

# Sustainability Report 2022



# Sustainability Report

The BigBoard Group Sustainability Report (“Report”) presents non-financial indicators in the areas of corporate governance, environment, employee and customer care, social and community, taking into account the Corporate Sustainability Reporting Directive (CSRD) and references to the Sustainable Development Goals (SDGs) as defined by the United Nations. This Report is outside the CSRD’s regulatory regime.

This is the first annual sustainability report for the BigBoard Group. It is available in print and electronic form on the BigBoard Group website at [www.bigboard.cz](http://www.bigboard.cz) under the “For Partners” tab. The Report contains the non-financial indicators of all companies in the BigBoard consolidation unit, with the exception of selected companies (hereinafter referred to as the “BigBoard Group”). A list of the companies not included can be found in the final chapter of the Report.

Taking into account the BigBoard Group’s previous voluntary preparation of the Report, this Report also only includes companies that are considered to be significant for the BigBoard Group’s business primarily in the outdoor advertising sector. The set of companies was compiled according to the key of materiality and relevance, with the BigBoard Group selecting those companies that it considers significant in its business and that have or may have a significant impact on sustainability.

The Report presents the non-financial indicators for the reporting period from 1 January to 31 December 2022 and complements the annual report of the companies corresponding to the BigBoard Group as defined in this Report.

Unless otherwise stated, quantitative information is obtained by measurement using an internal central system, including financial records. Our reporting process is based on data from specific departmental metrics, which are then passed on to the ESG specialist. The carbon footprint is calculated according to the international Greenhouse Gas Protocol (GHG Protocol) methodology.

This Report is not externally audited.



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# Word of Introduction

## Dear shareholders, employees, business partners,

We are pleased to present the first BigBoard Group Sustainability Report for 2022. This is a historic moment for us as this document records our commitment, goals and vision for sustainability and social responsibility. The question of why we decided to take on this challenge and why we opted to share it with our partners has several key answers.

The year 2022 was undoubtedly a pivotal time in terms of global events. We were still dealing with the consequences of the Covid-19 pandemic when the whole world was shocked by the huge and harsh war that broke out in Europe. The events of the last few years have clearly shown us that our company is more connected to the world than we'd perhaps previously thought. Climate change and energy sustainability issues are now becoming urgent problems for us too, and they require swift and responsible action. With this in mind, the BigBoard Group decided it was time to take more responsibility.

The underlying motive for our proactive approach to sustainability is not a legislative obligation. That is something that might not concern us for a few more years yet. The primary motive is our firm belief that strong companies have a moral and ethical obligation to help to shape a better world around us. We believe that our existence is not isolated, but has an impact on the people, communities and environment around us. That is why we strive to minimise the adverse impacts of our activities while actively helping to bring about positive change.

At the same time, we recognise that traditional business models and practices are sometimes not enough to address the complex challenges we face. That's why we have decided to innovate and seek positive changes in our business model, to bring us closer to our customers and better understand them in their efforts to make their business models more sustainable. We believe that a detailed analysis and subsequent knowledge of our carbon footprint can help in developing business relationships with responsible trading partners.

We are convinced that innovation can be a key factor in combating climate change. That's why innovating the lighting used for our advertising spaces is also a crucial step in reducing our carbon footprint. The BigBoard Group, together with Doublepower, was involved in the development of the new STAR luminaire series for outdoor advertising spaces. The result is luminaires that significantly lower electricity consumption while at the same time reducing the light smog emitted by the conventional lights of various billboards; they also use new software that facilitates the work of the technicians who manage the actual advertising technology. I am proud that the BigBoard Group has long devoted considerable effort and resources to promoting various charitable and cultural projects that support our society and communities in need. These efforts are part of our commitment to sustainability and social responsibility. They range from ongoing long-term cooperation and quick responses to emerging situations, to one-off support for organisations that asked for help from the BigBoard Foundation, through which the company supports socially beneficial projects. In the spring of 2022, our company provided tremendous support to organisations that decided

to coordinate aid to war-torn Ukraine and its people. It also continued to work with the Good Angel Foundation and the organisation Let's Give Children a Chance. Other campaigns we've supported include Konto Bariéry, and the activities of the Czech AIDS Help Society.

The physical involvement of our employees became a new feature of BigBoard's CSR activities in 2022. The company has decided to give back to nature at least part of what nature gives to all of us. And in this case, literally. Our staff planted new trees to replace the Christmas trees that bring joy to our homes during Advent. In early November, our employees went to Knížecí Studánky in the Dobříš region, where they managed to plant more than a thousand spruces in just a few hours, under the supervision of forestry professionals.

This Report is therefore a first step on our journey towards sustainability, and we look forward to developing and refining it further. Our efforts in research, energy efficiency and changing our business model are opening up new possibilities and we believe that together with you we can achieve great results.

This Report charts our journey in 2022, but our efforts will continue in the years to come. Thank you for your support and together we look forward to a better and more sustainable future.

