Sustainability in the Auto Industry

FACILITATING A DIALOGUE & DRIVING CHANGE

NBCUniversal
WHY NOW

Over the Last Couple of Years, People Have Realized How Important the Future of the Planet is

“People in India can see the Himalayas for the first time in 'decades,' as the lockdown eases air pollution”

“The water in Venice, Italy’s canals is running clear amid the COVID-19 lockdown”

“Bitcoin, NFTs and other crypto fads are destroying our planet”
The Call for Change has Reached the Auto Industry

Consumers are...

Increasingly Interested in EVs

36% of U.S. new vehicle owners are interested in Battery Electric Vehicles, almost 3x higher than in 2018.¹

Concerned About the Environment

64% of consumers are “sustainably-minded drivers,” rating themselves as very or extremely environmentally concerned.²

Willing to Pay a Premium for Sustainable Options

91% of “sustainably-minded drivers” are willing to pay more for a sustainable vehicle, 84% are willing to pay more for sustainable service and repairs.²

Source: 1. Ipsos, survey of 2,000 U.S. new vehicle owners, September 2021; 2. Accenture, survey of 8,500 licensed drivers across China, U.S., Germany, U.K., France, Italy, and Norway, September 2021
Companies are Expected to be Fully Invested

ADDRESSING THE CORE PILLARS OF SUSTAINABILITY

**Environmental**
Protecting the Planet and Conserving its Resources

The use of recycled materials in the production of car parts

**Economic**
Increasing Availability and Affordability of Products

The lower cost of many electric vehicles

**Social**
Ensuring Equitable Treatment of Individuals and Communities

Corporate partnerships with diverse suppliers

Additional detail in notes.
AUTO BRANDS HAVE THE
Opportunity and Responsibility
to Tell Their Full Story and Inspire Change
FROM CORPORATE PARTNERSHIPS TO EVS

65%
of consumers want to buy from purpose-driven brands that advocate sustainability…

... Yet only 26% of consumers actually take action¹

THERE IS A disconnect between what consumers say & what they do

ARE THESE EFFORTS REAL?
Lack of Trust in Claims of Sustainability
53% of consumers never or only sometimes believe claims of sustainability¹

CAN I DO THIS?
Affordability and Accessibility
Only 34% of the Global Population is willing to pay more for sustainable products and services; those willing to pay would accept a 25% premium on average²

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<th><strong>Create Trust</strong></th>
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Comcast NBCU and SKY Are Committed
We have shared ambitions

**A Global Commitment** to Sustainability, Diversity & Inclusion

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**Sustainability Pledges**

**Sky**
Net Carbon Zero By 2030

**NBCUniversal**
Net Carbon Zero by 2035

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**Investing in DEI**

**COMCAST**
$100M pledged to help fight injustice & inequality

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**Supporting Innovation**

**Sky Ocean Ventures**
£25M invested to help end the flow of plastics into the sea

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**Advancing Inclusivity**

**COMCAST**
Investing $1B over the next 10 years to help close the digital divide for lower income households

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A commitment that manifests across our content, programs & initiatives
Recommended Approaches for Telling Your Sustainability Story and Driving Change

**Engage Strategic Audiences**
Engage your key audience and socially conscious consumers with a right content, right context, right audience approach across global, National, and local markets

**Create Lean-in Storytelling**
Communicate your sustainable efforts and educate consumers on the benefits of sustainable behaviors through custom content and integrations, influencer marketing & commercial innovation

**Fuel Cultural Moments**
Bring your sustainability efforts to life and drive tangible impact by tapping into NBCU and Sky Cultural Moments and other cultural milestones
Engage Strategic Audiences

Engage socially conscious consumers with a right content, right context, right audience approach across global, national & local markets.
Drive Impact with Key Audiences
Engage strategic audiences across the NBCU + Sky Portfolio

Luxury EV Intenders
Socially Conscious
Multicultural Millennials
A Global to National to Local Approach to Telling your Sustainability Story

**Global**

**Strategic Objective:**
Share your Global Sustainability Goals & Ambitions with audiences internationally

**Potential KPIs:**
Market Penetration, Broad Awareness, Brand Perception, etc.

**National**

**Strategic Objective:**
Educate and inspire core U.S. audience on your sustainability efforts

**Potential KPIs:**
Awareness, Consideration, Purchase, Advocacy, etc.

**Local**

**Strategic Objective:**
Drive deeper engagement with audiences in markets where there have been significant investments in infrastructure or other initiatives (educational, recruiting, etc.)

**Potential KPIs:**
Consideration, Engagement, Test Drives / Reservations, etc.
Delivering Data-Driven Campaigns across key International, National or Local Markets

Luxury EV Intenders

Socially Conscious

Multicultural Millennials

Data-driven linear
Enhanced delivery to target audiences at scale through the broad reach of national TV

Addressable
Dynamic delivery to target HHs through highly engaging STB VOD, OTT, & CTV content

Targeted OLV
Dynamic delivery to target users through premium video on desktop & mobile
Leverage the scale and impact of our portfolio to tell your story at a local, national, and global level
Create Lean-in Storytelling

Communicate your sustainable efforts and educate consumers on the benefits of sustainable behaviors through custom content and integrations, influencer marketing & commercial innovation.
Educate & Communicate Your Brand Efforts
via Alignment with NBCU/Sky IP and Custom Storytelling Opportunities

Partner with NBCUniversal + Sky to champion sustainability-focused initiatives worldwide.

