

At Terra Mater Studios, we look at sustainability as a whole. In our pursuit of excellence, we endeavor to cultivate a workplace culture defined by equity, mutual respect, transparency and to create an inclusive and diverse environment where everyone is heard and valued, recognizing that diversity is a cornerstone of creativity and innovation. We are also committed to a scientific worldview, emphasizing evidence-based knowledge and critical thinking. Actively we stand against misinformation and fake news, advocating for accuracy, transparency, and a commitment to factual integrity in all our endeavors. We pledge our dedication to environmental stewardship, advocating for biodiversity preservation, and advancing sustainability efforts that extend beyond our organizational boundaries. To uphold these principles, we have set forth the following social and environmental sustainability standards, binding upon all members of our company.

### **Gender equality and leadership:**

We promote equal opportunities for all genders and are committed to removing barriers that may impede career development based on gender nor differentiate based on gender. Our emphasis is entirely on skills, experience, and accomplishments. Terra Mater Studios provides a comprehensive guideline designed to assist and support parents before, throughout and after the pregnancy and post-childbirth period. Our aim is to facilitate a smooth return to work after parental leave. Our commitment to continuous improvement extends to all areas of our organization. We aim to implement new techniques and approaches to improve the quality of our work and ensure that our content remains engaging, relevant and effective. Additionally, we try to enable adaptable work settings to support employees in achieving a healthy work-life balance. This includes offering flexible working hours and the possibility to work one day/week from home. Furthermore, the respective manager can also approve additional home office days, depending on project activities and workload.

### **Ethnicity & Nationality:**

We understand the importance of ethnic equality and aim to increase diversity in our projects. We strive to realistically represent different ethnic backgrounds to create a richer and more authentic narrative. We treat all individuals equally and do not discriminate based on ethnicity or nationality, in accordance with applicable laws and our core values of inclusion and respect. Our emphasis is entirely on skills, experience, and accomplishments. Representation is only the beginning. To foster an inclusive environment, we strive to create a culture where every individual feels a sense of belonging and participation. We are focusing on reducing prejudice and promoting respect and understanding among our team members.

### **Observation and Active Responsibility:**

We aim to respect everyone's opinions and privacy to maintain a productive and respectful environment. We encourage our staff to act when witnessing harassment or discrimination, by addressing the behavior directly, and making it clear that such actions are not tolerated. Additionally, we have the Speak Up integrity line provided by Red Bull for support and guidance in resolving these issues and each employee has access to four sessions from Mavie.care, a holistic health care provider, support with digital services, offering expert

articles, videos, self-help advice, practical exercises for mental health, and confidential counselling appointments.

### **Open communication and feedback:**

We encourage open dialogue and feedback within our company. We believe that diverse perspectives lead to richer discussions and better outcomes. Through transparent communication, we identify opportunities for growth and innovation and ensure that our work remains relevant and impactful.

### **Learning-oriented environment:**

We create opportunities for our company members to improve their skills and knowledge. Therefore, we offer training programs that enable our team to excel in their roles and contribute effectively to our projects. We also organize regular company outings and team-building events to create a collaborative and engaging work environment. These events not only promote teamwork but also provide a platform for personal growth and bonding among our employees.

### **Collaborative innovation:**

We value creativity and innovation and recognize that these qualities thrive in an environment where collaboration is supported and built. By fostering an atmosphere of teamwork and mutual support, we bring together diverse talents to expand the boundaries of storytelling and entertainment.

### **Commitment to sustainability & the environment:**

Our projects combine sustainable storytelling with environmentally friendly production practices. Our corporate culture is rooted in a commitment to environmental protection, scientific progress, and sustainable coexistence between people and nature. We see climate protection as a cornerstone of this mission. To fulfill our commitment to sustainability, we work closely with external environmental consultants to develop clear, sustainable production guidelines linked to every individual Product Carbon Footprint (PCF) as well as the Corporate Carbon Footprint (CCF). These guidelines, known as the Terra Mater Green Guidelines, have been fully integrated into our production processes since the beginning of 2022, having a profound impact on the entire organization. This ensures that sustainability is considered from the very beginning of every production process, with all emissions calculated and unavoidable emissions compensated. Further information can be found at:

<https://www.terramater.at/studios/green/>

Regarding our CCF, we are committed to the UN Sustainable Development Goals and science-based emission reduction targets. We are actively working on an ambitious emissions reduction strategy of 50% by 2030, developed in close collaboration with the Competence Centre for Climate Change at the University of Natural Resources and Applied Life Sciences Vienna (BOKU).