

Climate Transition Plan 2025

Charting our course to Carbon Net Zero



Bauer Media

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Introduction



A message from our President Outdoor and CEO Outdoor UK



Justin Cochrane
**President Outdoor and CEO Outdoor UK,
Bauer Media Outdoor**

The climate emergency requires urgent action from across our industry.

Every sector leaves an environmental footprint, and Out of Home (OOH) is no exception. But with that impact comes responsibility and opportunity. When it comes to action, OOH is uniquely placed to help drive visible, measurable change in the real world, and the need to act has never been clearer.

We understand the role Bauer Media Outdoor and the wider industry must play in responding to the climate emergency.

That's why we've committed to reaching Carbon Net Zero by 2030 for Scope 1 and 2 emissions, and by 2045 for Scope 3. Every team across our organisation contributes to this shared mission.

Sustainability is an increasingly central consideration, enabling us to deliver value to the communities we serve as a Platform for Good. We're continuously evolving our infrastructure and product design, guided by current scientific understanding and evolving best practices in climate policy and sustainability, to help shape a Carbon Net Zero future for our business and our industry.

We are proud of our progress thus far. But we know there's more to do and we're committed to going further.

Our climate progress so far



Will Ramage
UK Managing Director & Europe Business Development, Bauer Media Outdoor

Our markets and business units around Europe are at different levels of maturity in their local environmental, social, and governance (ESG) journeys. However, we're united in a common purpose: providing a Platform for Brands and a Platform for Good, as we continue giving back and improving the communities we serve and operate in.

As part of our progress towards a Carbon Net Zero future, we were the first OOH media owner to commit to setting Science Based Targets that align with a 1.5°C pathway across our operations.

Our plan includes reducing carbon emissions by investing in technologies and thoroughly assessing the materials and processes used in our business, from manufacturing to end-of-life impact.

We are reviewing the core materials used to manufacture key assets (both panels and bus shelters) to understand further opportunities for waste and emissions reduction.

For key materials including steel, glass, and plastics, we are seeking to integrate recycled/upcycled materials where possible, with an additional focus on eliminating all avoidable plastic waste by 2032.

Providing training and resources for all staff with responsibilities that may impact the environment enables us to define clear environmental responsibilities and leadership throughout our organisation. This includes ensuring that our Environment Management System meets or exceeds the requirements of ISO 14001 and remains integrated with our other management systems.

Additionally, we are employing measures such as replacing fluorescent lighting with bespoke LED alternatives, reducing digital advertising display hours, introducing solar lighting on bus shelters, and installing more efficient digital displays across our estate (50% less energy consumed than the previous model).

Our commitment to transparency means we make our environmental and sustainability documents easily accessible to our partners and customers. This openness ensures accountability as we collectively move towards a lower-carbon consumption future.

We are pleased to share the initiatives outlined in this Climate Transition Plan with all our stakeholders, as we maintain our commitment to conducting business in a manner that's good for both people and the planet. We welcome feedback from our stakeholders and industry peers as we continue enhancing our sustainability efforts.

About Bauer Media Outdoor

Bauer Media Outdoor is one of Europe's leading Out of Home (OOH) advertising and infrastructure companies. We operate over 100,000 digital screens and paper panels across 12 European countries, from high streets and arterial routes to transit hubs, supermarkets and shopping malls. We also install and maintain public infrastructure (such as bus shelters and bicycle hire schemes) in those same countries.

Our purpose is twofold:

As a **Platform for Brands**, we offer a creative and flexible medium to support our advertisers' media objectives.

As a **Platform for Good**, we responsibly serve the communities and municipalities in which we operate, whilst going above and beyond to have a positive impact on the world around us.

These elements are intrinsically linked; we cannot do one without doing the other. As part of this purpose, we acknowledge our responsibility to help protect the environment and the communities we serve, for the future of our business and the planet.



A young man with a backpack is standing on a sidewalk, looking at a colorful advertisement on a bus stop shelter. The shelter is situated next to a road with a flower bed in the foreground. The background shows a park-like setting with trees and a bench.

Bauer Media Outdoor (BMO) is part of Bauer Media Group (BMG), one of the world's largest privately owned media businesses.

This Climate Transition Plan is made on behalf of and applies only to BMO, BMG's line of business providing Out of Home advertising services.

Founded in Hamburg in 1875 and now in its fifth generation of family ownership, BMG has 12,000 people operating in 16 countries.

To fully address certain points, this Climate Transition Plan may also reference oversight by and governance of BMG which applies to BMO. This must not be taken to suggest statements relating to BMO also apply to the wider BMG.

This Climate Transition Plan includes forward-looking statements and aspirational targets. Please refer to the Appendix for important information about the scope, limitations, and non-binding nature of this plan.

About this Climate Transition Plan

This Climate Transition Plan:

- Outlines BMO's climate ambitions in the short-, medium- and long-term, whilst describing our strategies intended to achieve them.
- Details BMO's efforts to align our business model with climate science recommendations (to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" and pursue efforts "to limit the temperature increase to 1.5°C above pre-industrial levels").
- Includes externally verified data on BMO's carbon footprint.

In preparing this Climate Transition Plan, we are guided by the Transition Plan Taskforce (TPT) Disclosure Framework and applicable disclosure guidance on climate transition plans.

We intend to update and republish this Climate Transition Plan every three years. We will also provide annual updates on some of the contents of the plan through existing disclosure mechanisms such as the BMO Environmental, Social & Governance (ESG) Report.

Alignment with other disclosure requirements and internal policy objectives

We are committed to transparently measuring and reporting our impact and performance in line with relevant international standards and best practices as they evolve.

BMO, as part of BMG, expects to report under the European Union's Corporate Sustainability Reporting Directive (CSRD) from 2028. In anticipation of this, we have enhanced our assessment of climate-related risks and opportunities using double-materiality assessments and scenario analysis. We have developed systems and procedures to help ensure the integrity of our reporting, including entity-level minimum controls, and remuneration incentives linked to having our Scope 1 and 2 emissions externally assured.

BMO's minimum controls are benchmarked against ISO 14001 (the environmental management systems standard), the Task Force on Climate-Related Financial Disclosures recommendations, the Greenhouse Gas Protocol, and the CSRD.



Our carbon footprint



Our reporting boundary

After reviewing our entire European business and defining our approach as operational control, BMO reports the following emissions, using 2022 as our baseline year.



Under the **operational control** approach, an organisation accounts for 100% of the greenhouse gas emissions from operations over which it has the authority to implement operating policies, health, safety, and environmental protocols.

It does not account for emissions from operations where it lacks such authority, even if it has a financial stake.

Scope 1

Direct emissions from sources owned and/or controlled by BMO, including:

- Emissions from fuel for the operational vehicles that we use to put up posters, and install, clean and maintain our advertising sites and the public infrastructure that we provide.
- Emissions from the fuel that we use to heat our premises.

