



Daily Mail and General Trust plc
Corporate Responsibility Report 2005

About the Group

500+ The number of companies included within DMGT. Their activities range from newspaper, information and business publishing to exhibitions, television and radio.

18,000+ The number of people DMGT employs in offices across the world including Europe, the Far East, Australia, India and North America.

£29m The amount charity appeals run by Associated Newspapers publications have raised in the past five years.

£902,000 The amount of charitable donations made by the Group in 2003/2004.

98% The amount of virgin fibre products sourced from managed forests. DMGT requires that the forests are certified either by the Forest Stewardship Council or the Pan European Forestry Commission.

100% All production paper waste is recycled. More than half of office paper waste at our headquarters is recycled.

50% The increased operating profit of DMG Information in 2004. The success of Risk Management Solutions, the world's leading provider of products and services for the management of catastrophe risks, has contributed to making DMG Information the fastest growing division in the Group.

300+ The number of exhibitions organised by dmgt world media and its partners in a year.



DMGT entered the FTSE4Good index in 2004. This is a listing of corporate responsibility standards in the UK.

Message from the Chairman



DMGT is one of the largest and most successful media companies in the UK, employing more than 18,000 people in Britain and around the world. Its divisions span areas as diverse as national and regional newspapers, information and business publishing, exhibitions, television and radio.

We have long been aware that good relations with our employees, suppliers, and especially our communities of readers and listeners are an important part of our development and that increased social awareness is a practical and moral responsibility.

One of our strengths has been the policy to devolve control to each of our divisions for the high standards of corporate responsibility they are expected to meet. The individuals within those companies give a great deal to the communities they serve at local and national levels and have a strong history of support for good causes and campaigns.

Each division is charged with a responsibility to minimise the impacts of business on the environment, and to ensure proper support for the people who are central to the success of the Company. DMGT is rightly proud of its commitment to the people who help make the Group a success.

However, we are not complacent and there is an absolute commitment to do more to fulfil the social and environmental targets we are setting for the years ahead. With this in mind we expect to produce a brochure on a regular basis, with a summary in each Annual Report. Given the quality of people we have working with us, I am confident that we are well equipped to meet future challenges.

A handwritten signature in black ink that reads "Rothermere." The signature is written in a cursive, flowing style.

Lord Rothermere
Chairman

October 2005



Sustainable forests

DMGT and the environment

As a media company trading in ideas, the environmental impact of most of our divisions is relatively low. In our print divisions we are committed to cutting waste and to sourcing paper from responsible companies. We believe this is a social imperative that also makes sound business sense.

Taking more care at every level

Increased environmental awareness is influencing all major projects and is also driving a range of micro initiatives in our daily working.

DMGT recognises that change to production processes should also be supported at an individual level with greater personal awareness of environmental issues, and the ability for all to make a contribution to improvement. New methods of internal recycling and energy saving are being introduced.

The main area in which there is environmental impact is in the production and printing of our newspapers and magazines that are distributed around the world. The use of energy, newsprint, ink and printing plates, water and waste disposal have cost implications and are managed for reasons of good business sense as well as to reduce our environmental impacts.

The seriousness with which the Group takes this issue is expressed by Finance Director Peter Williams: "We recognise that our businesses have an impact on the environment through our printing operations, offices, transport and other activities. We are committed to ensuring that, where practical, any adverse impact on the environment from our activities will be minimised."

DMGT has two divisions which own printing operations: Associated Newspapers, which owns the Group's largest printing works (Harmsworth Quays), and Northcliffe Newspapers, which owns ten printing centres in the UK and two in Hungary.

In these print operations the key environmental impacts are waste generation (particularly in newsprint); energy use and paper purchasing.

All of our printing centres have introduced formal environmental management practices.

Harmsworth Quays, the print and distribution centre at Surrey Quays in London, is the world's most advanced flexographic production plant, producing no-rub-off newspapers with superior black and white detail and sparkling colour. High environmental standards have been attained here through the installation of new printing presses over

the last few years. The centre continues to look for improvements through various working groups. These investigate, for example, how to minimise waste, improve efficiency of ink use and reduce energy use in the buildings.

Harmsworth Quays has established targets for energy reduction under the UK government's climate change agreement process.

At Northcliffe Newspapers, there is a company-wide contract for the collection and disposal of waste paper, waste newsprint, blanket wash and waste inks. One hundred per cent of production paper waste is recycled. Used aluminium printing plates are also sent for recycling. An environmental review has been undertaken by the waste contractor and reports provided to each printing centre.

Opportunities for recycling are continually evolving. An option for recycling a card/wax combination waste has been identified, resulting in further reductions in waste streams going to landfill, reduced waste disposal costs and a new income stream.

Northcliffe Newspapers is making strides to cut water use in its printing operations following a study of water use undertaken in 2004. As a result, the company has cut its water requirements by 18 per cent since 2003.

Eighty-five per cent of the printing presses use Computer to Plate (CTP) processes. The environmental benefits of this system are improvements in the use of ink, plates and paper and a reduction in the chemicals used during photographic processes. Digital photography is used in an increasing number of the printing centres. In addition, the IT equipment at Northcliffe Newspapers printing centres is either collected and recycled if reusable, or is collected and disposed of by licensed waste management companies.

