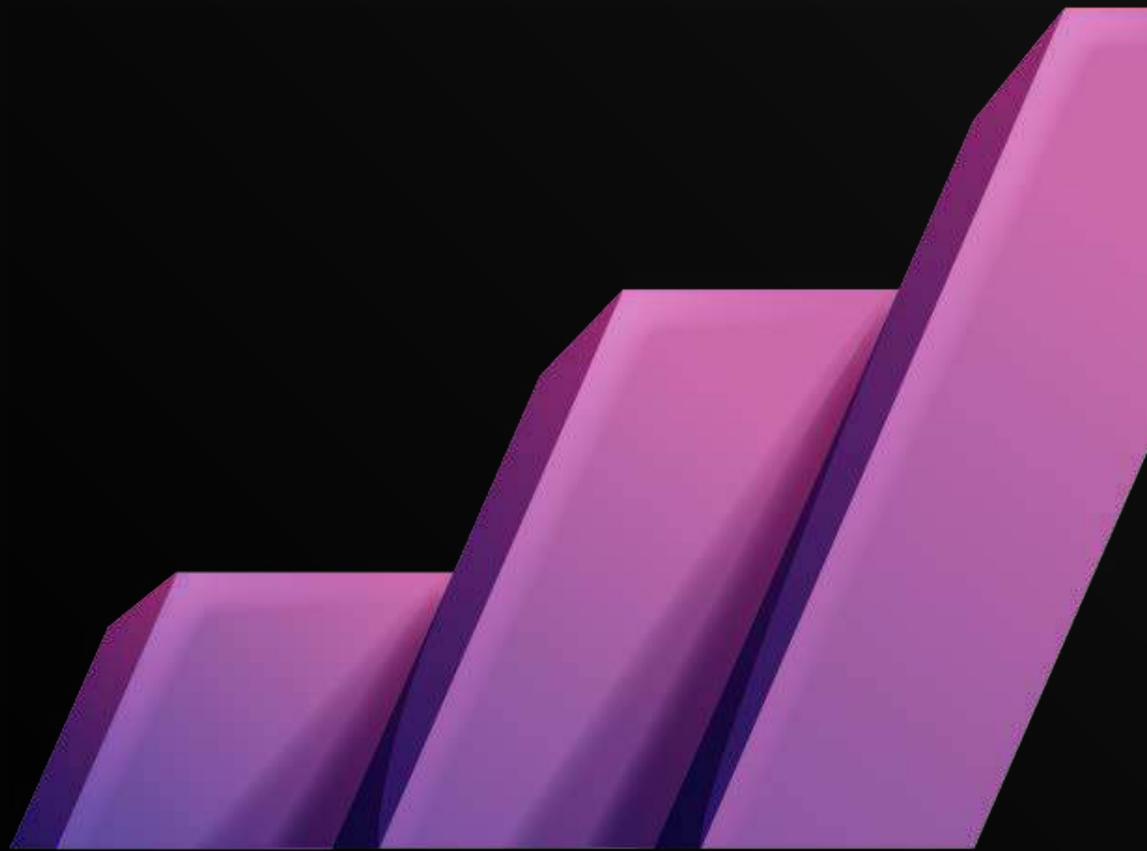


**OUTFRONT/**  
**GROW STRONGER**

**2023**

**ENVIRONMENTAL  
SOCIAL AND  
GOVERNANCE  
REPORT**



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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 out of home assets including billboards, transit and mobile displays across the U.S. We champion both the power of our scale and specificity of locations to grow advertisers' businesses and to connect with communities by driving engagement with active consumers in the real world. In turn, the success of our clients benefits their own employees and communities.

## OUTFRONT BY THE NUMBERS

*\*Data as of December 31, 2023*

- 40,791 billboards
- 451,176 transit system and other display
- Displays in the 25 largest markets in the U.S. and approximately 120 additional markets in the U.S.
- 2,090 U.S. employees
- 61 offices
- Approximately \$1.72B USD in 2023 revenue.

As of June 7, 2024, we sold our Canadian business; accordingly, other than revenue, the amounts set forth in this section exclude Canada.

