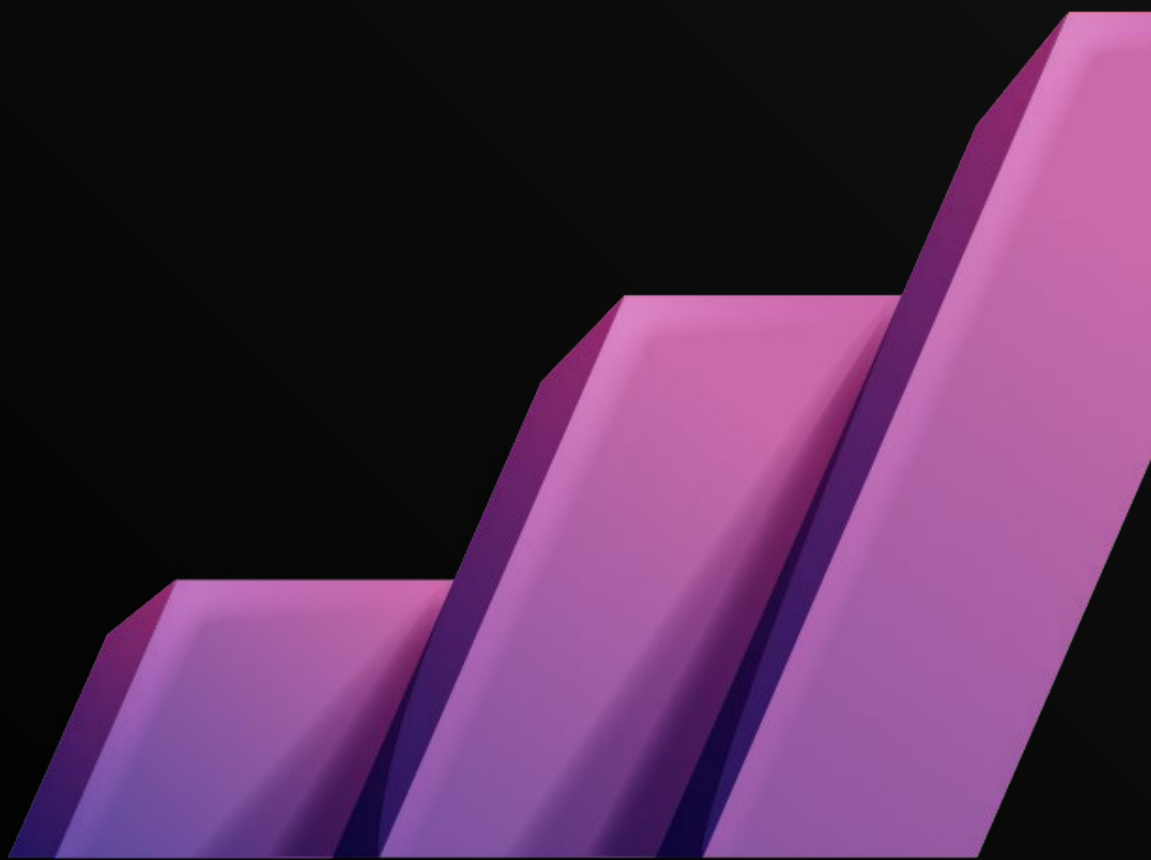


# **2022** **ENVIRONMENTAL** **SOCIAL AND** **GOVERNANCE** **REPORT**



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# GROW STRONGER/

## ABOUT OUTFRONT

Our purpose as a company is to help people, places and businesses grow stronger. To do this, we harness the power of technology, location and creativity to make meaningful connections between brands and people when they are outside of their homes through one of the largest and most diverse sets of out of home assets including billboards, transit and mobile displays across the U.S. and Canada. We champion both the power of our scale and specificity of locations to grow advertisers' businesses and to connect with communities by driving engagement with active consumers in the real world. In turn, the success of our clients benefits their own employees and communities.

### OUTFRONT BY THE NUMBERS

*\*Data as of December 31, 2022*

- 45,724 billboards
- 457,870 transit system and other display
- Displays in the 25 largest markets in the U.S. and approximately 150 markets across the U.S. and Canada
- 2,375 employees
- 63 offices
- Approximately \$1.77B USD in 2022 revenue

## ABOUT THIS REPORT

We are a company with impact where it matters. This Environmental, Social and Governance (“ESG”) report provides an overview of our developing strategy to act responsibly and effectively as we impact people on a daily basis across the country. It’s about bringing people, brands, and communities together in ways that matter. We believe in the power of these connections to uplift and transform lives.

The information and key topics included in this ESG report are informed by internal stockholder engagement and an analysis of reporting frameworks including the Global Reporting Initiative Standards and those set by the Sustainability Accounting Standards Board. This ESG report includes initiatives and performance data for calendar year 2022, as well as future and ongoing efforts to evolve our approach to ESG.

As we build on our ESG strategy and reporting systems, we intend to share updates on our progress with our stockholders along the way. We invite you to review the disclosure and follow us as we continue to make strides and improvements into the future. For any questions or additional information, please email [ESG@outfront.com](mailto:ESG@outfront.com).

This ESG report contains forward-looking statements. Please review the section of this ESG report entitled “Cautionary Statement Regarding Forward-Looking Statements.”

## ESG AT OUTFRONT

Our leadership in the out-of-home industry and our role as a connector of diverse audiences across markets is predicated on our ability to conduct our business in a sustainable way that considers the interests of all our stakeholders – from employees to local communities to investors. Every day we are committed to managing the risks and opportunities that arise from ESG issues so that we can unlock greater value for society and our stakeholders.

The **Nominating and Governance Committee** of the Board of Directors (the “Board”) has ultimate oversight over our ESG strategy and initiatives and report to the Board on a periodic basis. On a daily basis, ESG issues are managed by the respective strategic and operational departments, with oversight by the OUTFRONT ESG Committee, which is comprised of senior management, executives and other employees representing diverse functional groups and departments within the company. With the assistance of the OUTFRONT ESG Committee, our Head of Investor Relations reports to the executive officers, the Board and the Nominating and Governance Committee on the ESG committee’s progress and initiatives.

We have taken steps to further evolve our ESG approach and prepare our business for the next phase, including enhancing our stockholder engagement in order to both better communicate our current efforts and shape our future strategy, and improving our ability to track and measure ESG data in order to better support our ESG decision-making process.



**A MESSAGE**

# **FROM OUR CEO/**

As a company deeply committed to building stronger communities, we believe in the power of connections through our media and the positive impact they can have on people's lives. We are excited about the continuing growth of the industry and our business

Our approach to ESG is an integral part of who we are and we will continue to iterate on our efforts as our purpose of helping people, places and business grow stronger continues to drive us forward.

**Jeremy Male**  
**Chairman & CEO**  
**OUTFRONT Media Inc.**







# OUR BUSINESS PRACTICES/

From busy highways to local roadways, and transit hubs in urban centers to neighborhoods, we are front and center in all the places where people live, work and travel. Being front and center comes with a responsibility to all our stakeholders, including employees, stockholders, municipalities, customers, community members and everyone who sees advertisements on our displays.

We know that the impact of our business matters to our stakeholders, and that's why we are focused on doing business the right way. This is inclusive of empowering a culture of integrity, advancing responsible advertising practices and promoting strong leadership and corporate governance practices across every level of our business.

## BUSINESS ETHICS

Our core values reflect who we are, what we stand for and how we operate. These values are clearly communicated to all of our employees, officers and directors and throughout every facet of our company.

## OUR VALUES



Along with these values, we hold ourselves to high legal, ethical and operational standards to maintain the trust of our stakeholders. Our codes and policies are the tools we employ to guide our business and ensure we maintain this trust each day.

## CODE OF CONDUCT

Our [Code of Conduct](#) (the “Code”) both defines and reinforces integrity and corporate ethics at OUTFRONT. The Code is communicated and shared throughout the organization and includes important guidelines, expectations and information for all employees. Resources covered in the Code include:

- **OUTFRONT Ethics Line:** Available 24/7, this self-reporting portal allows all employees to ask questions, submit complaints or report issues and ethics violations anonymously.
- **U.S. Anti-Retaliation Policy:** We encourage a culture of openness and do not tolerate any form of retaliation against an employee who reports possible problems. The Policy is available to all employees on OUTFRONT’s intranet.

We regularly train all employees on the Code.

## SUPPLEMENTAL CODE OF ETHICS

In addition to the Code, Senior Financial Officers are required to comply with and sign our [Supplemental Code of Ethics](#), in order to ensure full compliance with all applicable laws and full and fair disclosures to the U.S. Securities and Exchange Commission.

## SUPPLIER COMPLIANCE POLICY

We hold suppliers accountable to the same high standards to which we hold ourselves with a strict [Supplier Compliance Policy](#). We expect suppliers to comply with all applicable laws and regulations in the places where they do business, including anti-corruption and anti-bribery laws, anti-harassment and anti-discrimination, fair trade, political contributions and payments, among others.

## BOARD COMPOSITION

We believe that sound corporate governance at the highest level of our organization is critical to maximizing our success and ensuring long-term value for our stakeholders. We also recognize the value of having directors with diverse viewpoints, experiences, skillsets and backgrounds, especially given the nature of our business and the diversity of all our stakeholders across the U.S. and Canada. As such, we prioritize both qualification and diversity as crucial components to strong leadership and oversight at the Board level. Additionally, the Board, through its independent Nominating and Governance Committee, annually conducts a thorough self-evaluation process reviewing the composition, structure and effectiveness of the Board and its committees, and implements appropriate changes as necessary.

Please refer to our [latest Proxy Statement](#) filed with the U.S. Securities and Exchange Commission and our [Investor Relations page](#) of our corporate website for more information on our Board.