Targets for waste paper are set for each product printed. This percentage varies according to certain criteria, such as the numbers of copies required and edition changes. Actual waste volumes are compared against budgeted levels, with

'We recognise that our businesses have an impact on the environment. We are committed to ensuring any adverse impact from our activities will be minimised.'

the results provided for monthly review at the appropriate board meeting level.

Newsprint production waste efficiency has remained relatively consistent in recent years. The trend to increase the number of colour pages printed results in more waste production because greater numbers of runs are required to achieve the appropriate print quality. This makes overall gains in newsprint waste reductions difficult to achieve and this is an area of continuing focus.

All paper used internally for printers and photocopiers at our headquarters is sourced under strict quality, environmental and ethical codes applied to products and suppliers. No products are sourced from countries where there is a lack of environmental control or poor labour practices. More than half of the paper waste at our headquarters is recycled, and a range of new initiatives is being introduced. For example, in the process of replacing some 85,000 carpet tiles which previously would have gone to landfill sites, the tiles are now recycled by a company that aims to improve the quality of life for the disadvantaged.

How we buy paper

One of DMGT's largest purchases is newsprint. As a company, we are aware of the responsibility we have along the supply chain and we have effective guidelines for all the paper that we buy.

DMGT's central Newsprint Committee buys paper for all the Group's newspaper operations. This allows us to review the environmental credentials of paper suppliers and the sourcing of their products. Newsprint comprises a significant proportion of recycled paper, with recycled newspaper making up 75.5 per cent of the raw material for UK newspapers in 2004.

Where virgin fibres are used to make paper,

DMGT requires that the forests are certified either by the Forest Stewardship Council or the Pan European Forestry Commission. These bodies run schemes which provide credible guarantees that paper comes from well-managed forests. DMGT sources its paper from European mills, most of which hold the environmental management standard ISO 14001. Ninety-eight per cent of virgin fibre products are sourced from managed forests.

Setting new standards

Northcliffe Newspapers' Plymouth print centre achieved environmental quality standard ISO 14001 in 2004. The plant has developed a number of good practices.

All print processes and their impact on the environment have been identified and objectives set to mitigate the impacts. An environmental management manual was created that formalises the procedures for employee training. Waste targets include increasing recycling to reduce the waste going to landfill and the use of a compactor to condense that being sent to landfill; and targets to set energy reduction to comply with the government's Climate Change Levy Agreement.

In addition, a set of ten procedures has been documented to cover all aspects of environmental management. Internal auditors have been trained to carry out a series of checks to review these procedures.

Management reviews take place regularly to discuss, regulate and make improvements to the environmental management system. Continuous training is given to all staff.

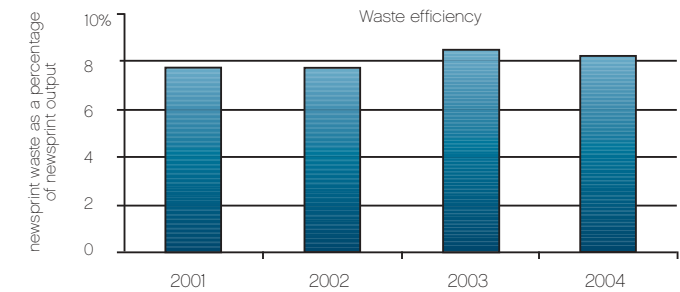
Recent achievements include reduced transport deliveries through the installation of 5-tonne coloured ink tanks to replace the 1-tonne silos being delivered every week. This has reduced deliveries from 50 to ten a year.

Environmental performance at DMGT's printing plants

Production efficiencies 2001 to 2004, based on output of newsprint.

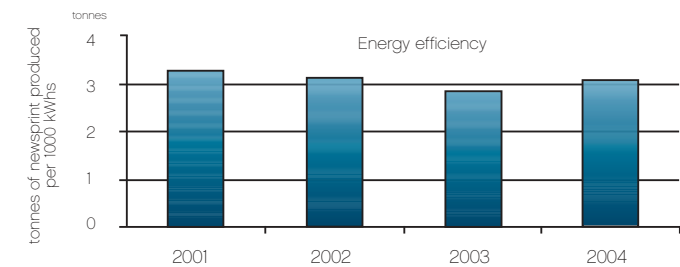
waste

The volume of newsprint waste has remained similar over the past four years. The trend to increase the number of colour pages printed results in more waste because greater numbers of runs are required to achieve the appropriate print quality. This makes overall gains in newsprint waste reductions difficult to achieve.



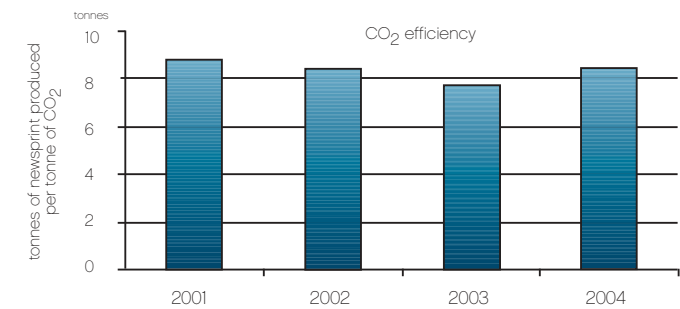
energy

Absolute energy consumption remains relatively consistent, with 127 million kWh in 2004, and 135 million kWh in 2003. Overall efficiency has improved, reflecting the energy reduction efforts at our print centres. Fuel consumption figures are not included.