## ABOUT THIS REPORT

We are a company with impact where it matters. This Environmental, Social and Governance (“ESG”) report provides an overview of our developing strategy to act responsibly and effectively as we impact people on a daily basis across the country. It’s about bringing people, brands, and communities together in ways that matter. We believe in the power of these connections to uplift and transform lives.

The information and key topics included in this ESG 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 ESG report includes initiatives and performance data for calendar year 2023, 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 stakeholders along the way. We invite you to review the disclosure and follow us as we embark on new initiatives and strive for continuous improvements into the future. For any questions or additional information, please email [ESG@outfront.com](mailto:ESG@outfront.com).

This ESG report contains forward-looking statements. Please review the section of this ESG 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. Fundamentally, we care because our company is filled with people who genuinely care. It’s important to our personal values, our business values, and to our customers and their customers. Every day, we are dedicated to addressing the risks and opportunities that arise from ESG issues, aiming to unlock greater value for society and our stakeholders.

The Nominating and Governance Committee of the Board of Directors (the “Board”) has ultimate oversight over our ESG strategy and initiatives and reports to the Board on a periodic basis. Each day, ESG issues are managed by the respective strategic and operational departments, with oversight by the OUTFRONT ESG Committee, which is comprised of executives, senior management, and other employees representing diverse functional groups and departments within the company. In consultation with the OUTFRONT ESG Committee, our Head of Investor Relations, Chief Human Resources Officer and Corporate Secretary report to the executive officers, the Board, and the Nominating and Governance Committee on the ESG committee’s progress and initiatives.

We continue to evolve our ESG approach and prepare our business for the next phase, by enhancing our stockholder engagement in order to better communicate our current efforts and shape our future strategy, as well as and improve our ability to track and measure ESG data to better support our ESG decision-making process.



**A MESSAGE**

# **FROM OUR CEO**

**Our team's dedication to digital innovation and creativity aligns with our excitement for industry growth and opportunities. We take immense pride in our daily efforts, driven by our company purpose of helping people, places, and businesses grow stronger.**

**At the core of our company lie our ESG principles, guiding our decisions and reinforcing our commitment, which has only deepened over the past five years.**

**With our exceptional team and robust portfolio of assets nationwide, I'm very optimistic about the years ahead.**

**Jeremy Male  
Chairman & CEO  
OUTFRONT Media Inc.**





# OUR BUSINESS PRACTICES /

From busy highways to local roadways, and transit hubs in urban centers to neighborhoods, we are front and center in all the places where people live, work and travel. Being front and center comes with a responsibility to all 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 is inclusive of empowering a culture of integrity, advancing responsible advertising practices and promoting strong leadership and corporate governance practices across every level of our business.

Additionally, our leadership in the art and science of out of home ("OOH"), our digital footprint and asset portfolio, new channels and engagement tools (such as programmatic offerings and social OOH), and our messaging ensure that we stay relevant to new brands, consumers and employees. This solid foundation continues to drive our future success.

## BUSINESS ETHICS

Our core values reflect who we are, what we stand for and how we operate as a business. These values are clearly communicated to all of our employees, officers, directors and demonstrated 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

### The Code of Conduct

The “Code” 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 the 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.

## 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 U.S. 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.. 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, effectiveness, and key areas of focus 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

As of April 19, 2024



**Director Independence:**  
**7/8 independent,**  
**including a Lead**  
**Independent Director**



**Gender:**  
**2/8 female**



**Ethnic Diversity:**  
**1/8 minority**



**LGBTQ+ Diversity:**  
**1/8 LGBTQ+**



**Age Diversity: 50-79 Years**  
**Average Tenure: 8.7 Years**

## **STOCKHOLDER RIGHTS & OWNERSHIP**

Annually, the Board reviews and considers appropriate changes to its corporate governance structure, in an effort to increase accountability and responsiveness to our stockholders. Currently, our governance structure includes a majority voting standard in uncontested director elections, market standard proxy access, and no supermajority voting provisions, among other things.