Scope 2

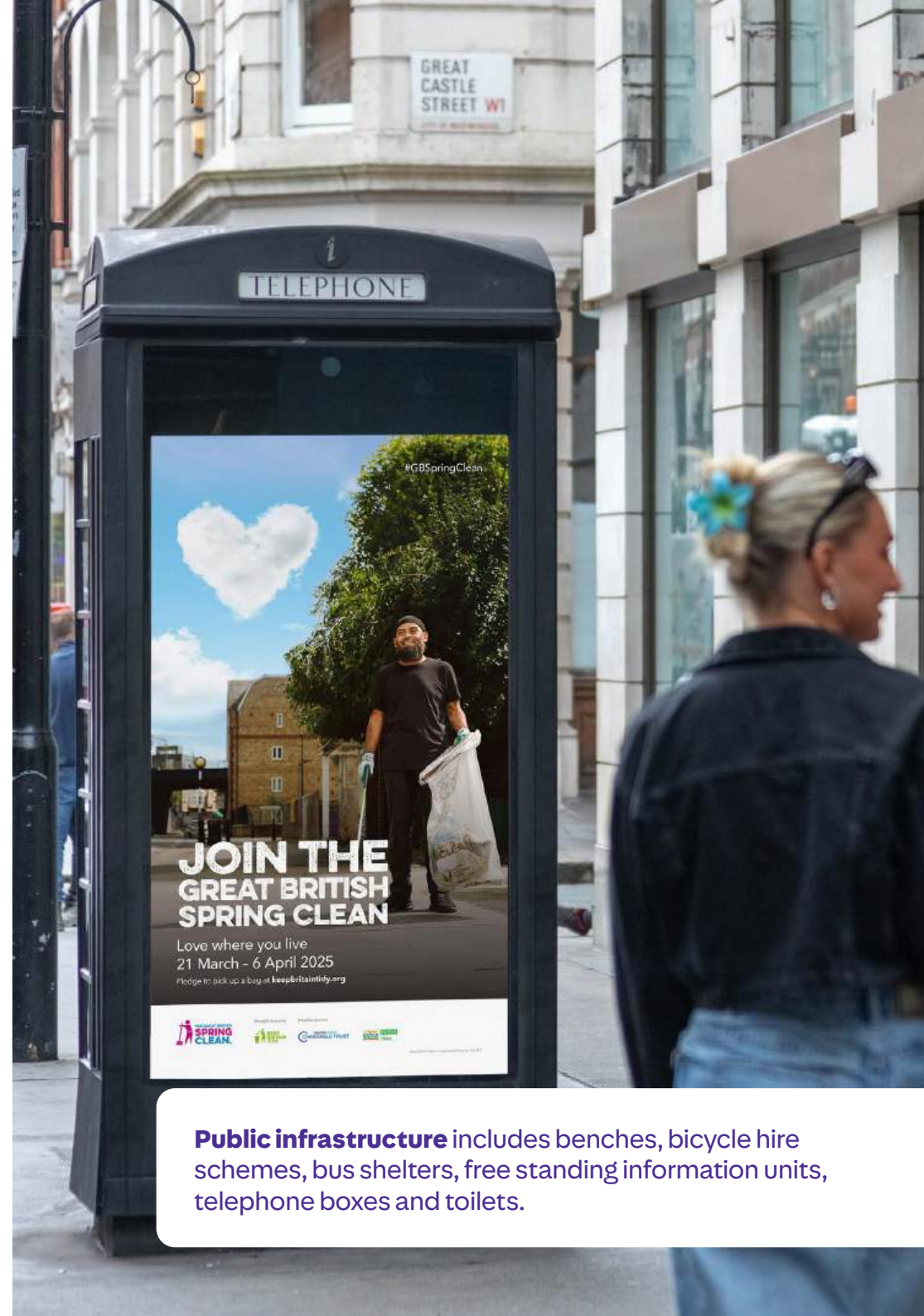
Indirect emissions from the generation of electricity purchased and/or used by BMO, including:

- Emissions from the electricity we use to power the advertising sites where we have operational control, and to power the public infrastructure (including bus shelters) that we provide.
- Emissions from the electricity we use in our premises.

Scope 3

Indirect emissions that occur in our value chain, including:

- Emissions from six upstream categories:
 - Purchased goods & services
 - Capital goods
 - Fuel- and energy-related activities (not included in scopes 1 or scope 2)
 - Upstream transportation and distribution
 - Business travel
 - Waste



Public infrastructure includes benches, bicycle hire schemes, bus shelters, free standing information units, telephone boxes and toilets.

Our climate ambitions



BMO aims to achieve Carbon Net Zero emissions covering Scopes 1, 2 & 3 by 2045



Carbon Net Zero definition

This is based on the definition of 'Net zero CO₂ emissions' set by the UN Intergovernmental Panel on Climate Change (IPCC). Using the IPCC definition, Carbon Net Zero is a state in which human-caused greenhouse gas emissions to the atmosphere are balanced by human-caused greenhouse gas removals from the atmosphere over a specified period.

This long-term goal has been validated by the Science Based Targets Initiative (SBTi) and is underpinned by three greenhouse gas reduction targets:

Our operations (Scope 1 & Scope 2 emissions)

- Reduce in absolute terms our Scope 1 emissions by 90% by 2030 from a 2022 baseline
- Reduce in absolute terms our Scope 2 (market-based) emissions by 90% by 2030 from a 2022 baseline
- Reduce in absolute terms our Scope 2 (location-based) emissions by 90% by 2030 from a 2022 baseline

Our value chain (Scope 3 emissions)

- Reduce in absolute terms our Scope 3 emissions by 25% by 2030 from a 2022 baseline
- Reduce in absolute terms our Scope 3 emissions by 90% by 2045 from a 2022 baseline





From our most recently audited European carbon emissions figures (issued July 2025), we believe BMO remains on track to achieve Carbon Net Zero across Scopes 1 and 2 by 2030 (including an absolute reduction by 90% by 2030, with an annual average estimated reduction of 11.5% of greenhouse gas emissions across Scopes 1 and 2) and Carbon Net Zero across its upstream value chain (Scopes 1, 2, and 3) by 2045, with an annual average estimated 4% reduction of greenhouse gas emissions across Scope 3.