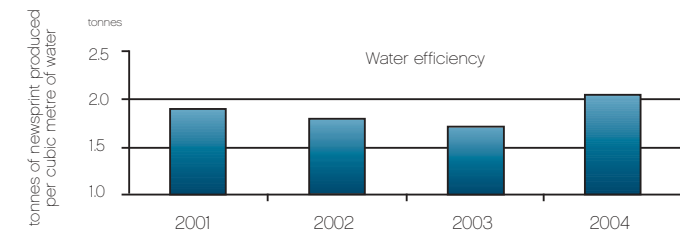
CO₂

Trends in carbon dioxide emissions reflect energy use trends, with improvements linked to energy reduction measures. Fuel consumption figures are not included.



water

Improvements have been made in water efficiency in 2004. Northcliffe Newspapers saw an 18% improvement as a result of its study of water use, which identified where improvements could be made.





Daily Mail Schools Rugby

Working closely with communities

Community involvement is integral to the future development of our company and is a vitally important element in the personal motivation of our employees. Our businesses in Britain and across the world firmly believe it is a duty to contribute to and nurture the talent within the communities they serve.

Our editorial contribution

The Group owns a wide variety of businesses catering for different markets and communities around the world. We believe that DMGT's divisions are best-placed to judge the most effective ways in which they can engage with the societies and communities that they serve.

Our businesses dedicate time, money and resources to help local communities and campaigns, and we actively support our staff in the local work they do. Below we provide some examples of how individual divisions have responded to these challenges.

Northcliffe Newspapers plays an influential role in co-ordinating and representing community interests and actively encourages its employees to volunteer within their communities.

The local involvement of Northcliffe Newspapers is summarised by Mike Norton, Editor-in-Chief of the Bristol Evening Post: "We provide the voice of the community, taking on and tackling the issues that really matter to our readers, and helping them shape the often complicated lives that they live." That understanding of community needs has resulted in the Bristol Evening Post being named Newspaper Society Campaigning Newspaper of the Year for 2002, 2003 and 2004.

Many Northcliffe Newspapers centres give paid time off for voluntary work; the Gloucestershire Echo, for example, aims to give each member of staff a community involvement opportunity at least once a year. Northcliffe Newspapers editors know that public involvement is an essential responsibility and they serve widely on community, charitable, educational, ethnic, crime prevention, environmental and civic pride trusts.

Many Northcliffe newspapers organise not-for-profit annual business awards, and have launched a range of initiatives including developing close links with regional police forces to target serious crime, drug dealing and hooliganism. The Nottingham Evening Post won the Trading Standards Institute newspaper award in 2004 for

its campaign to tackle doorstep crime and rogue traders.

Our titles in Humberside and Lincolnshire responded to poor local examination results by creating partnerships with the education authorities including a concert to reward success and raise aspirations; prizes and classroom help; publication of works by children's authors for parents to read aloud, and the organisation of an annual book festival. The Hull Daily Mail gives strong support to the Children's University, which helps local children learn and improve their self-esteem.

As a leading media company, we recognise the responsibility and influence DMGT has in ensuring all voices within our communities are heard. Our publications campaign hard for greater understanding between people.

The Leicester Mercury was the driving force behind establishing the city's Multicultural Advisory Group, the first of its kind in the country. This informal talking shop brings together up to 20 groups within the city to discuss promotion of racial understanding at times of tension. It has been so successful that it now advises the Office of the Deputy Prime Minister on the approach to such issues. The Mercury's editor, Nick Carter, has travelled internationally to advise on the media's role in promoting community cohesion, and community representatives from several European nations have visited the paper to see its initiatives in action.

Northcliffe Newspapers titles in many areas of the country with high numbers of new immigrants have been campaigning for mutual understanding. For example, the Gloucestershire Echo organised and contributed to a campaign to save a local community charity from closure.

The Nottingham Evening Post was the first regional newspaper to promote a programme providing a six-month training scheme to potential journalists from ethnic communities, and later helped the Evening Standard with a similar training programme.

'We provide the voice of the community, taking on and tackling issues that really matter to our readers, and helping them shape the often complicated lives they live.'

Award programmes

We believe strongly that in order to be the best in our field our companies must encourage, promote and provide opportunity for the considerable talent that exists in our communities. In response, DMGT's divisions have developed a wide range of awards, scholarships and prizes that nurture and support this talent and provide opportunities for development and high achievement.

At Associated Newspapers, the Daily Mail Classified Advertising Department sponsors the 'Daily Mail Student of the Year Award' for the London College of Printing. The top 12 LCP students of the year in printing and publishing disciplines receive a Certificate of Merit, and the Blue Riband trophy is presented to the year's top student.

The Daily Mail Classified Advertising Department also hosts the annual 'Greenleaf Awards' in association with the House Builders Federation. The awards, which have been running for more than 15 years, set out to recognise those property developers who have created the very best in new housing developments and who have demonstrated a commitment to the surrounding environment.

'The Lady Rothermere Drama Award' is a biennial award in two parts, going to an outstanding actor or director who has a history of helping students in some form and who is the final judge at the Drama Award auditions, which provides a grant to a talented student who could not take up his or her place at drama school without financial support. The Evening Standard and The Rothermere Foundation jointly pay for the fees and living costs for the student's three years at drama school.

The Evening Standard, together with the NHS think-tank, the King's Fund, runs the annual 'NHS Champions Awards' to reward outstanding

achievement among doctors, nurses, midwives, care assistants and surgeries. Nominations for the awards are made by the public and the winners are each presented with £5,000, half of which goes to the winners' nominated charities. In 2004 the awards were organised in association with ITV's London Tonight.

