



Creating the future of media

This is how we create the future of media.

Clear Channel Sweden is a part of Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) - one of the world's largest outdoor advertising companies. A long with colleagues in 31 countries' worldwide, we have a clear vision that guides us in our daily work and point us in the right direction to our mission: Creating the future of media. We know that the future of media needs to be as attractive to advertisers as it is kind to our planet, and we therefore work actively to reduce our environmental impact and contribute to the city and to the people who live there.

Sustainable and environmental responsibility.

We recognise that our activities have the potential for both positive and negative impacts upon the environment at local, national, and global levels. As a trusted media and infrastructure business partner to many towns, cities and advertisers who share our values, we acknowledge our responsibility for helping to protect the environment and minimise pollution wherever in the world we do business.

Our work is based on our Environmental Sustainability Policy, Code of Conduct, and within the organisation our roles and responsibilities are clear.

- All electricity we buy is **100% renewable**.
- We have **0 g** emissions in our premises and own surfaces.
- Our management systems must fulfil the requirements of **ISO 14001**.

Efforts to reduce our impact.

Clear Channel works continuously to reduce all forms of environmental impact and resource consumption linked to our products and services. We have identified that the areas where we have the greatest environmental impact are our transports and consumption of electricity.

To reduce the impact, we have ensured that all our own electricity agreements relate to green electricity, and we have introduced an environmentally friendly travel and car policy. In 2021 we clarified our environmental requirements in all new supplier agreements.

We strive to ensure that all our partners electricity agreements refer to green electricity and that our suppliers in all geographical areas, where it is practical possible, use environmentally company vehicles.





Other sustainability initiatives to reduce our impact:

- Materials that can be repaired, reused, or recycled take precedence over materials that must be disposed of.
- We minimize the environmental impact through preventive measures to counteract pollution.
- We wash all our inventory with ultra-pure water.
- All our electricity agreements deemed to green electricity.
- The paper for our advertising is Nordic Ecolabelled and are produced at Grycksbo, a paper mill that has zero emissions of fossil greenhouse gases from its production.
- We recycle all our posters at special recycling stations. All contractors are being mapped and followed up.
- We define and continuously follow up on our environmental goals.
- We inform all our employees about Clear Channels environmental work.
- We fulfil by a good margin applicable laws, regulations, and other requirements.

- We carry out internal and external audits every year on our quality and environmental work.
- We follow up quality and environmental work with our contractors.

Our obligation.

- Since 2021 Clear Channel Outdoor Holdings has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.
- Clear Channel are committed to be Carbon Net Zero by 2030.
- Clear Channel are ISO 19001-certified since 2011.



With widespread exposure comes great opportunities. And responsibilities.

We are proud to be able to offer Scandinavia's largest platform for brands that want to reach out and engage people in places where they live, travel and move on a daily basis. But we are not content with that. With great opportunities to reach out, we also have a great responsibility to make a difference and we therefore have a clear vision that our presence in the city should contribute to nice, more dynamic and sustainable environments.

We continuously invest in infrastructure and projects to find new and interesting ways to continue to make outdoor advertising a platform that does good.

Over the past decade, Clear Channel has built and maintained thousands of shelters protecting people from bad weather while waiting for public transport. 150 of them have a plant-topped living roof which contributes to cleaning the air.

The revenue that our ads bring also contributes to the improvement of public transport and discounted fees. In Stockholm, that sum corresponds to no less than SEK 50/monthly fee.

