Sustainability at Virgin Media: A quick introduction

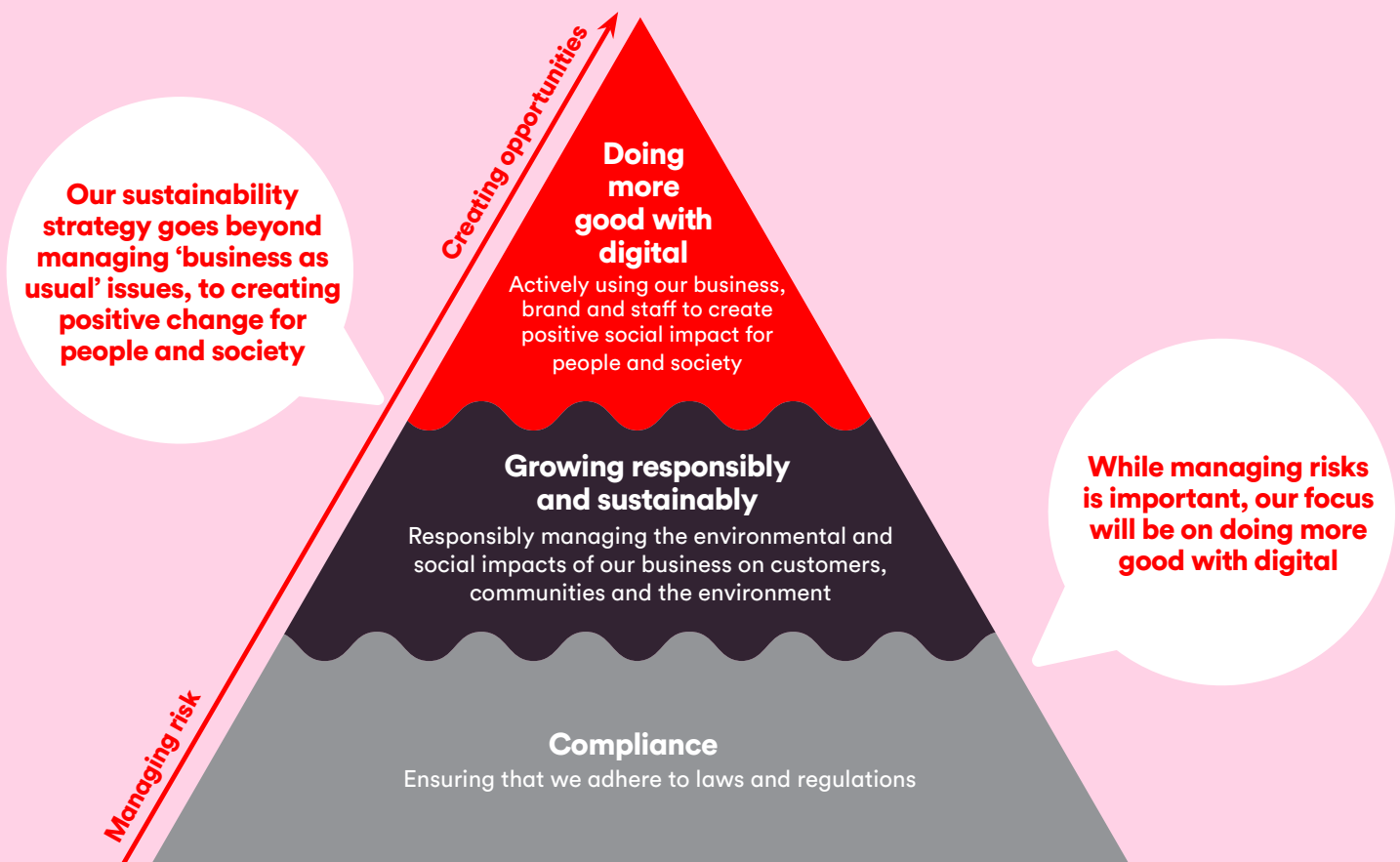## What do we mean by 'sustainability'?

At Virgin Media 'sustainability' is all about growing our business in a way that's good for people and the environment. It isn't just about doing less of the 'bad stuff' – sticking to laws and responsibly managing the environmental and social impacts of our business on customers, communities and the environment. It's also about doing "more good" - actively using our business, brand and staff to create positive social impact for people and society.

When it comes to sustainability, we know that people expect to see a long term plan for the future on the issues that matter most. That's why in 2015 we refocused our strategy and set five of the biggest, bravest and boldest goals we've ever had, to make sure we deliver on our vision - Digital that makes good things happen.

Our vision: Digital that makes good things happen

Being connected opens up a whole world of opportunities, enabling people to do more, be more and have more fun. That's why, as a leading telecommunications business, we're always trying to push the boundaries of what's possible and find even better ways to connect people to the things they love. With all this digital progress comes some big challenges, but we know that Britain overwhelmingly agrees and embraces digital technology because of the positive impact it has on our lives. That's why we're focused on doing more good with digital - our long standing promise to make the power of connectivity be benefit our customers and the community we're part of.

Creating opportunities

Managing risk

Our sustainability strategy goes beyond managing 'business as usual' issues, to creating positive change for people and society

Doing more good with digital
Actively using our business, brand and staff to create positive social impact for people and society

Growing responsibly and sustainably
Responsibly managing the environmental and social impacts of our business on customers, communities and the environment

Compliance
Ensuring that we adhere to laws and regulations

While managing risks is important, our focus will be on doing more good with digital

Our Strategy

Growing responsibly and sustainably

In 2015, we started our biggest ever network expansion. We're determined to grow our business in a way that's good for people, society and the environment, so we're focusing on the issues that matter most.

Doing more good with digital

Our long-standing promise to make the power of connectivity benefit our customers and the community we're part of.

More inclusive

We want to make sure we provide a great place to work. That means building on our open minded, fun and generous culture - valuing and celebrating the ideas and personalities each of us brings to the team, while nurturing an engaged workforce which represents the diversity of our customers and communities.

Better products

We want our products to be accessible and enjoyed by everyone, and to have an environmental and social story we can all be proud of. We also want to make sure we help our customers and their families get the very best from the web and stay safe online.

Lower impact

Over the next five years we'll help more customers than ever connect to the power of our network, but even though our business is growing, we'll make sure our carbon footprint doesn't.

Boosting business

We believe that digital technology can give the UK economy a boost by helping every business grow. The digital economy is worth £82bn* to the UK but we know that thousands of small businesses aren't getting all the benefits of digital technology. By providing ultrafast broadband access, inspiration, skills and advice we can help small businesses to thrive and grow. In return these businesses will create jobs, contribute to their communities and help drive a digital competitive advantage for the UK as a whole.

Transforming lives

We believe the web can make life better for everyone. We think one of the areas we can make the biggest difference is using digital technology to improve the lives of disadvantaged people across the UK. We're starting with a focus on disabled people, one of the UK's most disadvantaged groups in society, by partnering with Scope, the disability charity.

Our 2020 sustainability goals

Nurture a highly engaged workforce which represents the diversity of our customers and communities

Improve the sustainability performance of every new customer product

Grow our business without increasing our carbon footprint

Create the opportunities for 100,000 small businesses to grow in the UK's economy through digital

Transform the lives of disadvantaged people in the UK through digital technology

* AT Kearney (2012) https://www.atkearney.com/paper/-/asset_publisher/dVxv4Hz2h8bS/content/the-internet-economy-in-the-united-kingdom/10192

Find out more at: virginmedia.com/sustainability