

2019 **ENVIRONMENTAL** **SOCIAL AND** **GOVERNANCE** **DISCLOSURE**



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GROW STRONGER/

ABOUT OUTFRONT

Our purpose as a company is to help people, places and businesses grow stronger. To do this, we harness the power of technology, location and creativity to make meaningful connections between brands and people when they are outside of their homes through one of the largest and most diverse sets of displays, transit and mobile assets across the U.S. and Canada. We champion the power of our scale to grow advertisers' businesses – both small and large – through driving engagement, fame and trust. In turn, the success of our clients benefits their own employees and communities.

OUTFRONT BY THE NUMBERS

- 46,700 billboards
- 465,600 transit system and other displays
- Displays in the 25 largest markets in the U.S. and approximately 50 markets across the U.S. and Canada
- 2,456 employees
- 90 offices
- \$1.8B USD in 2019 revenue

ABOUT THIS REPORT

We are a company with impact where it matters. This report provides an overview of our developing strategy to act responsibly and effectively as we impact people on a daily basis across the country.

The information and key topics included in this report are informed by internal stockholder engagement and an analysis of reporting frameworks including the Global Reporting Initiative Standards and those set by the Sustainability Accounting Standards Board. This Environmental, Social and Governance (“ESG”) report includes initiatives and performance data for calendar year 2019, as well as future and ongoing efforts to evolve our approach to ESG.

As we build on our ESG strategy and reporting systems, we intend to share updates on our progress with our stockholders along the way. We invite you to review the disclosure and follow us as we continue to make strides and improvements into the future. For any questions or additional information, please email ESG@outfrontmedia.com.

This report contains forward-looking statements. Please review the section of this report entitled “Cautionary Statement Regarding Forward-Looking Statements.”

ESG AT OUTFRONT

Our leadership in the out-of-home industry and our role as a connector of diverse audiences across markets is predicated on our ability to conduct our business in a sustainable way that considers the interests of all our stakeholders – from employees to local communities to investors. Every day we are committed to managing the risks and opportunities that arise from ESG issues so that we can unlock greater value for society and our stakeholders.

The [Nominating and Governance Committee](#) of the Board of Directors has ultimate oversight over our ESG strategy and initiatives and report to the Board of Directors on a periodic basis. On a daily basis, ESG issues are managed by the respective strategic and operational departments, with oversight by the OUTFRONT ESG Committee, led by the Head of Investor Relations and comprised of senior management, executives and other employees representing diverse functional groups within the company.

We have taken steps to further evolve our ESG approach and prepare our business for the next phase, including enhancing our stockholder engagement in order to both better communicate our current efforts and shape our future strategy, and improving our ability to track and measure ESG data in order to better support our ESG decision-making process.



A MESSAGE FROM OUR CEO/

We appreciate your interest in our ESG progress. As you will see, this report focuses on our 2019 activities. However, the world changed dramatically in 2020 with the global COVID-19 pandemic as well as an important and renewed focus on social justice – and we will have a lot to say on these topics when the year is over. In the meantime, we hope that you will be pleased to see our 2019 progress and some of our new initiatives. We commit to you that we will continue to improve on these important matters in the future. As a company that operates in many communities across the U.S. and Canada, and connects with millions of people every day, we know that we can only grow stronger as a business if our communities and our clients are growing stronger as well.

Jeremy Male
Chairman & CEO
OUTFRONT Media Inc.





OUR BUSINESS PRACTICES/

From busy highways and transit hubs to urban centers and neighborhoods, we are front and center in the places where people live, work and travel. Being front and center comes with a responsibility to all of our stakeholders including employees, stockholders, municipalities, customers, community members and everyone who sees advertisements on our displays.

We know that the impact of our business matters to our stakeholders, and that's why we are focused on doing business the right way. This means empowering a culture of integrity, advancing responsible advertising practices and promoting strong leadership and corporate governance practices across every level of our business.

BUSINESS ETHICS

Our core values reflect who we are, what we stand for and how we operate. These values are clearly communicated to all of our employees, officers and directors and throughout every facet of our company.

OUR VALUES



Along with these values, we hold ourselves to high legal, ethical and operational standards to maintain the trust of our stakeholders. Our codes and policies are the tools we employ to guide our business and ensure we maintain this trust each day.

CODE OF CONDUCT

Our [Code of Conduct](#) both defines and reinforces integrity and corporate ethics at OUTFRONT. The Code is communicated and shared throughout the organization and includes important guidelines, expectations and information for all employees. Resources covered in our Code include:

- **OUTFRONT Ethics Line:** Available 24/7, this self-reporting portal allows all employees to ask questions, submit complaints or report issues and ethics violations anonymously.
- **U.S. Anti-Retaliation Policy:** We encourage a culture of openness and do not tolerate any form of retaliation against an employee who reports possible problems. The Policy is available to all employees on OUTFRONT's intranet.

We regularly train all employees on the Code of Conduct.

SUPPLEMENTAL CODE OF ETHICS

In addition to the Code, Senior Financial Officers are required to comply with and sign our [Supplemental Code of Ethics](#), in order to ensure full compliance with all applicable laws and full and fair disclosures to the Securities and Exchange Commission.

SUPPLIER COMPLIANCE POLICY

We hold suppliers accountable to the same high standards to which we hold ourselves with a strict [Supplier Compliance Policy](#). We expect suppliers to comply with all applicable laws and regulations in the places where they do business, including anti-corruption and anti-bribery laws, anti-harassment and anti-discrimination, fair trade, political contributions and payments, among others.

BOARD COMPOSITION

We believe that sound corporate governance at the highest level of our organization is critical to maximizing our success and ensuring long-term value for our stakeholders. We also recognize the value of having directors with diverse viewpoints, experiences, skillsets and backgrounds, especially given the nature of our business and the diversity of all our stakeholders across the U.S. and Canada. As such, we prioritize both qualification and diversity as crucial components to strong leadership and oversight at the Board level. Additionally, the Board, through its independent Nominating and Governance Committee, annually conducts a thorough self-evaluation process reviewing the composition, structure and effectiveness of the Board and its committees, and implements appropriate changes as necessary.

Please refer to our [latest Proxy Statement](#) filed with the U.S. Securities and Exchange Commission and our [Investor Relations page](#) of our corporate website for more information on our Board.



BOARD HIGHLIGHTS*



Director Independence:
**6/7 independent,
including a Lead
Independent Director**



Gender:
2/7 female



Ethnic Diversity:
1/7 minority



LGBT+ Diversity:
1/7 LGBT+



Tenure:
**Average tenure: 3.1 Years
Average age: 46-75 Years**

*Subsequent to our Annual Meeting of Stockholders on June 8, 2020, we appointed an eighth director to our board.