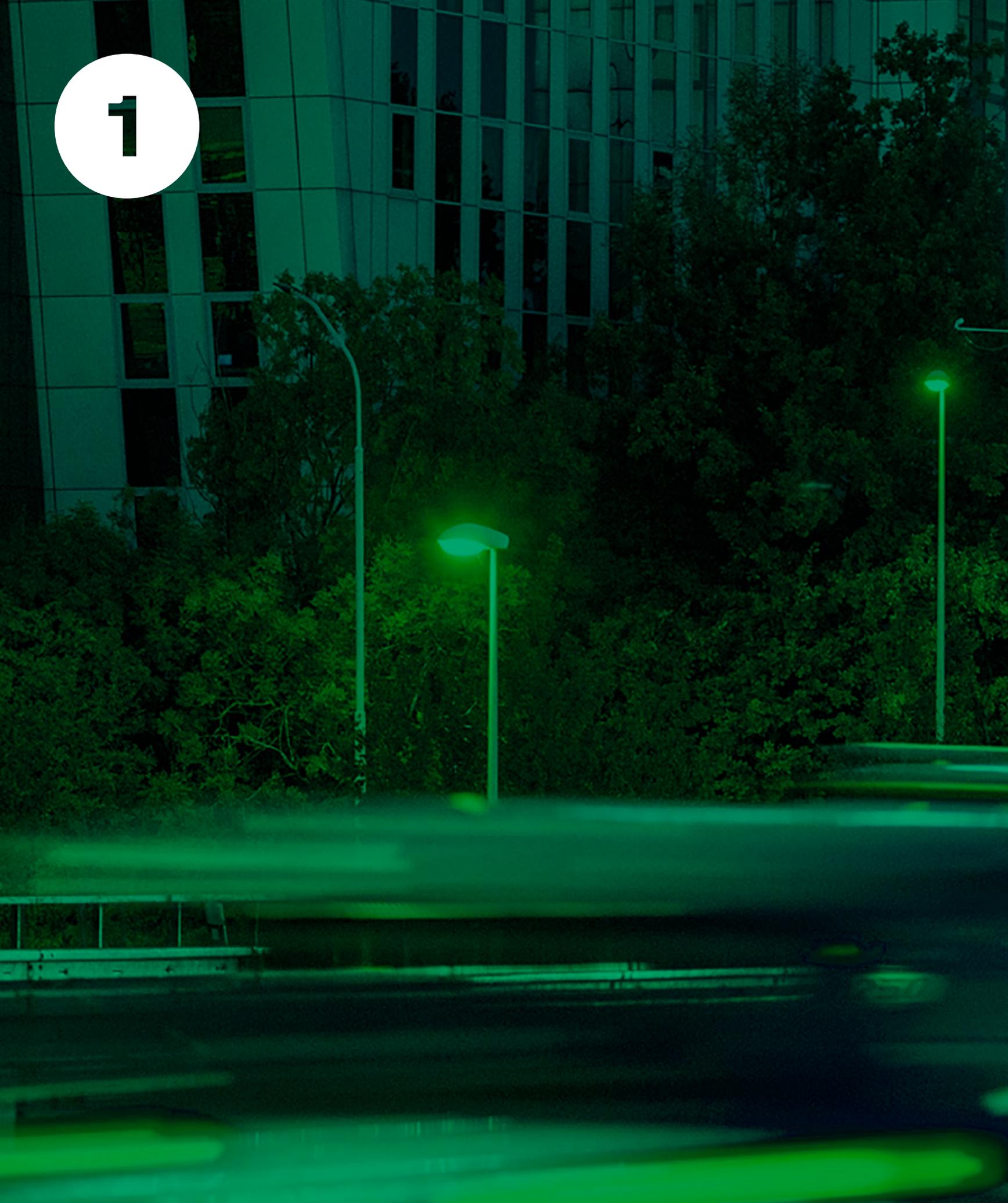
Best regards,

**Ing. Richard Fuxa**

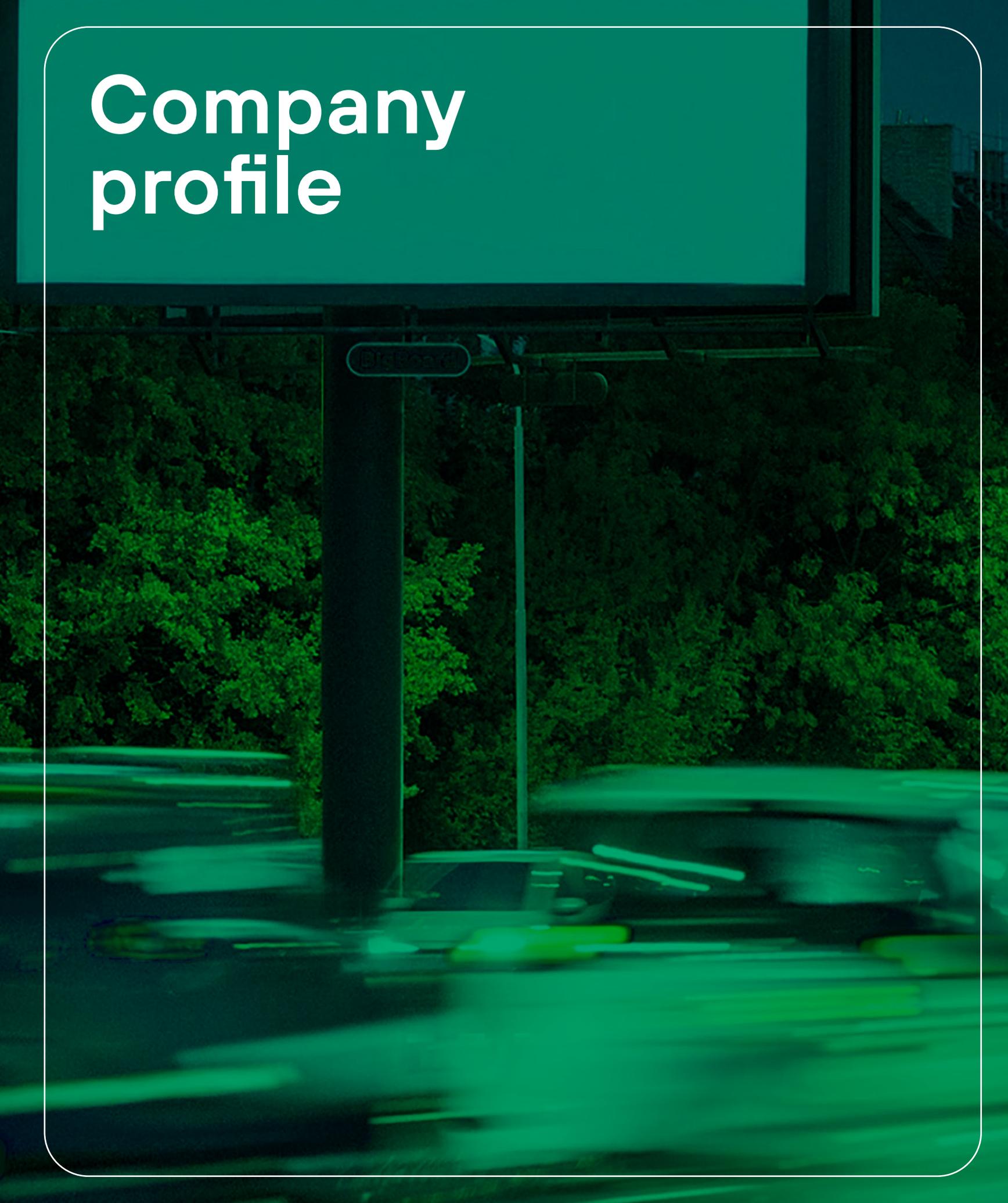
Chairman of the Board of Directors  
BigBoard Praha, a.s.



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# Company profile



## Key data about the Group

- The BigBoard Group has been on the Czech market since 1993.
- With a market share of approximately 70% and a turnover of more than CZK 1,500 million, the BigBoard Group is by far the largest provider of outdoor advertising in the Czech Republic.
- The BigBoard Group has a network of advertising spaces in the most attractive locations in the Czech Republic, including the Prague metro and other parts of the public transport system.
- It offers over 20 formats of advertising media, from large-format double-bigboards to small frames in metro stations and trains.
- The BigBoard Group includes the brands BigBoard, Czech Outdoor, outdoor akzent, BilboCity, BigMedia, Qeep, News Advertising, RAILREKLAM and MetroZoom.
- Thanks to its cooperation with O2 Media and its BigPlan, the BigBoard Group is the only one in the Czech Republic to provide detailed data on the media impact of individual campaigns. BigPlan allows you to evaluate and plan the most effective campaigns for your target audience.

## History of BigBoard Group members and the BigBoard Group itself

### 1992

The origins of the BigBoard Group date back to 1992, when it was founded as a limited liability company (s.r.o.) by four individuals. The BigBoard Group grew steadily over the next 20 years, mainly through organic growth supported by several acquisitions of small competing companies. The vast majority of this growth has been financed from its own resources. Its relentless pursuit of exclusively premium locations and top-notch client service saw it rise to become the 3rd leading outdoor advertising provider in the Czech Republic, with a market share of approximately 18%. Before it, there were only local branches of multinational companies.

### 2012

The year 2012 was a crucial and breakthrough year for the BigBoard Group. There were two major events:

The BigBoard Group became the sole shareholder of News Outdoor Czech Republic s.r.o. (subsequently renamed Czech Outdoor s.r.o.), its biggest competitor in the large-format outdoor advertising sector and the second largest company on the Czech outdoor advertising market. This made the BigBoard Group the new market leader in the outdoor advertising market in the Czech Republic, with a market share of 41% and all the benefits and synergies resulting from this position.

The new owner of the BigBoard Group became the Slovak media group JOJ Media House a.s., whose ultimate owner is Richard Flimel. It paid off the existing shareholders - natural persons. In the same year, the current CEO, Richard Fuxa, and Touzimsky Kapital Holding, a.s., whose ultimate owner is Jan Veverka, joined the shareholder structure. Both of these entities received 20% each. This shareholding structure remains in place to this day.



