

# Our material definitions explained

## MATERIALITY ASSESSMENT

ESG AREA	MATERIAL ISSUE	DEFINITION OF TOPICS	
 OUR ENVIRONMENT	1 Climate	Reducing greenhouse gas emissions in our own business as well as influencing the wider automotive ecosystem. Mitigating the effects of long-term changes in the Earth's climate on Auto Trader's business.	
	2 Data privacy and security	Ensuring the safe collection, retention and use of confidential data of our retailers, consumers and employees. As well as safeguarding against data breaches and cyber crime.	
 OUR PEOPLE & COMMUNITIES	3 Employee wellbeing, engagement and safety	Maintaining high levels of employee satisfaction; supporting positive health and wellbeing.	
	4 Product innovation	Continuously improve products and services to maintain our competitive edge.	
	5 Customer satisfaction	Making sure our customers are happy using Auto Trader's products and services.	
	6 Pricing fairness	Delivering value for money to our customers.	
	7 Investment in talent	Promote professional and personal growth to attract, develop, retain and reward top talent.	
	8 Advocacy	Partnering with industry bodies and lobbying government to shape legislation affecting the future of our industries.	
	9 Making a difference to our local communities and industries	Partnering with charities, community groups and industry bodies to support their work through fundraising, volunteering and other projects.	
	10 Diversity and inclusion	Nurture an inclusive company culture and enrich our workforce with diverse individuals across all levels of our organisation from the Board, leadership team and throughout our wider business, but also throughout the automotive and technology industries.	
	 OUR GOVERNANCE & COMPLIANCE	11 Driving transparency	Ensuring adverts describe vehicles accurately, the price/finance offer is clear and we are mitigating fraud risk.
		12 Digital infrastructure	Maintaining a strong digital infrastructure to withstand risks and futureproof the business.
13 Responsible supply chain		Proactively seek suppliers who share our passion for community engagement and promoting diversity and inclusion within their own cultures and supply chains.	
14 Responsible tax strategy and total tax contribution		Complying with tax laws and regulations to pay the right amount of tax at the right time.	
15 Corporate governance		Having a well governed business, and disclosing information to all stakeholders in a transparent and balanced way.	
16 Ethics and integrity		Acting ethically and with integrity; working against corruption, bribery and fraud.	
17 Remuneration		Ensuring remuneration is based solely on skills, behaviours and contribution and not any other factor for all colleagues, Board members and the leadership team.	