## BOARD HIGHLIGHTS

As of April 21, 2023



**Director Independence:**  
**7/8 independent,**  
**including a Lead**  
**Independent Director**



**Gender:**  
**2/8 female**



**Ethnic Diversity:**  
**1/8 minority**



**LGBTQ+ Diversity:**  
**1/8 LGBTQ+**



**Tenure:**  
**Average Tenure: 7.5 Years**  
**Age Diversity: 49-78 Years**



## STOCKHOLDER RIGHTS & OWNERSHIP

Annually, the Board reviews and considers appropriate changes to its corporate governance structure, in an effort to increase accountability and responsiveness to our stockholders. Currently, our governance structure includes a majority voting standard in uncontested director elections, market standard proxy access, and no supermajority voting provisions, among other things.

Annually, certain of our directors and members of management attempt to engage with the holders of a majority of the outstanding shares of our common stock as of the prior fiscal year-end, to discuss, among other things, our corporate governance structure, compensation philosophy and ESG initiatives, and to ensure that we are aligned with the interests of our stockholders. Our stockholder engagement practices throughout the year also include regular communication between our stockholders and our investor relations department and management presentations at investor and industry conferences.

*For more information about our corporate governance structure, please refer to our [latest Proxy Statement](#) filed with the U.S. Securities and Exchange Commission.*

## EXECUTIVE COMPENSATION

Our executive pay practices are on a par with the industry and well-aligned with stockholder interests. We regularly review our compensation practices and consider any changes that would allow us to remain competitive in the market.

*For more information about our Executive Compensation practices, please refer to our [latest Proxy Statement](#) filed with the U.S. Securities and Exchange Commission.*

## RISK MANAGEMENT

Assessing and managing risk is both an ongoing process and fundamental to our business. The Board has overall responsibility and oversight of risk management, which is executed directly by the Board and through the delegation to its three committees: Audit Committee, Compensation Committee and Nominating and Governance Committee. Each committee reports regularly to the Board on these risk-related matters. The Board and its committees also receive regular updates from our management including, among other things, an annual enterprise risk assessment report from our Chief Financial Officer, based on in-depth meetings with members of each of OUTFRONT's departments. The Board discusses risk throughout the year at its meetings in relation to long-term and short-term business goals and actions, and has regular access to all of our executive officers.

We also maintain an incident response plan that sets forth the processes for addressing the aftermath and associated risks of an event or incident, such as a cybersecurity incident, health emergency like a pandemic, or weather-related incident such as a hurricane, affecting the company and/or its personnel. The incident response plan is tested at least annually, and the results of the test are reported to the Audit Committee and the Board by our Chief Financial Officer.

In addition, we maintain a written succession plan with respect to our Chairman and Chief Executive Officer and each executive officer. The succession plan is reviewed with the Board annually.

## RESPONSIBLE ADVERTISING & INTEGRITY

With more than 500,000 displays across the U.S. and Canada, and millions of people interacting with ads on our displays every day, we understand the power of messaging and its impact. We also understand that this power requires us to thoughtfully and responsibly consider the potential effects of these highly visible messages on all potential audiences. Our designated creative design services, OUTFRONT Studios, works closely with clients to bring best-in-class outdoor advertising and to create truly impactful campaigns.

That's why we work to go above and beyond federal guidelines for responsible advertising to ensure integrity and respect for the communities we serve and the individuals who interact with our displays.

*We do not permit advertisements that attack or disparage persons or groups, nor advertisements that we believe would be harmful or inappropriate for the general viewing public. As a company, we do not advertise products that are illegal for sale to minors, such as alcoholic beverages or cannabis, within 1,000 feet of established places of worship, public playgrounds, or primary and secondary schools. This policy goes beyond the 500 feet boundary that is mandated by the Federal Trade Commission.*

*With respect to transit assets, we work with our partners at more than 70 transit authorities across the country to ensure compliance with their unique guidelines and policies.*

## WE TAKE A THREE-PRONGED APPROACH

1. We maintain a comprehensive set of **internal guidelines** for our employees that ensures careful review of all advertising copy, as well as clear procedures for assessing political or issue-oriented advertising.
2. Some ads require further review based on the subjectivity and category of the content. **Our Copy Approval Committee** (ethnic, gender and religious diversity is represented through the members serving on this committee) ensures we consider multiple perspectives when we review the appropriateness and integrity of the ads we place.
3. Because of the diversity of markets in which we operate across the U.S. and Canada, we also **empower local General Managers** to make decisions based on what is most appropriate and culturally relevant for their respective markets and local communities. We are responsive to communities' concerns and proactively engage clients and customers to ensure the integrity of our ads.





## PRIVACY & DATA SECURITY

We are firmly committed to protecting individual privacy and our information security and data in an effort to foster confidence in digital advertising. This commitment is overseen by the Audit Committee of the Board, which receives periodic reports from our Chief Information Officer (with input from our Chief Privacy Officer, as appropriate) on our information security and cybersecurity risks, compliance and protections.

Our overarching management approach is to ensure sound stewardship and security of data, with a philosophy of “privacy by design.” This is especially critical as we transition to a more digital business model and maintain compliance and adaptability with new and emerging regulations.

As outdoor advertising is a one-to-many medium, we are able to focus on the audiences exposed to our assets and not individuals. As such, the audience analytics we receive from our partners and data providers is aggregated and anonymized.

Our [Privacy Policy](#) is the result of a cross-disciplinary and collaborative approach to better understand how our teams across different divisions are using and protecting data, and to ensure we are up to date with the ever-changing data privacy landscape.

In addition to the policies regulating the collection and use of data, we focus on

information security and cybersecurity through employee trainings, third-party reviews of cybersecurity procedures, internal incident response plan testing and policies regulating the collection and use of data managed by the Company’s Chief Information Officer, Chief Information Security Officer and Chief Privacy Officer. This is part of an ongoing program to continuously improve our information security program.

## LOBBYING & PUBLIC POLICY

We take all lobbying activities and government affairs practices very seriously. We have policies and procedures in place governing our approach to lobbying and political contributions to ensure compliance with all applicable laws. We also host a political compliance training on a bi-annual basis for our Government Affairs and Legal teams, and General Managers.



# OUR PEOPLE/

## EMPLOYEE ENGAGEMENT & COMPENSATION

We aim to create a workplace where employees feel engaged, rewarded and empowered. In fact, in 2022 we received our second certification as a “Great Place to Work” by the Great Place to Work Institute. Culture plays an important role in the way we conduct business and attract talent to our company and, as such, we actively promote a culture of collaboration, creativity and ownership throughout the employee experience.

## COMPENSATION & BENEFITS

OUTFRONT provides an attractive compensation and benefits package to attract and retain key talent and support our employees’ health, well-being and overall development.

Highlights of our benefits and programs include:

- **Health & Welfare Plans:** Robust health and welfare plans covering employee medical, dental, prescription drug, vision, life and disability benefits.
- **401(k) plan:** 401(k) plan with company matching contributions.
- **Fund-The-Future:** Program that provides an annual restricted share unit grant to employees that is equivalent to 2.5 percent of an employee’s base salary.
- **Education Assistance Policy:** Covers up to \$10,000 for undergraduate coursework and professional certifications and \$15,000 for graduate coursework directly related to an employee’s present job or to another company-specific position.

- **Parental Leave Policy:** Flexible policy covering a variety of family arrangements, including pregnancy, adoption, surrogacy or foster care; provides eight weeks of paid leave for a primary employee caregiver and two weeks for a non-primary caregiver.
- **Family Assistance:** Provides reimbursements of up to \$6,000 to cover costs and fees associated with adoption, foster care, and surrogacy.
- **Volunteer Time Off Policy:** Provides up to eight hours for employees to do volunteer work in the community.



## EMPLOYEE LEARNING & DEVELOPMENT

Hiring, developing and retaining employees is important to our business. As our business grows, we place a priority on helping our employees build both their skills and careers. We provide regular and ongoing employee development and training, through among other things, our annual performance review process, and employee trainings in consultative selling, technology, safety, compliance, management and leadership skills.

## ONGOING EMPLOYEE DEVELOPMENT

OUTperform, our annual performance review process, is required for all employees and forms the central pillar of OUTFRONT's approach to employee development. These reviews provide an opportunity for employees to receive thoughtful feedback and reflect on their personal objectives and achievements.

In 2022, we continued to conduct comprehensive leadership assessments to help our employees learn and grow. Though

our talent review process we work to identify those employees who exhibit potential for growth and leadership positions. In 2022, we focused on our sales leadership group and new managers to ensure we were continuing to develop leaders for the future of our business.

Additionally in 2022, we continued to emphasize to our employees the opportunity to have a voice at OUTFRONT. This 360-degree approach expands from our company employees to our clients and communities. Our company's purpose is grounded in empathy, or the ability to be compassionate and connect with others both personally and professionally as well as with the communities in which we work. We know this is incredibly important, as empathy in the workplace correlates with job performance. It is in the spirit of empathy that was escalated during the pandemic we launched a series of diverse initiatives including:

■ **A-List Guest Speakers:** Our A-list conversations continue to provide a valuable opportunity for both our clients and our employees to engage with thought leaders and well known "A-listers" in various, timely conversations throughout the year. Previous speakers have included Michael Dyson during Black History Month, Jay Shetty in May as part of Mental Health Awareness Month, Bakari Sellers in celebration of Juneteenth, and Robin Arzon in commemoration of National Hispanic Heritage Month. In 2022, we hosted Amanda Kloots in celebration of Women's History Month and Opal Lee, "The Grandmother of Juneteenth" to commemorate Juneteenth.

