



Sustainability Policy

Terms used in this Policy have the meanings given in the Glossary at the end of this Policy.

Purpose and application

As an Out of Home media company with an extensive network of physical advertising assets, oOh! recognises its responsibility to contribute to a sustainable future whilst endorsing its core principle to make public spaces better. For the purposes of this Policy, sustainability is achieved by meeting the social, environmental, and economic needs of the present without compromising the ability of future generations to meet their own needs.

In the context of sustainability, oOh! is committed to delivering on the expectations of our customers and our other key stakeholders, by structuring our business for long-term, sustainable performance, and at a minimum, ensuring compliance with all relevant legislation and standards.

The purpose of this Policy is to express oOh!'s commitment to advancing its sustainability ambitions, its strategies to embed sustainability within its culture, and to achieve its sustainability goals.

Who this applies to

This Policy applies to all representatives of oOh!, including oOh!'s Board of Directors, employees, contractors, and consultants of oOh! (each a **Team Member**) and may also be applied to persons in its supply chain.

KEY FOCUSES:

Environmental Stewardship

oOh! is committed to reducing its operational impact on the planet, and being a sustainable business for our customers and the communities in which we operate. Our aim is to efficiently use the planet's resources and work towards mitigating climate change through actively reducing the contribution we make to greenhouse gas emissions.

OUR PRIORITIES:

- Reducing emissions in our control (Scopes 1 and 2) and reducing our emissions across our supply chain (Scope 3), and leading our industry in working to achieve the UNFCCC Paris Agreement's overarching goal to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" and pursue efforts "to limit the temperature increase to 1.5°C above pre-industrial levels".

- Transforming our business operations by increasing our use of **Renewable Energy**, including transitioning our operational fleet to **Zero Emissions Vehicles (ZEVs)** or other carbon reduced alternatives to the ICE (Internal Combustion Engine) and transitioning 100% of the sites we control to **GreenPower®** where practicable, or an equivalent Renewable Energy source;
- Increasing our investment in **Circular Economy** initiatives and responsible innovations;
- Responsible waste management within oOh!'s operations and its supply chain to minimise our contribution to landfill;
- Investing in **Energy Efficient** products and practices.

OUR ACTIONS:

- Commencement of an Electrical Vehicle trial in our operational fleet;
- Actively seeking opportunities to reduce our energy consumption and carbon emissions on a 'per site' basis by, for example, introducing 'blackout' periods on our digital panels;
- Adopting responsible procurement practices including inserting the following requirements into our contracts with key suppliers; [refer to oOh!'s Procurement & Vendor Engagement Practice Note]
 - Maintenance and cleaning contractors must minimise water consumption and use eco-friendly products;
 - Waste providers must minimise the amount of waste sent to landfill, re-cycle and up-cycle products where possible, and report to oOh! no less than annually on the percentages of products being re-cycled and upcycled vs products sent to landfill;
- Where possible ensuring any newly constructed sites are installed and connected to Renewable Energy or GreenPower® (or each State's equivalent) electricity supply;
- Advocating for product with Closed Loop recycling capabilities to reduce waste to landfill and minimise raw materials required in the product's manufacturing process.
- Representation on OMA's 'Net Zero Committee';
- Foundational-member partnership with the Australian and New Zealand chapters of 'Ad Net Zero';
- ISO 14001:2015 Environmental Management Systems accreditation;

In addition, we will continue to implement appropriate environmental management systems (see [Wellbeing, Safety & Environment Policy \(WSE\)](#)), we will identify and mitigate against environmental risk, and continue to train and communicate our sustainability priorities to our Team Members.

Social Responsibility

We are committed to providing a safe, supportive and inclusive environment for our people and our communities and using our media platforms for good.

