

2025

**Sustainability
Report**

APG|SGA



Corporate Social Responsibility

The **APG|SGA Group (APG|SGA)** aims to foster comprehensive and sustainable values for its partners, customers, shareholders and employees, while simultaneously making a positive contribution to the environment and society. Balanced consideration of social (people), environmental (planet) and economic (prosperity) factors in decision-making and implementation processes is regarded as vital for the company's long-term success.

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Successful implementation of our CSR strategy with significant reduction of greenhouse gas emissions

Last year, we celebrated APG|SGA's 125th anniversary and achieved a pleasing operating result in this jubilee year despite a challenging geopolitical and economic environment. While advertising expenditure in Switzerland's traditional media experienced an overall decline, APG|SGA's advertising revenues proved robust, coming in slightly higher than in the previous year. In Serbia, on the other hand, political instability led to a decline in revenue. This makes it all the more pleasing that we had an extremely successful year in terms of implementing our corporate social responsibility (CSR) strategy, achieving some significant milestones.

Following the recertification audit for the EcoEntreprise label, we were awarded the highest level: "EcoEntreprise Excellence". This award recognizes outstanding achievements in the areas of sustainability and social responsibility. And in the international CDP rating, APG|SGA gained the highest score of A in the Climate category in 2025, in recognition of the transparency and quality of our climate protection reporting. This places us among the select 4% of companies to make the A List, out of 22,100 companies assessed worldwide. The renewed Great Place to Work certification also confirms that APG|SGA is an attractive employer in Switzerland, one that values and supports its employees.

In the reporting year, we also adopted a new fleet strategy that sets out a clear roadmap for the gradual transition to a fully electric vehicle fleet. This will enable us to reduce our annual emissions by around 700 metric tons of CO₂ equivalents. Implementation is already well under way. One particularly consequential milestone was the switch to 100% renewable electricity in Serbia. This was the main driver of a 72% reduction in Scope 1 and Scope 2 emissions and a 46% reduction in overall emissions compared to the previous year. This puts us clearly on track to achieve our near-term emission reduction targets.

And we will be taking further impactful steps in 2026. Under the fleet strategy, there will be a particular focus on advancing the planning and optimization of our charging infrastructure. We are also pushing ahead with the phasing out of fossil fuels in building heating. At the same time, our efforts to increase transparency in our supply chains and boost both social and environmental standards are ongoing, with the particular aim of further reducing our Scope 3 emissions. In the field of occupational health and safety management, training and prevention measures remain key components of our commitment. We will systematically incorporate the results of the Great Place to Work survey in our ongoing improvements.

For APG|SGA, corporate social responsibility is not just an obligation – it is an integral part of our corporate culture. We hope that this report gives you a comprehensive insight into our activities, and we invite you to keep environmental and social factors top of mind in your investment and collaboration decisions.



Sustainable greetings,
Markus Ehrle, CEO APG|SGA

Organization, strategy and governance

As an Out of Home advertising company, APG|SGA is a core service provider for a well-functioning, locally rooted economy. We generate income for the public purse, create visibility for politics, culture and sport, and contribute to transparent public information and the free formation of opinion as part of a democracy within a social market economy. APG|SGA aims to foster sustainable values for its partners, customers, shareholders and employees, while making a positive contribution to the environment and society.

The APG|SGA Group

APG|SGA is a dynamic service company with Swiss heritage and a focus on Out of Home media. Digital. Analog. Mobile. Interactive. People are inspired with the very best communication solutions in public spaces. On streets and squares, in railway stations, at airports, in shopping centers, in the mountains and in and around means of transport – wherever Out of Home media can be displayed. Thanks to its comprehensive products and services, APG|SGA combines the individual needs of local, national and international advertising customers, private property owners, public authorities, consumers, employees, investors and society in a flexible way to generate added value.

APG|SGA is one of the world's largest specialists in Out of Home media. Within Switzerland, APG|SGA offers seamless geographical coverage across all the country's regions, thanks to its decentralized organization. The operational headquarters of Allgemeine Plakatgesellschaft AG, which is fully owned by APG|SGA AG (Holding), are located in Zurich. Across its 17 sites, Allgemeine Plakatgesellschaft AG actively maintains customer relations on the ground and provides services from a single source. Swissplakat AG, another company within APG|SGA, focuses on Out of Home media. Swiss Poster Research Plus AG (SPR+) provides KPIs and market research analysis. Its services are available to all Out of Home media companies in Switzerland. Alongside Switzerland, APG|SGA also has a presence in Serbia via Alma Quattro d.o.o. APG|SGA's Serbian operations are managed centrally from Belgrade, but it has a presence in 14 cantons in Switzerland and three of the four language regions. The Romansh-speaking part of Graubünden is covered from Chur.

APG|SGA's primary services include the procurement, installation and maintenance of analog and digital advertising spaces in public areas, and the marketing and leasing of these advertising spaces. The planning, display/broadcasting and performance measurement of Out of Home media communications campaigns and mobile advertising campaigns also fall within its remit. Further services include the conceptual planning, design, production, maintenance and financing of urban furniture such as waiting rooms, analog and digital city map systems and informational systems.

CSR at APG|SGA

Balanced consideration of environmental (planet), social (people) and economic (prosperity) factors in decision-making and implementation processes is regarded as vital for the long-term success of the company.

CSR Governance

A cross-cutting, focused and integrated approach to managing our sustainability efforts is crucial to meeting the growing expectations of our stakeholders. Thanks to meticulous planning and monitoring, we ensure that APG|SGA operates sustainably across the board. Our CSR management approach, reporting and communication should meet our own high standards. We opt for meaningful collaborations, certificates and labels that help us achieve our goals.

People

As an attractive, reliable and safe employer, APG|SGA creates a modern, future-looking working environment that offers space for personal and professional development. In turn, APG|SGA fosters employee commitment and satisfaction, which has a positive impact on the company's success in the long term. Furthermore, APG|SGA is actively keen to uphold human rights, social standards and labor rights throughout the entire value chain. APG|SGA plays a role in supporting culture, sport and Non-profit organizations (NPOs) by providing services and resources at considerable discounts and by offering free-space volumes.

Planet

APG|SGA sees a respectful, considerate approach to the environment as a given. With the aim of being among the best in the environmental arena, APG|SGA is committed to transparency and sees itself as a pioneer in the fight against climate change. Its science-based, near- and long-term emission reduction targets, validated by the Science Based Targets initiative (SBTi), focus on continuous improvement towards net zero. The environmental relevance of its activities, products and materials is systematically examined, while eco-friendly services and products are developed in dialog with employees, customers and partners.

Prosperity

APG|SGA is a dynamic service company with Swiss heritage and has been around for over 125 years. Thanks to its comprehensive products and services, APG|SGA combines the individual needs of local, national and international advertising customers, private property owners, public authorities, consumers, employees, investors and society in a flexible way to generate added value. The optimal generation of earnings forms the foundation for the company's sustainable existence and competitiveness.

Sustainability management structure

As CSR affects every company area, APG|SGA's sustainability management (including monitoring and controlling) is an integral part of the work at the highest level of management. The CSR strategy is reviewed and approved by the Board of Directors once a year as part of the overall strategy. In close collaboration with the Head of Sustainability and with the support of external experts, the Management Board develops and approves the steps and goals derived from the strategy. CSR activities and target attainment are a regular part of Management Board meetings to ensure that the company's high expectations are met.

Opportunities and challenges of sustainable development in Out of Home media

Opportunities

- Demand: growing awareness of sustainability creates demand for environmentally friendly, socially acceptable advertising.
- Technological innovation: technological advancements enable development and management of more sustainable advertising panels that use fewer resources and less energy.
- Awareness-raising: Out of Home media offers a broad reach and can contribute to raising awareness of sustainability-related issues.
- Partnerships for sustainability: collaborations with cities and municipalities can promote eco-friendly initiatives and boost engagement with sustainability.
- As a “one-to-many” medium, Out of Home Media has by far the lowest CO₂ emissions per 1,000 contacts of all advertising media.

Challenges

- Material consumption: production of advertising materials uses resources and impacts the environment.
- Energy and fuel consumption: illuminated and digital advertising panels consume energy, and the management of posters is associated with transport routes.
- Waste and disposal: suitable recycling and reuse options must be found for the disposal of advertising materials and panels.
- Advertising restrictions: bans can lead to a drop in revenue.
- Greenwashing risk: sustainability claims have to be credible

Operational responsibility for daily implementation of the CSR strategy is held by the Head of Sustainability, whose office is affiliated with the Chief Financial Officer and the Management Board. The Head of Sustainability works across the company on specific projects and issues, collaborating closely with other relevant divisions to ensure that CSR aspects are integrated as holistically as possible.

The board reviews projects and plans to determine whether they are in harmony with sustainability targets. All divisions of the company are represented on the CSR Board. It meets three times a year and contributes to the further development of the CSR strategy.

The implementation of sustainability projects and the attainment of specific sustainability targets are part of various employees' individual annual objectives.

Memberships, participation and certificates

APG|SGA or its Group companies are active in various national and international associations or similar organizations, or adhere to their guidelines.

About the Report

The annual Sustainability Report is drawn up with reference to the standards of the Global Reporting Initiative and the European Sustainability Reporting Standard. It relates to the previous calendar year. Information refers to the entire APG|SGA Group, similar to the Annual Report and Financial Report, unless otherwise stated. Financial performance is disclosed in the Annual Report and the Financial Report, while governance-related details are included in the corporate governance section of the Annual Report. Information reformulated compared to the previous year is marked as such. Sustainability reporting is approved by the Management Board and Board of Directors. A limited external audit was conducted for the information on greenhouse gas (GHG) accounting.

| Organization | Abbreviation |
|--------------------------------------|---------------------|
| AWS, Outdoor Advertising Switzerland | AWS |
| CDP | |
| Clean Fleet | |
| EcoEntreprise certificate | |
| Fair-On-Pay | |
| Great Place to Work® | |
| KS/CS Kommunikation Schweiz | KS/CS |
| Schweizerische Lauterkeitskommission | SLK |
| Sustainable Switzerland | |
| swisscleantech | |
| United Nations Global Compact | Global Compact |

Material topics

The material topics for APG|SGA are derived via a systematic evaluation process conducted annually at the company. This process adheres to the principle of dual materiality, taking into account the positive and negative external impacts on people and the planet caused by APG|SGA activities, as well as the financial impact of external events on APG|SGA.

Materiality analysis

As an Out of Home advertising company with local, regional, national and international customers and global supply chains, the underlying thematic areas are derived from our business context. The company's mission statement and CSR strategy serve as foundational internal documents in this process. The external principles include Global Reporting Initiative (GRI) and European Sustainability Reporting Standards (ESRS) criteria and the UN Sustainable Development Goals (SDGs).

A list of topics is drawn up annually in collaboration with external advisory firms; the Head of Sustainability is responsible for this. The list is supplemented with input from every area at the company and discussions with customers, suppliers and other relevant stakeholders, such as NPOs and interest associations. During this process, the material topics are sharpened up using criteria such as probability, extent, scope and irreversibility in terms of the materiality of impact, along with likelihood and potential impact of financial materiality. Once defined, the topics are validated and approved by the Management Board and the Board of Directors to ensure they offer a holistic perspective of APG|SGA's sustainability performance.

Topics with relevant risks and/or impact according to the materiality analysis



People

- Employment and working conditions
- Equal opportunity
- Occupational health and safety
- Sustainable procurement – social aspects
- Societal aspects of APG|SGA Out of Home Media



Planet

- Climate and energy
- Circular economy – resources and waste
- Sustainable procurement – environmental aspects



Prosperity

- Economic performance
- Prevention of corruption
- Acting lawfully

Stakeholder integration

APG|SGA recognizes the diversity of its stakeholders and promotes a respectful and appreciative relationship based on mutual trust. Relationships with internal and external stakeholders are shaped by long-term partnerships and constant dialog. APG|SGA relies on a wide range of communication channels in order to understand and take into account the various positions and needs of its stakeholders.

