

# 2023

Sustainability  
Report





# Corporate Social Responsibility

The **APG|SGA Group (APG|SGA)** aims to foster comprehensive and sustainable values for its partners, customers, shareholders and employees, while simultaneously making a positive contribution to the environment and society. Balanced consideration of social (people), environmental (planet) and economic (profit) factors in decision-making and implementation processes is regarded as vital for the company's long-term success.

## Contents

|           |                                                                         |
|-----------|-------------------------------------------------------------------------|
| <b>3</b>  | Corporate Social Responsibility                                         |
| <b>4</b>  | Foreword by Markus Ehrle, CEO APG SGA                                   |
| <b>5</b>  | Organization, strategy and governance                                   |
| <b>8</b>  | Material topics                                                         |
| <b>12</b> | People                                                                  |
|           | – Attractive employment and working conditions                          |
|           | – Gender equality                                                       |
|           | – Occupational health and safety                                        |
|           | – Sustainable procurement – social aspects                              |
|           | – Societal aspects of APG SGA Out of Home media                         |
| <b>22</b> | Milestones in the implementation of the environmental mission statement |
| <b>24</b> | Planet                                                                  |
|           | – Environmental management                                              |
|           | – Environmental performance                                             |
|           | – Overview of KPIs                                                      |
|           | – Scope 3 categories                                                    |
| <b>34</b> | Profit                                                                  |
|           | – Economic performance                                                  |
|           | – Prevention of corruption                                              |
|           | – Acting lawfully                                                       |
| <b>38</b> | GRI contents index                                                      |
| <b>41</b> | List of abbreviations                                                   |
| <b>42</b> | Reference texts and further information                                 |

## Out of Home media has lowest emissions of all forms of advertising – APG|SGA with an additional focus

For 124 years, APG|SGA has provided companies and institutions with Out of Home media services that put their messages and causes in the public eye. These services bring municipalities and cities to life, convey information and encourage discussion, as well as generating additional income and added value locally for the common good through long-term cooperation and concession agreements, including in the form of monetary fees, urban furniture and posters for cultural associations and non-profit organizations (NPOs). Our commitments are based on continuity and are characterized by a sense of partnership and a sustainable, long-term outlook.

Recent studies from Germany and the UK have shown that Out of Home media, as a “one-to-many” communication tool, have the lowest CO<sub>2</sub> emissions per 1,000 contacts by quite some way.<sup>1</sup> This pleasing result for our medium aligns with APG|SGA’s decades-long focus on protecting the climate and reducing our environmental impact. This means APG|SGA is on track when it comes to the implementation of the Paris Agreement. Under the agreement, almost every country in the world set itself the goal of limiting the global temperature rise to 1.5°C. Last year, the objective was to take stock of the stage goal for Scope 1 and 2, which required a reduction of around 420 t CO<sub>2</sub>eq compared to 2017. We have managed to substantially exceed this goal with an actual reduction of 436 t CO<sub>2</sub>eq. Our continuous efforts in recent years to gradually make our buildings, advertising panels and vehicle fleet more energy efficient have contributed to this. However, we cannot rest on our laurels. We will define new science-based climate targets and have them validated by the Science Based Target initiative (SBTi). In this context, we also conducted emissions accounting for all our other companies – Alma Quattro d.o.o. in Serbia and Swissplakat AG and Swiss Poster Research Plus AG (SPR+) in Switzerland – for the first time in 2023. This can be seen as an additional milestone for APG|SGA’s environmental management approach.

Our transparency in climate protection measures is reflected in the CDP score: despite more stringent requirements, we received a score of “A–” in the “climate change” category for the second consecutive time. This puts APG|SGA among the companies that play a leading role in climate protection according to this globally established, recognized reporting procedure. Transparency also took center stage when revising this Sustainability Report, which has been adapted with reference to the standards of the Global Reporting Initiative (GRI) and the European Sustainability Reporting Standards (ESRS).

In addition to climate protection, we would also like to set other priorities as part of our holistic sustainability strategy. Last year, we joined the worldwide UN Global Compact network, were certified as a “Great Place to Work” due to our good results in

the employee survey and were able to enhance our positive findings in the follow-up survey of equal pay between men and women. This means we now hold the “Fair-ON-Pay Advanced” certificate.

The importance of sustainability remains unchanged and is already firmly established at APG|SGA. We will also be taking impactful steps in 2024. Alongside the Photovoltaic system in Zurich, we will put into operation two substantially larger systems in Lausanne and Wallisellen next year, which will cover more than half our total electricity requirements for all buildings. In the mega-poster area, we are testing out more eco-friendly materials made from recycled PET, while expansion of our fleet with electric and hybrid vehicles is progressing. In Serbia, we primarily want to make headway with electricity supply and waste disposal. In addition to climate and environmental protection measures, we are focusing on employee satisfaction, the promotion of gender equality and the continuing enhancement of the importance of social aspects in the supply chain.

For APG|SGA, corporate social responsibility is not simply an obligation, it’s part of our DNA. I hope this report gives you a good overview of us and our activities – and that you will take environmental and social aspects into account in your investment and collaboration decisions.



Sustainable greetings,  
Markus Ehrle, CEO APG|SGA

<sup>1</sup> Information from IDOOH: <https://idooh.media/> and Outsmart study: [https://www.outsmart.org.uk/site/userfiles/File/20240325141012\\_Sustainability-in-OOH-Report.pdf](https://www.outsmart.org.uk/site/userfiles/File/20240325141012_Sustainability-in-OOH-Report.pdf) (status as of April 24, 2024)

## Organization, strategy and governance

As an Out of Home advertising company, APG|SGA is a core service provider for a well-functioning, locally rooted economy. We generate income for the public purse, create visibility for politics, culture and sport, and contribute to transparent public information and the free formation of opinion as part of a democracy within a social market economy. APG|SGA aims to foster sustainable values for its partners, customers, shareholders and employees, while making a positive contribution to the environment and society.

### The APG|SGA Group

APG|SGA is a dynamic service company with Swiss heritage and a focus on Out of Home media. Digital. Analog. Mobile. Interactive. People are inspired with the very best communication solutions in public spaces. On streets and squares, in railway stations, at airports, in shopping centers, in the mountains and in and around means of transport – wherever Out of Home media can be displayed. Thanks to its comprehensive products and services, APG|SGA combines the individual needs of local, national and international advertising customers, private property owners, public authorities, consumers, employees, investors and society in a flexible way to generate added value.

APG|SGA is one of the world's largest specialists in Out of Home media. Within Switzerland, APG|SGA offers seamless geographical coverage across all the country's regions, thanks to its decentralized organization. The operational headquarters of the subsidiary Allgemeine Plakatgesellschaft AG, which is fully owned by the holding company, are located in Zurich. Across its 18 sites, Allgemeine Plakatgesellschaft AG actively maintains customer relations on the ground and provides services from a single source. Swissplakat AG, another company within APG|SGA, focuses on Out of Home media. Swiss Poster Research Plus AG (SPR+) provides KPIs and market research analysis. Its services are available to all Out of Home media companies in Switzerland. Alongside Switzerland, APG|SGA also has a presence in Serbia via Alma Quattro d.o.o. APG|SGA's Serbian operations are managed centrally from Belgrade, but it has a presence in 14 cantons in Switzerland and three of the four language regions. The Romansh-speaking part of Graubünden is covered from Chur.

APG|SGA's primary services include the procurement, installation and maintenance of analog and digital advertising spaces in public areas, and the marketing and leasing of these advertising spaces. The planning, display/broadcasting and performance measurement of Out of Home media communications campaigns and mobile advertising campaigns also fall within its remit. Further services include the conceptual planning, design, production, maintenance and financing of urban furniture such as waiting rooms, analog and digital city map systems and informational systems.

### Corporate social responsibility (CSR) at APG|SGA

Balanced consideration of environmental (planet), social (people) and economic (profit) factors in decision-making and implementation processes is regarded as vital for the long-term success of the company.

#### People

As an attractive, reliable and safe employer, APG|SGA creates a modern, future-looking working environment that offers space for personal and professional development. In turn, APG|SGA fosters employee commitment and satisfaction, which has a positive impact on the company's success in the long term. Furthermore, APG|SGA is actively keen to uphold human rights, social standards and labor rights throughout the entire value chain. APG|SGA plays a role in supporting culture, sport and NPOs by providing services and resources at considerable discounts and by offering free-space volumes.

## Planet

APG|SGA sees a respectful, considerate approach to the environment as a given. With the aim of being among the best in the environmental arena, APG|SGA is committed to transparency and sees itself as a pioneer in the fight against climate change. Its ambitious climate goals require a systematic reduction in the company's emissions and a focus on continuous improvement towards net zero. The environmental relevance of its activities, products and materials is systematically examined, while eco-friendly services and products are developed in dialog with employees, customers and partners.

## Profit

APG|SGA is a dynamic service company with Swiss heritage and has been around for almost 125 years. Thanks to its comprehensive products and services, APG|SGA combines the individual needs of local, national and international advertising customers, private property owners, public authorities, consumers, employees, investors and society in a flexible way to generate added value. The optimal generation of earnings forms the foundation for the company's sustainable existence and competitiveness.

## Sustainability management structure

As CSR affects every company area, APG|SGA's sustainability management (including monitoring and controlling) is an integral part of the work at the highest level of management. The CSR strategy is reviewed and approved by the Board of Directors once a year as part of the overall strategy. In close collaboration with the Head of Sustainability and with the support of external experts, the Management Board develops and approves the steps and goals derived from the strategy. CSR activities and target attainment are a regular part of every Management Board meeting to ensure that the company's high expectations are met.

Operational responsibility for daily implementation of the CSR strategy is held by the Head of Sustainability, whose office is affiliated with the Chief Financial Officer and the Management Board. The Head of Sustainability works across the company on specific projects and issues, collaborating closely with other relevant divisions to ensure that CSR aspects are integrated as holistically as possible.

The implementation of sustainability projects and the attainment of specific sustainability targets are part of various employees' individual annual objectives.

## Opportunities and challenges for sustainable development in the Out of Home media sector

### Opportunities

- Demand: growing awareness of sustainability creates demand for environmentally friendly, socially acceptable advertising.
- Technological innovation: technological advancements enable development of more sustainable advertising panels that use fewer resources and less energy.
- Awareness-raising: Out of Home media offers a broad reach and can contribute to raising awareness of sustainability-related issues.
- Partnerships for sustainability: collaborations with cities and municipalities can promote eco-friendly initiatives and boost engagement with sustainability.

### Challenges

- Material consumption: production of advertising materials uses resources and impacts the environment.
- Energy and fuel consumption: illuminated and digital advertising panels consume energy, and the management of posters is associated with transport routes.
- Waste and disposal: suitable recycling and reuse options must be found for the disposal of advertising materials and panels.
- Advertising restrictions: bans can lead to a drop in revenue.

### Memberships, participation and certificates

APG|SGA or its Group companies are active in various national and international associations or similar organizations, or adhere to their guidelines.

| Organization                         | Abbreviation   |
|--------------------------------------|----------------|
| AWS, Outdoor Advertising Switzerland | AWS            |
| CDP                                  |                |
| CEO4Climate                          |                |
| Energieagentur der Wirtschaft        | EnAW           |
| Fair-On-Pay                          |                |
| Great Place to Work®                 |                |
| KS/CS Kommunikation Schweiz          | KS/CS          |
| Schweizerische Lauterkeitskommission | SLK            |
| United Nations Global Compact        | Global Compact |

### About the Report

The annual Sustainability Report is drawn up with reference to the standards of the Global Reporting Initiative and the European Sustainability Reporting Standard. It relates to the previous calendar year. Information refers to the entire APG|SGA Group, similar to the Annual Report and Financial Report, unless otherwise stated. Financial performance is disclosed in the Annual Report and the Financial Report, while governance-related details are included in the corporate governance section of the Annual Report. Information reformulated compared to the previous year is marked as such. Sustainability reporting is approved by the Management Board and Board of Directors. A limited external audit was conducted for the information on greenhouse gas accounting.