■ **Influenced by OUTFRONT:** OUTFRONT's "Influenced by" leadership event series is a roundtable style discussion for our client, agency, and industry partners





that highlights diverse perspectives on content, culture, and communities. Previous panelists have included athletes, artists, politicians, and other influencers alongside industry executives at major brands, agencies, and organizations. Below please find two examples from this year:

- **Black History Month 2022:** In celebration of Black History Month, OUTFRONT -- in conversation with senior leaders from 100 Black Men of America, Chameleon Collective, Hue and Varo -- discussed the increasingly important role brands must play in harnessing the power of culture to accurately portray diversity in their marketing efforts.

*Inclusive marketing requires making intentional choices that consider the broader audience to influence positive social change. Brands and agencies that incorporate diversity, equity and inclusion in their marketing efforts are often able to build a deeper connection with audiences and develop stronger consumer loyalty. In fact, research shows that nearly two-thirds of consumers take action after seeing an ad they consider to be diverse or inclusive.*

- **Today's Urban Consumer:** OUTFRONT spoke with industry experts to learn more about how brands are reaching the Urban Consumer today.

*Cities are active, flexible and vibrant. Public transportation continues to move residents and tourists with new patterns of behavior and a new type of commuter has emerged. Brands discussed ways changed behavior and the ways consumers are now engaging with brand messaging along their commutes as they continue to ride public transportation for both professional and personal purposes.*

- **Front Street:** Front Street was born during the initial lockdown of the pandemic. Its purpose was to create a

platform that was topical and easy to digest and share. Internally, we lovingly refer to them as “ted talk meets tik tok,” as they are educational but generally under 2 minutes and full of imagery. To date, we have produced 102 episodes on a myriad of topics (you can view them on the [OUTFRONTX Content Hub](#)). The most exciting part of this venture is the all-in approach we have taken in producing these, including employees across all disciplines and seniority (from C-Suite to Summer Interns). Everyone at OUTFRONT has a voice and we are proud to provide the right platform for all to be heard. [Check out our Front Street highlight reel.](#)

- **Celebrating All Communities:** We have leaned into the important monthlong celebrations including Black History Month, Women's History Month, Asian Awareness Month, Mental Health Awareness Month, and Hispanic Heritage Month. We continue to engage our Employee Resource Groups (“ERGs”) to lead discussions on how to celebrate each of these using our own assets in a thought-provoking way. Using our ERGs enabled our employees to have a voice and for our creatives to develop content that resonates with our people. For our 2022 Black History Month campaign, we partnered with 100 Black Men of America, Inc. titled “I’m Next,” which celebrates and supports black youth and black mentorship across the country. 100 Black Men of America is recognized as the nation's top African American led mentoring organization. Another example is from our Women's History Month campaign which highlighted leading women across a diverse spectrum of industries. The campaign titled, “Lifted Up,” applauds 40 of today's leaders for the impact of their achievements, while also acknowledging those who helped make them possible: the women who came before. This messaging provides positive visual representation for future generations of women while also promoting the importance of female mentorship and support. (More details about the campaigns can be found in the Purpose section of this document.)

## EMPLOYEE TRAINING

Over the past several years, we have been building our training capability to better support skills development across our workforce. Each year we train hundreds of employees in critical skills areas such as consultative selling, technology, safety, management and leadership skills — all in addition to compliance training on our Code of Conduct, Anti-Harassment, cybersecurity and other corporate policies. Our training completion rates generally exceed 90 percent.

## AWARDS & RECOGNITIONS

We also recognize the efforts of our employees with a variety of equity, cash and non-cash awards. Signature programs include:

- **The OUTShine! Awards:** Hosted annually, these awards recognize employees who best represent our company, exemplify our brand and “live” our culture. Winners are awarded \$5,000 in restricted stock units and \$2,000 in cash and are recognized by the CEO in an all-employee video conference. In total, we awarded 52 OUTShine! Awards for outstanding employee performance in 2022.
- **Service Recognition Awards:** We regularly acknowledge employees for their dedicated service to OUTFRONT. Awards are made in quintile years. In 2022, we recognized 37 employees with greater than 25 years of service to OUTFRONT.
- **President’s Club:** The President’s Club is designed to recognize the “best of the best” within our sales department and reward our top performers who contribute to our growth and culture with an all-inclusive trip with a guest to a great location with our Chief Executive Officer and other senior executives. The program is celebrating its fifth year in 2023.





## **DIVERSITY, EQUITY & INCLUSION**

We are committed to promoting a diverse, equitable and inclusive working environment in which our employees can embrace authenticity at all times. We believe that in order to effectively connect diverse audiences across markets, we need a workforce that reflects the diversity of the communities we represent and in which we operate. Diversity, equity and inclusion are core values and drivers of business success at OUTFRONT, and it is with these values that we believe our employees are best positioned to reach their full potential and to contribute to our collective success as a company. We are unwavering in our dedication to maintaining a respectful, safe, inclusive work environment where all employees, including those who are members of underrepresented communities, can thrive.

### **DIVERSITY, EQUITY & INCLUSION ADVISORY COUNCIL**

Our diversity, equity and inclusion (“DEI”) program is led by an advisory council and the Company’s co-Chief Diversity Officers as well as our Chief Human Resources Officer, and is charged with providing programs that focus on the value of diversity, equity and inclusion to the Company’s culture, including ERGs, DEI training and events, presentations by keynote speakers, and internship programs, all of which support women, people of color and members of the LGBTQ+ community.

## KEY DEI ACCOMPLISHMENTS IN 2022 INCLUDED:

- Introduced the concept of equity in the workplace with a video message to OUTFRONT employees emphasizing the difference between “Equity” and “Equality” and posing the question to our employees, “are you positioned for success” in order to solicit feedback regarding equitable disparities.
- Prepared onboarding video introducing new hires to DEI and OUTFRONT’s DEI Program.
- Continued “Uncensored Together,” a video blog on our intranet that explores relevant racial, cultural, societal and corporate topics that impact employees.
- Since 2018, we have partnered with the Emma Bowen Foundation (“EBF”) in our summer internship program. This year we sponsored 6 interns from the EBF which seeks to promote diversity by placing students of color in paid internships at leading media and tech companies.
- Recognized Juneteenth as a day of learning and celebration and engaged social impact leader and “Grandmother of Juneteenth”, Dr. Opal Lee, to address OUTFRONT employees with her reflections on our nation’s history, the importance of education, voting, equality, and justice. Our employees and clients gained a once-in-a-lifetime insight into a true influencer’s life experiences.
- Continued sharing regular DEI updates on “Inclusion Corner” on our intranet site, and publishing blogs, calendar items and resources to promote diversity, equity and inclusion in the workplace.
- Continued promoting our purposeful partnerships:
  - Color of Change, the largest online racial justice organization in America.
  - Farmlink, an organization dedicated to connecting surplus food from farmers to families in need to battle food insecurity.

- Continued content from ERGs that included awareness initiatives, movement challenges and forums to manage employee wellness and mental health.

Noteworthy 2022 ERG programs include:

### OUT AT OUTFRONT

In celebration of Pride, OUT at OUTFRONT sponsored the following events:

- Company-wide game of Virtual Drag Queen Bingo (co-sponsored by Healthy OUTFRONT ERG), hosted by drag queen and entertainer, Jeff Valentine of Firefly Events. Over 380 employees logged on to play.
- Conversation with guest speaker, Mark Cady-Archilla of the One Pulse Foundation. This accompanied OUTFRONT’s commitment to a five-year, \$100,000 donation to the One Pulse Foundation.
- Media Village Podcast with Dr. Kryss Shane and OUTFRONT Administrative Manager, Monica Salcedo discussing issues faced by LGBTQ+ employees in the workplace.

### OUTSPOKEN! ERG

- Produced and distributed quarterly newsletters to ERG membership focused on updating members on current and future programming and promoting professional growth.
- Engaged social impact leader and “Grandmother of Juneteenth”, Dr. Opal Lee, as an A-List Speaker to discuss the importance of Juneteenth with over 700 OUTFRONT employees and clients.
- In recognition of the Juneteenth holiday OUTSPOKEN co-sponsored the first annual “I Walk With Opal Lee” challenge with Healthy OUTFRONT ERG. Outfront employees from across the company were challenged to collectively walk 1,400 miles in 2.5-mile increments as a symbolic nod to the 1,400-mile journey from Texas to Washington DC undertaken by Dr. Lee in 2016 at the age of 90 years



to raise awareness of the effort to make Juneteenth a national holiday. Over 130 employees participated in the walk and 10 offices organized group walks. OUTFRONT exceeded its goal and made a donation to Dr. Opal Lee's foundation, Unity Unlimited.

- Sponsored a Black Women Making History panel for employees and clients that included Dana White, Chief Communications Officer at Hyundai Motors NA, Jamilia Walker, Head of Marketing and Strategic Partnerships, Bloomberg Government, Chanda Gibson, CEO 308 Collective, and Shontay Lunday, Creator and Founder, Black Girl Sunscreen.

## COMMUNITY OUTREACH

- In celebration of Earth Day Community OUTreach ERG distributed information and issued a series of challenges to employees focused on environmental conservation and eco-friendly/sustainability practices (co-sponsored with Healthy OUTFRONT ERG).

## HEALTHY OUTFRONT

- For Mental Health Awareness Month, Healthy OUTFRONT ERG posted motivational quotes on Teams and distributed information to OUTFRONT employees regarding OUTFRONT's wellness support services and resources.
- Co-sponsored the "I Walk With Opal Lee" challenge with OUTSPOKEN ERG in recognition of Juneteenth holiday.
- Sponsored a Turkey Trot company-wide movement challenge.
- Co-sponsored Earth Day Challenge with Community OUTreach ERG.
- Co-sponsored Drag Queen Bingo with OUT at OUTFRONT ERG.
- Organized and supported food drives in various markets to combat food insecurity.
- Co-sponsored Earth Day Challenge with Community OUTreach ERG.

