



2021 REPORT

ESG JOURNEY

making a difference every day.



summary

3	Message from the management
5	Highlights
7	We are Globo
15	ESG approach
19	Social impact of our content
36	Diversity & inclusion

45	Employee development & well-being
55	Biodiversity & environmental awareness
64	Transparent & responsible governance
79	Education as a vector for country development
89	About this report





Messages from the management

Message from the Chief Executive Officer

The transformation that we are experiencing at Globo reflects what shapes our essence: we are storytellers, committed to the development of society and we have Brazil as our greatest inspiration. We are restless, with an attentive and constant look at people and the future and we understand that the continuous search to be better every day is what keeps us connected to Brazilians and to our time. Today a big part of this change is related to the three letters that guide this report: ESG, an acronym for Environmental, Social and Governance.

We are very proud of what has brought us here and 2021 was a crucial year on this journey. We worked together to identify demands and priorities expressed in our materiality matrix, and, based on them, we chose the six commitments that are already guiding our actions to contribute to an increasingly fair and sustainable future.

We have education as a value and raising society's awareness of social and environmental development issues has always been part of our history. In particular, throughout 2021, our content helped to inform, raise awareness, engage and move millions of Brazilians about topics as diverse as the COVID-19 pandemic, women's rights, value diversity, protection of national biodiversity, among many others.

We work to strengthen our culture, taking care of the well-being and, especially during the pandemic, of everyone's health - with a very special attention to our employees. We also boosted our strategy for greater diversity on and off screens.

Our governance has been improving in order to be always aligned with best practices, aimed at establishing a legacy of solidity, ethics and transparency.

The moment we are living still requires attention, but we trust our ability and that of our people to overcome adversity. Our ability to listen and connect with people grew during isolation and responsibility for the content produced proved to be even more important in the face of the multiplication of misinformation.

It is this journey and these values that we want to share with the readers of this report, as we are certain this dialogue will increasingly provide new and better moments in our history. Making a difference every day. Thank you.

Paulo Marinho





Message from the Chief Financial, Legal and Infrastructure Officer

The value that a company generates to society goes way beyond its financial results. The way we deal with this impact as well as the choices that shape our present and future are the real reason for what we do and how we do it.

The environmental, social and governance (ESG) agenda has proven to be a guide for companies that want to combine solidity, longevity and a positive impact on society. Globo, a pioneer company in many of these aspects, shares this vision and believes that its results reflect what it represents for society and for the country.

A clear example of this connection was the issuance, in the beginning of 2022, of our

first Sustainability-Linked Bond, with an ambitious goal of reducing the absolute emission of greenhouse gases, in line with the global objectives of the Paris Agreement.

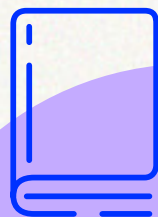
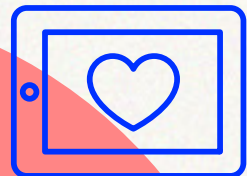
This pursuit of building value for all our stakeholders, is guided, from now on, by our six ESG commitments and their connection with the United Nations' Sustainable Development Goals – SDGs. They are the result of careful listening to our team, business partners, investors, shareholders and our public, and the analysis of the critical factors for the success of our business in the long term, considering risk, competitiveness and respect for our essence.

We are aware that the difference is made every day, with every decision. This report makes us acknowledge a multiplicity of efforts and results which highlight our shared responsibility to develop our society and respect our biodiversity. We know that to do good we need to be good. For Brazil and the planet.

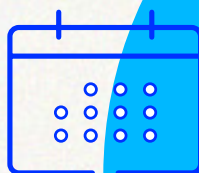
We also know that it's a journey. It didn't start now – but a long way back – and it demands continuous improvement. We invite you all to embark on this journey with us.

Manuel Belmar

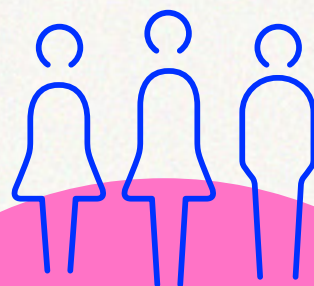
highlights of the year



We reviewed our **Code of Ethics and Conduct** and published our Anti-Corruption Policy.



We developed our **2030 ESG Agenda**, identifying the material issues, the status of our initiatives in these fields, determining our six commitments and establishing governance to drive and monitor this journey.



We launched our corporate diversity strategy with Employee Resource Groups. We also hired **35% of women and 23% of black men and women** for leadership positions.

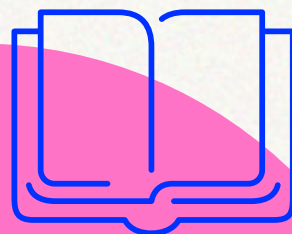


We renewed our **carbon neutral certificate**, implemented the Green Production Guideline and the Environmental Supply Guideline for supplier evaluation.

On the screens, we showed the *Identidades* project, amplifying the **voices of identity groups**, in addition to *Aruanas* and *Amor de Mãe*, two major productions that promoted environmental awareness through their characters and scripts. We promoted dialogue and reflection on various social issues, with emphasis on news coverage of the pandemic, women's rights and value diversity.



We aired **R\$ 350 million worth** in public service announcements to 57 civil society organizations.



We launched the **Movimento LED – Light on Education**, to map, acknowledge and celebrate practices that are aligned with the future of education. In journalism, we published more than 8,500 minutes of stories on education, the equivalent of nearly eight three-minute stories a day.



Our **COVID Support** structure assisted more than 8,400 employees, performed more than 150,000 tests and monitored 197 hospitalizations. The HR Center performed 78,000 telephone calls, 10,000 in person and 13,000 by email



We had **73% of our employees** participating in at least one session of our corporate education program, an average of 16.5 hours of training per employee. More than 96% of our team has completed Information Security training.



We won the **Latin American Investigative Journalism Award** for *Fantástico* and the Golden Lion at the **Cannes Film Festival** with the special *Juntos a Mágica Acontece*, an argument developed in partnership between *Estúdios Globo* and the Literary Festival of the Peripheries at the Black and Indigenous Narratives Laboratory.



we are globo

Our purpose is to deliver exciting experiences wherever, whenever and however people desire.





We are a family of brands that has been part of Brazilians' lives in different ways for over 50 years.

GRI 2-1

Currently, we speak to 100 million people daily, including TV Globo, our free-to-air channel; more than 30 pay-TV channels; Globoplay streaming platform; and portfolio of digital products. We are the largest producer of national audiovisual content and we are the largest media company in Brazil. GRI 2-2|SV-ME-000.A

We are also a company that recognizes, is proud of and values Brazil with all its diversity and regional richness. We

believe in the collective and seek to offer a place of respect, freedom and opportunities. We care about showing, listening and talking to everyone, representing and respecting differences. We seek to bring different points of view, encouraging freedom of opinion.

The great reach and capillarity of our products comes with huge responsibility for everything we produce. On this path, we have also evolved.

Globo and the Brazilians



TV Globo is present throughout **national territory**



Half of the time Brazilians watch TV per day is watching **TV Globo**



Globo reaches an average of **180 million Brazilians** monthly through its linear channels



The digital portfolio reaches, on average, **85 million Brazilians** monthly

Globo is part of Grupo Globo, the largest media and communication conglomerate in Brazil, together with Editora Globo, Sistema Globo de Rádio, Globo Ventures and Fundação Roberto Marinho.

Uma só Globo

The project, which started in 2018, aimed to keep us in the lead, ahead of the changes in the sector, and united TV Globo (free-to-air channel), Globosat (pay TV channels), Globo.com (digital platforms) and Globoplay (streaming), in a more agile and stronger company.

This change also represented the path to become a mediatech, a company that has technological innovation as a fundamental pillar for all business fronts, from the expansion of deliveries and solutions for advertisers and agencies, through the consolidation of D2C (direct to consumer) model, to the content production.

This union builds a direct relationship with the consumer and develops new areas of competence and business. With innovation and creativity, we are in constant transformation, seeking the synergy of our brands with millions of Brazilians.

our essence

When you think of Globo, what are the most unmistakable characteristics that come to your mind? What are the common denominators of all areas, channels and content?

The answer to these questions is what forms our essence. It is what distinguishes us and defines who we are. It is everything that is inseparable from our identity, which keeps us strong and guarantees our integrity, even in times of change.

Globo's Essence is formed by a vision, which directs what we want to be and the contribution we want to make to the world. Our mission defines what we do on a daily basis and for what purpose. Principles guide actions and choices, and our three pillars form a solid foundation for who we are.

Our vision

We want to be the place where everyone meets and recognizes themselves. Where there is information, entertainment and culture, essential instruments for a society that pursues happiness of each and every one.

Our Mission

To offer quality experiences through content and services that inform, entertain and contribute to the education of Brazilians. To create opportunities for individuals and communities to build relationships that make life better.



Our Principles

Passion for communication -

Communication excites us in all its aspects. In the development our work, in the bonds with our audience and in the positive impact that it can have for society.

Brazilian identity - Brazil is our origin and our source of inspiration. We believe that Brazilian culture has a contribution to offer to the world.

Optimistic attitude - We are optimistic in our attitudes and goals. We invest in a better future and commit to it by doing everything in our power to build it today.

Talent and leadership - Since the beginning, our diferencial has been working with the best talents and providing them with the conditions for their professional fulfillment. This is the basis for achieving leadership.

Respect for diversity - Respect for others, appreciating diversity and the conviction that we all depend on each other are essential components of our identity.

Quality and innovation - We strive for quality in everything we do. We want our audience to perceive our products as the best, most creative and most innovative, meeting their needs and exceeding their expectations.

Growing together - Our performance must be valuable to each and everyone we relate with, and be perceived as such.

Aesthetics - We are committed to aesthetics. Anything resulting from this commitment fascinates, educates and enriches people's lives.



products and services

GRI 2-6

We have more than 100 TV affiliates throughout Brazil, which makes us, at the same time, local, regional and national.



Estúdios Globo

Main symbol of commitment with national audiovisual production, *Estúdios Globo* is the largest complex production of television content from Latin America and one of the largest in the planet, being considered one of the more modern and technological complexes in the world. And it's entirely at the service of construction of the stories that impact, thrill and reflect the immense diversity of Brazil.

Free-to-air TV

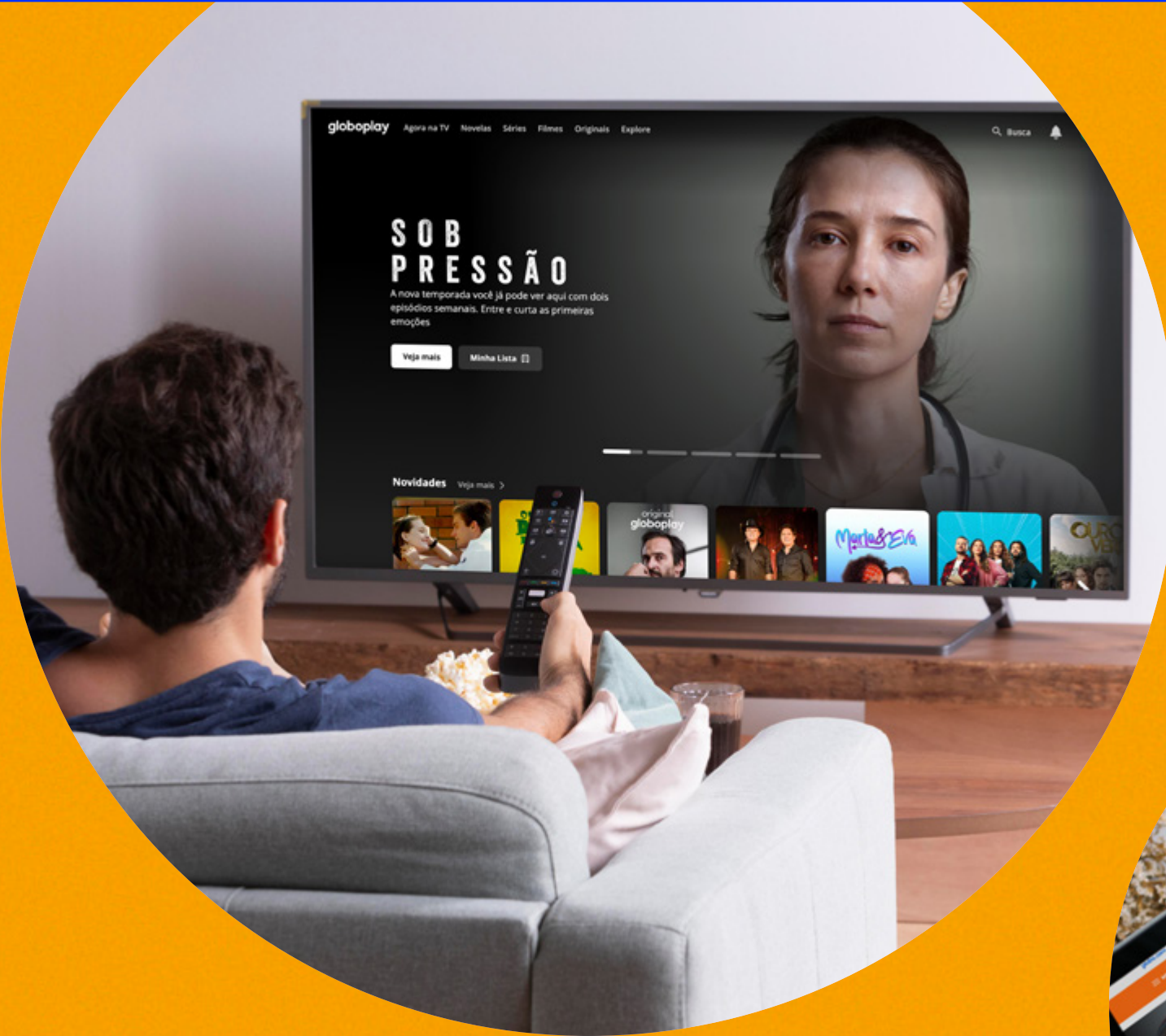
Rede Globo is comprised of five owned TV stations in Rio de Janeiro, São Paulo, Recife, Brasília, Belo Horizonte and 115 independent affiliates which broadcast TV Globo's signal to almost 100% of Brazil's households with television. Through it, we produce and distribute diverse content that includes telenovelas, series, miniseries, movies, journalism, sports, variety and public service programs. Most entertainment productions are filmed at

Estúdios Globo, in Rio de Janeiro, which covers approximately 1.74 million square meters. In 2019, we gained three more new high-tech studios, called Recording Module 4. This Module increased our production capacity by 50%.

Subscription TV

We have more than 30 pay TV channels, considering produced and licensed channels. These channels are distributed to subscription TV providers which, in turn, sell packages to the audience. Over 15,000 hours of original content are broadcast due to long-term partnerships with over 100 independent producers. In addition, several live channels are available on the Globoplay streaming platform, through subscription. We also have joint ventures in four pay TV channels: we have 50% stake in *Telecine*; 47.5% in *NBCUniversal*; 50% in *Canal Brasil*; and 60% in *Playboy Brasil*¹.

