36

¹Average number of full time equivalent (FTE) employees. For breakdown per gender per country, please see Note 24 in the Annual Report. Includes Nice Group, which is not included in any other employee figures and excludes 50% of Raduga, as well as all associate companies in Sweden.

²Based on actual headcount (permanent and temporary) as per the last day of the year. Contractors are only included in 'workforce by employees and contractors by gender'. In the regional breakdown across all employee figures, 'Nordics' include Denmark, Finland, Norway, and Sweden, 'Baltics' include Estonia, Latvia, Lithuania, Czech, and Bulgaria, and 'Others' include Ghana, Hungary, the Netherlands, Russia, Tanzania, UK, and Ukraine, and our Paprika Latino production company, which is present in multiple

countries.

³The number of contractors in our production companies at any given time can vary greatly depending on number and type of production.

⁴Based on actual headcount (permanent and temporary) as per the last day of the year, apart from the 'management by gender' figures for 2011 that only include permanent employees. Junior management is first line management, with no other managers reporting to them. Junior management break-down and number of nationalities are not available for 2011 because we started tracking this data in 2012.

WORKFORCE CONT'D

NEW EMPLOYEE HIRES ⁵	2011	2012	2013
Total	-	26% (695)	25% (776)
Male	-	23% (326)	26% (432)
Female	-	29% (369)	24% (344)
< 30s	-	47% (368)	48% (404)
30 — 50	-	18% (310)	18% (356)
> 50s	-	10% (17)	8% (16)
Nordic	-	24% (265)	25% (306)
Baltics	-	25% (223)	25% (268)
Others	-	31% (207)	26% (202)

EMPLOYEE TURNOVER ⁶	2011	2012	2013
Turnover (Incl. Redundancies)			
Total	18% (460)	23% (612)	16% (492)
Male	18% (237)	22% (300)	17% (269)
Female	19% (223)	26% (312)	16% (223)
< 30s	25% (186)	35% (263)	26% (218)
30-50	16% (261)	19% (326)	13% (260)
> 50s	10% (15)	15% (23)	7% (14)
Nordic	17% (168)	21% (229)	17% (214)
Baltics	14% (112)	16% (136)	16% (159)
Others	25% (181)	37% (247)	15% (120)
Internal Recruitment			
Total	40%	39%	36%

EMPLOYEE TRAINING ⁷	2011	2012	2013
Average hours of employee Training by MTG Academy			
Total	12.9	8.0	6.8
Management	17.0	12.5	15.0
Sales Staff	29.4	16.7	-
Other Staff	6.4	4.6	5.1
Other internal and external training			
Average hours per employee	-	-	4.2
E-learning			
Number of completed courses	-	-	1 015
Training cost per employee, MTG Academy			
Total (SEK)	2 494	3 021	3 080
Coverage of appraisal process			
Total	-	-	57%

ABSENCE RATE ⁸	2011	2012	2013
Absence rate			
Total	1.7%	1.9%	2.7%
Male	-	1.5%	2.1%
Female	-	2.2%	3.4%
Nordic	2.4%	2.5%	3.4%
Male	-	2.2%	2.6%
Female	-	3.0%	4.6%
Baltics	0.9%	1.3%	1.2%
Male	-	0.9%	1.0%
Female	-	1.8%	1.4%
Others	1.3%	1.2%	1.5%
Male	-	1.0%	0.9%
Female	-	1.5%	2.0%

⁵New permanent employees joining the company for the first time. No data is available for 2011 because we only started tracking this information in 2012.

⁶Based on permanent FTE figures. Internal recruitment figure excludes our operations in Czech Republic and Raduga in Russia, because these entities don't use the same request system for new positions. Raduga, Viasat AS Estonia, Viasat AB, Viasat Sales AB, MTG Radio Sales AB, and Vision TV are very sales intensive companies with young employees in entry-level positions, where high employee turnover is very common.

⁷Sales training is not reported separately anymore, as MTG Academy training is no longer heavily sales focused. 'Other internal and external training' excludes MTG Studios, Raduga TV in Russia, all new companies in 2013, and our operations in Czech Republic and Norway due to reporting processes currently being implemented.

The coverage of the appraisal process figure tells how many of all permanent employees have completed their performance appraisal at least once per year and recorded this in our employee performance and development platform.