OUR PRIORITIES:

- Supporting community-facing programs and not-for-profit organisations that positively impact our society;
- Valuing employee growth and development through regular surveys, recognition of excellence at quarterly award ceremonies, and an array of employee offerings;
- Using our media platform to promote socially minded and sustainable initiatives to our communities;
- Creating a culture which embraces and fosters diversity and inclusion, and where bringing your true self to work is actively supported in everything we do (see [Diversity, Equity and Inclusion \(DEI\) Policy](#));
- Working together to promote a 'best practice' health and safety culture (see [Wellbeing, Safety & Environment Policy \(WSE\)](#) for details of oOh!'s full WSE Policy);
- Conducting training and awareness programs to ensure the application of best practice across our operations;
- Understanding Australia and New Zealand's rich Indigenous heritage, respectfully celebrating cultural connections, and nurturing meaningful relationships with Indigenous communities as we sustainably grow as a company.

OUR ACTIONS:

- Ensuring that our community facing programs include consideration and support for both people and nature;
- Continuing to act consistently with oOh!'s **Reconciliation Action Plan** (Reflect, Innovate, Stretch or Elevate) to support Reconciliation in Australia and to foster a culture of inclusiveness, respect and equal opportunities for our Aboriginal and Torres Strait Islander peoples;
- Ensuring that each team member complies with oOh!'s [Wellbeing, Safety & Environment Policy \(WSE\)](#) by conducting regular training through the use of internal tools and training by specialist third parties;
- Implementing injury management early intervention programs to support our teams health and wellbeing;
- Launching a multi-year DEI strategy which is focused on increasing a representation of woman in leadership roles and developing a more diverse workforce;
- Working to achieve Australian Workplace Economy Index (AWEI) accreditation.

Business Practices

oOh! strives to be a responsible, transparent and accountable business leading the advertising industry to a more sustainable future.

OUR PRIORITIES:

- Embedding sustainability into our decision-making and looking for innovative solutions;
- Implementing ethical business considerations and tools into our operations to help eradicate **modern slavery** (see <https://modernslaveryregister.gov.au/statements/> for oOh!'s modern slavery statement);
- Embracing a procurement framework which is aligned with achieving social and sustainable outcomes;
- Identifying our waste streams and embracing waste transformation across our supply chain;
- Promoting and driving our industry's commitment to sustainable practices.

OUR ACTIONS:

- Supply chain scrutiny by requiring suppliers to submit answers to an independent 3rd party, questionnaire as part of oOh!'s vendor onboarding process, and where applicable requiring suppliers to submit reports;
- Introducing a Procurement & Vendor Engagement Practice Note requiring our Team Members to work with **Suppliers** that embrace sustainable practices and report back to oOh! when requested, to inform the extent to which they:
 - are taking active plans to mitigate against modern slavery in their own operations and that of their suppliers;
 - are using **Recycled** materials and packaging;
 - are using **Recyclable** materials and packaging (with a preference for **Closed Loop** over **Open Loop** recycling capability);
 - have waste management plans in place or confirm their intention to have plans in place during our engagement;
 - use renewable energy or have plans to introduce renewable energy into their own operations;
 - are innovating and investing in more energy efficient products and services;
- We avoid engaging suppliers of goods and/or services that we have identified as 'high risk' under our modern slavery criteria and we will seek to work with suppliers which are taking action to mitigate against modern slavery in their own operations;
- We promote supplier diversity in our supply chain and where possible engage with

local providers, including indigenous businesses;

- We share sustainability knowledge with the industry (excluding identified competitive opportunities) via our industry body, the OMA, in order to make Out of Home a more sustainable industry overall.

oOh! also undertakes regular assessment of our sustainability practices and those of our Suppliers to ensure progress is continuous. We report annually on our sustainability commitments and progress towards our goals in a 'Sustainability Report' published within oOh!'s Annual Report.

Glossary

The Glossary at the end of this Policy forms part of this Policy.

Application of this Policy

The Executive Leadership Team is responsible for implementing this Policy within their teams and ensuring that expectations of this Policy are considered and integrated where possible into corporate strategy and initiatives.