¹ Data from *Playboy Brasil* and the *Telecine*, *NBCUniversal* and *Canal Brasil* channels are not included in this report. GRI 2-2



Streaming and video on demand platforms

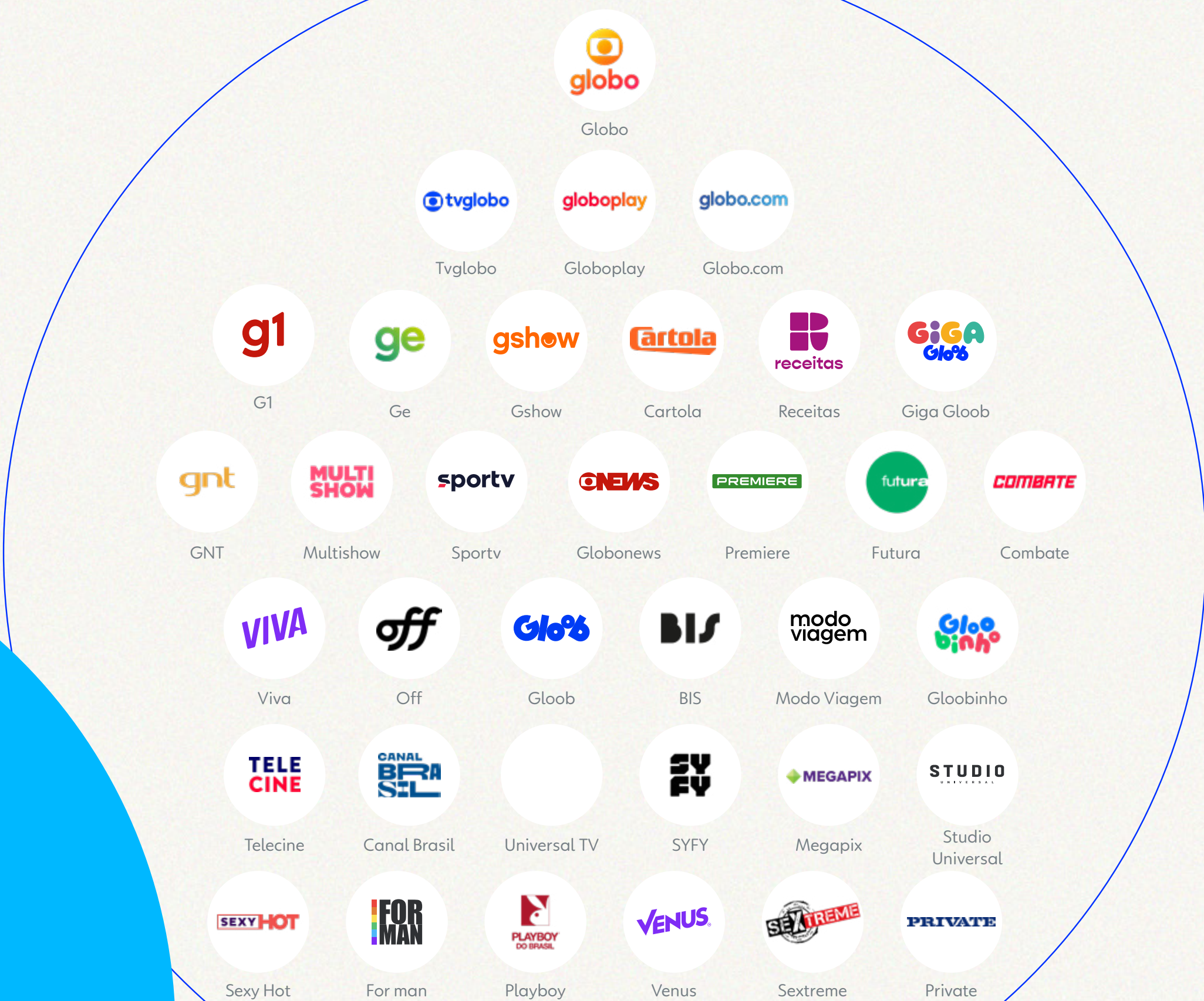
We followed the trend of consumption of on demand content and launched our own streaming platform. Globoplay works on a freemium model, offering free content with advertising and other exclusive content for subscribers, such as original productions, international productions licensed from third parties, series, telenovelas and podcasts and is available in Brazil and in more than 20 countries around the world. In addition, Premiere and Combate pay-per-view channels, exclusive to football and fights, respectively, are also available for subscription through digital platforms.



Digital portfolio

We have a broad digital portfolio with websites, apps and services that promote the expansion of our content, brand and interactivity with all audiences. The portfolio includes local and international content such as news, sports, entertainment, technology and recipes. Among other digital services are G1, GE, Gshow, Giga Gloop, Receitas and Cartola, an online soccer game in which users create their own teams with real-life players.

our brands





ESG approach



GRI 2-22

We want Brazil to be a democratic, fair and prosperous country, that values its natural and cultural resources. We want all Brazilians to live in freedom and with dignity. We want to become a better company for Brazil, contributing to social and environmental development, with responsible corporate governance to accomplish this.

In the journey of becoming, every day, the company we wish to be and determining how we want to contribute to society, we have been in a path of learning and mobilization. We are members of the Ethos Institute of Business and Social Responsibility, that support us on our daily consolidation as a social responsible business. Now we are also joining the United Nations Global Compact, that also encourage us to adopt sustainability policies.

GRI 2-28

Inspired by the results of what we have already achieved, we believe that we can do much more. Therefore, we have established strategic commitments to guide the company in the ESG (Environmental, Social and Governance) aspects for 2030.



Our Commitment

ESG Governance

By launching our 2030 ESG Agenda, we have increased our responsibility and transparency in addition to reinforcing communication with society. The six established commitments will be driven and monitored by cross-functional teams, led by senior executives, coordinated by the company's Chief Financial, Legal and Infrastructure Officer with oversight by the Executive Officers and the Board of Directors. These teams are responsible for defining ambitions and goals, establishing action plans, encouraging and monitoring progress and promoting engagement of the company and its stakeholders.

GRI 2-23, 2-24, 2-25, 2-26

Our 2030 ESG Agenda was developed by a multidisciplinary Working Group throughout 2021. The commitments were carefully prepared and reviewed by the Executive Officers, together with the Board of Directors.

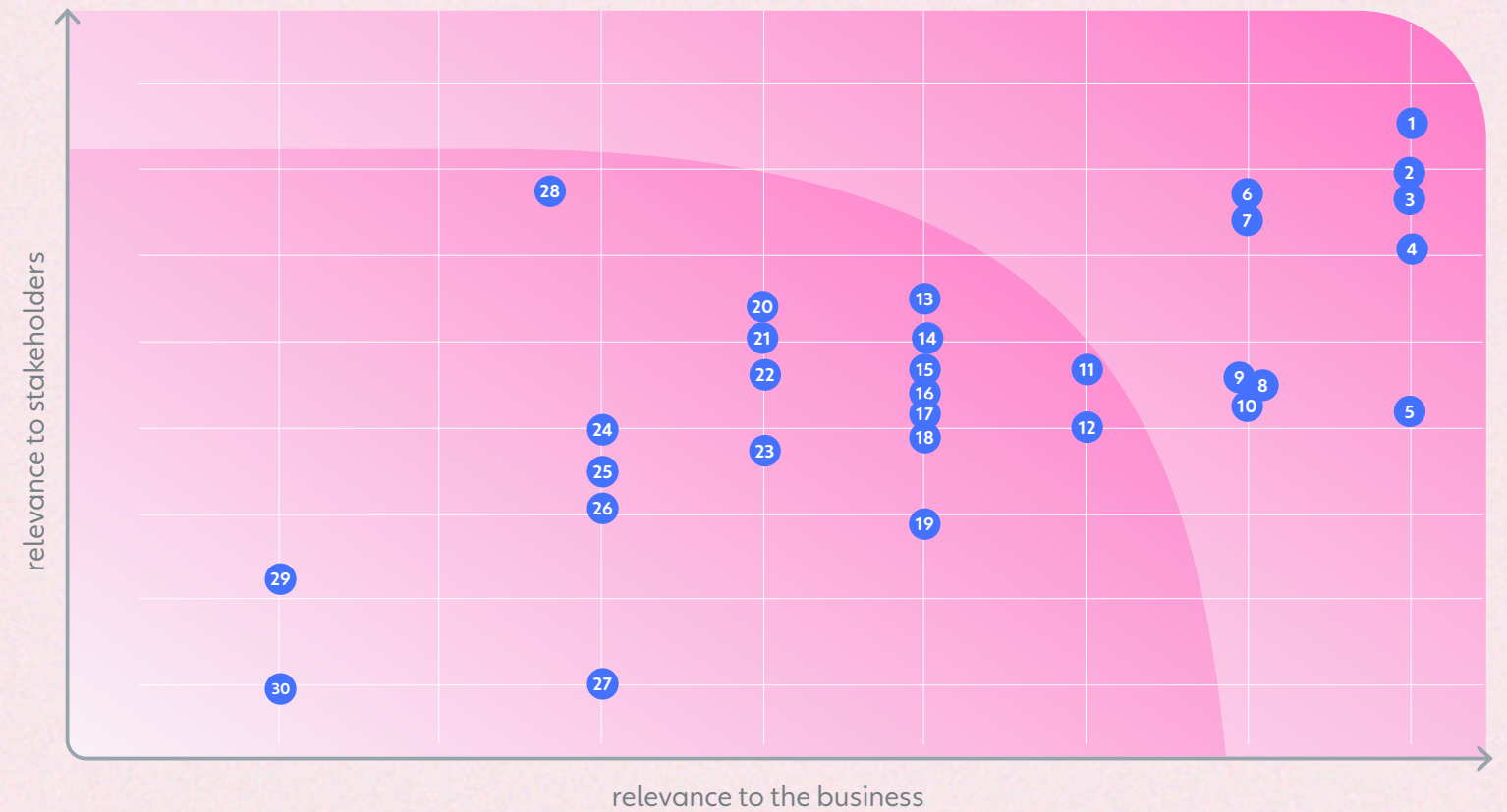
The agenda development process was conducted by a third-party consulting firm and included a thorough sectoral analysis; the study of the GRI (Global Reporting Initiative) and SASB (Sustainability Accounting Standards Board) standards for the media sector; a diagnosis of the company's status with regard to topics previously identified as relevant; and the opinion of stakeholders.

Five groups of stakeholders were prioritized: consumers, employees, advertisers, investors and shareholders. They were invited to respond to a survey and indicate the relevance of the identified topics. They also contributed through focus groups and interviews.

The ESG Working Group then assessed the topics based on their potential reputational, financial and/or legal risk; impact on competitive advantage; and their relationship with the essence of the company and our corporate values.

The result of this process is presented in the Materiality Matrix, which we used as a guideline for the development of strategic commitments to be pursued by the Company. GRI 3-1

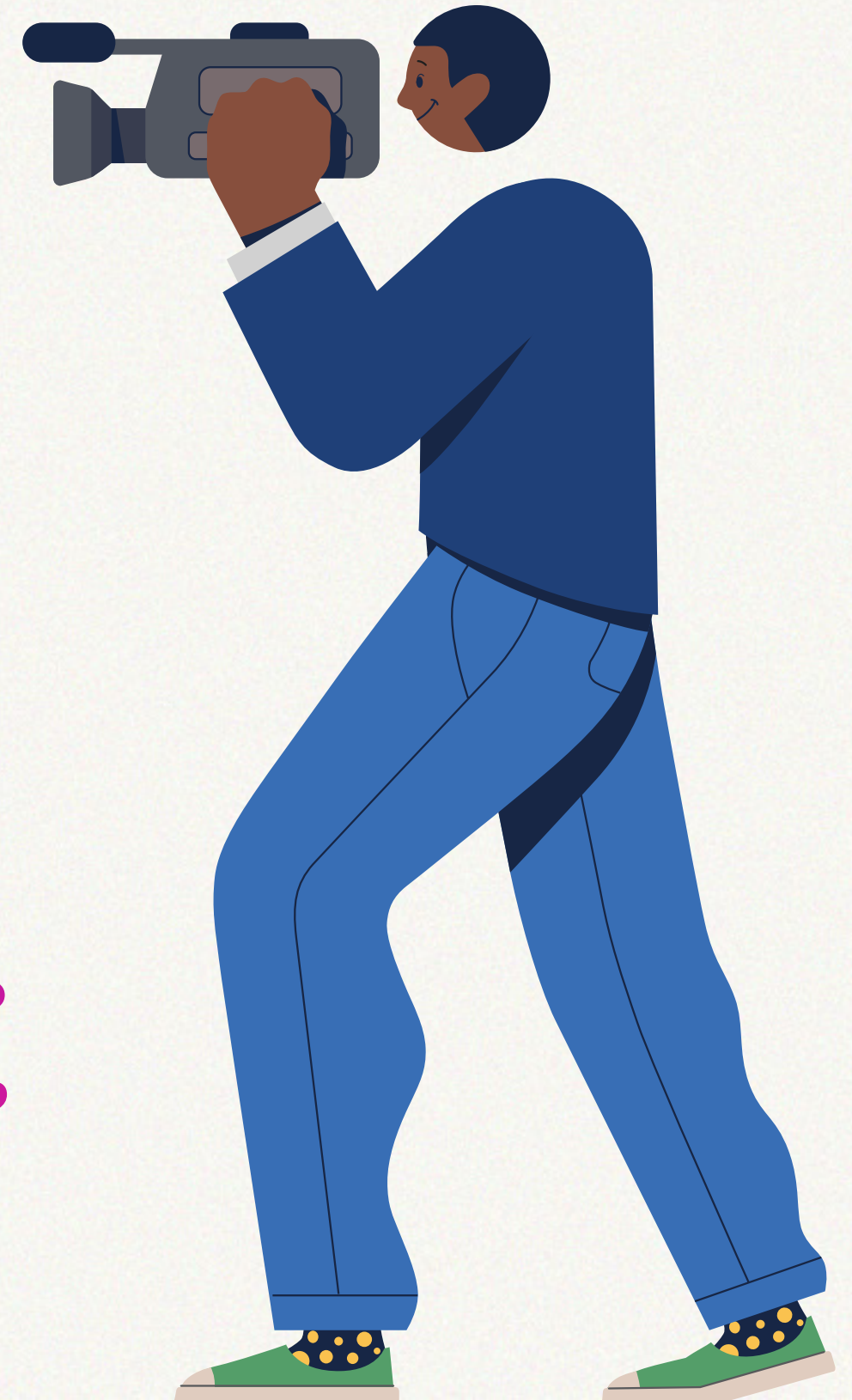
Materiality matrix GRI 3-2



- | | | | | |
|----------------------------------|-------------------------------------|---------------------------------------|--------------------------------------|--|
| 1 harassment and discrimination | 7 team diversity | 13 social and environmental awareness | 19 biodiversity protection | 25 water management |
| 2 anti-corruption policies | 8 labor rights | 14 clear values and norms | 20 energy management | 26 transparency and equity in compensation |
| 3 reliable and plural journalism | 9 dialogue with stakeholders | 15 independent and diverse board | 21 risk management | 27 corporate philanthropy |
| 4 on-screen representation | 10 intellectual property protection | 16 human rights protection | 22 waste management | 28 vulnerable audience protection |
| 5 employee health and well-being | 11 offer visibility to causes | 17 greenhouse gases | 23 employee development | 29 encouraging the culture of giving |
| 6 information security | 12 responsible advertising | 18 Whistleblower system | 24 environmental impact of suppliers | 30 incentive to volunteer |



social impact of our content



Commitment:

To produce and distribute content in tune with society, contributing to social and environmental development.

How do we achieve this?

- o Offering Brazilians an honest, impartial, and timely approach to journalism, as advocated by our editorial principles, as well as defending freedom of expression.
- o Producing content created with sensitivity by teams with broad worldviews and awareness of its impact on the world.
- o Ensuring responsible advertising, as provided in our Commercial Policy.
- o Supporting social and environmental causes and initiatives relevant to the development of our society.





We believe that making a difference is something we do every day. This is the essence of the movement that we want to drive even further. This is the link between our commitments. We want continuity for our evolution. And by sharing quality content everyday with millions of people we expand the reach of that inspiration.

We are aware of the impact that our content can have on the audience and of the responsibility that this position requires. We are the largest media company in the Brazil.

We reach almost all Brazilians through several screens, in a democratic way and, for the most part, free of charge. We promote access to fundamental and quality information through our free-to-air distribution.

It is with our production and distribution of content, in line with the principles of citizenship and the public interest,

that we contribute to discussions and the permanent evolution of society. Our commitment with social themes is historical. For more than 50 years, we have been opening space for the promotion of reflection and dialogue in Globo's products and platforms

We also offered visibility to relevant causes and initiatives of civil society organizations, and we delivered responsible advertising. In 2021, we aired public service announcements worth of R\$ 350 million and transmitted an equivalent of R\$ 650 million in Globo's own social campaigns.

integrity in journalism

SASB SV-ME-260a.2

SASB SV-ME-270a.3

It takes responsibility to cause social impact through content.