## Material topics

The material topics for APG|SGA are derived via a systematic evaluation process conducted annually at the company. This process adheres to the principle of dual materiality, taking into account the positive and negative external impacts on people and the planet caused by APG|SGA activities, as well as the financial impact of external events on APG|SGA.

### Materiality analysis

As an Out of Home advertising company with local, regional and international customers and global supply chains, the underlying thematic areas are derived from our business context. The company's mission statement and CSR strategy serve as foundational internal documents in this process. The external principles include GRI and ESRS criteria and the UN Sustainable Development Goals (SDGs).

A list of topics is drawn up annually in collaboration with external advisory firms; the Head of Sustainability is responsible for this. The list is supplemented with input from every area at the company and discussions with customers, suppliers and other relevant stakeholders, such as NPOs and interest associations. During this process, the material topics are sharpened up using criteria such as probability, extent, scope and irreversibility in terms of the materiality of impact, along with likelihood and potential impact of financial materiality. Once defined, the topics are validated and approved by the Management Board and the Board of Directors to ensure they offer a holistic perspective of APG|SGA's sustainability performance.

### Topics with relevant risks and/or impact according to the materiality analysis



#### People

- Employment and working conditions
- Gender equality
- Occupational health and safety
- Sustainable procurement – social aspects
- Social impact of Out of Home media



#### Planet

- Climate and energy
- Circular economy – resources and waste
- Sustainable procurement – environmental aspects



#### Profit

- Economic performance
- Prevention of corruption
- Acting lawfully

## Stakeholder integration

APG|SGA recognizes the diversity of its stakeholders and promotes a respectful and appreciative relationship based on mutual trust. Relationships with internal and external stakeholders are shaped by long-term partnerships and constant dialog. APG|SGA relies on a wide range of communication channels in order to understand and take into account the various positions and needs of its stakeholders.

A culture of open communication is fostered among employees, while opportunities for participation and feedback are encouraged. Longstanding partnerships with concession issuers, suppliers and customers are the aim, with these collaborations reinforced through trust and shared values. Transparent, cooperative relationships with public authorities, associations and NPOs are an indispensable part of visually shaping the public space, which is why APG|SGA is actively involved in the relevant dialogs and initiatives. This holistic approach enables APG|SGA to ensure that it understands its stakeholders' needs and expectations and integrate them into its business strategy and practices for the sake of long-term success and societal benefit. The table below highlights the key platforms for stakeholder dialog.

### Employees

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- Employee dialog
- Sounding Board
- Intranet
- Roadshows
- Internal conferences

### Private property owners and partners in cities, municipalities and public transport

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- Partner discussions
- Partner surveys
- Newsletters
- Website

### Advertisers

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- Customer discussions
- Customer surveys
- Customer satisfaction process
- Roundtables
- Newsletters
- Website
- Training

### Communications and media agencies

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- One-to-one discussions
- Customer satisfaction process
- Roundtables
- Newsletters
- Website
- Training

### Suppliers

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- Regular discussions
- Supplier questionnaire
- Strategic collaboration

### Public authorities

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- Discussions with authorities

### Associations

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- Memberships
- Participation in conferences
- Input talks

### Non-profit organizations

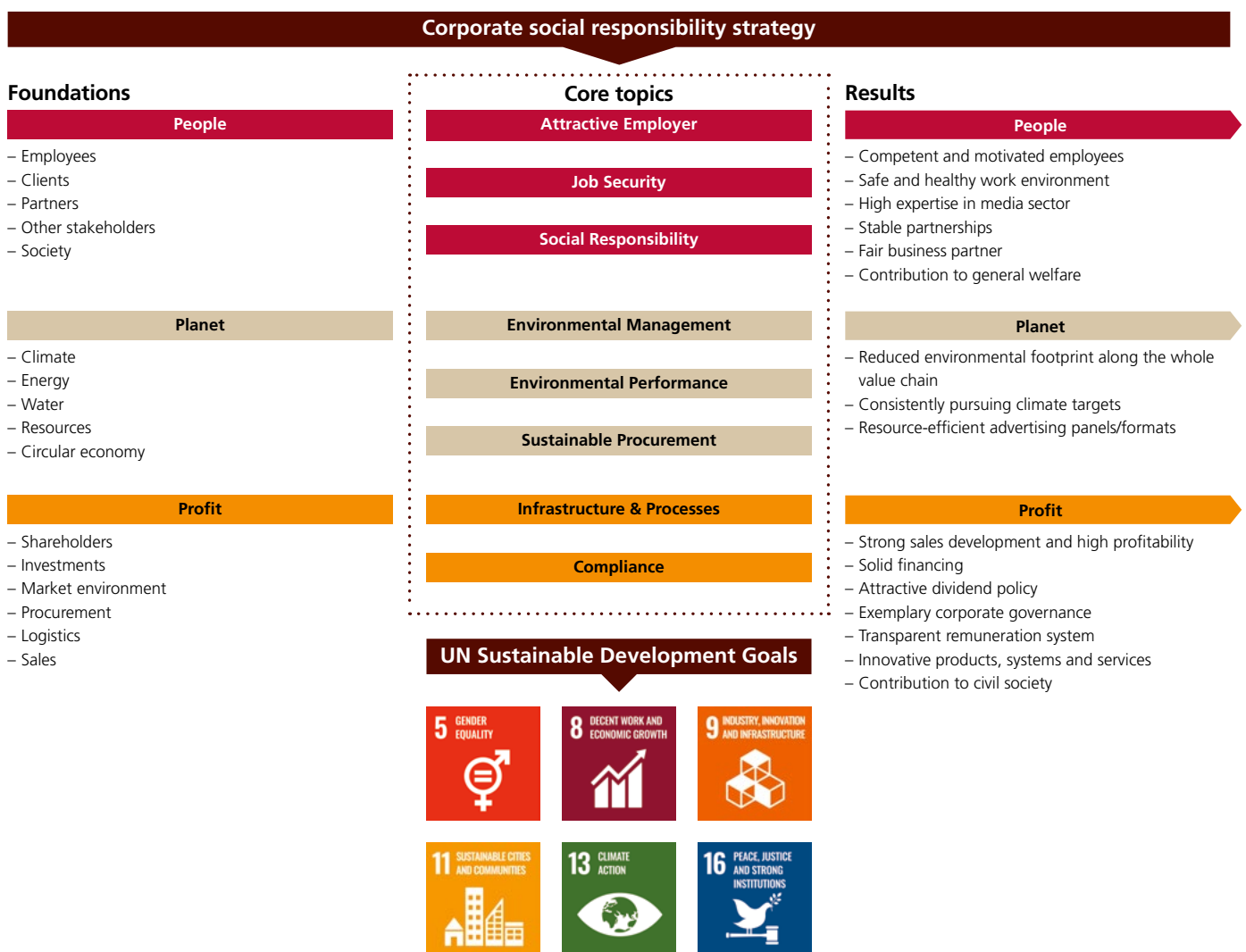
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- One-to-one discussions

### Corporate social responsibility strategy

Corporate social responsibility (or sustainability) is enshrined as one of the six values of the APG|SGA mission statement alongside enthusiasm, partnership, entrepreneurship, integrity and transparency – values that are anchored in our daily work.

The CSR strategy is a core part of the company strategy and takes all APG|SGA's relevant stakeholders into account, while focusing on the core topics from the three fields of people, planet and profit.



### Sustainable Development Goals

The United Nations (UN) Agenda 2030 for Sustainable Development comprises a total of 17 Sustainable Development Goals (SDGs) to achieve fundamental improvement in the living condi-

tions of all people today and in the future, and to protect the planet. APG|SGA is making its own contribution and focuses on the six goals below.



Equality of pay between the genders at APG|SGA is subject to an independent review and certified with the "Fair-ON-Pay Advanced" accreditation. The level of diversity among managers will continue to increase in the years to come.



APG|SGA has been generating added value for about 500 employees, plus its partners and advertising customers, for almost 125 years. In the process, we are very keen to ensure equal pay between the genders and promote individual training and development. We ensure that we comply with social standards and protect workers' rights within our supply chain.



APG|SGA relies on efficient processes and technologies in product development, product optimization and innovation. Advertising spaces make a valuable contribution to the existence and development of local businesses and SMEs.



With the sustainable quality and energy-efficient nature of our products and services, we support cities and municipalities in their energy goals. We take our commitment to a goal-oriented energy transformation and resource efficiency very seriously, and are constantly improving our advertising materials. Bill-posters ensure that the area surrounding the advertising (such as bus stops, platform benches or phone booths) is well maintained.



APG|SGA has committed itself to reducing its energy consumption and lowering its CO<sub>2</sub> emissions. We favor renewable raw materials over fossil fuels wherever it is technically and environmentally feasible. We set medium-term and long-term science-based climate targets in line with the global 1.5°C objective.



Alongside complying with all compliance and anti-corruption guidelines, APG|SGA contributes to providing the population with independent public information through its Out of Home media.

## People



## Attractive employment and working conditions

APG|SGA's employees lay the groundwork for the company's long-term success. This is why it endeavors to create future-looking, attractive jobs within a challenging working environment and supports employees. The different occupational directions – from manual tasks to logistics, IT, sales, administration and creative professions – require a continuous examination of the company's needs and the active creation of shared values and guidelines to ensure a smooth and constructive working environment.

### Management approach

APG|SGA's employment and working conditions are based on a robust foundation of vibrant company values and the applicable labor law. The company consistently invests in training and development for its employees, in order to ensure that they have the skills and abilities required for success. These investments also help the company to retain employees long-term by offering development opportunities and career pathways. In addition, APG|SGA offers attractive working conditions with substantial participation (bonus) in the company's success and contemporary fringe benefits with the aim of providing employees with an interesting, healthy working environment. APG|SGA sets great store by ensuring that employees feel listened to and appreciated. As a result, it creates scope for employees to actively get involved and share their thoughts and ideas. A transparent culture of feedback enables employees to express constructive criticism and make suggestions for improvement. This not only boosts employee commitment and satisfaction, but also helps the company to keep evolving and improving.

### APG|SGA employees

APG|SGA employed the following number of people as at the end of the 2023 calendar year.

#### Number of people as at December 31, 2023

| Total <sup>1</sup>                   | Switzerland | Serbia |
|--------------------------------------|-------------|--------|
| Number of employees <sup>2</sup>     | 442         | 48     |
| Apprentices and interns <sup>3</sup> | 8           | 0      |

| By demographics                            | Switzerland | Serbia |
|--------------------------------------------|-------------|--------|
| Share of men, in %                         | 72          | 71     |
| Share of women, in %                       | 28          | 29     |
| Share of full-time positions (=100%), in % | 76          | 100    |
| Share of part-time positions (<100%), in % | 24          | 0      |
| Share of permanent employees, in %         | 99          | 98     |
| Share of fixed-term employees, in %        | 1           | 2      |

<sup>1</sup> Full-time 100% equivalent as basis, percentages rounded,

<sup>2</sup> Excluding apprentices and interns

<sup>3</sup> Switzerland, APG|SGA: commercial 7, logistics 1, IT 0

## People



As of the end of 2023, APG|SGA employed eight apprentices and offered one integration pre-vocational training role in the Logistics division. This federal program focuses on offering targeted, practical preparation for a vocational apprenticeship for refugees and people with temporary admission. The program has also been open to teenagers and young adults without an asylum background since summer 2021. It focuses on people from the EU/EFTA and third countries who require training.

In addition to its own employees, APG|SGA generated work for 23 people in 2023 in situations where it had extensive control over their work, although they were not employed by APG|SGA.<sup>1</sup> Of these people, 10 were sourced via staffing agencies and 13 via service providers. The work they performed included hanging advertising material, producing media, developing applications, administrative tasks and analysis, consulting and management services.

APG|SGA is not subject to a collective bargaining agreement.

### Perks and fringe benefits

APG|SGA is keen to attain high levels of employee satisfaction. As a result, Allgemeine Plakatgesellschaft AG took part in the standardized Great Place to Work® survey in 2023. Thanks to

a general approval level of 68% with a return rate of 84%, Allgemeine Plakatgesellschaft AG received the “Great Place to Work” certification. The results were well above the representative Swiss benchmark, although still below the best organizations from across Switzerland with more than 250 employees. Working groups are tasked with developing measures aimed at achieving even higher levels of employee satisfaction.