STOCKHOLDER RIGHTS & OWNERSHIP

At least annually, the Board conducts a corporate governance review and discusses any relevant or appropriate governance changes in an effort to increase accountability and responsiveness to our stockholders. In 2019 we made significant changes to our corporate governance and ownership structure, which were approved by our stockholders to the extent required. These stockholder-friendly updates align OUTFRONT's corporate governance structure with the largest U.S. public companies, and include:

- Adding a proxy access provision in our bylaws that allows qualified stockholders to nominate director nominees;
- Implementing a majority voting standard for uncontested elections;
- Phased-out declassification of our Board of Directors by 2022; and
- Elimination of the company's supermajority voting requirements for the removal of directors.

In addition, certain of our directors and members of management actively engaged with holders of approximately 65% of the outstanding shares of our common stock as of December 31, 2019, to discuss, among other things, the company's corporate governance structure, compensation philosophy and ESG initiatives, and to ensure that the Company is aligned with the interests of its stockholders. We appreciate feedback from our stockholders and will continue to engage with them on corporate governance matters.

For more information about our corporate governance structure, please refer to our [latest Proxy Statement](#) filed with the U.S. Securities and Exchange Commission.

EXECUTIVE COMPENSATION

Our executive pay practices are on a par with the industry and well-aligned with stockholder interests. We regularly review our compensation practices and consider any changes that would allow us to remain competitive in the market. For more information about our Executive Compensation practices, please refer to our [latest Proxy Statement](#) filed with the U.S. Securities and Exchange Commission.

RISK MANAGEMENT

Assessing and managing risk is both an ongoing process and fundamental to our business. Our Board of Directors has overall responsibility and oversight of risk management, which is executed directly by the Board and through the delegation to its three committees: Audit Committee, Compensation Committee and Nominating and Governance Committee. Each committee reports regularly to the Board of Directors on risk-related matters. The Board of Directors also receives regular updates from our management including, among other things, an annual enterprise risk assessment report from our Chief Financial Officer, based on in-depth meetings with members of each of OUTFRONT's departments. The Board discusses risk throughout the year at its meetings in relation to long-term and short-term business goals and actions, and has regular access to all of our executive officers.

We also maintain an incident response plan that sets forth the processes for addressing the aftermath and associated risks of an event or incident, such as a cybersecurity incident or health emergency, affecting the company and/or its personnel. Our Chief Executive Officer (or, in certain circumstances, our Lead Independent Director) reports the incident response plan team's findings and strategies to the Board for evaluation. The incident response plan is tested at least annually and the results of the test are reported to the Audit Committee and the Board by our Chief Financial Officer.

In addition, we maintain a written succession plan with respect to our Chairman and Chief Executive Officer and each executive officer.

RESPONSIBLE ADVERTISING & INTEGRITY

With more than 500,000 displays across the U.S. and Canada, and millions of people interacting with ads on our displays every day, we understand the power of messaging and its impact. We also understand that this power requires us to thoughtfully and responsibly consider the potential effects of these highly visible messages on all potential audiences. Our designated creative design services, OUTFRONT Studios, works closely with clients to bring the best in class of outdoor advertising and create truly impactful campaigns.

That's why we work to go above and beyond federal guidelines for responsible advertising to ensure integrity and respect for the communities we serve and the individuals who interact with our displays.

We do not permit advertisements that attack or disparage persons or groups, nor advertisements that we believe would be harmful or inappropriate for the general viewing public. As a company, we do not advertise products that are illegal for sale to minors, such as alcoholic beverages or cannabis, within 1,000 feet of established places of worship, public playgrounds, or primary and secondary schools. This policy goes beyond the 500 feet boundary that is mandated by the Federal Trade Commission.

With respect to transit assets, we work with our partners at more than 70 transit authorities across the country to ensure compliance with their unique guidelines and policies.

WE TAKE A THREE-PRONGED APPROACH

1. We maintain a comprehensive set of **internal guidelines** for our employees that ensures careful review of all advertising copy, as well as clear procedures for assessing political or issue-oriented advertising.
2. Some ads require further review based on the subjectivity of the content. Our **Copy Approval Committee** (ethnic, gender and religious diversity is represented through the members serving on this committee) ensures we consider multiple perspectives when we review the appropriateness and integrity of the ads we place.
3. Because of the diversity of markets in which we operate across the U.S. and Canada, we also **empower local General Managers** to make decisions based on what is most appropriate and culturally-relevant for their respective markets and local communities. We are responsive to communities' concerns and proactively engage clients and customers to ensure the integrity of our ads.





PRIVACY & DATA SECURITY

We are firmly committed to protecting privacy and fostering confidence in digital advertising. This commitment and overarching responsibility is overseen by the Audit Committee of the Board of Directors, which receives reports from our Chief Information Officer (with input from our Chief Privacy Officer) on our information security and cybersecurity risks, compliance and protections. Our overarching management approach is to ensure sound stewardship and security of data – this is especially critical as we transition to a more digital business model and maintain compliance and adaptability with new and emerging regulations.

Our overarching data privacy philosophy is “privacy by design.” We do not directly collect personally identifiable information in connection with our audience analytics platforms and all data we receive from mobile data providers and other third party data providers is anonymized and aggregated at the audience level. To the extent that we collect other data in connection with the operation of our business (e.g., if you fill out the Contact Us form on our website), the collection and use of that data is governed by our [Privacy Policy](#).

Our Privacy Policy the result of a cross-disciplinary and collaborative approach to better understand how our teams across different divisions are using and protecting data, and to ensure we are up to date with the ever-changing data security landscape. Additionally, we periodically have a qualified third-party perform a review of our procedures, as well as conduct external penetration testing. This is part of an ongoing program to continuously improve our security program. We also conduct internal incident response plan testing as described above, and trainings on privacy and data security for all employees.

LOBBYING & PUBLIC POLICY

We take all lobbying activities and government affairs practices very seriously. We have policies and procedures in place governing our approach to lobbying and political contributions to ensure compliance with all applicable laws. We also host a political compliance training on a bi-annual basis for our Government Affairs and Legal teams, and General Managers.



OUR PEOPLE/

EMPLOYEE ENGAGEMENT & COMPENSATION

We aim to create a workplace where employees feel engaged, rewarded and empowered. Culture plays an important role in the way we conduct business and attract talent to our company and, as such, we actively promote a culture of collaboration, creativity and ownership throughout the employee experience.

Our workforce continues to grow across our footprint. In 2019, we experienced 6.4 percent growth.