### 2013

In 2013, the BigBoard Group acquired competitor number three, outdoor akzent s.r.o., as well as the smaller Bilbo City s.r.o. This confirmed its position as the market leader in outdoor advertising with a market share of approximately 52%.

### 2017

In the years that followed, the BigBoard Group continued to grow, mainly organically. In 2017, from Czech Railways it bought a 51% stake in RAILREKLAM, an operator of outdoor advertising on trains and in railway stations, in which it already held a 49% share. The consolidation of this company once again pushed up its market share, bringing it close to 60%.

Another major milestone was winning two tenders for advertising on the property and assets of the Prague Public Transport Company. The first tender was for the operator of CLV advertising showcases in the metro system; the second was for small-format advertising on metro trains and escalators. By winning these two tenders, the BigBoard Group consolidated its position as the clear leader in the Czech outdoor advertising market, a position it still holds today.

## Our products and services

The BigBoard Group is the largest provider of outdoor advertising in the Czech Republic and is therefore able to provide its clients with the full range of advertising solutions. The products in the BigBoard Group's portfolio are divided into the following basic categories:

- **OOH (out-of-home) advertising**

bigboards, billboards, smartboards,  
double bigboards, backlights, megaboards,  
advertising tarps, backlight gates, maxcubes,  
bridge navigation, rotundas, etc.;

- **Digital OOH advertising**

digital CLV (citylight vitrines), big LED screens,  
digital rotundas, etc.;

- **Metro advertising**

CLV vitrines, digital CLV vitrines, self-adhesive films,  
B1 frames on escalators and in trains, metro posters,  
transfer tunnel stickers, escalator stickers;

- **Transport advertising**

tram and bus stickers, citylights on railways, citylight  
rotundas, variaposters on platforms, frames on trains,  
backlights on stations, table stickers on trains, station  
underpass stickers.

## Business development in 2021

The BigBoard Group sells its companies' advertising equipment through the trading company BigMedia, spol. s r.o., which represents the BigBoard Group on the classic OOH advertising market, and MetroZoom s.r.o., which represents the BigBoard Group on the space trading market in the Prague metro. The BigBoard Group also uses the e-shop Plakatov.cz, which specialises in direct sales to retail clients. From 2019, advertising billboards owned by outdoor akzent s.r.o. are now sold exclusively by BigMedia, spol. s r.o. RAILREKLAM, spol. s r.o. also has its own sales department, which sells advertising at railway stations and on railways. Within the BigBoard Group there are three sales departments, each focusing on different segments of the outdoor advertising market. In 2022, the sale of online advertising on the BigZoom a.s. portfolio of websites was mainly carried out by Inzeris s.r.o.

In terms of end clients, the most important segments are retail and retail chains at 21.7% (2021: 24.1%), financial services at 7.9% (2021: 6.9%), the automotive industry with a share of 5.7% (2021: 7.4%) and industrial, consumer goods and electrical at 5.6% (2021: 5.1%).

Over the past period, we have continued to see an increase in smaller and medium-sized clients who conduct their advertising campaigns directly, without the use of media agencies. The Plakatov.cz and "Kluk z plakátu" platforms, which aim to bring the range of available space closer to small and medium-sized entrepreneurs, help in the acquisition of these clients.

# 1.5

## Our initiatives in 2022

The Floorball Superfinal has a new partner - for the next three years, the highlight of the domestic floorball extraliga season will be named after BigBoard, which has become the title partner of this prestigious sporting event.

In addition, BigBoard has long supported the Good Angel Foundation and the Let's Give Children a Chance organisation, providing them with free advertising space throughout the entire year without them having to pay production costs.

All our other charitable activities can be found in section 5.10 of this Report.



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# Strategies



## Our values

The BigBoard Group prides itself on values such as quality, professionalism, creativity, guarantee and innovation. We don't want to be just a supplier to our customers, but a partner who can always be relied upon.

**QUALITY** Our advertising carriers meet the demanding requirements for excellent visibility, both day and night. The carriers are placed in a highly visible setting and use state-of-the-art technology.

**PROFESSIONALISM** We have the background, technology and necessary expertise to meet all our clients' requirements. From regular billboards, through special 2D and 3D extensions to creative digital ads.

**CREATIVITY** For the best possible outcome, we want to really get to know our clients and understand their needs as well as they themselves do. This close cooperation allows us to come up with a highly superior and unmissable creative and therefore effective advertising campaign.

**GUARANTEE** We automatically provide a wide range of guarantees and superior services to all our clients.

**INNOVATION** By continuously promoting innovative and creative solutions for outdoor advertising campaigns, we stay at the top of the Czech advertising business, meaning we are the undisputed leader in the outdoor advertising market.

- **Quality**
- **Professionalism**
- **Creativity**
- **Guarantee**
- **Innovation**

## Our SDGs

In 2015, the United Nations adopted the Sustainable Development Goals (SDGs), which focus on ensuring shared prosperity and peace, building partnerships, enabling people to live a decent life free from poverty and inequality, and protecting the environment. The BigBoard Group is actively trying to help achieve at least some of its goals with its sustainability strategy.

We focus on those objectives that we can influence in our activities and are therefore the most important for us and our stakeholders. With regard to our strategy, we have selected five SDGs from the UN goals that are most relevant to us.

**In order to achieve these objectives, we monitor the following indicators:**

- Growth in turnover
- Operating profit from ordinary activities (EBITDA)
- Customer satisfaction rate
- Employee satisfaction rate
- Ethics in advertising and compliance
- Development of innovative technological solutions
- Reducing greenhouse gas emissions
- Recycling the materials we use
- Cooperation with foundations and charities

**Dignified work  
and economic  
growth**



**Industry,  
innovation and  
infrastructure**



**Responsible  
production and  
consumption**



**Climate  
measures**



**Partnerships  
to meet our  
objectives**



## Stakeholders

The BigBoard Group regularly enters into various forms of dialogue with its most important stakeholders who have a significant impact on the functioning of the entire BigBoard Group. These dialogues are often useful in the further development of our products and services, taking into account the needs and interests of these groups. See below for a list of these stakeholders and how they interact.