⁸Absence is reported as percentage of total annual working days. We have used 253 as an average number of working days per year for all countries. Calculation for absentee rate differs from GRI guidelines to be comprehensible for our stakeholders. No break-down per gender available for 2011. For both absence rate and work related injuries, MTG Studios are excluded from the figures in 2011 and 2012, as their aligned structure and process for reporting absence was implemented in 2013. Also excluded are Darik Net EAD, Hosting OOD, VBOX EAD, MTG Financing Ltd, MAP Nigeria Productions, and Viasat1 Tanzania Ltd as they joined MTG in 2013 and the data is not available yet, as well as Raduga in Russia due to reporting process not being in place. For this KPI, MTG Studios are included in the 'Nordic' region in the geographical breakdown.

WORKFORCE CONT'D

WORK RELATED INJURIES ⁹	2011	2012	2013
Work related accidents			
Total	0	9	10
Male	0	6	6
Female	0	3	4
Lost days due to work related accidents			
Total	0	3	207
Work related fatalities			
Total	0	0	0

SALARY AND REMUNERATION ¹⁰	2011	2012	2013
Ratio of basic salary (F vs M)			
Total, all staff	87%	75%	74%
Total, managers	-	72%	72%
Nordic, all staff	79%	80%	76%
Nordic, managers	-	70%	70%
Baltics, all staff	97%	85%	84%
Baltics, managers	-	89%	87%
Others, all staff	91%	94%	93%
Others, managers	-	104%	91%
Ratio of remuneration (F vs M)			
Total, all staff	87%	72%	70%
Total, managers	-	70%	69%
Nordic	77%	75%	71%
Nordic, managers	-	66%	67%
Baltics	104%	87%	83%
Baltics, managers	-	94%	84%
Others	87%	90%	86%
Others, managers	-	106%	89%

PARENTAL LEAVE RETENTION RATES ¹¹	2011	2012	2013
Number of employees who took parental leave			
Total	131	143	147
Male	41	54	31
Female	90	89	116
Number of employees who returned to work from parental leave			
Total	86	128	94
Male	33	49	18
Female	53	79	76
Parental leave - stay after one year			
Total	74	110	-
Male	30	44	-
Female	44	66	-
Parental leave retention rate			
Total	86%	86%	-
Male	91%	90%	-
Female	83%	84%	-
Return to work rate			
Total	95%	90%	77%
Male	100%	91%	82%
Female	91%	89%	76%

⁹Work related accidents in 2013 include fractures, abrasions, head & neck pain, bruises, torn internal ligaments, muscle ruptures, and spraining. There were three bigger injuries that caused the employees in question to take longer sick-leave, hence increasing the number of lost days. Due to the small number of work related accidents we don't provide a regional breakdown of the figures to protect the privacy of our employees.

¹⁰The figures show the difference between male and female earnings as a percentage of male earnings amongst all permanent employees with a fixed monthly salary. In 2012, we added an additional breakdown to track the ratio of salary and remuneration amongst management - this data is not available for

2011. Ratio of total remuneration includes basic salary and variable remuneration. The figures have been calculated with maximum possible variable remuneration.

¹¹The parental leave retention figures that show the number and percentage of employees who were still employed twelve months after their return to work from parental leave, compared to everyone who took parental leave, are not yet available for 2013. The 2011 and 2012 figures for number of employees who took parental leave have been updated in this report. It is not possible to report the total number of employees that were entitled to parental leave, as we don't always have this information available for male employees.

CORPORATE GIVING

CORPORATE GIVING ¹²	2011	2012	2013
Donated media time, TSEK	146 137	78 828	42 095
Volunteer hours	10 978	4 730	4 956
During working hours	-	3 066	2 062
Outside working hours	-	1 664	2 452
Products and services, TSEK	3 132	5 723	2 835
Cash donations, TSEK	-	1 833	3 631
Funds raised for charity, TSEK	37 352	45 696	42 981

COMPLIANCE

BROADCAST COMPLAINTS BREAKDOWN ¹³	2011	2012	2013
Advertising	35	23	32
Non-compliant	11	4	16
Upheld/warnings	7	6	9
Sponsorship	7	6	2
Non-compliant	4	2	2
Upheld/warnings	4	1	0
Programmes, promos & other	129	124	83
Non-compliant	41	71	38
Upheld/warnings	25	29	5
Total	171	153	117
Still pending	20	6	6
Fines/penalties	17	9	16

