



December 9, 2024  
Asahi Broadcasting Group Holdings Corporation

## **Notice Concerning the Establishment of Materiality Targets**

Asahi Broadcasting Group Holdings Corporation (Fukushima-ku, Osaka; Masayuki Nishide, President, Executive Officer) identified eight materialities to prioritize in our business activities to create sustainable societies.

As of this notice, we have established main initiatives and targets for each materiality as described below. The ABC Group will work together to contribute to sustainable societies and enhance our corporate value by answering the trust of our stakeholders through specific initiatives that address each materiality.

1. Asahi Broadcasting Group Materiality, Main Initiatives and Targets  
(See the following page for more details.)

(Note) See our corporate website for more information on the materiality identification process.  
<https://corp.asahi.co.jp/en/csr/materiality.html>

# Asahi Broadcasting Group Materiality [Main Initiatives and KPIs/Targets]



Materiality	Main Initiatives	KPIs/Targets
<p><b>Develop human capital who will create our future</b></p>  <ul style="list-style-type: none"> <li>✓ Revitalize our organization through diversity and inclusion (D&amp;I).</li> <li>✓ Foster a corporate culture of resilience and willingness to take on challenges.</li> <li>✓ Improve work environments and systems for human and organizational growth.</li> </ul>	<ul style="list-style-type: none"> <li>● Create environments for diverse human capital to play active roles</li> <li>● Develop employee evaluation and promotion systems that assess employee efforts and results fairly</li> <li>● Enhance training systems to support employee autonomous career development</li> </ul>	<ul style="list-style-type: none"> <li>● Improve employee engagement scores (Holdings, ABC TV)</li> </ul>
<p><b>Create a more abundant tomorrow through the power of content</b></p>  <ul style="list-style-type: none"> <li>✓ Provide content and experiences that inspire the world.</li> <li>✓ Contribute to inclusive, hopeful societies.</li> <li>✓ Support the healthy development of children.</li> </ul>	<ul style="list-style-type: none"> <li>● Develop and release diverse content and services through multiple channels based on an understanding of the customer</li> <li>● Ensure creator diversity through group collaborations and cooperation with domestic and international partners</li> <li>● Offer content that inspires children through a variety of experiences and learning opportunities</li> </ul>	<ul style="list-style-type: none"> <li>● Number of programs offered in overseas content markets</li> <li>● Regular implementation of <i>Asu Mirai</i>* Project initiatives <i>*Asu Mirai: A project to solve social issues under the slogan of doing all we can for a better tomorrow and a better future.</i></li> </ul>
<p><b>Restore the health of the Earth for the next generation</b></p>  <ul style="list-style-type: none"> <li>✓ Communicate information that protects the global environment and biodiversity.</li> <li>✓ Strengthen reporting related to disaster prevention and mitigation to protect lives and livelihoods.</li> <li>✓ Engage in environmentally friendly business activities, including achieving carbon neutrality.</li> </ul>	<ul style="list-style-type: none"> <li>● Publish content about the global environment and biodiversity on a regular basis</li> <li>● Publish content about disaster prevention and mitigation on a regular basis</li> <li>● Strengthen systems and facilities to ensure broadcasting and operations continuity in the event of a major disaster</li> <li>● Identify and reduce ABC Group greenhouse gas emissions</li> </ul>	<ul style="list-style-type: none"> <li>● ABC Group CO<sub>2</sub>-free electricity usage: 100% by 2025</li> <li>● ABC Group greenhouse gas emissions: Carbon neutrality by 2050</li> </ul>
<p><b>Remain a trusted media group</b></p>  <ul style="list-style-type: none"> <li>✓ Hold firm to fairness and impartiality as a media company.</li> <li>✓ Communicate information in response to changes in technology and lifestyles.</li> <li>✓ Foster a healthy information society and eliminate information disparity.</li> </ul>	<ul style="list-style-type: none"> <li>● Comply with programming standards and hold regular meetings of the Programming Excellence Council and the Broadcasting Programs Examination Committee</li> <li>● Analyze and respond to the diversifying ways of accessing information and enjoying content</li> <li>● Develop initiatives to counter fake news and improve information literacy</li> <li>● Maintain a stable broadcasting platform</li> </ul>	<ul style="list-style-type: none"> <li>● Expand information accessibility in broadcasting (ABC TV)                             <ul style="list-style-type: none"> <li>· Subtitles: Provide subtitles for all applicable broadcast program</li> <li>· Audio Descriptions: Provide audio descriptions for at least 15% of applicable broadcast programs by FY2027</li> <li>· Sign Language Broadcasts: Provide a minimum average of 15 minutes per week with sign language by FY2027</li> </ul> </li> </ul>
<p><b>Aspire to create societies that respect human rights and facilitate happy living for all</b></p>  <ul style="list-style-type: none"> <li>✓ Improve the understanding of human rights and prevent human rights violations.</li> <li>✓ Consider the health and safety of people involved in our supply chain.</li> <li>✓ Protect privacy through rigorous information management.</li> </ul>	<ul style="list-style-type: none"> <li>● Conduct human rights due diligence throughout the ABC Group and across the supply chain</li> <li>● Conduct human rights training</li> <li>● Develop and enforce safety measures and guidelines</li> <li>● Comply with privacy protection regulations and ensure the protection of personal information</li> </ul>	<ul style="list-style-type: none"> <li>● Create a human rights due diligence framework and begin conducting ABC Group human rights risks assessments by FY2025</li> </ul>
<p><b>Strengthen governance and achieve sustainable growth</b></p>  <ul style="list-style-type: none"> <li>✓ Continue to advance corporate governance.</li> <li>✓ Strengthen compliance and information security.</li> <li>✓ Foster more effective stakeholder dialogue and information disclosure.</li> </ul>	<ul style="list-style-type: none"> <li>● Evaluate the effectiveness of the Board of Directors to strengthen Board functions and improve the Board of Directors through useful feedback</li> <li>● Conduct ABC Group compliance training and information security training</li> <li>● Expand opportunities for stakeholder engagement, including investor meetings</li> </ul>	<ul style="list-style-type: none"> <li>● Evaluate the effectiveness of the Board of Directors (annually)</li> <li>● Hold financial results briefings (biannually) for analysts and institutional investors, attended by senior management</li> <li>● ABC Group information security training participation: 100%</li> <li>● ABC Group compliance training participation: 100%</li> </ul>
<p><b>Use technology to enlighten the future</b></p>  <ul style="list-style-type: none"> <li>✓ Create business opportunities through the use of digital technology.</li> <li>✓ Incorporate digital transformation in business activities.</li> <li>✓ Improve literacy in digital transformation.</li> </ul>	<ul style="list-style-type: none"> <li>● Pursue business development through collaboration between technology and business divisions</li> <li>● Use ABC Group data effectively via customer data platforms and other tools</li> <li>● Conduct digital transformation training</li> </ul>	<ul style="list-style-type: none"> <li>● Number of operational efficiency improvements and content production workflow improvements achieved through digital technology</li> </ul>
<p><b>Contribute to the creation of brilliant communities</b></p>  <ul style="list-style-type: none"> <li>✓ Communicate information highlighting local attractions and issues.</li> <li>✓ Contribute to local cultures and economic revitalization.</li> </ul>	<ul style="list-style-type: none"> <li>● Strengthen ABC Group coordination and publish content on regional attractions and regional issues on a regular basis</li> <li>● Highlight regional culture, arts, and sports, and engage in other efforts to revitalize regional economies</li> </ul>	