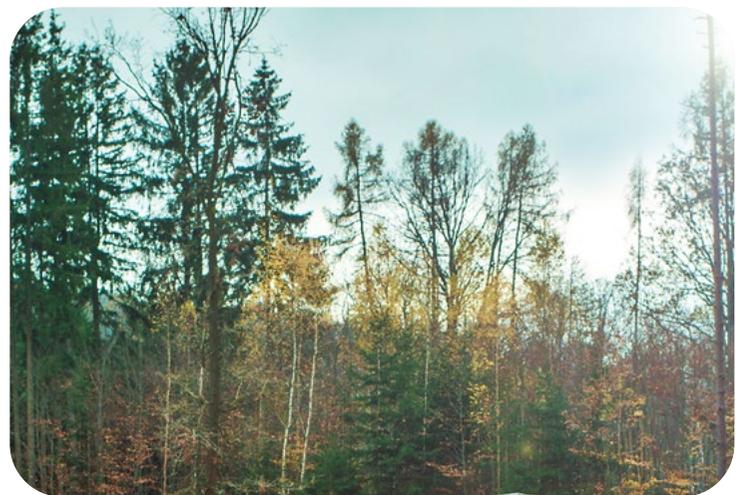
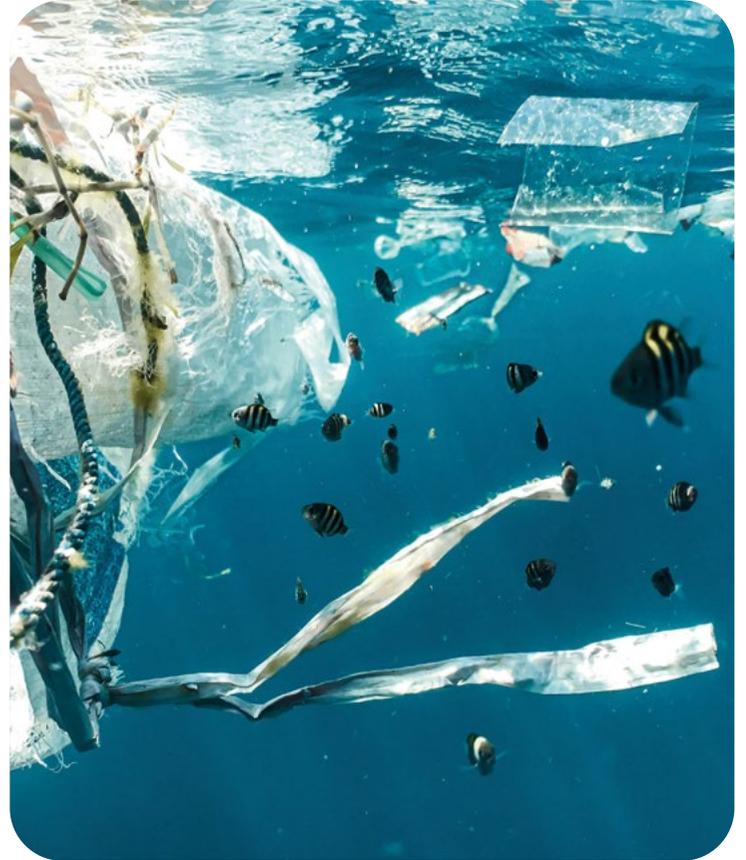
Stakeholders	Dialogue format
Customers	<ul style="list-style-type: none"> <li>Sales interviews/consultations</li> <li>Customer surveys</li> <li>Company website</li> <li>Newsletters</li> <li>Social media</li> <li>Presentations at marketing events</li> <li>Events for customers</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>Regular updates of the supplier portfolio</li> <li>Supplier surveys</li> <li>Visits to trade fairs</li> </ul>
Staff	<ul style="list-style-type: none"> <li>Regular department meetings</li> <li>1-on-1 management meetings with employees</li> <li>Corporate intranet</li> <li>BigTeam quarterly for employees</li> <li>Satisfaction surveys</li> <li>Health and safety at work</li> <li>Teambuilding</li> </ul>
State administration	<ul style="list-style-type: none"> <li>Legislative compliance</li> <li>Communication about offers and planned events</li> <li>Active participation in tenders</li> </ul>
Banks and insurance companies	<ul style="list-style-type: none"> <li>Regular transmission of accounting balance sheets</li> <li>Open communication on economic developments</li> </ul>

## Materiality analysis and material topics

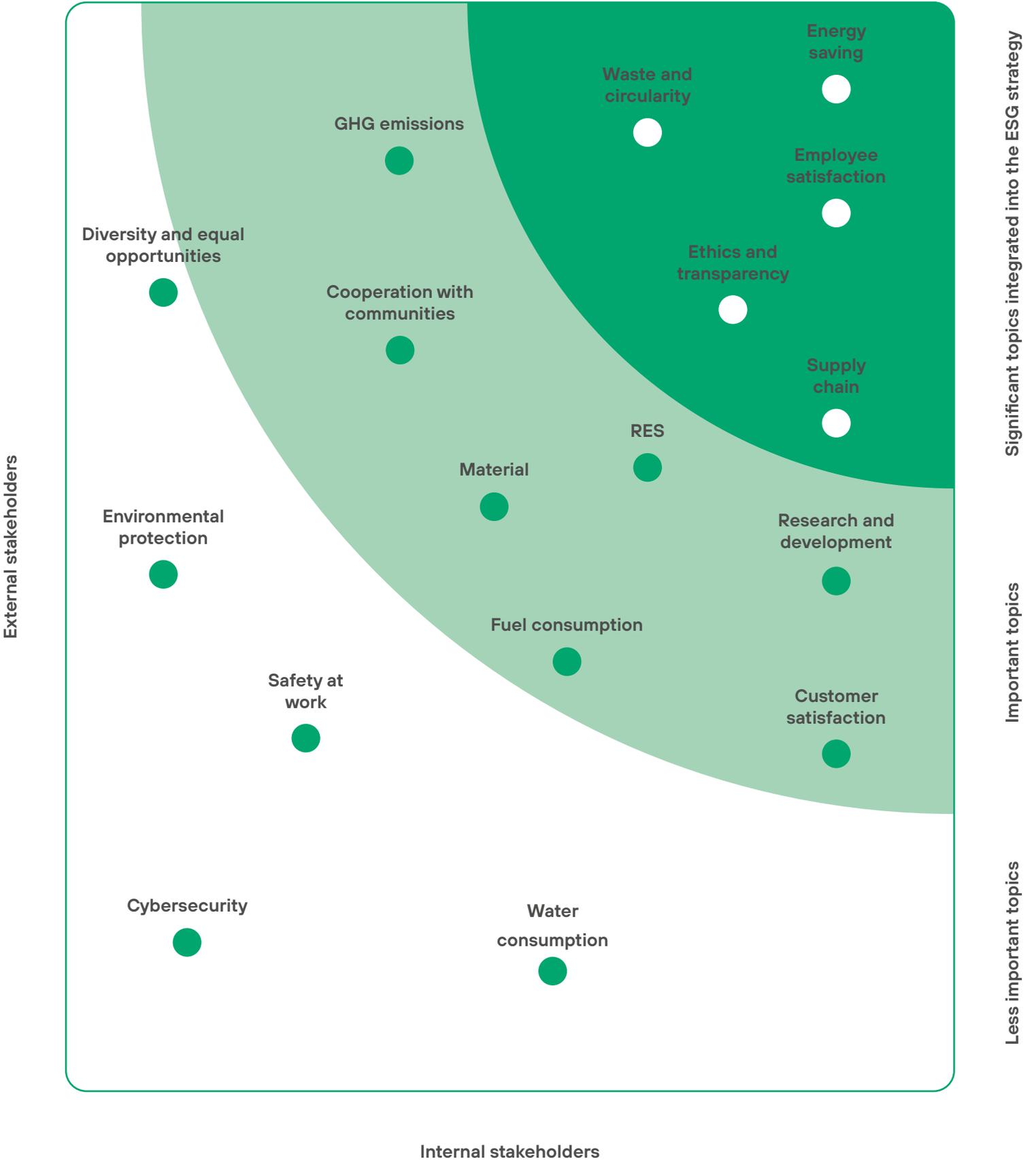
At the BigBoard Group, we continuously work to identify risks in all areas of our business and, in line with the interests of our stakeholders, we strive to minimise those risks and at the same time exploit them as opportunities for further long-term development and growth. These risks also relate to important sustainability topics and the mapping of our internal ESG activities.