APG|SGA employees can give feedback both informally and via standardized pathways. This is why the annual employee review meetings at Allgemeine Plakatgesellschaft AG have been replaced by a more open form of dialog, which is conducted on a collaborative basis with greater focus on individuality. Relevant company values are also included as focal points in these reviews. In this context, the Sounding Board, a body with a diverse membership, meets quarterly. The Sounding Board sparked various changes that had a positive impact on the workforce during the period under review. For instance, the remote-working and working time regulations were adapted so work could be undertaken more flexibly in terms of time and location, and a guide with key tips and information for mothers-to-be was created.

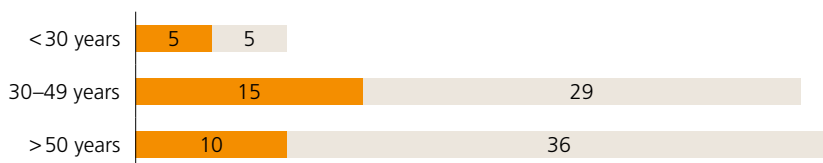
Alongside financial contributions to training, employees receive personal discounts and offers; the event tickets platform is one of the most popular pages on the intranet. In 2023, 31 employees took advantage of the new option of buying up to two weeks’ additional vacation time per year at favorable conditions.

<sup>1</sup> Personnel leasing or workers who are not employees

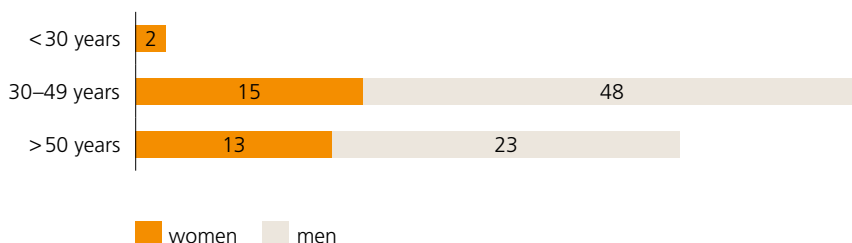
### Age structure

as at December 31, 2023 in %, excluding apprentices and interns

#### Switzerland



#### Serbia





## Gender equality

APG|SGA strives to offer all employees identical working conditions, regardless of gender, and aspires to offer a more statistically equal gender distribution, particularly at management levels. At present, more men than women work at APG|SGA. This is primarily because most billposters are men (with very few exceptions), and billposters make up about a third of the entire workforce.

### Management approach

APG|SGA's goal is to be an attractive employer for all employees, regardless of gender, and to shape its internal and external recruitment so there are no structural barriers or inequalities. APG|SGA is particularly concerned with pay equality between the genders and modern, flexible working models that reflect its workforce's needs as best possible. All forms of discrimination are banned; punishments are issued should discrimination occur.

### Implementation

APG|SGA offers fair market- and performance-based remuneration. In 2024, all employees of Allgemeine Plakatgesellschaft AG benefited from a blanket pay rise that took market developments into account. The internal level of pay equality between women and men at Allgemeine Plakatgesellschaft AG was externally audited in 2021 and accredited with the Fair-ON-Pay+ label. Follow-up analysis in 2023 revealed that performance had improved even further, and Allgemeine Plakatgesellschaft AG now boasts a Fair-ON-Pay Advanced label. This means that the gender-specific pay difference was below the tolerance threshold of 2.5%.

During the satisfaction survey, 85% of employees stated that they were treated fairly, regardless of their gender. This high value reflects APG|SGA's company values that promise fairness, respect and equal opportunities.

A new gender-neutral language guideline was introduced in 2023. The deliberate use of language is a quality criterion at APG|SGA. As a result, it is important to represent all genders in day-to-day work, in publications and in appearances. The guideline was also applied for the first time in reporting for the 2023 financial year.

The leaflet on the ban on discrimination and harassment represents an additional tool to protect employees' privacy and health. Breaches of the provisions listed in the leaflet and/or the rules that apply to APG|SGA are punished with disciplinary measures and individual sanctions.

Progress was made in terms of the proportion of women in management last year, but there is still room for improvement. The proportion of women at hierarchy levels with management responsibility (FS 2 and FS 3) increased by 8% compared to the previous year (from 17% to 23%). In the same period, a woman joined the Management Board (FS 4) and its total membership was increased from five to seven. Targeted modifications to the internal and external recruitment process should increase the proportion of women in management further.

## People



## Occupational health and safety

Safeguarding occupational health and safety is of central importance to APG|SGA. Various departments and external service providers collaborate at regular intervals to develop guidelines and standards, and ensure that the relevant steps are taken consistently. Investment in security training, health promotion and infrastructure-related measures, as well as the statistical recording and analysis of illnesses and accidents, underscore APG|SGA's commitment to employee wellbeing and safety.

### Management approach

APG|SGA fosters a high-level safety culture based on the pillars of analysis, information/prevention and implementation. To meet the requirements of a safe and healthy working environment, the divisions of Human Resources, Infrastructure, Operations, Logistics & Operations Services and CSR Corporate Responsibility are represented on a committee that discusses occupational health and safety at regular intervals. This body is also responsible for strategy and its implementation, and is supported by three external service providers for safety audits, consulting, prevention and intervention services.

The committee is responsible for implementing the directives issued by the Federal Coordination Commission for Occupational Safety (FCOS), guidelines on building safety, ergonomics in the workplace, safety training and exercises, organizing workshops on physical and mental health, and collecting statistics on illnesses and accidents.

### Identifying hazards

Hazards are identified via an ongoing process conducted in collaboration with external service providers. This is based on analysis of workflows, building safety audits, evaluation of absence reports, the annual safety report and employee feedback via all channels available. Specific analyses or surveys are conducted from time to time; for example, on ergonomics in 2015, on occupational health management in 2021 and on the physical strain on billposters in early 2024. APG|SGA does not work with hazardous materials and does not use particularly risky methods or processes subject to specific requirements.

Differing hazards and risks have been identified for the various work tasks or functional groups. If something is classified as a hazard or a risk, this does not necessarily mean that it occurs particularly frequently. Rather, it means that suitable steps must be taken to mitigate these hazards and risks.

## People

**Work/functional group, hazards and risks****Billposting, construction and maintenance**

- Trips, slips, falls
- Musculo-skeletal symptoms and pain
- Sunburn and associated consequences

**Logistics**

- Trips, slips, falls
- Musculo-skeletal symptoms and pain
- Hazards and risks posed by equipment and machines

**Business trips**

- Risk of being injured in road traffic accidents

**Office work**

- Musculo-skeletal symptoms and pain due to poor posture or lack of exercise

**General**

- Psychological/mental strain
- Hazards and risks relating to building safety

**Measures and performance relating to occupational safety and occupational health management**

All APG|SGA employees are integrated into the occupational health and safety system and benefit from general offers, services and insurance cover. The requirements and intensity of safety requirements differ depending on the role in question. Office employees and sales force staff receive selected training on topics such as ergonomics, mental health, fire protection, first aid and road safety, while billposters and construction/maintenance staff for advertising space work in line with the safety requirements set out in the employee handbook. They receive training on the requirements and any updates when they join APG|SGA and at regular intervals thereafter. They are also furnished with work clothing and protective equipment that meets the relevant safety standards and enables them to undertake manual outdoor labor in all weather. Leased personnel or workers who are not employees are given the necessary safety training, work clothing or protective equipment as required, but are otherwise covered by their employer's health management system (including insurance).

In 2023, voluntary employee seminars were held on the subjects of resilience and the early detection and management of stress for Allgemeine Plakatgesellschaft AG employees. In addition, workshops were held on the principles of healthy (self-) management; these were compulsory for all employees with management responsibilities.

APG|SGA employees are offered an annual flu vaccine at the company's expense during working hours.

In terms of ergonomics and building safety, investment has been made in noise control measures in large office spaces, while additional offices have been equipped with adjustable-height desks and high-quality office chairs. The level of implementation across Switzerland is greater than 80%.

Building/work safety/fire protection audits are performed at regular intervals using the ASA<sup>1</sup> monitoring form. The Bern, St. Gallen and Zurich sites were reviewed in 2023, while the Grand-Saconnex, Lausanne and Sion sites will be audited in 2024.

<sup>1</sup> ASA stands for "involvement of occupational physicians and other occupational safety specialists"

## People



Under an overall occupational health management program, an external, independent advice service on a broad range of subjects will be introduced in 2024. This will be available to all Allgemeine Plakatgesellschaft AG employees on a confidential basis and free of charge. An individual consultation and any necessary follow-up services will be provided for all enquiries.

### Work-related absences

The general absence rate at the Swiss companies within the Group are, according to SECO/SUVA statistics, comparable with other companies in Switzerland, with absences due to occupational accidents lower than the Swiss average. As staff are well-trained, have a great deal of professional experience and comply with the necessary safety precautions, 99% of the workforce

had no occupational accidents in the 2023 calendar year. The low level of accidents does not allow any specific conclusions to be drawn about the potential for improvement in accident protection.

As fewer details are required to be reported to employers in the case of illness-related absences, no specific information is available on the nature of these absences. Of employees in Switzerland and Serbia, 54% and 65% respectively experienced no illness-related absences. In the case of long-term absences in particular, APG|SGA looks for individual solutions so the person in question can return to a suitable work routine as gently and sustainably as possible.

### Accidents and days of absence

|                                                                 | General <sup>1</sup> | Women | Men   |
|-----------------------------------------------------------------|----------------------|-------|-------|
| Number of occupational accidents                                | 4                    |       |       |
| Number of days of absence due to occupational accidents         | 9                    |       |       |
| Number of days of absence due to non-occupational accidents     | 577                  | 47    | 530   |
| Number of days of absence due to illness <sup>2</sup>           | 3 542                | 1 006 | 2 536 |
| Number of hours worked <sup>3</sup>                             | 928 328              |       |       |
| Rate of occupational accidents per 1,000,000 hours <sup>4</sup> | 4.3                  |       |       |
| Number of occupational accidents with serious consequences      | 0                    |       |       |
| Number of deaths due to occupational accidents                  | 0                    |       |       |

<sup>1</sup> Due to the low level of occupational accidents, this has not been broken down into men and women for data protection reasons.

<sup>2</sup> The days correspond to full-time days, i.e. two half-days of absence are shown as one full day.

<sup>3</sup> Calculation: for full-time employment, 2,210 working hours a year, minus 7 weeks for holidays and other absences, gives a calculated rate of 1,912.5 hours per full-time equivalent.

<sup>4</sup> The rate based on 1,000,000 hours worked corresponds to the number of work-related injuries per 500 full-time employees over a period of one year.



## Sustainable procurement – social aspects

Social aspects and environmental performance are becoming increasingly important when structuring supply chains.

As a sustainable company, APG|SGA strives to minimize any negative impact of its procurement practices. As a result, supply chain analysis has been ramped up in recent months and a more direct influence will be exerted on suppliers in future.

### Management approach

The Procurement division is in charge of defining requirements and performance criteria for the products and services purchased by APG|SGA. In collaboration with CSR Corporate Responsibility, the social aspects that need to be considered in the supply chain are defined periodically or ad hoc (when required) for key product groups. The company's Mission Statement, Code of Conduct and specific requirements arising from APG|SGA's memberships (e.g. UN Global Compact) serve as the foundation for these efforts. Where possible, APG|SGA relies on existing, recognized certificates, labels and accreditations.

### Supplier evaluations

Since 2023, key APG|SGA suppliers have had to complete a self-evaluation that covers various sustainability-related aspects. The questionnaire encompasses compliance with social aspects, climate and environmental protection activities, precise details on product origin and information on certificates and labels. The findings of this evaluation lay the groundwork for appraising supplier relationships and help steer collaboration towards a more sustainable supply chain. In addition, they play a key role in fulfilling the diligence obligation in terms of child labor. To date, suppliers and service companies that correspond to about 75% of the average annual procurement volume have been evaluated.