BROADCAST COMPLIANCE TRAINING ¹⁴	2011	2012	2013
Total	602	332	307
Internal people trained	427	277	302
External people trained	175	55	5

¹²The donated media time value is based on the estimated market value of the commercial media time that MTG has donated to charity organisations. Raised funds include MTG's own fundraising campaigns and funds raised together with NGOs. As we focus our community support on the environment and children, most of our corporate giving in 2013 went to organisations that work in those fields. The local MTG companies can also choose to support additional causes based on local needs. In 2013, our cash and in-kind donations went to: MTG United for Peace, Reach for Change, and Barncancerfonden in Sweden; London Wildlife Trust, British Heart Foundation, and UN Women in the UK; Hope Ry and Vailla Vakituista Asuntoa RY in Finland; and A Hand to Help in Bulgaria. Raised funds went to various organisations in Bulgaria, Estonia, Ghana, Latvia, Lithuania, Norway, Sweden, and the UK. The 2011 volunteer hours were a rough estimate, whereas the 2012 and 2013 figures are more accurate. The 2012 'Products and services' figure has been updated with MTG United for Peace operating costs and the 'cash donations' figure with cash donations to MTG United for Peace and Reach for Change, as these were not included in the last report. These figures are not available for 2011.

¹³All of our Ofcom licenced channels plus free-TV and radio channels regulated by other regulators are included in these figures. Please note that it is best practice of the Bulgarian media regulator to issue an automatic fine before an investigation of alleged regulation breach.

¹⁴Our central compliance team provides continuous training for employees, whose daily work involves MTG's compliance procedures, such as those working in acquisition, programming, scheduling, sales, on-air planning, and creative services. The compliance team also trains external production teams producing content for our channels.

¹⁵These figures cover the main emission sources from MTG's operations:

Facilities - Energy use in offices and other facilities, including broadcasting and TV production when performed directly by us.

ENVIRONMENTAL PERFORMANCE

CARBON FOOTPRINT, ton CO ₂ e ¹⁵	2011	2012	2013
Scope 1 - direct emissions	350	361	691
Scope 2 - indirect emissions	5 031	6 135	6 283
Total Scope 1 & 2	5 381	6 497	6 973
Scope 3 - other indirect emissions	8 679	8 558	9 194
Total carbon emissions	13 860	15 052	16 167
Emissions per employee (excl. MTG Studios)	3.66	3.99	4.01

ENERGY CONSUMPTION, GJ ¹⁶	2011	2012	2013
Direct energy consumption			
Diesel	2 774	2 631	2 664
Indirect energy consumption			
Cooling	1 783	1 544	1 769
Electricity	49 403	51 017	53 184
Heating	13 725	16 233	16 132
Total energy consumption	67 685	71 425	73 749
Energy consumption per employee	20	20	20

WATER CONSUMPTION ¹⁷	2011	2012	2013
Total water consumption, m ³ (UK and Scandinavia)	-	-	8 156

Material - Consumption of office supplies, fruit and coffee.

Travel - Business travel, including air, rail and road travel plus hotel stays.

Transport - Transportation of Viasat set-top-boxes from the central warehouse to the local countries.

We use calculation methodologies that are based on the GHG Protocol and supplemented where necessary by additional data and assumptions by external environmental expert Tricorona Climate Partner. We had 12 small shipments with DHL Express in 2013 that we couldn't account for due to administrative challenges. We have made small updates in scope 1 & 2 figures for 2011 and 2012, as well as scope 3 for 2012 due to minor calculation adjustments. Total emissions for the Group were up 7% from 2012 as a result of MTG's expansion during 2013. This included Modern African Productions and Paprika Latino in the 2013 climate reporting for the first time. Emissions per employee, excluding MTG Studios, increased by 0.5% year on year. This excludes the contribution from MTG Studios, as their travel emissions can vary greatly depending on the type and location of their productions each year, and the figure might otherwise not realistically illustrate the emissions and progress of the other MTG companies. The base year for emissions is 2010, 15,032 tCO₂e. We have accounted for all greenhouse gases.