Annually, certain of our directors and members of management attempt to engage with the holders of a majority of the outstanding shares of our common stock as of the prior fiscal year-end, to discuss, among other things, our corporate governance structure, compensation philosophy and ESG initiatives, and to ensure that we are aligned with the interests of our stockholders. Our stockholder engagement practices throughout the year also include regular communication between our stockholders and our investor relations department and management presentations at investor and industry conferences.

*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. The Board 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 on these risk-related matters. The Board and its committees also receive 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, including with management at an annual strategy meeting, and has regular access to our executive officers and management.

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, health emergency like a pandemic, or weather-related incident such as a hurricane, affecting the company and/or its personnel. 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. The succession plan is reviewed with the Board at least annually.

## RESPONSIBLE ADVERTISING & INTEGRITY

With more than 490,000 displays across the U.S., 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 to all audiences.

That's why we strive 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're dedicated to updating our guidelines to adapt to evolving restrictions and regulations.

*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 and category 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. Our approval decisions are based on group discussion and deliberation and involves both an objective and subjective analysis of many factors, including the nature of the proposed copy itself, applicable laws and regulations, and prevailing community standards in the areas where the copy is to be placed.
3. Because of the diversity of markets in which we operate across the U.S., 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 individual privacy and our information security and data in an effort to foster confidence in digital advertising. Our overarching management approach is to ensure sound stewardship and security of data, with a philosophy of “privacy by design.” This is especially critical as we transition to a more digital business model and maintain compliance and adaptability with new and emerging regulations.

As outdoor advertising is a one-to-many medium, we are able to focus on the audiences exposed to our assets and not individuals. As such, the audience analytics we receive from our partners and data providers is aggregated and anonymized.

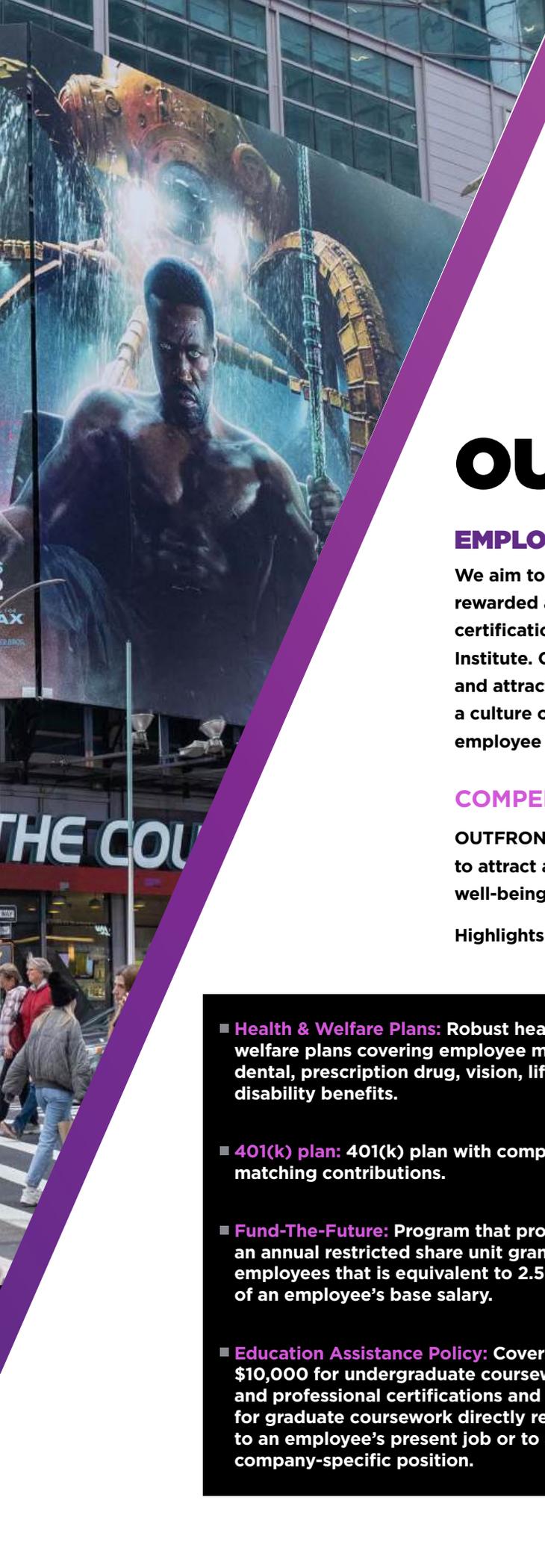
Our [Privacy Policy](#) is the result of a cross-disciplinary and collaborative approach to better understand how our teams across different divisions are using and protecting data, and to ensure we are up to date with the ever-changing data privacy landscape.

