

ALLER HOLDING A/S

CSR REPORT

2018/2019





TABLE OF CONTENTS

Introduction	4
The business model of Aller Holding A/S	5
The CSR policy of Aller Holding A/S	7
Environment and climate	8
Aller Tryk A/S	8
Buildings	9
Aller Leisure	9
Significant risks regarding environment and climate	9
Achieved results	9
Initiatives Over the coming years	9
Human rights	11
Significant risks regarding human rights	11
Obtained results	11
Initiatives over the coming years	11
Anti-corruption, anti-bribery and fraud	12
Significant risks regarding anti-corruption, anti-bribery and fraud	12
Achieved results	12
Initiatives over the coming years	12
Responsible gaming	15
Significant risks regarding responsible gaming	15
Obtained results	15
Initiatives over the coming years	15
Employees and management	16
Accidents at work	16
Employee satisfaction	16
Diversity	17
Education	17
Significant risks employees and management	17
Achieved results	17
Initiatives over the coming years	17

INTRODUCTION

This report is the Corporate Social Responsibility Report of the Aller Group (hereafter named CSR and CSR report) for the fiscal year 2017/18 and thus the Group's account of society according to the financial statement act §99a and 99b regarding gender composition.

The purpose of the report is to comply with legislation but also to give a status of the CSR work, which is in continuous progress in the individual business areas and subsidiaries of the Aller Group, based on specific initiatives and performance measures.

THE BUSINESS MODEL OF ALLER HOLDING A/S

The Aller Group is a diversified company operating in Denmark, Sweden, Norway and Finland within the following main areas: Media activities, marketing services and travel agency activities.

The media business of the Group produces, publishes and sells daily and weekly papers in addition to magazines both on print and on digital platforms for readers in the Nordic countries. Furthermore, large- and small-scale events are run in this part of the Group, and online gaming is offered in Denmark.

Marketing services are mainly operating within the "Business-to-business" market where they primarily offer services on an hourly basis within strategic marketing and content for content marketing, external advertising sales etc.

The travel agencies of the Group arrange and sell both group travels and individual travels primarily business to consumer, although some business travels are sold as well.

The Group is organised with a parent company, Aller Holding A/S, under which there are a number of sub groups in the Nordic countries, primarily within the above-mentioned business areas. Each sub group has its own subsidiaries just as the sub groups have an independent operational responsibility with their own organisation and management.



THE CSR POLICY OF ALLER HOLDING A/S

For more than 140 years the Aller Group has supplied content and entertainment in the Nordic countries and acknowledges its responsibility to society in which the Aller Group operates and manages its business.

The Aller Group wants to show and promote responsibility as well as sustainable financial and environmental development and conduct. This conduct must be compatible with a sustainable business development for the Group.

The Group CSR policies are described in this document just as a number of areas in this report are further described in the Group's Code of Conduct.

The Group's Code of Conduct lists a number of guidelines, which are meant to ensure that companies and employees in the Group are aware about and understand the goals and policies of the Group for a sustainable and responsible business conduct.

The Group's Code of Conduct can be found here in its full length:
www.allerholding.dk/CodeofConduct

Therefore, the Aller Group has a business interest in focusing on areas such as freedom of speech and communication, anti-corruption and anti-bribery, work environment and safety. Based on this, this report describes the Group's approach towards corporate social responsibility within the following areas:

- Environment and climate
- Human rights
- Anti-corruption, anti-bribery and fraud
- Responsible gaming
- Employees and management

Most recently, the Code of Conduct was revised in October 2018 and approved by the board of directors.

The following sections account for the Group's efforts and its follow-up on each of the areas in the CSR policy for 2018/19 accompanied by a short report of the Group's future initiatives in each area.

This year, a series of performance measures have been identified with the comparative figures for 2016/17 set to index 100.

