



Boulogne-Billancourt, Thursday October 14, 2014

## The TF1 group introduces an innovative new social responsibility platform

Striving continuously to enhance transparency on its corporate social responsibility (CSR) policy and encourage dialogue with its observers, the TF1 group is bringing a new platform on line developed in compliance with the international Global Reporting Initiative G4\* (GRI G4).

Innovative and interactive, the new online solution created together with the MATERIALITY-Reporting firm provides direct access to each CSR issue and allows users to edit a complete report on the topic of their choice. Ahead of launch, a "materiality" study was carried out with TF1 group stakeholders, including a panel of TV viewers, to rate CSR issues by order of importance. Each topic included in the reporting is reviewed from the standpoint of the Group's engagement, the rollout of action plans, and the measurement of performance. Special attention is paid to issues specific to the media sector.

In 2014, six French companies produced a GRI G4 report. The TF1 group was one of two of the six companies to obtain the "GRI Materiality Matters Check" distinction.

*(\*) The GRI provides a global framework for reporting on the non-financial performance of companies and has now been adopted by over 6,000 organisations in 89 countries. The latest version, G4, focuses on efforts to enhance transparency on the most relevant issues in the eyes of stakeholders.*

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