



# MTG launches Corporate Responsibility Report 2014

**MTG's Corporate Responsibility Report for 2014 is now available on MTG's homepage. The report presents MTG's ongoing focus on security, sustainability and ethics, as well as the engagement with local communities where the Group operates.**

MTG's sustainability and responsibility work in 2014 included the launch of the 'Game Changers' campaign with the Reach for Change foundation. The campaign, which is being repeated in 2015, has introduced positive change to the lives of over 38,000 children in 10 countries through local social entrepreneurship initiatives.

The objective set back in 2010 of reducing MTG's overall energy consumption per employee by 23% by 2015 has been achieved already, and actually outperformed with a 33% reduction in this key indicator by the end of 2014 following improved efficiency levels and increased environmental awareness.

“As our digital platforms continue to grow, our focus on our digital priorities also increases. Data and customer protection and privacy are at the top of our agenda, alongside child protection and freedom of expression and of the media. A lot has been achieved across the organization in 2014 and we have even higher aspirations for 2015. This is down to the actions of our people in each local market as well as a number of priority group wide initiatives.”

*Jørgen Madsen Lindemann, MTG President and CEO*

The full Corporate Responsibility report can be accessed on <http://corporateresponsibility.mtg.com/2014/>.

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**Any questions?**

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*MTG (Modern Times Group MTG AB (publ.)) is an international entertainment group. Our operations span six continents and include TV channels and platforms, online services, content production businesses and radio stations. We are also the largest shareholder in CTC Media, which is Russia's leading independent media company. Our shares are listed on Nasdaq OMX Stockholm ('MTGA' and 'MTGB').*

*The information in this announcement is that which MTG is required to disclose according to the Securities Market Act and/or the Financial Instruments Trading Act, and was released at 09.00 CET on 28 April 2015.*