

BERTELSMANN'S ENVIRONMENTAL POLICY: RESPONSIBILITY, TRANSPARENCY AND DIALOGUE IN A DECENTRALIZED GROUP

Preamble

Bertelsmann is an international media corporation. We aspire to provide our customers with excellent content and media services.

Our ultimate purpose is to contribute to the advancement of society. We acknowledge the obligations to society that follow from the nature of media business and economic success. We believe that our entrepreneurial endeavors lead to socially useful outcomes. As active corporate citizens, we are dedicated to the well being of the communities in which we do business.

Responsibility for the Environment

Bertelsmann AG strongly believes that environmental protection is part of its corporate responsibility.

We strive for a responsible use of natural resources in the production and distribution of our products and services, and seek to ensure environmentally responsible procurement.

This applies in particular to materials and processes in the production of printed products, sound and data storage media, TV programs, and to logistics services.

To ensure the environmental compatibility of our activities, we strive for responsible use of energy, water, materials and space.

In and beyond compliance with existing environmental laws and in recognition of the importance of environmental issues, Bertelsmann AG aims at continually reviewing and improving its environmental performance.

Involvement of employees

Active involvement of our employees is an important pre-condition for a high environmental performance. We therefore expect our employees to behave responsibly towards the community and the environment.

Environmental Organization in a Decentralized Group

Pursuant with our decentralized corporate philosophy, Bertelsmann AG expects its divisions and companies to take responsibility for environmental operational details, as with all other operational procedures.

Appropriate to the varying environmental issues that impact upon our business operations, our divisions and companies already have specific environmental guidelines and the accompanying management systems in place or are in the process of establishing them. However, as part of its environmental policy, Bertelsmann AG encourages and supports its divisions and companies to continue to implement, review and develop their environmental operational procedures.

Chaired by Bertelsmann Corporate, environmental delegates from all corporate divisions practice a regular exchange on current environmental events and topics. Bertelsmann uses this platform to ensure a group-wide transfer of knowledge and "best practice".

Transparency and Dialogue

Bertelsmann AG perceives itself as a partner in society. Thus, we undertake to maintain an open and mutually constructive dialogue with customers, business partners and other interested parties. We seek to achieve environmentally responsible solutions that satisfy the requirements of our external stakeholders while at the same time safeguarding the competitiveness of our divisions and companies.

Information

Bertelsmann AG will issue regular reports to keep our employees, customers and other interested stakeholders factually informed about our environmental activities.

As of 2004