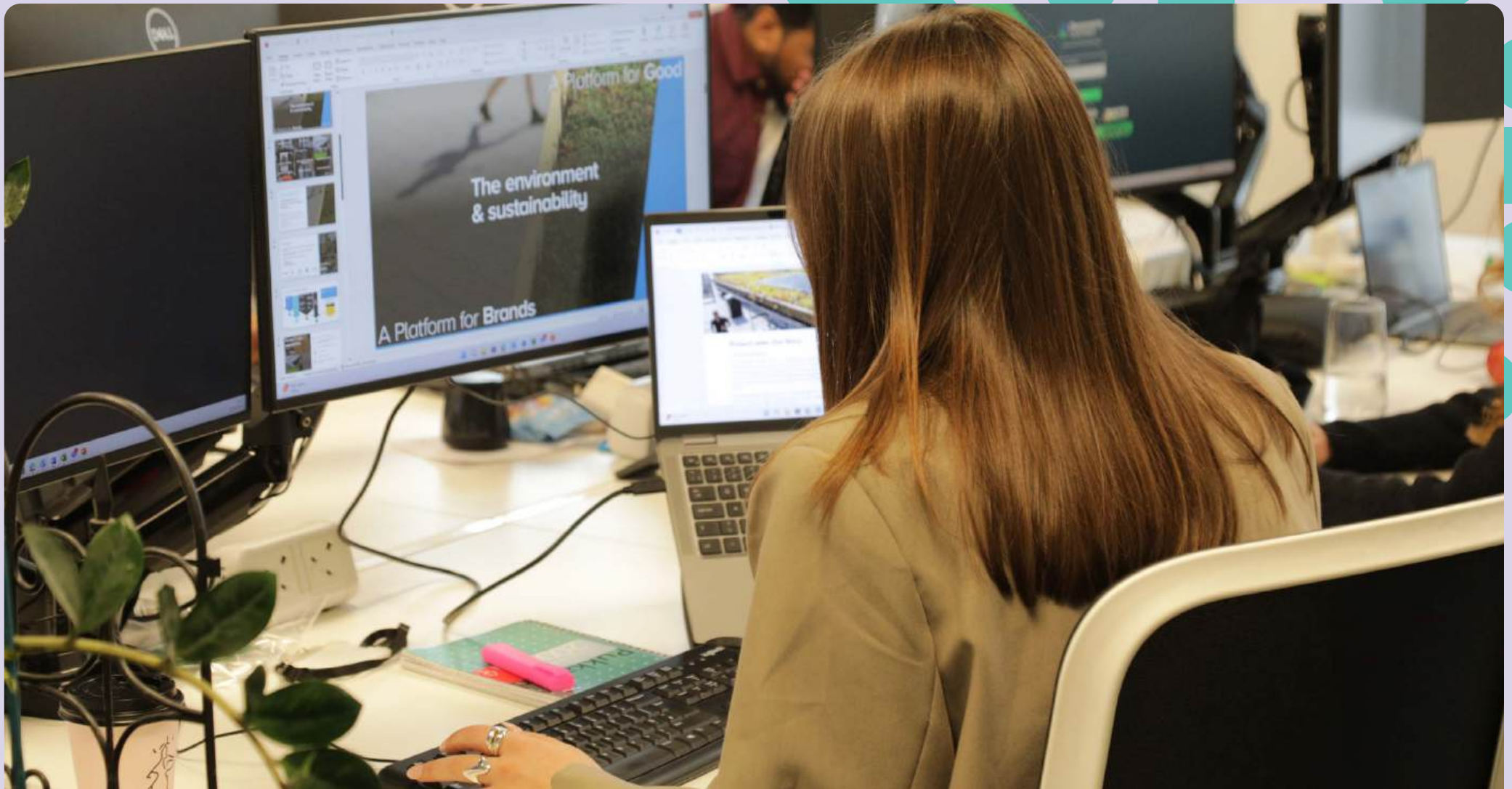


Science-Based Targets initiative

The Science Based Targets Initiative (SBTi) is a corporate climate action organisation that enables companies and financial institutions worldwide to play their part in combating the climate crisis.

They develop standards, tools and guidance, allowing companies to set greenhouse gas emissions reduction targets in line with what is needed to keep global heating below catastrophic levels and reach Carbon Net Zero by 2050 at the latest. The SBTi also assesses and validates companies' and financial institutions' targets.

Our strategy



Our vision

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Broccoli
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Bauer Media



BMO's vision is to play a leading role in advancing sustainability within the advertising industry, creating environmentally responsible and socially impactful advertising solutions for advertisers and services for communities.



Our strategic objectives

Being a Platform for Good requires us to do more than reduce our emissions. We understand the broader impact we have on society and take pride in supporting the communities where we operate. A 2023 report by PricewaterhouseCoopers found the UK OOH sector contributed £411 million to support public services, infrastructure, communities, and employees in 2021, representing 46% of its advertising revenue.

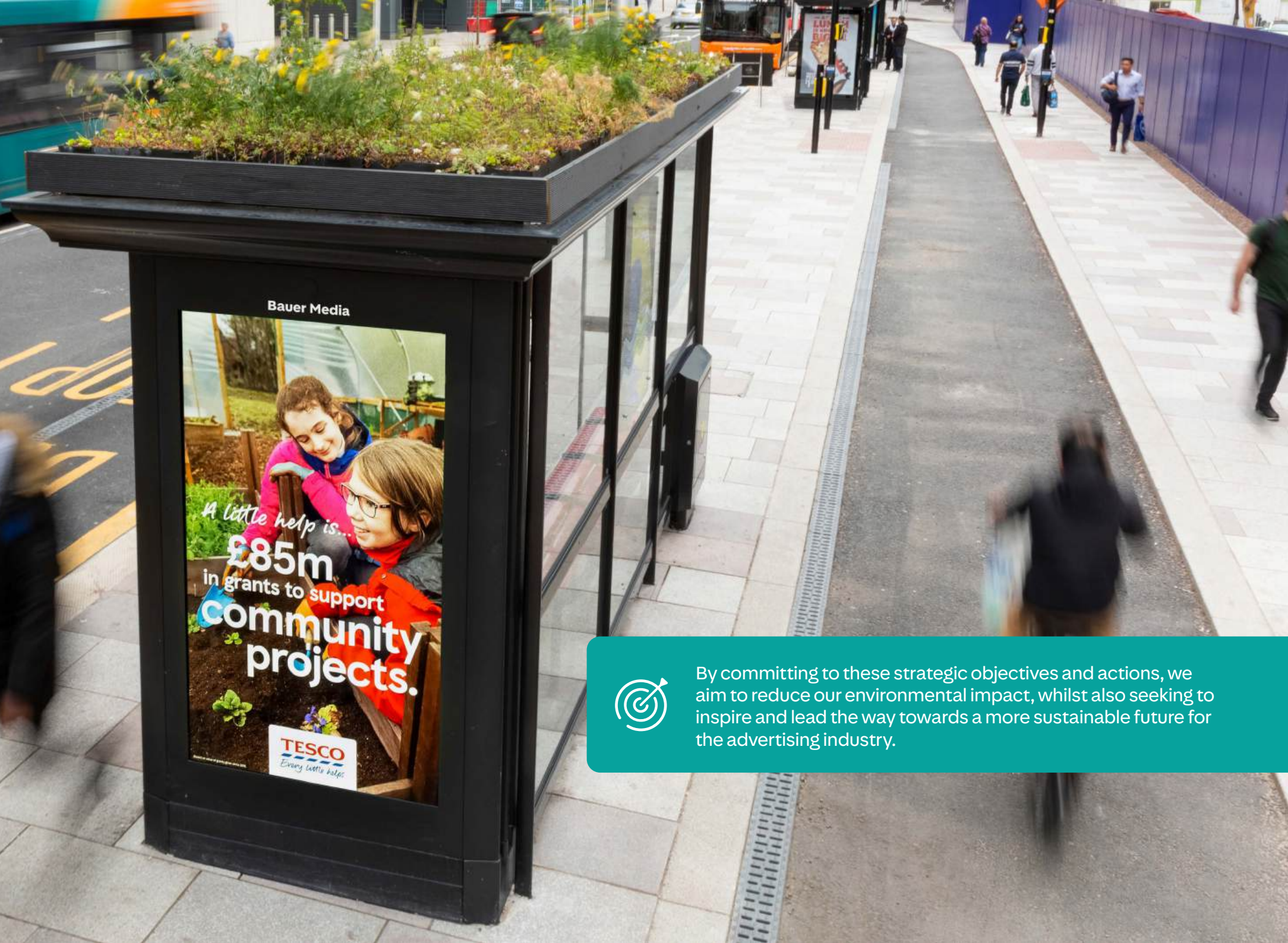
A further 2024 [report](#) by Outsmart included findings produced by KPMG that OOH is the most sustainable advertising platform for brands when compared to other major media, using the least energy and generating the lowest carbon emissions per impression compared to other advertising media. With the sector's end-to-end control of operations, from supply chain to an advert's delivery on digital screens, OOH media owners are uniquely positioned to enhance sustainability more effectively than other platforms.