COMPENSATION & BENEFITS

We provide an attractive compensation and benefits package to support employees' health, well-being and overall development and continually revisit and evolve this package to better address the needs of our growing workforce. Benefits and programs include:

- **Fund-The-Future:** Program that provides an annual restricted share unit grant to employees that is equivalent to 2.5 percent of an employee's base salary.
- **Education Assistance Policy:** Covers up to \$10,000 for undergraduate coursework and professional certifications and \$15,000 for graduate coursework directly related to an employee's present job or to another company-specific position.
- **Parental Leave Policy:** Flexible policy covering a variety of family arrangements, including pregnancy, adoption, surrogacy or foster care; provides eight weeks of paid leave for a primary employee caregiver and two weeks for a non-primary caregiver.
- **Adoption Assistance:** Provides reimbursements up to \$5,000 to cover adoption costs.
- **Volunteer Time Off Policy (new in 2019):** Provides up to eight hours for employees to do volunteer work with colleagues in the community.

EMPLOYEE LEARNING & DEVELOPMENT

As our business grows, we place a priority on helping our ever-increasing number of employees build both their skills and careers at OUTFRONT. Our continuing initiatives and programs are focused on employee growth and training, leadership development and recognition.

ONGOING EMPLOYEE DEVELOPMENT

OUTperform, our annual performance review process, is required for all employees and forms the central pillar of OUTFRONT's approach to employee development. These reviews provide an opportunity for employees to receive thoughtful feedback and reflect on their achievements.

In 2019, we continued to conduct comprehensive leadership assessments to help our employees learn and grow, as well as to identify those employees who exhibit potential for leadership positions. In 2019, we focused on our sales leadership group to ensure we were continuing to develop leaders for the future of our business.

EMPLOYEE TRAINING

Over the past several years, we have been building our training capability to better support skills development across our workforce. Each year we train hundreds of employees in critical skills areas such as consultative selling, technology, safety, management and leadership skills — all in addition to compliance training on our Code of Conduct, Anti-Harassment, cybersecurity and other corporate policies. Our training completion rates generally exceed 90 percent.

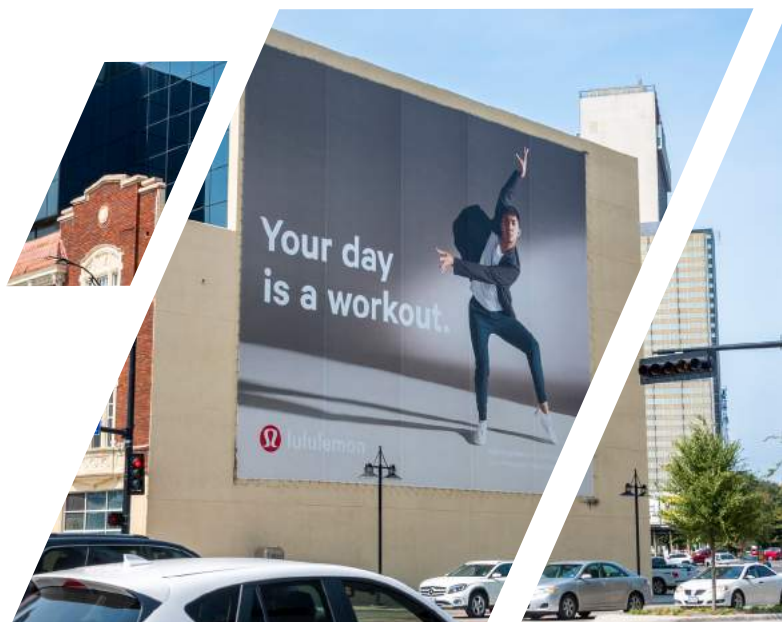
AWARDS & RECOGNITIONS

We offer a variety of initiatives and awards to recognize high-achieving employees.

Signature programs include:

■ **The OUTShine! Awards:** Hosted annually, these awards recognize employees who best represent our company, exemplify our brand and “live” our culture. Winners are awarded \$5,000 in restricted stock units and \$2,000 in cash and are recognized by the CEO in an all-employee video conference. In total, we awarded 47 OUTShine! Awards for outstanding employee performance in 2019.

■ **President's Club:** The President's Club is designed to recognize the “best of the best” within our sales department and reward our top performers who contribute to our growth and culture with an all-inclusive trip with a guest to a great location with the CEO and other senior executives.



SOME OF OUR 2019 OUTSHINE! AWARD WINNERS

■ **Heather Sainsbury** – Officer Manager Toronto

- Heather is the “go to” person for everyone who has a need and doesn’t know where to start. Colleagues say that Heather “always makes you feel like what you need is the only thing she has to do that day”, always putting others at ease and arriving at solutions. The Toronto office couldn’t operate without her as she makes “everything happen magically and beautifully.”

■ **Eric Villeneuve** – Operations Manager New Hampshire

Derek Trudel – Operations Crew Chief, New Hampshire

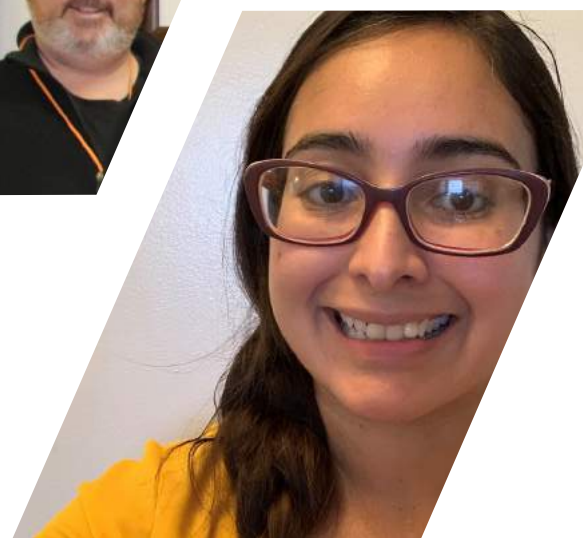
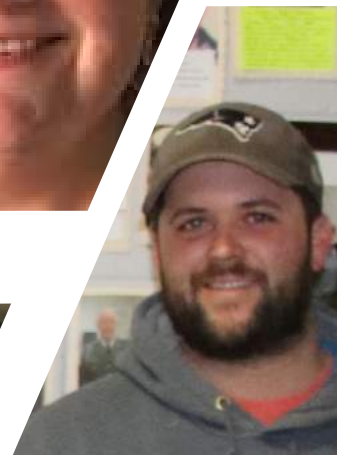
- Ordinarily the New Hampshire operations crew consists of 4 members, but during 2019 the team consisted of only Eric and Derek. The two stepped up and found a way to get all the posting and maintenance work done, even a large political campaign that had a very short turnaround time. “They are a great team and great teammates”, say manager Gerry Allen.

