

Diversity Policy

1. Introduction

North Media A/S' aim is to run a responsible business, creating value for society in general, our customers, employees and shareholders.

As a responsible business, we are committed to continuously enhancing our positive footprint on the society of which we are part and to be an active contributor to a world that builds on the right of the individual to self-determination and equality.

2. Purpose

North Media aims to remain an attractive workplace for dedicated individuals with strong skills and qualifications who, regardless of gender, age and background, will contribute actively to developing the Group's companies.

We consider diversity among our employees to be an important and natural part of establishing a dedicated and stimulating work environment. We continually strive to attract and retain a broad employee composition as regards gender, age and background. Career opportunities are open to all employees at North Media: candidates for a given vacant position are considered exclusively on the basis of their skills, qualifications, experience and attitude. We see diversity as a strength that will help the Group's companies attract and retain the best talent.

The overall purpose of this Diversity Policy is to ensure that all employees of North Media are consistently evaluated based on their skills, qualifications, experience and attitude; both in a recruitment context and in their continued employment with the Group. Moreover, we aim for our workforce to consist of employees of all ages and to achieve an equal gender distribution at all levels of the organisation – from the Board of Directors down through the management levels to all other employee levels.

North Media is a workplace with a homogeneous culture building on Danish values and Danish culture. The Group is strongly value-driven and as part of our diversity policy it is a fundamental requirement that all our employees accept, respect and commit to our values and comply with our company policies in force at any time, including our HR policies.

3. Qualifications and skills on the Board of Directors of North Media A/S

The members of the Board of Directors of North Media A/S have been carefully selected based on their skills in relation to the business areas, challenges and development potential addressed by the Group's companies.

The Board of Directors of North Media A/S perform an annual evaluation of the combined knowledge, skills and experience of the board members. The evaluation is based on North Media's business model and governance model with a view to determining if the board members collectively possess the knowledge, skills and

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experience required to ensure the proper operation of the company and its subsidiaries.

The annual board evaluation is coupled with an evaluation of the need for relevant skills development on the Board of Directors.

4. Recruitment of candidates for the Board of Directors of North Media A/S and board composition targets

Candidates for the Board of Directors of North Media A/S are recruited with due regard to our Articles of Association and the Board's Rules of Procedure.

A basic requirement when filling board positions, management positions or other positions is for all candidates, regardless of gender, to be considered on an equal basis. Moreover, irrespective of the position to be filled, candidates are selected based on their knowledge, skills, attitudes and commitment.

North Media generally aims for an equal distribution of men and women, defined by law as at least 40% of the underrepresented gender, in all positions within the next four years.

5. Gender distribution at other management levels at North Media A/S

At the time of adoption of this Diversity Policy, there is no underrepresented gender at the other management levels of North Media A/S. Thus, eliminating the need for defining targets or drafting a diversity policy at North Media A/S. North Media will continually strive to attract and retain a broadly composed group of employees as regards gender, age and general background.

6. Reporting

The Board of Directors will receive reporting on compliance with this policy at least once a year. Every year, the North Media Group will include in the Annual Report a description of the diversity efforts made by North Media A/S in its supreme governing body and at other management levels.

7. Approval and commencement

This Diversity Policy has been considered and approved by the Board of Directors of North Media A/S. The Diversity Policy supersedes the policy of 2 December 2021.

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This Policy is subject to review, amendment and updating in connection with legislative amendments and otherwise as necessary.

Approved by the Board of Directors of North Media on 8 February 2023.