The Senior Leadership Team must integrate this Policy where possible into operating strategies and initiatives.

Each Team Member must:

- ensure that expectations of this Policy are considered and integrated where possible into their day-to-day activities;
- familiarise themselves and utilise recycling options provided for in oOh!'s workplaces (offices and depots);
- where practical, use sustainable modes of transport such as cycling, walking, public transport and Zero Emission Vehicle taxis or ride share during business hours;
- follow oOh!'s Procurement & Vendor Engagement Practice Note, when engaging a supplier and acquiring goods or services on behalf of oOh!,

Performance and Review

The Audit, Risk & Compliance Committee is responsible for the oversight and implementation of this Policy.

The performance of this Policy is tracked in the 'Sustainability Report' and will be set out in oOh!'s Annual Report.

The Audit, Risk & Compliance Committee is responsible for the annual review of this Policy and supporting documents.

Controls and Amendments

1. This Policy can be amended only with the approval of the Board.
2. It is the responsibility of the **Owner** to keep the Company Secretary informed of any new or changed Practice Notes or Guidelines under this Policy.

Compliance

Failure to follow this Policy and any related Practice Notes may result in disciplinary action including termination of employment and/or legal action. oOh! takes its legal obligation to inform the appropriate authorities where criminal activity is identified seriously.

For more information

If you have questions about the content of this Policy, please contact the Group Director, ESG, another member of the ESG team, or the Chief Financial Officer.

Glossary

Circular Economy	means an economic system aimed at eliminating waste and making the most of resources by, for example, prioritizing the acquisition of products/materials that can be recycled or reused over and over again, to reduce the need to draw on new raw materials or create end of life waste.
Closed Loop	means a Recyclable product that is made back into a product of the same form e.g., Ecobanner has been developed so that waste Ecobanner material can be broken down and used to make new Ecobanner material. Closed loop is more sustainable than open loop as it reduces the need to draw on raw materials to make new product.
Decarbonising	means the process of reducing or eliminating carbon dioxide emissions stemming from activity across business operations and supply chains through the efficient use of renewable energy and avoiding pollution.
Energy Efficient	means when a product or service uses less energy for the same quality output as a similar product or service.
GreenPower®	refers to electricity generated from Renewable Energy sources.
Modern Slavery	means a range of serious forms of exploitation of people for personal or commercial gain, including forced labour, debt bondage, forced marriage, human trafficking, slavery-like practices, deceptive recruiting for labour or services and child labour.
oOh!'s Procurement & Vendor Engagement Practice Note	means an internal practice note that governs oOh!'s procurement strategy and choices which aligns with oOh!'s dedication to achieving sustainable outcomes.
oOh!	means oOh!media Limited and its related entities.
oOh!'s Reconciliation Action Plan	means the endorsed strategic framework that supports oOh!'s contribution to the national reconciliation movement with Aboriginal and Torres Strait Islander peoples.
Open Loop	means a Recyclable product that is made into an entirely different product from its original form. For example waste small format posters (polypropylene) can be made into Corflute which is used to make many things such as doors.
Owner	means the Group Director, ESG.
Recyclable	means a product that is capable of being converted into a new product, meaning the original product does not end as waste – the original product is “recyclable”.
Recycled	means a used product that has been converted into a new product – the new product is “recycled”.
Recycling	means the process of collecting, sorting, processing, and converting used materials into new products.
Renewable Energy	means energy derived from natural sources such as sunlight, wind, and hydropower.
Site	means an advertising asset or a piece of infrastructure e.g., a bus shelter to which advertising panels are fixed.

Suppliers	means third party suppliers of goods and/or services to oOh!.
Zero Emission Vehicles (ZEVs)	means vehicles that do not release tailpipe emissions including electric vehicles, and emerging technologies such as hydrogen vehicles.