■ **Iliana Mejia** – Sales Assistant, Chicago

- Iliana has worked for OUTFRONT in Chicago for 16 years and has consistently demonstrated commitment and a positive attitude. When the office hired multiple assistants at the same time, Iliana took on the responsibility for training them. She is the first to help out when the office is short-staffed or working on a special project, as she did on the day after Christmas. She has also been a leader in office culture by volunteering at events the office participates in. Her manager notes that “Lili makes time for everyone—she is definitely an asset to OUTFRONT and we are lucky to have her as part of the Chicago team.”

■ **Teresa Vong** – National Sales Assistant, Berkeley

- “Impeccable, inspiring, diligent, class act”, are some of the phrases used to describe Teresa. As a National Sales Assistant she worked tirelessly to facilitate more than \$25M in “ship in” business with the team. The GM says, “Teresa embodies what it means to be OUTFRONT. She’s OUTgoing, she OUTperforms and she’s OUTrageously professional.”



If you tolerate racism,
delete Uber.

Black people have the right to move without fear.

Uber

OUTFRONT



OUT AT
OUTFRONT

OUTstanding
WOMEN

HEALTHY
OUTFRONT

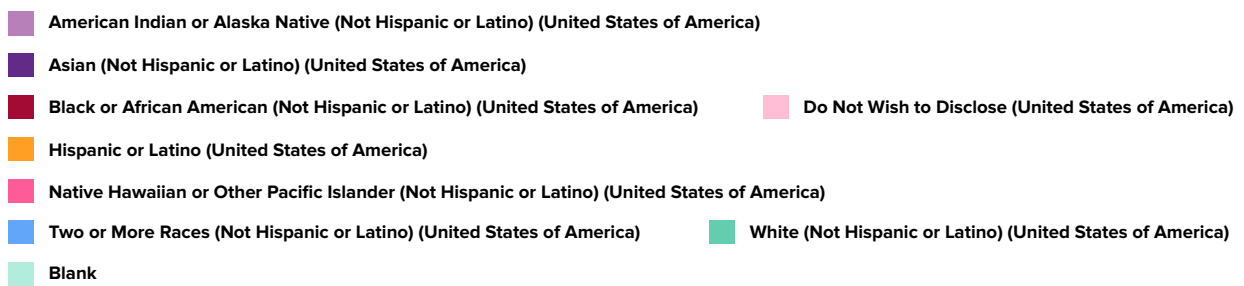
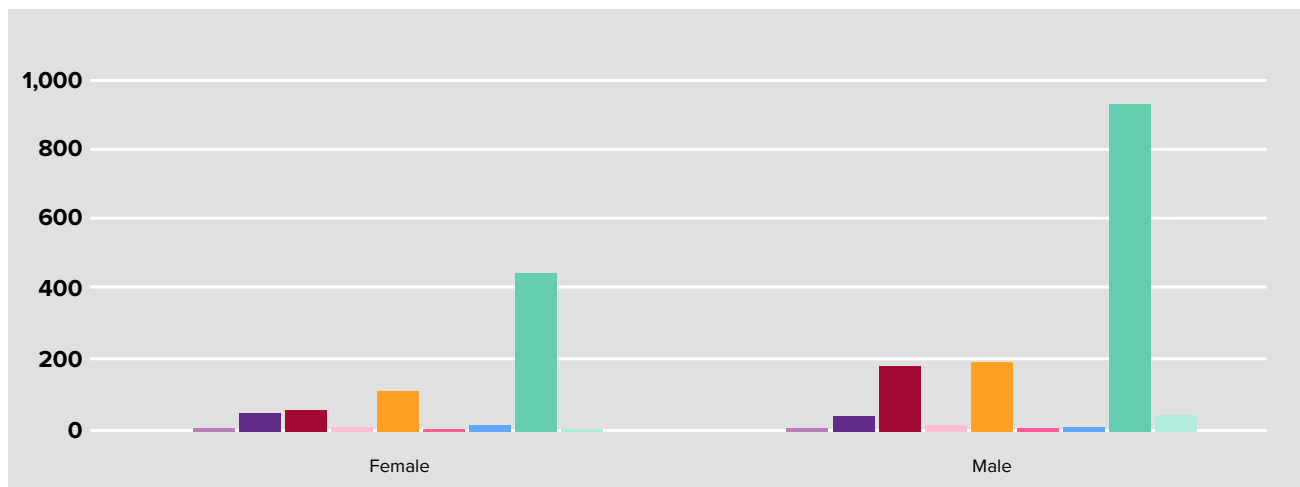
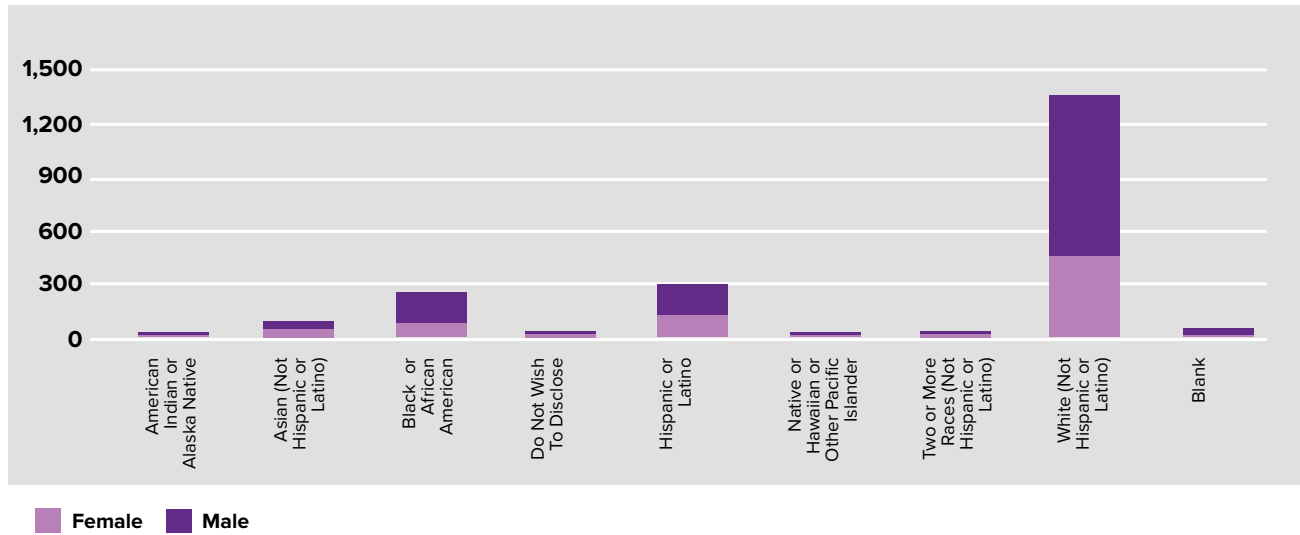
DIVERSITY & INCLUSION

We're committed to promoting a diverse and inclusive working environment. We know that in order to effectively connect diverse audiences across markets, we need a workforce that reflects the diversity of the communities we represent and in which we operate.