Grupo Globo already knew about this 40 years before the launch of TV Globo. Since the foundation of the newspaper “O Globo” by Irineu Marinho, in 1925, the Group’s journalism outlets have acted according to principles that have led them to achieve a leading position: success is a direct result of good journalism practices.

The digital age - in which any person publishes whatever he or she wants - often with a wide reach - has forced all companies that are dedicated to doing journalism to formally express the principles they follow on a daily basis. The objective is not only to distinguish oneself, but to allow the audience to judge the

work of the outlets and verify that the practice is consistent with the principles in a transparent manner.

Grupo Globo’s Editorial Principles, published in 2011 and revised in 2018, explain what is essential for the honest exercise of journalism. All our journalists have an obligation to know this document, study it and apply it. It addresses journalistic impartiality and independence, accuracy, timeliness and privacy protection, among other topics. It also clearly establishes that the Group is non-partisan, secular, independent of economic groups and governments.



The final chapter of the Editorial Principles sets out:

“the values which are imperative for journalism to defend democracy, individual freedom, free enterprise, human rights, the republic, the advancement of science and the preservation of nature.”

Therefore, all content published in each of our journalism products must follow these principles for quality and purpose.

Our journalism has always been attentive to the coverage of topics such as the environment, education, corruption and racism. In recent years, we have devoted more space to diversity agendas, inclusion, combating homophobia and other forms of discrimination.

We have developed and are implementing means to measure contents aligned with the ESG themes. We established classifications to identify the news programs rundown (a type of script for TV programs) on sports programs and digital platforms, such as G1 and GE. With this, at the end of each year, we will be able to extract the total time allocated to news stories on these subjects.

Acknowledgments

Globo's journalism is recognized on an annual basis with national and international awards for excellence and its commitment to social and environmental issues. In 2021, the major awards received were: [\[click to read about the award\]](#)





Click on the years

historical highlights in journalism

entertainment in tune with society

We have put a lot of effort into being better aligned with the demands of our audience, sometimes serving as a mirror of time, sometimes as an inspiring window to the future in the development of a more plural, equitable, inclusive society and against all forms of discrimination and misinformation. This mission has never been so challenging, because reflecting a society that is in transformation is a collective journey, built on a day to day basis.

In addition to informing, entertaining and moving everyone, we design our content to reach different audiences and in different themes. Whenever we

address issues of social impact, we do so responsibly. Our productions, according to the profile of the programs and the opportunity, touch on social and environmental issues.

Researchers and consultants are allocated to projects to contribute with an expanded and rich view of each topic, as needed. Format and trend research supports creators so that that social and cultural pulses are reflected in our projects. This daily and strategic effort allows us to dialogue with society on latent issues and to present different points of view. GRIM3



In 2021, **23%** of dramaturgy content in development and **43%** of documentaries developed had the support of consultants who worked together with creative teams to respect the peculiarities, singularities, layers and complexities of the minority groups addressed in their narratives.

In the reports, issues about Content Rating, for instance, indicating any adjustment necessary in the content so that it is suitable for the target audience. The care that needs to be taken in the script and shooting is also addressed so that no child on set is exposed to psychologically harmful or inappropriate dialogues and situations.

- o In feature film dramaturgy, more than **50 thousand** pages of text were read and **184** hours of video were watched to generate **361** opinions; **100%** of dramaturgy content was accompanied by the content specialists of the creative team.
- o As for short films, **699** documents were read, resulting in **394** opinions.
- o In variety entertainment programs, almost **1,300** news stories were prepared on a daily basis, with more than **1,200** hours of videos watched and **8,000** pages read.





Click on the years

historical highlights in telenovelas

In addition to our telenovelas, produced by Estúdios Globo, which have an enormous reach and mobilization capacity, variety programs address social issues on a daily basis.

In them, we reflect and illustrate everyday events. This is the case of the programs **Mais Você**, **Encontro** and **É de Casa**, the discussions on **Conversa com Bial** and **Altas Horas**, in addition to the special news stories on **Domingão com Huck**. In these programs, we take many reflections from social networks to free-to-air tv, allowing different audiences to communicate and engage in relevant topics.

Some of our programs, series or specials, also deal with social issues in a transversal way. In the telenovela **Um Lugar ao Sol**, we dealt with social inequality, alcoholism, mental health,

fatphobia, racism, ageism, domestic violence, femicide and bisexuality. Still on free-to-air tv, in the fourth season of the series **Sob Pressão**, we brought themes focused on health, diversity and human rights.

In the reality-shows segment, we bring reflections that guide discussions on social networks, a movement widely observed during **Big Brother Brasil**. The behavior of the participants and the conversations inside the house generate developments, are followed on all our platforms and widely discussed on social networks.





At Globoplay, the series **Segunda Chamada** used the teaching environment for young people and adults to discuss social invisibility and the vulnerability of different groups. The platform also made available the documentaries **Encarcerados**, about the dramas of the prison system, and **Cine Marrocos**, about the homeless population, refugees and immigrants who occupied the building of an old movie theater in downtown São Paulo.

In pay TV channels, we had examples of attention to human rights and plurality of ideas. GNT kept on its schedule, **Papo de Segunda**, with four male debaters and their interviewees to discuss current issues such as chauvinism, misogyny, homophobia, feminism and the environment. The same topics are discussed by four female presenters on **Saia Justa**.

In Multishow, some programs dealt humorously with everyday themes bringing us reflections. This was the case of **Central de Bicos**, which shows the universe of informal workers, and **Suburbanos**, that invited us to look at C and D classes.

Gloob talked to the children's segment about issues related to citizenship in the **Detetives do Prédio Azul - D.P.A.** and **Escola de Gênios - EDG**. In both, the characters debated diversity, protagonism and sustainability.

GloboFilmes portrayed in **Libelu - Abaixo à Ditadura** the performance of the Trotskyist university group **Liberdade e Luta** that took to the streets against repression, bringing a reflection on authoritarian regimes.

And on digital platforms, we highlight the **Converse com Outras Ideias** festival from Globonews, designed to promote a plurality of opinions on sustainability, society, diversity and technology.

Continuous listening

GRI M6

The Research & Knowledge area has a continuous program of research and studies to understand how society and its various segments impact and are impacted by the context, how they read and interpret the moment we live in. The objective of the work, called 'Sintonia com a Sociedade', is to be always attentive

to trends, movements and emerging behaviors in Brazil and in the world.

Among the actions, there is continuous tracking with biweekly or monthly interviews, according to the needs of each topic. In 2021, there were 41 weekly waves. For 2022, 14 monthly waves are planned. In the last two years, more than 65 thousand people were interviewed.



women's rights and empowerment

In 2021, women's rights, deserved special attention.



In journalism, in the sections of *Fantástico*, *Mulheres Fantásticas* and *Isso Tem Nome*, we showed the stories of women who make a difference in the world, in addition to the abuses and different types of violence that women suffer, respectively. In the series of news stories *Elas na Rua*, we presented situations of violence and abuse experienced by women on the street.

In the G1's 15th anniversary special, we reported the anguish and pain of women in Colonial Brazil, such as sexual abuse, domestic violence, abandonment, gender inequality - legacies lived to this day. In *Profissão Repórter* we addressed the difficulty of women who were even more overwhelmed during the COVID-19 pandemic.

In the series of special news stories *Violência Contra as Mulheres no Futebol*, in our free-to-air TV sports programs, we dealt with the culture of violence in the football environment

and the prejudice suffered by women who decide to be referees, doctors and journalists working with sports.

On pay-TV channels, we questioned male and female roles in the series *O Dono do Lar*, on Multishow. At GNT, in *Modo Mãe*, we talked about the difficulties of reconciling motherhood and professional life; in *Superbonita*, we brought a new look at female beauty, discussing ageism, diversity and inclusion; and in the documentary *Elza Infinita*, we approached the appreciation of black women.

At Globoplay, we launched *Cartas para Eva*, in which the presenter Angélica talked about the challenges women face in letters to her daughter Eva, and *Sobre Nós*, a documentary about the affectivity of black women.

On digital platforms, on the OFF channel, we showed *Ela me Inspira*, a series with female athletes telling about other women who influenced them.

raising awareness on diversity and against discrimination



In the **Profissão Repórter** program, we showed the violence against black and transsexual city councilors in São Paulo and the difficulties faced by minorities during the electoral period; in another edition, a news story highlighted cases of racism in approaches by the police and private security agents and showed the lives of characters in search of medical and surgical treatments for gender transition.

In a special news story, on **Jornal Hoje**, we showed that the wage gap between whites and blacks has changed little in the last 30 years. **G1's 15th anniversary special** dealt with stories of the anti-racism struggle during this period.

On **Globo Repórter**, we talked to people who managed to overcome prejudice and had the courage to tell their stories. These are examples of racism, homophobia, religious intolerance and inequality.

On **Jornal Hoje**, we carried out a survey, via the Access to Information Law, which pointed to prejudice as the main bottleneck for people to register the occurrences of homophobia. On **Bom Dia Brasil**, we showed a special news story on the “Day of Trans Visibility”. On the day of the LGBTQIA+ Pride, **SP2** (São Paulo TV News) showed that 59% of people have already suffered or witnessed situations of prejudice in the capital of São Paulo caused by sexual orientation or gender identity, according to a survey. On **G1**, in the news story “*Mais que uma Letra*”, members of the LGBTQIA+ community explained the meaning of each letter and talked about discoveries and challenges; in a special article, we highlighted the law of homophobia; and on Mother’s Day, we showed the story of trans mothers.

On **Fantástico** and **Jornal Nacional**, we denounced the social vulnerability and lack of medical care for malnourished and sick children without medical care in the villages of the Yanomami people. At **Bom Dia São Paulo**, a news story shown on the Day of Indigenous Peoples, we showed that 40,000 indigenous people live in the metropolis while the **G1** presented letters from the 17th century, translated from Tupi for the first time.

In sport, we broadcasted television and digital news stories about the event **Pacto Pelo Esporte**, a private and voluntary agreement of which Globo is a signatory and founder. In it, Brazilian companies encourage a full and transparent management in the sports environment, with professionalism and governance. In 2021, we promoted public policy debates and ways to encourage diversity in Brazilian sport. **GE.globo** also presented online the *Vocabulário da Diversidade* in

video, audio and text with tips to combat racism and ableism.

At **Globoplay**, we presented *Orgulho Além da Tela*, a chronology of the representation of LGBTQIA+ characters in Globo's telenovelas, and *O Enigma da Energia Escura*, about blackness, history and racism. The documentary was also shown on GNT, at the premiere of *Sexta Black*, a program led by publicist, writer and master in Ethnic-Racial Relations Luana Génot.

On **Multishow**, including its profile on Youtube, the live show *Orgulho Multishow* was shown, led by former BBB Gil do Vigor and singer and presenter Pepita. Through **GNT**, we cover, every year, the demonstrations of the São Paulo Pride Parade.



pandemic and mental health

During the pandemic, well-being and mental health were also recurring themes in the news and in the provision of services on all our platforms.

COVID-19 numbers were updated several times a day thanks to the Consortium of Press Vehicles, a partnership between G1, O Globo, O Estado de S. Paulo, Extra, Folha de São Paulo and UOL. Together we systematized and shared national COVID-19 data received from state health departments.

All our channels and platforms played a decisive role in the fight against the virus, promoting vaccination and supporting the **Vacina Sim campaign**, promoted by the Consortium.

Mental health was a topic covered in the news and in fiction. At Globoplay,

in the series **Onde Está Meu Coração**, we approached drug addiction and family crises that were also themes of **Verdades Secretas 2**. In the fifth season of the series **Sessão de Terapia**, we deal with topics such as eating disorders, the social stigma of obesity and postpartum depression.

Depression was also a recurring theme in sports - whether on free-to-air TV, pay-TV channels or digital platforms - from the case involving the American Simone Biles, who gave up competing for some medals at the Tokyo Olympics.



campaigns and social engagement

GRI 3-3 (203)

We provide institutional platforms to raise awareness and promote social engagement of our audience.

Criança Esperança, for example, is a national social mobilization campaign that, in partnership with UNESCO, seeks awareness and donations for the rights of children and adolescents. The initiative completed 36 years in 2021. More than R\$ 420 million in donations have already been invested in almost six thousand social projects in Brazil, benefiting more than 4 million children, adolescents and young people. GRI 203-2

In response to the COVID-19 crisis, we launched the platform **Para quem doar**, creating a secure bridge between those who wanted to donate and community-based civil society organizations that needed emergency support.

Committed to social causes, we promoted campaigns with our artists, addressing respect for differences and valuing education. We launched the third phase of the campaign on the importance of reporting domestic violence, in a year marked by a significant increase in cases. After talking about the different types of violence that women can suffer in a relationship, we invited men to the discussion with the warning that there is no reason to justify violent domestic behavior.

At various times of the year, we ran our **Menos é Mais** campaign about conscious consumption, with the five Rs of sustainability: reduce, reuse, recycle, rethink and refuse.

Another important point for our internal policy is the encouragement of Brazilianness and national culture.

We supported Brazilian artistic and cultural manifestations, giving visibility to festivals and free parties in our programming and also during commercial breaks. In cases of commercialized content, our commercial policy provided for special disclosure conditions if the projects are of public interest.



responsible advertising

GR13-3 (417), M4

We have a Commercial Policy in place to protect the advertiser and the ones who consume our contents.

Regarding the advertising market, we restrict those with initiatives not supported by current legislation, creating a safe environment for other brands. We also restrict, in commercial actions within our content, advertisers that allude to the replacement of breastfeeding, that address issues of a religious or political nature, medicines or self-medication, firearms and smoking.

In the chapter on self-regulation and advertising ethics, the Commercial Policy refers to the Brazilian Advertising Self-Regulation Code. We actively participated in the establishment of the National Council for Advertising Self-Regulation, in 1980, with the aim of defending the right

to advertise and freedom of commercial expression; the integrity of commercial advertising and the consumer's free access to ethical, honest, truthful and accurate commercial information in accordance with the laws of the country.

Our Integrated Business in Advertising division also aims as a standard to enable special projects with social and/or environmental impact with sponsorship of brands connected with these topics. This is a path for co-created projects that we want to explore more in the future. We are storytellers and we can use this skill to help big brands that want to promote the country's sustainable development.





 commitment # 2

diversity & inclusion



**Commitment:**

To promote diversity and inclusion in our content and in our teams.

How do we achieve this?

- o Highlighting diversity as a strategic vector in the development of our human resources, through leadership engagement as well as continuous efforts and monitoring of our progress.
- o Ensuring a work environment that values and respects differences and vigorously combats harassment and discrimination.
- o Strategically boosting initiatives that raise awareness, guide and inspire our content creators, encouraging them to produce content that is increasingly reflective of the diversity in our society.





Promoting diversity is a mission that is part of **Globo's Essence**, and that we pursue every day. We believe in respecting and appreciating plurality and we are convinced that we all depend on each other. This belief drives our actions and drives new paths.

We believe in the potential of diversity to enrich and bring innovation to our content and brand portfolio and to increasingly connect us with society. It is fundamental to our development as professionals and as a company and it must be part of our culture, of our daily lives.

Valuing diversity is a commitment we make with our employees to ensure a more representative and inclusive work environment.



diversity among employees

GRI 3-3 (405)

Within Globo, we seek to have an increasingly representative and inclusive work environment, in which people can be who they are. We cultivate diversity of thought, openness to dialogue and respect for differences.

To push this agenda, in June 2020, we started building the D&I (diversity and inclusion) area, and a three-year plan (2021-2023), based on five pillars:

1 Education

for the development of an internal repertoire on the subject in a training and sensitization agenda;

2 Recruitment

to increase the representativeness and plurality of our teams;

3 Employee Resource Groups

in which employees voluntarily meet to discuss identity issues and propose actions;

4 Communication

to transparently share internal initiatives and reinforce our position with employees; and

5 Career

to keep track and develop diverse talents.



