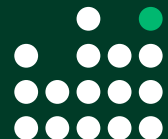


April 2024

Verification

POST-ISSUANCE



KPI Performance and Sustainability
Targets for Sustainability-Linked Bonds

Media Central Holding GmbH AB

Independent Verification of KPI reporting and SPT progress

Media Central Holding GmbH (“Media Central”) has commissioned Position Green AS (Position Green) to conduct an independent review of the company’s Key Performance Indicators (defined in Media Central’s 2023 Sustainability-Linked Bond Framework, dated 25. April 2023) and the progress against Sustainability Performance Targets (as defined in Media Central’s 2023 Sustainability-Linked Bond Framework dated 25. April 2023).

BASIS FOR THE REVIEW

Reporting Period	01.01.2023 – 31.12.2023
Framework/Methodology	2022 ICMA Guidelines for Green, Social, Sustainability and Sustainability-Linked Bonds External Reviews.

From Media Central’s Sustainability-Linked Bond Framework

Key Performance Indicators (KPI)		Sustainability Performance Targets (SPT)	
KPI1	Setting and achieving SBTs approved by SBTi in line with 1.5 C scenario for scope 1-3, and achieving intermediary scope 1-3 carbon reduction targets	SPT1.	SPT to be validated by the Science Based Target Initiative (SBTi) no later than in 2024; and
		SPT2.	The milestone target for the relevant reference year shall be reached by the relevant Target Observation Date for Scope 1 and 2; and
		SPT3.	The milestone target for the relevant reference year shall be reached by the relevant Target Observation Date for Scope 3
KPI2	Transition to sustainable business through measuring the %-split of gross profit from classic & digital media	<ul style="list-style-type: none"> Target 2024: 62% or more of gross profit to be generated from digital media Target 2025: 64% or more gross profit to be generated from digital media Target 2026: 66% or more gross profit to be generated from digital media 	

CRITERIA AND PROCEDURES

Criteria applied		Verification procedures
KPI1 and SPT1	i. Media Central’s progress towards SBTi validation (due no later than 2024).	<ul style="list-style-type: none"> Review of SBTi’s website documentation.
	ii. Media Central has a process of assessing its scope 1-3 baseline.	<ul style="list-style-type: none"> Review of scope 1-3 assessments and data quality of preliminary results.
KPI1 and SPT1/SPT2/SPT3	To be assessed when target observation date is reached.	<ul style="list-style-type: none"> N/A
KPI 2 and SPT2	iii. The gross profit is calculated based on the sum of gross profits from Offerista, Yagora	<ul style="list-style-type: none"> Review of financial accounts. Recalculation of gross profit percentage.

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| | and Shopfully divided by the Group's total Gross Profit. | • Comparison of gross profit percentage with trajectory. |
| iv. | The Gross profit represents the P&L reported figure for all business entities. | |
| v. | The gross profit percentage is in line with the trajectory. | |
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VERIFICATION ASSESSMENT

Following the review of Media Central's reporting based on the criteria above, Position Green consider the reporting to cover the elementary requirements, in addition, we would like to highlight the following:

KPI 1 SBT to be validated by the Science Based Target initiative (SBTi)

- i. SPT1 is not due until 2024. Media Central's commitment to SBTi was published by SBTi on December 21st 2023.
- ii. Media Central is in the process of establishing a baseline in order to submit an SBTi target in 2024.

KPI 2 Gross profit generated by digital Media

- iii. PG has assessed the unaudited financial figures for Offerista, Yagora and Shopfully and recalculated the gross profit percentage for the digital entities.
- iv. Nothing has come to our attention that causes us to believe that the data used is not transparent and calculated correctly.
- v. The gross profit percentage from digital media is on track in line with the trajectory set out in the Sustainability Linked Bond Framework.

Review Provider:

Position Green AS

Position Green

Date:

18.04.2024

DISCLAIMER

Position Green assumes no liability for any indirect, incidental, special or consequential damages, including, without limitation, loss of profits, loss of data, loss of purchase price or diminution in the value of a potential transaction, arising as a result of use of this review. The statement does not constitute any form of investment advice, or recommendation.