

Our material definitions explained



MATERIAL ISSUE DEFINITION OF TOPICS

THE ENVIRONMENT

REDUCING OUR ENVIRONMENTAL IMPACT Reduce greenhouse gas emissions in our own activities and along our value chain. Managing the risks and opportunities arising as a result of climate change, thereby protecting our business from its impact and exploring the relevant opportunities. Supporting the automotive and technology industries in the transition to a low carbon economy.

BIODIVERSITY Identifying and monitoring negative and positive impacts on biodiversity in Auto Trader's operations and value chain. Contributing to the conservation of natural resources and ensuring sustainable development through Auto Trader's day-to-day operations.



OUR PEOPLE & COMMUNITIES

CUSTOMER SATISFACTION Ensuring we are delivering pricing fairness for our products and services for all customers.

Being committed to providing customers with value-adding products and services designed to meet their needs, in a sustainable and responsible way.

DRIVING TRUST AND TRANSPARENCY Providing a marketplace and platform that are relevant, reliable and fair and ensuring that adverts and product information displayed on Auto Trader are accurate, genuine and transparent.

Ensuring we always treat our customers and consumers fairly in order to maintain the trust that is placed in our brand.

DIVERSITY & INCLUSION Nurturing an inclusive company culture and enriching our workforce with diverse individuals across all levels of our organisation and supporting relevant initiatives throughout the automotive and technology industries.

COMMUNITY IMPACT Leveraging the Auto Trader employee networks to support our local communities. This includes charitable giving, strategic partnerships, and/or volunteering programmes to foster inclusion, social mobility and digital inclusion and tackle community issues.

HUMAN RIGHTS AND LABOUR PRACTICES IN OUR SUPPLY CHAIN Upholding and protecting human rights in our own operations as well as the extended supply chain. This includes working with suppliers to eliminate modern slavery and promote human rights, due diligence and fair terms and conditions.

INVESTMENT IN TALENT Promoting professional and personal growth to attract, develop, retain and reward the best talent. This includes investing in suitable training which supports aspirations for career progression and ensuring remuneration is fair across all levels of our organisation.

HEALTH, SAFETY & WELLBEING Providing a secure, safe and healthy environment for our colleagues that supports positive wellbeing and mental, physical and financial health.

WORKPLACE CULTURE & EMPLOYEE ENGAGEMENT Maintaining an inclusive workplace culture, enabling a healthy work life balance, with high levels of employee engagement where colleagues are proud to work for Auto Trader.

GOVERNMENT AFFAIRS AND LOBBYING Partnering with industry bodies and lobbying government to shape legislation affecting the future of our industries.



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OUR GOVERNANCE & COMPLIANCE

AI IN THE DIGITAL WORKPLACE Ensuring that Auto Trader colleagues are able to take advantage of the rapidly-commoditising space of AI productivity tools, whilst proceeding with caution and limiting the unrestricted use of tools like Large Language Models (LLMs). Generative AI techniques must be adopted carefully and appropriately to avoid potential regulatory, compliance, or social issues.

AI IN PRODUCTS Considering ethical issues that may arise specifically with the use of AI techniques in Auto Trader products. Care must be taken to ensure that biases within algorithms are reduced and data is used to support positive environmental and social outcomes.

DATA PRIVACY Managing and mitigating risks related to the use of customer, consumer and employee data and the collection, retention, and use of sensitive, confidential user data. Safeguarding against data breaches.

DIGITAL INFRASTRUCTURE & CYBER SECURITY Maintaining a strong digital infrastructure to withstand risks and futureproof the business. Anticipating and protecting against threats to the security of our systems and our customers from cybercrime, fraud and unauthorised exploitation of our systems, networks and technologies.

ETHICS, INTEGRITY & BUSINESS CONDUCT Acting ethically and with integrity; working against corruption, bribery and fraud. Upholding Auto Trader's values and behaviours that guide and underpin our culture and are core to our success. Maintaining a commitment to ethical, responsible, and transparent business practices.

COMPLIANCE WITH LEGISLATION, REGULATIONS & CODES OF PRACTICE Ensuring that Auto Trader complies with all applicable corporate laws, regulations, codes of practice, as well as applicable tax laws, across all our activities and companies.

CORPORATE GOVERNANCE Having a well governed business, and disclosing information to all stakeholders in a transparent and balanced way. Ensuring that Auto Trader has the appropriate mechanisms and procedures in place concerning the Group's internal control, supervision, reporting and decision-making system. This also includes ensuring that there are sufficient governance mechanisms in place to manage and assess our ESG strategy and progress.

RISK MANAGEMENT Ensuring our strategy and operations are in line with our principal risks and continually assessing our approach to risk to ensure the evolving risk landscape is captured.