This serves as the basis for individual discussions with suppliers on improvement potential in relation to environmental and social issues, with measures defined where feasible. The Code of Conduct for suppliers serves to further define and promote APG|SGA's standards on issues such as health protection, employee rights, environmental and climate protection, and compliance.

### Due diligence obligation regarding child labor

APG|SGA aims only to work with suppliers that undertake not to use or tolerate child labor in their supply chain. By participating in the UN Global Compact and in its own Code of Conduct, the APG|SGA undertakes to protect human rights, work to abolish child labor and act in accordance with the law.

Due to the entry into force of the legal provisions on due diligence and reporting obligations regarding conflict minerals and child labor (Art. 964j OR) and the associated ordinance (VSoTr), APG|SGA is obliged to fulfill its due diligence obligation regarding child labor from the reporting year.

The first step in the child labor risk analysis revealed that APG|SGA exceeded the statutory threshold values in terms of total assets, turnover and full-time positions. In step two, a standardized supplier questionnaire, product information, surveys of suppliers and internal procurement managers, and internet research were used to determine the countries of origin. According to the UNICEF index, eight countries of origin for purchased products are associated with a medium (enhanced) risk of child labor.

## People



In the third step, these eight countries were examined to assess whether there was a justified suspicion of child labor related to a specific product or service procured by APG|SGA. Media and internet research was undertaken for these checks, and reports from non-governmental organizations, supplier sustainability reports and any notifications made to APG|SGA's compliance reporting point were taken into account. For the 2023 calendar year, the review of the manufacturers and products from the eight countries of origin with an enhanced risk of child labor did not give rise to any specific, justified suspicions of child labor.

As a result, APG|SGA is therefore exempt from further child labor due diligence and reporting obligations under Art. 964<sub>(f)</sub> CO.

APG|SGA does not import conflict minerals to Switzerland or process them in the country. It is not obliged to report on the fulfillment of due diligence obligations relating to conflict minerals.

## People



## Societal aspects of APG|SGA Out of Home media

By definition, Out of Home media is located in the public sphere with the purpose of informing people and influencing their decisions. APG|SGA handles this task responsibly within the framework of the social market economy, and ensures that laws and ethical considerations are respected in advertising. In addition, APG|SGA uses its platforms to make a positive contribution to society.

### Legal and ethical reviews

APG|SGA supports and respects the subjective right to freedom of expression and advertising, and does not engage in censorship. Nevertheless, all advertising materials are subjected to a legal and ethical review on receipt of the layout or actual delivery of the advertising material. The aim is to remove transgressive or prohibited elements, while enabling the advertising customer to receive the booked service.

The legal review looks at aspects such as the protection of minors, road safety, copyright, data protection, integrity, guerilla marketing and rules for political advertising. The ethical aspects are diverse; e.g. racism, sexism, eroticism, violence. As soon as a subject has been classed as critical, it may not be displayed or broadcast until the entire clarification process has been completed. This leads to either a full or partial blocking, or to its approval. Where possible, the legal and ethical reviews are undertaken before physical production of the advertisement in order to avoid any additional costs for the customer.

### Schweizerische Lauterkeitskommission

Alongside the internal legal and ethical review, the Schweizerische Lauterkeitskommission (SLK) serves as an additional monitoring body. This neutral, independent institution is a self-regulatory body for advertisers. It is part of the Stiftung für die Lauterkeit in der kommerziellen Kommunikation foundation, of which all the major organizations in Switzerland's communications industry are members.

Anyone can file a complaint with SLK about advertising that they believe is incorrect or improper. The SLK does not issue judgments that can be officially enforced by the state, but makes recommendations that are taken into account and implemented by advertisers. The neutral assessment by the SLK and the associated self-regulation has become well established and is accepted by both customers and contract partners.

Two members of Allgemeine Plakatgesellschaft AG are on the Board of Trustees and serve as experts in Out of Home media for SLK.

### Contribution towards political and democratic information

Current global events are once again highlighting the importance of freedom of expression, the rule of law and democratic process. APG|SGA is politically neutral. It offers all parties and individuals the opportunity to run political advertising or election advertising, as long as the requirements for political advertising are met. As a result, APG|SGA makes a key contribution towards freedom of speech and a functioning democracy.

## People



### Poster sponsorship and donations

Non-profit organizations and cultural and sporting events are given generous discounts and sponsored posters in the form of additional displays or broadcasts to supplement their booked campaigns. In 2023, benefits with a media value in the low eight-figure range were offered. A charitable organization is supported each year as part of an annual donation campaign. In 2023, this was the Swiss Association for the Blind and Visually Impaired (SBV).

### Collaboration with social institutions

APG|SGA regularly collaborates with social institutions. Household items are procured from the Swiss Workshop for the Blind and Visually Impaired. Decommissioned IT devices are either prepared for reuse or given to the organization Soziale Dienste Bezirk Uster (sdbu) to be professionally recycled along with other electronic waste. The sdbu engages the long-term unemployed for this work, which is designed to aid their reintegration into working life. The association Drahtzug offers mentally impaired people jobs and a supportive daily structure. It sews discarded advertising banners into useful everyday products for APG|SGA and its customers, giving them a new lease of life.

# Milestones in the implementation of the environmental mission statement

1999

Introduction of energy accounting, procurement of the first gas-powered vehicles, first Eco-Drive courses

2000

Ratification of the environmental mission statement with the core promise: “We will reduce our environmental footprint beyond the legal framework, along the entire value chain, according to the principle: prevent, reduce, recycle”

2001

First interim report, launch of systematic poster waste recycling

2002

Procurement of first hybrid cars, start of conversion of old backlit enclosures for greater energy efficiency

2003

First environmental report

2004

Start of thermal systems rehabilitation in buildings

2005

First issue of the annual “Facts and figures” folder

2008

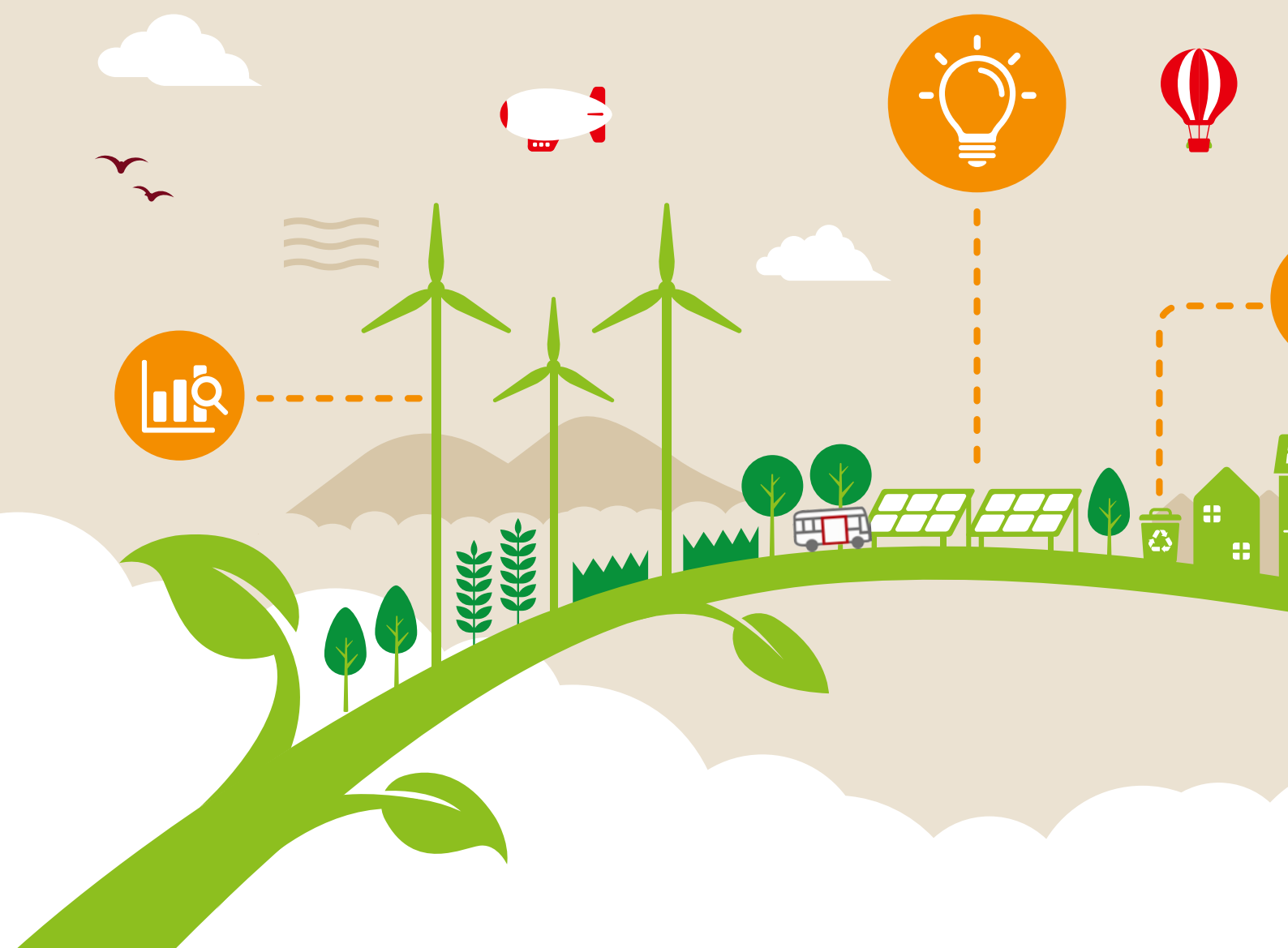
Purchase of 100% eco-electricity for backlighting; environment as a cover story of the Annual Report

2012

Purchase of 100% renewable energy for buildings: renewable energy now covers 100% of APG|SGA’s total electricity consumption

2013

Optimization of actual light design in advertising panels



## 2014

Purchase of 100% green electricity “nature-made star” for buildings: the entire power consumption of APG|SGA is now covered by green energy

## 2016

Internal acquisition strategy for digital advertising media (energy efficiency). Upgrade of the latest “ePanels” generation with energy savings of 80 percent

## 2017

Expansion of environmental performance measurement to include sustainability measurement through the addition of social indicators

## 2019

First connections to the district heating network and introduction of medium- and long-term science-based climate targets in alignment with the 1.5°C objective

## 2022

Creation of the “Head of Sustainability” position

## 2023

Installation of the first PV system, expansion of greenhouse gas accounting to the entire Group





## Environmental management

APG|SGA sees its holistic approach to environmental management as a cyclical process comprising the following activities: identify key environmental aspects, set targets, plan actions, monitor/control implementation of these actions and, if necessary, adjust them. The goal behind this process is to improve the company's environmental performance on a continuous basis.

### Key environmental aspects

The annual environmental performance survey (environmental impact and greenhouse gas emissions) helps to identify and review key environmental aspects. These cover the same areas as the environment-related issues from the materiality analysis (climate and energy, circular economy – resources and waste, sustainable procurement – environmental aspects).

### Inclusion of management bodies

The agendas for Management Board and Board of Directors meetings regularly feature environment-related topics. These committees approve the targets and discuss the implementation of any measures in detail. Specific targets to reduce greenhouse gas emissions and the corresponding reduction pathways impact operational decision-making.

In 2023, an interdisciplinary team analyzed risks and opportunities linked to climate change, based on scientific climate scenarios. The findings from this analysis aid optimization of the company's climate strategy and business processes.

### Calculation of environmental impact and greenhouse gas emissions

The method used to calculate environmental impact is ecological scarcity (environmental impact: Swiss Eco-Factors 2021 according to the Ecological Scarcity Method. Methodological basis and application to Switzerland, Federal Office for the Environment (FOEN), Umwelt-Wissen Nr. 2121, Bern, 2021).