ENVIRONMENT AND CLIMATE

The Aller Group wants to limit its impact on the environment and climate as much as possible and contribute to a better environment and climate to the maximum extent possible. Not only within the immediate environment of the Group, but also through responsible choices of suppliers and business partners.

The Group's impact on environment and climate primarily derives from the Group's printing production under Aller Tryk A/S, the Group's buildings and the Group's travel activities under Aller Leisure A/S.

Thus, the Group's impact on the environment and climate is dealt with under these three areas:

Aller Tryk A/S

It is the policy of the Group that the printing operations of the Groups must limit its impact on the environment and climate as much as possible.

Aller Tryk A/S has been established in a modern facility with attention to solutions reducing environmental impact both in connection with the building itself and in the continuous investments in machinery.

It is the goal of the Group to print its publications using as few raw materials and as few energy resources as possible in consideration of existing environmental approvals.

Furthermore, it is the policy of the Group to reduce negative climate impact by optimising and reducing the energy consumption of the Group. Consequently, Aller Tryk A/S is systematically working on reducing

the consumption of paper, energy and printing colours as part of its environmental goal and has therefore invested in both productivity conducive and eco-friendly production and ancillary equipment.

Therefore, Aller Tryk A/S is continuously striving to reduce its total energy consumption in order to reduce the CO₂ emission just as the company continuously strives to reduce its paper waste.

	2018/19 Index	2017/18 Index	2016/17 Index
Paper waste	89	95	100

Aller Tryk A/S has a Nordic Ecolabel licence, which is a voluntary Nordic environment label and a guarantee that a product or a service meets a number of strict environmental requirements. As an independent third-party Ecolabelling Denmark supervises that eco labelled products meet the requirements for eco labelling. The starting point of the Nordic Ecolabel is the life cycle of a product. This means that the environmental impact is assessed from when the product is "born" as raw material until it "dies" as waste.

Aller Tryk A/S also has an EU Ecolabel license used for "door-to-door distributed advertisements". The EU Ecolabel is a voluntary European eco label, which ensures that the printed matter from cradle to grave abides by the strict requirements to environmental impact.

In addition, Aller Tryk A/S has an FSC and Rainforest Alliance licence. FSC & Rainforest Alliance both ensure sustain-

able forestry, including biodiversity in the forests, working conditions for the foresters and first and foremost that no more trees are cut than a forest is able to reproduce itself.

All the products of Aller Tryk A/S meet the requirements of the Nordic Ecolabel, the EU Ecolabel, FSC and Rainforest Alliance.

Buildings

The buildings of the Group are mainly owned by the Group itself and three of the domiciles have been built within the last few years. The Group has attached great importance to the quality of the constructions including the environmental impact of the buildings.

The buildings of the Group are continuously maintained and renovated while striving to improve the environmental impacts of the buildings.

The environmental impact of the buildings are mainly due to the water and electricity consumption and waste production.

	2018/19 Index	2017/18 Index	2016/17 Index
Electricity consumption in kilowatt	88	96	100
Water consumption in cubic metres	100	106	100

Aller Leisure

Aller Leisure A/S, which is the parent company of the travel agencies of the

Group, is fully aware that tourism may have positive as well as negative impacts on the environment. For the time being, the Group has no specific policies for Aller Leisure in this area.

Significant risks regarding environment and climate

The most significant risks of the Group are the energy and paper consumption in connection with the production of the Group's publications.

The risk is sought reduced by eco-friendly investments in both buildings and production equipment, continuous monitoring of the paper waste of the printing works and other energy consumption.

Achieved results

During the fiscal year, the Group has reduced the paper waste of the printing works and the electricity consumption of the Group by 6, 8 and 6 index points respectively.

Initiatives over the coming years

Over the coming years, the Group will seek to minimise negative environmental and climate impact especially focusing on specific water and electricity efficient actions.

Likewise, the Group will continue to minimise the wastepaper percentage of Aller Tryk and ensure that the printing works' eco labels are kept.

Furthermore the Group is in the process of renovating the Swedish domicile where the planned renovation work will take the environment and climate into necessary consideration.



