



October 4, 2021

Company Name: Asahi Broadcasting Group Holdings Corporation  
Representative: Susumu Okinaka, Representative Director and President  
(Securities Code: 9405)  
Inquiries: Yoshikazu Kawabata, General Manager, General Affairs Division  
(TEL: +81-6-6458-5321)

### **Formulation of the Asahi Broadcasting Group Sustainability Policy**

At a meeting held on October 4, 2021, the Asahi Broadcasting Group Holdings Corporation board of directors resolved to formulate the Asahi Broadcasting Group Sustainability Policy as described below.

For more information, see the company's Tokyo Stock Exchange disclosure "Notice of Establishment of Sustainability Promotion Committee", published August 2, 2021.

This policy expresses the company's stance and determination to achieve a sustainable society. The Asahi Broadcasting Group Business Philosophy is to continue to evolve as a dynamic and creative corporate organization, adapting to social change and contributing to the development of society. In line with this philosophy, Asahi Broadcasting Group Holdings has clarified its responsibility as a media group, defining its response to various issues related to sustainability, while at the same time describing a groupwide strategy toward sustainable social growth, as well as sustainable growth and mid- to long-term corporate value improvement in group business activities.

#### **Asahi Broadcasting Group Sustainability Policy**

**In line with our business philosophy, the Asahi Broadcasting Group will fulfill our mission and responsibilities as a media group, striving to achieve a sustainable society and improve corporate value on a sustained basis.**

- Accelerate initiatives related to achieving the SDGs and other social issues
- Promote cross-organizational ESG management throughout the group
- Pursue cooperation and synergies among all group companies through sustainability activities

Further,

- The company intends to fulfill its responsibilities as a member of the SDG Media Compact through efforts to solve social issues.
- The company will pursue sustainability management based on the Asahi Broadcasting Group Sustainability Policy and in accordance with the following policies and guidelines.
  - ABC Group Environmental Policy (E)
  - ABC Group CSR Basic Policy <Action Guideline> (E, S)
  - Policy for Initiatives Making the Asahi Broadcasting Group More *Colorful* (S)

End