

EYE SUSTAINABILITY POLICY

As an accountable Out-of-Home media operator, EYE takes its responsibilities to the environment and the community seriously. EYE is committed to sustainability and adopting practices that reduce our impact on the environment and set a standard within the Out-of-Home media sector.

In 2009 EYE's total carbon emissions were 19,120 tCO₂ with over 90 per cent due to energy use from media advertising signage. The changing nature of the Out-of-Home industry towards digital signage is a major consideration of EYE's environmental policy.

EYE has a presence across Australia, New Zealand, Indonesia, Singapore, the United Kingdom and the United States. In each market of operation, EYE is committed to:

- Minimising energy consumption and in particular, greenhouse gas emissions.
- Reducing landfill and responsibly disposing of e-waste and skins, posters, florescent tubes, frames and other materials associated with our products.
- Promoting environmentally sustainable office practices.
- Establishing investment and operational decision parameters that are commercially viable and sustainable.
- Demonstrating strong ethical values and respect for our people and partners as well as supporting various community groups and organisations via the EYE Have a Heart Program.

EYE will regularly review its sustainability policy to ensure it continues to encourage positive and sustainable impacts and initiatives.

SCOPE

EYE's environmental footprint covers greenhouse gas emissions and waste resulting from the organisation's business activities around the globe. In total, EYE has approx 10,000 powered display units that require disposal at the end of their useful life as well as 14 offices globally.

EYE has applied the 'operational control approach' to calculating our greenhouse gas footprint. This means our operational boundary includes 100 per cent of the emissions over which we have full authority.

EYE's baseline carbon footprint for scope one and two activities in the 2009 year was 17,520 tonnes of carbon dioxide equivalent (t CO₂-e). The major source of greenhouse gas emissions was electricity consumption from display units. EYE's scope three activities for the same period

were 1,600 t CO₂-e. The major sources of scope three emissions were power consumed from EYE offices and transport including air travel.

EYE's greenhouse gas emissions were independently calculated by environmental consultancy Environ.

PRINCIPLES

The following principles will guide EYE's approach to the environment:

1. Continuously work to reduce our environmental impact in ways that are sustainable, practical, meaningful, cost-effective and innovative.
2. Give priority to financially viable actions that make the greatest contribution to reducing our greenhouse gas emissions.
3. Measure and report on our environmental performance openly and regularly, having regard to industry best practice and legal requirements.
4. Raise awareness of environmental issues and empower people to take action.
5. Take the lead in encouraging our suppliers, advertisers, partners and the media industry to adopt sustainable practices.
6. Provide our employees with a more sustainable workplace and assist, encourage and engage them to adopt sustainable practices.

GOVERNANCE AND ACCOUNTABILITY

EYE has a goal-setting and reporting framework in place to identify actions needed to improve our environmental performance and to monitor our progress in meeting these goals. Gerry Thorley, CEO, EYE Group is responsible for overseeing EYE's environmental policy and achievement of our objectives.

Each regional Senior Management Team (SMT) is responsible for leading the sustainability policy and actions in their respective business units. There is also a collective of EYE senior managers and staff who drive and administer the policy and reporting across the international markets. This sub-committee reports to the Senior Executive Team on a quarterly basis.

Each year, EYE's regional SMT nominate specific actions to reduce their environmental impact against the company's overarching environmental strategy.

Voluntary employee-driven working groups support each business unit manager by identifying local opportunities and contributing to their environmental outcomes.

EYE will regularly and publicly report on our emissions and abatement activities.