HUMAN RIGHTS

The Aller Group respects human rights in all its activities and especially the freedom of speech and the freedom of press in the daily business are supported within the publishing activities of the Group.

Being the largest publisher of weeklies and magazines in the Nordic countries, the Group acknowledges its considerable impact on especially the freedom of speech in the neighbouring regions of the Group.

Through its 140-year long history the Group has praised the freedom of speech and is in the daily business working on delivering credible journalism of high quality in all the different shapes and genres in which the Group is working.

Significant risks regarding human rights

The Aller Group does not consider itself at significant risk in connection with violation of human rights, as the areas of activities of the Group are situated in Scandinavia, which is characterised by rather few breaches of human rights and consists of countries built on democratic values and equality.

Obtained results

There have not been any cases regarding breaches of human rights in 2018/19.

Initiatives over the coming years

The Group will continue to praise the freedom of speech and the freedom of press in the neighbouring regions of the Group, and the Group will seek to meet and prevent activities with a negative impact on human rights.

ANTI-CORRUPTION, ANTI-BRIBERY AND FRAUD

The Aller Group dissociates itself from all kinds of corruption, bribery and fraud. The Group does not want any doubts that the Group and its employees make decisions based on objective criteria, which is why the companies in the Group have formulated policies and guidelines for managers and employees.

Managers and employees must continuously go through these internal policies and guidelines and continuous internal random checks will be conducted. Furthermore, the Group has introduced a whistle-blower scheme, giving the employees the option to anonymously report suspicious or illegal conduct in a secure and effective way.

In 2018/19 one case has been reported through the Group's whistle-blower scheme against no cases in 2017/18.

The reported case was investigated by the relevant parties and did not have a substantial character of an actual whistle-blower case.

The Group is continuously working on making it simple for all employees to relate to the principles of the Group, its policies and guidelines through continuous communication in this regard.

The guidelines of the Group are also communicated to the business partners of the Group.

Significant risks regarding anti-corruption, anti-bribery and fraud

The primary risks of the Aller Group within anti-corruption, anti-bribery and fraud would be a question of whether the managers and employees of the Group are following the politics of the Group. The risks are addressed by continuous communication and internal checks.

Achieved results

During 2018/19 there have not been any cases concerning the involvement of managers and employees in corruption, bribery or fraud.

Initiatives over the coming years

The Group will continue to focus on this area and continue to maintain and develop internal policies and extend the internal checks if necessary, in order to continuously secure that the companies abide by the given guidelines.





RESPONSIBLE GAMING

In 2018, the Aller Group's Danish subsidiary Aller Media A/S established itself on the Danish market with the online gaming site Hyggespil.dk.

The Group wishes to promote responsible gaming and will meet the standards for responsible gaming written in the Danish gaming legislation.

As a serious and responsible provider of online games Aller Media A/S has developed a website regarding "responsible gaming" under Hyggespil.dk where the players can receive advice and guidance.

Furthermore, Aller Media A/S provides information about the potential gambling risks, including which signs to be aware of as a user or a relative in connection with compulsive gambling. There is information about personal guidelines to secure the individual user a responsible relationship with gaming and the option of self-exclusion, contact to customer service where personnel have been trained to handle questions about gambling problems.

Hyggespil.dk is cooperating with the Danish gaming authorities and treatment facilities.

Significant risks regarding responsible gaming

The Aller Group is not believed to be at significant risk in connection with responsible gaming.

Obtained results

The Group has not had any cases of non-compliance with responsible gaming politics during the fiscal year.

Initiatives over the coming years

The goal for the coming years is that Hyggespil.dk will still be operated focusing on supporting responsible gaming.

EMPLOYEES AND MANAGEMENT

The Aller Group wants to be a responsible place of work for both employees and managers.

Through a responsible attitude to the employees' job satisfaction, good working environments etc., the Group wishes to secure that the employees are thriving both socially and physically both at and outside work.