### Material topics of the BigBoard Group:

- **Energy efficiency**
- Greenhouse gas (GHG) emissions
- **Waste and circularity**
- Research and development
- **Employee satisfaction**
- Cooperation with local communities
- **Supply chain**
- Diversity and equal opportunities
- **Ethics and transparency**
- Environmental protection
- Cooperation with communities
- Customer satisfaction
- Material
- RES
- Safety at work
- Water consumption
- Cybersecurity



# Significance matrices



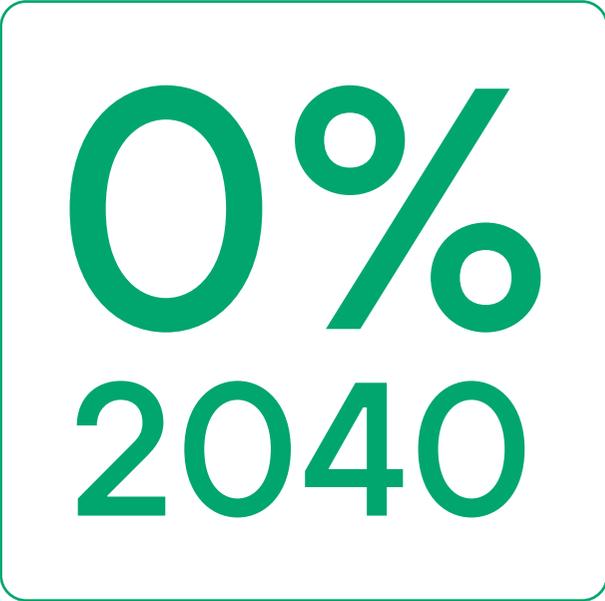
## 2.5

### Our commitments and decarbonisation strategy

The BigBoard Group is considering signing up to a global commitment to achieve zero greenhouse gas emissions by 2040. Our eventual net zero commitment will be based on the decarbonisation target enshrined in the Paris Agreement to avoid the worst impacts of climate change by keeping the global average temperature rise below 1.5°C.

Reducing our carbon footprint, minimising the negative impacts of our business and achieving net zero is not possible without a long-term strategy and a clear plan. In 2022, we have begun the steps needed to develop it: we are reviewing how we currently collect data and are working on a new data collection system that will allow us to refine our carbon footprint measurement across all scopes.

We have set out to analyse the emissions produced in our supply and demand chain. We are working to finalise our net zero strategy, including the specific steps that will enable us to meet our commitment and their timeline.

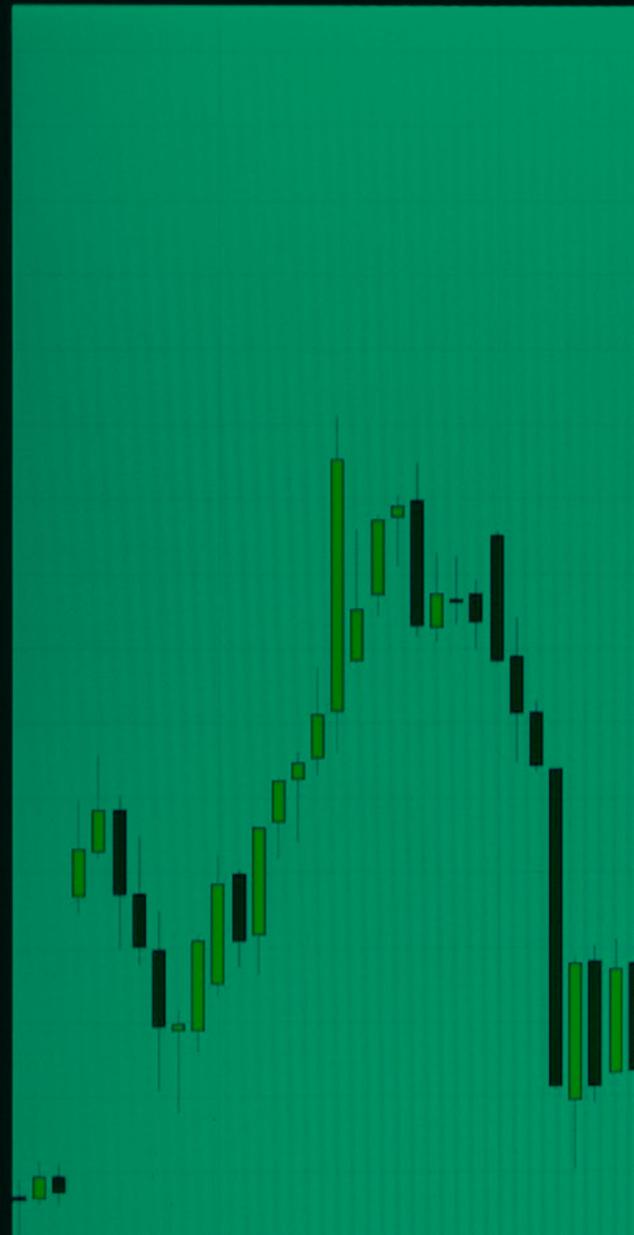


## 2.6

### Assessment of sustainability status

As one of the first steps towards sustainability, the BigBoard Group has decided to assess its sustainability status to enable it to track its evolution over time. See below for the output linking to the full certificate together with the accompanying report.