¹⁶Energy per employee includes all fuel, electricity, heating, and cooling inside the organisation. Energy per employee reflects our energy intensity as we expand our operations.

¹⁷Due to an office move in Finland, it has not been possible to report their water consumption for 2013. The water consumption for UK's Chiwick Green office has been estimated as we had technical problems with the water meter in 2013, and the estimated figure is based on consumption of 9.3 m³/employee/year (source: UK Environmental Agency). The Danish consumption is for the period Sep 2012 - Sep 2013, and the UK West Drayton consumption for Feb 2013 - Feb 2014. The consumption for Norway only includes the main office on Akersgate in Oslo.

GRI INDEX 2013

GRI Indicator	ESG Indicator	Page	Level of reporting	Independent assurance
STRATEGY AND ANALYSIS				
G4-1	CEO's statement	5		✓
ORGANISATIONAL PROFILE				
G4-3	Name of the organisation	30		✓
G4-4	Primary brands, products, and services	6		✓
G4-5	Location of headquarters	7		✓
G4-6	Number of countries and location of operations	7		✓
G4-7	Nature of ownership and legal form	30		✓
G4-8	Markets served	6-7		✓
G4-9	Scale of reporting organisation	7; 36		✓
G4-10	Total workforce by employment type, employment contract, and region	36		✓
G4-11	Percentage of employees covered by collective bargaining agreements ¹	41		✓
G4-12	Description of the organisation's supply chain	25		✓
G4-13	Significant changes regarding size, structure, ownership or its supply chain ²	41; 42		✓
REPORT PROFILE				
G4-28	Reporting period	42		✓
G4-29	Date of most recent previous report	42		✓
G4-30	Reporting cycle	42		✓
G4-31	Contact point for questions regarding the report	42		✓
IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES				
G4-17	Operational structure	6; -30-31		✓
G4-18	Process for defining report content	32-33; 42		✓
G4-19	Material Aspects identified in the process for defining report content	32-33		✓
G4-20	Aspect Boundary of each material Aspect within the organisation	36-39; 42		✓
G4-21	Aspect Boundary of each material Aspect outside the organisation	36-39; 42		✓
G4-22	Restatements	36-39		✓
G4-23	Significant changes from previous reporting periods in the scope and aspect boundaries	42		✓

■ Full reporting
 ✓ Assured by certified external third party Ethos International
 ■ Partial reporting
 ✓ Assured by external financial auditors

GRI Indicator	ESG Indicator	Page	Level of reporting	Independent assurance
REPORT PROFILE: GRI CONTENT INDEX				
G4-32	GRI Index	40-41		✓
REPORT PROFILE: ASSURANCE				
G4-33	Policy and current practice with regard to external assurance for the report ³	42; 44-45		✓
GOVERNANCE				
G4-34	Governance structure	30-31		✓
G4-39	Independence of the Chairman of the Board	30		✓
G4-38	Composition of the highest governance body and its committees	30; 36		✓
G4-37 G4-49 G4-53	Mechanisms for shareholders and employees to provide recommendations or direction to the Board ⁴	41		✓
G4-56	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance ⁵	24-25; 34-35		✓
ORGANISATIONAL PROFILE: COMMITMENTS TO EXTERNAL INITIATIVES				
G4-14	Explanation of whether and how the precautionary approach or principle is addressed	25		✓
G4-15	Externally developed charters, principles, or other initiatives to which the organisation subscribes or endorses	9		✓
G4-16	Memberships of associations and national or international advocacy organisations	9		✓
STAKEHOLDER ENGAGEMENT				
G4-24	List of stakeholder groups engaged by the organisation	33		✓
G4-25	Basis for identification and selection of stakeholders ⁶	33; 41		✓
G4-26	Approaches to stakeholder engagement	32-33		✓
G4-27	Key topics raised through stakeholder engagement	32-33		✓
ECONOMIC PERFORMANCE INDICATORS				
Aspect: Economic performance				
G4-EC1	Direct economic value generated and distributed	Annual Report; Five year summary; Note 9; Note 10; Note 27		✓

GRI Indicator	ESG Indicator		Page	Level of reporting	Independent assurance
Aspect: Indirect economic impacts					
G4-EC7		Corporate giving	13-19; 26-29; 39		✓

