

# CSR REPORT

2021/2022



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## Contact person

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# INTRODUCTION

This report is the Corporate Social Responsibility Report of the Aller Group (hereafter named CSR and CSR report) for the fiscal year and thus at the same time the Group's account of society according to the financial statement act §99a, §99b and §99d regarding respectively gender composition and data ethics.

The purpose of the report is to comply with legislation but also to offer an insight into 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 THE ALLER GROUP A/S

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

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, but also Business to Business travels are sold as well.

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

# THE CSR POLICY OF THE ALLER GROUP

For almost 150 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:  
<https://aller.com/wp-content/uploads/2022/10/COC-2022-2023-Update-1-Oct-2022-UK.pdf>

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
- Employees and management

Most recently, the Code of Conduct was revised in 2022 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 2021/22 accompanied by a short report of the Group's future initiatives in each area.

Again this year, a series of performance measures has been identified with the comparative figures for 2017/18 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 Group 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.

PAPERWASTE				
2017/ 2018 Index	2018/ 2019 Index	2019/ 2020 Index	2020/ 2021 Index	2021/ 2022 Index
100	93	84	78	73

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. FSC ensure sustainable 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.

**Buildings**

The buildings of the Group are mainly owned by the Group itself and three of the domiciles have been built within the last years and are maintained and continuously updated. 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 is mainly due to the water and electricity consumption.

ELECTRICITY CONSUMPTION IN KILOWATT				
2017/ 2018 Index	2018/ 2019 Index	2019/ 2020 Index	2020/ 2021 Index	2021/ 2022 Index
100	92	82	79	76

WATER CONSUMPTION IN CUBIC METRES				
2017/ 2018 Index	2018/ 2019 Index	2019/ 2020 Index	2020/ 2021 Index	2021/ 2022 Index
100	95	72	77	88

**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 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 2021/22 Aller Tryk A/S has again reduced the paper waste.

In 2021/22, the Group has worked purposefully on the electricity consumption, in particular Aller Tryk is continuously working on both large and small measures to reduce the company’s electricity use. Just as in 2021/22, the Group has initiated the replacement of existing light sources for more energy-friendly lighting sources in the form of LED lighting in the Group’s domicile property.

The subgroups show a slightly more divergent development in the water consumption. The general increase in the Group’s water consumption is primarily related to the renovation of the Group’s Swedish domicile and to the fact that more employees are back in the offices.

**Initiatives over the coming years**

Over the coming years, the Group will continuously seek to minimise negative environmental and climate impact especially focusing on specific energy 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.





# HUMAN RIGHTS

The Aller Group respects human rights in all its activities. 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 almost 150-year long history the Group has praised the freedom of speech and in the daily business is 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.

## **Achieved results**

Like last year there have not been any cases regarding breaches of human rights in 2021/22.

## **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.

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 2021/22 one case has been reported through the Group's whistle-blower scheme (2020/21: one case).

The reported case related to the handling of data management. The case was examined by independent parties. The case was closed satisfactorily.

The group is continually seeking to improve its communication around the core principles, policies and guidelines, making it easier for employees to apprehend.

The Group management has increased its focus on continuously making the Groups employees aware of their option to report cases anonymously via the externally facilitated whistle-blower directive.

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

## **Significant risks regarding anticorruption, 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 policies of the Group.

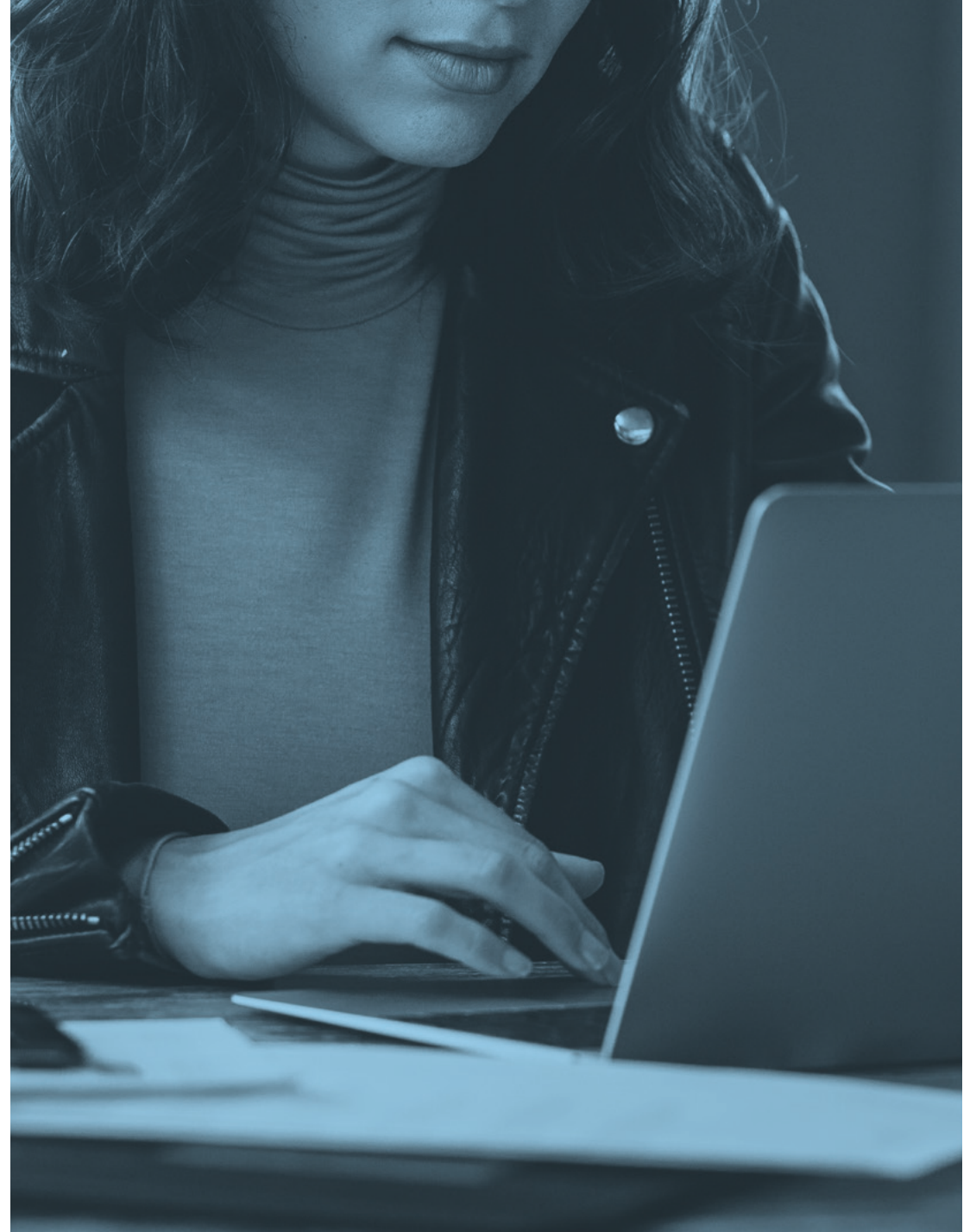
The risks are addressed by continuous communication and internal checks.