In the United States, Euromoney's Institutional Investor magazine supports the development of young journalists through the provision of scholarships and internship opportunities to students of Baruch College, the City University of New York.

Each year, three journalism students are awarded scholarships of \$1,500, and year-end awards of \$1,000 are given to two students who excel in the area of business journalism. Additionally, up to three Baruch students are offered paid internships at Institutional Investor News every summer. Students in the school's graduate programme also work for the magazine during the year. To date, two alumni from the intern programme have gone on to work for the company.

Excellence in sport

DMGT has an established pedigree in encouraging the best sporting talent across Britain.

'Daily Mail Schools Rugby' is the largest rugby tournament of its kind in the world with more than 800 schools taking part. The annual finals are held at Twickenham and many of the youngsters who have played have gone on to international careers including Jonny Wilkinson, Matt Dawson, Richard Hill, Ollie Barkley and Mike Tindall.

Associated Newspapers sponsors the 'Daily Mail Golf Foursomes'. Running for more than 40 years, in 2004 3,255 teams entered, and 6,500 golfers took part. The 2004 finals were held at

Marriott Forest of Arden, the home of the British Masters.

The Mail on Sunday sponsors the 'National Golf Club Classics', the largest team golf competition in the world. Running for more than 12 years, more than 3,000 teams of six take part. In 2004, the finals were held at El Rompido in southern Spain.

The Evening Standard's 2005 'Sports for Schools' campaign aims to raise £1 million to buy new sports equipment and further sports education in the capital. The scheme helps 3,000 London schools.

The Daily Mail and The Mail on Sunday have sponsored the London to Brighton Veteran Car Run for five years. Half a million people line the route and nearly 500 veteran cars participate.

Support for the arts

The Company's commitment to supporting and developing the arts is long-established. The Evening Standard's Film and Theatre Awards are at the forefront of the industry's awards ceremonies in Britain and have been running for more than 50 years. They celebrate the very best talent in the performing arts and iconic figures such as Lord Olivier, Sir Alec Guinness, Sir John Gielgud, Dame Judi Dench, Dame Maggie Smith and Richard Burton have all been winners of the coveted statuettes over the years.

The Evening Standard British Film Awards, launched in 1973, celebrate the best of British film and take place every year. Former winners include Sir Michael Caine, Sir Peter Ustinov, Daniel Day-Lewis, Dame Helen Mirren and Kate Winslet.

The Edinburgh International Film Festival has been sponsored by Associated Newspapers' Scottish Daily Mail, the Scottish Mail on Sunday and Metro for the past seven years.

This high-level sponsorship reflects our support for cinema in Scotland and for the film-makers whose work is showcased in Edinburgh.

The newspapers provide financial backing for the film festival and also print the official programme which is given away free in the Scottish Mail on Sunday. Editorial coverage of the films being shown at the festival is extensive.

Exeter City FC

The Exeter Express & Echo began a campaign in 2004 to take the city's debt-ridden football club from the brink of closure. Working closely with supporters, editor Steve Hall was determined the newspaper should do all it could to ensure the club's survival, and led the way in showing how local businesses could help.

The newspaper kicked off its campaign with a donation and encouraged other businesses to follow suit by publishing a daily roll of honour of individuals and local firms who backed the campaign as the funds built towards the £750,000 needed to save the club.

A highly successful campaign resulted in salvation for the historic club and as a 'thank you' the main stand at Exeter Football club was renamed the Express & Echo Family Stand. As if to crown the football club's achievement, a successful 2004/5 FA Cup campaign resulted in a Third Round draw against Premiership giants Manchester United. Some 3,000 people packed the newly-christened grandstand for the match, which Manchester United won 2-0.





Publications

Editorial standards and our audience

Creative independence, integrity of information and freedom of expression are fundamentally important to us. Equally, we are aware that our media channels are a source of information on social, environmental and ethical subjects for our listeners and readers and we provide space to cover these issues.

Integrity and quality

The Company operates internationally, providing channels of communication to many different sections of society through media that include national and local newspapers, radio, television, exhibitions, careers and business-to-business information provision, and numerous related websites.

There are a number of standard-setting bodies that have established codes to which DMGT's divisions adhere. Compliance with these codes ensures that our published and broadcast material reaches the editorial standards expected and agreed by the industry and other stakeholders.

The main code for the Group's UK newspapers is established and monitored by the Press Complaints Commission.

Teletext works to the standards set by the Independent Television Commission, OfCom, the Broadcasting Standards Commission and Channel 4's own codes. DMG Radio Australia's broadcasts are governed by the Australian Broadcasting Authority Codes of Conduct.

Within the established editorial framework, editors and journalists have the freedom to operate as appropriate. The media industry is highly competitive; therefore, remaining in touch with and championing the interests of the diverse groups who make up our communities is critical to DMGT's success.

Reader and listener satisfaction is monitored through a number of mechanisms, such as timely responses to complaints, regular in-house programming and sales research, readership surveys and other processes to receive feedback from customers.

We believe it is an important element of corporate responsibility in the media sector to have and to comply with editorial policies. We pride ourselves on the integrity and quality of our journalistic reporting and compliance with the above standards.

Compliance is strictly monitored across DMGT's divisions through various mechanisms which include compliance committees, editorial responsibility, compliance audits and ongoing training.