# Administration and management



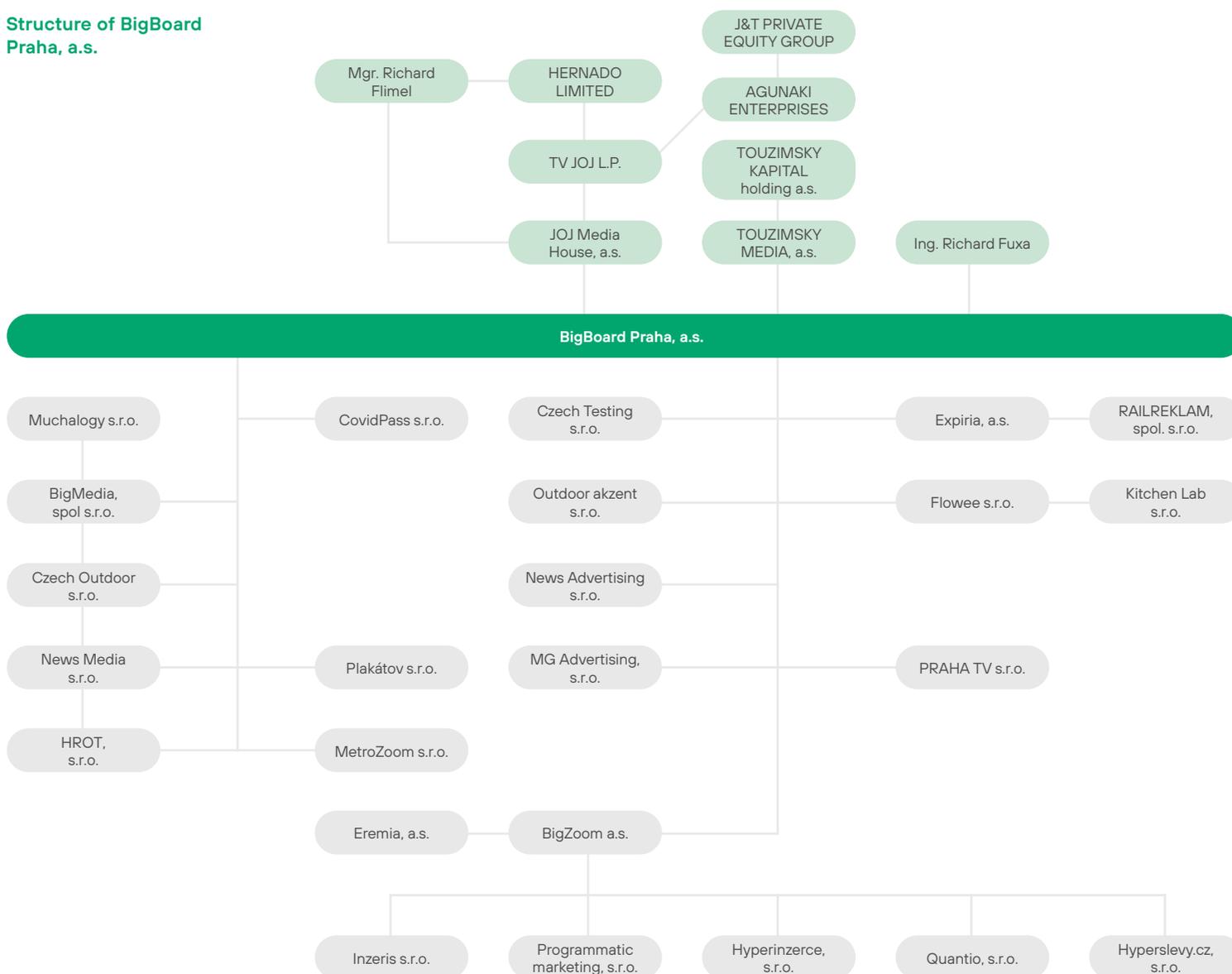
## BigBoard Group management system

# BigBoard

The BigBoard Group is controlled by JOJ Media House, a.s., whose beneficial owner is Mgr. Richard Flimel, through Hernando Limited, TV JOJ LP and JOJ Media House, a.s., which is a 60% shareholder of BigBoard Praha, a.s.

Detailed information on the relationships and interdependence of the entire BigBoard Group is provided in the 2022 Annual Report of BigBoard Praha, a.s. and the 2022 Report on Relationships between Controlling and Controlled Entities issued by BigBoard Praha, a.s., as well as in the 2022 Annual Reports published by the individual BigBoard Group companies.

### Structure of BigBoard Praha, a.s.



## 3.2

### Risk management system

The BigBoard Group has implemented an integrated risk management system that covers issues relating to strategy, performance and compliance within the BigBoard Group. The central department is supported by a network of risk managers and implements its risk management system in functional departments and special-purpose committees, and individual business companies. The main activities of the Risk Department and its network are: risk mapping in general, risk mapping related to the implementation of the corporate strategy, implementation of the risk and opportunity programme, corruption risk mapping and human rights risk analysis.

The BigBoard Group's management system ensures transparency at all levels of management. The procedures set out the rules for corporate managers across the BigBoard Group in the areas of management, selection, remuneration, etc. The key procedures set out the principles that corporate managers must follow as part of their responsibilities:

- adhere to the BigBoard Group's values as set out in the company's Code of Ethics and in the specific codes and manuals of the individual BigBoard Group companies, especially when entering into contracts with customers, suppliers, investors, employees and other BigBoard Group stakeholders in an official capacity;
- avoid concentrating authority with a single person;
- actively participate in risk prevention strategies;
- participate in review committees regarding recommendations to be issued;
- communicate important information to shareholders.

## 3.3

### Sustainability management

The BigBoard Group has not yet created a position of Compliance Officer within its organisational structure and therefore no such person has been appointed. The BigBoard Group currently manages sustainability within a standard management structure, but plans to create this position in the future, recognising that this is the only way to ensure that sustainability commitments and tasks can be fully implemented.

The role of the Compliance Officer should be to develop and integrate ESG throughout the BigBoard Group and be responsible for the smooth running of all the company's ESG activities, which include health and safety at work, crisis management and documentation, cyber and information security, as well as responsibility for setting up an appropriate procedure for the selection of suppliers, building and fleet management, environmental protection in the BigBoard Group's business activities; the Compliance Officer should also work closely with HR in their selection of employees across the BigBoard Group and PR in communicating the company's various sustainability activities to all stakeholders.

## 3.4

### Relations with suppliers

The BigBoard Group does not currently have a sustainability policy in place for its suppliers. This policy will be prepared and implemented in the near future.

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# Environmental performance

Environmental



## Fighting climate change

Sustainable development and environmental protection are important issues for the BigBoard Group, which is why we are investing in greening our operations and striving to gradually reduce our CO2e emissions. The companies in the BigBoard Group comply with the provisions of the relevant laws and decrees relating to environmental protection. They require their suppliers to comply with all the applicable legal standards to ensure that the BigBoard Group's activities are environmentally friendly and do not have an adverse impact.

The year 2022 was a very difficult time, as although the Covid pandemic had subsided, war had broken out in Ukraine and its impact on Europe, along with other influences, hit the energy sector hard. The costs of transport, services, etc. were also rising. There were temporary shortages of some commodities and raw materials, coupled with logistics difficulties and longer delivery times. Although the BigBoard Group is not active in the energy sector, this crisis has had a significant impact on our operations.

Nevertheless, according to our impact analysis, we are trying to reduce our footprint where it is the largest - mainly in energy saving, paper consumption and the treatment of waste. We implement approaches that promote sustainable solutions in all areas of our business.

### Green office buildings

We monitor our consumption and invest in sustainable office space. Our Prague headquarters is located in leased premises in the TRIMARAN building, which has been certified LEED Platinum for green buildings. Our branch in Brno has offices leased in the Areál Slatina complex, which is energy class A (PENB).

Among other things, we have invested in other cost-saving measures - installation of the MeteoViva smart building control

system at our Prague headquarters, insulation of the buildings housing our Brno and Ostrava branches, installation of central ventilation, heating and cooling systems, and fitting window panes with anti-sun glass.

### Supporting innovation - unique billboard lighting solution

The BigBoard Group has worked with Doublepower to develop the new STAR luminaire range for bigboards and other outdoor advertising spaces. The result is luminaires that lower electricity consumption while reducing the light smog emitted by the conventional lights of various billboards; they also use a new software solution that facilitates the work of the technicians who manage the actual billboards.

- The STAR luminaire illuminates the target areas really evenly, so that the minimum of light escapes into the space;
- The 80,000 hour lifetime and lumen sustainability of the L80B10 means reduced maintenance and replacement costs;
- Software solution for remote luminaire management - no more visual functionality checks;
- The specially designed aluminium body and overall design of the luminaire ensures efficient heat dissipation even in the hot summer months. The luminaire's LED chips and electronics operate in comfortable temperature conditions even at ambient temperatures above 40 °C;
- **Energy saving:**
  - **Annual consumption of the big area for halogen luminaires 2,847 kWh**
  - **Annual consumption of the big area for LED luminaires 1,095 kWh**
  - **Difference - 1,752 kWh**

### Study of the potential for the installation of photovoltaic panels on advertising carriers

The BigBoard group also considered installing solar panels on top of its largest advertising carriers. However, due to the limited number of bigboards suitable for the installation of solar panels and their limited triangular area (usable space not exceeding 45 m<sup>2</sup>), the implementation of this investment has been postponed for the time being.

Assuming ideal conditions, solar panels with an output of about 4,000 Wp can be installed. This power will ideally charge a maximum of a 5 kWh battery. However, this is the ideal condition in summer when the weather is sunny. The average output actually drops to about 50%, and 25% in winter.

The power consumption of the luminaires on the advertising carriers is  $8 \times 0.15 \text{ kW} = 1.2 \text{ kW}$

Approximate calculation with fully charged battery:  
 $5,000 \text{ W} / 1,200 \text{ W} = 4.16$

From the above calculation it can be concluded that the total light time is 4 hours and 15 minutes.