In addition to the policies regulating the collection and use of data, we also maintain a comprehensive information security and cybersecurity program that seeks to identify

and manage risks throughout our company by having our Chief Financial Officer meet with the members of each of our various departments annually to solicit feedback regarding risks affecting our company, which is then reported to the Audit Committee of the Board. The Audit Committee of the Board oversees the Company’s information security and cybersecurity risks, compliance and protections, and receives quarterly cybersecurity updates from the Chief Information Security Officer and Chief Information Officer (with input from the Company’s Chief Privacy Officer, as appropriate) and results of the Company’s incident response plan testing at least annually. We perform regular third-party assessments of our cybersecurity program, and retain specialized third-party forensics experts for escalation of certain cybersecurity incidents. In addition, we have processes, including formal security reviews and suspicious activity monitoring, to assess cybersecurity risks associated with our use of third-party service providers.

## **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. In fact, to date we have received our second certification as a “Great Place to Work” by the Great Place to Work Institute. 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.

## COMPENSATION & BENEFITS

OUTFRONT provides an attractive compensation and benefits package to attract and retain key talent and support our employees’ health, well-being and overall development.

Highlights of our benefits and programs include:

- **Health & Welfare Plans:** Robust health and welfare plans covering employee medical, dental, prescription drug, vision, life and disability benefits.
- **401(k) plan:** 401(k) plan with company matching contributions.
- **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.
- **Family Assistance:** Provides reimbursements of up to \$6,000 to cover costs and fees associated with adoption, foster care, and surrogacy.
- **Volunteer Time Off Policy:** Provides up to eight hours for employees to do volunteer work in the community.

## EMPLOYEE LEARNING & DEVELOPMENT

Hiring, developing and retaining employees is important to our business. As our business grows, we place a priority on helping our employees build both their skills and careers. We provide regular and ongoing employee development and training, through, among other things, our annual performance review process, and employee trainings in consultative selling, technology, safety, compliance, management and leadership skills.

## 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 personal objectives and achievements.

We continue to conduct comprehensive leadership assessments to help our employees learn and grow. Through our talent review process, we work to identify those employees who exhibit potential for growth and leadership positions. Over the

last few years, we have focused on our sales leadership group and new managers to ensure we continue developing leaders for the future of our business.

Each year, we continue to emphasize to our employees the opportunity to have a voice at OUTFRONT. This 360-degree approach expands from our company employees to our clients and communities. Our company's purpose is grounded in empathy, or the ability to be compassionate and connect with others both personally and professionally as well as with the communities in which we work. We know this is incredibly important, as empathy in the workplace correlates with job performance. It is in the spirit of empathy that we launched a series of diverse initiatives including:

### ■ A-List Guest Speakers:

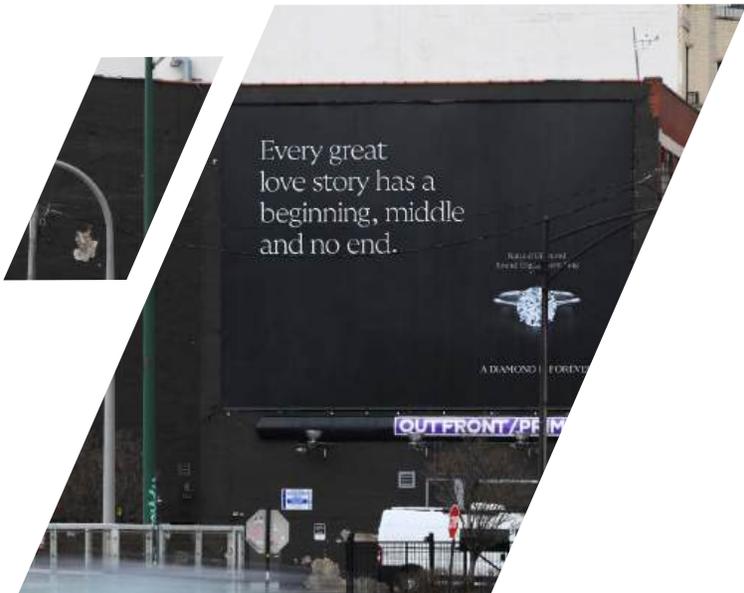
Our A-list conversations continue to provide a valuable opportunity for both our clients and our employees to engage with thought leaders and well known "A-listers" in various, timely conversations throughout the year. Previous speakers have included Michael Dyson during Black History Month, Jay Shetty in May as part of Mental Health Awareness Month, Opal Lee, "The Grandmother of Juneteenth" to commemorate Juneteenth, and Robin Arzon in commemoration of National Hispanic Heritage Month. In 2023, we hosted Jenn Wiley, CEO and Founder of Wet Cement, in celebration of Women's History Month and Angela Courtin, Vice President of Brand Marketing at YouTube and an OUTFRONT Board member, to celebrate PRIDE Month.

### ■ Influenced by OUTFRONT:

OUTFRONT's "Influenced by" leadership event series is a roundtable style discussion for our client, agency, and industry partners that highlights diverse perspectives on content, culture, and communities. Previous panelists have included athletes, artists, politicians, and other influencers alongside industry executives at major brands, agencies, and organizations.

### ■ Front Street:

Front Street was born in 2020. Its purpose was to create a platform that was topical



Every great  
love story has a  
beginning, middle  
and no end.

and easy to digest and share. Internally, we lovingly refer to them as “ted talk meets tik tok,” as they are educational but generally under 2 minutes and full of imagery. In total, the series has produced 103 episodes on a myriad of topics (you can view them on the [OUTFRONTX Content Hub](#)). The most exciting part of this venture is the all-in approach we have taken in producing these, including employees across all disciplines and seniority (from C-Suite to Summer Interns). Everyone at OUTFRONT has a voice and we are proud to provide the right platform for all to be heard. Check out our [Front Street highlight reel](#).

■ **Celebrating All Communities:**

We have leaned into the important month-long celebrations including Black History Month, Women’s History Month, Asian American & Pacific Islander Month, Mental Health Awareness Month, PRIDE Month and Hispanic Heritage Month, among others. We continue to engage our Employee Resource Groups (“ERGs”) to lead discussions on how to celebrate each of these using our own assets in a thought-provoking way. Using our ERGs has enabled our employees to have a voice and for our creatives to develop content that resonates with our people.

- **For our 2023 Black History Month** campaign, OUTFRONT partnered with Ad Age for their annual Black History Month feature celebrating Black creative excellence. The project highlighted key moments in the careers of inspiring and influential creators from across the creative industry on OUTFRONT’s digital out-of-home media across the U.S. Each billboard featured a photo of a Black creative executive making an impact on the industry. Utilizing transit and street-level locations, the campaign also included a QR code that will direct commuters to learn more about the full Black Creative Excellence series on [AdAge.com](#). OUTFRONT’s East Coast Regional Creative Director Tim Wasicki, the artist behind the award-winning “Black Heart” campaign, kicked off the month of celebration.

- Another example is from our 2023 PRIDE campaign, by partnering with Gay & Lesbian Alliance Against Defamation (“GLAAD”) for a special OOH campaign entitled “15 Seconds of Fabulous.” Throughout the month of June, select OUTFRONT billboards and transit media displayed messages of celebration and support to and from the LGBTQ+ community and their allies. The campaign ran nationally for the month of June, plus in select cities as one-hour blocks on assets in close proximity to Pride festivals and parades. (More details about both of these campaigns can be found in the Purpose section of this document.)