However, it is important to note that carbon emissions across the advertising industry are not measured uniformly. For example, emissions from the production of TV sets or household electricity usage for viewing are often excluded from TV advertising carbon footprints. This highlights the need for accurate comparisons between sectors to ensure fairness and transparency.

As part of our commitment to be a Platform for Good, BMO seeks to use its influence and resources to encourage and support others in reducing their emissions.

In this industry context, Bauer Media Outdoor's Leadership has established seven strategic objectives:

Strategic Objective	Target	Actions
1. Reduce Our Carbon Footprint	Carbon Net Zero by 2030 for Scope 1 and 2 emissions (90% reduction from 2022 baseline)	<ul style="list-style-type: none"> • Transition to renewable energy sources for all operations, where possible • Implement energy-saving technologies and practices • Transition to an electrified fleet (where we have operational control) • Develop 'lower carbon' street furniture, including digital screens • Work closely with suppliers to reduce Scope 3 emissions
2. Sustainable Materials and Waste Management	Use 100% sustainable materials for all advertising installations by 2025	<ul style="list-style-type: none"> • Implement ISO 14001 in all BMO markets • Source materials from certified sustainable suppliers • Design for recyclability and end-of-life disposal • Establish a take-back programme for used advertising materials • Maximise end-of-life recycling or repurposing (digital screens and components)
3. Biodiversity and Ecosystem Protection	Enhance urban biodiversity through eco-friendly advertising installations	<ul style="list-style-type: none"> • Integrate green spaces and Living Roofs/walls into billboard and street furniture • Support local biodiversity projects and conservation efforts
4. Community Engagement and Social Responsibility	Positively impact the communities where we operate	<ul style="list-style-type: none"> • Work with local organisations on social and environmental initiatives • Provide public service advertising space for non-profit and community messages • Foster diversity and inclusion within the company and in advertising content
5. Monitoring and Reporting	Maintain transparency and accountability in our sustainability journey	<ul style="list-style-type: none"> • Publish annual sustainability reports detailing progress and challenges • Engage stakeholders through regular updates and a feedback mechanism
6. Increase Our Resilience	Mitigate and adapt to the risks of climate change on our business	<ul style="list-style-type: none"> • Use scenario analysis to model climate futures that might affect BMO as a whole and each of our business units • Develop and implement risk management plans to mitigate the impacts of physical and transition risk of climate change
7. Support Our Partners	Support the wider industry value chain on their Carbon Net Zero journey	<ul style="list-style-type: none"> • Incentivise our Tier 1 suppliers to produce lower emissions goods and services. • Provide our infrastructure and advertising customers with options for lower emissions goods and services that meet their needs • Work with our sector to support the Carbon Net Zero transition and enable the media industry to thrive in a lower emissions world



Bauer Media

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By committing to these strategic objectives and actions, we aim to reduce our environmental impact, whilst also seeking to inspire and lead the way towards a more sustainable future for the advertising industry.

Key assumptions and dependencies

In setting strategic objectives and building the plan to meet them, BMO has made key assumptions and identified important dependencies, including:



Continued availability and validity of market-based instruments for renewable electricity

Currently, we are unable to procure 100% renewable electricity in all the markets in which we operate. Therefore, we use Energy Attribution Certificates (EACs) and Guarantees of Origin (GOOs) to cover a shortfall between the renewable electricity we can purchase directly and the total electricity we use.

EACs and GOOs are currently valid within the Greenhouse Gas Protocol reporting framework.



Continued transition to renewable electricity

We assume that national electricity grids will continue to transition to renewables at the current or an accelerating rate, which we expect would, over time, remove the need for us to use EACs and GOOs.



Government policy

We depend on the continued implementation of credible, consistent and effective policy, legislation and regulation on greenhouse gas emissions by European governments.



Action across wider the advertising industry

We support an industry-wide effort to adopt standard emissions measurement frameworks across Europe to provide clients with consistent data for accurate emissions calculations.

To achieve this, we have contributed to industry sustainability frameworks such as Ad Net Zero and GARM (before its disbandment). We also contributed to the World Advertising Federation and GARM's 2023 Action Guide to Reduce Media Greenhouse Gas Emissions.

These initiatives focus on standardising emissions measurement and reporting, including the development of carbon calculators for fair comparisons across media.

In 2024, Bauer Media Outdoor UK collaborated with other media companies to publish Sustainable Advertising: How Advertising Can Support a Better Future.



Increased procurement of lower emissions products by public authorities and private landlords

We currently provide the majority of our physical infrastructure products to public authorities. These 'capital goods' are the source of most of our Scope 3 emissions (60% in 2023). We have developed and continue to develop lower-emission products.

We now depend on the public authorities and private landlords to select lower-emission products during procurement processes, which will include the refurbishment of part of or whole assets rather than always delivering new assets.



Continued supplier commitment and engagement

We continue to depend on the willingness of our Tier 1 suppliers to match our Carbon Net Zero ambitions by measuring and reporting their emissions in line with our timescale, establishing their own emissions reduction targets and developing their own climate transition plans, as well as agreeing to our environmental terms and conditions.