A culture of open communication is fostered among employees, while opportunities for participation and feedback are encouraged. Longstanding partnerships with concession issuers, suppliers and customers are the aim, with these collaborations reinforced through trust and shared values. Transparent, cooperative relationships with public authorities, associations and NPOs are an indispensable part of visually shaping the public space, which is why APG|SGA is actively involved in the relevant dialogs and initiatives. This holistic approach enables APG|SGA to ensure that it understands its stakeholders' needs and expectations and integrate them into its business strategy and practices for the sake of long-term success and societal benefit. The table below highlights the key platforms for stakeholder dialog.

Employees

- Employee dialog
- Sounding Board
- Intranet
- Roadshows
- Internal conferences
- Job shadowing

Private property owners and partners in cities, municipalities and public transport

- Partner discussions
- Partner surveys
- Newsletters
- Website

Advertisers

- Customer discussions
- Customer surveys
- Customer satisfaction process
- Roundtables
- Newsletters
- Website
- Training

Communications and media agencies

- One-to-one discussions
- Customer satisfaction process
- Roundtables
- Newsletters
- Website
- Training

Suppliers

- Regular discussions
- Supplier questionnaire
- Strategic collaboration

Public authorities

- Discussions with authorities

Associations

- Memberships
- Participation in conferences
- Input talks
- Participation in working groups


Non-profit organizations

- One-to-one discussions
- Participation in conferences

Corporate social responsibility strategy

CSR (or sustainability) is enshrined as one of the six values of the APG|SGA mission statement alongside enthusiasm, partnership, entrepreneurship, integrity and transparency – values that are anchored in our daily work.

The CSR strategy is a core part of the company strategy and takes all APG|SGA's relevant stakeholders into account, while focusing on the core topics from the three fields of people, planet and prosperity.

| CSR Governance | | | |
|---|--|---|---|
| <ul style="list-style-type: none"> ■ Certificates, labels, collaborations ■ Reporting and Communication ■ CSR Management | | | |
| | Core topics | Focus areas | Results |
| PEOPLE | Attractive Employer | <ul style="list-style-type: none"> ■ Employment and working conditions ■ Corporate culture ■ Education and training ■ Diversity and equal opportunities | <ul style="list-style-type: none"> ■ Satisfied, long-term employees ■ Diversity, fairness, self-realization ■ Supporting further development ■ Development without discrimination |
| | Safety and Health | <ul style="list-style-type: none"> ■ Occupational safety ■ Health management | <ul style="list-style-type: none"> ■ High level safety culture ■ Physical and mental health |
| | Social Responsibility | <ul style="list-style-type: none"> ■ Social responsibility ■ Procurement: social aspects ■ Law and ethics in OOH advertising | <ul style="list-style-type: none"> ■ Doing good outside of core business ■ Fair conditions in the supply chain ■ Comply with advertising laws |
| PLANET | Environmental Management and Performance | <ul style="list-style-type: none"> ■ Climate targets ■ Energy management ■ Circular economy: resources and waste | <ul style="list-style-type: none"> ■ Reduction of emissions, net-zero target ■ Reduction of energy consumption ■ Reduce, reuse, recycle |
| | Sustainable Procurement | <ul style="list-style-type: none"> ■ Procurement: ecological aspects | <ul style="list-style-type: none"> ■ Eco-friendly value chain |
| PROSPERITY | Infrastructure and Processes | <ul style="list-style-type: none"> ■ Stakeholder management | <ul style="list-style-type: none"> ■ Work within a sustainability stakeholder network ■ Added value in public spaces |
| | Compliance | <ul style="list-style-type: none"> ■ Prevention of corruption ■ Acting lawfully | <ul style="list-style-type: none"> ■ Employees with integrity and correct behavior ■ Consistently lawful behavior |
| Influence on UN Sustainable Development Goals  | | | |

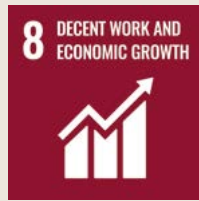
Sustainable Development Goals

The United Nations (UN) Agenda 2030 for Sustainable Development comprises a total of 17 Sustainable Development Goals (SDGs) to achieve fundamental improvement

in the living conditions of all people today and in the future, and to protect the planet. APG|SGA is making its own contribution and focuses on the six goals below.



Equality of pay between the genders at APG|SGA is subject to an independent review and certified with the "Fair-ON-Pay Advanced" accreditation. The level of diversity among managers will continue to increase in the years to come. The Board of Directors has a balanced gender ratio.



APG|SGA has been generating added value for about 500 employees, plus its partners and advertising customers, for over 125 years. In the process, we are very keen to ensure equal pay between the genders and promote individual training and development. We ensure that we comply with social standards and protect workers' rights within our supply chain.



APG|SGA relies on efficient processes and technologies in product development and innovation. Advertising spaces make a valuable contribution to the existence and development of local businesses and SMEs.



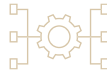
With the sustainable quality and energy-efficient nature of our products and services, we support cities and municipalities in their energy goals. We take our commitment to a goal-oriented energy transformation and resource efficiency very seriously, and are constantly improving our advertising materials. Billposters ensure that the area surrounding the advertising (such as bus stops, platform benches or phone booths) is well maintained.



APG|SGA has committed itself to reducing its energy consumption and lowering its CO₂ emissions, for example through our fleet strategy. We use renewable raw materials wherever it is technically and environmentally feasible. We set medium-term and long-term science-based climate targets in line with the global 1.5°C objective.



Alongside complying with all compliance and anti-corruption guidelines, APG|SGA contributes to providing the population with independent public information through its Out of Home media and promotes the democratic formation of public opinion.



Comprehensive CSR management

A cross-cutting, focused and integrated approach to managing our proactive sustainability efforts is crucial to meeting the growing expectations of our stakeholders.

Management approach

APG|SGA manages its CSR according to the Plan-Do Check-Act cycle in order to achieve ongoing large- and small-scale improvements. Tasks such as strategic and operational planning, implementing certificates, labels and memberships, and all reporting and sustainability communication are considered overarching issues that are an integral part of the annual review and planning cycle. They represent the actual steering or governance of our CSR efforts and influence all three areas: people, planet and prosperity. For this reason, it is important that these issues are appropriately anchored in the CSR strategy.

EcoEntreprise Excellence label

Just one year after receiving the certificate “EcoEntreprise Nachhaltige Entwicklung – Soziale Verantwortung” (Sustainable Development – Social Responsibility), APG|SGA achieved the highest level of “EcoEntreprise Excellence” in its mandatory recertification. This label recognizes exemplary performance at the highest level in the areas of sustainability and social responsibility and is based on the international guideline ISO 26000.

Major factors that contributed to this improvement over the previous year include the comprehensive CO₂ reduction pathway to achieve the climate targets validated by the SBTi, optimizations in procurement, enhancements in occupational health and safety, and new processes to ensure that key projects are systematically checked against sustainability criteria in the planning phase.

The national EcoEntreprise label has been Switzerland's benchmark certification in the area of sustainable development and social responsibility since 2013. It demonstrates to the public – and, in particular, to stakeholders in partner and advertising markets – that APG|SGA practices comprehensive sustainability and risk management.

CSR Board

The CSR Board ensures the compatibility of our day-to-day business with our sustainability targets, and it includes representatives of all divisions. The board convenes regularly and reviews new projects and plans to determine whether they are in harmony with sustainability targets. Where appropriate, the CSR Board suggests changes and also ensures comprehensive sustainability reporting. It is involved in the ongoing development of the CSR strategy, with the individual members acting as sustainability experts in their own divisions.

CSR Governance



Memberships

Certifications from and memberships or participation in national and international sustainability initiatives are important to APG|SGA as they help us gain expertise and – through efficient networking – lend greater weight to our own efforts.

In 2025, Allgemeine Plakatgesellschaft AG was once again certified as a Great Place to Work and received the EcoEntreprise Excellence award. The vehicle fleet was awarded the Clean Fleet Platin label for passenger vehicles and as of April 2026, Clean Fleet Gold for commercial vehicles weighing up to 3.5 tons. This underscores our ambition to eliminate CO₂ emissions from our fleet.

At the Group level, APG|SGA achieved the highest score of A in the CDP category Climate.

Along with numerous other companies, APG|SGA takes part in the sustainability working group of the Association of Swiss Advertisers (ASA), with the goal of promoting sustainability and a climate-friendly approach in the Swiss advertising landscape.



People

Attractive employment and working conditions

APG|SGA's employees lay the groundwork for the company's long-term success. This is why it endeavors to create future-looking, attractive jobs within a challenging working environment and supports employees. The different occupational directions – from manual tasks to logistics, IT, sales, administration and creative professions – require a continuous examination of the company's needs and the active creation of shared values and guidelines to ensure a smooth and constructive working environment.

Management approach

APG|SGA's employment and working conditions are based on a robust foundation of vibrant company values and the applicable labor law. The company consistently invests in training and development for its employees, in order to ensure that they have the skills and abilities required for success. These investments also help the company to retain employees long-term by offering development opportunities and career pathways. In addition, APG|SGA offers attractive working conditions with substantial participation (bonus) in the company's success and contemporary fringe benefits with the aim of providing employees with an interesting, healthy working environment. APG|SGA sets great store by ensuring that employees feel listened to and appreciated. As a result, it creates scope for employees to actively get involved and share their thoughts and ideas. A transparent culture of feedback enables employees to express constructive criticism and make suggestions for improvement. This not only boosts employee commitment and satisfaction, but also helps the company to keep evolving and improving.

APG|SGA employees

APG|SGA employed the following number of people as at the end of the 2025 calendar year.

Number of people

as at December 31, 2025

| Total ¹ | Switzerland | Serbia |
|--|--------------------|---------------|
| Number of employees ² | 427 | 46 |
| Apprentices and interns ³ | 8 | 0 |
| By demographics | Switzerland | Serbia |
| Share of men, in % | 71 | 70 |
| Share of women, in % | 29 | 30 |
| Share of full-time positions (=100%), in % | 74 | 100 |
| Share of part-time positions (<100%), in % | 26 | 0 |
| Share of permanent employees, in % | 98 | 100 |
| Share of fixed-term employees, in % | 2 | 0 |

¹ Full-time 100% equivalent as basis, percentages rounded,

² Excluding apprentices and interns

³ Switzerland, APG|SGA: commercial 5, logistics 2, IT 1

People



As of the end of 2025, APG|SGA employed eight apprentices and offered one integration pre-vocational training role in the Logistics division. This federal program focuses on offering targeted, practical preparation for a vocational apprenticeship for refugees and people with temporary admission. The program has also been open to teenagers and young adults without an asylum background since summer 2021. It focuses on people from the EU/EFTA and third countries who require training.

control over their work, although they were not employed by APG|SGA.¹ Of these people, 9 were sourced via staffing agencies and 11 via service providers. The work they performed included hanging advertising material, producing media, developing applications, administrative tasks and analysis, consulting and management services.

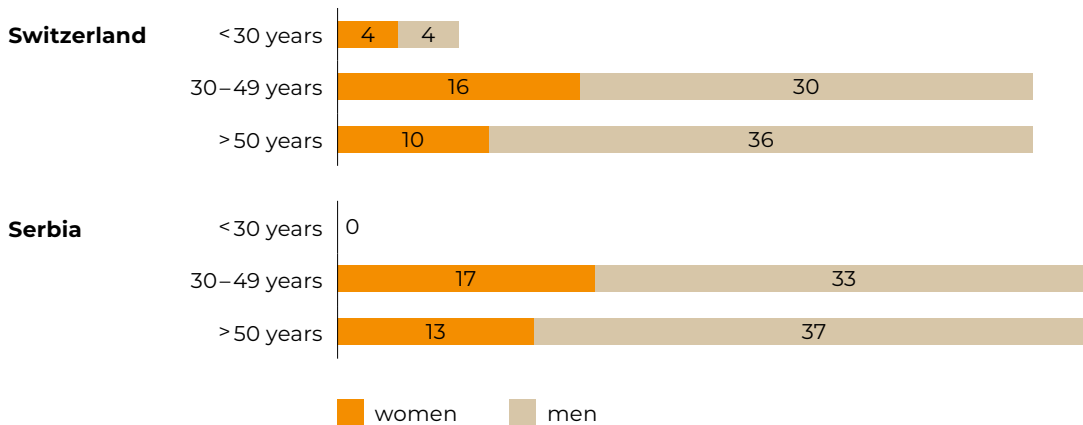
APG|SGA is not subject to a collective bargaining agreement.