## OUTSTANDING WOMEN OF OUTFRONT

- Celebrated Women's HERstory Month 2022 with A-List speaker Amanda Kloots
- Provided daily content in ERG chat during Women's History Month
- Facilitated collaborative conversations and offered career advice with book giveaways (in ERG Chat)





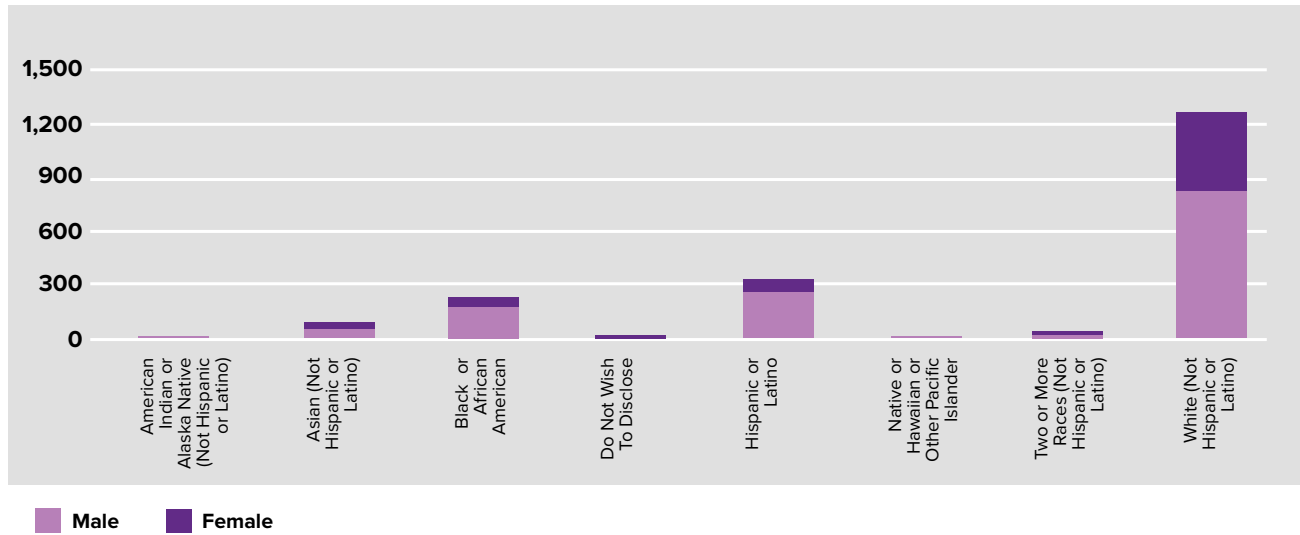


Chart reflects U.S. data only

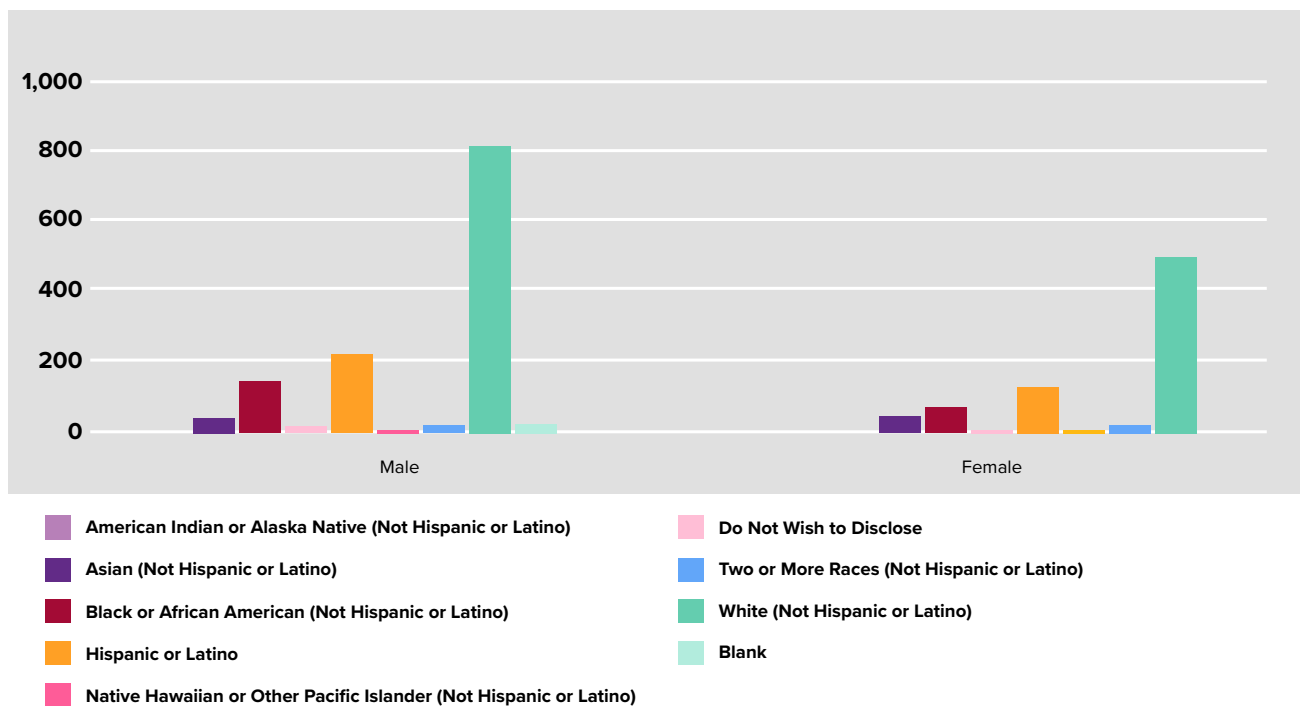


Chart reflects U.S. data only

**OUTFRONT DIVERSITY DEMOGRAPHICS**  
data as of December 31, 2022, which will  
be used in connection with OUTFRONT's  
2022 EEO-1 Report:

■ **Total headcount: 2,382 US and Canada**  
(2,074 US, 308 Canada)

■ **36% female in the U.S. and Canada**

■ **36% people of color in the U.S. (based on  
people who have voluntarily identified)**

## SUPPLIER DIVERSITY

In addition to promoting diversity in our workforce, we are committed to diversity in our supply chain. We continuously work to identify opportunities to increase our work with certified diverse and veteran-owned businesses. Our diverse supplier spending data for 2018 through 2022 is set forth below (numbers in millions):

	2018	2019	2020	2021	2022
<b>MBE</b>	\$ 9.9	\$ 11.2	\$ 6.7	\$ 19.8*	\$ 12.5
<b>WBE</b>	\$ 4.1	\$ 5.9	\$ 7.4	\$ 4.7	\$ 9.1
<b>M/WBE</b>	-	-	-	\$ 1.1	\$ 1.5
<b>VET**</b>	-	-	-	-	\$ 6.0
<b>TOTAL</b>	\$ 14.0	\$ 17.1	\$ 14.5	\$ 25.6	\$ 29.2

\* Includes \$9.5 of one-time acquisition-related spend.

\*\* Reflects Veteran-owned businesses which is being tracked for the first time.

## EMPLOYEE HEALTH & SAFETY

There is nothing OUTFRONT takes more seriously than the health and safety of employees. Any injury is one too many. That is why we have adopted a preventive culture and follow and enforce a strict set of safety guidelines and training processes.

OUTFRONT's comprehensive training program is another essential aspect to promoting the safety of our employees. We require all our field operations team members to participate in an extensive training process and we reinforce these trainings throughout the year. One hundred percent of field employees must complete the trainings as a condition of their continued employment at OUTFRONT.

### SAFETY TRAINING PROCESS:

- OUTFRONT Safety Manual provided to every field employee
- Comprehensive training and safety certification when hired as well as a 60-day grace period before able to work at heights on any billboard
- Refresher trainings every 6 months
- Monthly trainings on specific topics

One hundred percent of field employees must participate in full training processes, and all managers and field supervisors must be OSHA 30 certified.

To protect the safety of our employees, compliance with all of our guidelines and safety procedures is mandated. Additionally, site supervisors are required to conduct four unannounced field observation visits each month. In 2022, our site supervisors completed 1,786 site visits across 45 markets. Safety violations of company policies were recorded on 2 of those visits or 0.1 percent.

If an employee is found to have violated a safety policy or rule or is seen operating in an unsafe manner, OUTFRONT's safety committee will review the situation to make adjustments moving forward. For example, employees working at heights must be tied off at all times with the appropriate

protection equipment while working on any display, as mandated by our Fall Protection Policy. A violation of the policy will result in a five-day suspension for a first-time offense, and termination for a second offense.

In 2022, we did not suffer any significant employee accidents or injuries and continue to strictly manage our corporate health and safety programs and ensure compliance.

Today, if a critical safety violation is discovered, there is no waiver offered for a first-time offense - the employee can be immediately terminated. We view this as a necessary measure to ensure safety is taken with the seriousness due by all members of the OUTFRONT community.

YEAR	FATALITIES COUNT/RATE	OSHA RECORDABLES COUNT/RATE	HIGH CONSEQUENCE COUNT/RATE
2016	0/0.0	45/2.57	4/.23
2017	0/0.0	62/3.43	13/.72
2018	2/.11	57/3.00	11/.58
2019	0/0.0	62/3.08	14/.69
2020	0/0.0	54/2.95	13/.71
2021	0/0.0	36/2.11	3/.18
2022	0/0.0	47/2.58	7/.38



In February 2019, we added a new Vice President of Operations Effectiveness and Safety to our team, whose responsibility is to have direct oversight over our managers and field crews and ensure all employees are continuously following our safety procedures and protocols.