Reducing our emissions



Measuring our progress

Target

- Reduce in absolute terms our Scope 1 and Scope 2 emissions by 90% by 2030 from a 2022 baseline

Key performance indicator

- Reduce Scope 1 and Scope 2 emissions by an average of 11.5% annually until 2030 from a 2022 baseline



Our current plan

Scope 1 – Vehicle & premises fuel

Short-term By 2025	Medium-term By 2030	Long-term By 2045
Begin transition to ultra-low or zero-emissions vehicle fleet	95% of vehicle fleet to be fully electric or zero-tailpipe-emission where possible	100% of vehicle fleet to be fully electric or zero-tailpipe-emission where possible
Where premises are heated using natural gas, work with landlords to identify opportunities to switch to lower carbon-sources of heat	Where premises are heated using natural gas, move to lower carbon sources of heat where possible	Where premises are heated using natural gas, 100% are powered by lower carbon sources of heat where possible

Scope 2 – Electricity

Short-term By 2025	Medium-term By 2030	Long-term By 2045
100% renewable electricity for new BMO-owned electricity contracts where possible	100% renewable electricity for all BMO-owned electricity contracts where possible	100% renewable electricity for all BMO-owned electricity contracts where possible
Work with landlords to identify and implement opportunities to use renewable energy where the landlord supplies electricity	100% of electricity supplied by landlords is renewable where possible	100% of electricity supplied by landlords is renewable where possible
Where premises are heated using electric heating systems, work with landlords to identify opportunities to switch to renewable sources of heat	Where buildings are heated by electric heating, 95% are powered by renewable heat sources where possible	Where buildings are heated by electric heating, 100% is generated from renewable heat sources where possible

Measuring our progress

Target

- Reduce in absolute terms our Scope 3 emissions by 25% by 2030 from a 2022 baseline
- Reduce in absolute terms our Scope 3 emissions by 90% by 2045 from a 2022 baseline

Key performance indicator

- Reduce Scope 3 emissions by an average of 4% annually until 2045 from a 2022 baseline



Our current plan

Scope 3 - value chain

Part 1

Short-term By 2025	Medium-term By 2030	Long-term By 2045
25% of shipments of street furniture use lower-carbon transport where possible	50% of all shipments utilise lower-carbon transport where possible	100% of all shipments utilise use lower- carbon transport where possible
50% of Tier 1 framework direct asset suppliers to sign environmental contract clauses	75% of Tier 1 framework direct asset suppliers to sign environmental contract clauses	100% of Tier 1 and Tier 2 framework suppliers' implementation of the carbon reduction plan
	90% of service vehicles to be fully electric or zero-tailpipe-emission where possible	100% of in-house and subcontractor vehicles to be fully electric or zero-tailpipe-emission across all markets where possible
50% of Tier 1 framework suppliers to use renewable energy where possible	75% of Tier 1 framework suppliers to use renewable energy where possible	100% Tier 1 and Tier 2 suppliers to use renewable energy where possible
Increase purchasing of reusable packaging		Implement a circular supply chain covering 90% of CO2e emissions

Part 2

Scope 3 - value chain

<p>Complete proof of concept for screen refurbishments to determine scalable solutions</p> <p>Complete major refurbishment project for bus shelters</p>	<p>Replace (end-of-life) advertising screens with refurbished screens where possible</p> <p>New advertising screens can be refurbished and re-used where possible</p>	<p>All advertising screens can be refurbished and re-used</p>
<p>Maximise using recycled / low-carbon materials within new assets and replacement parts (according to current availability/suitability of alternative materials)</p>	<p>Only use recycled materials or low-carbon materials within our advertising assets where possible</p> <p>Only buy advertising assets comprised of recycled or low-carbon materials where possible</p>	<p>Use circular ultra-low carbon, carbon-neutral or Carbon Net Zero materials in all products where possible</p>
<p>Reduce the energy use of (new/recently installed) advertising screens by an average of 5%</p>	<p>Install advertising screens that use 50% less energy compared to 2024</p>	<p>All advertising screens are low-energy</p>
<p>Create new methodology for reducing CO2e created during asset installations</p>	<p>All asset installations are 50% lower CO2e vs. 2024, where possible</p>	<p>All asset installations are carbon-neutral, where viable solutions exist</p>
<p>25% reduction in waste sent to landfill, where local infrastructure allows</p>	<p>50% reduction in waste sent to landfill, where local infrastructure allows</p>	<p>No waste is sent to landfill, where local infrastructure allows</p>
<p>All BMO markets will implement a sustainable travel policy</p>	<p>50% reduction in air travel when viable alternative business travel options are available</p>	<p>95% reduction in air travel when viable alternative business travel options are available</p>



Our challenges

BMO faces financial, operational, and reputational challenges as we shift to a lower-carbon, sustainable future. These risks arise from changes in policies, regulations, market dynamics, technologies, and societal expectations with the reduction of greenhouse gas emissions and the limitation of global warming.

For example, we may face increased costs due to carbon pricing, changes to regulation, or the need to adopt new or different technologies, and BMO could experience reputational harm if we failed to achieve our stated climate targets.



1. Locked-In emissions

Locked-in emissions are future greenhouse gases that we cannot easily avoid due to equipment or systems already in use. “Locked-in” means that these things – like buildings, vehicles, or digital advertising screens – are expected to run for years, often until the end of their planned life, unless we replace or upgrade them.

For example, our digital advertising units are usually in place for the full length of their contracts, which can be up to 10 years. This limits how quickly we can make changes to reduce emissions. These long-term emissions may make it more challenging to meet our climate targets.

2. The Challenges of reducing Scope 3 emissions

We are realistic about the challenges of reducing our Scope 3 emissions. Not only are these emissions a large proportion of our overall emissions (70% in 2023), but they can also fluctuate from year to year and country to country. These fluctuations are driven by our success in winning municipal contracts for the sale of advertising rights. These contracts

may require that we install large quantities of public infrastructure (most commonly, bus shelters) in the early years of the contract. We assume our emissions will decrease by following the actions outlined in this Climate Transition Plan; however, the award of new municipal contracts or changes to how emissions are measured may result in changes to our emissions over time. This is specific for Scopes 2 and 3, where we depend on third-party calculations.

There is no single solution to this challenge. In some circumstances, it may be appropriate to work with our public authorities and private landlords to develop a bespoke solution that does not involve installing new products (for example, by reusing and refurbishing existing infrastructure).

In other circumstances, where the installation of new infrastructure is unavoidable, depending on the availability of our supply chain, we may be able to offer our public authorities and private landlords alternative lower-emissions products to meet our targets. Implementing our suggestions is not always within our control.

Lower emissions shipping

Most of our infrastructure products are manufactured outside of Europe and transported to our business units by ship.

This amounts to approximately 100 containers every year. In 2022, we undertook a pilot to transport these products using ships fuelled by biofuel.

This resulted in an 84% reduction in the greenhouse gas emissions associated with shipping, so the following year we extended the pilot to all our shipments from outside of Europe. We estimate that this saved 191 tCO₂e in 2023.