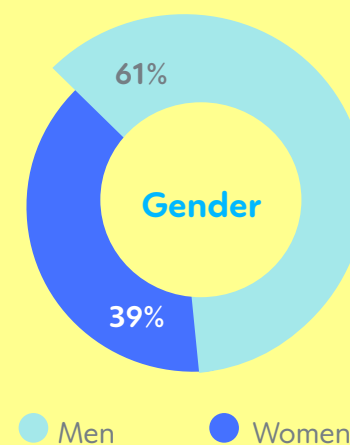
Fostering diversity

Education and Recruitment were selected as the priority pillars for 2020 and 2021. As a starting point, we conducted a Diversity Census to detail our internal demographics and create our strategic plan. Based on this research, we defined our performance with a focus on the following target groups: Women, Black People, People with Disabilities and LGBTQIA+.

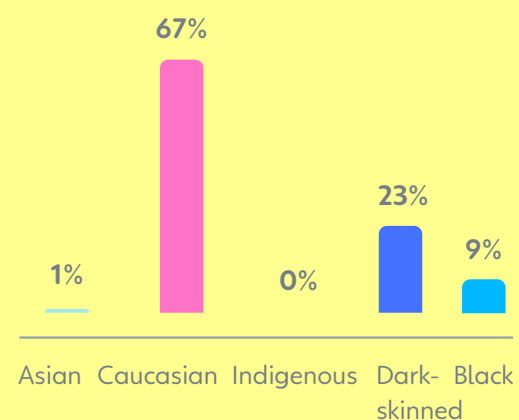
We invest in the repertoire development of the fundamental diversity and inclusion concepts of our priority audiences. We started a series of training with the entire company. There were more than 120 hours of exchanges, impacting more than three thousand people, throughout 2021.

Our employees

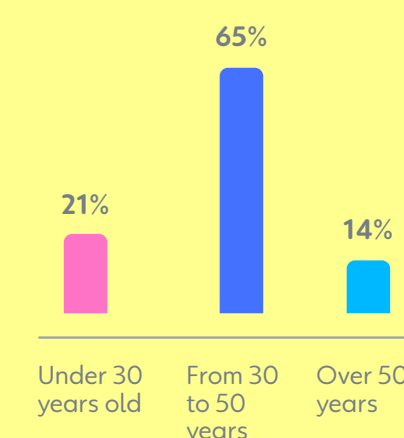
GRI 2-7, SASB SV-ME-260a.1



Color/race (following IBGE criteria)



Age group



The recruitment of plural profiles results in greater representation. To achieve this goal, we implemented initiatives to strengthen the employer brand and created an ecosystem of recruitment partners for D&I.

In 2021, among all hirings in leadership positions (directors, managers and coordinators), 35% were women and 23% black men and women. In addition, in Estagiari, our internship program, we had the entry of 252 women, which represented 56% of hirings, and 229 black people, representing 54% of approvals. GRI 405-1, SASB SV-ME-260a.1

To strengthen the process of including black people in our Internship program, we designed a six-month development program that promotes, in monthly meetings, conversations and learning mediated by external consultants.

Employee Resource Groups

Our employees are directly involved in the deployment of the diversity strategy through voluntary groups at work, the so-called Employee Resource Groups.

In September 2021, we started *UNA*, for women; *GLOBUNTU*, for black people; *SOMOS*, for the LGBTQIA+ community; and *SER+*, for people with disabilities. Group participants meet on a monthly basis to share their experiences, expectations and plan actions to support the strategic plan designed by the Diversity and Inclusion area.



Culture for diversity

In 2021, we started communicating our Culture Program to the teams. To keep the commitment to move forward with this topic internally, our culture and leadership manifesto includes the pillar “learning comes from diversity”. It reinforces the way we want to relate and be within Globo, stimulating the diversity of thought and representativeness

Combating harassment and discrimination

GRI 3-3(406)

We do not tolerate any form of discrimination, harassment and abusive behavior in our teams. To promote a work environment that respects and values differences, we have communication, training and awareness initiatives on these topics, with broad support and engagement from the company's leadership.

These are initiatives developed with the support of specialized consultants, who consider the areas of activity of the teams and the management position and seniority of the people involved. The contents are adapted to meet the needs and answers the doubts of each audience.

The company's **Code of Ethics and Conduct** prohibits any type of discrimination and harassment. Violations

of the Code of Ethics and Conduct can be reported to the company's Compliance area, through the **Whistleblower Channel**, available 24 hours a day, 7 days a week, for employees, business partners and the external public.

In addition to fighting harassment and discrimination in our internal environment, we address the issue extensively in our Entertainment, Sports and Journalism content, in a serious and responsible manner, promoting debates and bringing information to society.

Equity in Compensation

Our compensation strategy is based on market research data in order to analyze and ensure Globo's competitiveness in all variables related to the Total Compensation concept.

We applied this strategy to compensation policies and practices in the organization, based on the requirements of each

role and on the performance of each employee, regardless of their identity markers. GRI 405-2

Accordingly, we aim to establish equal pay among our employees, competitive with the best market practices, positively playing a role in reducing the pay gap existing in the general market for minorities.



on-screen representation

SASB SV-ME-260a.2

At Globo, we believe that our commitment to diversity must also be reflected in everything we produce.

The channels, platforms and studios produce and distribute the universe in which Brazilians see, recognize and inspire themselves. Strengthening an increasingly diverse Globo will help us create even more exciting experiences that make sense for different audiences.

We develop internal and external initiatives to promote greater representation of minority groups on screens. We address diversity in our products across all platforms.

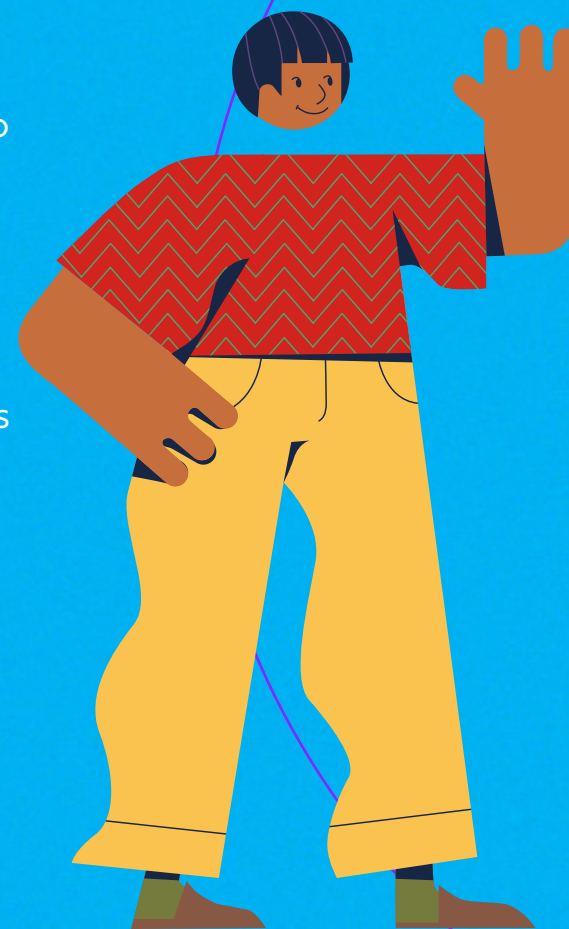
In Journalism, for example, we dedicate more and more space to diversity, inclusion and combating discrimination by expanding the cast of journalists to have more representation. Regional differences are also valued by bringing to our network news programs accents from a diverse country.

We make a permanent effort to promote and develop telenovelas, series and specials that feature prominent characters representing minorities and that reinforce their visibility.



One of the most successful cases is the Black and Indigenous Narratives Laboratory, developed by our team together with the Literary Festival of the Peripheries (*Festa Literária das Periferias - Flup*), in Rio de Janeiro.

With *Lanani*, we seek to support the formation of new black and indigenous authors and hire those who stand out the most. The laboratory discovered, for example, the author Cleissa Regina Martins, who created and wrote our 2020 Christmas special ***Juntos a Magia Acontece***, with a cast made up mostly of black actors. This program was recognized with the Golden Lion, in the Entertainment category, at the Cannes International Festival of Creativity 2020/2021.





One of the main productions of 2021 was the **Identidades Project**, shown by TV Globo: *Falas Negras*, *Falas Femininas*, *Falas da Terra*, *Falas de Orgulho* and *Falas da Vida*, which debated blackness, feminism, indigenous rights, LGBTQIA+ pride and ageism.

The composition of the teams was decisive for content impact. In all these productions, the formation of the teams took into account the presence of collaborators with identity markers aligned with the stories they were helping to tell.



In Sports, we created a Diversity Committee at our five headquarters. Together, employees encourage discussions, suggest topics for content and listen to the teams' demands.

We had a paradigm shift by hiring female commentators for football broadcasts. We also produce a woman weekly podcast led by women, **Rodada Tripla**, and by black people, **Ubuntu**.

In the **Diversidade Criativa** project, from the Multishow channel, we seek to train new screenwriters and directors with different profiles. Among the non-fiction original Globoplay projects are initiatives to bring representation, both in the covered topics and in the teams involved in the productions.

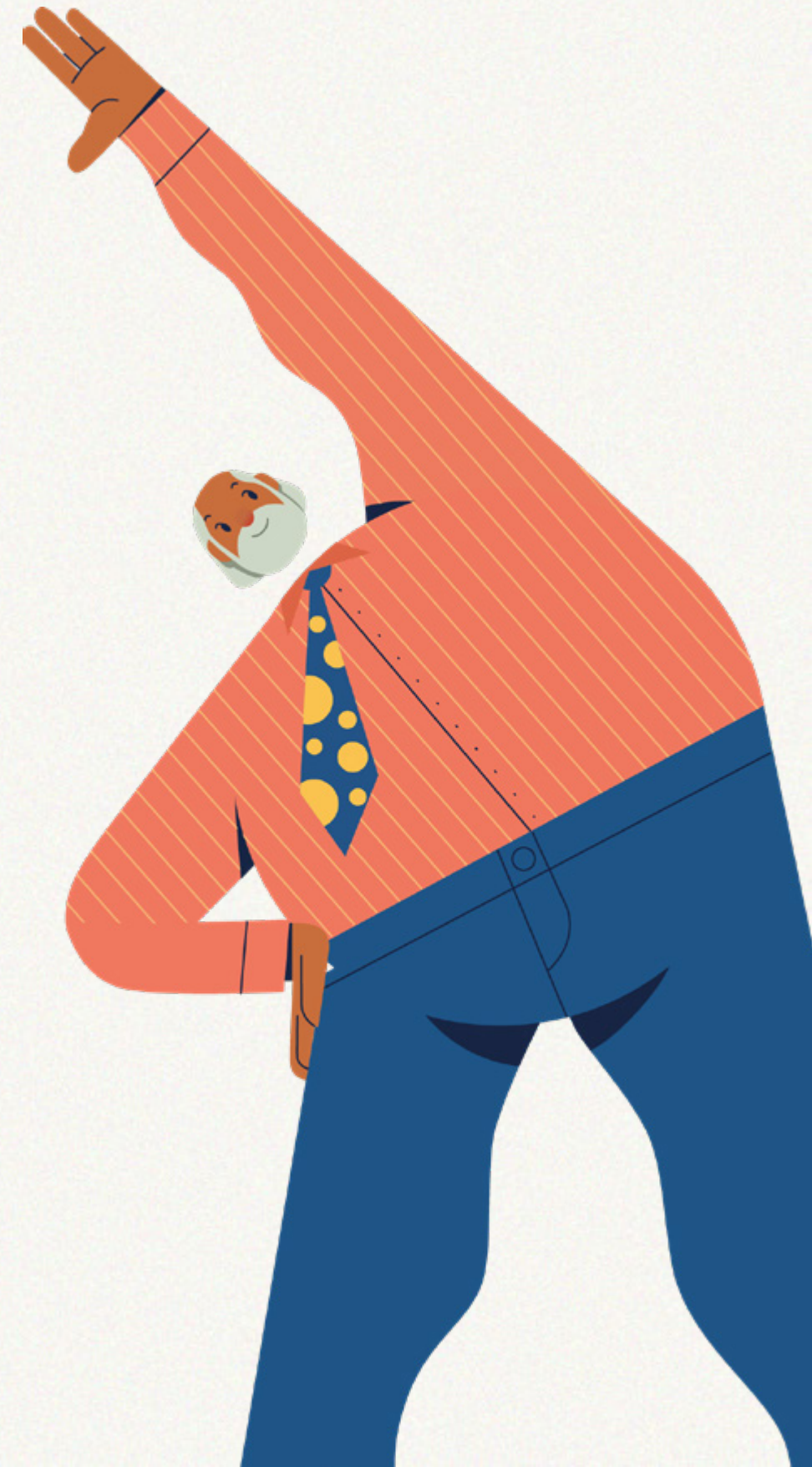
Partnering with other content companies also allows us to broaden our reach and approach, encompassing more visions and ideas. **Trace Trends**, for example, is present in the programming of Multishow and Globoplay, bringing highlights of Afro-urban culture around the world.

In addition, Multishow broadcasted the **Sim à Igualdade Racial** Award (Yes to Racial Equality Award), promoted by the Instituto Identidades do Brasil (ID_BR).

To advance with on-screen representation, GNT adopted the participation of at least 50% of blacks in the casting of invitees and characters of its programs, 64% of the programs are directed by women and 90% of the channel's leadership is feminine. Furthermore, its contents and teams reflect a constant care to include diversity in age, sexual orientation and social class. **Saia Justa** and **Papo de Segunda** are weekly, live, programs that address social contemporary themes and collaborate with public debate. Only in 2021, there were 122 agendas on racism, environment, feminism, ableism, toxic masculinity, ageism, among others.



employee development & well-being





Commitment :

Invest in the continuous development and well-being of our employees, striving to be a company of which our team is proud to be part of.

How do we achieve this?

- o Encouraging and supporting the continued education of our employees.
- o Strengthening our program that looks after the health and well-being of our employees.
- o Ensuring equal opportunities in career development.



our culture

In order to prepare our teams for our business transformation, in 2020 we created our culture and leadership manifesto which, through nine themes, translates the way we want and should act in our relationships and daily decisions.

In 2021, we prioritized four of them:

1 We speak plainly, openly and respectfully

2 We bring levity to work

3 Learning comes from diversity

4 We work for the greater good of the organization

training and development

GRI 3-3 (404)

We encourage our employees to be accountable for their careers, offering them more than 1,000 contents on our online educational platform, Academias Globo, in addition to webinars and workshops.

We offer behavioral and functional training in our Leadership, Team-level and Digital Academies, which take into account the needs of each department, business and market trends. In 2021, 73% of our workforce (88% of leadership and 69% of the team level) was impacted by at least one training initiative. There was an average consumption of 16.5 hours per employee.

Seven Technical Academies guarantee that employees are always updated in regard to specific knowledge of their respective areas. In 2021, 56% of our employees went through at least one training in our Technical Academies.

Milhas do Conhecimento Program is our internal training program, launched in 2021, which focuses in creating a collaborative learning ecosystem through sharing internal knowledge. In our first year, we offered more than 75 courses, 9 thousand hours of training, with the participation of more than 1,600 employees.

To leverage our data-driven journey, we launched Datalab, Globo's data literacy program, at the end of 2020. With the support of internal and external partners, we provided several initiatives, reaching more than three thousand employees. GRI 404-1



Performance management

In 2021, we developed our new Performance Management Program, to foster a meritocratic culture and encourage accountability, giving each employee the possibility to pursue their professional and personal goals within the organization. In our pilot, 147 employees were impacted from areas such as Technology, Digital Products and Services and Integrated Business in Advertising. Our process will be implemented for all 2,500 leaders in 2022. GRI 404-3

Outplacement program

At Globo, we also look after those who are making a career transition and, in 2021, our outplacement program, which is offered to Directors and Managers, supported 31 former employees in this process, with an investment of R\$ 118,000. GRI 404-2



well-being, health and safety

GRI 3-3 (403), 403-4, 403-6

Health and safety are priorities that guide our decisions. We work these themes throughout the company through initiatives and internal regulations. We encourage health promotion, changing habits and the importance of disease prevention. We develop initiatives focused on accident prevention, in addition to promoting physical safety inside and outside the work environment.