It is important that the divisions retain good relationships with the standard-setting bodies. For example, many Northcliffe Newspapers titles host public meetings to discuss community views on the provisions of the Press Complaints Commission Code of Conduct.

Each of our divisions has complaints mechanisms, many of them through external bodies such as the PCC. Performance in relation to complaints and breaches of editorial standards over recent years has been good and the number of complaints upheld has been negligible.

We actively engage with our readers and listeners to ensure their satisfaction by a number of means, for example:

- Independently conducted research, internal research and tracking processes, reader and listener satisfaction surveys and advisory councils.
- Sales and ratings key performance indicators set, monitored and reported to the divisional boards.
- A customer service 'toolkit' has been developed at dmgt world media to encompass understanding and caring for customers and to improve communication and technology efficiency.

DMGT believes that its publications and websites should be available to all sections of the community. To this end, the Company is working to make its websites easy to use by everyone, regardless of disability.

DMGT's corporate website, www.dmgt.co.uk, has achieved an 'AAA' accessibility rating in recent independent tests, the highest level achievable. It is independently regarded as one of the best-programmed sites in the FTSE 100 index.



'The Ship'

The award-winning Northcliffe Newspapers print plant at Plymouth uses advanced printing technologies. The plant produces 52 different publications each week, including The Mail on Sunday, which rolls off the presses at a rate of 20,000 copies an hour.

The plant complies with the highest environmental standards: all print processes and their effect on the environment are closely monitored and a range of initiatives have been put in place to cut the volume of waste going to landfill sites, reduce solvent use and to lower energy consumption.



Kabiro school, Nairobi, Kenya

Supporting charities in Britain and abroad

DMGT has a long history of working with charities. We give money and in-kind support, and back staff when they give their time to fundraising and trustee-ships. Our readers and listeners also play a vital role in our charity efforts; their concerns initiate campaigns and their contributions are extremely generous.

Staff, readers and listeners play a part

Charitable donations are allocated by the Charities Committee at DMGT, with £902,000 being given in 2004. Further giving is made by divisional and local managements.

Charities supported by the Group are diverse, but those involving the media and relevant to the communities within which the Group operates are favoured. Some of the major beneficiaries are detailed below.

DMGT continues to support the work of the Rothermere American Institute at Oxford University, an international centre of excellence dedicated to the interdisciplinary and comparative study of the United States.

Bringing together scholars, intellectuals, policy-makers and public figures from around the world, the Institute promotes a greater public and academic understanding of the history, culture and politics of the United States, and it hosts the finest library of Americana to be found outside the USA.

DMGT makes annual donations to the Media Trust, which helps more than 5,000 charities with communications advice and resources. DMGT regional newspapers and radio stations host Media Trust seminars and workshops, and DMGT editorial staff volunteer their expertise by speaking at these training events.

The Media Trust also matches DMGT staff with charities on a one-to-one basis as volunteer communications advisers. Teletext donates Community Pages to the Media Trust, enabling more than 500 charities a year to promote news and volunteering opportunities to up to 16 million Teletext viewers each week – more than a third of the UK adult population.

Northcliffe Newspapers also works in partnership with the Media Trust producing the weekly Community Concern pages across our regional newspaper outlets. The company enables charities to publicise their activities and appeals at significantly reduced rates. Associated Newspapers has regularly donated advertising

through our national newspapers to the Media Trust's Community Channel campaigns.

The company continues to support the Commonwealth Press Union, which trains journalists in 49 countries in all aspects of journalism and publishing. The main aim of the CPU is to encourage a free and responsible press in Commonwealth countries, and it works closely with the Press Complaints Commission in the UK, encouraging the introduction of self-regulation throughout the Commonwealth.

Charitable aid and support is widespread through the divisions. Associated Newspapers operates an online payroll giving scheme, working in partnership with Workplace Giving UK, enabling staff to make tax-efficient personal donations to their preferred charities. In addition, recipient charities save the administration costs of applying for Gift Aid on the donations.

Appeals run by Associated Newspapers titles have exceeded £29 million in the past five years. The causes supported include cancer relief, drug rehabilitation, food aid and youth activities.

In response to the bombings in London in July 2005 the Mayor of London, the Evening Standard and the Red Cross launched the London Bombings Relief Fund for the victims and their families. The paper donated £100,000 and the rest of DMGT gave a further £164,000.

All our titles played their part in the unprecedented global fundraising effort in aid of the victims of the Tsunami disaster on Boxing Day 2004. At the forefront was the Daily Mail, which launched a fundraising appeal. On 31st December 2004, 5 pence donated from every copy sold raised £115,550. Subsequent huge public support brought the fundraising effort to a staggering £16 million, a figure more than double that of any previous Daily Mail appeal.

Harmsworth Quays printing centre continues its support for Demelza House Children's Hospice, raising £44,000 in 2004 by arranging special events.

'Employees want to work for a company that is operating responsibly. They notice if an organisation is taking that extra step. We explain our charity work to potential employees because it is part of the fabric of our business.'

This support began during the construction phase of the centre and to date Harmsworth Quays has raised almost £200,000.

The Evening Standard runs 'first night' evenings for shows such as Tonite's the Nite, which raised £12,716 for the Anthony Nolan Bone Marrow Trust in 2004, and The Producers, which raised £22,500 in the same year for the Mike Ockrent Charitable Trust and Maggie's Centre.