Increasing our resilience



Effective risk management is crucial to our transition to becoming a lower emissions business.

Climate risks fall into two categories:

1 Physical risks

These are the risks associated with the physical effects of climate change (such as severe weather events). These risks can affect our people, property, infrastructure and supply chains.

2 Transition risks

These are the risks associated with the actions taken to move the economy away from fossil fuels and towards a lower-carbon economy (such as carbon taxes and government mandates on using certain types of fuels).



Scenario analysis

We use scenario analysis to deepen our understanding of the possible climate futures we face, from recommendations by the Task Force on Climate-Related Financial Disclosures.

Risk management

Under our risk management framework, each of our markets is expected to capture its climate- and sustainability-related risks and opportunities on a risk register.

The markets also develop Risk Management Plans (RMPs), documenting the controls and actions to mitigate risk. Business units are expected to review and update their risk registers (and the RMPs under them) quarterly.

These risk management tools enable us to link similar risks where they appear in the risk registers of different markets.

This aims to promote transparency while encouraging cross-border collaboration in identifying risks and accessibility for the BMO Environmental and Sustainability Programme Team and Internal Audit and Risk functions.

In addition, climate- and sustainability-related risks and opportunities identified at the market level are collated in risk registers managed by BMO. Regional and European risk registers are reported to and considered by senior management as part of the Enterprise Risk Management Process, including assessment of legal, social, economic, and technological risks.

They are then used to inform BMO’s environmental strategy.

In 2023, BMO issued group-wide environmental minimum controls aligned to ISO 14001 to which local and regional functions are expected to adhere. These minimum controls assess each business unit’s performance against internal environmental targets to respond to climate-related risks.

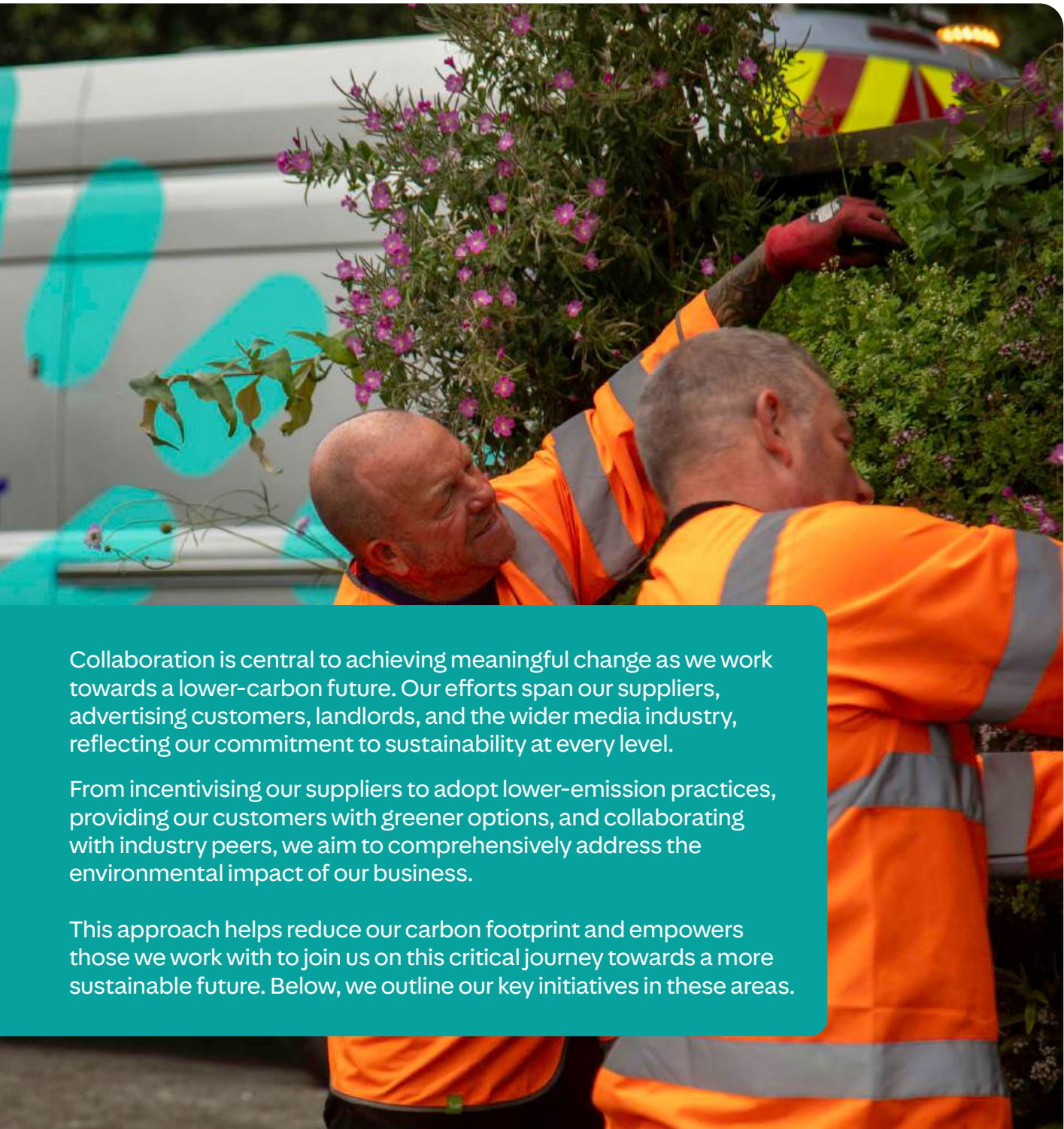
This dual ‘top-down’ and ‘bottom-up’ approach allows us to harmonise our central corporate policies, and to respond in an agile and innovative way to risks as they emerge and change in our markets.

At present, our most significant climate and sustainability related impacts and risks are:

<p>1 Additional requirements in contracts with municipalities</p>	<p>2 Additional requirements from advertising customers</p>		<p>4 Achieving absolute reductions in emissions</p>	<p>5 Increased impacts on the supply chain</p>
<p>3 New legislation and regulation at local, national, regional levels, and European legislation</p>			<p>6 Securing additional funding for decarbonisation activities</p>	<p>7 Acute and chronic physical risks</p>

Supporting our partners





1

Incentivise our Tier 1 suppliers to produce lower emissions goods and services

Transitioning our value chain to Carbon Net Zero means bringing our suppliers with us on our sustainability journey.

Our goal is for all our Tier 1 suppliers to monitor and report on their carbon footprints, set science-based targets for greenhouse gas reductions, and provide emissions information on the goods and services that we buy from them by 2045 at the latest.

We are embedding sustainability into our procurement processes with key suppliers. However, our supply chain is diverse, ranging from global firms that supply vehicles, through to small local businesses that display advertising posters.