## **HOOK UP BEFORE YOU GO UP... SAFETY CAMPAIGN**

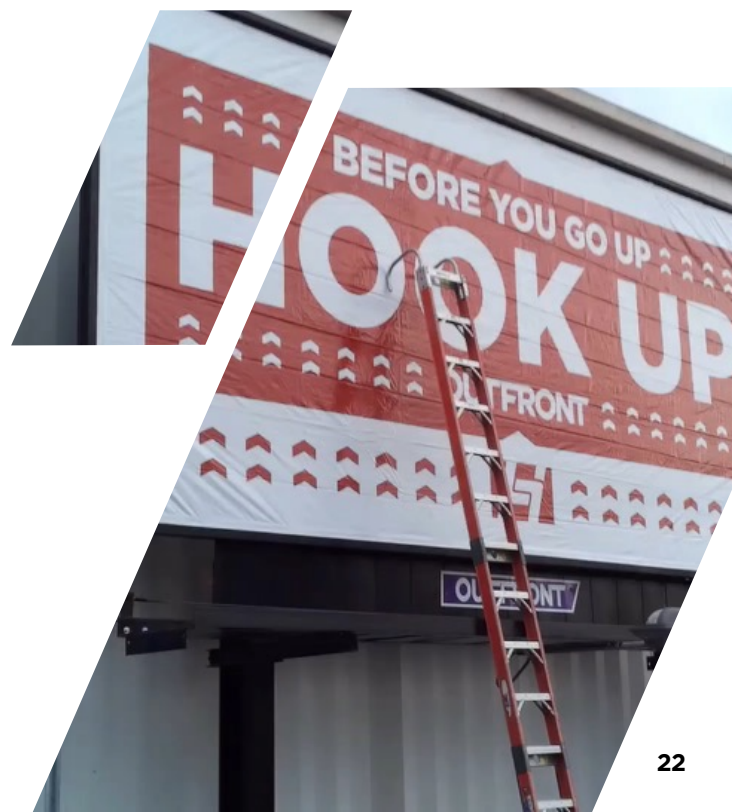
In 2018, we launched a worker safety campaign to highlight the importance of tying off when working at heights. The safety team produced banners for facilities, bumper stickers for vehicles and hard hat decals that allowed our employees to write in who they tie off for, such as family members or friends. This campaign continues to serve as a daily reminder of the importance of safety procedures and to contribute to the culture of safety that is critical to the way we operate.

## **INCIDENT INVESTIGATION PROCESS**

At OUTFRONT, every incident must be reported within 24 hours of occurrence, which is more stringent than the industry standard of 72 hours. Every incident is also thoroughly analyzed in order to identify the root cause and prevent any similar accidents from happening in the future. These investigations are not intended to lay blame; rather, they are a way for our supervisors to gather all the facts and learn any lessons to be learned. Overall, investigations help us identify gaps in training and improve our guidelines to ensure that we are doing everything we can to deliver on our commitment to safety.

## **INDUSTRY COLLABORATION**

To ensure we are learning and applying the latest best practices, we actively engage with the Outdoor Advertising Association of America's Operations & Safety Committee (the "Safety Committee"). Through the Safety Committee, we engage regularly with industry peers and regulators to refine and advance our approach and share our own knowledge with others.





# OUR SOCIAL IMPACT/

Through our displays, we are fully embedded in the fabric of thousands of communities. We reach 70 percent of the U.S. population each week, and believe it is our responsibility to use that reach to help advocate for social causes and inform the public in times of need.

Each year, we contribute our creative services and donate approximately \$10 million in public service advertising to nonprofit and government organizations. Over recent years, we wanted to be more intentional with our public service announcement approach. We asked our employees what causes were important to them with food insecurity being the core choice. We have formed two strong partnerships to help support.

**1. The Farmlink Project**, an organization dedicated to connecting surplus food from farmers to families in need to battle food insecurity.

**2. No Kid Hungry**, an organization that supports programs like school breakfast, summer meals, food banks and community groups feeding kids, and pushes for legislation to strengthen nutrition programs like SNAP to help feed more kids.

We now engage in creative consultation, media and ongoing partnership support to both organizations.



## FIGHT FOOD INSECURITY

According to The Brookings Institution, one in every six children is affected by food insecurity. The Farmlink Project provides over 30 million pounds of healthy, fresh food that would otherwise be wasted and is distributed to people in need through food banks across the country. The campaign utilized arresting copy lines such as “One Third of All Food is Wasted,” “Put Us Out of Business,” and “The Solution is Right in Front of You” to shock audiences into action.



## NO KID HUNGRY

During the school year, many children rely on school programs to access breakfast, lunch, and afterschool meals. But when school is out, many of those meals disappear, making summer the hungriest time for kids and teens. Inflation only compounds this issue. Is on the table with inflated food and fuel costs. During July, OUTFRONT partnered with No Kid Hungry to bring broad awareness to its campaign focused on helping families find locations offering free summer meals for their kids and teens when school is out.



Here are just a few other examples of recent local and national partnerships:

### NATIONAL SPOTLIGHT: I'M NEXT

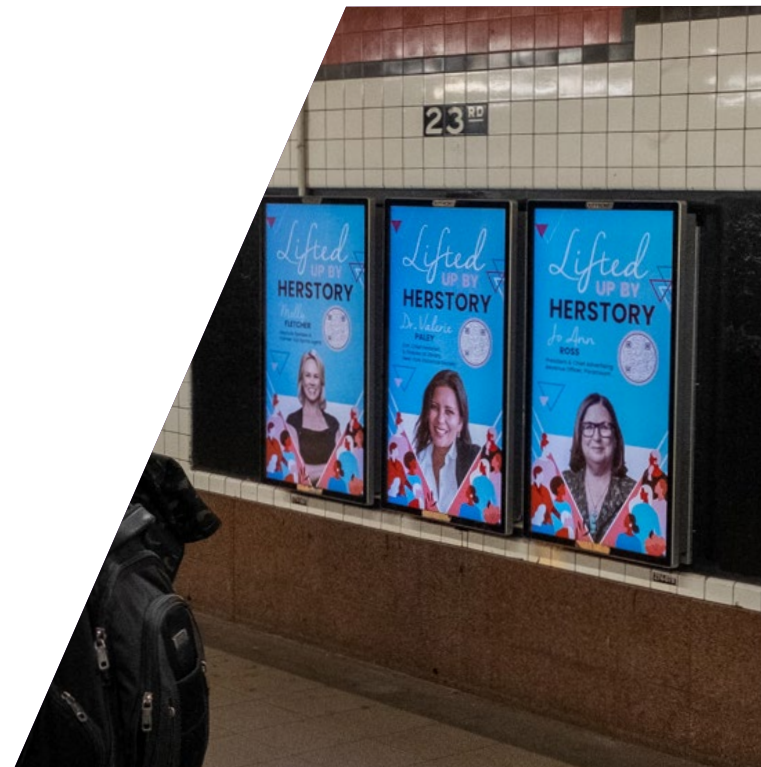
This year's Black History Month campaign we partnered with 100 Black Men of America, Inc. titled "I'm Next," which celebrates and supports black youth and black mentorship across the country. 100 Black Men of America is recognized as the nation's top African American led mentoring organization. For the campaign, OUTFRONT partnered with the organization's chapters across the country to nominate young adults in their local communities to participate in the month-long campaign. The campaign spotlights over 30 Black young adults, ages 9-23, in communities across the country and empowers them to say, "I'm Next."



### NATIONAL SPOTLIGHT: LIFTED UP

This year's Women's History Month campaign highlighted leading women across a diverse spectrum of industries. The campaign titled, Lifted Up, applauds 40 of today's leaders for the impact of their achievements, while also acknowledging those who helped make them possible: the women who came before. This messaging provides positive visual representation for future generations of women while also promoting the importance of female mentorship and support.

OUTFRONT STUDIOS designed the "Lifted Up" campaign that includes each woman's name, career position and photo surrounded by illustrations of diverse women. The presence of a triangle as a framing device around each woman's head references its use as a common symbol for womanhood, subtly speaking to identity, gender equality, and a fair balance between men and women in every aspect of life - social, cultural, and personal.





## NATIONAL SPOTLIGHT: PRIDE PERSONIFIED

OUTFRONT proudly celebrated Pride month by highlighting 19 LGBTQIA+ individuals on out of home assets across the country. With PRIDE Personified, OUTFRONT showcased leaders from industries including Media, Politics, Television, Film, Marketing, Real Estate, Art, Health & Human Service, for their accomplishments in the face of adversity and those who personify the spirit of Pride both professionally and personally.

The campaign creative and concept was designed by the Co-Chair of the “OUT at OUTFRONT” ERG and an OUTFRONT STUDIOS member, Jake Parshall. The PRIDE Personified campaign applauds individuals for their impact in their communities and workplaces. To illustrate this, each LGBTQIA+ individual's photo and occupation is displayed, along with authentically queer, vibrant, and fun designs on the campaign creative.



## NATIONAL SPOTLIGHT: STRENGTH OF OUR RAÍCES

We launched a special out of home campaign celebrating Hispanic Heritage Month entitled “Strength of Our Raíces,” honoring 25 Hispanic and Latinx leaders across a variety of industries. The campaign’s theme was inspired by the idea of roots (“raíces”) and of culture as a foundation for strength and growth. The creative, designed by OUTFRONT’s in-house creative agency, OUTFRONT STUDIOS, includes the words “Strength of our Raíces” and is personalized with each honorees’ name, photograph, and occupation. The bold colors and sun motif, further denote the courage of the Hispanic and Latinx community which the campaign celebrates. The campaign ran for the duration of Hispanic Heritage Month from September 15 to October 15.