## **Achieved results**

During 2021/22 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.







# 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 psychically and physically positive 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 mandatory 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 2021/22 3 work accidents<sup>1</sup> were reported in the Group against 8 in 2020/21.

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.

The average sickness percentage was in 2021/22 made up to 3,2% against 2,6% in 2020/21. 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.

<sup>1</sup>Number 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.

**Diversity and gender composition**

The Aller Group believes that diversity contributes to creating better results and helps make better decisions. The Group wishes to be a tolerant workplace 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 Aller 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 2022 the percentage of women in the board of directors was 38%. In 2021/22, 56% of the leading employees of the Group are women and 44% are men (2020/21: 59% / 41%, 2019/20: 56% / 44%, 2018/19: 53% / 47%, 2017/18: 56% / 44%).

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 Aller 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 Aller Group. As a part of this initiative, the Aller 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 <sup>2</sup>				
2017/2018 Index	2018/2019 Index	2019/2020 Index	2020/2021 Index	2021/2022 Index
100	84	81	71	89

**Policy for data ethics**

In 2021/22, the Group adopted a new policy for data ethics and updated procedures related to the group's data security. There are instructions and information about data security on the Group's intranet, so that all employees can access the information. In 2021/22, the Group has worked intensively with digitized access controls and other

digitization initiatives, including training of employees in data security, etc. Furthermore, the Group is very aware of complying with the GDPR rules for the collection of data etc.

The group's policy for data ethics is continuously updated, so that the content is always relevant, and contains the procedures and description of the routines the group deems relevant in connection with data ethics and GDPR.

An excerpt of the group's policy for data ethics can be found here: <https://aller.com/wp-content/uploads/2022/11/Data-ethics-policy-2022-Final.pdf>

**Significant risks regarding 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. A good physical and psychological work environment is necessary for the Group to have a healthy business development. 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.

The average amount of money for education per employee has been increased

in the fiscal year 2021/22 compared to 2020/21, corresponding to 18 index points.

Which is partly due to the fact that it has once again been possible to participate in external training courses for all employee categories, and partly to the fact that the Group continues to have a great focus on the importance of ongoing training for the Group's employees, as one of the Group's most important assets.

The Group has succeeded in maintaining a limited number of work-related accidents.

The increased sickness absence in 2021/22 is mainly due to the fact that the Group - in line with the authorities' recommendations - has encouraged all employees to stay home and get tested, even with the slightest symptoms.

Another and more concrete reason for the sickness absence in 2021/22 is that the Group, like other business operators, has been affected by the pandemic. Despite a well-functioning COVID-19 preparedness, rapid adaptations of work processes and appropriate arrangement of the company's domicile properties, some employees have fallen ill with COVID-19.

Finally, the group has experienced marginally more employees who have been on long-term sick leave with life-threat-

ening illnesses. Through determined efforts, some of these employees have succeeded in returning to work after the necessary period of illness.

All full-time employees in the Group have health insurance via the Group's pension companies. Employees who are not automatically part of these agreements can purchase advantageous health insurance through the Group's pension companies.

**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, as well as continuing the work with data ethics and security.

The Group will focus particularly on the training of the company's employees in the coming years, as the group knows that training is important in regards to the well-being and retention of employees, as well as being important to the development of the group's business areas.

The Group's efforts will be aimed at strengthening on-boarding of new employees, external training and development of internal learning courses, e.g. guide school in the group's travel companies.

<sup>2</sup>Externally spent education DKK





**ALLER A/S**