In addition to its own employees, APG|SGA generated work for 20 people in 2025 in situations where it had extensive

¹ Personnel leasing or workers who are not employees

Age structure

as at December 31, 2025 in %, excluding apprentices and interns



People



Perks and fringe benefits

APG|SGA is keen to attain high levels of employee satisfaction. In late 2025, APG|SGA received the Great Place to Work certification for the second time. The Trust Index increased from 68% to 75%, with a high response rate of 75%. Each team will reflect on the results and define further targeted actions by mid-2026, with the aim of boosting satisfaction and harnessing potential for improvement.

APG|SGA employees can give feedback both informally and via standardized pathways. The annual employee dialogue takes place in a collaborative format that focuses on the individual employee as well as our shared corporate values. There is also a diverse Sounding Board which serves as a regular forum for discussion between employees and the Management Board. It meets several times a year and systematically addresses concerns and ideas. Last year, the Sounding Board took a deep dive into the topic of leadership, supported an additional training and team-building day for billposters, and provided valuable feedback on occupational health and safety management.

APG|SGA makes targeted investments in the training and development of its employees. In addition to support for

external training in the form of time and financing, the internal range of courses was further expanded to include standardized programs. Personalized development plans are created for employees.

There is a particular focus on the internal development of executives. External coaching is available for newly appointed managers. In addition, 2025 saw the launch of a two-year leadership program that will prepare 13 high-potential employees for future leadership roles.

The “Schulterblick” (job shadowing) format was introduced to promote understanding between divisions. This gives employees insights into other departments and their day-to-day work. After initial trials in 2025, the format is being continued in 2026.

APG|SGA offers its employees attractive fringe benefits, which it regularly reviews and refines. These include staff discounts and internal offers such as a platform for event tickets. Another popular benefit is the option of purchasing additional holiday at discounted rates. In 2025, 40 employees took advantage of this option and enjoyed up to two additional weeks of holiday.



Equal opportunity

APG|SGA strives to offer all employees identical working conditions, regardless of gender, and aspires to offer a more statistically equal gender distribution, particularly at management levels. At present, more men than women work at APG|SGA. This is primarily because most billposters are men (with very few exceptions), and billposters make up about a third of the entire workforce.

Management approach

APG|SGA's goal is to be an attractive employer for all employees, regardless of gender, and to shape its internal and external recruitment so there are no structural barriers or inequalities. APG|SGA is particularly concerned with pay equality between the genders and modern, flexible working models that reflect its workforce's needs as best possible. All forms of discrimination are banned; punishments are issued should discrimination occur.

Implementation

APG|SGA offers fair, market- and performance-based remuneration. The internal level of pay equality between women and men at Allgemeine Plakatgesellschaft AG was externally audited for the first time in 2021 and accredited with the Fair-ON-Pay+ label. Since the maintenance analysis in 2023, Allgemeine Plakatgesellschaft AG has also held the Fair-ON-Pay Advanced certification, which was last reconfirmed in early 2025. This means that the gender-specific pay difference was below the tolerance threshold of 2.5%.

During the latest satisfaction survey, 90% of employees stated that they were treated fairly, regardless of their gender. This high value reflects APG|SGA's company values that promise fairness, respect and equal opportunities. This was further confirmed by similarly high scores for questions relating to fair treatment irrespective of sexual orientation or ethnic origin.

The proportion of women with managerial responsibility at hierarchical levels FL 2 and FL 3 fell by 1% in 2025. The seven-member Management Board (FL 4) includes one woman, while the six-member Board of Directors included two women until the 2026 Annual General Meeting and now includes three. The new leadership program will help promote women at all levels of the hierarchy.

Conscious use of language is one of APG|SGA's quality criteria. The guidelines for gender-neutral language are therefore an important tool for ensuring that this important representation of all genders is reflected in everyday working life, in publications and in our external presence.

The leaflet on the ban on discrimination and harassment is an additional tool to protect employees' privacy and health. Breaches of the provisions listed in the leaflet and/or the rules that apply to APG|SGA are punished with disciplinary measures and individual sanctions.

People



Occupational health and safety

Safeguarding occupational health and safety is of central importance to APG|SGA. Various departments and external service providers collaborate at regular intervals to develop guidelines and standards, and ensure that the relevant steps are taken consistently. Investment in security training, health promotion and infrastructure-related measures, as well as the statistical recording and analysis of illnesses and accidents, underscore APG|SGA's commitment to employee wellbeing and safety.

Management approach

APG|SGA fosters a high-level safety culture based on the pillars of analysis, information/prevention and implementation. To meet the requirements of a safe and healthy working environment, the divisions of Human Resources, Real Estate, Logistics & Operations Services and Sustainability are represented on a committee that discusses occupational health and safety at regular intervals. This body is also responsible for strategy and its implementation, and is supported by three external service providers for safety audits, consulting, prevention and intervention services.

The committee is responsible for implementing the directives issued by the Federal Coordination Commission for Occupational Safety (FCOS), guidelines on building safety, ergonomics in the workplace, safety training and exercises, organizing training on physical and mental health, and collecting statistics on illnesses and accidents.

Identifying hazards

Hazards are identified via an ongoing process conducted in collaboration with external service providers. This is based on analysis of workflows, building safety audits, evaluation of absence reports, the annual safety report and employee feedback via all channels available. Specific analyses or surveys are carried out from time to time; for example on ergonomics, occupational health management and analysis of the physical strain on pregnant billposters and logistics staff. APG|SGA does not work with hazardous materials and does not use particularly risky methods or processes subject to specific requirements.

Differing hazards and risks have been identified for the various work tasks or functional groups. If something is classified as a hazard or a risk, this does not necessarily mean that it occurs particularly frequently. Rather, it means that suitable steps must be taken to mitigate these hazards and risks.

People



Work/functional group, hazards and risks

Billposting, construction and maintenance

- Trips, slips, falls
- Musculo-skeletal symptoms and pain
- Sunburn and associated consequences
- Hazards and risks posed by equipment and machines

Logistics

- Trips, slips, falls
- Musculo-skeletal symptoms and pain
- Hazards and risks posed by equipment and machines

Business trips

- Risk of being injured in road traffic accidents

Office work

- Musculo-skeletal symptoms and pain due to poor posture or lack of exercise

General

- Psychological/mental strain
- Hazards and risks relating to building safety

Measures and performance relating to occupational safety and occupational health management

All APG|SGA employees are integrated into the occupational health and safety system and benefit from general offers, services and insurance cover. The requirements and intensity of safety requirements differ depending on the role in question. Office employees and sales force staff receive selected training on topics such as ergonomics, mental health, fire protection, first aid and road safety, while billposters and construction/maintenance staff for advertising space work in line with the safety requirements set out in the employee handbook. They receive training on the requirements and any updates when they join APG|SGA and at least twice a year thereafter. They are also furnished with work clothing and protective equipment that meets the relevant safety standards and enables them to undertake manual outdoor labor in all weather. Leased personnel or workers who are not employees are given the necessary safety training, work clothing or protective equipment as required, but are otherwise covered by their employer's health management system (including insurance).

APG|SGA employees are offered an annual flu vaccine at the company's expense during working hours.

In terms of ergonomics and building safety, investment has been made in noise control measures in large office spaces, while additional offices have been equipped with adjustable-height desks and high-quality office chairs. The level of implementation across Switzerland is greater than 90%.

Building/work safety/fire protection audits are performed at regular intervals using the ASA¹ monitoring form. The Aarau, Basel, Chur, and both in Wallisellen sites were reviewed in 2025, while the Lugano, Lucerne, and Neuchâtel sites will be audited in 2026. At the Lugano and Wallisellen offices, the cantonal business authorities conducted a system check on the implementation of an individual safety system.

¹ ASA stands for "involvement of occupational physicians and other occupational safety specialists"

People



Under an overall occupational health management program, there is an external, independent advice service on a broad range of subjects. This is available to all Allgemeine Plakat-gesellschaft AG employees on a confidential basis and free of charge. An individual consultation and any necessary follow-up services will be provided for all enquiries.

Work-related absences

Total absenteeism for the company increased by 18% compared to 2024, which is still below the average for comparable Swiss companies according to SUVA statistics. This increase was driven by non-occupational accidents and absences due to illness. As staff are well-trained, have a great deal of professional experience and comply with the necessary safety precautions, 97% of the workforce had no

occupational accidents in the 2025 calendar year. Accidents resulting in absenteeism were mostly minor, which led to a significant drop in overall accident-related absenteeism compared to 2024. In 2026, the focus in terms of accident prevention will once again be on preventing tripping accidents and accidents that occur when using ladders.

As fewer details are required to be reported to employers in the case of illness-related absences, no specific information is available on the nature of these absences. Of employees in Switzerland and Serbia, 60% and 70% respectively experienced no illness-related absences. Longer absences of individual employees had a significant impact on days lost. These cases are subject to individual case management so the person in question can return to a suitable work routine as gently and sustainably as possible.

Accidents and days of absence

| | 2025 | | | 2024 | | |
|---|----------------------|-------|-------|----------------------|-------|-------|
| | General ¹ | Women | Men | General ¹ | Women | Men |
| Number of occupational accidents | 14 | | | 13 | | |
| Number of days of absence due to occupational accidents | 95 | | | 178 | | |
| Number of days of absence due to non-occupational accidents | 843 | 216 | 627 | 371 | 65 | 306 |
| Number of days of absence due to illness ² | 3 308 | 1 054 | 2 254 | 2 756 | 520 | 2 348 |
| Number of hours worked ³ | 919 913 | | | 921 825 | | |
| Rate of occupational accidents per 1,000,000 hours ⁴ | 15.2 | | | 14.1 | | |
| Number of occupational accidents with serious consequences | 0 | | | 0 | | |
| Number of deaths due to occupational accidents | 0 | | | 0 | | |

¹ Due to the low level of occupational accidents, this has not been broken down into men and women for data protection reasons.

² The days correspond to full-time days, i.e. two half-days of absence are shown as one full day.

³ Calculation: for full-time employment, 2,210 working hours a year, minus 7 weeks for holidays and other absences, gives a calculated rate of 1,912.5 hours per full-time equivalent.

⁴ The rate based on 1,000,000 hours worked corresponds to the number of work-related injuries per 500 full-time employees over a period of one year.



Sustainable procurement – social aspects

Social aspects and environmental performance are becoming increasingly important when structuring supply chains. As a sustainable company, APG|SGA strives to minimize any negative impact of its procurement practices. Supply chain analysis and direct influence on suppliers are therefore given the highest priority.

Management approach

The Procurement division is in charge of defining requirements and performance criteria for the products and services purchased by APG|SGA. In collaboration with Sustainability, the social aspects that need to be considered in the supply chain are defined periodically or ad hoc (when required) for key product groups. The company's Mission Statement, Code of Conduct and specific requirements arising from APG|SGA's memberships (e.g. UN Global Compact) serve as the foundation for these efforts. Where possible, APG|SGA relies on existing, recognized certificates, labels and accreditations.

Supplier evaluations

APG|SGA suppliers have to complete a self-evaluation that covers various sustainability-related aspects. The questionnaire encompasses compliance with social aspects, climate and environmental protection activities, precise details on product origin and information on certificates and labels. The findings of this evaluation lay the groundwork for appraising supplier relationships and help steer collaboration towards a more sustainable supply chain. In addition, they play a key role in fulfilling the diligence obligation in terms of child labor.