Connect
Branded content showcasing how to support sustainable efforts

Inspire
Editorial stories of inspirational thinkers/activists from around the world

Celebrate
Dedicated programming/takeover stunts aligned with sustainable efforts
Create Ambassadors for Purpose
with NBCU + Sky Talent

NBCU + Sky Talent are trusted friends for their audience of loyal fans, and many have purpose-oriented causes they champion. By matching your brand to the passions of our top talent, we’ll create authentic and impactful talent partnership that resonates with fans.

Through The Talent Room at NBCUniversal, it’s easy to explore our roster of influencers and discover what passions they support.

Via this unified destination, browse and filter NBCU talent to learn more about each star, view past partnership videos, and tap talent for purpose-driven campaigns.

Note: Talent is for illustrative purposes only and not indicative of talent being available or interested. Further NBCU vetting will be required.
Inspire Audiences to Act  
via innovative storytelling formats

Pods with a Purpose
Dive deeper into stories of brand purpose using Pods with a Purpose, a strategic commercial format created specially for cause-driven narratives.

Across the NBCU and Sky portfolio, we will authentically highlight a brand’s purpose for our audiences by creating best-in-class content and placing it in relevant context at scale.

Code for a Cause
Give consumers the opportunity to donate to brand-supported sustainability initiatives while bringing attention to your brand’s purpose using NBCU ShoppableTV technology.

Further engage audiences with your brand purpose by layering the NBCU Code into:

- Select shows/programming
- Custom Content
- Alongside brand creative
Bring your sustainability efforts to life and drive tangible impact by tapping into NBCU and Sky Cultural Moments and other cultural milestones.
Tap into Relevant Local to Global Cultural Moments

Calling attention to the three pillars of sustainability (environmental, economic, social)
CONNECT WITH YOUR AUDIENCES BY ENGAGING IN NBCU Cultural Moments and Events

Q1’22
- Bel Air, Joe vs Carole, Below Deck Down Under
- Jan-Mar 28: World Cup Qualifiers
- Feb 13: Super Bowl LV
- Mar: The Players
- May 2: American Song Contest
- April 3: Grammy Awards
- May 22: Champ Sunday
- June 16-19: U.S. Open
- The Missing, Vampire Academy, The Resort
- May 21: American Song Contest
- July 14-17: The Open

Q2’22
- Feb 4 - 20: Beijing Olympics
- Feb/Mar: NYFW, Academy Awards
- Mar 4 – 19: Paralympic Games
- Apr 3: Grammys
- Apr 21: Latin American Music Awards
- May 2: May 15: Met Gala, BBMA
- May 22: Champ Sunday
- Jun 16-19: U.S. Open
- June 23: Latin Urban Music Awards
- June 16-19: U.S. Open

Q3’22
- Apr 3: Grammy Awards
- May 2: May 15: Met Gala, BBMA
- May 22: Champ Sunday
- Jun 16-19: U.S. Open
- July 14-17: The Open
- The Missing, Vampire Academy, The Resort, Summer Slam
- Jul 14-17: The Open
- July 14-17: The Open

Q4’22
- Jan 2: Wild Card & 1 Divisional
- Feb 4 - 20: Beijing Olympics
- Feb/May: NFW, Academy Awards
- Mar 4 – 19: Paralympic Games
- Apr 21: Latin American Music Awards
- May 2: May 15: Met Gala, BBMA
- May 22: Champ Sunday
- Jun 16-19: U.S. Open
- June 23: Latin Urban Music Awards
- June 16-19: U.S. Open

*Timing Subject to Change
Your Blueprint to Convey Your Message and Inspire Action
Rooted in consumer and cultural insights

Create Trust
Be transparent and showcase both the “why” and the “how”

Normalize Your Efforts
Integrate sustainability efforts and highlight validation of sustainable practices throughout all brand touch points

Make it Easy
Educate consumers on how easy it is to own and maintain an electric vehicle

Demonstrate Value
Highlight performance and quality, while showcasing the societal benefit for paying more

Facilitate a Conversation
Inspire consumers to share their motivations, hesitations, and commitments

Engage Strategic Audiences

Create Lean-in Story Telling

Fuel Cultural Moments

UNIVERSAL PILLARS

APPROACH
Purpose-Driven Partnerships
Example NBCU Activations

Want to be a more sustainable traveler?
Here are five cities to check out

NBC News & Delta

TODAY & Cascade

NBCU & Walmart, Progressive, Xfinity


NBCU & L’Oréal Paris

NBCU & American Express
Discussion & Next Steps

Goals and KPIs

Audience Priorities and Approach

Logistics and Feasibility

Custom Proposal
Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

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