Greenhouse gas emissions were calculated in line with the World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (revised edition). As recommended by the Greenhouse Gas (GHG) Protocol and CDP, factors for global warming potential were used that align with the sixth assessment report of the United Nations Intergovernmental Panel on Climate Change. The greenhouse gases considered were carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), hydrofluorocarbons (HFC), perfluorinated hydrocarbons (PFC), sulfur hexafluoride (SF<sub>6</sub>) and nitrogen trifluoride (NF<sub>3</sub>), as listed in the amended Annex A of the Kyoto Protocol. Environmental impact and greenhouse gas emissions were calculated using the REGIS expert system. Since 2016, the background processes have been based on ecoinvent version 3 (latest version v3.10).

## Planet



## Environmental performance

APG|SGA has been determining and monitoring its environmental performance since 2001 through an annual calculation of environmental impact and greenhouse emissions. The findings feed into the creation of environmental targets and the development of steps to achieve them.

### Climate change milestone attained and key changes initiated

In 2018, APG|SGA AG<sup>1</sup> and Allgemeine Plakatgesellschaft AG decided on a short-term, science-based reduction target for greenhouse gases that was suitable for helping to limit climate change to 1.5°C. The aim was for Scope 1+2 emissions to be 30% lower (987 t CO<sub>2</sub>eq) in 2023 than in the reference year of 2017 (1,410 t CO<sub>2</sub>eq). This goal was not just met but exceeded by the company, with 976 t CO<sub>2</sub>eq greenhouse gas emissions in Scope 1+2.

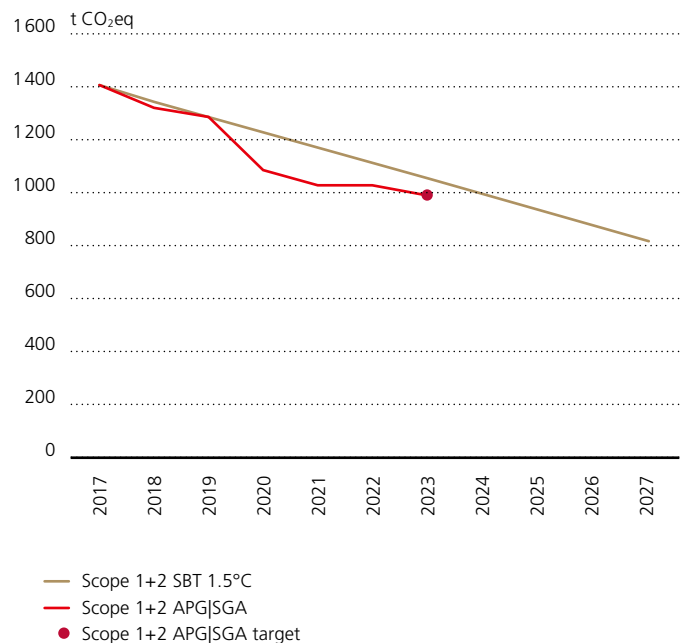
As early as the second half of 2022, APG|SGA made a commitment to the SBTi to set wider-ranging science-based reduction goals for greenhouse gas emissions in Scopes 1, 2 and 3, with 2023 as the base year. These new goals, including a net-zero target, are to be submitted to SBTi for validation. They will also be suitable for limiting climate warming, as per the Paris Climate Agreement, to 1.5°C.

The APG|SGA has laid key groundwork for this step and expanded the system boundaries for environmental accounting. First, the entire APG|SGA Group is now covered and has been since 2023. Second, the data collection process for upstream processes has been completed. It now encompasses all advertising materials (not just paper posters) and capital goods.

Advertising revenue is now the reference value for calculating intensity, instead of the number of posters. This switch was required because Group companies have different proportions of analog and digital forms of advertising, as well as traditional paper posters, and advertising revenue offers better comparability.

### Development of the short-term science-based reduction target

(APG|SGA AG<sup>1</sup>, Allgemeine Plakatgesellschaft AG)



<sup>1</sup> Includes all direct employees at the holding company and their day-to-day operational activities

Planet



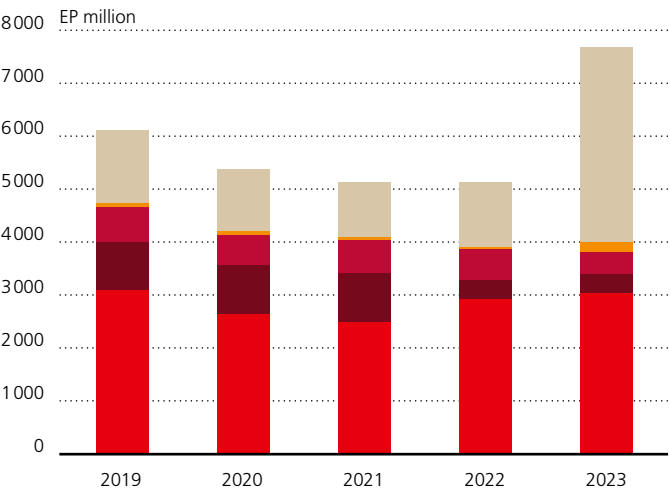
Environmental accounting and greenhouse gas emissions

Over a five-year comparison, there has been a substantial increase in the environmental impact of materials. This is due to the system limits being expanded to include all materials, along with the associated volume of waste, capital goods and heating

energy consumption of rented spaces. The positive trend towards ongoing reduction has in principle continued, particularly in terms of intensity. The situation is similar for greenhouse gas emissions.

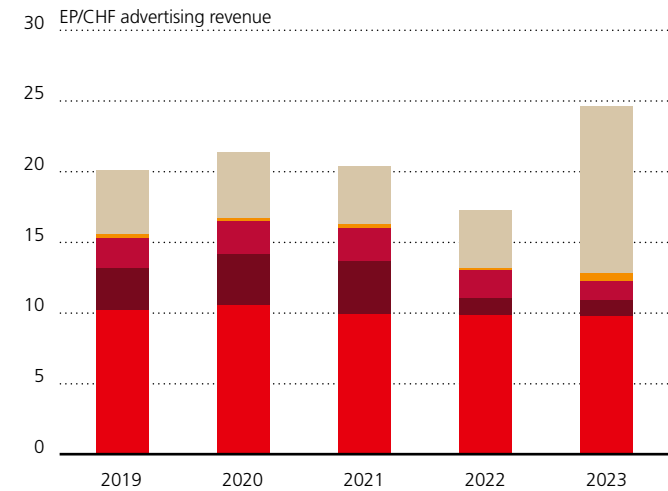
Environmental impact 2019–2023

(APG|SGA AG<sup>1</sup>, Allgemeine Plakatgesellschaft AG)



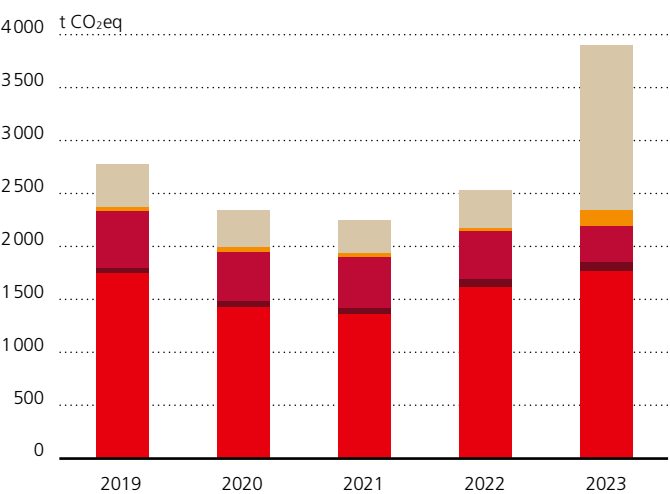
Intensity of environmental impact 2019–2023

(APG|SGA AG<sup>1</sup>, Allgemeine Plakatgesellschaft AG)



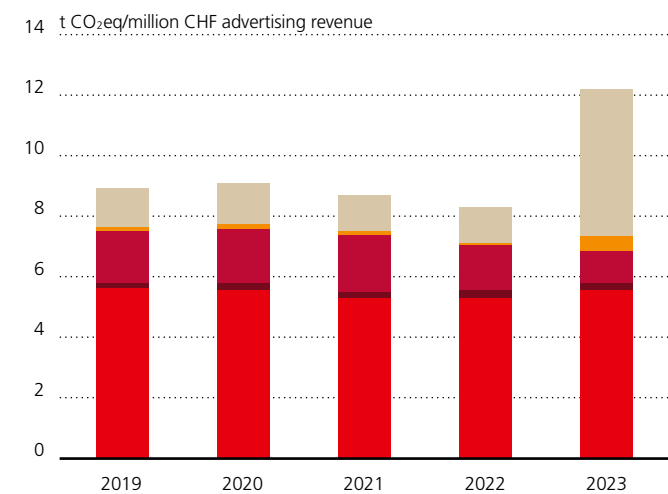
Greenhouse gas emissions 2019–2023

(APG|SGA AG<sup>1</sup>, Allgemeine Plakatgesellschaft AG)



Intensity of greenhouse gas emissions 2019–2023

(APG|SGA AG<sup>1</sup>, Allgemeine Plakatgesellschaft AG)



Materials<sup>2</sup> Waste disposal Heating Electricity Vehicles

<sup>1</sup> Includes all direct employees of the holding company and their day-to-day operational activities

<sup>2</sup> Including capital goods and heating energy consumption of rented spaces

## Planet



### Geographical expansion of system boundaries

Due to the expansion of the system boundaries for environmental accounting, which aligns with the requirements of the SBTi, all Group companies under the full operational control of APG|SGA and upstream processes are now fully taken into account. The Group company in Serbia, Almo Quattro, makes up about 4% of advertising revenue, but is responsible for more than 50% of the environmental impact and greenhouse gas emissions. This is due to the fact that unlike the Swiss company, it does not pursue a systematic environment management approach and merely complies with the legal requirements. And a closer look at the first life cycle assessment reveals two drivers: electricity and waste disposal.

The Serbian Group company uses a disproportionate amount of electricity, as its backlit digital advertising panels are usually larger than those in Switzerland. It is known that 40% of the electricity purchased comes from hydropower. No robust data is available for the other 60%, which is why the composition of the remaining electricity in Serbia, which is dominated by coal-fired power generation, was assumed for the life cycle assessment (2022: 72.8% electricity from lignite- and coal-fired power plants).<sup>1</sup>

<sup>1</sup> <https://www.aib-net.org/facts/European-residual-mix/2022>, last visited on April 5, 2024

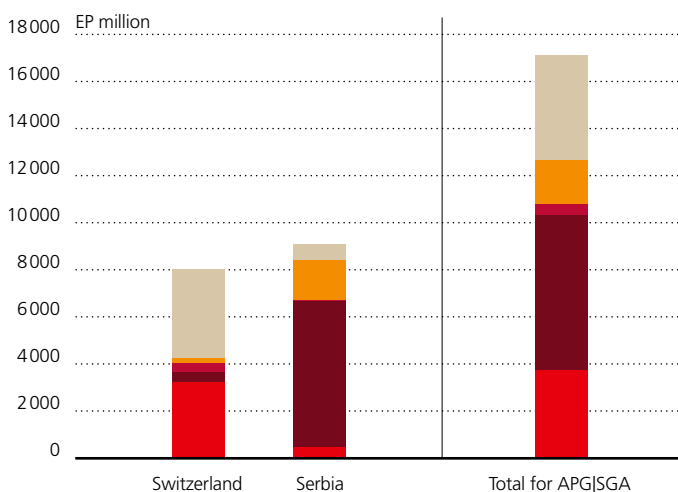
In terms of waste, only the quantities of waste created are known in Serbia; no information was available on the methods of disposal. In such cases, the most unfavorable scenarios are assumed for the environmental accounting, i.e. disposal of poster paper and advertising materials containing PVC in landfill and/or via uncontrolled incineration. The environmental impact may drop substantially once the methods of disposal are known or as soon as heavily environmentally polluting disposal routes are prevented.

These circumstances are also reflected in the greenhouse gas emissions; although disposal is much less significant.