This serves as the basis for individual discussions with suppliers on improvement potential in relation to environmental and social issues and the definition of shared targets. The APG|SGA Supplier Code of Conduct serves to further define and promote APG|SGA's standards on issues such as health protection, employee rights, environmental and climate protection, and compliance.

Due diligence obligation regarding child labor

APG|SGA aims only to work with suppliers that undertake not to use or tolerate child labor in their supply chain. By participating in the UN Global Compact and in its own Code of Conduct, the APG|SGA undertakes to protect human rights, work to abolish child labor and act in accordance with the law.

Due to the legal provisions on due diligence and reporting obligations regarding conflict minerals and child labor (Art. 964j CO) and the associated ordinance (DDTrO), APG|SGA is obliged to fulfill its due diligence obligation regarding child labor.

The first step in the child labor risk analysis revealed that APG|SGA exceeded the statutory threshold values in terms of total assets, turnover and full-time positions. In step two, a standardized supplier questionnaire, product information, surveys of suppliers and internal procurement managers, and internet research were used to determine the countries of origin of all affected products. According to the UNICEF index, eight countries of origin for purchased products are associated with a medium (enhanced) risk of child labor.

People

In the third step, these eight countries were examined to assess whether there was a justified suspicion of child labor related to a specific product or service procured by APG|SGA. Traditional media and internet research was undertaken for these checks, along with AI-based research. In addition, reports from non-governmental organizations, supplier sustainability reports and any notifications made to APG|SGA's compliance reporting point were taken into account. For the 2025 calendar year, the review of the manufacturers and products from the eight countries of origin with an enhanced risk of child labor did not give rise to any specific, justified suspicions of child labor.

As a result, APG|SGA is therefore exempt from further child labor due diligence and reporting obligations under Art. 964(f) CO.

APG|SGA does not import conflict minerals to Switzerland or process them in the country. It is not obliged to report on the fulfillment of due diligence obligations relating to conflict minerals.



Societal aspects of APG|SGA Out of Home media

By definition, Out of Home media is located in the public sphere with the purpose of informing people and influencing their decisions. APG|SGA handles this task responsibly within the framework of the social market economy, and ensures that laws and ethical considerations are respected in advertising. In addition, APG|SGA uses its platforms to make a positive contribution to society.

Legal and ethical reviews

APG|SGA supports and respects the subjective right to freedom of expression and advertising, and does not engage in censorship. Nevertheless, all advertising materials are subjected to a legal and ethical review on receipt of the layout or actual delivery of the advertising material.

The aim is to remove transgressive or prohibited elements, while enabling the advertising customer to receive the booked service.

The legal review looks at aspects such as the protection of minors, road safety, copyright, data protection, integrity, guerilla marketing and rules for political advertising. The ethical aspects are diverse; e.g. racism, sexism, eroticism, violence. As soon as a subject has been classed as critical, it may not be displayed or broadcast until the entire clarification process has been completed. This leads to either a full or partial blocking, or to its approval. Where possible, the legal and ethical reviews are undertaken before physical production of the advertisement in order to avoid any additional costs for the customer.

Schweizerische Lauterkeitskommission

Alongside the internal legal and ethical review, the Schweizerische Lauterkeitskommission (SLK) serves as an additional monitoring body. This neutral, independent institution is a self-regulatory body for advertisers. It is part of the Stiftung für die Lauterkeit in der kommerziellen Kommunikation foundation, of which all the major organizations in Switzerland's communications industry are members.

Anyone can file a complaint with SLK about advertising that they believe is incorrect or improper. The SLK does not issue judgements that can be officially enforced by the state, but makes recommendations that are taken into account and implemented by advertisers. The neutral assessment by the SLK and the associated self-regulation has become well established and is accepted by both customers and contract partners.

Two members of Allgemeine Plakatgesellschaft AG are on the Board of Trustees and serve as experts in Out of Home media for SLK.

People**Contribution towards political and democratic information**

Current global events repeatedly highlight the importance of freedom of expression, the rule of law and democratic process. APG|SGA is politically neutral. It offers all parties and individuals the opportunity to run political advertising or election advertising, as long as the requirements for political advertising are met. As a result, APG|SGA makes a key contribution towards freedom of speech and a functioning democracy.

Poster sponsorship and donations

NPOs and cultural and sporting events are given generous discounts and sponsored posters in the form of additional displays or broadcasts to supplement their booked campaigns. In 2025, benefits with a media value in the low

eight-figure range were offered. A charitable organization is supported each year as part of an annual donation campaign. In 2025, this was Dargebotene Hand Switzerland 143.ch.

Collaboration with social institutions

APG|SGA regularly collaborates with social institutions. Household items are procured from the Swiss Workshop for the Blind and Visually Impaired. Where possible, decommissioned IT devices are prepared for reuse or given to the organization Soziale Dienste Bezirk Uster (sdbu) to be professionally recycled along with other electronic waste. The sdbu engages the long-term unemployed for this work, which is designed to aid their reintegration into working life.

Milestones in the implementation of the environmental mission statement

1999

Introduction of energy accounting, procurement of the first gas-powered vehicles, first Eco-Drive courses

2000

Ratification of the environmental mission statement with the core promise: "We will reduce our environmental footprint beyond the legal framework, along the entire value chain, according to the principle: prevent, reduce, recycle"

2001

First interim report, launch of systematic poster waste recycling

2002

Procurement of first hybrid cars, start of conversion of old backlit enclosures for greater energy efficiency

2003

First environmental report

2004

Start of thermal systems rehabilitation in buildings

2005

First issue of the annual "Facts and figures" folder

2008

Switzerland: Purchase of 100% eco-electricity for backlighting; environment as a cover story of the Annual Report

2012

Switzerland: Purchase of 100% renewable energy for buildings: renewable energy now covers 100% of APG|SGA's total electricity consumption

2013

Optimization of actual light design in advertising panels

2014

Switzerland: Purchase of 100% green electricity "naturemade star" for buildings: the entire power consumption of APG|SGA is now covered by green energy



2016

Internal acquisition strategy for digital advertising media (energy efficiency). Upgrade of the latest ePanels generation with energy savings of 80 percent

2017

Expansion of environmental performance measurement to include sustainability measurement through the addition of social indicators

2019

First connections to the district heating network and introduction of medium- and long-term science-based climate targets in alignment with the 1.5°C objective

2022

Creation of the "Head of Sustainability" position

2023

Installation of the first PV system, expansion of GHG accounting to the entire Group

2024

Validation of the new Group-wide climate targets for Scopes 1, 2 and 3 by SBTi. Successful EcoEntreprise certification

2025

Switzerland: EcoEntreprise Excellence Certification. Serbia: Purchase of electricity from 100% renewable sources





Environmental management

APG|SGA sees its holistic approach to environmental management as a cyclical process comprising the following activities: identify key environmental aspects, set targets, plan actions, monitor/control implementation of these actions and, if necessary, adjust them. The goal behind this process is to improve the company's environmental performance on a continuous basis.

Key environmental aspects

The annual environmental performance survey (environmental impact and GHG emissions) helps to identify and review key environmental aspects. These cover the same areas as the environment-related issues from the materiality analysis (climate and energy, circular economy – resources and waste, sustainable procurement – environmental aspects).

Inclusion of management bodies

The agendas for Management Board and Board of Directors meetings regularly feature environment-related topics. These committees approve the targets and discuss the implementation of any measures in detail. Specific targets to reduce GHG emissions and the corresponding reduction pathways impact operational decision-making.

In 2023, an interdisciplinary team analyzed risks and opportunities linked to climate change, based on scientific climate scenarios. The findings from this analysis aid optimization of the company's climate strategy and business processes. Analysis of the risks and opportunities related to climate change was carried out again in 2025 and will be repeated in a two-year cycle.

Science-based emission reduction targets

In 2018, APG|SGA AG and Allgemeine Plakatgesellschaft AG decided on a near-term, science-based reduction target for GHG emissions that was suitable for helping to limit climate change to 1.5°C. In 2024, these original targets were recalculated based on the Group-wide emissions from 2023 and expanded to include indirect Scope 3 emissions in order to have them validated as new science-based emission reduction targets by the Science Based Targets initiative (SBTi). APG|SGA has laid key groundwork for this step by expanding the system boundaries for environmental accounting for the 2023 base year. These now cover the entire APG|SGA Group. Data collection for the upstream processes has also been completed and includes all advertising materials (not just paper posters) as well as capital goods.

The SBTi officially validated these new emission reduction targets in December 2024. They include near-term targets up to 2030 for Scopes 1, 2 and 3, as well as long-term targets up to 2035 for Scopes 1 and 2 and up to 2045 for Scope 3. This commits APG|SGA to achieving net zero emissions across its entire value chain by 2045.

Planet



The emission reduction targets of APG|SGA

Overall net zero target

- APG|SGA commits to reach net zero greenhouse gas emissions across the value chain by 2045

Near-term targets

- APG|SGA commits to reduce absolute Scope 1 and 2 greenhouse gas emissions 85% by 2030 from a 2023 base year*
- APG|SGA commits to increase active annual sourcing of renewable electricity from 70.11% in 2023 to 100% by 2025
- APG|SGA commits to continue active annual sourcing of 100% renewable electricity through 2030
- APG|SGA commits to reduce absolute Scope 3 greenhouse gas emissions 45% by 2030 from a 2023 base year*

Long-term targets

- APG|SGA commits to reduce absolute Scope 1 and 2 greenhouse gas emissions 95% by 2035 from a 2023 base year*
- APG|SGA commits to maintain a minimum of 95% absolute Scope 1 and 2 greenhouse gas emissions from 2035 through 2045 from a 2023 base year*
- APG|SGA commits to reduce absolute Scope 3 greenhouse gas emissions 90% by 2045 from a 2023 base year*

* The target boundary includes land-related emissions and removals from bioenergy feedstocks