The Aller Group is abiding by current local legislation, standards and agreements, but wants to take further responsibility to create a positive and safe working environment. Among other things, this means that the Group is focusing on diversity and on a psychical and physical working environment respecting human rights and employee rights.

The Group is continuously working on this through working environment organisation, works committees and employee satisfaction surveys.

The Group's initiatives regarding employees and management are described in the following categories:

- Accidents at work
- Employees satisfaction
- Diversity
- Education

Accidents at work

All companies in the Group are obliged to give their employees the personal protective equipment and the education

necessary to perform their job securely. This way, accidents at work are sought avoided.

The Aller Group has taken out industrial injury insurance and all employees are informed of how to act and whom to contact internally and externally in connection with any accidents at work.

In 2018/19 12 work accidents¹ were reported in the Group against 14 in 2017/18.

The Group continuously follows up on the number of work accidents and initiates actions in order to avoid similar work accidents.

Employee satisfaction

The Aller Group wishes to ensure that all employees have a good and healthy work life, where they thrive at their work and have a low illness percentage.

Sickness absence was in both 2018/19 and 2017/18 made up to 3%. The Aller Group has a goal of an average sickness absence percentage between 2 and 3%.

As a part of the Group's focus on employees' satisfaction the Group continuously conducts employee satisfaction surveys. The surveys are used for continuously measuring the work climate of the Group, satisfaction of employees etc.

Diversity

The Aller Group believes that diversity contributes to creating better results and

¹Number of work accidents calculated on the basis of reported accidents on a person caused by external circumstances or incidents and which have caused a minimum of one day of absence apart from the day of the accident.

helps make better decisions. The Group wishes to be a tolerant work place without discrimination. And the Group strive towards creating diversity by having an equitable distribution regarding age and gender, just as ethnicity in connection with employment will not be taken into consideration.

The Group will always choose the most qualified employees and never recruit from gender, belief, age, ethnicity or sexuality.

The policy of the Group for the under-represented gender is to ensure a fair balance between the number of women and men considering the target groups of the products. There must be equal possibilities for men and women in Aller and the Group strives towards this goal on all management levels.

The Group works according to a goal of which the underrepresented gender must not be represented by less than 1/3 on management level. As per 30 September 2019 the percentage of women in the board of directors was 50% corresponding to four persons (as per 30 September 2018: 50%. Per September 2017: 38%) and of the leading employees of the Group in 2018/19 53% are women and 47% are men (2017/18: 56% / 44%, 2016/17: 58% / 42%).

Thus, it is considered that a good balance between women and men has been established in all the management levels in the Group.

Education

The Group is working determined on hiring, retaining and developing capable employees so they have the optimal settings for being competent and competitive compared to the development in the

market and the business of the Group. As a part of this initiative, the Group is conducting internal development and training courses through the Aller Academy, Aller Lab, the guide school of Aller Leisure and through external qualifying and developing courses.

Average education DKK per employee ¹	2018/19 Index	2017/18 Index	2016/17 Index
	86	103	100

Significant risks employees and management

The most significant risk of the Group in this area would be if employees and management do not act according to the policies of the Group. The risk is responded to by continuous communication, external and internal training.

Achieved results

As in previous years, the Group has maintained the diversity in its staff of employees and at each management level.

In 2018/19 the Group used averagely 17 index points less per employee on education than in 2017/18. This is not due to less focus on education of the employees of the Group, but a large focus on internal education and sharing of knowledge across activity areas, companies and borders.

Furthermore the Group has succeeded in maintaining a limited number of working accidents and a low average sickness absence.

Initiatives over the coming years

Over the coming years, the Aller Group will continue to focus on employee satisfaction, including ensuring that the Group continues to retain and attract the right employee composition for the activities of the Group.

¹ Externally spent education DKK

Contact person

Questions to this report can be addressed to Morten Krüger (Group CFO, Aller Holding A/S).

