

The Journalistic Constitution

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Preamble

„The success of an idea is determined not by a company's size, but by its innovative spirit. This is especially true in the realm of the media, where all growth is the product of continuous interaction between creativity and a profound understanding of technology. Just as we perfected the art of printing in the last century, today we must master digital media channels and drive the ongoing development of our business models.

The transformation of the publishing activities that our family bequeaths through the generations begins with the proximity to people that we create with our media. Fundamental to this is a clear journalistic stance, paired with entrepreneurial courage and journalistic curiosity – curiosity about the next round of changes that technology will bring. In this way, the future is

constantly being built on the sound foundations of the past, guided by a keen awareness of the need for responsibility in publishing.

That is why it is so important for us as a family that we document this journalistic stance for the publishing sections of our Group's diverse businesses. This journalistic constitution also encapsulates how we view the world as a family and as a company: respectfully and mindfully, with our sights set constructively and optimistically on the future.“



Dr Hubert Burda

Our publishing philosophy

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Our publishing philosophy

Hubert Burda Media is an innovative media organization that evolved out of a publishing house over the course of decades. Burda sees itself as part of the unique diversity of the publishing sector that is rooted in Article 5 of Germany's Basic Law, i.e. its constitution, and has flourished since 1949. With its journalistic media brands, the family-owned company Burda is now part of the **lives of millions of people** and has therefore come to epitomise the cultural diversity of Europe's pluralistic societies.

There is a definite correlation between the health of a country's free press and the degree of freedom that its people enjoy.

As an independent media company, Burda is mindful of the social and political **responsibilities of a free press**. The company and its shareholders embrace this obligation now and will continue to do so in the future.

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The esteem enjoyed by the work of the editorial staff continues to be strong during the current fourth generation of the Burda publishing family. Burda sees it as a responsibility of the free, independent press to stand up for liberty in society and the state, and to champion **free speech** and lifestyle diversity. That has applied particularly during times of crisis in the German republic's history, periods in which the social consensus, and with it social stability, have been eroded.

Under the constitution, the free press has a mandate to counteract emerging fissures in society – by contributing dependable information and good journalism.

In line with the Burda publishing family's traditions, the company takes an optimistic, curious and solution-oriented approach to the future.

In the early 1990s, Burda implemented this constructive outlook to become one of the first European publishing companies to recognize the **digital transformation of the media industry** as an opportunity and use that in entrepreneurial and innovative ways. Digitalization enables Hubert Burda Media to develop new media products and build new relationships with consumers. Today, Burda publishes its content in media- and technology-neutral formats – creating unique bonds to its readers, users and customers. This has become a cornerstone of Burda's commercial success today, and it will remain a key factor tomorrow.

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Independent of technological changes, **journalistic content is the starting point for value creation** in the major part of Hubert Burda Media's operations.

The publishing family has made it its mission to support people in Germany and other parts of Europe by providing reliable information that helps them make the decisions that are right for them. This applies across an array of contexts such as politics, society, employment and people's personal realms. The Group's journalistic credo of neutrality is discernible in each of these: Burda informs people impartially through its journalists, without pursuing political or economic agendas.

The Group's publishing mindset has always embraced a deep respect for people. This explains why Burda has established such **close connections to people** through its brands and informative, entertaining content.

Burda stands for journalistic and cultural diversity, both in society and in its media. With its extensive palette, Burda covers almost every facet of life: society and politics, finance and business, gardening and the home, entertainment, fashion, health, beauty, technology, the culinary arts and children's publications. This wide-ranging offer reflects the diversity of both readers' interests and of society as a whole.

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Our journalists understand the needs, wishes, hopes and concerns of their respective target groups, and their aspiration is to satisfy these **diverse needs** – not by condescendingly lecturing or preaching at them, but by treating them as equals, and communicating clearly, objectively and with a virtuoso dash of fun and passion for their subjects.

As everyday companions, Burda's media offerings slot intuitively into people's lives and provide information about things they find relevant. The journalists and editors provide orientation in a world where personal uncertainty is growing apace with the proliferation of information, not to mention the increases in manipulative and manipulated content on social networks. It is this that distinguishes Burda's journalistic output and profile.

Our editorial guidelines

I. Independence

The freedom of journalistic work begins with the independence of editorial staff from political and economic influences.

To facilitate free debate in the public realm, they report neutrally and through the prism of a fair-minded, constructive worldview.

II. Diligence

Burda stands for objective reporting and meticulously researched journalism.

During the course of the research, all information is reviewed for its accuracy and published without distortion. All Burda journalists undertake to comply with the German Press Code in their work

III. Respect

Burda is tolerant and cosmopolitan,
and respects the diversity of lifestyles
in modern societies.

Nobody faces discrimination on grounds of their origin,
gender, skin colour, religion or sexual orientation. In the
reporting, the respect shown to both protagonists and
sources is absolute.

IV. Constructiveness

In its publications Burda looks constructively and optimistically into the future.

Our journalists not only address problems and challenges. They complement critical perspectives with positive impulses, fresh approaches and potentially groundbreaking solutions for society

V. Trust

Burda's greatest strength is people's faith in the credibility and reliability of its media brands.

In order to honour this trust, editorial control is always exercised by human beings rather than technologies.

VI. Sustainability

As a journalistic and production company, Burda has dual responsibilities towards the challenge of climate change, and is passionately committed to protecting both the environment and the planet's climate.

With well-substantiated information, the editors and journalists facilitate a heightened social awareness of the ecological hurdles facing humanity. Burda is leading by example, acting sustainably and conserving resources.

VII. Innovation

Burda stands for innovative entrepreneurship, responsible progress, and a working environment in which enthusiasm for experimentation can thrive.

Editors contribute their own ideas for journalistic formats, familiarize themselves with new technologies, and consistently open up new channels to their target groups. Understanding and mastering new technologies lies in the company's DNA.

VIII. Proximity

Good journalism is the product of creative people, and Burda as a company also owes its cohesion to human bonds and family values.

This entails looking out for each other, providing mutual help, and fostering personal responsibility and self-expression. Burda invests in the professional development and qualification of both its employees and their talents, which it regards as the company's most important asset. Thus it trains young journalists to embrace the spirit of a family business at the Burda School of Journalism.

Responsible on behalf of the Executive Board:
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