Reduction pathways

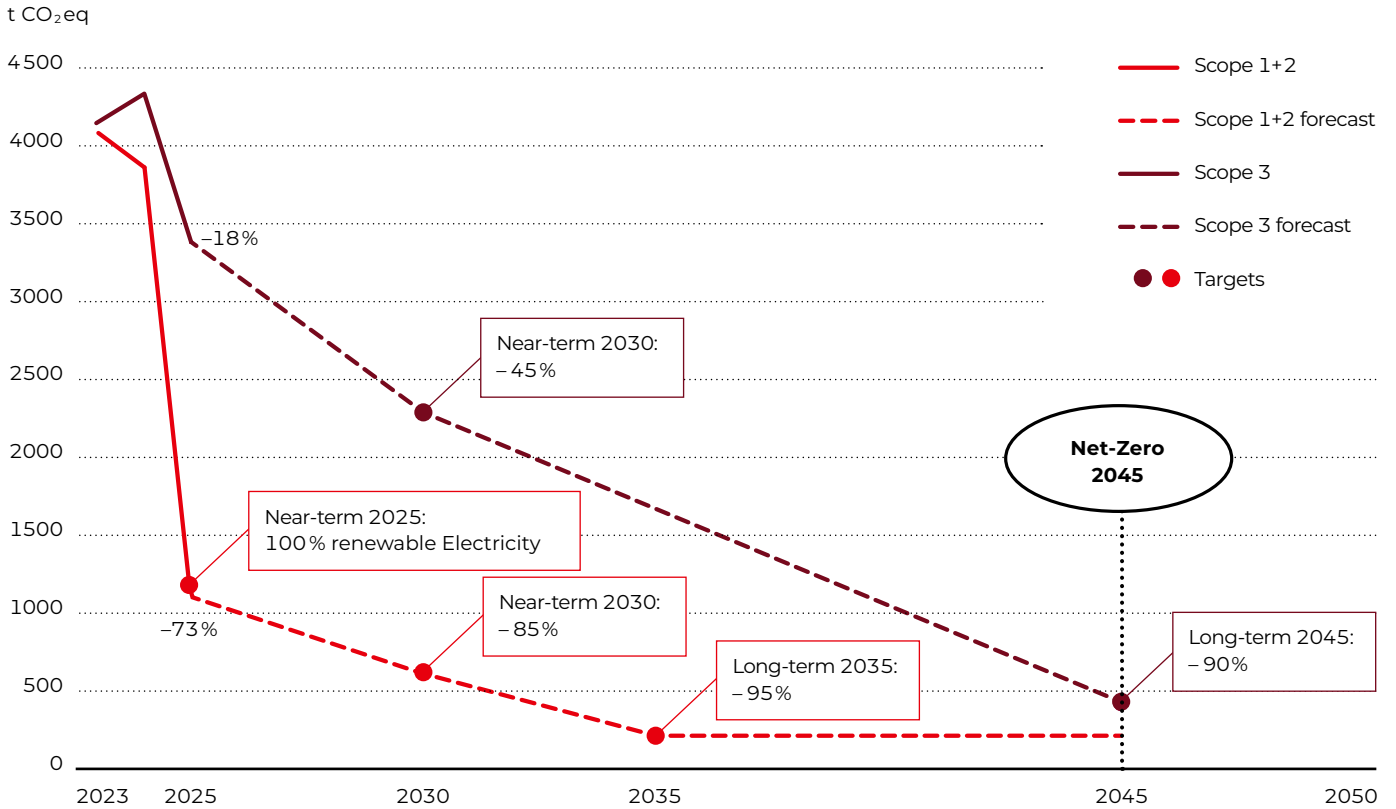
To achieve these near-term targets and stick to our reduction pathways, our Serbian operation also switched to purchasing only renewable electricity in 2025. This led to a significant reduction in Scope 2 emissions in the reporting year. The illustration shows that APG|SGA has increased the proportion of electricity generated from renewable sources to 100%. For the ensuing years, all vehicles with combustion engines will be replaced with electric vehicles by 2035. At the same time, we are taking action to reduce emissions from fossil fuel-powered heating systems (building renovations, replacing heating systems, substituting fossil fuels).

To further reduce Scope 3 emissions, APG|SGA is aiming to increase supplier engagement. This means we will work with our suppliers to obtain primary data for calculating our own greenhouse gas emissions and, from 2027 onward, will prioritize suppliers whose emission reduction targets are compatible with those of APG|SGA.

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Emission reduction pathway with visualization of emission reduction targets



Calculation of environmental impact and GHG emissions

The method used to calculate environmental impact is ecological scarcity (environmental impact: Swiss Eco-Factors 2021 according to the Ecological Scarcity Method. Methodological basis and application to Switzerland, Federal Office for the Environment [FOEN], Umwelt-Wissen Nr. 2121, Bern, 2021).

GHG emissions were calculated in line with the World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (revised edition). We use the operational control approach. Unless stated otherwise, Scope 2 emissions are reported using a market-based method.

As recommended by the Greenhouse Gas (GHG) Protocol and CDP, factors for global warming potential were used that align with the sixth assessment report of the United Nations Intergovernmental Panel on Climate Change. The GHG considered were carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFC), perfluorinated hydrocarbons (PFC), sulfur hexafluoride (SF₆) and nitrogen trifluoride (NF₃), as listed in the amended Annex A of the Kyoto Protocol. Environmental impact and GHG emissions were calculated using the REGIS expert system. Since 2016, the background processes have been based on ecoinvent version 3 (latest version v3.12).

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Environmental performance

APG|SGA has been determining and monitoring its environmental performance since 2001 through an annual calculation of environmental impact and GHG emissions. The findings feed into the creation of environmental targets and the development of steps to achieve them.

Climate change – GHG reduction thanks to switch to renewable electricity in Serbia

The emission reduction targets validated by SBTi with a base year of 2023 include Scopes 1, 2 and 3 with wider system parameters, and are in line with the 1.5°C ambition and the reduction of emissions to net zero.

In order to meet the linear reduction of the near-term target in Scopes 1 + 2, an annual reduction in GHG emissions of 12% is required. In 2025, there was a marked reduction of 72% compared to 2024, which was on target or ahead of target. This reduction is almost entirely attributable to the switch to renewable electricity in Serbia, which increased the proportion of renewable electricity Group-wide from 70% to 100%. The conversion of the vehicle fleet to electric

vehicles and overall energy efficiency improvements in the vehicles also contributed to this reduction. The reduction was offset by an increase in demand for heating energy (more heating degree days).

In Scope 3, emissions were reduced by 22% compared to the previous year, in line with the reduction pathway which foresees an average target of -6% per year. This reduction is primarily attributable to a year-on-year decrease in the categories of energy (production of external electricity) and capital goods (e.g. digital advertising panels). Here, too, the switch to renewable electricity in Serbia made itself felt, while there were also fewer new digital advertising panels installed than in the previous year.

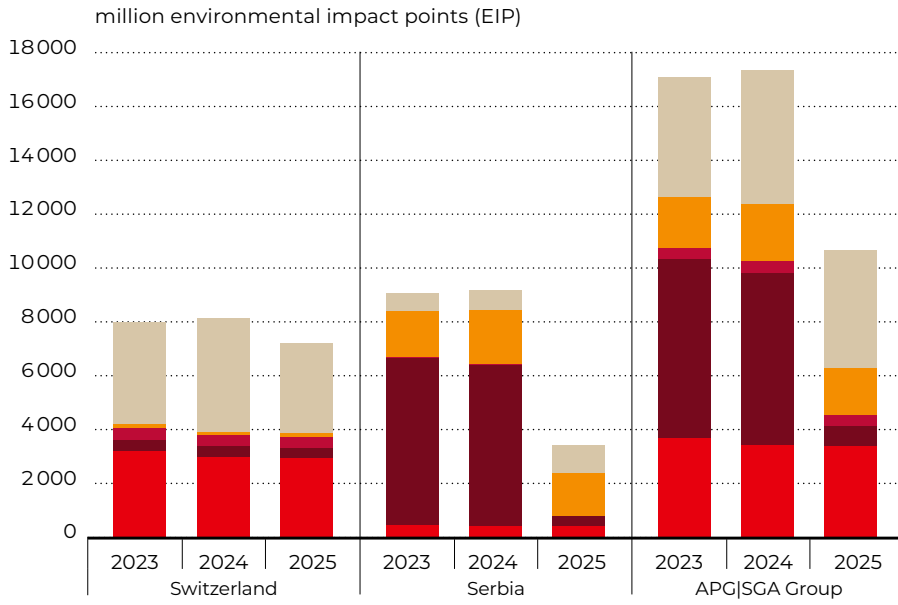
Measured GHG emissions compared with science-based reduction path

| Near-term targets (SBTi validated, 1.5°C ambition) | Unit | 2025 | 2024 | 2023 base year | Base year Δ target pathway 2025 | Base year Δ achieved 2025 |
|---|----------------------|------|------|-------------------|------------------------------------|------------------------------|
| Scope 1 + 2: – 85% by 2030 | t CO ₂ eq | 1076 | 3839 | 4054 | -24% | -73% |
| Scope 3: – 45% by 2030 | t CO ₂ eq | 3360 | 4307 | 4123 | -12% | -18% |
| 100% renewable electricity by 2025 | % | 100 | 65 | 70 | +30 | +30 |

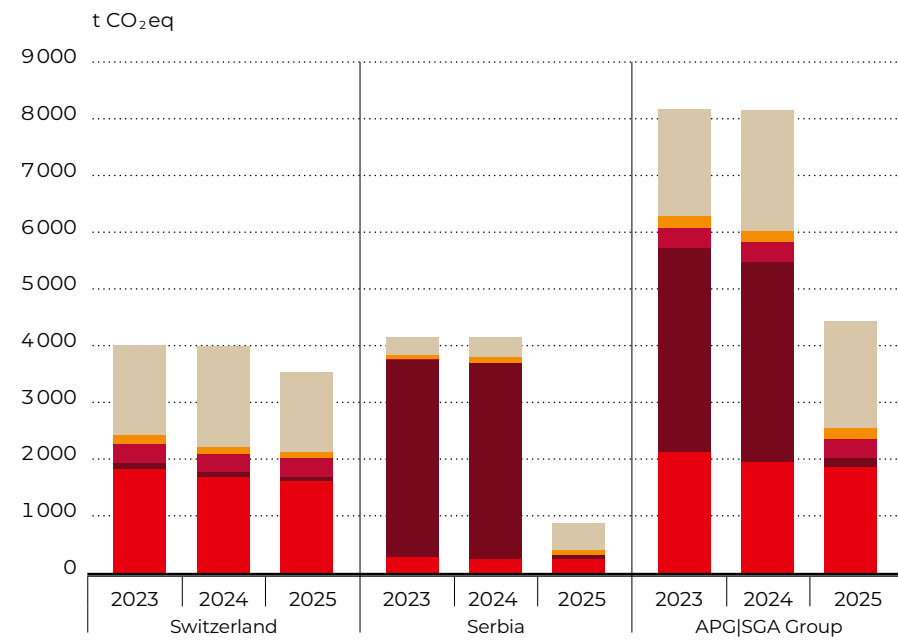
Planet



Environmental impact of Swiss and international business²



GHG emissions of Swiss and international business²



■ Materials¹ ■ Waste disposal ■ Heating ■ Electricity ■ Vehicles

² The background processes are based on ecoinvent. 2023: v3.10, 2024: v3.11 and 2025: v3.12

³ Including capital goods and heating energy consumption of rented spaces

Planet



Life cycle assessment and GHG emissions

The total of all GHG emissions fell by 46% compared to 2024. Once again, the main driver was the switch to renewable electricity in Serbia, which affected Scope 2 and Scope 3 GHG emissions.

The moderate decline in Scope 1 is attributable to lower emissions as a result of the ongoing electrification of the vehicle fleet and measures to optimize fuel consumption, while emissions from fossil fuel heating systems rose slightly.

The Serbian Group company Alma Quattro uses a disproportionate amount of electricity, as its backlit digital advertising panels are usually larger than those in Switzerland. The volume of electricity purchased also increased year-on-year with the continuing expansion of the digital advertising panel network. Alma Quattro was previously responsible for more than 50% of the Group's GHG emissions and environmental impact, even though it only contributes a significantly smaller proportion of advertising revenues. This was due to the fact that, unlike the Swiss company, it has only just introduced a systematic environment management approach and has primarily limited itself to complying with the legal requirements. In this context, a closer look at the life cycle assessment also reveals two drivers: electricity and waste disposal.

Alongside the steps already taken to reduce GHG emissions, two areas of action in the area of environmental protection in the Serbian group company can be derived from the life cycle assessment:

- Targeted procurement of energy from renewable sources (hydropower and wind energy), implemented since 2025
- Creating transparent disposal pathways in close collaboration with the contracted waste disposal companies and avoiding disposal methods with a high environmental impact

The second point is on the agenda for the next few years. We have already had a minor breakthrough; with light boxes increasingly replaced by digital advertising panels, we have reduced the rate of PVC poster disposal.

This fulfills the near-term SBTi target "Increase of annual renewable electricity purchase from 70% to 100% by 2025".

In comparison with 2024, the overall environmental impact fell by 39%, and the core total by 58%.¹

¹ According to the Ecological Scarcity Method

CDP climate protection ranking

The environmental organization CDP awarded APG|SGA the highest score of A in the Climate category in 2025, in recognition of the transparency and quality of its climate protection reporting. This puts APG|SGA in the select group of just 4% of companies that appear on the A list from a total of 22,100 companies considered. These 877 companies stand out for corporate transparency and their pioneering role in the fight against climate change. APG|SGA is continuing with CDP reporting and in 2025 it will also report in line with the United Nations Global Compact. These measures supplement its own reporting.

