

March 4, 2022

TV Asahi Holdings Corporation

www.tv-asahi.co.jp/e/

Establishment of Sustainability Statement

TV Asahi Holdings Corporation (the “Company”) hereby announces that in line with pursuing endeavors pertaining to the realization of a sustainable society, and following the establishment of the SDGs Management Department on December 1, 2021, it has established a sustainability statement that has been approved by the Board Meeting held today.

1. Establishment of Sustainability Statement

Based on the TV Asahi Group Policy^{*1} that declares cooperation and collaboration with its various stakeholders, the Company has established its basic course of action regarding the execution of sustainable endeavors.

Sustainability Statement

The TV Asahi Group shall aim to contribute to building a sustainable society and attaining group growth by fulfilling its corporate mission to “take part in building a society that encourages the pursuit of dreams and hopes by providing information and content that are both inspiring and worthy to society.”

With Earth

We will maximize use of all owned media in distributing information and providing content and services in order to resolve societal and environmental issues. We will also carry out corporate endeavors that will lead to resolution of such issues.

With People

We will respect our mutual rights and our diverse individuality and values to create a society that is safe and comfortable to all. We will also provide a sound working environment that is conducive to working gratifyingly.

Towards the Future

We will build enduring relationships with each of our stakeholders by carrying out just and healthy corporate operations that abides by the law and social norms.

2. Establishment of Materiality (Key Issues)

The Company has established the SDGs Management Department directly under the Council of Executive Directors of both the Company and TV Asahi Corporation, and has established the SDGs Management Team within TV Asahi Corporation that is comprised of personnel of the TV Asahi Group. The SDGs Management Team supports the SDGs Management Department in planning and executing endeavors that relate to sustainability.

Under this organizational structure, the Company will identify its key issues (materiality) of the Company and together with the various views of its stakeholders regarding sustainability, the Company will establish and disclose specific goals.

Moreover, the process of identifying the key issues is as follows:

- 1) Identify and classify societal issues with respect to SDGs and ESG assessment standards
- 2) Sort TV Asahi Group's current endeavors related to SDGs and classify issues that highly relate to TV Asahi Group endeavors
- 3) Identify the highly crucial issues of the TV Asahi Group and the highly crucial issues of stakeholders such as viewers, advertisers and shareholders, and then analyze the cruciality and priority of the two.
- 4) Determine five key issues (materiality) to prioritize upon discussion among the SDGs Management Team, SDGs Management Department and Council of Executive Directors
- 5) Establish specific goals of each of the five key issues (materiality), share the goals within the TV Asahi Group and carry out execution plans.

*¹ TV Asahi Group Philosophy

Company Creed

At Heart – Be Just, Be Bold, Be Remarkable

Corporate Mission

TV Asahi Group will take part in building a society that encourages the pursuit of dreams and hopes by providing information and content that are both inspiring and worthy to society through its broadcast and other businesses

Five Declarations

TV Asahi Group pledges to evolve and grow with its customers, and will collectively work together to fulfil these promises:

- With customers including viewers
Contribute to leading a safe and rich life by delivering diverse content such as timely and accurate news and high-quality entertainment while also earning trust from customers including viewers
- With advertisers
Contribute to furthering free competition and sound corporate growth by enhancing the value of the Group's advertising channels by aptly capturing the needs of viewers and advertisers
- With partners
Work as one with staff and members of partner companies including affiliate stations in order to achieve a prosperous coexistence
- With society
Contribute to the advancement of society and local communities by appreciating the Group's public duty as a corporate citizen, abiding by the law and executing business in accordance with social customs and practices
- With shareholders
Build a firm and long trustworthy relationship with shareholders by operating sound and transparent businesses that produce proper profits with aim of carrying out the Group's Philosophy

###

<TV Asahi Holdings Corporation>

Hiroshi Hayakawa, Chairman & CEO

Location: 6-9-1 Roppongi, Minato-ku, Tokyo, Japan

<Contact Information>

TV Asahi Holdings Corporation

SDGs Management Department

Tel: +81-3-6406-1115