

Working responsibly

Driving positive change

Working responsibly is central to our purpose and strategy. We are committed to doing business the right way, acting with integrity, and measuring and reporting transparently to drive meaningful change across the industry.

Our ESG strategy focuses on the issues most material to our business whilst considering the expectations of our stakeholders. It reflects our wider impacts beyond financial performance, considering the environment, our people and society, and strong/effective governance. Our ESG activity is focused

on doing business responsibly and, as the UK's largest automotive platform, helping to create a more accessible, equitable and sustainable future over the long term.

We track progress through our cultural KPIs (see page 19).

Our ESG strategy is underpinned by our purpose, Driving Change Together. Responsibly



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Our materiality assessment

In order to remain successful in the long term, an understanding of our most material ESG topics is essential to inform Company strategy, targets and reporting. Our most recent materiality assessment was conducted in 2025, taking a financial materiality approach to our assessment.

ESG factors of material importance to our business were identified and assessed, taking into consideration risks, opportunities and potential financial impact on the Group's cash flow before any mitigating actions. To help inform our assessment, we sought feedback from our stakeholder groups on which ESG factors they consider most important with regards to Autotrader.



OUR MATERIAL ESG ISSUES

THE ENVIRONMENT

- 1 Reducing our environmental impact
- 2 Biodiversity

OUR PEOPLE & COMMUNITIES

- 3 Customer satisfaction
- 4 Driving trust and transparency
- 5 Diversity and inclusion
- 6 Community impact
- 7 Human rights and labour practices in our supply chain
- 8 Investment in talent
- 9 Health, safety and wellbeing
- 10 Workplace culture and employee engagement
- 11 Government affairs and lobbying

OUR GOVERNANCE & COMPLIANCE

- 12 Artificial intelligence in the digital workplace
- 13 Artificial intelligence in products
- 14 Data privacy
- 15 Digital infrastructure and cyber security
- 16 Ethics, integrity and business conduct
- 17 Compliance with legislation, regulations and codes of practice
- 18 Corporate governance
- 19 Risk management

Want to know how we define each material issue? Head online: plc.autotrader.co.uk/esg