Alongside the steps already taken to reduce greenhouse gas emissions, two areas of action in the area of environmental protection in the Serbian group company can be derived from the life cycle assessment:

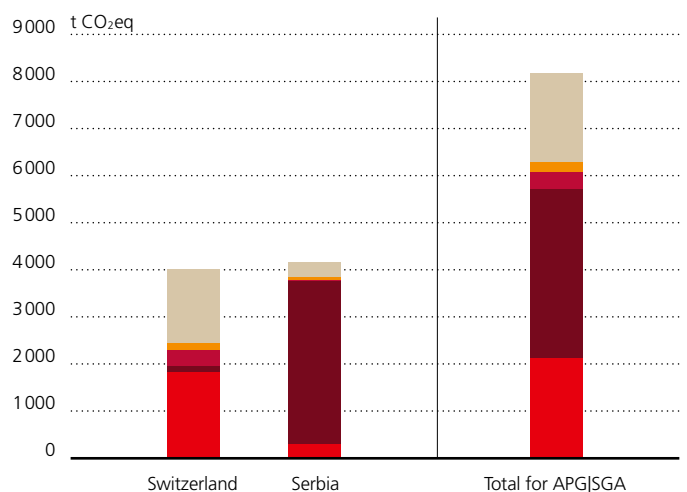
- Targeted procurement of energy from renewable sources (hydropower and wind power)
- Transparent disposal pathways in close collaboration with the contracted waste disposal companies and prevention of heavily environmentally damaging disposal methods

### 2023 environmental impact of Swiss and international business, and the APG|SGA Group



Materials<sup>1</sup> Waste disposal Heating Electricity Vehicles

### 2023 greenhouse gas emissions of Swiss and international business, and the APG|SGA Group



<sup>1</sup> Including capital goods and heating energy consumption of rented spaces

Planet



The following in-depth insights into environmental performance solely relate to APG|SGA<sup>1</sup> and Allgemeine Plakatgesellschaft AG.

Energy

Total energy consumption, in kWh, has fallen by 2% since 2022. This is a very positive development given the increase in advertising revenue and the slight rise in fuel and electricity consumption, driven by a significant drop in heating energy consumption.

Electricity

Electricity consumption has increased by 3% compared with 2022. Any electricity purchased is 100% green energy with the “naturemade star” accreditation. Although the conversion of electronic advertising panels and other efficiency measures led to a reduction in some areas, the expanded range of digital advertising panels required a larger volume of electricity (7% more spots compared to 2022, excluding “elevator ePanels”). These digital advertising media are responsible for almost 50% of the electricity consumed.

A photovoltaic system was put into operation at the Zurich site. Similar systems are under construction at the Lausanne and Wallisellen sites and will be completed in 2024. Feasibility analyses are being undertaken for the Lugano and Sion sites.

Heating energy

Targeted savings measures, optimization of heating systems and renovation activities for individual buildings resulted in a reduction in heating energy consumption of 21% compared to 2022. Other renovation measures are under review for 2024 with the aim of increasing building efficiency at the Zurich and Lugano sites.

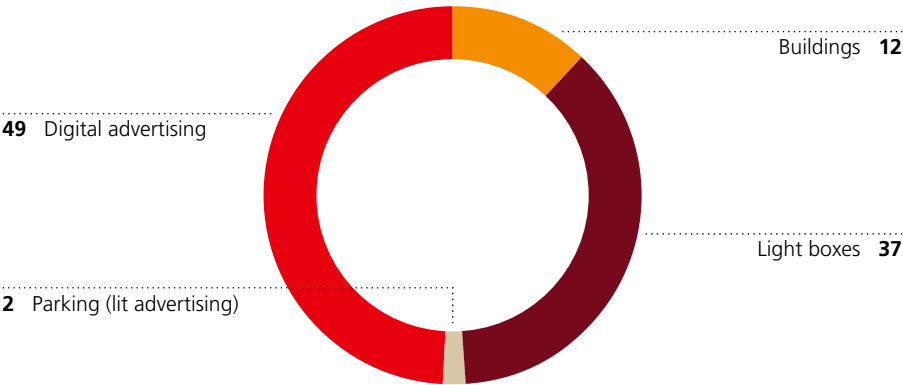
Vehicles

Fuel consumption across the entire vehicle fleet increased by 4%<sup>2</sup>. The procurement of energy-efficient and electric vehicles, along with the ongoing optimization of poster route planning, should reduce this figure in future.

Levels of commuting within Switzerland have remained constant, although the proportion undertaken by gas/diesel cars dropped by 7%. It is anticipated that flexible working models and straightforward digital working opportunities will reduce commuting levels.

<sup>1</sup> Includes all direct employees at the holding company and their day-to-day operational activities  
<sup>2</sup> In the 2023 Annual Report, the same value was given at 3% on page 42. This was corrected due to a review and modification of the fuel measurement

Breakdown of electricity consumption by activity  
in percent



## Planet



### Circular economy

Compared with the previous year, total waste decreased by 1%, or 4 metric tons, in 2023. The recycling rate for poster waste was 79%. All materials are disposed of under high national standards with support from local recycling partners. The target recycling rate for poster waste is 90%. Wherever possible, the lifecycle of obsolete products is extended through processing or reuse.

### Materials

APG|SGA constantly works with its suppliers to use more sustainable materials and optimize processes, so less input material is required. Compared to 2022, APG|SGA was able to reduce the quantities of materials required for large-format advertising and installed fewer traditional posters. At the same time, more advertising products were produced for the transport advertising sector.

### Sustainable procurement – environmental aspects

APG|SGA aims to work with suppliers that comply with all environmental laws and regulations, pursue a systematic environmental management approach, strive to continually improve their environmental performance and reduce their greenhouse gas emissions to net zero. From APG|SGA's view, this latter point is central to reducing its own Scope 3 greenhouse gas emissions. The criteria listed form part of the regular supplier evaluation.

Beyond this, suppliers will play a key role in future in improving the quality of data used to calculate the environmental accounting and greenhouse gas emissions. They will be given assistance in determining the environmental impact and greenhouse gas emissions of the products supplied, with this information then provided to APG|SGA. This primary data gives a more realistic picture than the secondary data from databases.

## Planet



## Overview of KPIs

| GRI        | EPIs <sup>1</sup>                   |                | APG SGA Group | APG SGA AG <sup>2</sup> & Allgemeine Plakatgesellschaft AG |       |       |       |        |
|------------|-------------------------------------|----------------|---------------|------------------------------------------------------------|-------|-------|-------|--------|
|            |                                     |                | 2023          | 2023                                                       | 2022  | 2021  | 2020  | 2019   |
| <b>302</b> | <b>Energy</b>                       |                |               |                                                            |       |       |       |        |
|            | Total                               | MWh            | 14 771        | 9 369                                                      | 9 563 | 9 703 | 9 683 | 10 422 |
|            | renewable                           | %              | 49            | 57                                                         | 55    | 55    | 52    | 47     |
|            | Purchased electricity               | MWh            | 9 401         | 4 715                                                      | 4 503 | 4 545 | 4 449 | 4 427  |
|            | renewable                           | %              | 70            | 100                                                        | 100   | 100   | 100   | 100    |
|            | Purchased heat <sup>3</sup>         | MWh            | 255           | 178                                                        | 195   | 168   | 162   | 71     |
|            | renewable                           | %              | 46            | 67                                                         | 62    | 82    | 69    | 71     |
|            | Self-generated electricity          | MWh            | 5             | 5                                                          | –     | –     | –     | –      |
|            | renewable                           | %              | 100           | 100                                                        | –     | –     | –     | –      |
|            | Total fuel                          | MWh            | 5 109         | 4 471                                                      | 4 864 | 4 990 | 5 071 | 5 924  |
|            | renewable                           | %              | 11            | 12                                                         | 12    | 13    | 9     | 7      |
|            | Natural gas                         | MWh            | 1 972         | 1 954                                                      | 2 093 | 2 227 | 2 346 | 2 681  |
|            | Biogas                              | MWh            | 545           | 545                                                        | 595   | 630   | 464   | 401    |
|            | Heating oil                         | MWh            | 255           | 255                                                        | 495   | 560   | 525   | 671    |
|            | Diesel                              | MWh            | 1 585         | 1 177                                                      | 1 278 | 1 255 | 1 453 | 1 802  |
|            | Petrol                              | MWh            | 753           | 540                                                        | 403   | 319   | 283   | 369    |
| <b>303</b> | <b>Water</b>                        |                |               |                                                            |       |       |       |        |
|            | Tap water                           | m <sup>3</sup> | 6 434         | 6 102                                                      | 7 180 | 7 822 | 7 809 | 8 729  |
| <b>301</b> | <b>Materials</b>                    |                |               |                                                            |       |       |       |        |
|            | Total                               | t              | 429           | 350                                                        | 285   | 260   | 298   | 348    |
|            | renewable                           | %              | 77            | 83                                                         | 99    | 99    | 99    | 99     |
|            | Paper                               | t              | 294           | 255                                                        | 257   | 242   | 276   | 318    |
|            | Glue incl. additives                | t              | 31            | 30                                                         | 24    | 17    | 18    | 23     |
|            | Other advertising material          | t              | 100           | 61                                                         | –     | –     | –     | –      |
|            | Other material                      | t              | 4.5           | 4.2                                                        | 3.9   | 0.6   | 4.5   | 6.6    |
| <b>306</b> | <b>Waste</b>                        |                |               |                                                            |       |       |       |        |
|            | Total                               | t              | 566           | 484                                                        | 403   | 407   | 418   | 442    |
|            | Municipal waste (incineration)      | t              | 86            | 84                                                         | 40    | 66    | 76    | 69     |
|            | Advertising material (incineration) | t              | 50            | 50                                                         | –     | –     | –     | –      |
|            | Advertising material (unkown)       | t              | 78            | –                                                          | –     | –     | –     | –      |
|            | Inert waste (landfill CH)           | t              | 2.3           | 2.3                                                        | –     | –     | –     | –      |
|            | Paper (recycling)                   | t              | 333           | 333                                                        | 363   | 341   | 342   | 372    |
|            | Metals (recycling)                  | t              | 14            | 14                                                         | –     | –     | –     | –      |
|            | Electronics (recycling)             | t              | 0.7           | 0.7                                                        | –     | –     | –     | –      |
|            | Banner (recycling)                  | t              | 1.6           | 1.6                                                        | –     | –     | –     | –      |

## Planet



| GRI          | EPIs <sup>1</sup>                                   |                                        | APG SGA Group | APG SGA AG <sup>2</sup> & Allgemeine Plakatgesellschaft AG |         |         |         |         |
|--------------|-----------------------------------------------------|----------------------------------------|---------------|------------------------------------------------------------|---------|---------|---------|---------|
|              |                                                     |                                        | 2023          | 2023                                                       | 2022    | 2021    | 2020    | 2019    |
| <b>302</b>   | <b>Business travel<sup>4</sup></b>                  |                                        |               |                                                            |         |         |         |         |
|              | Total                                               | km                                     | 406 786       | 403 088                                                    | 530 959 | 350 427 | 476 449 | 626 450 |
|              | Car                                                 | %                                      | 11            | 11                                                         | 10      | 11      | 16      | 19      |
|              | Airplane                                            | %                                      | 7             | 6                                                          | 5       | –       | –       | –       |
|              | Train                                               | %                                      | 82            | 83                                                         | 85      | 89      | 84      | 81      |
| <b>302</b>   | <b>Commuting<sup>5</sup></b>                        |                                        |               |                                                            |         |         |         |         |
|              | Total                                               | million km                             | 1.9           | 1.6                                                        | 1.5     | 0.6     | 0.4     | 0.5     |
|              | Car                                                 | %                                      | 44            | 39                                                         | 37      | 100     | 100     | 100     |
|              | Public transport                                    | %                                      | 54            | 60                                                         | 62      | –       | –       | –       |
|              | <b>GHG emissions (CO<sub>2</sub>eq)<sup>6</sup></b> |                                        |               |                                                            |         |         |         |         |
|              | Total                                               |                                        | 8 178         | 3 811                                                      | 2 686   | 2 197   | 2 287   | 2 719   |
| <b>305-1</b> | Scope 1                                             | t CO <sub>2</sub> eq                   | 1 134         | 959                                                        | 1 007   | 1 013   | 1 072   | 1 285   |
| <b>305-2</b> | Scope 2 <sup>7</sup>                                | t CO <sub>2</sub> eq                   | 2 920         | 17                                                         | 19      | 16      | 14      | 6       |
| <b>305-3</b> | Scope 3                                             | t CO <sub>2</sub> eq                   | 4 123         | 2 835                                                      | 1 660   | 1 168   | 1 201   | 1 428   |
| <b>305-4</b> | Intensity Scope 1+2                                 | kg CO <sub>2</sub> eq / kCHF net sales | 12.5          | 3.1                                                        | 3.4     | 4.1     | 4.3     | 4.2     |
|              | <b>Environmental impact<sup>8</sup></b>             |                                        |               |                                                            |         |         |         |         |
|              | Core balance                                        | EP million                             | 10 696        | 2 389                                                      | 2 347   | 2 724   | 2 800   | 3 120   |
|              | Total balance                                       | EP million                             | 17 097        | 7 687                                                      | 5 130   | 5 132   | 5 373   | 6 108   |
|              | <b>References</b>                                   |                                        |               |                                                            |         |         |         |         |
|              | Net sales                                           | million CHF                            | 326           | 311                                                        | 297     | 252     | 251     | 304     |

