

## Environmental Policy

Our many years of commitment to protection of the environment and observation of environmental aspects in all areas of our economic activities comply with the personal identity of Bertelsmann AG, to whose arvato AG product line we belong.

Nowadays, a successful economy no longer means merely achieving financial targets. Steady economic management is only possible when both economic and ecological aspects can be united.

In order to comply with this requirement, Mohn media started in the early 1990s to formulate environmental guidelines which have since formed the framework for our environment management concept. We have used these guidelines to lay the foundations for our ecological activities which extend far beyond merely observing statutory requirements. Above all, we regard the inclusion of our employees as well as motivation of our customers and suppliers as key indicators of permanent improvement of our own environmental achievements.

Our understanding of environmental protection is based on 10 guiding principles:

### 1. Responsibility

Our corporate philosophy envisages each individual employee feeling responsible for his/her own work. This concerns striving towards economic success as well as protection of the environment. One fundamental condition for this is continuous training of our workforce who we regard as extraordinarily important and who we encourage accordingly. Since 1990, we have been working towards making each individual member of our company an environmental officer who regards his/her commitment as a personal quest. Our success speaks for itself.

## 2. Future orientation

Mohn media Executive Management ensures that all of the relevant environmental aspects are analysed and evaluated prior to launching new products which in turn enables us to offer our customers innovative technologies and therefore tailor-made solutions in all multimedia areas without neglecting our high requirements as regards protection of the environment.

## 3. Teamwork

What applies for our employees within the framework of internal processes is also transferred to our relationships with customer and suppliers. We co-operate with them to develop solutions to problems which are equally economically successful and environmentally friendly. The environmental aspects of our products and production processes form a focal point when it comes to advising our customers and formulating specifications for our suppliers.

## 4. Control and evaluation

Our industrial activities are subject to on-going controls. We publish all of the relevant data in our Ecological Balance Sheet which is then examined by independent experts. This helps us to detect weak areas which can then be remedied. In addition to publishing figures in our Ecological Balance Sheet, environmental monitoring is also a daily task. Each examination of organisational processes is accompanied by an ecological and economic evaluation, whereby we do not strive to just about undercut statutory limit values – what we want is to achieve realisable best values in accordance with the state of the art.

## 5. Problem awareness

All Mohn media employees should endeavour to avoid or at least minimise environmental pollution, whereby responsibility is clearly assigned at all points of each plant along with fixed budgets for the definition of new targets and for the realisation of suitable measures for protecting the en-

vironment. This means that our environmental guidelines contribute towards implementing our general environmental policy.

## 6. Precautions

Mohn media Executive Management undertakes every effort to prevent emissions incurred by accidents. Extensive precautionary measures have been taken although such incidents are seldom in printing companies. If however such an event should occur, our employees are well prepared to deal with it. The appropriate rules governing conduct ensure that potential damage is restricted to the lowest conceivable level. It goes without saying that the men in the Mohn media plant fire brigade are excellently trained and equipped with the latest in technical equipment.

## 7. Environmental Report

Executive Management has co-operated with employees to set up the annual review as an effective control instrument for maintaining the guidelines of our environmental policy and specifications. A criterion for our everyday tasks is implementation of a practical environmental policy which is subject to continuous evaluation. Our tasks are not performed in full until each individual measure is up and running and rewarding us with the desired success.

## 8. Obligation

These principles are binding for each employee at Mohn media. If part or parts of these principles should prove insufficient or inapplicable in practice, they are rephrased as required by those responsible.

## 9. Transparency

Good co-operation with the authorities and community groups is lived on a day-to-day basis at Mohn media. And this concept will continue in the future, too. We will continue to design our working methods in a transparent manner and discuss openly with our partners.

## 10. Dialogue

This willingness to maintain dialogue and openness is a firm component of our corporate philosophy. This approach has characterised the history of our company for more than 150 years now. Each of these values remain basic virtues of partnerships both postulated and realised by our company.

### Conclusion

The activities performed by Mohn media will continue to be characterised by the objective of constantly improving industrial environmental protection. This applies for each individual area of our company.

Protection of the environment plays a significant role in our discussions and negotiations with our customers and suppliers. We are greatly committed to motivating our partners as regards environmental protection.

Our commitment towards sustained environmental protection extends far beyond statutory requirements. With this, we are not only complying with our own idea of sustained development, but also the increasingly urgent desire expressed by society to pass on a world worth living in to future generations.