We have a People Support structure, that works 24 hours a day, 7 days a week. The objective is to provide, for our employees and their dependents, biopsychosocial support and solutions in the most different and complex aspects.

We offer assistance in health care, providing health insurance for employees and their dependents, and provide support for health cases and crisis management, with the People Support team.

In 2021, we carried out a flu vaccination campaign and immunized 14,393 people, including employees and dependents. There were 10,805 occupational consultations between admissions, dismissals, return to work, periodicals, travel medicine and leaves. The medical team available in the workplaces carried out 2,060 healthcare visits, with 98% for assistance and 2% for emergency.

One of our outstanding initiatives in the area is the *De Boa* Program, which provides experiences with the objective of awakening employees commitment to personal and collective well-being, through face-to-face and virtual initiatives in the areas of health, well-being, safety at work, social and financial convenience. We have an annual schedule of activities, lectures, campaigns, fairs and training. With these activities, we maximize engagement and productivity, in addition to prioritizing the physical and emotional health of employees. GRI 403-10



Well-being space:

At Globo we offer the *Espaço Bem-estar*, a reserved environment for employees to undergo physical therapy (RPG and acupuncture), via health insurance, in our facilities and shiatsu with competitive prices. In 2021, 2,733 employees used these benefits. At our RJ and SP units, we offer the *Espaço Mamãe*, a dedicated place for mother-employees that are returning from maternity leave to collect breast milk.

We have an exclusive beauty salon and pharmacy at *Estúdios Globo*, with promotional prices for our employees.

COVID Support

During the pandemic, we continued to operate all our essential services. Due to that, we created our COVID Support. It works 24hrs/7 days a week, for: reporting of symptoms, RT-PCR tests on symptomatic patients or those who had contact with people who test positive, daily monitoring of symptoms by health professionals, until medical discharge. In addition, to ensure a safe production routine, we created an internal structure to carry out tests on asymptomatic patients.

With the guidance of an infectologist and Globo's medical team, we created a safety protocol, which underwent several revisions throughout the pandemic, adapting to each new scenario. The protocol provided guidelines for access to the set, use of PPE (personal protective equipment), care in characterization and costumes, as well as in food and transport, and applicability in the production dynamics.

Our decision to gradually return to the hybrid model was based on indicators that pointed to a significant reduction in positive cases inside and outside Globo. We still maintain all the support described above, as a way of ensuring the health and safety of all our employees.

In 2021, COVID Support assisted more than 8,400 employees, carried out more than 150,000 tests in productions and monitored 197 hospitalizations.



occupational safety: risk assessment

GRI 403-2

The risk assessments are daily elaborated using tools, programs and legal guidelines, in all our productions, offices and other workplaces. Based on these assessments, we promote action plans to prevent accidents, mitigate or eliminate any type of risk.

Among the risk assessment tools, we carry out the Technical Report on Working Environment Conditions, which concludes whether workers are exposed to harmful agents; and the Environmental Risk Prevention Program, which seeks to make the work environment safer.

We also carry out Risk Analysis, Location and Dynamics, which maps the risks and occupational health and safety recommendations for external scenes and events, during displacements, assembly, recording and disassembly; and the

Dangers and Risks Impact Analysis, which allows the evaluation of the risks on Globo's sites.

In situations of deviations or accidents, we carry out occurrence investigation procedures to identify the causes and prepare action plans in order to mitigate these causes.

In 2021, we implemented the "LEGNET" management platform. It is a customized database that has a collection of federal, state and municipal legislation dealing with the environment, occupational health, occupational safety, quality, social responsibility and other aspects.

With all the assessments carried out, we prepare prevention and contingency plans, formulating and complying with policies as necessary, in addition to

offering training so that employees can safely carry out their activities in the company. In 2021, we trained a total of 1,090 employees, totalizing 16,972 hours of safety training. GRI 403-5



respecting human and labor rights

GRI 3-3 (407, 408, 409)

We are aligned with business practices that promote human rights, in compliance with the Brazilian Constitution and the international treaties to which Brazil is a signatory, such as the Universal Declaration of Human Rights and the American Convention on Human Rights (San Jose of Costa Rica Pact).

In order to raise awareness among employees on the subject, we held two webinars in 2021, impacting a total of 562 employees. The first action, in partnership with UN Women, aimed to address violence against women; in the second action, we covered the importance of the Black Awareness month.

Regarding labor rights, we comply with all aspects, from complying to the legislation, employment contracts, policies and

standards of health and safety at work, to the best agreements with the labor unions.
GRI 2-30

We ensure the protection of children and young people under the age of 18 involved in artistic activities. Globo requires a responsible guardian, continuity of education in accordance with local legal conditions, restriction of the number of hours worked and psychological support for child celebrities¹.



¹ In accordance with the ILO Minimum Age Convention of 1973 (No. 138, Article 8).

Our goals are to guarantee 100% of analysis on third-party documentation and ensure 96% of conformity third-party documentation. Doing so, we believe that we influence the supply chain to comply with legal and labor regulations.



All the outsourced suppliers, whose contracts foresee labor allocation in our facilities, are also monitored and held accountable monthly for the fulfillment of labor obligations with their employees.

GRI 408-1, 409-1

In addition, we have a structured Union and Labor Relations area which ensures the best legal working conditions for our employees. We currently have relationships with seven employers' unions and 18 labor unions. In 2021, we negotiated 15 collective labor agreements, 17 collective agreements for the Profit-Sharing Program and 8 working hours/ work schedule agreements. GRI 407-1

employee engagement

GRI 2-29

Listening to our team is critical for the effective promotion of our well-being and development initiatives. We actively listen to our employees through four main channels, listed below.

The Internal Communication area engages employees and communicates relevant information regarding our business, strategy, brand, culture and our day-to-day life at Globo. *Conexão*, our intranet, is an informative and interactive channel that allows employees to exchange. In addition, the area is responsible for leading the Engagement Survey, a key tool for listening to our employee's needs.

The Engagement Survey is carried out by an external company to ensure confidentiality and impartiality and aims to measure the level of employee engagement and organizational support,

guiding our People strategy, as well as policies and programs that address the interests and needs of our public. In 2021, we had 89% of adherence. Of these, 87% are proud to be a Globo employee, 82% would recommend it to a friend as a good company to work for and 74% intend to stay at Globo for more than five years.

The Human Resources Center handles topics related to HR, solves issues in the first contact and offers a one-to-one service, ensuring a positive experience, by phone, email and in person. In 2021, the HR Center answered more than 78,000 phone calls, 13,000 emails and delivered 10,000 face-to-face meetings. On a monthly basis, we carry out around 250 onboarding processes and deliver 500 interactions related to the hiring of Seasonal Labor (MOT).

The Human Resources Business Partners (PRH) work close to the business areas, reinforcing human resources practices and policies and supporting the business through personnel strategies. In addition, they also act as coaches for leaders, undergoing a BP Coach training, investing 31-hour of development. Currently, we have 45 business partners focused on serving the executive managements.

87% are proud to be a Globo employee, 82% would recommend it to a friend as a good company to work for and 74% intend to stay at Globo for more than five years.





biodiversity & environmental awareness





Commitment:

To value and protect biodiversity, promote environmental awareness and respect the natural limits of our planet.

How do we achieve this?

- o Employing the best environmental practices in our operations, particularly those related to reducing water consumption, clean energy production, waste management and reducing greenhouse gas emissions.
- o Encouraging our supply chain to improve their environmental management.
- o Producing content and supporting actions that raise awareness and engage society in a relationship of respect, interdependence and appreciation of the environment.



Caring for the environment is a strategic and priority issue for us, to make a difference every day. All our operations are in line with our **Environmental Policy** implemented since 2018. From this document, we regulate our commitment to environmental sustainability in operations and facilities, in search of an increasingly efficient operation and the continuous reduction of environmental impact, in line with society.

We also seek to extend good environmental practices throughout our supply chain. The Environmental Supply Guideline, launched in 2021,

provides recommendations and criteria for evaluating suppliers under these criteria, prioritizing those adopting sustainable practices in their businesses and encouraging partners to adhere the Company's strategy. GRI 3-3 (307)

Our environmental actions are structured around six pillars: **circular economy, climate change, biodiversity, natural resources, environmental culture and legal compliance.**





greenhouse gas emissions

GRI 3-3 (302, 305)

Even though our industry is not a major emitter of greenhouse gases, compared to other sectors, we understand the importance of setting an example and doing our part to mitigate climate change. Since 2019, we have been a carbon neutral company.

In line with the Paris Agreement, which sets the year 2030 as a milestone for efforts to reduce global emissions, we have announced a public target of reducing absolute emissions by 30% by 2030. The target is based on 2019, when our total emissions were 20,595 tCO₂e (tons of carbon equivalent). The choice is due to the fact that it

was the last year before the COVID pandemic and when we integrated all Globo companies. In 2026, we will have the first observation of the goal. Our commitment is to have achieved a 15% reduction when compared to 2019.

Our commitment is not only restricted to direct emissions (Scopes 1 and 2), but also extends to indirect emissions (Scope 3), in order to influence the entire value chain around a decarbonization proposal and a low-carbon business model. All of our greenhouse gas inventories are audited by Ernst & Young and ABNT (Brazilian Association of Technical Standards).

Since 2019, we have been a carbon neutral company. In line with the Paris Agreement, which sets the year 2030 as a milestone for efforts to reduce global emissions, we have announced a public target of reducing absolute emissions by 30% by 2030.

greenhouse gas emissions 2021

GRI 305-1, 305-2, 305-3

Origin of emission	Emissions	%
Scope 1	3,110 tCO ₂ e	21%
Scope 2	3,022 tCO ₂ e	20%
Scope 3	8,915 tCO ₂ e	59%
Total	15,047 tCO₂e	100%

We have already implemented several actions to reduce the carbon footprint of operations, such as running the fleet with biofuels, reducing the use of diesel generators, replacing regular lamps with LED lamps and investing in renewable energy.

We have more than 1.3 MWp of installed power in photovoltaic plants, equivalent to the consumption of approximately 630 average Brazilian homes, and our energy matrix is already approximately 95% renewable. However, we want to do more. GRI 302-4, 305-5

Main initiatives to reduce emissions

- o Using UPS, a device for supplying electricity from a battery, in 100% of live entertainment TV shows by 2030, in order to reduce the use of diesel generators;
- o Commit to the use of biofuels in generators, as soon as it is technologically feasible, closely monitoring the development of this equipment;
- o Recover refrigerant gases, thus avoiding fugitive emissions in our air conditioning systems and aiming to achieve 80% recovery of gases from any equipment that requires maintenance by 2030;
- o Increase the use of photovoltaic energy, by entering into agreements with “solar farms”, in the Distributed Generation model, currently with 3 projects, one in Rio de Janeiro, already

in place, and others in Minas Gerais and Pernambuco, which will go-live throughout 2022;

- o Reduce travel and commute to work, by hiring technological tools that allow efficient communication at a distance and the adoption of the hybrid work model;
- o The Zero Landfill project aims to eliminate the waste sent to landfills by 2030.





biodiversity conservation

The protection and conservation of biodiversity are responsibilities that are part of our daily lives. Estúdios Globo are located next to a reserve area of Pedra Branca State Park, an environmental conservation unit remaining in the Atlantic Forest.

GRI 3-3 (304)

The park is home to a great diversity of fauna of this biome. To bring visitors and employees closer to this reality, we created a Fauna Catalog, which explains the species that frequently appear in the region and teaches how to proceed if they see an animal that needs to be relocated. In addition, we carry out planting actions in the neighborhood and inside the studios. We have planted more than 11 thousand seedlings since 2016. GRI 304-1, 304-2

Ecoefficiency

We invest in water reuse and in the use of rainwater. Newer buildings, such as Recording Module 4 and the Recife head office, already reuse rainwater for gardening and all the effluent generated in the studios is treated. Part of this effluent is reused in the air conditioning system, which reduces clean water consumption, and the rest is directed to the public network. Through annual campaigns and 25 monitoring wells, we also ensure that our operations do not impact the water quality of the Passarinhos river, the source of which is in the Pedra Branca State Park, flowing along the length of the Estúdios. GRI 3-3 (303), 303-1

Another practice we adopt is circular economy. We create solutions to ensure sustainability from the beginning of the process to the final disposal of waste. The internal reuse of materials and the use of multipurpose scenarios are examples of actions aligned with the circular economy. GRI 3-3 (306), 306-1, 306-2



environmental awareness

The engagement and consolidation of an environmental culture among our employees is also a priority. Since 2019, we have periodically brought together representatives from different areas and channels at the *Menos é Mais* Forum. This is a space for discussions and exchange of experiences, in addition to planning joint actions such as efficient choices and designing communication campaigns.

At the Forum, we prepare documents that seek to improve everyone's work. One of them is the **Green Productions Guideline**, which presents a series of good practices so that our programs are produced in a sustainable and environmentally correct manner. The document was prepared jointly by the Environmental and Social Value teams, with technical support from the Akatu Institute.

We have already implemented the Guideline in five programs, including the

telenovela *Pantanal*, today our great Green Production case. We intend to reach the mark of 100% of the *Estúdios Globo* productions made in this model by the end of 2023.

To help reduce the environmental impact generated by face-to-face events – from small to large meetings – Globo launched another internal document: the “*Menos é Mais* Guideline for More Sustainable Face-to-Face Actions”. The guideline was produced with the support of the various areas of the company and technical support from Conservation International (CI-Brasil) and the United Nations Environment Program (UNEP).

Every year, since 2016, we have held the Environment Week, an event that has directly impacted more than 4,000 people, through lectures, workshops, webinars and planting actions.



on-screen environmental awareness

For over 50 years, the defense of the environment has been a recurring topic on Globo screens. Journalism follows the subject with factual news, major news stories and documentar series, whether on free-to-air TV, pay-TV channels or digital platforms.



In 2021, among the highlights, **Fantástico** showed the series **Colapso Ambiental** about what can still be done to contain the environmental devastation in Brazil. In the **Voz dos Oceanos** series, we show the Schürmann family sailing across the oceans in search of recording the negative impact that plastic has on the world's seas.

The series of news stories **Seca no Centro-Oeste**, on **Jornal Nacional**, showed the worst drought in 91 years that reduced the reservoirs of hydroelectric plants in the Center-West and South to critical levels.

On the Globonews channel, the **Cidades e Soluções** program periodically addresses issues related to sustainability and the environment, hosted by André Trigueiro, a journalist who has become a leader in this field.

The Off channel launched the series **Como mudar o mundo sem sair de casa**, which suggested practices for a more eco-friendly life. One season of **Off Conecta** program discussed about sustainability, well-being and mental health, in addition to promoting debates with great personalities such as Monja Cohen and indigenous leader Ailton Krenak

On digital platforms, G1 launched the **Calculadora de Carbono**, a tool for the annual per capita estimate of greenhouse gas emissions.

In our telenovelas, nature has always been more than a setting. In 1974, **Espigão** was responsible for popularizing the term ecology in the country.

We continued like this, in 2021, once again, our product made an impact when talking

about the lives of environmentalists and the fight for the preservation of the environment. A partnership between Globoplay and Maria Farinha Filmes, we aired the second season of the series ***Aruanas***, which since 2019 has debated air pollution and environmental activism with a focus on the Amazon.

In ***Amor de Mãe***, we portrayed the struggle of an environmentalist in defense of Guanabara Bay, in Rio de Janeiro. This was also the year of the development of the telenovela ***Pantanal***, set in the Aquidauana region, in Mato Grosso do Sul.

Globo Filmes launched ***Wild – Rede Selvagem***, which reports the encounter of an investigative journalist with one of

the biggest traffickers of wild animals in Brazil and the dramatic backstage of this illegal activity.

Since 2015, the ***Menos é Mais*** platform has been the meeting point for our actions, aligning positioning with practice.

Menos Lixo, Mais Futuro was launched in 2020 and continues to be aired, with thousands of insertions in our programming.