<sup>1</sup> Companies included: until 2022 APG|SGA AG & Allgemeine Plakatgesellschaft AG, from 2023 also entire APG|SGA Group

<sup>2</sup> Includes all direct employees of the holding company and their day-to-day operational activities

<sup>3</sup> District heating at the Lausanne and Basel sites since 2019

<sup>4</sup> With external vehicles (kilometres of own vehicles not included)

<sup>5</sup> New commuting recording incl. public transport since 2022

<sup>6</sup> Calculation of greenhouse gas emissions: 2019 v3.6, 2020 v3.7.1, 2021 v3.8, 2022 v3.9.1, 2023 v3.10. Methods: 2018-2021 IPCC2013, from 2022 IPCC2021

<sup>7</sup> market-based (location-based: 50 t CO<sub>2</sub>eq)

<sup>8</sup> Calculation of environmental impact: 2019-2021 v3.8, 2022 v3.9.1, 2023 v3.10; UBP2021 method. Mio. EP = 1'000'000 Environmental impact points (EIP)



## Scope 3 categories

As a prerequisite for setting new science-based reduction targets, APG|SGA has taken crucial steps by expanding the system limits for environmental accounting and improving data reporting for upstream and downstream processes.

### Breakdown of Scope 3 emissions by Greenhouse Gas Protocol (GHGP) categories

APG|SGA's primary services including the procurement, installation and maintenance of analog and digital advertising spaces in public areas, and in turn the marketing and leasing of these advertising spaces. All the processes within its services along the value chain are integrated into this greenhouse gas (GHG) inventory. As this means the inventory is comprehensive, no further screening is required.

The figures for 2022 in the following table relate to activities within Switzerland, while the figures for 2023 apply to the entire Group.<sup>1</sup>

<sup>1</sup> Database used for calculation:  
- 2022, ecoinvent v3.9.1  
- 2023, ecoinvent v3.10.

## Planet



| Scope 3 category |                                                                    | 2023<br>t CO <sub>2</sub> eq | 2022<br>t CO <sub>2</sub> eq | Comments                                                                                                                                                             |
|------------------|--------------------------------------------------------------------|------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | Purchased goods and services                                       | 1 216                        | 464                          | Main emission source: advertising material (e.g. wet posters)                                                                                                        |
| 2                | Capital goods                                                      | 951                          | 452                          | Emission sources: own cars and advertising infrastructure (e.g. ePanels)                                                                                             |
| 3                | Fuel- and energy-related activities (not included in Scope 1 or 2) | 1 108                        | 426                          | Fuels for own vehicles are the main driver, followed by heating and electricity.                                                                                     |
| 4                | Upstream transportation and distribution                           | 58                           | 22                           | Main emission source: truck transport                                                                                                                                |
| 5                | Waste generated in operations                                      | 228                          | 22                           | Main emission source: disposal advertising material                                                                                                                  |
| 6                | Business travel                                                    | 21                           | 25                           | Main emission source: car                                                                                                                                            |
| 7                | Employee commuting                                                 | 307                          | 208                          | Main emission source: commuting by car                                                                                                                               |
| 8                | Upstream leased assets                                             | –                            | –                            | All relevant energy flows (in particular of rented buildings or advertising space) are included in scope 1 and 2.                                                    |
| 9                | Downstream transportation and distribution                         | –                            | –                            | The distribution (posting) is done by own cars; therefore the relevant emissions are included in Scope 1.                                                            |
| 10               | Processing of sold products                                        | –                            | –                            | APG SGA is a service company; we don't sell products.                                                                                                                |
| 11               | Use of sold products                                               | –                            | –                            | APG SGA is a service company; we don't sell products. Electricity consumption of advertisement system like screens for digital advertisement is included in scope 2. |
| 12               | End-of-life treatment of sold products                             | –                            | –                            | Not applicable. APG SGA is a service company; we don't sell products.                                                                                                |
| 13               | Downstream leased assets                                           | 176                          | –                            | Heating energy used in rented buildings                                                                                                                              |
| 14               | Franchises                                                         | –                            | –                            | Not applicable. No franchises                                                                                                                                        |
| 15               | Investments                                                        | –                            | –                            | Not applicable. APG SGA is not an investment company and doesn't offer any financial services.                                                                       |
| Other (upstream) |                                                                    | 59                           | 41                           | Road infrastructure considered. No separate data collection (included in the ecoinvent LCI data used).                                                               |

Breakdown of Scope 3 GHG emissions by GHGP categories for 2022 and 2023. The figures for 2022 relate to the activities of APG|SGA AG<sup>1</sup> and Allgemeine Plakatgesellschaft AG, while the figures for 2023 apply to the entire APG|SGA Group.

<sup>1</sup> Includes all direct employees of the holding company and their day-to-day operational activities

Profit



## Economic performance

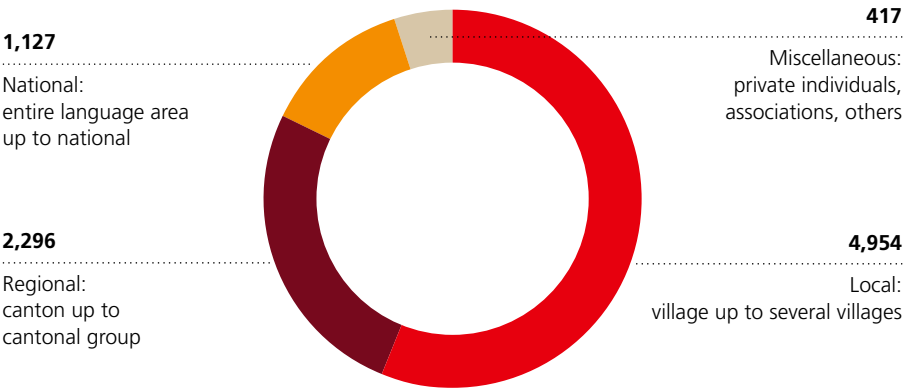
The optimal generation of earnings and long-term relationships with partners and customers form the foundation for the sustainable existence and competitiveness of the company.

### Successful relationships with partners and customers

APG|SGA has been in existence for almost 125 years and is proud of both its long history and its business model that generates income for private individuals, companies and public authorities via 7,160 contracts and partnerships. It has 8,800

advertising customers within Switzerland at both a local and national level that were able to generate attention for their company, organization, services or products in 2023.

Number of customers per category  
in 2023



## Profit



### Key figures

The Sustainability Report does not contain any financial KPIs that have not already been published in the Annual Report or Financial Report. In addition, they are not broken down by country. Nevertheless, it is worth emphasizing the economic added value that APG|SGA generates for various stakeholders. Its key benefits include salaries to the workforce, procurement of materials and services, levies to the public purse in the form of concession fees and taxes, provision of free services for non-profit organizations, sporting and cultural events in the form of discounts and additional displays, and payments to lenders.

### Continuous improvement

Revised processes to increase the efficiency of operations and material flow are rolled out on an ongoing basis. Among the major implementations in 2023 were the expansion of customer relationship management, the introduction of lean project management, and the revision of all poster routes with the aim of reducing the number of kilometers traveled and facilitate more efficient management of poster spaces.

In 2024, the aim is to achieve certification under a renowned sustainability label based on the ISO 26000 standard – guide for social responsibility.

### Direct economic value generated and disbursed in CHF 1,000

| Item in CHF 1,000                                                                    | 2023    |
|--------------------------------------------------------------------------------------|---------|
| Revenue                                                                              | 325 632 |
| Operating costs                                                                      | N/A     |
| Employee salaries and benefits                                                       |         |
| – Gross salary total                                                                 | 47 147  |
| – Employer contributions to the pension fund                                         | 5 576   |
| – Social security contributions to OASI, daily sickness benefits, accident insurance | 4 277   |
| – Other staffing costs                                                               | 941     |
| Payments to lenders                                                                  | 32 948  |
| Taxes on earnings                                                                    | 5 073   |
| Fees and commissions                                                                 | 196 826 |
| Investments on a communal level                                                      | N/A     |
| Free cash flow                                                                       | 31 325  |



## Prevention of corruption

It is important to APG|SGA that all employees – without exception – comply with all applicable laws and internal policies, including anti-bribery and anti-corruption guidelines.

### Management approach

The Compliance Committee is the central body for combating bribery and corruption and is responsible for all the relevant processes. It reviews adherence with guidelines, updates these guidelines, is available for queries and consultation, and also authorizes all invitations from APG|SGA to customers, partners and other external stakeholders that exceed the monetary values set out in the guidelines. In addition, the Compliance Committee organizes training and cooperates directly with the external whistleblowing reporting point in the event of reports and investigations.

The anti-bribery and anti-corruption guidelines contain all the relevant information and rules and apply to the entire workforce. They are updated and revised at periodic intervals.

### Corruption risks

Corruption risks are greater in administrative fields; billposters or people engaged in construction-related activities are less exposed. In particular, higher risks are to be found in partner management, for people who work directly with concession officials at public authorities or in sales, and for people with direct customer contact.

### Training and external reporting point

All new APG|SGA employees in Switzerland active in administration must complete mandatory compliance training within their first three months of work. Billposters, who make up about a third of the workforce, are exempt from this obligation. The training (which is based on e-learning) is revised every other year – including in 2023 – and all employees required to take the training must complete it again.

An external reporting point has been in place since 2022. In particular, this is for compliance breaches, but it is also available for all other types of report. The reporting point receives disclosures by phone or email; this can be done anonymously on request. It is able to launch and conduct investigations. All APG|SGA employees are obliged to cooperate with it, without restriction. The reporting point's existence and manner of operating are communicated to employees at regular intervals several times a year via internal channels.

### Cases

No disclosures have been received since the reporting point was set up. There are no ongoing internal or public proceedings or confirmed cases of corruption.

Profit



## Acting lawfully

APG|SGA is committed to acting in accordance with the law and compliance with the guidelines and codes of corporate ethics it sets itself in order to safeguard trust in the integrity of the company.

### Ongoing proceedings

APG|SGA complies strictly with national legislation, cantonal and municipal laws, competition legislation, personnel legislation and the rules applying to tenders and submissions. In terms of competition, APG|SGA is engaged in fair competition for market share and complies with the standard antitrust and competition legislation in the country in question. APG|SGA is a member of various industry associations, but no agreements are made with respect to prices, areas or products.

In 2021, APG|SGA launched proceedings in Serbia against the local authorities in Belgrade. These proceedings relate to a potential breach of an exclusivity agreement and were pending at the time of writing.

During the reporting period, and at present, APG|SGA was not involved in any other legal proceedings due to anti-competitive behavior or breaches of cartel or monopoly law. In addition, APG|SGA has not committed any other material breaches of laws and regulations.

# GRI contents index

The APG|SGA reported on the information listed in this GRI index for the period from January 1, 2023 to December 31, 2023 with reference to the GRI standards.  
GRI used: GRI 1: Foundation 2021.

