

OUR FUTURE SUSTAINABILITY COMMITMENT

We bring stories to life

Our Commitment

- Covermounts are an integral part of our kids magazines. They complement the editorial content and enhance the combined read & play experience for the children
- However, the production of the covermounts and their packaging, particularly in respect to the use of plastic, have a negative impact on the environment
- Story House Egmont's commitment is in the coming years to significantly reduce plastic in covermounts and covermount packaging in our kids magazines in all our markets
- We will use recycled plastic in our packaging materials and will investigate the possibilities for using recycled plastic in the covermount items
- We aim to ensure that our plastic covermounts are fully recyclable at end of life
- We will strive to completely eliminate single-use plastic packaging in the longer term, unless the plastic is required for product safety or other reasons
- We will develop a 'responsible producer guarantee' with guidelines for our sourcing of plastic, which will be followed by our buyers and by our suppliers



Our Targets

- We are committed to:
 - Reducing the weight of plastic in covermounts by 25% in 2024
 - Reducing the weight of plastic in packaging by 50% in 2024
- As part of the packaging target, our goal is to have minimum 30% of the plastic packaging made of recycled plastic in 2024

Our Approach

We will rethink our covermount strategy along two sets of criteria:

Design criteria

- Substitute plastic components with other types of material
- Improve the quality of covermounts for longer durability ('fewer, bigger, better'), and change any negative perceptions of covermounts being cheap throw-away items
- Prioritize the use of 'better quality' plastic

Usage criteria

- Purposeful play or educational
- Collectable and multiple-use
- Creative
- Functionality



We bring stories to life

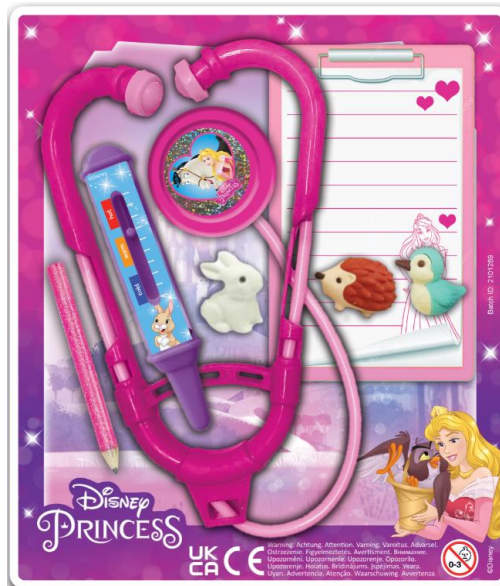
Work has already begun...

Before



story house
EGMONT

After



We bring stories to life

Summary

- Magazines are seen as ‘treat with benefits’ and covermounts remain an integral part of the experience
- We will work even harder on delivering value, ensuring our covermounts have a clear purpose and promoting multiple use
- We have come a long way on our journey so far...however the landscape continues to change, and so do we
- Sustainability is a key priority across Egmont and a ‘must win battle’ for our Kids Business
- We are committed to reducing our use of plastic and finding innovative alternatives which are attractive to our consumers
- **Collaboration with our partners is key to future success**