The campaign creative ran on digital out of home assets across the country, with emphasis in markets with large Hispanic and Latinx populations.



## NATIONAL SPOTLIGHT: UNITED WITH UKRAINE

Our STUDIOS team produced the “United We Stand With Ukraine” powerful creative that ran in our markets across the country in support of Ukraine.



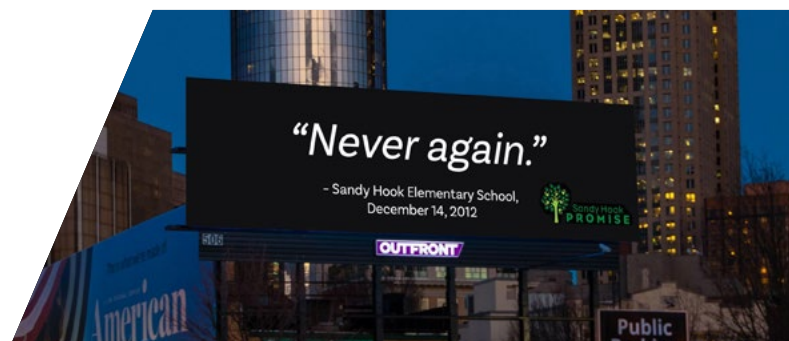
## NATIONAL SPOTLIGHT: CHILD FUND UKRAINE

ChildFund International reached out to us initially for space to share a message that was previously created. Our creative team had a conversation and quickly updated the artwork and ultimately helped drive awareness for the public to donate items for children and families needing relief in Ukraine. We also sent the campaign to the OAAA, who also broadly shared the creative to run on the media of their partners.



## NATIONAL SPOTLIGHT: SANDY HOOK PROMISE

We assisted the organization Sandy Hook Promise to raise awareness about their campaign focusing on warning signs for gun violence. Sandy Hook Promise is offering free programs to local communities focusing on reducing gun violence, particularly in schools.





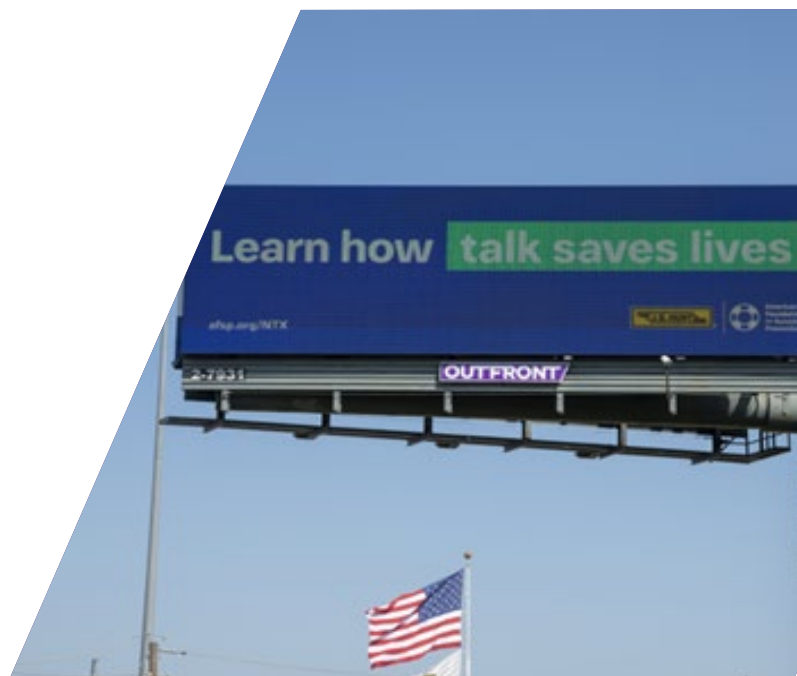
## LOCAL SPOTLIGHT: BEST BUDDIES - SAN FRANCISCO

Best Buddies is the world's largest organization with a global volunteer movement to create opportunities for one-on-one friendships, mentorships, employment, and inclusive living for individuals with intellectual and development disabilities ("IDD"). A well-known organization dedicated to end social isolation of 200 million people with IDD. We provided static bulletin coverage throughout California but in Sacramento, we also provided coverage for a fund raiser, Friendship Walk and Best Buddies was able to raise over \$48,000 for this great cause.



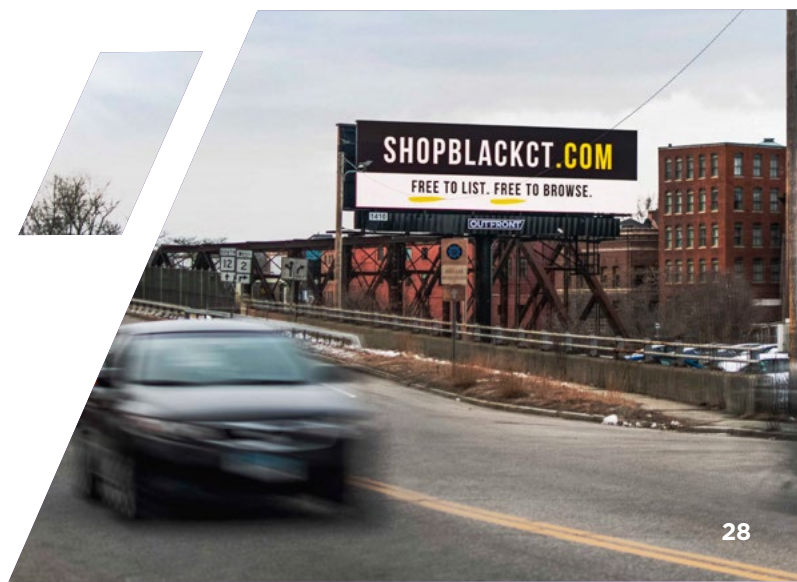
## AMERICAN FOUNDATION FOR SUICIDE PREVENTION - HOUSTON

American Foundation for Suicide Prevention: The grassroots work we do focuses on eliminating the loss of life from suicide by delivering innovative prevention programs, educating the public about risk factors and warning signs, raising funds for suicide research and programs, and reaching out to those individuals who have lost someone to suicide. As a part of AFSP's growing nationwide network of chapters, we bring together people from all backgrounds who want to prevent suicide in our communities. Families and friends who have lost someone to suicide, vulnerable individuals, mental health professionals, clergy, educators, students, community/business leaders, and many others energize our chapter.



## SHOP BLACK - CT

SHOP BLACK CT is a nonprofit organization with the initiative to promote Black-owned businesses in Connecticut. This campaign used billboard advertising to increase event awareness and encourage individuals to consciously choose to shop at Black-owned establishments that help uplift and empower Black entrepreneurs within CT communities.





## ALZHEIMER'S ASSOCIATION - MINNEAPOLIS

The Alzheimer's Association provides no-charge support, education programs, support groups, training, and other resources for people in Minnesota and North Dakota impacted by Alzheimer's disease and other dementias. With Minnesota offices located in Minneapolis, Duluth, Rochester, and St. Cloud, and North Dakota offices in Bismarck, Minot, Fargo, Grand Forks and Maddock, help is never far away. We shared this message to help raise awareness for the organization.



## WHALEY CHILDREN'S CENTER - FLINT

Whaley Children's Center: Whaley Children's Center is a local nonprofit in Flint, MI that provides vital support, care, and love to at-risk foster children. We displayed out of home creative to help encourage the public to mentor a child, donate, and raise awareness for the organization.



## VICTIM RIGHTS LAW CENTER - BOSTON

The Victim Rights Law Center's mission is to provide legal representation to survivors of rape and sexual assault to help rebuild their lives; and to promote a national movement committed to seeking justice for every rape and sexual assault survivor. The organization used billboards to spread awareness of sexual violence and reach survivors seeking help.



## MOMENTS BY OUTFRONT SPOTLIGHT:

### Earth to Art: Visions of Environmental Change

In April of 2022, Moments in Culture presented the content series titled "Earth to Art" which highlighted emerging and established artists whose work in a variety of media shows effects and situations created by environmental climate change.

### Public Displays of Queer Affection

In June of 2022, Moments in Culture celebrated Pride Month with the content series "Public Displays of Queer Affection", highlighting the works of artists from the LGBTQ+ community.

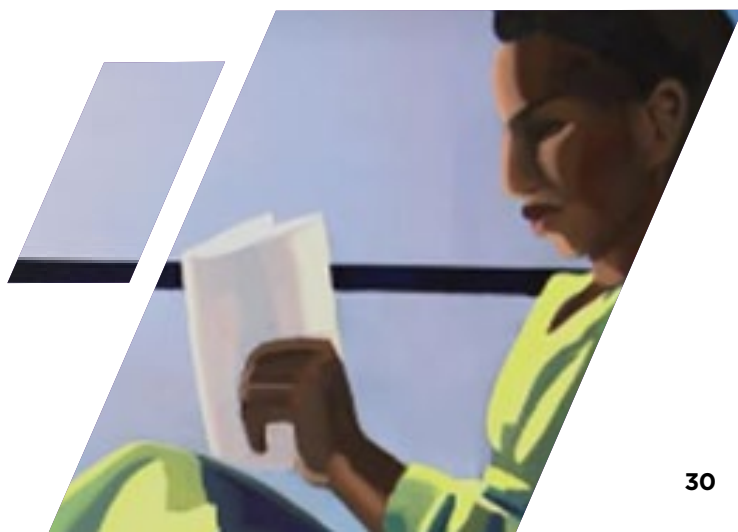


### Vibrant Identities: Paintings by Emerging Black Artists

In October of 2022, Moments in Culture proudly ran the content series titled "Vibrant Identities: Paintings by Emerging Black Artists", which showcased works from up-and-coming black artists and painters.