Energy

Total energy consumption, in kWh, increased by 4% compared to 2024. This is due to increased electricity demand driven by the expansion of the digital range, although an improvement in the calculation method for the consumption of some digital screens in Switzerland slightly counteracts the overall effect.

Electricity consumption

Electricity consumption in Switzerland increased by 2% compared with 2024. Although various efficiency measures such as the conversion of backlit advertising panels led to a reduction in some areas, the wider range of digital advertising panels (26% more spots compared to 2024) and the expansion of the electric car fleet required a larger volume of electricity. Digital advertising panels are responsible for around 54% of the entire electricity demand in Switzerland. Electricity purchased in Switzerland is 100% eco-electricity and carries the "naturemade star" quality label. Electricity consumption in Serbia increased by 24% due to the extensive expansion of the digital advertising panel network. For the first time, however, Serbia is consistently purchasing electricity from renewable sources.

At the Lausanne, Wallisellen and Zurich offices, photovoltaic systems are in operation which together produce almost half of the electricity required for buildings throughout Switzerland.

Heating energy

While targeted savings measures, optimization of heating systems and renovation activities for individual buildings resulted in a reduction in heating energy consumption in previous years, this figure remained constant from 2023 to 2024, before climbing by around 3% from 2024 to 2025. This increase can be explained by the higher number of heating degree days during the recording period.

Planet



Vehicles

Fuel consumption across the entire vehicle fleet fell by 6% compared with the 2024 figures. This was driven by a combination of reduced mileage and the ongoing conversion to electric vehicles.

Commuter traffic continued to decline slightly throughout Switzerland, but this correlates with the slight decline in the FTE percentage, even though there was almost no change in the number of employees in full-time equivalent terms. The proportion of commuting by public transport makes up the largest share at 64%. Within the proportion for car kilometers, there is a slight shift from internal combustion engines to electric vehicles.

Flexible working models and straightforward digital work options will also serve to reduce commuter traffic in the future. The procurement of energy-efficient vehicles, along with the ongoing optimization of poster route planning, will result in further reductions in fuel consumption.

Circular economy

Compared to the previous year, total waste fell by 2% or 8 metric tons in 2025, although minor fluctuations can be related to the collection intervals of waste disposal service providers. All materials are disposed of under high national standards with support from local recycling partners. In 2025, the disposal and recycling concepts were revised at

all locations in Switzerland to ensure optimal disposal pathways for all materials. Wherever possible, the lifecycle of obsolete products is extended through processing or reuse.

Materials

We constantly work with our production partners to use more sustainable materials and optimize processes, so less input material is required. We are currently conducting material tests with recycled PET and recycled PVC.

The volume of materials used in poster installation decreased compared to the previous year. This was driven by two factors. First, there were fewer conventional posters hung in both Switzerland and Serbia, and second, there were 26% (nearly 12 metric tonnes) fewer illuminated PVC banners hung in Serbia, where they are being successively replaced by LED screens.

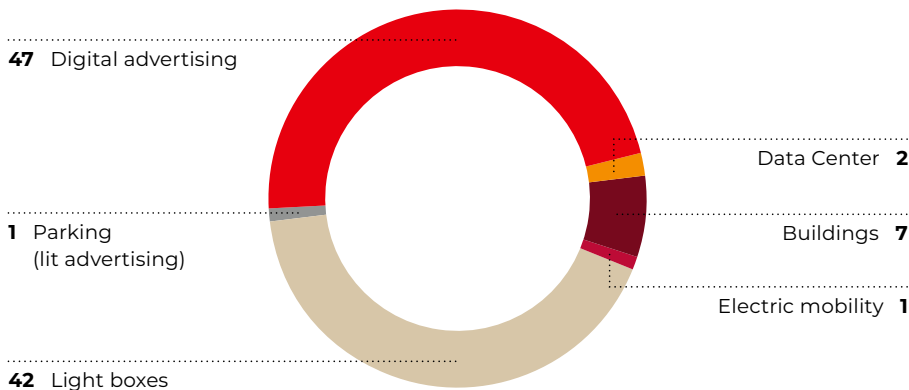
Internal printing processes

In 2025, Allgemeine Plakatgesellschaft AG changed various processes to keep internal printed products to a minimum. Thanks to these changes and accompanying awareness-raising measures, print output in the second half of 2025 was already 27% lower than in the previous period. As a result, there are 37% fewer print devices in use.

The proportion of invoices and reminders sent in digital form is now almost 80%.

Breakdown of electricity consumption by activity

in percent



Planet



Sustainable procurement – environmental aspects

Wherever possible, APG|SGA works with suppliers that comply with all environmental laws and regulations and pursue a systematic environmental management approach, and that strive to continually improve their environmental performance and reduce their GHG emissions to net zero. For APG|SGA, the latter is the key to reducing its own Scope 3 GHG emissions and an important consideration when selecting suppliers. All of the criteria listed above form part of the regular supplier evaluation.

Improvement in the quality of data used to calculate the environmental footprint and greenhouse gas emissions is currently a particular focal point. Suppliers are now given assistance in determining the environmental impact and GHG emissions of the products supplied, with this primary data then provided to APG|SGA.

Electric mobility

APG|SGA is pushing ahead with the conversion of its fleet to electromobility. Allgemeine Plakatgesellschaft AG only purchased electric vehicles in the passenger car category in 2025, with one exception. From 2026, any new vehicles purchased will be electric.

For commercial vehicles, which are primarily used for poster hanging, the changeover is a little more difficult due to the length of some routes. Nevertheless, the company has decided to purchase only electric vehicles from 2028 onward. Until then, it will purchase a mix of ICE and electric vehicles.

The remaining gas-powered commercial vehicles, around 100 in total, will be phased out of the fleet over the next five years, despite their relatively impressive environmental footprints due to the high proportion of biogas. However, the age of the vehicles and the constantly diminishing network of gas stations have forced us to take this step.

“naturemade star” eco-electricity

100% of the electricity purchased for illuminated advertising, digital advertising, all business properties and electric vehicles in Switzerland is drawn from Swiss hydropower with the “naturemade star” quality label, the highest level of quality for eco-electricity in Switzerland. The quality label is awarded by the Association for Environmentally Sound Energy (VUE) and supported by a broad membership base. The naturemade quality label means nature and the climate benefit twice over. Hydropower plants that are naturemade star-certified are subject to strict regulations for the protection of flora and fauna, and are reviewed annually by independent auditors. In addition, every kilowatt hour of electricity supplied (sold) contributes to the naturemade eco fund. Electricity suppliers use these funds for ecological improvements and measures to preserve highly endangered biodiversity. Improvement projects financed by the fund include the revitalization of bodies of water and the creation of new terrestrial habitats.

With its purchase of 4,870 MWh of naturemade star-certified electricity in 2025, APG|SGA helped electricity supplier ewz pay almost CHF 35,000 into the eco fund in the same year. Based on empirical values – drawn from the annual ecofund survey and subsequent analysis by the VUE – APG|SGA's contribution will aid in the revitalization or creation of around 50 meters of watercourses and lake shores as well as 0.13 ha (1,300 m²) of terrestrial and aquatic habitats.

The remainder of the electricity used in Switzerland is generated by our PV systems.

In Serbia, Alma Quattro obtained 100% of its electricity from renewable sources (primarily hydropower) for the first time in 2025. This had a clear impact on the greenhouse gas balance.

Work clothing

All items of work clothing worn by billposters and technicians come from a Swiss manufacturer. They are certified with the labels Fair Wear and OEKO-TEX® Standard 100. We have a long-term partnership with our supplier.

Planet



Overview of KPIs

| GRI | EPIs | | 2025 | 2024 | 2023 Base year | Difference from the base year |
|------------|--------------------------------------|----------------|-------|-------|-------------------|----------------------------------|
| 302 | Energy | | | | | |
| | Total | MWh | 13623 | 13046 | 14771 | -1148 |
| | renewable | % | 68 | 44 | 49 | 19 |
| | Purchased electricity | MWh | 8480 | 7758 | 9401 | -922 |
| | renewable | % | 100 | 65 | 70 | 30 |
| | Electricity, cars, external purchase | MWh | 70 | | | 70 |
| | Purchased heat ¹ | MWh | 223 | 256 | 255 | -32 |
| | renewable | % | 46 | 46 | 43 | 3 |
| | Self-generated electricity | MWh | 77 | 50 | 5 | 72 |
| | renewable | % | 100 | 100 | 100 | 0 |
| | Total fuel | MWh | 4843 | 4982 | 5109 | -266 |
| | renewable | % | 12 | 11 | 11 | 1 |
| | Natural gas | MWh | 1758 | 1890 | 1972 | -214 |
| | Biogas | MWh | 559 | 536 | 545 | 14 |
| | Heating oil | MWh | 230 | 233 | 255 | -25 |
| | Diesel | MWh | 1509 | 1545 | 1585 | -76 |
| | Petrol | MWh | 787 | 778 | 753 | 34 |
| 303 | Water | | | | | |
| | Tap water | m ³ | 6597 | 5713 | 6434 | 164 |
| 301 | Materials | | | | | |
| | Total | t | 402 | 422 | 429 | -27 |
| | renewable | % | 83 | 83 | 77 | 6 |
| | Paper | t | 288 | 300 | 294 | -5 |
| | Glue incl. additives | t | 35 | 34 | 31 | 4 |
| | Other advertising material | t | 74 | 81 | 100 | -25 |
| | Other material | t | 4.0 | 7.0 | 4.5 | -1 |
| 306 | Waste | | | | | |
| | Total | t | 527 | 535 | 566 | -39 |
| | Municipal waste (incineration) | t | 50 | 87 | 86 | -36 |
| | Advertising material (incineration) | t | 272 | 22 | 50 | 222 |
| | Advertising material (unkown) | t | 82 | 91 | 78 | 3 |
| | Inert waste (landfill CH) | t | 12.5 | 5.6 | 2.3 | 10 |
| | Paper (recycling) | t | 56 | 321 | 333 | -276 |
| | Metals (recycling) | t | 47 | 6 | 14 | 33 |
| | Electronics (recycling) | t | 4.3 | 0.1 | 0.7 | 4 |
| | Banner (recycling) | t | 2.6 | 2.1 | 1.6 | 1 |

Planet



| GRI | EPIs | | 2025 | 2024 | 2023 Base year | Difference from the base year |
|--------------|---|---|--------|--------|-------------------|----------------------------------|
| 302 | Business travel² | | | | | |
| | Total | km | 370831 | 325050 | 406786 | -35955 |
| | Car | % | 16 | 21 | 11 | 5 |
| | Airplane | % | 14 | 13 | 7 | 7 |
| | Train | % | 70 | 66 | 82 | -12 |
| 302 | Commuting³ | | | | | |
| | Total | million km | 1.8 | 1.8 | 1.9 | 0 |
| | Car | % | 46 | 40 | 44 | 1 |
| | Public transport | % | 53 | 57 | 54 | -1 |
| 305 | GHG emissions (CO₂eq)⁴ | | | | | |
| | Total (market-based) | t CO ₂ eq | 4436 | 8146 | 8178 | -3742 |
| 305-1 | Scope 1 ⁵ | t CO ₂ eq | 1055 | 1092 | 1134 | -79 |
| 305-2 | Scope 2 (market-based) | t CO ₂ eq | 21 | 2747 | 2920 | -2900 |
| | Scope 2 (location-based) | t CO ₂ eq | 2969 | 2257 | 4472 | -1503 |
| 305-3 | Scope 3 | t CO ₂ eq | 3360 | 4307 | 4123 | -763 |
| 305-4 | Intensity Scope 1+2 | kg CO ₂ eq / kCHF net sales | 3.3 | 11.5 | 12.5 | -9 |

Environmental impact⁶

| | | | | | |
|---------------|------------|-------|-------|-------|-------|
| Core balance | EP million | 4484 | 10563 | 10696 | -6212 |
| Total balance | EP million | 10654 | 17346 | 17097 | -6443 |