Not all our suppliers have the capacity and resources to address climate change by themselves. Therefore, we are committed to providing them with training, support and incentives that will help them with these challenges.

Collaboration is central to achieving meaningful change as we work towards a lower-carbon future. Our efforts span our suppliers, advertising customers, landlords, and the wider media industry, reflecting our commitment to sustainability at every level.

From incentivising our suppliers to adopt lower-emission practices, providing our customers with greener options, and collaborating with industry peers, we aim to comprehensively address the environmental impact of our business.

This approach helps reduce our carbon footprint and empowers those we work with to join us on this critical journey towards a more sustainable future. Below, we outline our key initiatives in these areas.

2

Provide our infrastructure and advertising customers with options for lower-emissions goods and services that meet their needs

Infrastructure customers

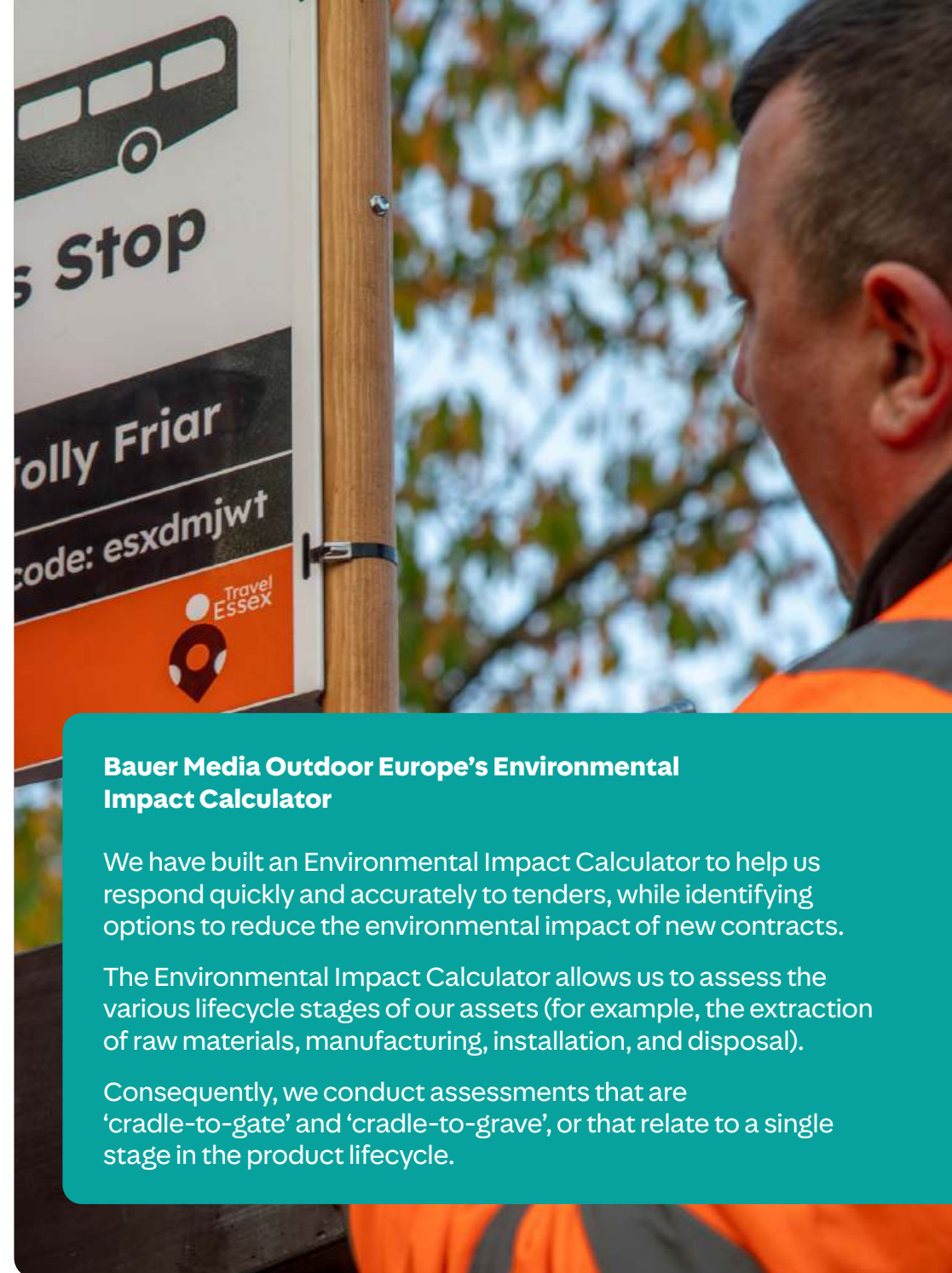
Traditionally, municipal contracts for the sale of advertising rights have often required media companies, such as BMO, to install new public infrastructure, such as bus shelters.

The current generation of these infrastructure products typically contains higher levels of embodied carbon (for example, a typical 3-bay bus shelter may represent around 4 tCO₂e). As a result, capital goods are the source of approximately 60% of BMO's overall emissions.

We are taking a twin-track approach to reducing these Scope 3 emissions:

First, we use tools, like our Environmental Impact Calculator, working with our customers to develop tailored solutions for their infrastructure requirements that do not always involve installing new products. This can be achieved, for example, by reusing and refurbishing existing infrastructure.

Second, we are working with our Tier 1 suppliers to reduce greenhouse gas emissions in existing products (for example, by using lower-emissions glass and recycled aluminium) and redesigning existing infrastructure products or creating entirely new ultra-low-emissions products.



Bauer Media Outdoor Europe's Environmental Impact Calculator

We have built an Environmental Impact Calculator to help us respond quickly and accurately to tenders, while identifying options to reduce the environmental impact of new contracts.

The Environmental Impact Calculator allows us to assess the various lifecycle stages of our assets (for example, the extraction of raw materials, manufacturing, installation, and disposal).

Consequently, we conduct assessments that are 'cradle-to-gate' and 'cradle-to-grave', or that relate to a single stage in the product lifecycle.

Advertising customers

As part of our ongoing commitment to meeting the evolving needs of our advertising customers, we have seen a growing interest in understanding the environmental impact of their campaigns, particularly regarding carbon emissions.

Advertisers are increasingly focused on ensuring that their campaigns are environmentally responsible. This shift reflects a broader industry trend towards sustainability and transparency.

We recognise that many of our customers run campaigns across multiple media channels and territories. In this context, carbon footprint calculations are most valuable when presented on a macro level,

encompassing all media channels involved. This broader approach allows advertisers to better understand the overall environmental impact of their entire media strategy, rather than just individual segments.

Because of this, we support the Global Media Sustainability Framework calculation methodology, to present aligned information and comparisons at a channel and multiple media channel level.

We believe that this unified approach not only benefits our customers but also supports the broader industry goal of reducing the environmental impact of media and advertising globally.