With the shortest night occurring at the summer solstice, the night is 7 hours and 38 minutes long, so a PV system is not economically viable for this advertising space using the existing luminaires.



## 4.2

### Greenhouse gas emissions

At the BigBoard Group, we have the ambition to set up a decarbonisation strategy and move as close as possible to achieving carbon neutrality by 2040.

As the BigBoard Group, we started tracking and regularly evaluating our carbon footprint in 2022. As we have found, our largest carbon footprint comprises Scope 3 emissions, which are very difficult to calculate accurately, so we are currently publishing at least partial information on these emissions. In our own operations in the year we address categories 3.1-7 according to the GHG protocol.

Total electricity consumption (MWh): 9,933

Electricity consumption for building operation (MWh): 63

Electricity consumption for carrier lighting (MWh): 9,870

Proportion of electricity from renewable energy sources (%): 0.088

Net floor area (m<sup>2</sup>): 5,442

Average electricity consumption per m<sup>2</sup> (kWh): 11.63

Heating, DHW, district cooling (MWh): 385.6

Natural gas consumption for heating (MWh): 2.72

Energy intensity: MWh/net yield 10,321/

CO<sub>2</sub>e emissions (tCO<sub>2</sub>e):

- Scope 1: 288.722
- Scope 2: 4,236.285
- Scope 1 + 2: 4,525.006
- Scope 3: 410.565

Total FTE (figure as of 31 December 2022): 106

Emissions (Scope 1, 2, 3) per employee (tCO<sub>2</sub>e/FTE): 45.900

Emission intensity: tCO<sub>2</sub>e/net yield 4.236 tCO<sub>2</sub>e/million CZK

## 4.3

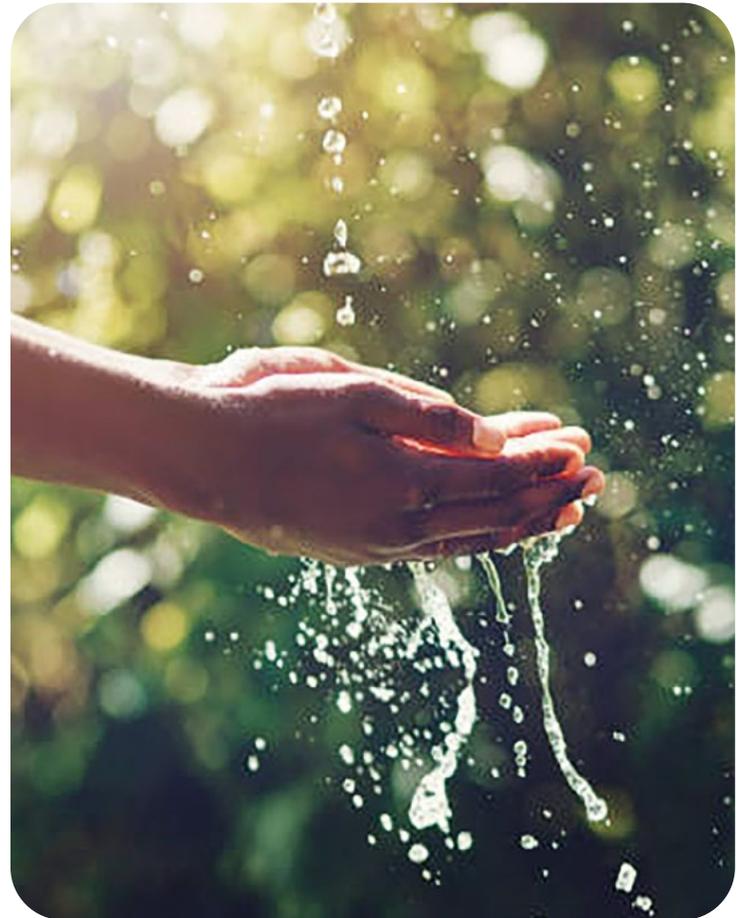
### Water consumption

Total water consumption in 2022 (m<sup>3</sup>): 1,693

The BigBoard Group uses energy-saving sanitary equipment such as pearl flushers and water-saving flushers in its plants and offices.

Cost-saving measures:

- we flush using grey water - rainwater and underground water (Prague plant)
- waterless urinals, water-saving faucets



## 4.4

### Consumption of materials

Material for the production of stickers:

BBS, CLV, self-adhesive film, laminate, banner (tonnes): 86.76

Paints and inks (tonnes): 4.25

Monomer (kg): 119.16

Origin of materials: EU, China



## 4.5

### Waste sorting and recycling

We have been sorting waste in our buildings since 2000. We do not produce any hazardous waste in the course of our activities.

We take advantage of the legislative "take-back" option for all end-of-life electrical equipment, fluorescent lamps and tubes, batteries and accumulators, as well as tyres. Selected branches and our headquarters building are involved in the take-back of small electrical equipment. We collect used toner and our partner, Konica Minolta, collects it and disposes of it in an environmentally-friendly manner. In 2022, it collected a total of 1,465 kg of toner. In 2022, 141 copiers were returned, refurbished and are now being used again.

## 4.6

### Amount of waste produced in 2022

Mixed municipal waste (tonnes): 123.7

Plastics (tonnes): 0.4

Paper (tonnes): 5.0

Glass (tonnes): 0.3

Bio (tonnes): 0.14

Metals (tonnes): 0.006

Other - Palozo/Termizo (tonnes): 0.27

The Bigboard Group disposes of all its stickers through its contractors, who are obliged to ensure the environmentally-sound dispose of all waste collected as part of their supplier's terms and conditions.

Our records show that a total of 30.3 tonnes of waste was disposed of in the supply chain during 2022.

5



# Social performance

Social



## 5.1

### Staff

The BigBoard Group recognises the importance of employees to its business and, as part of its sustainability efforts, aims to create a stable and motivating working environment for its core employees and other associates. The BigBoard Group takes into account the complexity of replacing human capital when developing its internal employment policy and therefore strives to maximise employee satisfaction.

We at the BigBoard Group strive to promote and implement equal opportunities and fair treatment, to support diversity and offer work flexibility, and to enable all our employees to enjoy a good work-life balance.

Our company strives to set up a remuneration system that is non-discriminatory, competitive and always appropriate to the work done.

## 5.2

### Structure of working hours in 2022

Total headcount (as of 31 December 2022): 106

FTE: 89

Agreements: 17

Disabled: 0

## 5.3

### New hires in 2022

Newcomers: 15

Departures: 16

## 5.4

### Representation of women in the BigBoard Group in 2022

Diversity is a priority for the BigBoard Group, and although there are currently no women on the Boards of Directors of the companies making up the Group, women hold 50% of senior management and leadership positions. In general, women hold a 54% share in the company.

Management and leadership positions: 50%

Other positions: 54%



## 5.5

### Age breakdown in 2022

Under 30: 4%

31-50: 72%

Over 51: 24%

## 5.6

### Employee training

The company regularly trains its employees, especially in mandatory areas.

#### Training areas:

- Occupational Health and Safety (OHS)
- Fire safety (FS)
- Driver training

Level of employee training: 100%

Total training costs for all employees in 2022: CZK 760,131

Number of occupational accidents in 2022: 0

## 5.7

### Performance and employee satisfaction ratings in 2022

95% of all BigBoard Group employees have undergone performance reviews. Appraisals are conducted on an individual 1-to-1 basis between the CEO and employee and on a team basis under the direction of the manager.

