



**Connecting
4 Good**

WHO WE ARE

At Virgin Media, we're a restless bunch. We love sparking connections with our customers. We constantly get a kick out of connecting with each other. And there's no greater reward than making meaningful connections with our communities and the wider world around us.

Connecting is what fuels us. It's what makes us happy.

Through our digital connectivity and media platforms, we have it in our hands to make the most awe-inspiring connections possible. To use connections to build a better, brighter, happier tomorrow. And you know what? That's exactly what we're going to do.



OUR MANIFESTO

It feels good to connect. Like when we're with the people we love. Or when we dive into our favourite hobbies. Or when we just feel in tune with the world around us.

But connecting doesn't just help us feel good. It can be a powerful force for positive change. Because connections spark conversation. They build community and collaboration. And when we connect with each other (and new ideas), we can make things better, together.

That's why, for us at Virgin Media Ireland, sustainability is all about building and strengthening these game-changing and mind-shifting connections.

We're already connecting good things throughout our business:



We're installing fibre for a future-ready broadband system to make sure everyone can be online and find opportunities.



We're sharing the news and stories which matter most, to inspire dialogue and change, up and down the country.



We're reimagining our business for a renewable, net zero future, so we can better protect the environment we all share.

Our sustainability strategy sets out our plan for how we'll make more connections to build a better tomorrow. These connections will strengthen communities and inspire action, big and small, inside and outside our business. And though we might not always have all the answers, if we stay focused on what really matters, we'll always be *connecting for good*.



WE'RE CONNECTING FOR GOOD

COMMUNITIES

Digital technology is how many of us connect. And it's only going to become more so in the years ahead. To create a more equitable future, we need to enhance people's digital skills today. As well as this, we must work to create solutions that'll lead to a barrier-free digital landscape across Ireland.

Our areas of focus:



Equal access, all areas

We're making sure everyone has the right skills and access to be a part of a thriving digital society. We're installing **fibre across our network**, with the plan to upgrade 1 million homes by 2025.



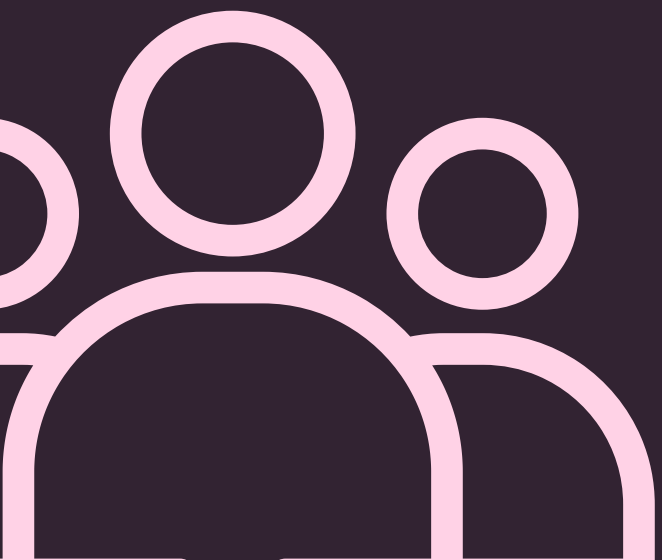
Working alongside our local communities

With our **#BackingBusiness** initiative, we're helping small Irish businesses promote themselves while also providing training and support so that they can grow digitally. Our **Virgin Media Discovers** competition encourages new and established filmmakers to share their stories, especially those with a diversity and inclusion perspective. We also work with **secondary schools** to promote digital innovation and develop skills for a career in technology. And, we're keeping communities up-to-date with our **news and stories**, designed to spark dialogue and change.



Keeping children safe online

Media literacy is key to safe media consumption. That's why we're continuing to embed safety and accessibility into our products and services.



WE'RE CONNECTING FOR THE GOOD OF THE ENVIRONMENT

We want to make sure that even as our business grows, we'll always be working hard to minimise our environmental footprint. We've already switched to 100% renewable energy, but the future needs more than that. We're excited about all the opportunities that increased sustainability can bring for us.

Our areas of focus:



Reaching our science-based targets

We're going to reduce Virgin Media's **carbon footprint by 50% by 2030**, and achieve **net zero carbon emissions by 2050**. This matches up with the environmental targets set by Liberty Global's science-based targets for operations and supply chain emissions. We also plan to **reduce the energy supply** needed by our buildings and fleet of vehicles.



Buying into a better value chain

Where we spend our money matters. We have a **sustainable procurement policy** rolled out across the business, and across our supply chain, with regular audits being completed by global business sustainability ratings experts.



Going circular

We're embracing circularity in our day-to-day work with initiatives designed to limit waste and encourage everything to be reused, recycled or donated.

WE'RE CONNECTING FOR GOOD AT

WORK



We want to create a workplace that works for everyone, both now and in the future. This means making sure inclusiveness and the employee experience are our top priorities as we rethink the way we work.

Our areas of focus:



Better career development opportunities

Meaningful work matters. We've put **personal development plans** in place so that everyone is always moving forward. Our **study sponsorships** and **mentoring programmes** are helping build soft and hard skills. And we run yearly **volunteer days** which help everyone build better connections with their local community, during work hours.



A more diverse and inclusive workforce

When it comes to opportunities at work, it shouldn't matter who you are, or where you've come from. We're embedding equal access to opportunities throughout every area of our business. We want to make sure everyone always feels welcome and can be themselves, creating a culture of **belonging**.



Attracting the best talent

Let's always be surrounded by the best thinkers in town. Our **Bring on Amazing Talent** programme is all about nurturing future leaders, while **Talent Marketplace** is our tool for identifying and building up a rich internal talent pool.