3

Work with our sector to support the Carbon Net Zero transition and ensure the media industry thrives in a lower emissions world

As we seek to achieve our climate change goals, we aim to support progress within both the OOH advertising industry and the broader advertising sector.

Trade associations provide valuable platforms for policy development and engagement with legislators and industry peers, helping find solutions to issues that necessitate an industry-wide approach.

Working within established frameworks can help to support the Carbon Net Zero transition. Therefore, we are members of the main advertising trade associations within our markets and across Europe, including Outsmart in the UK, Ireland's Outdoor Media Association, Belgium's Comm to Zero and the Netherlands' Outreach Association.



Financial implementation of this Climate Transition Plan





BMO embeds planning for climate change into our financial planning processes. This includes a requirement to consider environmental initiatives in our annual budget and financial planning processes, alongside undertaking periodic reviews when new investment opportunities are identified.

Our annual budgeting process involves each business unit preparing its budget on a bottom-up basis. This includes providing details of their plans for the coming year, and they must include details on the capital and operating expenditures contributing to BMO's climate plans.

Our long-range forecast process is designed to ensure each business unit outlines its strategy for the next four years. This includes providing forecasts on the road to Carbon Net Zero and alignment with BMO objectives.

At present, this provides us with a partial picture of climate change-related spending. However, many of our decarbonisation projects have been implemented before we started our carbon

emissions measurement programme (for example, transitioning to electric or hybrid fleets, or reducing carbon in our asset design), and as such are integrated into business-as-usual costs for the business.

We have a capital expenditure review process in place for all potential investments that exceed a set threshold. The most common type of investment relates to the assets required to operate new or existing contracts.

As part of this review process, business units are expected to use the carbon calculator tool to understand the likely carbon footprint of these investments. This footprint is then considered by senior managers as part of the approval process.

The minimum actions required by each market within BMO include taking steps to advance our environmental programme, which are incorporated into entity-level controls applicable to all business units and are reviewed annually.

Governance of the BMO Environmental and Sustainability Programme



BMO is a line of business within Bauer Media Group (BMG). The BMG Executive Board has ultimate oversight of Environmental, Social and Governance (ESG) matters across all BMG operations, including BMO.

BMO's Environmental and Sustainability Programme operates across three levels: Central Governance and Oversight, Programme Management, and In-Market Delivery.

Governance and oversight within BMO

- **President Outdoor and CEO Outdoor UK:** The President Outdoor leads the BMO Executive Committee (BMO ExCo) and is ultimately responsible for all European business units. This includes strategic oversight of the BMO Environmental and Sustainability Programme.
- **BMO Executive Committee (BMO ExCo):** advises the President Outdoor and provides strategic oversight of the BMO Environmental and Sustainability programme.

Programme management

- **BMO Managing Director and Business Development Director (BMO MD):** The BMO MD is a lead business sponsor for the BMO environmental programme, which coordinates individual country business unit programmes. The MD liaises with the BMO Environmental Implementation Director to support governance of the programme.
- **BMO Environmental Implementation Director:** The Environmental Implementation Director attends the BMO ExCo in relation to matters within their remit. They are responsible for leading the development of

the BMO Environmental and Sustainability programme. The Environmental Implementation Director leads the BMO Sustainability Team and oversees the operational delivery of the programme.

- **BMO Sustainability Team:** Led by the BMO Environmental Implementation Director, this team is responsible for designing and implementing the operational strategy for the BMO and Sustainability Programme. They are supported by functional experts from Operations, Sales, Finance, Product Development, Marketing, Procurement, Compliance, and Legal, who advise on specific topics and deliver projects in their areas.

In-market delivery

- **Business Unit Sustainability Directors:** In line with CSRD, the designated Sustainability Director in each market is responsible for implementing the overarching BMO Environmental and Sustainability Programme locally. This includes driving in-market initiatives and reporting on progress.
- **Sustainability Champions:** Sustainability Champions support their market's Sustainability Directors by helping to follow up on initiatives and monitor performance against agreed targets.

Appendix



This Climate Transition Plan has been prepared by Bauer Media Outdoor (BMO), part of Bauer Media Group (BMG). It applies only to BMO, BMG’s line of business providing Out of Home advertising services.

This Climate Transition Plan may include forward-looking statements – statements about what we aim to do or expect to happen in the future. These often include words like “aim,” “anticipate,” “believe,” “expect,” “intend,” “plan,” “project,” “target,” “will,” “may,” or similar expressions. This document is not intended to be relied upon as a representation or warranty of current or future performance, nor as a commitment to achieve any specific outcome.

To fully address certain topics and provide an accurate representation of our governance and processes, this Climate Transition Plan includes references to the oversight and governance of BMG, to which BMO is subject. However, this should not be taken to mean that statements relating to BMO also apply to the wider BMG.

Such statements reflect our current views and assumptions, based on our knowledge today. However, many factors – such as changes in the law, economic conditions, stakeholder expectations, or technology – could affect actual outcomes.

We do not guarantee that any goals, commitments or targets described in this Climate Transition Plan will be met, and we may update, change or withdraw them in

response to evolving priorities, feasibility or available resources. This Climate Transition Plan does not create any legally binding obligations. Terms like “sustainability”, “impact”, and “materiality” are used in this Climate Transition Plan to reflect how we understand and prioritise certain topics.

These terms are not intended to carry legal or financial definitions, and their meaning may vary between stakeholders.

Some figures and statements included in this Climate Transition Plan – such as those relating to greenhouse gas emissions, social impact, or progress against targets – are based on estimates, assumptions, and developing standards.

We aim to be transparent about our methods and data sources, but we cannot guarantee that all figures are exact or final. This Climate Transition Plan is current as of the date of publication, and we are not obliged to update it unless required by law.

Images in this Climate Transition Plan may include representations or replications of actual campaigns that have run on our panels. In certain cases, these images have been updated to reflect our new name, as it now appears on our assets.



	Baseline (2022)	2023	2024	% change from baseline
Scope 1				
Road Fuel and Heating Fuel	2954	3090	2949	0%
Scope 2				
Scope 2 (location-based)	11521	12609	12042	5%
Scope 2 (market-based)	11590	8207	3188	-72%
Total Scope 1 and 2 (location-based)	14475	15699	14991	4%
Total Scope 1 and 2 (market-based)	14544	11297	6137	-58%
Scope 3				
Purchased Goods and Services	3223	1598	2626	-19%
Capital Goods	14012	10790	7166	-49%
Fuel-and-energy Related Activities (Not Included in Scope 1 or 2)	4264	4924	4979	17%
Upstream Transport and Distribution	1261	1141	835	-30%
Waste Generated in Operations	155	96	59	-62%
Business Travel	546	932	740	36%
Total Scope 3	23461	19481	16406	-30%
Total				
Scope 1, 2 and 3 (location-based)	37936	35180	31396	-17%
Scope 1, 2 and 3 (market-based)	38005	30778	22542	-41%

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