ENVIRONMENTAL PERFORMANCE INDICATORS

Aspect: Energy

G4-EN3	E01-01	Energy consumption within the organisation	39		✓
G4-EN5		Energy intensity	39		✓

Aspect: Water

G4-EN8		Total water withdrawal by source	39		✓
--------	--	----------------------------------	----	--	---

Aspect: Emissions

G4-EN15	E02-01	Direct greenhouse gas (GHG) emissions (Scope 1)	39		✓
G4-EN16		Energy indirect greenhouse gas (GHG) emissions (Scope 2)	39		✓
G4-EN17		Other indirect greenhouse gas (GHG) emissions (Scope 3)	39		✓
G4-EN18		Greenhouse gas (GHG) emissions intensity	39		✓

Aspect: Products and Services

G4-EN27		Extent of impact mitigation of environmental impacts of products and services	29; 35		✓
---------	--	---	--------	--	---

SOCIAL PERFORMANCE INDICATORS

Aspect: Employment

G4-LA1	S01-01	Total number and rate of new employee hires and employee turnover by age group, gender, and region ⁷	37		✓
G4-LA3		Return to work and retention rates after parental leave, by gender	38		✓

Aspect: Occupational Health and Safety

G4-LA6		Type of injury and rates of injury, occupational diseases, lost days and absenteeism, and total number of work-related fatalities by region and by gender ⁸	37-38		✓
--------	--	--	-------	--	---

Aspect: Training and Education

G4-LA9	S02-02	Average hours of employee training ⁹	37		✓
--------	--------	---	----	--	---

⁷Only our radio operations in Norway are covered by collective bargaining agreements, which is 4% of the total permanent workforce.

⁸There were no significant changes to the ownership or supply chain of MTG. The changes that occurred in 2013 haven't had a significant impact on how we work with CR.

⁹MTG's Board of Directors supports external assurance of this report.

¹⁰There is no formal mechanism in place for employees to provide recommendations or direction to the Board directly. However, there are informal processes for employees to provide ideas and complaints to the Board today, through the management and approval processes, and we are looking into implementing a formal process for this.

¹¹We have a supplier principles document in place for our suppliers, and therefore don't ask them to sign our internal Code of Conduct or have training on it.

¹²We have identified our six stakeholder groups based on a stakeholder mapping and analysis of all people and organisations, which may be affected by our business.

GRI Indicator	ESG Indicator		Page	Level of reporting	Independent assurance
G4-LA11		Percentage of employees receiving regular performance and career development reviews, by gender and by employee category ¹⁰	37		✓

Aspect: Diversity and Equal Opportunity

G4-LA12	S03-01 S10-01 S10-02	Composition of governance bodies and breakdown of employees per category according to gender, age and minority group ¹¹	36		✓
---------	----------------------------	--	----	--	---

Aspect: Equal Remuneration for Women and Men

G4-LA13		Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	38		✓
---------	--	--	----	--	---

Aspect: Anti-corruption

G4-SO4		Communication and training on anti-corruption policies and procedures ¹²	24-25; 34; 41		✓
G4-SO5		Confirmed incidents of corruption and actions taken ¹³	41		✓

Aspect: Marketing Communications

G4-PR7		Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship ¹⁴	39; 41		✓
--------	--	---	--------	--	---

Aspect: Content Creation

M2		Methodology for assessing and monitoring adherence to content creation values	10-11; 39		✓
M3		Actions taken to improve adherence to content creation values, and results obtained	24-25; 35		✓

Aspect: Content Dissemination

M4		Actions taken to improve performance in relation to content dissemination issues and results obtained	34		✓
----	--	---	----	--	---

⁷Rate of new employee hires: 22%

⁸Break down per employee and contractors hasn't been possible due to limitations in our reporting systems.

⁹Break-down per gender has not been possible as we don't currently record the gender of training participants.

¹⁰Break-down per gender and employee category has not been possible as we don't currently record this in our performance reviews.

¹¹Break-down per age per employee category has not been possible due to limitations in our reporting systems.

¹²All seven Board members have been informed of our Anti-bribery and Corruption Policy as it has been approved by the Board, and the policy has also been communicated to 100% of employees.

¹³There were no confirmed cases of corruption in 2013.

¹⁴We haven't signed any voluntary codes concerning marketing communications.

WHAT'S THIS MAGAZINE ABOUT?