SOS Mata Atlântica and Instituto Cidades Sustentáveis are among the organizations supported with free space to broadcast institutional campaigns during the intervals of our programming and on digital platforms.

Institutional campaigns are also means to promote reflection on the conscious use of natural resources and reinforce the responsibility of each citizen in sustainable development.





transparent & responsible governance



Commitment:

To promote transparent and responsible governance, guided by the Globo's Essence.

How do we achieve this?

- o Continuously improving our corporate governance in accordance with the best practices.
- o Strengthening our compliance framework, promoting respect or our Code of Ethics and Conduct.
- o Developing and disseminating anti-corruption and risk management policies.
- o Ensuring information security and privacy of our stakeholders, with robust policies and data management system.
- o Ensuring the protection of intellectual property.



GRI 2-15

To make a difference every day, we need a company that is constantly evolving and anchored in solid corporate governance policies and practices.

the evolution of our governance

Our corporate governance structure consolidation process gained strength in 2011, upon entering into the current Shareholders' Agreement, which acknowledged the topic as essential and strategic for the Group.

The agreement provides for means for resolving conflicts, conditions for the exit of shareholders, securing their freedom to vote. Based on it, we established that the Board of Directors must be composed of at least two members who are not related to the shareholders. GRI 2-15

The admission of new shareholders and the beginning of the succession

process were also covered. All succeeding shareholders over the age of 25 received a small stake of the company's shares, including voting shares. In parallel, we carry out training cycles, conducted by experienced professionals, in order to promote the training of these shareholders, with periodic preparations.

In 2013, the creation of the Board of Directors-related Editorial Committee is formalized, which seeks to ensure that Grupo Globo's editorial principles are strictly observed by all its outlets. In the following year, we also formalized the creation of the Institutional Committee, also linked to the Board of Directors. It

proposes our institutional action strategy within the scope of government relations, sectoral entities and civil society, monitoring the execution of the respective actions.

In 2015, the main shareholders left their executive positions at Globo, starting to work fully on the Board of Directors. We appointed the executives who already worked in the company as statutory officers, with specific attributions corresponding to their areas of activity. They come to depend on authorizations from the Group's presidency or the Board of Directors for certain operations of a strategic nature. Also in 2015, we created





the Audit and Compliance Committee, today called the Compliance, Personal Data Protection, Audit and Risk Committee. Among its various objectives, it has the function of promoting the culture and practices of compliance in all our activities. GRI 3-3 (205), 2-10

In 2016, the succession process for shareholders evolved with the transfer of almost all the shares of Grupo Globo from the main shareholders to the descendent shareholders. At present, the main shareholders have lifetime usufruct of these shares. This operation was previously approved by the Ministry of Communications, in accordance with applicable law.

As of 2020, the year that marked the incorporation of Globosat by Globo, we

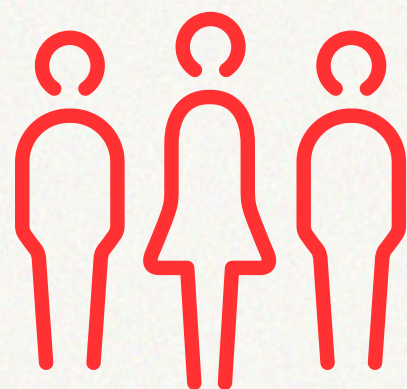
approved the reform of the Bylaws in order to formalize the new administrative structure and allow a flow of signatures that guarantees greater financial control and critical thinking, in contracts with values greater than R\$ 5 million. In addition, as determined by the Board of Directors, all contracts with expenses exceeding R\$ 10 million must be previously approved by the Chief Executive Officer.

Gradually, all of Globo's activities are being separated from shareholder-related businesses. These demands are being migrated to the Family Office structure, totally disconnected from Globo. It provides - autonomously and independently - assistance to shareholders and their respective families.

our governance structure

Our governance structure is composed of *Grupo Globo's* Board of Directors and *Globo's* Executive Officers. The Board is responsible for establishing the Group's strategic guidelines, approving the appointment, defining attributions and supervising the performance of *Globo's* Executive Officers.

The appointment of directors considers qualifications, executive experience, alignment with *Grupo Globo's* principles and values and absence of conflicts of interest. The directors' curriculum is available on [Globo's Investor Relations website](#).



The Board of Directors is composed of 7 members:

GRI 2-9, 2-11

João Roberto Marinho
chairman

Roberto Irineu Marinho
vice chairman

José Roberto Marinho
vice chairman

Jorge Nóbrega
counselor

Alberto Pecegueiro
counselor

Paulo Marinho
counselor

Roberto Marinho Neto
counselor

The Executive Officers consists of 13 members:

Paulo Marinho
CEO

Ali Kamel
Chief Journalism Officer

Claudia Falcão
Executive Chief Human Resources Officer

Erick Bretas
Director of Digital Products and Paid Channels

Manuel Belmar
Finance, Legal and Infrastructure Director

Manuel Falcão
Chief Brand & Communication Officer

Manzar Feres
Chief Integrated Business in Advertising Officer

Amauri Soares
Director of TV Globo and Affiliate Relations

Paulo Tonet
Chief Institutional Relations Officer

Pedro Garcia
Director of Rights Acquisition and Governance

Raymundo Barros
Chief Strategy & Technology Officer

Renato Ribeiro
Chief Sports Officer

Ricardo Waddington
Director of Estúdios Globo



Three committees advise the Board of Directors: the Compliance, Personal Data Protection, Audit and Risks Committee, the Editorial Committee and the Institutional Committee.

Over the years, the Board has approved projects relevant to our strategy, such as the *Uma Só Globo* project, which integrated the activities of several *Grupo Globo* companies, in addition to boosting our process of transformation into a mediatech. In the years 2020 and 2021, the Board acted in decisions on the renegotiation of contracts for the transmission of events, reformulation of the Globo brand, sale of Som Livre, Globoplay partnerships, data migration project to the Cloud and adaptation of the Group to the General Data Protection Law.

In addition, the Board approved the principles of Globo's Essence, which defines *Grupo Globo*'s vision and values and actively participates in the definition and monitoring of Globo's 2030 ESG Agenda commitments and, in particular,

in the approval of strategic guidelines to strengthen diversity and inclusion in the company. We are keeping a close eye on this agenda, including our governance development plans. At the end of 2021, the Board of Directors approved the succession of the Executive Presidency of Globo, with the replacement of Jorge Nóbrega by Paulo Marinho.

In the first half of 2022, the General Shareholders' Meeting of Organizações Globo Participações S/A, *Grupo Globo*'s controlling holding, approved a new amendment to the Bylaws, which reflects the shareholders' commitment to matters relevant to the Company's commitments. It now provides for the obligation to establish and regulate the functioning of the following Advisory Committees to the Board of Directors: (i) Editorial Committee; (ii) Compliance, Personal Data Protection, Audit and Risk Committee; (iii) Institutional Committee; (iv) People, Culture & ESG Committee; and (v) Digital & Innovation Committee, with the last two committees in the process of being formatted.

GRI 2-12, 2-13, 2-14

compliance & ethics

GRI 3-3 (205)

Our Compliance Program, launched in 2015, formalized the ethical principles and values that have always been observed throughout our trajectory in a new document: Grupo Globo's Code of Ethics and Conduct, last revised in 2021.

This update was the result of a detailed assessment of internal topics as well as an analysis of the contemporary scenario of ethics and compliance in the market and in society. The new code reflects the progress of new governance developments that we have achieved in recent years and consolidates our commitment to themes such as anticorruption, respect, safety, in addition to modernizing our stance in relation to issues such as harassment, discrimination and data privacy.

In order to ensure compliance with the Code of Ethics and Conduct, we established an Ethics Committee, which meets on a weekly basis to pass, in an independent manner, resolutions regarding administrative measures on situations involving such rules. Questions or reports of violations regarding ethics and conduct issues must be reported through the **Whistleblower Channel**. All reports are evaluated by Grupo Globo's Ethics Committee of the Code of Ethics and Conduct, consisting of members from different areas at Legal, HR and Compliance.

Since 2015, on an annual basis, we have been publishing the Compliance Report, disclosing statistical data of the Whistleblower Channel as well as information of activities related to the Compliance Program. In addition, we implement several internal communication initiatives and compliance training, reinforcing the rules established in the policies. GRI 205-2

Access our
policies, codes
and statutes
here.

- Anti-Corruption Policy
- Green Productions Guidelines
- Code of Ethics and Conduct
- Environmental Policy
- Rules of Conduct for Third-Parties
- Editorial Principles
- Internal Consumer Data Use Policy
- Bylaws



In 2021, we also published *Grupo Globo's* Anti-Corruption Policy, consolidating our permanent commitment to complying with anti-corruption law and adopting good corporate governance practices and ethical conduct in carrying out its business.

Our business partners, such as service providers, suppliers, consultants, agents, intermediaries, representatives and distributors, must observe the provisions of the Rules of Conduct for Third Parties.

GRI 205-2

Risk management

The Compliance, Personal Data Protection, Audit and Risk Committee encourages periodic preventive reviews of internal controls throughout *Grupo Globo*, based on risk analysis and internal and external audit results. This strengthens our culture of internal controls and risk management, in support of the Board of Directors, and with the support of an independent external audit.

We also have Internal Audit, Risk and Internal Control areas dedicated to composing and managing the organizational environment.



information security and privacy

GRI 3-3(418)

At Globo, information security goes beyond the fundamental principles of confidentiality, integrity and availability. It is applied with regard to personnel, processes and technology, ensuring that information is properly protected and in line with our corporate purposes.

After our positioning as a mediatech company, we structured a new Information Security Program, inspired

by the Cybersecurity Framework of the National Institute of Standards and Technology (NIST) and the NBR ISO/IEC 27001:2013 Information Security Management System; which are standards and guidelines that improve management and mitigate cyber risk.

The Information Security Program aligns the challenges of the external scenario, technology directions and our business objectives to define priority initiatives. From there, we seek to mature and improve internal processes to keep our data and content safe.

The initiatives listed above are consolidated in the Information Security Strategic Plan and monitored by governance bodies, including the Information Security Committee.

The Strategic Information Security Plan consists of nine pillars, focusing on major topics requiring investments, procedural developments or innovation, according to the initiatives established in the Information Security Program. These are: Information Security Program; Awareness Program; Identity Management; Information Risk Management; Compliance Management; Secure Development; Data Protection; Incident Response; and Anti-fraud.

Everyone's responsibility

Information security needs to be part of the routine of all employees. For this, the Security Policy information and the CEO's Letter on the subject highlight the importance of safety practices in all activities, because data, information, and content are active strategic plans for Globo and need to be protected.



Highlights in 2021

Information Security Training

New mandatory information security training for our Globo employees. In 2021, more than 96% of employees completed the training.

Awareness Campaigns

Actions to reinforce the security culture, addressing important issues for employees to be aware of, including: response to information security and data privacy incidents, information leakage, information classification, among others.

“Toda Atitude Conta” Rewards Program

Launched in 2021, the program rewards attitudes and good behavior related to information security with points that can be exchanged for gifts and experiences.

Interaction with the community

To contribute to the community information security, we participate in various events in Brazil and abroad for

presentation some of our initiatives. Among the events we attended, we can highlight: SANS Security Awareness Summit, SET eXPerience and The Developer’s Conference. Beyond of this, we are partners of the Federal University of Rio de Janeiro and Mauá Institute of Technology for information security classes undergraduate courses.

Defensive Security

The defensive security team (blue team) has evolved with its capabilities monitoring and intelligence threats and external agents, restructured the process of managing vulnerabilities and built guides compliance for the use of cloud technologies. We invest in the training of specialists forensic expertise and the improvement of incident response team.

Offensive security

In 2021 the offensive security team (red team) conducted 80 invasion tests, launched a bounty bug program directed to employees of the Globo, rewarding the reports security

vulnerabilities and participated for the first time in a championship of skills and techniques in cybersecurity, known as CTF (Capture The Flag).

Cyber Resilience

In 2021 we conducted more than 100 attack exercises to improve our ability to detect and respond to adverse conditions.

Multi-Factor Authentication (MFA) with Single Sign-On (SSO) Expansion

Expansion of technology that allows users of technology services to use the same access credential, reducing the risk of reusing passwords, need for memorization of multiple passwords and the construction of weak passwords. We have also consolidated the use of second authentication factor, increasing the security of digital identities.



Husky CI

Open-source tool running security tests within continuous integration (CI) pipelines of multiple projects and consolidating all results in a database for further analysis and metrics. Developed by our Information Security team, the tool is available free of charge for use and improvement by the security community.

Investment in Training

During 2021, more than 4,300 hours of training were conducted to improve Globo's information security team.

Normative Instruments

During 2021 we reviewed and have built new regulatory instruments, including the Information Security Policy in Content Production and the Technology Resource Use Standard.

Privacy & Personal Data Protection

In August 2018, the General Data Protection Law (LGPD) was enacted in Brazil. We deal daily with personal data of employees, suppliers and partners and we have in the information of our consumers a fundamental asset. Therefore, we recognize the importance of this new legislation and quickly structure ourselves to comply with it.

At the beginning of 2019, we started the Program for Adaptation to Personal Data Protection Laws, expanded to also cover international data protection legislation. The purpose of this program is to promote compliance with all legal requirements in force applicable to the Company's activities.

The implementation of the Program is coordinated by our Data Protection Officer (DPO), who is also a member of the

Compliance, Personal Data Protection, Audit and Risks (CODAR) Committee, reporting directly to our Board of Directors. This framework ensures that the DPO's performance complies with best practices in terms of data protection governance and with applicable law, such as the General Data Protection Regulation (GDPR), in force since 2018 in Europe.

The Data Protection Law Adaptation Program seeks to comply, for example, with the principle of Privacy by Design, which requires respect for privacy from the conception of projects, products and services; to the principles of necessity and purpose; in addition to the principle of transparency, which requires data subjects to be clearly informed about the treatments carried out with their personal data, so that they can fully exercise all the rights guaranteed in the legislation.

In this context, we have currently implemented the preliminary assessment process, which assesses, at the beginning of any new project involving a flow of personal data, the risks to the privacy of data subjects. In 2020, we held webinars and training for employees, seeking to disseminate knowledge about privacy laws.

Despite the maturity that the program has reached since 2019, we still have important challenges. One of them is the need to consolidate the framework of the privacy team dedicated to the subject, possibly increasing the number and/or the seniority of its members. We also undertake to increasingly engage employees on the subject and reinforce the Program with a focus on international data protection law.

Transparency initiatives in the processing of personal data:

- (i) **The Consumer Privacy Portal**, which makes available our Consumer Privacy Policy and provides a friendly and informative summary of the main points of the policy; and
- (ii) the **Employee & Applicant Privacy Policy**, available both on our intranet and on our external recruitment portal.



Pro-compliance activism

Since we implemented it, the Privacy area has been highlighted by a strong activism in favor of General Data Protection Law, publicizing both the competitive and social benefits of the adaptation process.

In 2019, we participated as speakers at the International Seminar “General Data Protection Law: on the way to effectiveness”, which also had the participation of deputies, ministers of the Superior Court of Justice and academics. The event gave rise to a book, released in 2020, with articles prepared by the

participants of this event. We contributed with a text on the importance of adequacy and compliance with the law for companies and society.

Throughout 2020 and 2021, we participated in other events and seminars, sharing tables with authorities from the National Data Protection Authority and academics. We are also members of the Multisectoral Advisory Committee of Computers, Privacy and Data Protection Conference Latin America, led by FGV-Rio, through the DPO.

intellectual property and piracy

Technology has transformed the audiovisual market, meaning that traditional competitors are no longer the only threats to content producers. Although advances have brought countless benefits to ordinary citizens, those who wish to obtain benefits through illegal means also use these advances to expand their horizons.

All audiovisual content or digital product that we produce and/or display is protected by the Copyright Law. Piracy, a chronic and old problem, has reached new heights through the expansion of cyberspace. The illegal dissemination of intangible assets, such as films, series and telenovelas, strongly harms the creative industry. Piracy is also often a bait to harm the consumer with other crimes, including data theft.