The Anthony Nolan Bone Marrow Trust donor recruitment clinic held at Associated Newspapers head office in 2004 has led to at least one staff member going on to donate bone marrow to a patient in need.

Associated Newspapers staff regularly hold fundraising events at head office in London, with proceeds going towards buying books for Fox Primary School in Kensington and Chelsea, and Geoffrey Chaucer Technology College in Southwark.

The Evening Standard ran a series of Great Days Out supplements and organised a party at Kensington Palace Gardens in conjunction with Great Ormond Street Hospital in 2004, which helped raise £35,000 for the hospital.

Loot staff in London achieved their pledge to raise £10,000 for Help a London Child during 2004. They aim to raise a further £10,000 in 2005.

Manchester Loot staff support 21st Century Kids, which helps less advantaged children and young people within the broadcast area of 105.4 Century FM in the North West. Funds raised help projects such as play schemes, hospices and youth clubs.

Associated Newspapers' Classified Advertising staff raised more than £20,000 for Raleigh International in 2004. The money has funded the

building of a medical centre in a remote community in Chile and paid for essential medical equipment and supplies.

Recent fundraising campaigns organised by Northcliffe Newspapers titles include: £180,000 for lifeboats in the South West; £500,000 for hospital equipment in Devon; £500,000 for 'Saving Sight' in NE Scotland.

At Euromoney, employee charitable initiatives are match-funded by the businesses, and support is given to many charitable causes through events and other fundraising activities.

In the UK, Euromoney's donations to charity in 2004 reached more than £48,000. The main donations were to the Centre for European Reform (£10,000), the Royal Brompton Hospital Cystic Fibrosis Research Unit (£5,000) and Cancer Research (£3,000).

Euromoney donated 30 PCs, eight printers and various accessories to a computer literacy project in Ghana in 2004.

The annual Raven Fox Charity Ball raises more than \$65,000 for terminally ill children in the US and helps fund trips with the charity Dreamflight to Disneyland.

LatinFinance magazine celebrated its 15th anniversary by raising \$13,650 for Habitat for Humanity.

Office Products International, through work with the National Office Products Council in the US, helped in raising \$7 million for the City of Hope cancer centre in California in 2004.

Every year dmg world media raises money for a charity through the Daily Mail Ideal Home Show. In 2005, £87,000 was raised for the Royal Marsden Hospital. The company also provides free space at

many exhibitions to charitable and non-profit organisations. These include:

- Vitality 2004 supported on-site fundraising efforts for Breakthrough Breast Cancer and donated free stand space.
- The Daily Mail Ski & Snowboard Show provides free stand space to the Uphill Ski Club, which provides ski instruction for people with disabilities.
- The Global Petroleum Show provides free stand space to many organisations including the Nature Conservancy Council.

DMG Radio Australia donates free air-time, campaign and administrative support to the Women's and Children's Hospital in Adelaide and the Salvation Army Red Shield Appeal. The company also hosted a charity auction at the Designex 2004 event in Sydney, in aid of CRASH, a volunteer organisation of architects and designers who redevelop empty offices as housing for the homeless in the city.

At DMG Information, US business Property and Portfolio Research has continued its long-standing support for 'Comin Atcha', a Boston-based inner city youth charity providing after-school activities.

Dolphin, another US-based DMGI business, sponsors a number of local programmes, including continued support of the Northwest Children's Fund in Washington and a \$10,000 donation to the Portland Boathouse Club in Oregon to convert a warehouse into a boathouse, restore the dock and provide greater community access to the river.

In addition, Dolphin raises funds for the Oregon Food Bank, a local charity that donates food to people in need. For the past two years, Dolphin has been the highest contributing organisation on a per employee basis. Management matches the funds employees raise.

Teletext is committed to supporting the Family Holidays Association, which strives to give socially disadvantaged families the opportunity to enjoy a short break away. In 2004, more than 1,100 families benefited. Cases are recommended via social workers, and all holidays are taken in the UK. Teletext is also raising £20,000 through fundraising events in order to buy a caravan to allow families to holiday together throughout the year.

Education for all

The Kabiro Primary School in Nairobi, Kenya, is being rebuilt with the help of Hobsons and Plan, a charity that helps children in developing countries. Hobsons, an education information provider and student recruitment specialist owned by DMG Information, focuses fundraising on education initiatives and has developed a group-wide charity plan. The scheme, now in its fifth year, has raised nearly £100,000 and has helped to build five schools.

As part of Hobsons' commitment to the project, an employee from each office in the UK, US, Australia, Germany and France will spend a week at Kabiro in 2005 to help with the reconstruction effort, and report back to colleagues.

Chris Letcher, Hobsons' Managing Director, said: "Employees want to work for a company that is operating responsibly. They notice if an organisation is taking that extra step. We explain our charity work to potential employees at interviews because it is part of the fabric of the business."





Print technician, Harmsworth Quays print plant

Working with people

DMGT employs more than 18,000 people across the world. Our employees drive our success, and investment in them keeps us at the forefront of our industry. It is testament to our policy of recognising and rewarding staff that so many stay with the Group and many senior appointments are made from within.

Commitment and support

Ongoing training and development are central to enhancing the skills of our people and in increasing their involvement, participation and contribution to our working practices.

Daily communication standards include intranets, bulletins, communication events, discussions between employees and management, and programmes centred upon major developments in operations.