References

| | | | | | |
|-----------|-------------|-----|-----|-----|---|
| Net sales | million CHF | 329 | 333 | 326 | 4 |
|-----------|-------------|-----|-----|-----|---|

¹ District heating at the Basel and Lausanne sites since 2019, Vernier site from 2024

² With external vehicles (kilometres of own vehicles not included)

³ New commuting recording incl. public transport since 2022

⁴ Calculation of GHG emissions: 2023 v3.10, 2024 v3.11, 2025 v3.12. Methods: IPCC2021

⁵ Biogenic emissions: 116 t CO₂eq

⁶ Calculation of environmental impact: 2023 v3.10, 2024 v3.11, 2025 v3.12;

UBP2021 method. Mio. EP = 1'000'000 Environmental impact points (EIP)

Planet



Breakdown of Scope 3 categories

| Scope 3 category | | 2025 t CO ₂ eq | 2024 t CO ₂ eq | Comments |
|------------------|--|------------------------------|------------------------------|--|
| 1 | Purchased goods and services | 1 093 | 1 122 | Main emission source: advertising material (e.g. wet posters) |
| 2 | Capital goods | 980 | 1 206 | Emission sources: own cars and advertising infrastructure (e.g. ePanels) |
| 3 | Fuel- and energy-related activities (not included in Scope 1 or 2) | 490 | 1 166 | Fuels for own vehicles are the main driver, followed by heating and electricity. |
| 4 | Upstream transportation and distribution | 50 | 49 | Main emission source: truck transport |
| 5 | Waste generated in operations | 195 | 198 | Main emission source: disposal advertising material |
| 6 | Business travel | 28 | 29 | Main emission source: car |
| 7 | Employee commuting | 282 | 267 | Main emission source: commuting by car |
| 8 | Upstream leased assets | – | – | All relevant energy flows (in particular of rented buildings or advertising space) are included in scope 1 and 2. |
| 9 | Downstream transportation and distribution | – | – | The distribution (posting) is done by own cars; therefore the relevant emissions are included in Scope 1. |
| 10 | Processing of sold products | – | – | APG SGA is a service company; we don't sell products. |
| 11 | Use of sold products | – | – | APG SGA is a service company; we don't sell products. Electricity consumption of advertisement system like screens for digital advertisement is included in scope 2. |
| 12 | End-of-life treatment of sold products | – | – | Not applicable. APG SGA is a service company; we don't sell products. |
| 13 | Downstream leased assets | 192 | 215 | Heating energy used in rented buildings |
| 14 | Franchises | – | – | Not applicable. No franchises |
| 15 | Investments | – | – | Not applicable. APG SGA is not an investment company and doesn't offer any financial services. |
| | Other (upstream) | 49 | 54 | Road infrastructure considered. No separate data collection (included in the ecoinvent LCI data used). |

APG|SGA's primary services including the procurement, installation and maintenance of analog and digital advertising spaces in public areas, and in turn the marketing and leasing of these advertising spaces. All the processes within its services along the value chain are integrated into this GHG inventory. The ecoinvent database was used for the calculation (2024: v3.11 and 2025: v3.12).

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To the Executive Management
APG|SGA
Giesshübelstrasse 4
8045 Zürich

Zurich, 14th of April 2025

APG|SGA - Greenhouse gas balance for the fiscal year 2025

→ **Independent auditor's report on the greenhouse gas footprint statement**

Our mission and scope of the Audit

We have been engaged to perform a limited assurance review of the following scope for the reporting period from January 1, 2025 to December 31, 2025:

- APG|SGA's greenhouse gas balance for the fiscal year 2025 according to Scope 1 (direct GHG emissions), Scope 2 (indirect energy GHG emissions) and Scope 3 (other indirect GHG emissions).
- The workflow for data collection, calculations and aggregation as well as the process of verification in the context of the greenhouse gas balance

Criteria

The greenhouse gas balance was prepared based on the following criteria:

- ISO 14064-1:2006 & WRI/WBCSD Greenhouse Gas Protocol, Revised Edition 2004

Responsibility of APG|SGA

The Executive Management of APG|SGA is responsible for the preparation of the greenhouse gas balances in accordance with the criteria. This responsibility includes the design, implementation and maintenance of adequate internal controls related to the compilation and fair representation of greenhouse gas balances including the calculation of greenhouse gas emissions that are free from material misstatement, whether due to fraud or error. In addition, the Executive Management is responsible for the selection and implementation of the criteria and for maintaining appropriate records.

Responsibility of the Auditor

Our responsibility is to express an opinion on the greenhouse gas balancing, based on our limited assurance engagement. We conducted our review in accordance with the Guidance and Verification of Greenhouse Gas Statements (ISO 14064-3:2019) to determine whether the subject matter has been prepared, in all material respects, in accordance with the criteria listed above.

Taking into account risk and materiality considerations, we performed audit procedures to obtain sufficient and appropriate audit evidence. The procedures selected depend on the judgement of the independent auditor. In a limited assurance engagement, the procedures performed are less

comprehensive than in a reasonable assurance engagement and therefore offers a more limited level of assurance.

We have performed the following essential work:

- Assessment of the Company's greenhouse gas balancing and offsetting processes and their practical implementation.
- Interview with the sustainability management as the unit responsible for greenhouse gas balancing.
- Written inquiry to the person responsible for the calculation of the GHG inventory (sinum AG) regarding open methodological questions arising from the audit with APG|SGA.
- Inspection of the organizational structure, the level of knowledge and training of the employees involved, the methods of data collection and processing, and the internal controls as relevant for the audit review.
- Analytical reviews, interviews and inspection of the documentation of the systems and processes used to collect, calculate, record, analyze and aggregate the data, including document reviews and random sampling.
- Assess and review the methodology used to calculate the Company's greenhouse gas balance.
- In-depth review of the minor deviations identified in the previous year's audit and evaluation of the measures implemented to correct these deviations.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a reasonable basis for our conclusion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the greenhouse gas balance for the fiscal year 2025 have not been made in accordance with the criteria in all material respects.

Intep – Integrale Planung GmbH



Beat Stemmler
Managing Director



Gessica Gambaro
Senior Consultant

Prosperity



Economic performance

The optimal generation of earnings and long-term relationships with partners and customers form the foundation for the sustainable existence and competitiveness of the company.

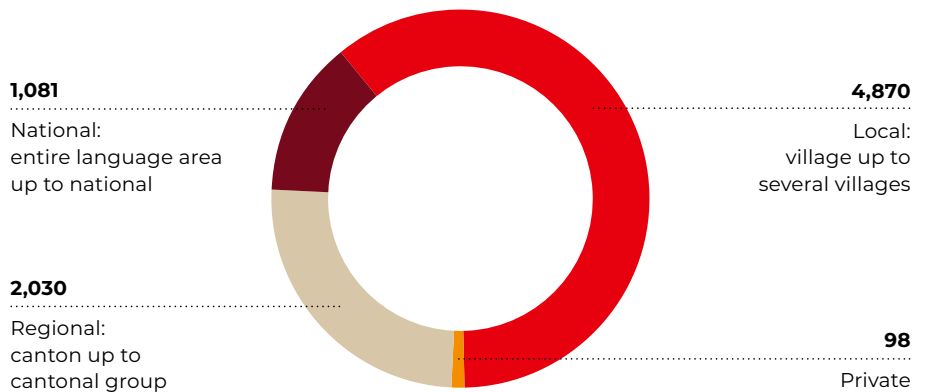
Successful relationships with partners and customers

APG|SGA celebrated its 125th anniversary in 2025 and is proud of both its long history and its business model that generates income for private individuals, companies and public authorities via 6,903 contracts and partnerships. It has 8,079 advertising customers within Switzerland at both a local and national level that were able to generate attention for their company, organization, services or products in 2025. To this end, APG|SGA successfully completed 32,760 campaigns in the reporting year.

APG|SGA is constantly expanding its product portfolio. Last year, the company introduced Mountain Murals, a spectacular format that goes far beyond traditional advertising: artistic, iconic, and memorable. In the area of digital screens, the classic F12 format was rolled out as an LED version. The first units have been available to our customers at premium locations since December 2025.

By increasing its stake from 25% to 45% in April 2026, long-established Swiss company Aktiengesellschaft für die Neue Zürcher Zeitung (NZZ) has now positioned itself as the largest shareholder of APG|SGA.

Number of customers per category in 2025



Prosperity



Key figures

The Sustainability Report does not contain any financial KPIs that have not already been published in the Annual Report or financial Report. In addition, they are not broken down by country. Nevertheless, it is worth emphasizing the economic added value that APG|SGA generates for various stakeholders. Its key benefits include salaries to the workforce, procurement of materials and services, levies to the public purse in the form of concession fees and taxes, provision of free services for non-profit organizations, sporting and cultural events in the form of discounts and additional displays, and payments to lenders.

Continuous improvement

Revised processes to increase the efficiency of operations and material flow are rolled out on an ongoing basis. The major implementations in 2025 included various personnel development programs, further developments in process management, certification with the EcoEntreprise Excellence label, achieving the top rating of A in the CDP Climate assessment, and a range of technological developments in digital screens.

Direct economic value generated and disbursed in CHF 1,000

| Item in CHF 1,000 | 2025 | 2024 | Difference |
|--|---------|---------|------------|
| Revenue | 327 032 | 326 945 | 87 |
| Operating costs | N/A | N/A | |
| Employee salaries and benefits | | | |
| – Gross salary total | 45 974 | 47 700 | -1 726 |
| – Employer contributions to the pension fund | 5 690 | 5 723 | -33 |
| – Social security contributions to OASI, daily sickness benefits, accident insurance | 4 735 | 4 554 | 181 |
| – Other staffing costs | 1 268 | 487 | 781 |
| Payments to lenders | 35 965 | 35 966 | -1 |
| Taxes on earnings | 6 197 | 6 776 | -579 |
| Fees and commissions | 196 429 | 195 358 | 1 071 |
| Investments on a communal level | N/A | N/A | |
| Free cash flow | 32 425 | 37 345 | -4 920 |



Prevention of corruption

It is important to APG|SGA that all employees – without exception – comply with all applicable laws and internal policies, including anti-bribery and anti-corruption guidelines.

Management approach

The Compliance Committee is the central body for combating bribery and corruption and is responsible for all the relevant processes. It reviews adherence with guidelines, updates these guidelines, is available for queries and consultation, and also authorizes all invitations from APG|SGA to customers, partners and other external stakeholders that exceed the monetary values set out in the guidelines. In addition, the Compliance Committee organizes training and cooperates directly with the external whistleblowing reporting point in the event of reports and investigations.

The anti-bribery and anti-corruption guidelines contain all the relevant information and rules and apply to the entire workforce. They are updated and revised at periodic intervals.

Corruption risks

Corruption risks are greater in administrative fields; billposters or people engaged in construction-related activities are less exposed. In particular, higher risks are to be found in partner management, for people who work directly with concession officials at public authorities or in sales, and for people with direct customer contact.

Training and external reporting point

All new APG|SGA employees in Switzerland active in administration must complete mandatory compliance training within their first three months of work. Billposters, who make up about a third of the workforce, are exempt from this obligation. The training (which is based on e-learning) is revised every other year and all employees required to take the training must complete it again.

An external reporting point has been in place since 2022. In particular, this is for compliance breaches, but it is also available for all other types of report. The reporting point receives disclosures by phone or email; this can be done anonymously on request. It is able to launch and conduct investigations. All APG|SGA employees are obliged to cooperate with it, without restriction. The reporting point's existence and manner of operating are communicated to employees at regular intervals several times a year via internal channels.

Cases

No disclosures have been received since the reporting point was set up. There are no ongoing internal or public proceedings or confirmed cases of corruption.



Acting lawfully

APG|SGA is committed to acting in accordance with the law and compliance with the guidelines and codes of corporate ethics it sets itself in order to safeguard trust in the integrity of the company.