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## REAL-TIME PUBLIC BENEFIT COMMUNICATION

The flexibility of our real-time digital network allows us to help organizations communicate critical, urgent information to the public in targeted, timely ways. Through partnerships with the Outdoor Advertising Association of America, Centers for Disease Control and Prevention, Federal Bureau of Investigation, Federal Emergency Management Agency, local transit authorities, and more, we are able to deliver emergency information that requires immediate attention such as hurricane evacuation warnings, COVID-19 information, a national manhunt or an AMBER Alert.

## OUTGIVING: COMMUNITY SUPPORT & PHILANTHROPY

In addition to using our advertising platforms for good, each OUTFRONT office works directly with its community to volunteer time to support local causes and provide “Impact Where It Matters”. For its second annual, OUTGIVING provides a way to brand and share our combined local market and individual efforts through community service and donations. In 2022, local partnerships included Bike to Beat Cancer in Louisville, Houston Food Bank, God’s Love We Deliver in NYC, Amp the Cause in Denver, Treasure House in Phoenix, Los Angeles Regional Food Bank, Boys & Girls Club NJ, PENCIL NYC and more. When we talk about our Brand Purpose in helping People, Places and Businesses Grow Stronger this truly was a representation of individual and collective efforts of a team embodying our company values. We are proud to say that as a company during the last two years of OUTGIVING we:

- Fed 2,589 families
- Assembled 5,200 meals
- Donated 2,300 pounds of toys and household items
- Delivered 297 Christmas gifts to children
- Volunteered 1,060+ hours
- Donated over \$10,360

*A glimpse into our OUTGIVING efforts. Our Nashville office participated in Dream Streets and built a new playground for the local community.*







*Our Houston and Los Angeles offices volunteering at their local area food banks.*

## **GIVSLY'S SEASON WITHOUT SWAG**

OUTFRONT participated in Givsly's 2022 Season Without Swag holiday initiative, which gives clients and partners the option to eliminate swag and unwanted holiday gifts and replace it with giving back. The campaign ran throughout Q4 with experiential touch points to provide more meaning at a time that is important for business and communities.

**Total recipients: 350**

**\$3,500 total in donations given to the following organizations:**

- The Farmlink Project
- Climate Neutral
- Black Girl Code





the  
farmlink  
project

# OUR ENVIRONMENTAL FOOTPRINT/

We're committed to continuously improving our environmental performance across our footprint. Our primary focus is on our areas of greatest impact: Energy Use & Emissions, Materials Recycling & Repurposing, and Raising Awareness of Sustainable Causes. In the past year, we have also put a greater focus on selecting suppliers with strong environmental offerings and formed a sustainability committee inclusive of employees across all areas of our business. This group is committed to advancing OUTFRONT's sustainable efforts.

We also intend to measure and assess greenhouse gas ("GHG") emissions from our advertising displays and related assets in the future and in accordance with any final rules promulgated by the U.S. Securities and Exchange Commission.

## ENERGY USE & EMISSIONS

Energy usage is a vital component of our operations. The following are some of the ways we are working to make reductions across the core elements of our operations.

## DISPLAYS

Our biggest area of focus for energy reduction has been converting all outdoor light fixtures to lower wattage LED lighting – yielding a savings of 70 percent in kilowatts per fixture. To date, we have converted approximately more than 73,000 fixtures to LED, and this conversion was completed at the end of 2021.

### ENERGY USE BY THE NUMBERS

- 73,000 fixtures converted to LED
- 53.8M kilowatts in savings per year (based on 2005/2006 baseline)
- 76.79% less energy used per year from conversions

The conversion of static advertising displays to digital has significantly positive environmental impacts on our business. We are in the process of converting many of our static canvases to digital displays. This not only helps save physical advertising material, but also helps reduce fuel emissions and travel time needed from our operations team to transport materials to and from display sites to switch advertisements. When a display is converted to digital, the advertising copy is delivered electronically, eliminating the need for physical copy to be delivered and disposed of. Over the multi-year life of a digital display, the impact on downstream waste can be significant.

At the end of 2022, we had 1,970 digital billboards and 16,076 digital transit and other displays, or 18,046 in total, up 26% from 2021. Together, revenues from these digital displays represented 30% of our company's 2022 revenues, up from 27% in

2021, 22% in 2020, 20% in 2019, and 17% in 2018. Continued digitization is a key priority for us. We plan for our digital displays to be recycled or refurbished, and we are evaluating alternative energy sources that can offset the additional electrical costs of digital, including solar.

We also intend to measure the greenhouse gas ("GHG") emissions from our advertising displays in the future.

## VEHICLE FLEET

Our operations team is constantly on the move, traveling across cities and navigating congested city traffic patterns to update and install new campaigns while also maintaining displays.

We have approximately 675 vehicles across the U.S. and Canada, many of which must accommodate a heavy load from display materials. In 2022, our fleet generated 4,862 metric tons of GHG emissions, a 4.2% decrease from our 2021 emissions. This reduction is partially due to an improvement in fleet fuel efficiency. In 2021, we updated our fleet and switched to more fuel-efficient vehicles. In 2019, light-duty and medium-duty vehicles, which are more fuel-efficient than heavy-duty vehicles, made up approximately 35% of our fleet. In 2022, these comparatively more fuel-efficient light-duty and medium-duty models make up approximately 50% of our fleet. This switch has worked to increase our overall fleet's fuel efficiency by 13%.

This year we engaged Merchants Fleet Inc. to assist in the calculation of our GHG emissions from our vehicle fleet in 2022. To calculate GHG emission from vehicle fleets, we gathered available information regarding the

**TABLE 1. 2020 TO 2022 FLEET GHG EMISSIONS**

DATA CATEGORY	2020	2021	2022	PERCENTAGE CHANGE FROM 2021 TO 2022
U.S. Fleet Emissions (metric tons CO <sub>2</sub> e)	4,129	4,472	4,241	-5.1%
Canada Fleet Emissions (metric tons CO <sub>2</sub> e)	551	606	595	-1.8%
Total Fleet Emissions (metric tons CO <sub>2</sub> e)	<b>4,680</b>	<b>5,078</b>	<b>4,862</b>	<b>-4.3%</b>
<i>1 Consistent with the GHG Gas Protocol, developed by the World Business Council for Sustainable Development ("WBCSD") and World Resources Institute ("WRI"), we used the 100-year global warming potentials ("GWP") for methane (25 100-year GWP) and nitrous oxide (298 100-year GWP). GWPs allow comparisons of the global warming impacts of different gases. Specifically, it is a measure of how much energy the emissions of 1 one ton of a gas will absorb over a given period of time, relative to the emissions of 1 one ton of carbon dioxide. GWPs provide a common unit of measure, which allows analysts to add up emissions estimates of different gases, and compare emissions reduction opportunities across sectors and gases.</i>				

**TABLE 2. 2020 TO 2022 FLEET FUEL ECONOMY**

DATA CATEGORY	2020	2021	2022	PERCENTAGE CHANGE FROM 2021 TO 2022
U.S. Fleet Fuel Economy (mpg)	11.5	12.0	14.2	18.3%
Canada Fleet Fuel Economy (mpg)	12.5	12.6	12.8	1.6%
Average Fleet Fuel Economy (mpg)	<b>11.7</b>	<b>12.1</b>	<b>13.6</b>	<b>12.4%</b>

quantity of fuel consumed by fuel type (e.g., gasoline, diesel), the total miles traveled by vehicle type (e.g., passenger vehicle, light-duty truck, medium-duty truck, heavy-duty truck) and the vehicle model years. Complete data was available for the majority of the fleet.

The GHG footprint of a vehicle fleet is comprised of the following emissions: carbon dioxide ("CO<sub>2</sub>"), methane, and nitrous oxide. For carbon dioxide, emissions are calculated by applying the relevant emission factors to

the fuel consumed by fuel type (e.g., gasoline and diesel). For methane and nitrous oxide, emissions are calculated by applying the relevant emissions factors and GWP to the total miles traveled by vehicle type (e.g., passenger vehicle, light-duty truck, medium duty truck, heavy-duty truck) and vehicle model year. Carbon dioxide, methane, and nitrous oxide emissions were added together to arrive at the total GHG footprint for our vehicle fleet (when these emissions are added together, they are expressed in the unit "CO<sub>2</sub>e," which means carbon dioxide equivalent).

Moving forward, we will continue to focus on fuel economy in our vehicle procurement decisions, including through the purchase and use of electric vehicles in certain instances. In 2022 we purchased 1 Electric cargo van and 10 electric light duty pick-up trucks from our fleet management company Merchants Fleet and have these vehicles in daily service in New York, Miami, Boston, Los Angeles and New Jersey. As vehicle model and year only play a partial role in fuel economy, we also promote more fuel-efficient driving behavior and vehicle maintenance schedules. We installed telematics along with in-vehicle cameras beginning in 2022 in all our company vehicles that monitor vehicle speed and idling time, resulting in more efficient braking and acceleration. We recognize the impact that our vehicles have on the environment, and we are seeking to minimize the amount of travel for our operations team. We will closely analyze how we schedule jobs, streamline to create greater efficiencies, and reduce travel time between sites.

## TRANSIT SYSTEMS

We are the largest operator of transit system advertising in the U.S., including bus, rail,

subway, and bike shares. Our advertising on these systems helps municipalities across the country fund and support these vital public resources, enabling millions of daily commuters to reach their destinations for work or school – and thereby eliminating significant amounts of GHG emissions.