DIVERSITY AND INCLUSION ADVISORY COUNCIL

In 2019 we continued our Diversity & Inclusion ("D&I") effort with the leadership from the OUTFRONT Diversity and Inclusion Advisory Council (the "Council"), led by our Co-Chief Diversity Officers and our Chief Human Resources Officer. Key accomplishments in 2019 were formalizing our Employee Resource Groups to make sure each had a charter, executive sponsors and deliverables. Additional 2019 D&I accomplishments include:

- Continuing to manage and grow our partnerships with organizations including the [Emma Bowen Foundation](#) to recruit interns and employees from diverse backgrounds
- Sharing regular D&I updates on "Inclusion Corner" on InsideOUT, our Intranet site
- Publishing blogs, calendar items and resources to promote diversity in the workplace
- Formally launching four Employee Resource Groups (ERGs) and holding webinars and calls with interested employees and allies. Our ERGs include OUT at OUTFRONT, OUTstanding Women of OUTFRONT, OUTReach and Healthy OUTFRONT



**Diversity data covers our U.S. workforce.
Source: EEO-1*

OUTFRONT DIVERSITY DEMOGRAPHICS:

- 2019 global headcount: 2,462
- 33% female in the U.S. and Canada
- 32% people of color in the U.S.

SUPPLIER DIVERSITY

In addition to promoting diversity in our workforce, we are committed to diversity in our supply chain. We continuously work to identify opportunities to increase our work with certified minority and women-owned

businesses (“M/WBEs”). By including M/WBEs in our bids for advertising concession agreements and actively seeking to increase work done with existing M/WBE suppliers, from 2016 to 2019 we were able to grow our spend with diverse suppliers by 71 percent.

| OUTFRONT'S SUPPLIER DIVERSITY SPEND | | | | |
|-------------------------------------|----------|----------|----------|----------|
| | 2016 | 2017 | 2018 | 2019 |
| MBE | \$ 7.4M | \$ 7.9M | \$ 9.9M | \$ 11.2M |
| WBE | \$ 2.6M | \$ 2.7M | \$ 4.1M | \$ 5.9M |
| TOTAL | \$ 10.0M | \$ 10.6M | \$ 14.0M | \$ 17.1M |

EMPLOYEE HEALTH & SAFETY

There is nothing OUTFRONT takes more seriously than the health and safety of employees. Any injury is one too many. That is why we have adopted a preventive culture and follow and enforce a strict set of safety guidelines and training processes.

OUTFRONT's comprehensive training program is another essential aspect to promoting the safety of our employees. We require all our field operations team members to participate in an extensive training process and we reinforce these trainings throughout the year. One hundred percent of field employees must complete the trainings as a condition of their continued employment at OUTFRONT.

SAFETY TRAINING PROCESS:

- OUTFRONT Safety Manual provided to every field employee
- Comprehensive training when hired as well as a 60-day grace period before able to work at heights on any billboard
- Refresher trainings every 6 months
- Monthly trainings on specific topics

One hundred percent of field employees must participate in full training processes.

To protect the safety of our employees, compliance with all of our guidelines and safety procedures is mandated. Additionally, site supervisors are required to conduct four unannounced field observation visits each month. In 2019, our site supervisors completed 1,681 site visits across 45 markets. Safety violations of company policies were recorded 5 of those visits or 0.3 percent.

If an employee is found to have violated a safety policy or rule or is seen operating in an unsafe manner, OUTFRONT's safety committee will review the situation to make adjustments moving forward. For example, employees working at heights must be tied off at all times with the appropriate protection equipment while working on any display,

as mandated by our Fall Protection Policy. A violation of the policy will result in a five-day suspension for a first-time offense, and termination for a second offense.

In 2019, we did not suffer any significant employee accidents or injuries and continue to strictly manage our corporate health and safety programs and ensure compliance. Today, if a critical safety violation is discovered, such as not wearing the company's prescribed safety equipment or a blatant disregard of the company's safety policies - the employee can be immediately terminated. We view this as a necessary measure to ensure safety is taken with the seriousness due by all members of the OUTFRONT community.

| YEAR | FATALITIES COUNT/RATE | OSHA RECORDABLES COUNT/RATE | HIGH CONSEQUENCE COUNT/RATE |
|------|--------------------------|--------------------------------|--------------------------------|
| 2016 | 0/0.00 | 45/2.57 | 4/0.23 |
| 2017 | 0/0.00 | 62/3.43 | 13/0.72 |
| 2018 | 2/0.11 | 57/3.00 | 11/0.58 |
| 2019 | 0/0.0 | 62/3.08 | 14/0.69 |



In February 2019, we added a new Vice President of Operations Effectiveness and Safety to our team, whose responsibility is to have direct oversight over our managers and field crews and ensure all employees are continuously following our safety procedures and protocols.

HOOK UP BEFORE YOU GO UP... SAFETY CAMPAIGN

In 2018, we launched a worker safety campaign to highlight the importance of tying off when working at heights. The safety team produced banners for facilities, bumper stickers for vehicles and hard hat decals that allowed our employees to write in who they tie off for, such as family members or friends. This campaign continues to serve as a daily reminder of the importance of safety procedures and contributed to the culture of safety that is critical to the way we operate.

INCIDENT INVESTIGATION PROCESS

At OUTFRONT, every incident must be reported within 24 hours of occurrence, which is more stringent than the industry standard of 72 hours. Every incident is also thoroughly analyzed in order to identify the root cause and prevent any similar accidents from happening in the future. These investigations are not intended to lay blame; rather, they are a way for our supervisors to gather all the facts and learn any lessons to be learned. Overall, investigations help us identify gaps in training and improve our guidelines to ensure that we are doing everything we can to deliver on our commitment to safety.

INDUSTRY COLLABORATION

To ensure we are learning and applying the latest best practices, we actively engage with the Outdoor Advertising Association of America's Operations & Safety Committee. Through the Committee, we engage regularly with industry peers and regulators to refine and advance our approach and share our own knowledge with others.





OUR SOCIAL IMPACT/

Through our displays, we are fully embedded in the fabric of thousands of communities. We reach 70 percent of the U.S. population each week, and believe it is our responsibility to use that reach to help advocate for social causes and inform the general public in times of need.