Ongoing proceedings

APG|SGA complies strictly with national legislation, cantonal and municipal laws, competition legislation, personnel legislation and the rules applying to tenders and submissions. In terms of competition, APG|SGA is engaged in fair competition for market share and complies with the standard antitrust and competition legislation in the country in question. APG|SGA is a member of various industry associations, but no agreements are made with respect to prices, areas or products.

In 2021, APG|SGA launched proceedings in Serbia against the local authorities in Belgrade. These proceedings relate to a potential breach of an exclusivity agreement. Shortly before this report was published, the international arbitration tribunal dismissed the claim for damages by APG|SGA and Alma Quattro in its final award.

During the reporting period, and at present, APG|SGA was not involved in any other legal proceedings due to anti-competitive behavior or breaches of cartel or monopoly law. In addition, APG|SGA has not committed any other material breaches of laws and regulations.

GRI contents index

The APG|SGA reported on the information listed in this GRI index for the period from January 1, 2025 to December 31, 2025 with reference to the GRI standards.

GRI used: GRI 1: Foundation 2021.

General Disclosures

| GRI Standard | Disclosure | Location ¹ | |
|--|--|---|---|
| The organization and its reporting practices GRI 2: General Disclosures 2021 | 2-1 | Organizational details | AR, p. 20–23 |
| | 2-2 | Entities included in the organization's sustainability reporting | FR, p. 27 SR, p. 6 |
| | 2-3 | Reporting period, frequency and contact point | SR, p. 6, 47 |
| | 2-4 | Restatements of information | SR, p. 6 |
| | 2-5 | External assurance | SR, p. 6, 37–38 |
| Activities and workers GRI 2: General Disclosures 2021 | 2-6 | Activities, value chain and other business relationships | AR, p. 4–19 / SR, p. 4–6 |
| | 2-7 | Employees | AR, p. 46 / SR, p. 13–15 |
| | 2-8 | Workers who are not employees | SR, p. 14 |
| Governance GRI 2: General Disclosures 2021 | 2-9 | Governance structure and composition | AR, p. 22–27 |
| | 2-10 | Nomination and selection of the highest governance body | AR, p. 23 |
| | 2-11 | Chair of the highest governance body | AR, p. 22 |
| | 2-12 | Role of the highest governance body in overseeing the management of impacts | AR, p. 23–25 SR, p. 5–7, 26 |
| | 2-13 | Delegation of responsibility for managing impacts | AR, p. 24–25 / SR, p. 5–7, 26 |
| | 2-14 | Role of the highest governance body in sustainability reporting | SR, p. 6–7 |
| | 2-15 | Conflicts of interest | FR, p. 39 / AR, p. 21–23 OR, S. 12 |
| | 2-16 | Communication of critical concerns | AR, p. 25 / OR, p. 11 |
| | 2-19 | Remuneration policies | AR, p. 31–36 |
| | 2-20 | Process to determine remuneration | AR, p. 24, 31–32 |
| | Strategy, policies and practices GRI 2: General Disclosures 2021 | 2-22 | Statement on sustainable development strategy |
| 2-23 | | Policy commitments | AR, p. 30 SR, p. 5, 7–8, 20–21 |
| 2-25 | | Processes to remediate negative impacts | AR, p. 30 |
| 2-26 | | Mechanisms for seeking advice and raising concerns | AR, p. 30 SR, p. 8, 22, 41 |
| 2-27 | | Compliance with laws and regulations | SR, p. 42 |
| 2-28 | | Membership associations | SR, p. 6, 12 |
| Stakeholder engagement GRI 2: General Disclosures 2021 | | 2-29 | Approach to stakeholder engagement |
| | 2-30 | Collective bargaining agreements | SR, p. 14 |

¹ Localisation: AR = Annual Report, FR = Financial Report, SR = Sustainability Report, OR = Organisation regulations

Material Topics

| GRI Standard | Disclosure | Location ¹ | |
|---|------------|---|------------------|
| Material Topics | 3-1 | Process to determine material topics | SR, p. 7 |
| GRI 3: Material Topics 2021 | 3-2 | List of material topics | SR, p. 7 |
| Economic Performance | 3-3 | Management of material topics | GB, p. 10–18 |
| GRI 3: Material Topics 2021 | | Successful relationships with partners and customers | SR, p. 39 |
| GRI 201: Economic Performance 2016 | 201-1 | Direct economic value generated and distributed | SR, p. 40 |
| Prevention of corruption | 3-3 | Management of material topics | SR, p. 41 |
| GRI 3: Material Topics 2021 | 205-1 | Operations assessed for risks related to corruption | SR, p. 41 |
| GRI 205: Anti-corruption 2016 | 205-2 | Communication and training about anti-corruption policies and procedures | SR, p. 41 |
| | 205-3 | Confirmed incidents of corruption and actions taken | SR, p. 41 |
| Acting lawfully | 3-3 | Management of material topics | SR, p. 42 |
| GRI 3: Material Topics 2021 | | | |
| GRI 206: Anti-competitive Behavior 2016 | 206-1 | Legal actions for anti-competitive behavior, anti-trust, and monopoly practices | SR, p. 42 |
| Climate and energy | 3-3 | Management of material topics | SR, p. 26–27 |
| GRI 3: Material Topics 2021 | | | |
| GRI 302: Energy 2016 | 302-1 | Energy consumption within the organization | SR, p. 31, 34 |
| Circular economy – resources and waste | 3-3 | Management of material topics | SR, p. 32 |
| GRI 3: Material Topics 2021 | 303-3 | Water withdrawal | SR, p. 34 |
| GRI 303: Water and Effluents 2018 | 303-4 | Water discharge | SR, p. 34 |
| | 303-5 | Water consumption | SR, p. 34 |
| GRI 305: Emissions 2016 | 305-1 | Direct (Scope 1) GHG emissions | SR, p. 35 |
| | 305-2 | Energy indirect (Scope 2) GHG emissions | SR, p. 35 |
| | 305-3 | Other indirect (Scope 3) GHG emissions | SR, p. 35 |
| | 305-4 | GHG emissions intensity | SR, p. 35 |
| | 305-5 | Reduction of GHG emissions | SR, p. 28–29, 35 |
| GRI 306: Waste 2020 | 306-3 | Waste generated | SR, p. 34 |
| | 306-4 | Waste directed to disposal | SR, p. 34 |
| | 306-5 | Waste directed to disposal | SR, p. 32, 34 |
| | | Sustainable procurement – environmental aspects | SR, p. 33 |
| Attractive employment and working conditions | 3-3 | Management of material topics | SR, p. 13 |
| GRI 3: Material Topics 2021 | | APG SGA employees | SR, p. 13 |
| | | Age structure | SR, p. 14 |
| | | Perks and fringe benefits | SR, p. 15 |
| | | Employee satisfaction | SR, p. 15 |
| Occupational health and safety | 3-3 | Management of material topics | SR, p. 17 |
| GRI 3: Material Topics 2021 | 403-1 | Occupational health and safety management system | SR, p. 17 |
| GRI 403: Occupational Health and Safety 2018 | 403-2 | Hazard identification, risk assessment, and incident investigation | SR, p. 17–19 |
| | 403-5 | Worker training on occupational health and safety | SR, p. 18 |
| | 403-6 | Promotion of worker health | SR, S. 18–19 |

¹ Localisation: AR = Annual Report, FR = Financial Report, SR = Sustainability Report, OR = Organisation regulations

Material Topics

| GRI Standard | Disclosure | Location ¹ |
|---|---|-----------------------|
| | 403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships | SR, p. 18 |
| | 403-8 Workers covered by an occupational health and safety management system | SR, p. 18 |
| | 403-9 Work-related injuries | SR, p. 19 |
| | 403-10 Work-related ill health | SR, p. 19 |
| Equal opportunity | 3-3 Management of material topics | SR, p. 16 |
| GRI 3: Material Topics 2021 | 405-1 Diversity of governance bodies and employees | AR, p. 23 / SR, p. 16 |
| GRI 405: Diversity and Equal Opportunity 2016 | | |
| Sustainable procurement – social aspects | 3-3 Management of material topics | SR, p. 20 |
| GRI 3: Material Topics 2021 | Supplier evaluations | SR, p. 20 |
| GRI 408: Child Labor 2016 | 408-1 Operations and suppliers at significant risk for incidents of child labor | SR, p. 20–21 |
| Social contribution of Out of Home media | 3-3 Management of material topics | SR, p. 22–23 |
| GRI 3: Material Topics 2021 | Legal and ethical reviews | SR, p. 22 |
| | Schweizerische Lauterkeitskommission | SR, p. 22 |
| | Contribution towards political and democratic information | SR, p. 23 |
| | Poster sponsorship and donations | SR, p. 23 |
| | Collaboration with social institutions | SR, p. 23 |

¹ Localisation: AR = Annual Report, FR = Financial Report, SR = Sustainability Report, OR = Organisation regulations

List of abbreviations

| Abbreviation | Significance |
|--------------------|---|
| APG SGA | APG SGA SA (includes all Group companies) |
| ASA | Involvement of occupational physicians and other occupational safety specialists |
| CH | Switzerland |
| CIA | Federal Act on Climate Protection Targets, Innovation and Strengthening Energy Security |
| CO | Code of Obligations |
| CO ₂ | Carbon dioxide |
| CO ₂ eq | CO ₂ equivalent |
| CSR | Corporate social responsibility |
| DOOH | Digital Out of Home |
| EFTA | European Free Trade Association |
| EIP | Environmental impact points |
| ESRS | European Sustainability Reporting Standards |
| EU | European Union |
| FCOS | Federal Coordination Commission for Occupational Safety |
| GHG | Greenhouse gas |
| GRI | Global Reporting Initiative |
| ISO | International Organization for Standardization |
| LED | Light-emitting diode |
| NPOs | Non-profit organizations |
| NZZ | Aktiengesellschaft für die Neue Zürcher Zeitung |
| OOH | Out of Home |
| PET | Polyethylene terephthalate |
| PVC | Polyvinyl chloride |
| RS | Serbia |
| SBT | Science Based Targets |
| SBTi | Science Based Targets initiative |
| sdbu | Soziale Dienste Bezirk Uster |
| SDGs | UN Sustainable Development Goals |
| SECO | State Secretariat for Economic Affairs |
| SLK | Schweizerische Lauterkeitskommission |
| SMEs | Small and medium-sized enterprises |
| SPR+ | Swiss Poster Research Plus AG |
| SUVA | Schweizerische Unfallversicherungsanstalt |
| UN | United Nations |
| UNICEF | United Nations Children's Fund |
| VSoTr | Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labor |
| VUE | Association for Environmentally Sound Energy |

Reference texts and further information

Financial Report

Detailed Financial Report:
www.apgsga.ch/report

Annual Report

Full Annual Report:
www.apgsga.ch/report

Corporate Mission Statement

The full corporate Mission Statement and Code of Conduct:
www.apgsga.ch/corporatemissionstatement

Sustainability Report

Full Sustainability Report and associated independent
audit report on the greenhouse gas accounts:
www.apgsga.ch/sustainability

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Cover

The cover photo shows the restored floodplain at Reussegger Schachen in Sins, Aargau. Along new side channels of the Reuss River, steep and gently sloping banks, sandbars, and pools have been created to provide habitats for numerous animal and plant species, many of which are threatened with extinction. Approximately one-fifth of the project costs were covered by the naturemade star fund of ewz. Through its annual purchase of naturemade star electricity, APG|SGA contributes to the financing of such biodiversity projects.



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APG|SGA AG is Switzerland's leading Out of Home Media company. Listed on the SIX Swiss Exchange, APG|SGA covers all aspects of Out of Home Media: on streets and squares, in railway stations, at airports, in shopping centres, in the mountains as well as in and on means of transport – from poster campaigns with the widest coverage and large formats to state-of-the-art digital advertising spaces, special advertising formats and mobile advertising. When communicating with customers, the authorities and the advertising industry, APG|SGA represents sustainability and innovation, aiming to inspire people with the very best communication solutions in public spaces.

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