

## Environmental, Social & Governance (ESG) Policy

### Purpose

The purpose of this policy is to define the Company's commitment to responsible and sustainable practices that create long-term value for shareholders, employees, audiences, and society. As a leading broadcaster, the Company recognizes its unique influence in shaping culture, informing the public, and contributing to national progress.

This policy outlines the principles by which the Company manages its environmental footprint, social impact, and governance responsibilities in line with emerging regulatory expectations and global best practices.

### Environmental Responsibility

The Company acknowledges that broadcasting and media operations, though not resource-intensive like manufacturing, still carry environmental impacts. The Company will therefore:

- Seek opportunities to reduce energy consumption in offices, studios, and digital platforms.
- Encourage responsible use of resources, including electricity, water, and paper.
- Adopt digital transformation to reduce reliance on physical media and minimize waste.
- Support awareness content on environmental sustainability for public education.

### Social Responsibility

Being in media entertainment, the Company has a direct connection with society and audiences. The Company will:

- Promote diversity, equity, and inclusion across all levels of the workforce.
- Provide employees with a safe, respectful, and harassment-free workplace.
- Encourage professional development through fair opportunities for training and growth.
- Use its platforms to responsibly highlight social issues, foster cultural understanding, and promote positive national identity.
- Support charitable and community initiatives, especially in education, health, and digital literacy.

HUM NETWORK LIMITED

Karachi Office  
Building No. 10/11, Hassan Ali Street,  
Off. I.I. Chundrigar Road, Karachi-74000.  
UAN : 111-486-111  
Fax : +92 21-3262 8840

Lahore Office  
24-A,  
Masson Road,  
Lahore.  
Ph: +92-42-36312501-3

Islamabad Office  
Plot # 2A, Sector G-6/1-1  
Khayaban-e-Suhrwardy Road,  
Aabpara, Islamabad.  
Ph : +92-51-8777000

[www.humnetwork.tv](http://www.humnetwork.tv)



## Governance Responsibility

Strong governance underpins trust and sustainable performance. The Company will:

- Maintain a Board structure that ensures independence, accountability, and diversity in line with applicable laws.
- Embed ESG considerations into strategic decision-making and risk management processes.
- Uphold transparency and timely disclosure of financial and non-financial information, including ESG commitments.
- Comply with all applicable laws, regulations, and listing requirements of the Pakistan Stock Exchange (PSX) and SECP.
- Safeguard the rights of shareholders, including minority investors, and promote fair business conduct.

## Implementation and Oversight

- The Board of Directors will provide oversight of ESG matters and periodically review this policy.
- Senior management will be responsible for integrating ESG principles into operations, programming, and workplace culture.
- The Company will monitor progress through internal reviews and align reporting with evolving ESG disclosure requirements.

## Review

This policy shall be reviewed at least once every two years, or earlier if required due to regulatory changes or the Company's business evolution.



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