Each year, we contribute our creative services and donate approximately \$10 million in public service advertising to nonprofit and government organizations. Here are just a few examples of our recent partnerships.

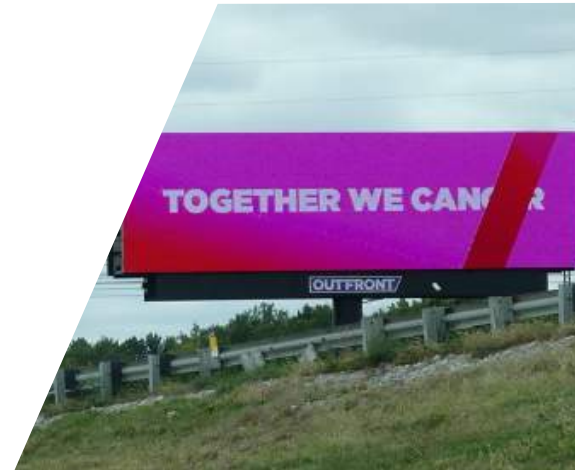
NATIONAL SPOTLIGHT: PROMOTING EARTH DAY 2019

In celebration of Earth Day 2019, we partnered with the Outdoor Advertising Association of America (OAAA) and the Earth Day Network to help spread awareness for protecting our earth and saving our species. The creative includes the message #ProtectOurSpecies along with photos of various animals including polar bears, bees, giraffes, and more, on billboards across the country.



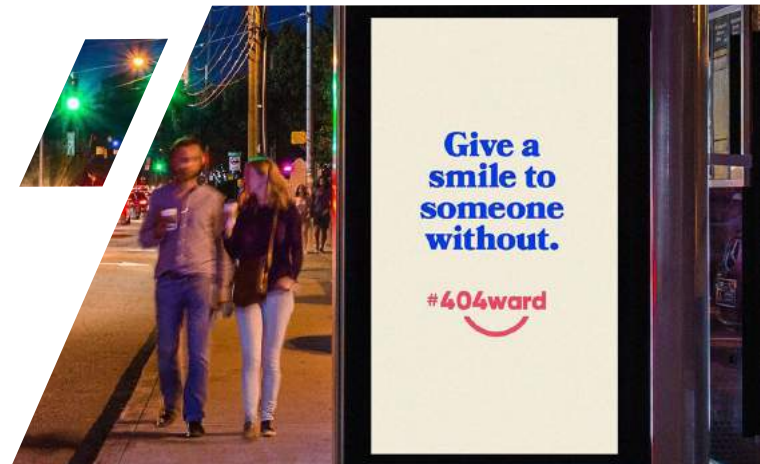
NATIONAL SPOTLIGHT: RAISING AWARENESS FOR BREAST CANCER AWARENESS MONTH "TOGETHER WE CANCER"

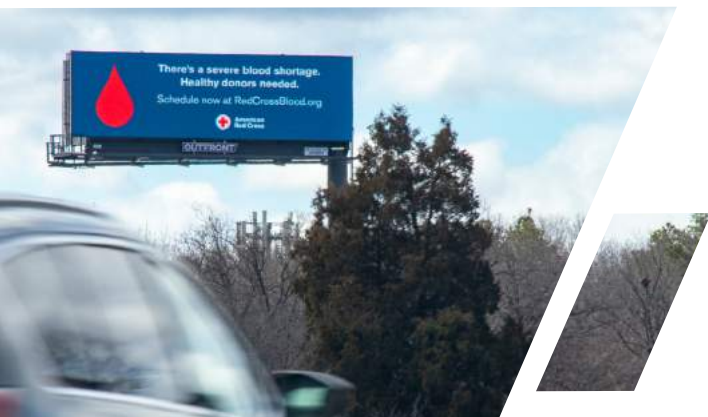
In honor of National Breast Cancer Awareness month last October, we came up with a creative message that was shared all month long on our digital assets across the country. The creative included a pink background with the message "Together We CAN", with the letters "CER" in cancer slashed out. The creative was designed to emphasize that we CAN fight the battle of cancer and we are all in this fight together.



LOCAL SPOTLIGHT: 404WARD - REMINDING ATLANTA TO PAY IT FORWARD

This campaign was designed to remind Atlanta that doing something good for others is easy and should be top of mind. Pay for stranger's coffee, invite a friend for tea, let a car merge through traffic, or simply give a smile. The creative included one of the messages listed above along with #404ward (404 is the Atlanta area code), across our digital assets throughout Atlanta.





REAL-TIME PUBLIC BENEFIT COMMUNICATION

The flexibility of our real-time digital network allows us to help organizations communicate critical, urgent information to the public in targeted, timely ways. Through partnerships with the Federal Bureau of Investigation, Federal Emergency Management Agency, local transit authorities, the Outdoor Advertising Association of America and more, we are able to deliver emergency information that requires immediate attention, such as a hurricane evacuation warning, a national manhunt or an AMBER Alert.

COMMUNITY SUPPORT & PHILANTHROPY

In addition to using our advertising platforms for good, each OUTFRONT office works directly with its community to volunteer time to support local causes. In 2018, local partnerships included St. Jude, Serenity House, 1000 Mothers to Prevent Violence, Operation Dream, Citizen Schools, Leukemia & Lymphoma Society, Special Needs Network, God's Love We Deliver and more.



LOCAL SPOTLIGHT: LUCKY FORKS - DO GOOD BUSINESS

Lucky Forks is a social good platform that provides community service events for corporations. We provided Lucky Forks with donated space to help encourage media companies to use some of their client entertainment budget and put it towards their organization to help the NY community and beyond. By taking the pledge for your organization, the social good platform provides community service events for your company to participate in as well as network with the other companies that are members. The company believes you can do business and do good at the same time.

LOCAL SPOTLIGHT: MAKE-A-WISH GEORGIA

Our Atlanta office partnered with Make-A-Wish Georgia, to help make children's wishes come true by encouraging the public to make a donation for their organization during #GivingTuesday. The creative was designed to draw attention to the organization and help inform the public that their donations can help make wishes come true for children with critical illnesses.



OUR ENVIRONMENTAL FOOTPRINT/

We're committed to continuously improving our environmental performance across our footprint. Our primary focus is on our areas of greatest impact: Energy Use & Emissions and Materials Recycling & Repurposing. In the past year, we have also put a greater focus on selecting suppliers with strong environmental offerings.

ENERGY USE & EMISSIONS

Energy usage is a vital component of our operations. The following are some of the ways we are working to make reductions across the core elements of our operations.

DISPLAYS

Our biggest area of focus for energy reduction has been converting all outdoor light fixtures to lower wattage LED lighting – yielding a savings of 70 percent in kilowatts per fixture. To date, we have converted approximately 90 percent of display lighting – more than 67,000 fixtures to LED – leading to a 52.4M kilowatt savings over 2005/2006 levels.