THIS MAGAZINE summarises our corporate responsibility work across our operations, and focuses on corporate responsibility issues that were defined as relevant by our stakeholder dialogues in 2010-2013. However we have also included details of smaller scale social and environmental initiatives that the local MTG companies across various countries have been involved in.

External third party Ethos International, who also verified our 2012 report, has declared that this report is in accordance with the core level of the Global Reporting Initiative (GRI) G4 guidelines. We have also applied GRI's Media Sector Supplement for indicators where possible.

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

REPORT SCOPE

The reporting scope includes operations over which we have full control, as well as all subsidiaries and leased facilities unless stated otherwise. Also included are GES Media Holding in the Czech Republic and Raduga in Russia, where MTG owns 50% of the company respectively, and Viastrom Holding AB in Ukraine with an 85% ownership.

Countries where we only operate

pay-TV channels on other providers' platforms have been excluded from the reporting, because we don't have employees or facilities in these countries, and therefore they don't have significant impact on MTG's sustainable development. TV broadcasting network CTC Media in Russia, Finnish radio station Radio Nova and Swedish multi-channel network Splay are excluded as MTG doesn't have exclusive control over these entities. Also excluded is the fully owned production group Nice Entertainment, as MTG made the acquisition in November 2013 and therefore the reporting is not yet fully integrated. The following companies are only included in employee figures unless otherwise stated, as they also joined MTG during 2013 and we are currently setting up reporting processes: Darik Net EAD, Hosting OOD and VBOX EAD (joined in Q3), Digital Rights Group Ltd (Q2), MTG Africa Management Ltd (Q1), MTG Financing (Q1), Novemberfilm AS (Q2), and Viasat1 Tanzania (Q3).

REPORT BOUNDARY

The report boundary has been defined by using the Global Reporting Initiative (GRI) boundary protocol and completeness principle, to reflect MTG's significant economic, environmental and social impacts. We have addressed and included the full value chain from suppliers

to customers in our dialogues to help us define the boundary, ensure completeness and identify expected audience for this report.

There were no material changes in the supply chain in 2013 that affect our operations.

KEY PERFORMANCE INDICATORS

We are constantly striving to improve our reporting and provide our stakeholders with more detail on our non-financial impacts, which is why we have added optional indicators G4-EN5, G4-EN8 and G4-LA11 in this year's report. For certain labour indicators (G4-LA9 and G4-LA12) we have not been able to provide a break-down as per the G4 guidelines, due to limitations in our reporting systems. This year it has not been possible for us to report indicators G4-EC2, G4-PR5 and G4-PR6 that we reported in our last report. This is due to a change in G4 guidelines. The GRI index of this report can be found on the previous page. ●

REPORTING PERIOD: 01/01/2013 – 31/12/2013

REPORTING FRAMEWORK: GRI G4 core

PREVIOUS REPORT: 10/04/2013 (available on mtg.se)

SEND FEEDBACK TO: responsibility@mtg.se

**“NO, NO, NO, NO, NO!
‘RESPONSTIBLE’
IS NOT A WORD!”**

**P.L. TRAVERS (EMMA THOMPSON)
SAVING MR BANKS
WALT DISNEY PICTURES, 2013**

Independent assurance statement

Scope and objectives

Ethos International AB has undertaken independent assurance of the MTG Corporate Responsibility Report 2013 (the Report). The assurance process was conducted in accordance with AA1000AS (2008). We were engaged to provide moderate level Type 2 assurance, which covers:

- evaluation of adherence to the AA1000APS (2008) principles of inclusivity, materiality and responsiveness (the Principles) and
- the reliability of specified corporate responsibility performance information and data.

The performance information included in the scope was all data and key claims in the Report with the exception of data that is subject to mandatory auditing and contained in the Annual Report 2013 and data concerning donations collected by external parties during donated air-time. We used the Global Reporting Initiative (GRI) Reporting Principles for Defining Quality as criteria for evaluating performance information. Additionally, we were engaged to provide a third party check on the application of the GRI G4 Guidelines and the OECD guidelines for multinational enterprises.

Ethos International has also specifically verified MTGs carbon emission data and information derived from energy consumption and travel. The verified data covers scope 1, 2 och 3 with calculations done according to the GHG protocol.