- **OUTFRONT Blog: Brand Central Station**  
In 2023, we developed and launched our very own blog, Brand Central Station. Here, you can read about noteworthy out of home campaigns, category-specific best practices for OOH advertisers, essential industry insights, and much more. This platform allows us to share our expertise while staying true to our narrative and brand values. At OUTFRONT, we ensure that our communication strategy reflects a diverse voice, fostering inclusivity and broadening perspectives in the OOH industry.

## 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 also recognize the efforts of our employees with a variety of equity, cash and non-cash awards. 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 50 OUTShine! Awards for outstanding employee performance in 2023.
- **Service Recognition Awards:**  
We regularly acknowledge employees for their dedicated service to OUTFRONT. Awards are made in quintile years. In 2023, we recognized 52 employees with 25 years or more of service to OUTFRONT.
- **President’s Club:**  
The President’s Club is designed to recognize the “best of the best” within our sales department. The competition rewards our top performers, who contribute to our growth and culture, with an all-inclusive trip to an excellent location, accompanied by a guest of their choice, alongside our Chief Executive Officer and other senior executives. The program celebrated its fifth year in 2023.





## **DIVERSITY, EQUITY & INCLUSION**

We are committed to promoting a diverse, equitable and inclusive working environment in which our employees can embrace authenticity at all times. We believe 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, equity and inclusion are core values and drivers of business success at OUTFRONT, and it is with these values that we believe our employees are best positioned to reach their full potential and to contribute to our collective success as a company. We are unwavering in our dedication to maintaining a respectful, safe, inclusive work environment where all employees, including those who are members of underrepresented and marginalized communities, can thrive.

## **DIVERSITY, EQUITY & INCLUSION ADVISORY COUNCIL**

Our Diversity, Equity & Inclusion (“DEI”) program, anchored by the work of the OUTFRONT Diversity, Equity and Inclusion Advisory Council (the “Council”) and seven active “ERGs”, continues to expand under the leadership of OUTFRONT’s co-Chief Diversity Officers and our Chief Human Resources Officer. The DEI program is charged with providing programs that focus on the value of diversity, equity and inclusion to our culture, including employee resource groups, diversity, equity and inclusion training and events, presentations by keynote speakers, and internship programs, all of which support women, people of color, members of the LGBTQ+ community, and other underrepresented and marginalized communities.

## KEY DEI ACCOMPLISHMENTS IN 2023 INCLUDED:

- Introduced a brand-new ERG, UnidosFRONT, dedicated to promoting and celebrating Hispanic culture and heritage within OUTFRONT. The name “UnidosFRONT” was chosen as the name for the Hispanic ERG because it reflects our company and ERG’s values and mission. Unidos means “united” in Spanish, which speaks to our desire to unite and support one another as a community. Meanwhile, FRONT represents our company’s name and symbolizes being at the forefront of change, progress, and innovation.
- Launched external-facing DEI landing page on Company website highlighting OUTFRONT’s commitment to DEI practices.
- Distributed posters for display in all OUTFRONT offices across the country depicting the difference between equity and equality using a cartoon scenario as a visual reminder of the importance of equitable practices. Using a QR code, employees were able to respond to a survey regarding their work experience as it related to equity.
- Introduced all new hires to DEI and OUTFRONT’s DEI Program through an onboarding video.
- Continued “Uncensored Together,” a video blog on our intranet that explores relevant racial, cultural, societal and corporate topics that impact employees.
- Since 2018, we have partnered with the Emma Bowen Foundation (“EBF”) in our summer internship program. This year we sponsored 6 interns from the EBF which seeks to promote diversity by placing students of color in paid internships at leading media and tech companies.
- Continued sharing regular DEI updates on “Inclusion Corner” on our intranet site, and publishing blogs, calendar items and resources to promote diversity and inclusion in the workplace.
- Continued promoting our purposeful partnerships:
  - Color of Change, the largest online racial justice organization in America.

- Farmlink, an organization dedicated to connecting surplus food from farmers to families in need to battle food insecurity.