ENERGY USE BY THE NUMBERS

- 67,000 fixtures converted to LED
- 52.4M kilowatts in savings per year (based on 2005/2006 baseline)
- 76.8% less energy used per year from conversions
- We had anticipated completion by the end of 2020, but the COVID-19 pandemic has extended our anticipated timing to 2021

The conversion of static advertising displays to digital has significantly positive financial and environmental impacts on our business. We are in the process of converting many of our static canvases to digital displays. This not only helps save physical advertising material, but also helps reduce fuel emissions and travel time needed from our operations team to transport materials to and from display sites to switch advertisements. When a display is converted to digital, the advertising copy is delivered electronically, eliminating the need for physical copy to be delivered and disposed of. Over the multi-year life of a digital display, the impact on downstream waste can be significant.

At the end of 2019, we had 1,343 digital billboards and 6,238 digital transit and other displays, or 7,581 in total, up 87% from 2018. Together, revenues from these digital displays represented 20.5% of our company's 2019 revenues, up from 17.2% in 2018. Continued digitization is a key priority for our company. We plan for our digital displays to be recycled or refurbished, and we are evaluating alternative energy sources that can offset the additional electrical costs of digital.

We intend to measure the greenhouse gas (“GHG”) emissions from our advertising displays in the future.

VEHICLE FLEET

Our operations team is constantly on the move, traveling across cities and navigating congested city traffic patterns to update and install new campaigns while also maintaining displays. We have approximately 700 vehicles across the U.S and Canada, many of which must accommodate a heavy load from display materials.

We engaged Industrial Economics, Inc. (“IEc”) to assist in the calculation of our GHG emissions from our vehicle fleet in 2018 and 2019. To calculate GHG emission from vehicle fleets, we gathered available information regarding the quantity of fuel consumed by fuel type (e.g., gasoline, diesel), the total miles traveled by vehicle type (e.g., passenger vehicle, light-duty truck, medium-duty truck, heavy-duty truck) and the vehicle model years. Using the statistically significant amount of gathered data and IEC estimates, IEC was able to calculate the GHG footprint of our vehicle fleet by applying the relevant emission factors and global warming potentials (“GWP”)¹ to each emission

| DATA CATEGORY | 2018 | 2019 | PERCENTAGE CHANGE FROM 2018 TO 2019 |
|--|-------|-------|-------------------------------------|
| U.S. Fleet Emissions (metric tons CO₂e) | 4,504 | 4,599 | +2% |
| U.S. Fleet Fuel Economy (mpg) | 10.6 | 10.0 | -5% |
| Canada Fleet Emissions (metric tons CO₂e) | 784 | 707 | -10% |
| Canada Fleet Fuel Economy (mpg) | 11.6 | 12.2 | +5% |
| Total Fleet Emissions (metric tons CO₂e) | 5,287 | 5,306 | +0.35% |
| Average Fleet Fuel Economy (mpg) | 10.7 | 10.3 | -4% |
| <i>1 Consistent with the GHG Gas Protocol, developed by the WBCSD and WRI, IEc used the 100-year GWP for methane (25 100-year GWP) and nitrous oxide (298 100-year GWP). GWPs allow comparisons of the global warming impacts of different gases. Specifically, it is a measure of how much energy the emissions of 1 ton of a gas will absorb over a given period of time, relative to the emissions of 1 ton of carbon dioxide. GWPs provide a common unit of measure, which allows analysts to add up emissions estimates of different gases, and compare emissions reduction opportunities across sectors and gases.</i> | | | |

type. The GHG footprint of a vehicle fleet is comprised of the following emissions: carbon dioxide (“CO₂e”), methane, and nitrous oxide. For carbon dioxide, emissions are calculated by applying the relevant emission factors to the fuel consumed by fuel type (e.g. gasoline and diesel). For methane and nitrous oxide, emissions are calculated by applying the relevant emissions factors and GWP to the total miles traveled by vehicle type (e.g., passenger vehicle, light-duty truck, medium-duty truck, heavy-duty truck) and vehicle model year. Carbon dioxide, methane, and nitrous oxide emissions were added together to arrive at the total GHG footprint for our vehicle fleet.

IEc used emission factors obtained from the U.S. Environmental Protection Agency’s Corporate Climate Leadership Greenhouse Gas Inventory. GHG emissions from the vehicle fleet were calculated in a manner consistent with the World Business Council for Sustainable Development (“WBCSD”) and World Resources Institute (“WRI”) GHG Protocol. The approach also meets the criteria of multiple sustainability reporting platforms, such as the Carbon Disclosure Project (“CDP”).

Based on the methodology described above, IEc estimates that total GHG emissions from

the vehicle fleet was 5,287 metric tons in 2018 and 5,306 metric tons in 2019. The data show that total GHG emissions from the combined U.S. and Canadian fleet increased by 0.35 percent between 2018 and 2019, which can be partially attributed to the increase of vehicles added to the fleet. Between 2018 and 2019, the vehicle fleet grew by approximately 5 percent. Miles traveled per gallon, or fuel economy, decreased by 4 percent in that time frame. This is partially due to the increase in light-, medium-, and heavy-duty trucks in the fleet and the decrease in passenger vehicles, which are more fuel efficient than trucks. Given this result, we will focus on fuel economy in our vehicle procurement decisions. As vehicle model and year only play a partial role in fuel economy, we will also promote more fuel-efficient driving behavior and vehicle maintenance schedules – including reduced idling time, more efficient braking and acceleration, and increased attention to vehicle maintenance. We recognize the impact that our vehicles have on the environment, and we are seeking to minimize the amount of travel for our operations team. We will closely analyze how we schedule jobs, streamline to create greater efficiencies, and reduce travel time between sites.

TRANSIT SYSTEMS

We are the largest operator of transit system advertising in the U.S., including bus, rail, subway, and bike shares. Our advertising on these systems helps municipalities across the country fund and support these vital public resources, enabling millions of daily commuters to reach their destinations for work or school – and thereby eliminating significant GHG emissions that would be generated by individual vehicles.

OUR FACILITIES

We are also furthering efforts to reduce energy use across our 90+ facilities. We have recently converted major office locations to LED lighting which has led to an overall reduction in energy consumption. We intend to measure the GHG emissions from our facilities in the future.

Our employees have embraced making sustainability a key part of our workplace culture through various site-based initiatives. In 2018, we launched OUTFRONT Goes Green, an initiative to replace all single-use plastic in our kitchens with permanent cutlery, dishes and glassware. For employee health and safety protection during the COVID-19 pandemic, this initiative has been suspended and will be resumed once it is deemed safe to do so.