The protection of intellectual property and the fight against piracy are the responsibility of the information security area. We seek to have processes to

minimize risks and use technological tools to detect audiovisual content broadcast improperly.

In the commitment to defend the rights copyright, in addition to our content protection strategy so they do not are misused or used without licensing, we participate actively in actions to combat the piracy. This crime causes damage and is liable of punishment in the criminal, administrative and civil spheres.

The protection of intellectual property and the fight against fraud are accompanied by governance structures, including the

Internet Committee and the Information Security Committee.

Additionally, we run campaigns to inform consumers about the illegality of consuming audiovisual content without licensing. Intellectual property security is supervised by executive committees, including the Internet Committee and the Information Security Committee. Our internal communication channels publicize the channel for reporting pirated content, as well as to raise awareness among employees regarding the identification of Globo content that is used improperly.



Piracy in figures

With the pandemic, the lockdown of part of the population increased the consumption of illegal content in the world and in Brazil. The National Forum Against Piracy and Illegality (FNCP) estimates that piracy cost Brazil R\$ 287 billion in 2020.

Combating piracy

SASB SV-ME-520a.1

In 2021, more than 2.2 million links with illegally made Globo content were detected and reported by internal and external teams. Additionally, new technological solutions for fingerprint, watermark, DRM (Digital Rights Management) and encryption in content have been implemented broadcast by Globo.

Participation in forums public and private

Globo proved to be a partner in the main actions for repression of sharing content from illegally in partnership with Alianza, Brazilian Subscription TV Association and National Council to Combat Piracy.

With Brazilian Subscription TV Association we conduct a market research to scale piracy consumption: the data revealed that 27% of the consumption of closed TV content is illegal.

We collaborated with the investigations of Operation 404.3, of the Secretariat of Integrated Operations of the Ministry of Justice and Public Security, sending evidence of illegalities. Throughout 2021, the action culminated in the blockade of 334 sites, of 94 applications for illegal transmission of content, in addition to the removal of profiles, pages on social networks and internet search engines.

Media coverage

In media coverage, we conduct journalistic coverage of the actions of the Government on the subject and to alert the consumer, we developed a campaign in partnership with ABTA to raise public awareness, that was broadcast on free-to-air and pay-TV and closed TV.





education as a vector for country development



Commitment:

To actively support education as a vector of transformation in Brazil.

How do we achieve this?

- o Recognizing and supporting initiatives that promote the future of education.
- o Promoting education narratives that encourage Brazilians to study.
- o Promoting dialogue on the quality of education, through the provision of content in its areas and channels.
- o Strengthening the Roberto Marinho Foundation, our strategic partner.



GRI 3-3 (203, 415)

Education makes a difference every day and inspires us to do the same. It is fundamental to the country's development and a commitment that we have brought since the beginning of our journey. We have been contributing to raising awareness, promoting discussions and inspiring the society for over 50 years.

We bring information and entertainment to Brazilians through different platforms on a daily basis. Being this bridge that connects millions of people to contemporary issues is a powerful tool we have to encourage education.

One of the most active partnerships for this commitment is with the **Roberto Marinho Foundation**, which has solid and recognized work for over 40 years in the field of education. We are maintainers of FRM, which has always contributed with research and content development, in addition to having a strong participation in the curatorship of Globo's education agenda.

A journey for education

At the end of the **1970s**, we and the Roberto Marinho Foundation launched **Telecurso**, a pioneering initiative in distance education that was disseminated for 35 years on free-to-air tv. During this period, 7 million students, 40 thousand teachers, 32 thousand classrooms and more than 1,500 partner institutions throughout Brazil were impacted.

In **1999**, we created **Amigos da Escola**. Through campaigns and news stories, the project raised awareness of the population about the value of education and public schools. The initiative encouraged internal and external volunteering, engaging education professionals, students, family members, the school community and many of Globo's employees. The project had the participation of 70 thousand people and more than 30 thousand public schools enrolled in all Brazilian states.

In **2011**, we launched **Globo Cidadania**, a range of socio-educational content on TV that brought together a series of programs shown by TV Globo and Canal Futura: **Globo Ciência** (created in 1984), **Globo Ecologia** (1990), **Globo Educação** (1997), **Ação** (1999) and **Globo Universidade** (2008). In 2014, it was replaced by **Como Será**, which dealt with topics such as ecology, education, science, innovation and social mobilization in an integrated manner. The program was aired until 2019, always on Saturday mornings.



In **2013**, we publicly reinforced our position by launching **Educação: nossa causa nosso compromisso**, advocating for quality public education for all, with a special focus on valuing teachers, combating school dropout and encouraging reading. Since then, we have run more than 30 campaigns of our own to value these causes.

In **2021**, together with FRM and more than 30 institutions in the field of Education, we launched the **Volta às Aulas - Não desista do seu futuro** campaign, to fight school dropout. Deployed in two phases, the campaign featured 10 movies and impacted more than 115 million Brazilian households. Also in 2021, we supported the placement of educational campaigns by partners with public service announcements worth of approximately R\$ 60 million. This partnership is a permanent practice to support relevant topics.



A canvas for literature

Another important project in our journey was **Assista a esse livro**, which we launched in 2016 together with the miniseries **Dois Irmãos**, a work inspired by the book by Milton Hatoum, written by Maria Camargo and artistic direction by Luis Fernando Carvalho. With more than 200 literary works adapted for screens, Globo has already brought Brazilians closer to great classics such as **Gabriela Cravo e Canela**, by Jorge Amado; **O Tempo e o Vento**, by Érico Veríssimo; and **Grande Sertão Veredas**, by Guimarães Rosa.

These adaptations were discussed in six editions of *Casa Globo* at the International Literary Festival of Paraty and other literary fairs across the country. The topic was also addressed in *Caderno Globo*, a publication that dealt with contemporary issues through articles, interviews, debates and analyses. Thematic, the publication has already addressed urban mobility, gender identity, sports, early childhood and teacher valorization, among other subjects. The 17 editions can be accessed on the [website](#).

Also at the literary fairs, we promoted exciting meetings in the **Páginas Reveladas** cycle, in which 75 authors, poets, writers, musicians and screenwriters, still unknown to the general public and established authors, met. Gregório Duvivier, Conceição Evaristo and Paulo Lins have already participated in the Laerte project.



A special program on the Globonews channel, **Mitos & Fatos da Educação**, promoted the discussion on controversial topics related to Education. The program interviewed people on the streets across the country on issues such as “whether teacher salaries will improve education, myth or fact?”; “Does the teacher need to be a hero to handle the profession, myth or fact?”. After listening to the population, the discussion reached the studio with a presentation by journalist Monica Waldvogel and the participation of specialists, young people and teachers.

Another symbolic movement was our and Roberto Marinho Foundation’s entry into the **Educador Nota 10 Award**, an initiative of Fundação Victor Civita and Abril. We also became directors of the award, which has already recognized more than 60 teachers. These teachers played a key role in the programming of Globo and Futura (educational television channel belonging to the Roberto Marinho Foundation). The subject of teacher appreciation was brought to light in campaigns during the month of October with the motto “teacher, the profession that educates all professions”.



continuous awareness

Before products are broadcasted, occupy screens and stages, education is a commitment that we embrace from the inside out. In addition to develop products that will encourage debate in society, promoting internal engagement among employees on the topic is another activity that never ceases.

The **Diálogo Educação project** promoted more than 30 meetings in journalism and entertainment. The series of meetings brought together more than 70 specialists, young people and teachers, who inspired agendas for the journalism teams, in addition to the development of series and characters in entertainment.

Also on the subject of sharing knowledge and inspiration, the **Gente Platform**, launched in 2018, shares research and studies based on people and contemporary society and market agendas. The main purpose is to share data and information that may support insights and guide more assertive strategies for companies, for the advertising market, in addition to promoting discussions on relevant societal agendas. GRI M5, M6, M7

mobilization & innovation

GRI 203-1

We maintain - in partnership with UNESCO - one of the longest-running social initiatives in the country, responsible for encouraging the culture of donation and creating development opportunities for children and young people across the country, **Criança Esperança**.

Since 2021, with the context imposed by the pandemic, in which school evasion has become one more challenge faced by children, adolescents and young people; **Criança Esperança** brought the concept **Educação é a nossa Esperança** and began to direct resources to projects aimed at education. The TV program also represents a significant moment in which initiatives involving transformation through education and learning are shared with the audience.

In 2021 alone, BRL 13 million was raised for 105 projects spread across the five regions of Brazil. All Criança Esperança-related content is available [here](#).

Another project recognizing and promoting educational initiatives is the **Menos 30 Fest**. To promote feedback, engagement and co-creation with young people, our innovation festival mission is to foster entrepreneurial education among young people in Brazil. Menos 30

Fest offers inspirational content, lectures, courses and workshops. By 2021, we have held nine editions, including face-to-face and digital actions. There were about 55 thousand participants and more than 72 million homes impacted by the content disseminated throughout our programming. All Menos 30 Fest related content is available [here](#).



*“The **LED Movement** comes to change education in Brazil. Recognizing educational experiences, shedding light, making everyone aware of them and enabling education to be transformed.”*

Marlova Noleto, representative of Unesco Brazil, one of the organizations that make up the LED advisory board.

light on education

Our largest and most recent Education project is known as **Movimento LED – Light on Education**. LED was developed when we realized that in addition to giving visibility to education-related actions, we also needed to be an engine to boost and amplify the reach of these initiatives.

Launched in December 2021, in partnership with the Roberto Marinho Foundation, in the movement we identify, recognize and celebrate the innovative practices that are enhancing the future of education in Brazil.

This initiative is driven by three pillars: an award of R\$1.5 million, which recognizes these innovative initiatives; a festival,

which brings together such initiatives and the interested public in person; and a community that will foster the development of this ecosystem through the exchange of practices.

The movement’s calendar will run in 2022, but since launch we have registered 7,390 participants from all over Brazil, of which 3,436 projects completed the registration and started the selection process. The biggest challenge of this project is to facilitate the development of innovative solutions to the main educational challenges in Brazil. Each of the six winners will receive R\$ 200 thousand in prizes. Also, a university challenge will distribute R\$ 300 thousand for the best solutions presented.

The LED Movement has an advisory board made up of nine reference organizations on the subject: Atlas of Youth, Center for Innovation in Education, Institute of Technology and Society, Organization of Ibero-American States, Porto Digital, Todos pela Educação, UNESCO, Unicef, Vale do Dendê – and also Consed and Undime, as institutional partners. The LED Movement gains even more power in our new integration context, which combines the reach of free-to-air tv, pay-TV channel segments, the streaming experience and the capillarity of digital platforms.



“Having this look to the future, to the frontier, to those who are now building what education will be in a few years is fundamental. Mainly promoting, encouraging this education that is welcoming and inclusive.”

Priscila Cruz, executive director of Todos pela Educação, who also participates in the council.

Education on focus and on multiple screens

Education is represented daily in our telenovelas, journalism and sports special series, dedicated editorials and products aimed at students.

Since the launch of the portal in 2006, G1 has had a special section for the subject named

G1 Educação. It brings together content in articles, videos and specials that help and inspire students in pursuit of education and approval in entrance exams, selection for public office and Enem, in addition to articles on the quality of education in Brazil and public policies.

The **G1 Enem** application, available on the main digital platforms, has a game format and helps students prepare for the tests. Users can challenge their friends or play alone. The app also has explanatory videos on the exam topics.

Jornal Nacional presented the article **Abismo na Educação** on inequality between children in public and private schools, aggravated by the pandemic. In

Rio de Janeiro, we aired a **series** showing the challenges in state public schools.

At CBN we aired the economist **Ricardo Henrique** to enrich the debate on educational policies in the country, addressing the most urgent issues for Brazilian public education; with official data, surveys and indices and also presented an episode of the **Estilo de Vida** podcast about trends for education of the future.

In dramaturgy, a series of products addressed the theme of Education. The series **Segunda Chamada** on Globoplay talks about the difficulties of adult public education, showing the daily struggle of teachers and students against institutional abandonment, lack of resources and recognition.





In the telenovela **Amor de Mãe**, written by Manuela Dias, one of the protagonists, Camila, lives the difficult journey of being a teacher of teenagers in public education. The plot attracted a lot of public attention and had many scenes viral on the internet. When the shooting was resumed in 2021, interrupted by the COVID-19 pandemic, the telenovela also focused on the teacher's struggle with all the obstacles in the development of her students during the height of the pandemic.

The telenovela *Malhação*, which we aired from 1999 to 2020 and is still available on Globoplay, had different plots set in the classroom, portraying the lives of high school students at each time. We launched a public school appreciation campaign within the plot of **Malhação: Viva a Diferença** and

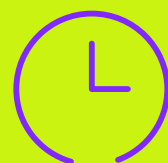
in **Malhação: Vidas brasileiras** we had fiction and reality together exhibiting the **Educador Nota 10 Award**.

On Gloob, our children's channel, we had specials with studies on **Education, pandemic and the future**, in 2020, and **The impact of the pandemic on Brazilian education**.

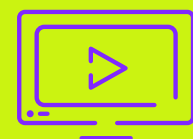
The series **Sobre Ensinar e Aprender** brought together names of different areas in a virtual chat about different aspects of education. There were eight episodes, with different guests, which are available on *Plataforma Gente*. We have the participation of neuroscientist Sidarta Ribeiro, sociologist Neca Setúbal, actress Fernanda Montenegro, among others.



numbers



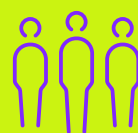
In 2021, we published at least **8,500 minutes** of education news stories. That is equivalent to **23 minutes a day** or nearly eight three-minute-long stories daily.



G1 produced **655 news stories and 237 videos**, with **two live entries** about Enem.



On **YouTube**, **24 videos** were uploaded and **one live** streamed.



Also in that same year, we reached, on average, **1.7 million unique users** in articles on the subject.





about this report

Despite our long-standing journey of socio-environmental commitments, this is our first ESG report, another step in the exercise of transparency with all the public which is part of our daily lives and our history.