## General Disclosures

| GRI Standard                                                                           | Disclosure                                                                       | Location <sup>1</sup>                 |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------|
| <b>The organization and its reporting practices</b><br>GRI 2: General Disclosures 2021 | 2-1 Organizational details                                                       | AR, p. 18–21                          |
|                                                                                        | 2-2 Entities included in the organization's sustainability reporting             | FR, p. 26 / SR, p. 7                  |
|                                                                                        | 2-3 Reporting period, frequency and contact point                                | SR, p. 7, 42                          |
|                                                                                        | 2-4 Restatements of information                                                  | SR, p. 7                              |
|                                                                                        | 2-5 External assurance                                                           | SR, p. 7                              |
| <b>Activities and workers</b><br>GRI 2: General Disclosures 2021                       | 2-6 Activities, value chain and other business relationships                     | AR, p. 4–19 / SR, p. 5–7              |
|                                                                                        | 2-7 Employees                                                                    | AR, p. 40 / SR, p. 12–13              |
|                                                                                        | 2-8 Workers who are not employees                                                | SR, p. 13                             |
| <b>Governance</b><br>GRI 2: General Disclosures 2021                                   | 2-9 Governance structure and composition                                         | AR, p. 22–28                          |
|                                                                                        | 2-10 Nomination and selection of the highest governance body                     | AR, p. 24                             |
|                                                                                        | 2-11 Chair of the highest governance body                                        | AR, p. 22                             |
|                                                                                        | 2-12 Role of the highest governance body in overseeing the management of impacts | AR, p. 24–25<br>SR, p. 6–8, 24        |
|                                                                                        | 2-13 Delegation of responsibility for managing impacts                           | AR, p. 25 / SR, p. 6–8, 24            |
|                                                                                        | 2-14 Role of the highest governance body in sustainability reporting             | SR, p. 7–8                            |
|                                                                                        | 2-15 Conflicts of interest                                                       | FR, p. 39 / AR, p. 21–23<br>OR, S. 12 |
|                                                                                        | 2-16 Communication of critical concerns                                          | AR, p. 25 / OR, p. 11                 |
|                                                                                        | 2-19 Remuneration policies                                                       | AR, p. 31–32                          |
|                                                                                        | 2-20 Process to determine remuneration                                           | AR, p. 24, 30–31                      |
|                                                                                        | 2-22 Statement on sustainable development strategy                               | SR, p. 4                              |
| <b>Strategy, policies and practices</b><br>GRI 2: General Disclosures 2021             | 2-23 Policy commitments                                                          | AR, p. 29<br>SR, p. 5, 7–8, 18        |
|                                                                                        | 2-25 Processes to remediate negative impacts                                     | AR, p. 29                             |
|                                                                                        | 2-26 Mechanisms for seeking advice and raising concerns                          | AR, p. 29<br>SR, p. 9, 20, 36         |
|                                                                                        | 2-27 Compliance with laws and regulations                                        | SR, p. 37                             |
|                                                                                        | 2-28 Membership associations                                                     | SR, p. 7                              |
| <b>Stakeholder engagement</b><br>GRI 2: General Disclosures 2021                       | 2-29 Approach to stakeholder engagement                                          | SR, p. 9                              |
|                                                                                        | 2-30 Collective bargaining agreements                                            | SR, p. 13                             |

<sup>1</sup> Localisation: AR = Annual Report, FR = Financial Report, SR = Sustainability Report, OR = Organisation regulations

## Material Topics

| GRI Standard                                        | Disclosure                                                                                                          | Location <sup>1</sup> |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Material Topics</b>                              |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-1 Process to determine material topics                                                                            | SR, p. 8              |
|                                                     | 3-2 List of material topics                                                                                         | SR, p. 8              |
| <b>Economic Performance</b>                         |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | GB, p. 10–18          |
|                                                     | Successful relationships with partners and customers                                                                | SR, p. 34             |
| GRI 201: Economic Performance 2016                  | 201-1 Direct economic value generated and distributed                                                               | SR, p. 35             |
| <b>Prevention of corruption</b>                     |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | SR, p. 36             |
|                                                     | 205-1 Operations assessed for risks related to corruption                                                           | SR, p. 36             |
| GRI 205: Anti-corruption 2016                       | 205-2 Communication and training about anti-corruption policies and procedures                                      | SR, p. 36             |
|                                                     | 205-3 Confirmed incidents of corruption and actions taken                                                           | SR, p. 36             |
| <b>Acting lawfully</b>                              |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | SR, p. 37             |
| GRI 206: Anti-competitive Behavior 2016             | 206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices                               | SR, p. 37             |
| <b>Climate and energy</b>                           |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | SR, p. 24             |
| GRI 302: Energy 2016                                | 302-1 Energy consumption within the organization                                                                    | SR, p. 31             |
| <b>Circular economy – resources and waste</b>       |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | SR, p. 27, 29         |
| GRI 303: Water and Effluents 2018                   | 303-3 Water withdrawal                                                                                              | SR, p. 30             |
|                                                     | 303-4 Water discharge                                                                                               | SR, p. 30             |
|                                                     | 303-5 Water consumption                                                                                             | SR, p. 30             |
| GRI 305: Emissions 2016                             | 305-1 Direct (Scope 1) GHG emissions                                                                                | SR, p. 31             |
|                                                     | 305-2 Energy indirect (Scope 2) GHG emissions                                                                       | SR, p. 31             |
|                                                     | 305-3 Other indirect (Scope 3) GHG emissions                                                                        | SR, p. 31             |
|                                                     | 305-4 GHG emissions intensity                                                                                       | SR, p. 31             |
|                                                     | 305-5 Reduction of GHG emissions                                                                                    | SR, p. 31             |
| GRI 306: Waste 2020                                 | 306-3 Waste generated                                                                                               | SR, p. 30             |
|                                                     | 306-4 Waste directed to disposal                                                                                    | SR, p. 30             |
|                                                     | 306-5 Waste directed to disposal                                                                                    | SR, p. 27, 30         |
|                                                     | Sustainable procurement – environmental aspects                                                                     | SR, p. 29             |
| <b>Attractive employment and working conditions</b> |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | SR, p. 12             |
|                                                     | APG SGA employees                                                                                                   | SR, p. 12             |
|                                                     | Age structure                                                                                                       | SR, p. 13             |
|                                                     | Perks and fringe benefits                                                                                           | SR, p. 13             |
|                                                     | Employee satisfaction                                                                                               | SR, p. 13             |
| <b>Occupational health and safety</b>               |                                                                                                                     |                       |
| GRI 3: Material Topics 2021                         | 3-3 Management of material topics                                                                                   | SR, p. 15             |
| GRI 403: Occupational Health and Safety 2018        | 403-1 Occupational health and safety management system                                                              | SR, p. 15             |
|                                                     | 403-2 Hazard identification, risk assessment, and incident investigation                                            | SR, p. 15–16          |
|                                                     | 403-5 Worker training on occupational health and safety                                                             | SR, p. 16             |
|                                                     | 403-6 Promotion of worker health                                                                                    | SR, S. 16–17          |
|                                                     | 403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships | SR, p. 16             |

<sup>1</sup> Localisation: AR = Annual Report, FR = Financial Report, SR = Sustainability Report, OR = Organisation regulations

## Material Topics

| GRI Standard                                                                                                | Disclosure |                                                                           | Location <sup>1</sup>    |
|-------------------------------------------------------------------------------------------------------------|------------|---------------------------------------------------------------------------|--------------------------|
| <b>Gender equality</b><br>GRI 3: Material Topics 2021<br>GRI 405: Diversity and Equal Opportunity 2016      | 403-8      | Workers covered by an occupational health and safety management system    | SR, p. 16                |
|                                                                                                             | 403-9      | Work-related injuries                                                     | SR, p. 17                |
|                                                                                                             | 403-10     | Work-related ill health                                                   | SR, p. 17                |
|                                                                                                             | 3-3        | Management of material topics                                             | SR, p. 14                |
|                                                                                                             | 405-1      | Diversity of governance bodies and employees                              | AR, p. 23 / SR, p. 13–14 |
| <b>Sustainable procurement – social aspects</b><br>GRI 3: Material Topics 2021<br>GRI 408: Child Labor 2016 | 3-3        | Management of material topics                                             | SR, p. 18                |
|                                                                                                             |            | Supplier evaluations                                                      | SR, p. 18                |
|                                                                                                             | 408-1      | Operations and suppliers at significant risk for incidents of child labor | SR, p. 18–19             |
| <b>Social contribution of Out of Home media</b><br>GRI 3: Material Topics 2021                              | 3-3        | Management of material topics                                             | SR, p. 20–21             |
|                                                                                                             |            | Legal and ethical reviews                                                 | SR, p. 20                |
|                                                                                                             |            | Schweizerische Lauterkeitskommission                                      | SR, p. 20                |
|                                                                                                             |            | Contribution towards political and democratic information                 | SR, p. 20–21             |
|                                                                                                             |            | Poster sponsorship and donations                                          | SR, p. 21                |
|                                                                                                             |            | Collaboration with social institutions                                    | SR, p. 21                |

<sup>1</sup> Localisation: AR = Annual Report, FR = Financial Report, SR = Sustainability Report, OR = Organisation regulations

# List of abbreviations

| Abkürzung          | Bedeutung                                                                                                                   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------|
| APG SGA            | APG SGA SA (includes all Group companies)                                                                                   |
| ASA                | Involvement of occupational physicians and other occupational safety specialists                                            |
| CH                 | Switzerland                                                                                                                 |
| CO                 | Code of Obligations                                                                                                         |
| CO <sub>2</sub> eq | CO <sub>2</sub> equivalent                                                                                                  |
| CSR                | Corporate social responsibility                                                                                             |
| EFTA               | European Free Trade Association                                                                                             |
| ESRS               | European Sustainability Reporting Standards                                                                                 |
| EU                 | European Union                                                                                                              |
| FCOS               | Federal Coordination Commission for Occupational Safety                                                                     |
| GHG                | Greenhouse gas                                                                                                              |
| GRI                | Global Reporting Initiative                                                                                                 |
| ISO                | International Organization for Standardization                                                                              |
| NPOs               | Non-profit organizations                                                                                                    |
| PET                | Polyethylene terephthalate                                                                                                  |
| PVC                | Polyvinyl chloride                                                                                                          |
| RS                 | Serbia                                                                                                                      |
| SBTi               | Science Based Targets initiative                                                                                            |
| sdbu               | Soziale Dienste Bezirk Uster                                                                                                |
| SDGs               | UN Sustainable Development Goals                                                                                            |
| SECO               | State Secretariat for Economic Affairs                                                                                      |
| SLK                | Schweizerische Lauterkeitskommission                                                                                        |
| SPR+               | Swiss Poster Research Plus AG                                                                                               |
| SUVA               | Schweizerische Unfallversicherungsanstalt                                                                                   |
| UN                 | United Nations                                                                                                              |
| UNICEF             | United Nations Children's Fund                                                                                              |
| VSoTr              | Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labor |

## Reference texts and further information

### Financial Report

Detailed Financial Report:  
**[www.apgsga.ch/report](http://www.apgsga.ch/report)**

### Annual Report

Full Annual Report:  
**[www.apgsga.ch/report](http://www.apgsga.ch/report)**

### Corporate Mission Statement

The full corporate Mission Statement and Code of Conduct:  
**[www.apgsga.ch/corporatemissionstatement](http://www.apgsga.ch/corporatemissionstatement)**

### Sustainability Report

Full Sustainability Report and associated independent audit report on the greenhouse gas accounts:  
**[www.apgsga.ch/sustainability](http://www.apgsga.ch/sustainability)**

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**APG|SGA AG** is Switzerland's leading Out of Home Media company. Listed on the SIX Swiss Exchange, APG|SGA covers all aspects of Out of Home Media: on streets and squares, in railway stations, at airports, in shopping centres, in the mountains as well as in and on means of transport – from poster campaigns with the widest coverage and large formats to state-of-the-art digital advertising spaces, special advertising formats and mobile advertising. When communicating with customers, the authorities and the advertising industry, APG|SGA represents sustainability and innovation, aiming to inspire people with the very best communication solutions in public spaces.