WHAT'S NEXT

As our reduction efforts continue, our next step to better manage and evolve our energy use is to conduct a complete analysis of our carbon footprint across our operations. The OUTFRONT ESG Committee will be able to use the data from this analysis to make better decisions about how we can make the most strategic investments to evolve our operations.

MATERIALS RECYCLING & REPURPOSING

We are committed to extending the lifecycle of our materials where possible while minimizing our material impact. After a display comes down, the polyethylene ("PE") and polyvinylchloride ("PVC") material is either reused or recycled. Our PE product is fully recycled through a third party who shreds, blends and densifies it into small pellets, which ultimately become raw material for other products. Our used PVC product is fully repurposed through vendors and is converted to coverings, tarping and new consumer products.

PVC REPURPOSING

We have an ongoing partnership with RAREFORM, a California-based company that supports our efforts to repurpose our used PVC displays, turning them into consumer products such as tote bags, backpacks, wallets and surfboard bags. In 2019, we delivered 392,000 pounds of expired PVC billboard advertisements to Rareform.

ELECTRONIC RECYCLING ASSOCIATION (ERA)

We have an ongoing partnership with the ERA, a national Canadian non-profit organization, to recycle and repurpose our defective electronic devices and digital screens, turning them into reliable technology for charities across the country.



SUSTAINABLE SUPPLY CHAIN

We are working with suppliers to ensure sustainable sourcing of non-hazardous yet weather-resistant materials for billboards and other outdoor media, including using non-hazardous, vegetable-based posting glue that is biodegradable. We also work with industry partners to recycle vinyl and plastic advertisement materials, scrap aluminum and other materials that in the past would have been hauled off to a landfill. Recycling, reusing, and reducing benefits both the environment and the economy, and a sustainable supply chain is also more reliable in the long run.

HURRICAN DORIAN RELIEF

In September 2019, Hurricane Dorian, a category 5 storm, struck the Bahamas and was the worst natural disaster in the country's

history, leaving 70,000 homeless. The damage was most severe in the Abacos and on Grand Bahama. Our employees, especially those in the Florida market, felt a sense of responsibility to take action in support of those affected. Confident we were working with the right humanitarian relief team through Global Empowerment Mission, we put into action a pipeline to deliver close to 1,000 large-format PVC billboard displays from markets across the country to be delivered from Miami to the Bahamas. Each billboard is nearly 700 square feet, and were a good short-term solution to provide shelter, a sense of security, and the knowledge that a broader global community cared about the plight of the Bahamians. We also donated billboard space for relief efforts and fundraising in our Florida markets.





We are committed to continuous improvement and reducing our environmental impact as a large component of that. While we are early in our ESG journey, we have made considerable strides in addressing and managing our impacts and are eager for the progress we'll continue to make in the future.

FEEDBACK /

Thank you for taking the time to review our ESG Report. We welcome feedback as we continue to define our ESG strategy into the future. For any questions or additional information, please email ESG@outfrontmedia.com.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

We have made statements in this document that are forward-looking statements within the meaning of the federal securities laws, including the Private Securities Litigation Reform Act of 1995. You can identify forward-looking statements by the use of forward-looking terminology such as “believes,” “expects,” “could,” “would,” “may,” “might,” “will,” “should,” “seeks,” “likely,” “intends,” “plans,” “projects,” “predicts,” “estimates,” “forecast” or “anticipates” or the negative of these words and phrases or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. You can also identify forward-looking statements by discussions of strategy, plans or intentions related to our capital resources, portfolio performance and results of operations, including but not limited to the impact of the COVID-19 pandemic on our capital resources, portfolio performance and results of operations. Forward-looking statements involve numerous risks and uncertainties and you should not rely on them as predictions of future events. Forward-looking statements depend on assumptions, data or methods that may be incorrect or imprecise and may not be able to be realized. We do not guarantee that the transactions and events described will happen as described (or that they will happen at all). The following factors, among others, could cause actual results and future events to differ materially from those set forth or contemplated in the forward-looking statements: the severity and duration of the novel coronavirus (COVID-19) and any other pandemics, and the impact on our business, financial condition and results of operations; declines in advertising and general economic conditions, including declines caused by the COVID-19 pandemic; competition; government regulation; our ability to implement our digital display platform and deploy digital advertising displays to our transit franchise partners, including the impact of the COVID-19 pandemic; taxes, fees and registration requirements; our ability to obtain and renew key municipal contracts on favorable terms; decreased government compensation for the removal of lawful billboards; content-based restrictions on outdoor advertising; environmental, health and safety laws and regulations; seasonal variations; acquisitions and other strategic transactions that we may pursue could have a negative effect on our results of operations; dependence on our management

team and other key employees; the ability of our board of directors to cause us to issue additional shares of stock without stockholder approval; certain provisions of Maryland law may limit the ability of a third party to acquire control of us; our rights and the rights of our stockholders to take action against our directors and officers are limited; our substantial indebtedness; restrictions in the agreements governing our indebtedness; incurrence of additional debt; interest rate risk exposure from our variable-rate indebtedness; our ability to generate cash to service our indebtedness; cash available for distributions; hedging transactions; diverse risks in our Canadian business; experiencing a cybersecurity incident; changes in regulations and consumer concerns regarding privacy, information security and data, or any failure or perceived failure to comply with these regulations or our internal policies; asset impairment charges for our long-lived assets and goodwill; our failure to remain qualified to be taxed as a real estate investment trust (“REIT”); REIT distribution requirements; availability of external sources of capital; we may face other tax liabilities even if we remain qualified to be taxed as a REIT; complying with REIT requirements may cause us to liquidate investments or forgo otherwise attractive opportunities; our ability to contribute certain contracts to a taxable REIT subsidiary (“TRS”); our planned use of TRSs may cause us to fail to remain qualified to be taxed as a REIT; REIT ownership limits; complying with REIT requirements may limit our ability to hedge effectively; failure to meet the REIT income tests as a result of receiving non-qualifying income; the Internal Revenue Service (the “IRS”) may deem the gains from sales of our outdoor advertising assets to be subject to a 100% prohibited transaction tax; establishing operating partnerships as part of our REIT structure; and other factors described in our filings with the Securities and Exchange Commission (the “SEC”), including but not limited to the section entitled “Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2019, filed with the SEC on February 26, 2020, and in our Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2020, filed with the SEC on May 8, 2020. All forward-looking statements in this document apply as of the date of this document or as of the date they were made and, except as required by applicable law, we disclaim any obligation to publicly update or revise any forward-looking statement to reflect changes in underlying assumptions or factors of new information, data or methods, future events or other changes.

OUTFRONT/