Employee surveys are used in most divisions. A 2004 Northcliffe Newspapers survey of more than 5,000 staff has been used as a benchmark across the printing and publishing centres and reviewed against comparable companies. The results have been presented to all employees, action plans have been compiled and progress on those plans is communicated through team meetings.

Highlighted among the findings were pride in working for the company, the belief that the company is a leader in its field, and a high satisfaction rating on personal and skills development.

In addition, a survey was carried out to investigate average local pay levels, and this led to a management decision to increase salaries to take account of local averages. To improve satisfaction among employees, modular training programmes have been introduced and success in these is rewarded financially.

Areas of concern about involvement in decision-making and communications are now being addressed, and appraisals have been altered to reflect greater awareness of the needs of employees.

Staff development

Training is taken seriously across the Group. At Harmsworth Quays print centre, a number of trainees are taken on every year for a five-year apprenticeship. The students work for three months at a time in key areas of the business and attend college one day a week. The result is multi-skilled print technicians who have a deep understanding of every aspect of the printing process.

Their roles range from the running of the presses to their repair. The traineeship also creates loyal employees who help departments work together more closely.

At Northcliffe Newspapers, a comprehensive system of apprenticeship schemes and ongoing technical training is in place. There is also a structured training programme for managers and directors.

DMGT believes in the talents of its staff and works hard to promote them within the Company. For example, at Group level, an employee was trained and promoted to Assistant Company Secretary. DMGT is an equal opportunities employer.

dmg world media has introduced and trained its managers in the use of an innovative 'People Managers Toolkit', which includes training about non-discriminatory employment practices.

Staff turnover is monitored by all divisions. The Group's staff turnover in 2004 was 19 per cent, down from 22 per cent the year before. At Associated Newspapers, 23 per cent of the workforce has been at the company for more than ten years.

Employee contracts are agreed individually with staff throughout the Group. At Associated Newspapers' Harmsworth Quays printing centre, trade unions play an important role and are involved in regular discussions with management, representing their members on issues deemed to be important by the workforce.

Training and support for new staff is matched by continued regard to the development of long-serving employees. DMGT Chairman, Lord Rothermere, is particularly proud of this aspect of company culture: "The retention of senior executives is regarded as a major strength. Many of our most senior appointments have been made from within, for example the appointments in 2004 of the managing directors of Associated Newspapers and Northcliffe Newspapers, and this illustrates the depth and strength of our management."

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Health and safety

The chief executive signed a health and safety policy in February 2003 which applies across DMGT. The policy sets out to ensure the health, safety and welfare of employees and all others who could be affected by the activities of the Group. While the chief executive has overall responsibility at board level for health and safety, responsibility for day-to-day health and safety matters is devolved to the managing directors of each division.

The Group has had no fines or prosecutions for health and safety failures in 2004.

There are many examples of good practice across the Company, in terms of health and safety management systems, the use of independent consultants and initiatives focused on business-specific health and safety risk areas.

The non-printing divisions manage their health and safety issues in a variety of ways. Each has established clear responsibilities and health and safety practices.

At Teletext, clear targets are set and risks highlighted based on independent six-monthly reviews of practices by health and safety consultants. Health and safety performance is monitored and reported internally through a monthly 'Managers Forum'.

At Euromoney, a comprehensive health and safety audit was carried out by external consultants in 2003. During 2004 the company addressed the findings, most of which are now in place. In addition, the company runs regular health and safety courses for all new employees. A training module, compulsory for all managers, is to be rolled out in 2005 providing an overview

of managers' responsibilities and the health and safety legal obligations.

At DMG Radio Australia, health and safety is monitored and annual objectives developed through the Workplace Safety Management Programme. When joining the company and then every year afterwards, staff are trained in health and safety policy. Appropriate training is given to all staff who lift equipment, and promotional staff receive instruction in crowd control techniques. Employees required to drive long distances receive fatigue awareness training, and staff who drive promotional vehicles attend an advanced driver course.

The printing plants

Health and safety is particularly critical in all printing press facilities. All printing centres have appropriate policies and management and monitoring programmes.

At Harmsworth Quays, Associated Newspapers' printing plant, there is a health and safety consultant on site twice a week who is available for staff to talk to – anonymously, if they wish.

The Health and Safety Council meets quarterly and is attended by employee representatives, an occupational nurse, the building services manager, the technical manager and representatives from production and the electrical engineering departments. It is chaired by the managing director.

Appropriate training is part of the induction for all new employees and ongoing staff training is provided. Targets for health and safety improvement are set and performance is monitored, with the pro-

duction of monthly statistical reports which are presented to the Council.

Northcliffe Newspapers has a central health and safety team which establishes and supports health and safety training and management requirements, although day-to-day responsibility for these matters is devolved to the managing director of each centre.

Each centre elects employee safety representatives who speak for employees at the centres' health and safety committee. A health and safety performance summary report is included in monthly board reports.

Risk assessment forms the basis of the health and safety assurance system and each Northcliffe centre is audited annually by the Northcliffe Newspapers health and safety team to ensure standards are maintained.

The pension funds

There are nearly 20,000 employees and former employees in the Company's pension schemes. Virtually all other newspaper companies have closed their final salary pension schemes and replaced them with inferior alternatives.

Providing the continuing costs continue to be manageable, DMGT believes that final salary pension schemes remain appropriate as they offer the best means of ensuring that we recruit the best talent in the industry. They also provide a secure retirement for people working in our newspaper divisions.