This report is presented in accordance with the GRI Standards 2021, including the sector supplement for companies in the media sector; and the Sustainability Accounting Standard Board (SASB) media and entertainment standard, two of the most important global standards for reporting ESG information. Our material themes were also related to the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda. The data we present refers to the period from January 1st to December 31st, 2021 and cover TV Globo, pay-TV channels, Globoplay and other video on demand platforms and the portfolio of digital products. GRI 2-2

If you have any comments or suggestions, please contact ir@g.globo. GRI 2-3

List of the 6 commitments with the contents of the GRI, SASB and the SDGs

Commitments	Related GRI Disclosure	Related SDG	Related SASB
Social impact of our content	Indirect Economic Impacts (GRI 203), Media Sector Supplement M3 and M6	16, 17	Pluralism (SV-ME-260a.2), Journalistic integrity and identification of sponsors (SV-ME-270a.3)
Diversity & inclusion	Diversity and Equal Opportunity (GRI 405), Nondiscrimination (GRI 406)	5, 10	Pluralism (SV-ME-260a.1)
Employee development & well-being	Occupational Health and Safety (GRI 403), Training and Education (GRI 404), Freedom of Association and Collective Bargaining (GRI 407), Child Labor (GRI 408), Forced or Compulsory Labor (GRI 409)	3, 4, 5, 8, 10	
Biodiversity & environmental awareness	Energy (GRI 302), Water (GRI 303), Biodiversity (GRI 304), Emissions (GRI 305), Waste (GRI 306)	6, 7, 11, 12, 13, 14, 15	Environmental footprint of hardware infrastructure (TC-IM-130A.1, TC-IM-130A.2)
Transparent & responsible governance	Anti-corruption (GRI 205), Environmental Compliance (GRI 307), Marketing and Labeling (417), Customer Privacy (GRI 418), Media Sector Supplement M2	12, 16	Intellectual property protection (SV-ME-520a.1)
Education as a vector for country development	Indirect Economic Impacts (GRI 203), Public Policy (GRI 415), Media Sector Supplement M5, M6 and M7	4, 5, 10, 11, 16	

GRI Disclosure Summary

Standard	Disclosure	Page/Omission	SDG	Global Compact
GRI 1: Foundation 2021				
GRI 2: General Disclosures 2021				
The organization and its reporting practices	2-1 Organizational details	Globo Comunicação e Participações, a private corporation having its principal place of business at Rua Lopes Quintas, 303, Rio de Janeiro, Brazil. Privately-held corporation. Main operation in Brazil, but provides Globoplay service in the U.S., Canada and a number of European countries, having offices/journalists in other countries.		
	2-2 Entities included in the organization's sustainability reporting	<u>89</u>	3	
	2-3 Reporting period, frequency and contact point	<u>89</u>		
	2-4 Restatements of information	N/A		
	2-5 External assurance	The report has not been audited. The carbon inventory is externally assured by Ernst & Young and Brazillian Association of Technical Standards.		
Activities and workers	2-6 Activities, value chain and other business relationships	<u>12</u>	3	
	2-7 Employees	<u>40</u>		
	2-8 Workers who are not employees	Information not available for the 2021 cycle.	8, 10	

Standard	Disclosure	Page/Omission	SDG	Global Compact
	2-9 Governance structure and composition	<u>68</u>		
	2-10 Nomination and selection of the highest governance body	<u>67</u>		
	2-11 Chair of the highest governance body	<u>68</u>		
	2-12 Role of the highest governance body in overseeing the management of impacts	<u>69</u>	16	
	2-13 Delegation of responsibility for managing impacts	<u>69</u>	5, 16	
	2-14 Role of the highest governance body in sustainability reporting	<u>69</u>	16	
Governance	2-15 Conflicts of interest	<u>66</u>	5, 16	
	2-16 Communication of critical concerns	Information not available.	16	
	2-17 Collective knowledge of the highest governance body	Information not available.		
	2-18 Evaluation of the performance of the highest governance body	Information not available.		
	2-19 Remuneration policies	Confidential information		
	2-20 Process to determine remuneration	Confidential information	16	
	2-21 Annual total compensation ratio	Confidential information		

Standard	Disclosure	Page/Omission	SDG	Global Compact
	2-22 Statement on sustainable development strategy	<u>16</u>		
	2-23 Policy commitments	<u>18</u>		
	2-24 Embedding policy commitments	<u>18</u>		
Governance	2-25 Processes to remediate negative impacts	<u>18</u>		
	2-26 Mechanisms for seeking advice and raising concerns	<u>18</u>		
	2-27 Compliance with laws and regulations	<u>71</u>		
	2-28 Membership associations	<u>16</u>	16	
Stakeholder engagement	2-29 Approach to stakeholder engagement	<u>54</u>		
	2-30 Collective bargaining agreements	<u>52</u>	8	
GRI 3: Material Topics 2021	3-1 Process to determine material topics	<u>18</u>	17	
	3-2 List of material topics	<u>18</u>		

Standard	Disclosure	Page/Omission	SDG	Global Compact
Indirect Economic Impacts				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>34</u>		
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	<u>84</u>	5, 9, 11	
	203-2 Significant indirect economic impacts	<u>34</u>	3, 8, 10	
Fighting Corruption				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>67</u> and <u>70</u>		
GRI 205: Fighting Corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	<u>70</u> and <u>71</u>	16	10
	205-3 Confirmed incidents of corruption and actions taken	Confidential information	16	10
Energy				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>58</u>		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	<u>102</u>	7, 12, 13	7, 8, 9
	302-2 Energy consumption outside of the organization	<u>103</u>	7, 12, 13	7, 8, 9
	302-4 Reduction of energy consumption	<u>59</u>	7, 12, 13	7, 8, 9
Water and Effluents				
GRI 3: Tópicos Materiais 2021	3-3 Management of material topics	<u>60</u>		
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	<u>60</u>	6, 12	7, 8, 9

Standard	Disclosure	Page/Omission	SDG	Global Compact
GRI 303: Water and Effluents 2018	303-2 Management of water discharge-related impacts	<u>103</u>	6	7, 8, 9
	303-3 Water withdrawal	<u>103</u>	6	7, 8, 9
	303-4 Water discharge	<u>103</u>	6	7, 8, 9
	303-5 Water consumption	<u>103</u>	6	7, 8, 9
Biodiversity				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>60</u>		
GRI 304: Biodiversity 2016	304-1 Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	<u>60</u>	6, 14, 15	7, 8, 9
	304-2 Significant impacts of activities, products and services on biodiversity	<u>60</u>	6, 14, 15	7, 8, 9
Emissions				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>58</u>		
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	<u>58</u>	12, 13, 14, 15	7, 8, 9
	305-2 Energy indirect (Scope 2) GHG emissions	<u>58</u>	12, 13, 14, 15	7, 8, 9
	305-3 Other indirect (Scope 3) GHG emissions	<u>58</u>	12, 13, 14, 15	7, 8, 9
	305-5 Reduction of GHG emissions	<u>59</u>	13, 14, 15	7, 8, 9

Standard	Disclosure	Page/Omission	SDG	Global Compact
Waste				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>60</u>		
	306-1 Waste generation and significant waste-related impacts	<u>60</u>	6, 11, 12	7, 8, 9
	306-2 Management of significant waste-related impacts	<u>60</u>	6, 8, 11, 12	7, 8, 9
GRI 306: Waste 2020	306-3 Waste generated	<u>104</u>	6, 11, 12, 15	7, 8, 9
	306-4 Waste diverted from disposal	<u>104</u>	11, 12	7, 8, 9
	306-5 Waste directed to disposal	<u>104</u>	6, 11, 12, 15	7, 8, 9
Environmental Compliance				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>57</u>		
GRI 307: Environmental Compliance 2016	307-1 Non-compliance with environmental laws and regulations	In 2021, no cases of non-compliance with environmental laws and/or regulations were identified.	16	7, 8, 9
Occupational Health and Safety				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>49</u>		
	403-1 Occupational health and safety management system	<u>51</u>	3, 8, 12	
GRI 403: Occupational Health and Safety 2018	403-2 Hazard identification, risk assessment and incident investigation	<u>51</u>	3, 8, 12	
	403-3 Occupational health services	<u>49</u>	8	

Standard	Disclosure	Page/Omission	SDG	Global Compact
GRI 403: Occupational Health and Safety 2018	403-4 Worker participation, consultation and communication on occupational health and safety	<u>49</u>	8, 16	
	403-5 Training of workers in occupational health and safety Reporting requirements	<u>51</u>	8	
	403-6 Promotion of worker health	<u>49</u>	3, 8, 12	
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Not applicable.	8	
	403-8 Workers covered by an occupational health and safety management system	All employees are covered by the occupational health and safety management.	8	
	403-9 Work-related injuries	We count events with our own employees in the work-related injury indicator. In 2021, we had a total of 100 occupational accidents, 69% of which resulted in absence from work and 31% without leave.	3, 8, 12, 16	
	403-10 Work-related ill health	<u>49</u>	3, 8, 16	
Training and Education				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>47</u>		

Standard	Disclosure	Page/Omission	SDG	Global Compact
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	<u>48</u>	4, 8	6
	404-2 Programs for upgrading employee skills and transition assistance programs	<u>48</u>	8	
	404-3 Percentage of employees receiving regular performance and career development reviews	<u>48</u>	5, 8, 10	6
Diversity and Equal Opportunity				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>39</u>		
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	<u>40</u>	5, 8, 10	6
	405-2 Ratio of basic salary and remuneration of women to men	<u>42</u>	5, 8, 10	6
Non-discrimination				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>42</u>		
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	Confidential information	5, 8	6
Freedom of Association and Collective Bargaining				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>52</u>		
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	<u>53</u>	8	3

Standard	Disclosure	Page/Omission	SDG	Global Compact
Child Labor				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>52</u>		
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	<u>52</u>	5, 8, 16	5
Forced or Compulsory Labor				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>52</u>		
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	<u>53</u>	5, 8, 16	5
Public Policy				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>80</u>		
GRI 415: Public Policy 2016	415-1 Political contributions	Pursuant to Brazilian legislation, Globo does not carry out contributions to political parties.	16	10
Marketing and Labeling				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>35</u>		
GRI 417: Marketing and Labeling 2016	417-1 Requirements for product and service information and labeling	In 2021, no case of non-compliance with marketing communication was identified.	16	

Standard	Disclosure	Page/Omission	SDG	Global Compact
Customer Privacy				
GRI 3: Material Topics 2021	3-3 Management of material topics	<u>72</u>		
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	In 2021, no substantiated complaints were registered concerning breaches of privacy and loss of data from clients.	16	
Media Sector Supplement				
	M2: Methodology for assessing and monitoring adherence to content creation values	<u>66</u>		
	M3: Actions taken to improve adherence to content creation values, and results obtained	<u>25</u>		
	M4: Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision-making) and results obtained	<u>35</u>		
Media Sector Supplement	M5: Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision-making and accessibility, and processes for addressing these responses	<u>83</u>		
	M6: Methods to interact with audiences and results	<u>29</u> and <u>83</u>		
	M7: Actions taken to empower audiences through media literacy skills development and results obtained	<u>83</u>		

SASB Media and Entertainment Table

Sustainability Disclosure Topics & Accounting Metrics					
SASB Standard	Topic	Accounting Metric	Category	Unit of Measure	Page/comments
SV-ME-260a.1	Media pluralism	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees	Quantitative	Percentage	40
SV-ME-260a.2		Description of policies and procedures to ensuring pluralism in news media content	Discussion and analysis	N/A	22
SV-ME-270a.3	Journalistic Integrity & Sponsorship Identification	Description of approach for ensuring journalistic integrity of news programming related to: (1) truthfulness, accuracy, objectivity, fairness and accountability, (2) independence of content and/or transparency of potential bias, and (3) protection of privacy and limitation of harm	Discussion and analysis	N/A	22
SV-ME-520a.1	Intellectual Property Protection & Media Piracy	Description of approach to ensuring intellectual property (IP) protection	Discussion and analysis	N/A	78
TC-IM-130A.1	Environmental Footprint of Hardware Infrastructure.	(1) Total energy consumed (2) Percentage of grid electricity (3) Percentage of renewable energy	Quantitative	(1) Absolute value (GJ) (2), (3) Percentage	102 , 103
TC-IM-130A.2		(1) Total water consumed (2) Percentage of consumption by source, identifying areas of water stress (2) Porcentagem.	Quantitative	(1) Absolute value (m ³ x1000) (2) Percentage	103

Activity Metrics					
SASB Standard	Topic	Accounting Metric	Category	Unit of Measure	Page/comments
SV-ME-000.A	(1) Total recipients of media and the number of (2) households reached by broadcast TV, (3) subscribers to cable networks, and (4) circulation for magazines and newspapers		Quantitative	Number	08

appendices

Environmental Performance

Energy

Energy consumed within the organization (inGigajoules) GRI 302 1, SASB TC IM 130a.1	2019	2020	2021
Energy	758,491	430,470	420,876
Renewable sources (consumption)	555,216	348,681	393,098
Non Renewable sources (consumption)	203,276	81,789	27,778
Renewable %	73%	81%	93%
Fuel			
Gasoline	1,503	637	336
Diesel	13,496	8,215	17,983
Natural Gas	3,962	3,109	2,385
Renewable Fuel			
Ethanol	8,207	4,547	3,723

	2019	2020	2021
Non renewable sources			
Purchased Energy	203,276	81,789	27,778
Energy Generated (Natural gas)	-	-	-
Purchased Natural Gas	3,962	3,109	2,385
Purchased steam	-	-	-
Fuel	14,999	8,852	18,320
Gasoline	1,503	637	336
Diesel	13,496	8,215	17,983
Total	222,236	93,750	48,483

	2019	2020	2021
Renewable sources			
Electric Energy Purchased	555,216	348,681	393,098
Fuel	8,207	4,547	3,723
Ethanol	8,207	4,547	3,723
Total	563,423	353,228	396,821

Energy outside the organization (In Gigajoules) GRI 302-2	2019	2020	2021
Air travels	26,637,365	5,643,002	8,186,284
Land travels	55,839	40,910	40,080
Upstream and downstream distribution	3,336	1,575	1,134
Total	26,696,540	5,685,488	8,227,498

Water

Collection, disposal and consumption in cubic meters (m³) GRI 303, 303-4, 303-5, SASB TC-IM-130a.2	2019	2020	2021
Dealership	281,844	200,556	184,035
Subterranean	84,430	88,911	63,373
Others outside organization (pipa)	31,340	-	8,410
Reuse	30,604	28,328	18,032
Total collected	428,218	317,795	273,850
Disposal (public sewage system)	282,580	172,228	174,413
Total consumed	145,638	145,567	99,437

Waste

Waste generation and disposal (in tons) GRI 306-3, 306-4	2019			2020			2021		
	Total	Circular Economy	Final Disposition	Total	Circular Economy	Final Disposition	Total generated	Circular Economy	Final Disposition
Waste	13,694,06	3,163.67 (23.1%)	10,530.39 (76.9%)	7,915.70	1,861.16 (23.5%)	6,054.54 (76.5%)	8,347.53	3,948.45 (47.3%)	4,399.08 (52.7%)
Class I*	223,32	41.56 (18.6%)	181.76 (81.4%)	240.75	67.20 (27.9%)	173.55 (72.1%)	161.34	85.04 (52.7%)	76.30 (47.3%)
Class II**	13,470.74	3,122.12 (23.2%)	10,348.63 (76.8%)	7,674.96	1,793.96 (23.4%)	5,880.99 (76.6%)	8,186.19	3,863.41 (47.2%)	4,322.78 (52.8%)

*Includes hazardous wastes such as batteries, paint, paint sludge and contaminated packages. **Includes non hazardous waste such as wood, paper, plastic, styrofoam, garbage and general trash.

Waste destination (in tons)	2019		2020		2021	
	Class I	Class II	Class I	Class II	Class I	Class II
Hazardous landfill	0	0	0	0	42.37	0
Landfill	0	4,271.31	0	5,880.99	10.95	10,336.13
Autoclave	10.66	0	12.56	0	0.31	0
Composting	0	40.46	160.99	24.71	0	0
Coprocessing	65.64	1.47	0	0	128.13	0
Donation	3.45	0	1.48	0	6.29	2.20
Industrial ETE	0	50.00	0	0	0	12.50
Reverse logistics	0	1.52	0	0	0	0
Recycling	74.71	2,226.10	62.17	1,769.25	29.80	3,119.92
Energy recovery	0	350.64	0	0	0	0
Rerefinement	6.88	0	3.55	0	5.47	0
Reutilization	0	1,244.69	0	0	0	0

Credits

Responsible Executive Director

Manuel Belmar

ESG Globo Project Coordination

Social impact of our content: Samantha Almeida, Ricardo Villela e Mariana Bomfim;

Diversity & inclusion: Kellen Julio e Samantha Almeida;

Employee development & well-being: Carolina Vaz Moreira;

Biodiversity & environmental Awareness: Mauricio Gonzalez;

Transparent & responsible governance: Carolina Bueno;

Education as a vector for country development: Cristovam Ferrara

Communication: Andrea Doti;

Coordination ESG Report: Rafaela Gunzburger;

Indicators: Likilia Morris;

PMO: Bárbara Ferrão;

ESG Strategy Consulting: Danielle Fiabane

We thank all the team directly or indirectly involved in the preparation of the first ESG Report from Globo

Writing, editing, consulting and design

Approach Comunicação

Photos

Globo Collection, Cesar Alves, Estevam Avellar, Fábio Rocha, Gabi Carrera, Guanabaratejo, Guto Costa, Helena Barreto, Igor Tripolli, João Costa, João Faissal, João Miguel Junior, Juan Ribeiro, Juliana Coutinho, Lais Dantas, Luan Pereira, Madu Oliveira, Mauricio Fidalgo, Michel da Costa Freitas, Ronald Santos Cruz, Freepik.

We are also grateful to all stakeholders who participated in the crucial interviews and surveys for development of our ESG Strategy.





globo