GLOBAL SUSTAINABILITY PLAN

SUSTAINABILITY

Fremantle 25 years

100+ years of stories **25 years of Fremantle**

THE PLAN

Fremantle's Global Sustainability Plan sets out **how we're responding to the biggest challenges of our time** — from climate and nature to people and long-term resilience.

This isn't a "nice to have". It's how we **future-proof our business creatively, commercially and operationally**.

Sustainability is about more than carbon. It's about **putting people and planet at the heart of what we do**.

Built with teams across our global business, the plan focuses on **three clear pillars of action — and everyone has a role to play.**

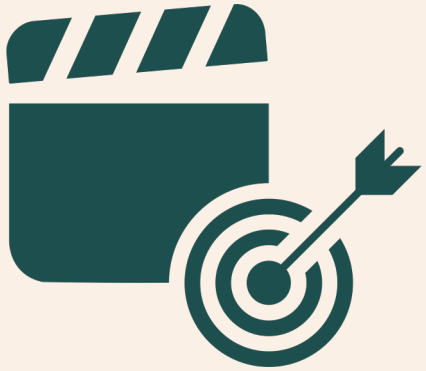
Fremantle's Global Sustainability Plan

BEHIND THE SCENES



SMARTER INSIGHTS

Creating a culture of better choices powered by impact data



PURPOSEFUL PRODUCTIONS

Reimagining how we create content by reducing harm to people and planet

ON SCREEN



STORIES THAT MATTER

Turning sustainability storytelling into cultural impact and commercial opportunity



SMARTER INSIGHTS

Creating a culture of better choices
powered by impact data

Fremantle

WHAT WE MEAN

Smarter insights

Today, we often think about sustainability too late. We measure emissions once a production has wrapped. Or we look at working hours and wellbeing after the crew has already moved on.

To reduce our harmful impacts, we need to think ahead. Right from the planning stage.

That means clearer data, better forecasting, and creating a culture that puts sustainability first, not a box we tick at the end.

The to-do list

- Fully automate measuring our production emissions by 2030 with a new carbon tool
- Set carbon budgets and link to employee bonuses
- Create sustainability supplier requirements
- Agree on an approach to AI that meets our business and sustainability needs
- Launch role-by-role toolkits so colleagues understand how they contribute to our goals
- Improve our sustainability understanding & engagement with events, resources, and more
- Understand our environmental and social impacts beyond carbon





PURPOSEFUL PRODUCTIONS

Reimagining how we create content by reducing harm to people and planet

Fremantle

WHAT WE MEAN

Purposeful productions

Most of our environmental impact comes from our productions – around 70%.

To cut our carbon footprint by 50% by 2030, this is where change matters most.

But purposeful productions go beyond cutting carbon. They're about wellbeing of our people and crews, respecting communities where we film, and reducing wider environmental harm – from waste and materials, to water use, and nature and biodiversity.

The to-do list

- Halve our carbon footprint by 2030, with a focus on productions – our largest source of emissions
- Switch to Clean Temporary Power in UK by 2030, and look replicate in more of our regions
- Develop Fremantle Sustainable Production Standards
- Launch a yearly Fremantle Sustainable Production Award
- Prioritise moving pixels - not people - by investing in virtual production and AI tools that avoid more carbon than they create
- Set up a new Global Production Green Team, and grow the sustainability team, to support produtions on the ground





STORIES THAT MATTER

Turning sustainability storytelling into cultural impact and commercial opportunity

Fremantle

WHAT WE MEAN

Stories that matter

Our content reaches around 300 billion views a year. By contrast, the environmental impact of each view is small. That doesn't mean it doesn't matter, but it's not where our biggest opportunity lies.

It's on screen. Telling more stories about climate, nature and social issues, we can shape culture, influence behaviour, and unlock new commercial opportunities.

Before eBay and Love Island, no one talked about 'pre-loved'. Before Cheers, no-one thought about 'designated drivers'. Can Fremantle create the next big thing?

The to-do list

- Publicly commit to the new Climate Content Pledge – reaching more audiences with stories that help them understand and act on the climate & nature crises
- Unlock creative & commercial opportunities through sustainability-relevant content
- Explore how to use AI to track on-screen sustainability content
- Create partnership guidelines and incentives to work with more purpose-led brands
- Set up a new Global Editorial Green Team focused on editorial and brand opportunities linked to climate, nature and social impact