The trustees of the DMGT pension schemes have developed a statement of investment principles, which describes in detail the policy and approach to be adopted for the pension portfolios. This includes statements on encouraging socially responsible investment for the schemes by active investment managers. They have devised appropriate socially responsible investment policies and actively engage with the companies in which they invest.

Unclaimed assets

DMGT is a member of the Unclaimed Assets Register, a database of unclaimed financial assets that helps reunite individuals with their lost assets and re-establish contact with financial institutions.

Getting closer - safely

DMGT understands that journalists and photographers sometimes work in challenging conditions and the Company continually looks for ways to improve those conditions. For example, in a unique experiment the Hull Daily Mail provided safety training and a kit bag of protective equipment for its photographers to allow them to get as close as possible to news events.

A risk assessment of employees at the newspaper in 2003 had highlighted that safety was a particular issue for the eight staff photographers. In response, a kit bag was provided that included safety footwear, a hard hat, protective goggles, high visibility clothing, a mobile phone and a manual on how to handle aggressive behaviour. The kit bags, which cost £250 each, have proved to be money well spent.

For example, a close working relationship has developed between the photographers and the local fire brigade. Properly protected, the photographers are often allowed nearer to any fire and other potentially dangerous events, and can take better pictures for the paper.



DMGT's divisions

DMGT is one of the largest and most successful media companies in the UK. It has interests around the world in national and regional newspapers, information and business publishing, exhibitions, television and radio.

Associated Newspapers

Publishers of the Daily Mail, The Mail on Sunday, Evening Standard, Metro, Ireland on Sunday and Loot. Associated Newspapers has also developed the hugely popular internet sites This is London, This is Money, This is Travel, Jobsite and Find a Property. **Employees: 3,485**

Northcliffe Newspapers

One of the largest regional newspaper publishers in the UK. Operating from 18 publishing centres, Northcliffe Newspapers publishes more than 100 publications in the UK including 20 daily titles, 27 paid-for weekly titles and more than 50 free weekly newspapers. Northcliffe Newspapers also has publishing operations in Hungary and Slovakia.

Employees: 8,128

DMG Information

DMG Information invests in information-driven companies, focusing on two main areas: business-to-business and, through its careers division, education and student recruitment.

Employees: 3,483

Euromoney Institutional Investor

A leading international business-to-business publisher, focused primarily on international finance. It publishes more than 100 magazines, newsletters and journals as well as surveys, directories, books and maps.

Euromoney also runs business conferences,

seminars and training courses, and is a leading provider of electronic business information through its capital market databases and its internet-based emerging markets information service.

Employees: 1,552

dmg world media

dmg world media is an international exhibition and publishing company, which produces around 300 market-leading trade exhibitions, consumer shows and fairs, in addition to 70 related magazines, newspapers, directories and market reports.

With headquarters in San Francisco, dmg world media maintains a worldwide presence through its nearly 800 employees in more than 30 offices around the world.

Employees: 786

DMG Broadcasting

DMG Broadcasting UK's main business is Teletext, which provides commercial teletext services across the family of ITV and Channel 4 channels in analogue and digital (Sky and Freeview) homes, five and on mobile phones.

Around two million holidays are sourced through Teletext Holidays every year and teletextholidays.co.uk regularly appears in the top three travel websites visited.

DMG Radio Australia holds ten radio licences, including the Nova FM stations in Sydney, Melbourne, Perth, Brisbane and Adelaide.

Employees: 900

Contacts

If you would like more information on anything you have read in this brochure, please see our website: www.dmgmt.co.uk, which contains a specific section on corporate responsibility and which is updated regularly. Please send any comments, feedback or suggestions to Fran Sallas, Assistant Company Secretary, DMGT, Northcliffe House, 2 Derry Street, London W8 5TT, tel: 020 7938 6629.

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Our future goals

We believe that success is dependent on the continued quality of our products and upon how as a company we meet our social and environmental responsibilities. Our goal is to make advances in awareness and in performance.

We know that our businesses have an impact on the environment through our printing operations, offices, transport and other activities. That is why we have crafted an environmental policy that is to be pursued across the whole of the Company. We are committed to ensuring that, where practical, any adverse impact on the environment from our activities will be minimised. We also acknowledge our responsibility to help ensure that our suppliers take this issue seriously.

This commitment extends throughout all of DMGT's divisions, and we are pleased that a number of important environmental milestones on water use have already been reached. We have also set targets for energy use, and data collected in 2004 will provide a baseline for measuring our performance in the future.

It is our intent that DMGT companies comply with relevant environmental laws and regulations of the country in which they operate, and that they are aware of and prepared for future legislation.

We are working to ensure that the Company as a whole, and our employees as individuals, share our aims and that staff are given support and encouragement in achieving these aims.

It is our policy for the future that we seek to:

- Strive to minimise CO₂ emissions through reductions in energy consumption
- Reduce consumption of resources
- Promote waste reuse and recycling where economically feasible
- Take account of and influence for the better the environmental issues associated with our supply chain, in particular with regard to paper sourcing
- Strive for continual improvement to minimise environmental impacts
- Promote environmental awareness within the workforce and provide training where necessary to enable employees to play a full role in implementing this policy
- To continue to be a responsible neighbour in the communities in which we operate and support the quality of community life.

Daily Mail and General Trust plc Corporate Responsibility



Whilst every care has been taken in gathering the information contained in this report, it has not been subject to independent verification.

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