Responsibilities of the Directors of MTG and of the Assurance providers

The Directors of MTG have sole responsibility for the content of the report. The Board of Directors emits the report for MTG jointly with the President and CEO of MTG. Ethos International has been involved in one stage of this year's preparation and guidance process, which was moderating the materiality analysis including stakeholder dialogues. Ethos International has previously provided GRI application guidance for MTG and moderated a stakeholder dialogue. This is the second year that Ethos International has provided corporate responsibility assurance.

Our statement represents our independent opinion and is intended to inform all of MTG's stakeholders including management. We adopt a balanced approach towards all MTG stakeholders. Our assurance team comprised of Malin Lindfors Speace, Sandra Rumélius and Anna Lindstedt. Further information with individual competencies relating to the team is available at: www.ethosinternational.se.

Basis of our opinion

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

- Review of the current corporate responsibility issues that could affect MTG and are of interest to stakeholders.
- Interviews with Board director responsible for sustainability, selected directors and senior managers responsible for management of sustainability issues and review of selected evidence to support issues discussed. These were freely selected by the assurers. Main focus of the interviews was corporate governance, strategy, impact and stakeholder inclusiveness.
- Review of MTG approach to stakeholder engagement and recent outputs.
- Review of information provided to us by MTG on its reporting and management processes relating to the Principles.
- Site visit, freely selected by the assurers, to MTG head office and production facility in Sweden.
- Review of supporting evidence for key claims in the report.
- Review of the processes for gathering and consolidating data and, for a sample, checking data consolidation.
- For both data and claims checking, this included accessing all key reporting and performance management processes as well as reviewing electronic documents, e-mails and other sources of evidence.
- An independent assessment of MTG's self-declared GRI G4 guidelines level "in Accordance" Core.
- Verification of CO2 statements, underlying calculations and factors, with specific attention to CDP- requirements.

Findings and Opinion

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

In terms of data accuracy, nothing came to our attention to suggest that the data have not been properly collated from information reported on an operational level, or that the assumptions used were inappropriate. We are not aware of any errors that would materially affect the Group data. We can confirm that we have checked MTG's self-declared application of the GRI G4 guidelines to be level "in Accordance" Core.

Observations

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

Performance information

Overall we have confidence in the level of accuracy of the performance information presented in the Report. Data collection processes are described and supported through evidence seen during the assurance process. An observation has been made and noted on the necessity of increased management processes and follow up with sufficient support on group level policies towards all employees with special attention to temporary employees such as freelancers.

A small number of data errors were highlighted during the assurance process and have subsequently been corrected in later versions of the report. Forthcoming an increased focus is necessary on harmonisation of human resources systems and KPI collection processes.

Materiality

We believe the report describes the great majority of MTG's material impacts in an adequate and good manner that enables all stakeholders to engage with MTG to co-create in moving corporate responsibility to a broader and more incorporated level both in MTG and as stakeholder in an external context.

Areas that should be further highlighted and addressed in MTG's forthcoming Corporate Responsibility performance, process and training are; data protection, customer data integrity and privacy notably as online business develops as well as an increased focus on supply chain management.

Inclusivity and responsiveness

The review of MTG's stakeholder engagement confirms that continuous engagements with key stakeholders are done in an inclusive manner to develop a response essential for MTG to prospective sustainability matters. The results inform and guide all sustainability issues on most strategic levels and are encompassed in the report. During the year MTG conducted dialogues with key stakeholder groups as part of the materiality process reviewing all sustainability aspects that are relevant for MTG's business, resulting in new top priorities. Here an effort should be made to maintain the initiated communication on ESG matters with financial stakeholders. To advance MTG should conduct an annual survey and escalate knowledge sharing with key stakeholders to endorse responsiveness.

Ethos International

29th April 2014



Malin Lindfors Speace, Partner and Senior Advisor



Sandra Rumélius, Advisor

Ethos International AB is a Nordic Sustainability Advisory firm licensed by AccountAbility to provide AA1000 AS (2008) assurance.

"IT'S TOO SOON TO SAY GOODBYE"

COSETTE (AMANDA SEYFRIED)
LES MISÉRABLES
UNIVERSAL PICTURES, 2012
ON VIASAT DRAMA NORDIC IN MARCH 2014



Do you want to know more? Visit www.mtg.se