## 5.8

### Pay equity and employee benefits in 2022

Ratio of median average gross pay for women and men (including rewards and bonuses): 88.4%

Ratio of median gross staff pay to governing body remuneration: 26.7%

Annual wage growth: +7.3%

#### Employee benefits:

- Performance rewards and bonuses
- Flexible working hours / telecommuting
- Lunch allowance

## 5.9

### Customer satisfaction

BigBoard Group companies provide their customers and contractors with a high standard of service and offer them modern and convenient forms of communication. They strive to convey information regarding the services provided through all communication channels.

Number of new contracts in 2022: 9,479

Early termination of contracts: <1%

Total number of complaints: <3%

Acknowledged: 75%

## Charity events and sponsorship donations

The BigBoard Group is a generous supporter of a number of charitable, cultural and sporting events. Through its BigBoard Foundation, it helps many organisations by providing free advertising space. Its market value is around CZK 30 million per year. Among our many collaborative schemes, we would like to highlight the following:

- Support for organisations that have decided to coordinate aid to war-torn Ukraine and its people. BigBoard Group has carried out charity campaigns for their benefit under significantly above-standard conditions. The total amount of support we provided during that period exceeded CZK 3 million. All the campaigns called on the public to participate in humanitarian projects related to the situation in Ukraine.
- In 2022, the BigBoard Group continued its long-term projects, specifically in cooperation with the Good Angel Foundation and the Let's Give Children a Chance organisation. Our cooperation with these organisations consists in our providing advertising space throughout the entire calendar year free of charge, without them even having to pay any production costs. At the same time, in addition to standard campaigns raising awareness of the organisations, the Group has responded flexibly to their current needs; since the autumn, for example, it has implemented a campaign to promote the sale of the book entitled "Do You Know Their Stories?", published by the Let's Give Children a Chance organisation.
- Helping the Konto Bariéry organisation by running a campaign on twenty billboards in December commemorating the 30th anniversary of the Konto Bariéry public fundraiser. Konto Bariéry helps people with disabilities and the organisations that care for them. Its aim is to help the disabled enjoy life again.
- Supporting the activities of the Czech AIDS Help Society, which celebrated 33 years of its existence. The campaign was created to mark World AIDS Day, thanks to the cooperation of the Czech AIDS Help Society, GSK x ViiV Healthcare with the support of the BigBoard Foundation and the City of Prague.



Nadace  
**BigBoard**



## 5.11

### Volunteering and philanthropy

#### Company events

- A new feature of the BigBoard Group's CSR activities is the physical involvement of its employees. The company has decided to give back to nature at least part of what nature gives to all of us. And in this case, literally. Its staff planted new trees to replace the Christmas trees that bring joy to our homes during Advent. In early November, the company's employees went to Knížecí Studánky in the Dobříš region, where they managed to plant more than a thousand spruces in just a few hours, under the supervision of forestry professionals.

#### Cultural projects

- In May 2022, the world première of the iMUCHA Show took place in Prague's O2 universum, an event that had to be postponed several times due to anti-epidemic measures. The fact that the O2 universum was sold out to the very last seat is a testament to the quality of this show.

- Another aspect of the iMUCHA project, the exhibition of the world's most extensive collection of works by Alphonse Mucha, which has long been held at the Municipal House in Prague, continued throughout 2022. And as an encore, lovers of the works of this great Art Nouveau master had the chance to enjoy the unique ALPHONSE MUCHA eMOTION project during the summer, which offered a stunning spectacle of 360° large-scale projections of Mucha's works and the world's first NFT of the Art Nouveau master's works in the Prague Castle Riding Hall.
- Public space is also a focus for our company. This enabled 40 contemporary artists to present their artworks in our citylights in the first half of August 2022. It was thanks to us that this unique concept, which took place in several major cities around the world, was showcased in the Czech Republic for the very first time. The metro offers a unique space to bring together the world of advertising and art in one place. The reach achieved by our advertising space meant that we were able to give the general public an insight into the works of important contemporary artists that passengers might otherwise never have seen.



# Governance performance Governance



## 6.1

### Principles for cooperation and leadership

The BigBoard Group is guided in its business by several core values, representing compliance with ethical and legal standards, and zero tolerance for corruption, discrimination and anti-competitive behaviour. These areas are consistently among the priorities of the BigBoard Group.

Employee feedback is important, which is why the Chairman of the Board of Directors organises individual face-to-face meetings with each BigBoard employee every year to address employee satisfaction, as well as their tips, suggestions and complaints.

## 6.2

### Code of Ethics and anti-corruption measures

The BigBoard Group strives to do business in a sustainable manner, not only in environmental terms, but also in the management of the company and its operations, and to ensure compliance with the standards, both legal and ethical, within its business, and to act in a manner that avoids corruption and anti-competitive behaviour under any circumstances. The BigBoard Group has adopted and applies a Code of Ethics in its work and activities. The Group does not have a separate anti-corruption code, but regular training sessions are held in the development department, which is in contact with the state and local government, in order to prevent corruption. The BigBoard Group therefore puts the principles of anti-corruption conduct into practice.

Given these fast-paced times and changes in society, the BigBoard Group regularly updates its Code of Ethics to reflect current threats.

## 6.3

### Whistleblowing

BigBoard is not an obligated entity under the Whistleblower Protection Act.

However, the company is currently working to prepare an internal regulation and plans to introduce it in the near future. The company's internal regulation will be prepared and the internal whistleblowing system implemented in accordance with the Whistleblower Protection Act.

## 6.4

### Liability insurance

The BigBoard Group is insured against damage caused to third parties. This insurance is always arranged by specific companies:

Company	Validity of insurance	Indemnity limit
BigBoard Prague	26. 01. 2027	CZK 30,000,000
BigMedia	21. 05. 2031	CZK 15,000,000
Czech Outdoor	30. 04. 2031	CZK 35,000,000
News Advertising	17. 03. 2024	CZK 30,000,000
outdoor akzent	04. 06. 2025	CZK 35,000,000
RAILREKLAM	09. 09. 2028	CZK 30,000,000
Expiria	26. 09. 2024	CZK 10,000,000



# Additional information on the BigBoard Group Sustainability Report

List of companies not included in the BigBoard Group  
Sustainability Report:

Barrandia, s.r.o. (ID No.: 276 02 371),  
BigZoom a.s. (ID No.: 272 51 748),  
CovidPass s.r.o. (ID No.: 092 83 561),  
Czech Testing, s.r.o. (ID No.: 241 87 747),  
Eremia, a.s. (ID No.: 272 26 301),  
Expiria, a.s. (ID No.: 250 50 826),  
Flowee, s.r.o. (ID No.: 056 84 595),  
HROT s.r.o. (ID No.: 077 56 313),  
Hyperinzercia, s.r.o. (ID No.: 440 29 845),  
Hyperinzerce, s. r. o. (ID No.: 289 38 321),  
Hyperslevy.cz, s.r.o., (ID No.: 247 38 069),  
Inzeris s.r.o. (ID No.: 097 88 204),  
Kitchen Lab, s.r.o. (ID No.: 065 77 784),  
Muchalogy s.r.o. (ID No.: 076 80 988),  
News Media s.r.o. (ID No.: 034 38 074),  
Programmatic marketing, s. r. o. (ID No.: 071 97 837),  
Quantio, s.r.o. (ID No.: 242 47 944) and  
Slovenská inzercia, s.r.o. (ID No.: 446 90 932).

The report is not externally audited.





