

May 11, 2022  
TV Asahi Holdings Corporation  
[www.tv-asahihd.co.jp/e/](http://www.tv-asahihd.co.jp/e/)

## Establishment of Materiality and Sustainability Goals “Five Key Issues for the Future”

TV Asahi Holdings Corporation (the “Company”) hereby announces that in line with establishing a basic policy pertaining to sustainable growth and pursuing endeavors based on such policy, it has identified the key issues of the Company following the Sustainability Statement announced on March 4, 2022 and has established the “Five Key Issues for the Future” which has been approved by the Board Meeting held today.

### Five Key Issues for the Future

#### **Contributing to the future of earth**

We will engage in solving environmental issues in order to pass on the earth’s natural environment in all its richness and beauty to future generations. As a media, we will also call for protecting lives from natural hazards through disaster news coverage.

**Initiative 1** We will provide opportunities where individuals and organizations can act towards achieving the SDGs.

**Initiative 2** We will report on the danger of natural hazards and contribute to community activities in times of such disasters.

**Initiative 3** We will propose efficient use of resources and environmentally friendly life styles.

**Initiative 4** We will engage in reducing burden on the environment.

#### **Creating a future where everyone fulfills their potential**

We will provide “learning opportunities” through our content to all generations from young children to senior citizens. We will contribute to “creating a society where everyone fulfills their potential.”

**Initiative 1** We will create supportive frameworks for younger generations who will lead the future and contribute to the creation of a society where everyone is able to fulfill their potential.

**Initiative 2** We will provide learning opportunities anytime, anywhere and from anywhere.

## Building a new future with technology

As our daily lives change rapidly due to technological progress, we will report on the latest technology as well as incorporate such innovations into our activities.

**Initiative 1** We will uncover technologies and creators that provide alternative options to how we live, work and conduct businesses.

**Initiative 2** We will create new content using new technologies such as AI, VR and the metaverse.

**Initiative 3** We will undertake digital transformation in the workplace to improve efficiency and encourage workstyle diversity.

## Living together with kindness

We will appreciate each other's individuality and values to create a society that is safe and comfortable to all. We will also support our employee's respective life stages.

**Initiative 1** We will continue to produce and deliver content that respects diversity.

**Initiative 2** We will maintain our employee's job satisfaction rate of over 80%. (based on Company's annual survey)

## Becoming a company that is forever trustworthy

We will strengthen our corporate governance and enforce compliance in order to fulfill our public duty as a broadcaster and news media. We will aim to enhance information disclosure, improve management transparency and continue to build an organization that is responsive to rules and various practices of society.

**Initiative 1** We will strengthen our corporate governance.

**Initiative 2** We will enforce compliance.

**Initiative 3** We will strengthen our information security system.

**Initiative 4** We will abide by the Subcontract Law and build appropriate relationships with business partners.

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