## OUR FACILITIES

We are also furthering efforts to reduce energy use across our 90+ facilities. We converted our major office locations to LED lighting which has led to an overall reduction in energy consumption. We also recently installed solar panels on one of our major office locations, offsetting nearly 90% of the facility's total energy usage. We continue to evaluate our other office locations for potential solar opportunities.

Our employees have embraced making sustainability a key part of our workplace culture through various site-based initiatives. In 2018, we launched OUTFRONT Goes Green, an initiative to replace all single-use plastic in our kitchens with permanent cutlery, dishes and glassware.





## WHAT'S NEXT

As our reduction efforts continue, our next step to better manage and evolve our energy use is to measure and assess GHG emissions from our advertising displays and related assets in accordance with any final rules promulgated by the U.S. Securities and Exchange Commission. The OUTFRONT ESG Committee will be able to use the data from this analysis to make better decisions about how we can make the most strategic investments to evolve our operations.

## MATERIALS RECYCLING & REPURPOSING

We are committed to extending the lifecycle of our materials where possible while minimizing our material impact. After a display comes down, the polyethylene ("PE") and polyvinylchloride ("PVC") material is either reused or recycled. Our PE product is fully recycled through a third party who shreds, blends and densifies it into small pellets, which ultimately become raw material for other products. Our used PVC product is fully repurposed through vendors and is converted to coverings, tarping and new consumer products.

## PVC REPURPOSING

We have an ongoing partnership with RAREFORM, a California-based company that supports our efforts to repurpose our used PVC displays, turning them into consumer products such as tote bags, backpacks, wallets and surfboard bags. Additionally, we partner with a company called Sky Group, who takes the whole substrate and sells it to farmers, and other large use companies as ground liners and flooring. In 2022, we delivered 1,900,000 pounds of expired PVC billboard advertisements to Rareform. Approximately 90% of our vinyl is sent to RAREFORM and 10% is sent to Sky Group for repurposing.

## ELECTRONIC RECYCLING ASSOCIATION (ERA)

We have an ongoing partnership with the ERA, a national Canadian non-profit organization, to recycle and repurpose our defective electronic devices and digital screens, turning them into reliable technology for charities across the country.



## **SUSTAINABLE SUPPLY CHAIN**

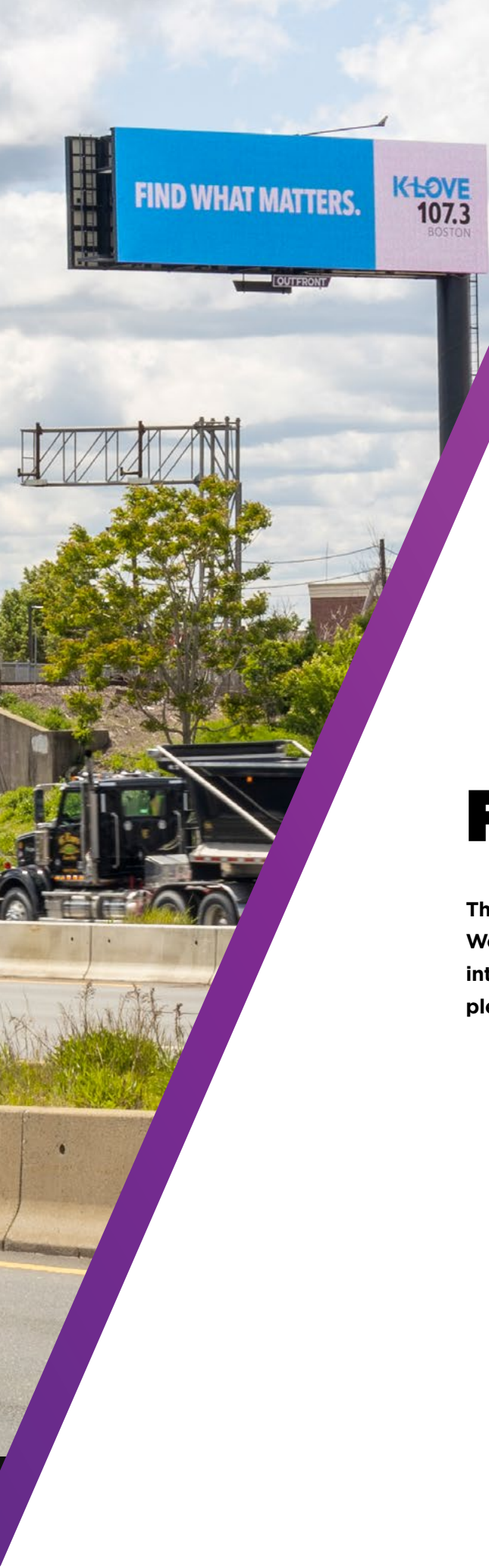
**We are working with suppliers to ensure sustainable sourcing of non-hazardous yet weather-resistant materials for billboards and other outdoor media, including using non-hazardous, vegetable-based posting glue that is biodegradable. We also work with industry partners to recycle vinyl and plastic advertisement materials, scrap aluminum and other materials that in the past would have been hauled off to a landfill. Recycling, reusing, and reducing benefits both the environment and the economy, and a sustainable supply chain is also more reliable in the long run.**

## **RAISING AWARENESS OF SUSTAINABLE CAUSES**

**As a media company, we believe we are uniquely positioned to promote various sustainability organizations and their causes through the mass reach of our out-of-home inventory. In late 2022, we began identifying organizations involved in important sustainability causes, and then promoting their work through our nationwide network of digital billboards. Our first awareness campaigns for the United Nation's World Environment Day, WildAid's The Environment Excuse, and Oceana's World Oceans Day were launched in 2023.**

**We are committed to continuous improvement and reducing our environmental impact as a large component of that. While we remain in the early stages of our sustainability journey, we have made considerable strides in addressing and managing our impacts and are eager for the progress we'll continue to make in the future.**





# FEEDBACK /

Thank you for taking the time to review our annual ESG Report. We welcome feedback as we continue to define our ESG strategy into the future. For any questions or additional information, please email [ESG@outfront.com](mailto:ESG@outfront.com).



## **CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS**

We have made statements in this document that are forward-looking statements within the meaning of the federal securities laws, including the Private Securities Litigation Reform Act of 1995. You can identify forward-looking statements by the use of forward-looking terminology such as “believes,” “expects,” “could,” “would,” “may,” “might,” “will,” “should,” “seeks,” “likely,” “intends,” “plans,” “projects,” “predicts,” “estimates,” “forecast” or “anticipates” or the negative of these words and phrases or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. You can also identify forward-looking statements by discussions of strategy, plans or intentions related to our capital resources, portfolio performance and results of operations. Forward-looking statements involve numerous risks and uncertainties and you should not rely on them as predictions of future events. Forward-looking statements depend on assumptions, data or methods that may be incorrect or imprecise and may not be able to be realized. We do not guarantee that the transactions and events described will happen as described (or that they will happen at all). The following factors, among others, could cause actual results and future events to differ materially from those set forth or contemplated in the forward-looking statements: declines in advertising and general economic conditions, including the current heightened levels of inflation; the severity and duration of pandemics, and the impact on our business, financial condition and results of operations; competition; government regulation; our ability to implement our digital display platform and deploy digital advertising displays to our transit franchise partners; losses and costs resulting from recalls and product liability, warranty and intellectual property claims; our ability to obtain and renew key municipal contracts on favorable terms; taxes, fees and registration requirements; decreased government compensation for the removal of lawful billboards; content-based restrictions on outdoor advertising; seasonal variations; acquisitions and other strategic transactions that we may pursue could have a negative effect on our results of operations; dependence on our management team and other key employees; diverse risks in our Canadian business; experiencing a cybersecurity incident;

changes in regulations and consumer concerns regarding privacy, information security and data, or any failure or perceived failure to comply with these regulations or our internal policies; asset impairment charges for our long-lived assets and goodwill; environmental, health and safety laws and regulations; expectations relating to environmental, social and governance considerations; our substantial indebtedness; restrictions in the agreements governing our indebtedness; incurrence of additional debt; interest rate risk exposure from our variable-rate indebtedness; our ability to generate cash to service our indebtedness; cash available for distributions; hedging transactions; the ability of our board of directors to cause us to issue additional shares of stock without common stockholder approval; certain provisions of Maryland law may limit the ability of a third party to acquire control of us; our rights and the rights of our stockholders to take action against our directors and officers are limited; our failure to remain qualified to be taxed as a real estate investment trust (“REIT”); REIT distribution requirements; availability of external sources of capital; we may face other tax liabilities even if we remain qualified to be taxed as a REIT; complying with REIT requirements may cause us to liquidate investments or forgo otherwise attractive investments or business opportunities; our ability to contribute certain contracts to a taxable REIT subsidiary (“TRS”); our planned use of TRSs may cause us to fail to remain qualified to be taxed as a REIT; REIT ownership limits; complying with REIT requirements may limit our ability to hedge effectively; failure to meet the REIT income tests as a result of receiving non-qualifying income; the Internal Revenue Service may deem the gains from sales of our outdoor advertising assets to be subject to a 100% prohibited transaction tax; and establishing operating partnerships as part of our REIT structure; and other factors described in our filings with the Securities and Exchange Commission (the “SEC”), including but not limited to the section entitled “Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2022, filed with the SEC on February 23, 2023. All forward-looking statements in this document apply as of the date of this document or as of the date they were made and, except as required by applicable law, we disclaim any obligation to publicly update or revise any forward-looking statement to reflect changes in underlying assumptions or factors of new information, data or methods, future events or other changes.



**OUTFRONT/**