- Continued content from ERGs that included awareness initiatives, movement challenges and forums to manage employee wellness and mental health. Noteworthy 2023 ERG programs include:

### OUT AT OUTFRONT

In celebration of Pride, OUT at OUTFRONT sponsored the following events:

- Hosted an A-list conversation with Angela Courtin, Vice President of Brand Marketing at YouTube and an OUTFRONT Board Member, to celebrate PRIDE Month.
- Company-wide game of Virtual Drag Queen Bingo (co-sponsored by Healthy OUTFRONT ERG), hosted by drag queen and entertainer, Jeff Valentine of Firefly Events. Over 115 employees logged on to play.

### OUTSPOKEN! ERG

- Produced a “Reflect, Inspire, & Celebrate Freedom” video that included our previous A-list speakers allowing us to revisit the powerful words of our past Juneteenth speakers, whose wisdom continues to resonate today. Previous speakers include:
  - Reverend Kobi Little, President, Baltimore City NAACP, President, NAACP Maryland State Conference
  - Bakari Sellers, Author, Political Commentator and Politician
  - Dr. Opal Lee, “Grandmother of Juneteenth”
- Produced and distributed quarterly newsletters to ERG membership focused on updating members on current and future programming and promoting professional growth.
- In celebration of Black History Month, Outspoken educated our employees by posting Black history facts throughout the month of February.

- In recognition of the Juneteenth holiday OUTSPOKEN co-sponsored the second annual “I Walk With Opal Lee” challenge with Healthy OUTFRONT ERG. OUTFRONT employees from across the company were challenged to collectively walk 1,400 miles in 2.5-mile increments as a symbolic nod to the 1,400-mile journey from Texas to Washington DC undertaken by Dr. Lee in 2016 at the age of 90 years to raise awareness of the effort to make Juneteenth a national holiday. Over 150 employees participated in the walk and 10 offices organized group walks. OUTFRONT exceeded its goal and made a donation to Dr. Opal Lee’s foundation, Unity Unlimited.

## COMMUNITY OUTREACH

- In celebration of Earth Week Community OUTreach ERG hosted a contest for employees to showcase eco-friendly home projects in order to educate employees on sustainability practices.
- Launched the “Pet Corner” Teams channel for employees passionate about their pets. Employees were able to facilitate several successful pet adoptions during 2023.

## HEALTHY OUTFRONT

- Co-sponsored the “I Walk With Opal Lee” challenge with OUTSPOKEN ERG in recognition of Juneteenth holiday.
- Sponsored OUTFRONT’S 4th Annual Turkey Trot company-wide movement challenge.
- For Mental Health Awareness Month, we partnered with The Stability Network for an online discussion on practicing healthy habits, mental health resources available, and ways to manage stress.

## OUTSTANDING WOMEN OF OUTFRONT

- Celebrated Women’s HERstory Month 2023 with A-List speaker Jenn Wiley, CEO and Founder of Wet Cement who shared her strategies for women to advance at work
- Developed and implemented first ever Women’s mentorship pilot program
- Provided daily content in ERG chat during Women’s History Month and initiated gratitude ecard program

- Facilitated collaborative conversations and offered career advice with book giveaways (in ERG Chat)
- Hosted fireside chat with Liz Caprio, OUTFRONT SVP for the Southern Region

## UnidosFRONT

- Curated a collection of Hispanic resources, including music, books, podcasts, and brands, to help employees support Hispanic-owned businesses and immerse themselves in the culture.
- Held discussions around Hispanic movies, such as “Blue Beetle,” the first Latino superhero film. All employees were encouraged to watch the movie, with the Los Angeles market hosting a special outing. We then connected all markets in a virtual meeting to discuss the film.
- Día de los Muertos Celebrations: Encouraged all markets to create ofrendas in their offices to honor past loved ones, including family members and pets. Promoted sharing personal ofrendas at home. Celebrations included potlucks with homemade Hispanic dishes, coloring pages for kids, and educational resources about the holiday and its significance.
- Celebrated Hispanic Heritage Month with a nationwide campaign on OUTFRONT’s digital assets, partnering with Lil’ Libros. This campaign focused on highlighting Hispanic authors and illustrators, aligning with the back-to-school season to cater to Hispanic households with bilingual children, featuring books that reflect Hispanic heritage.



As of June 7, 2024, we sold our Canadian business; accordingly, employee data set forth in this section excludes Canada.

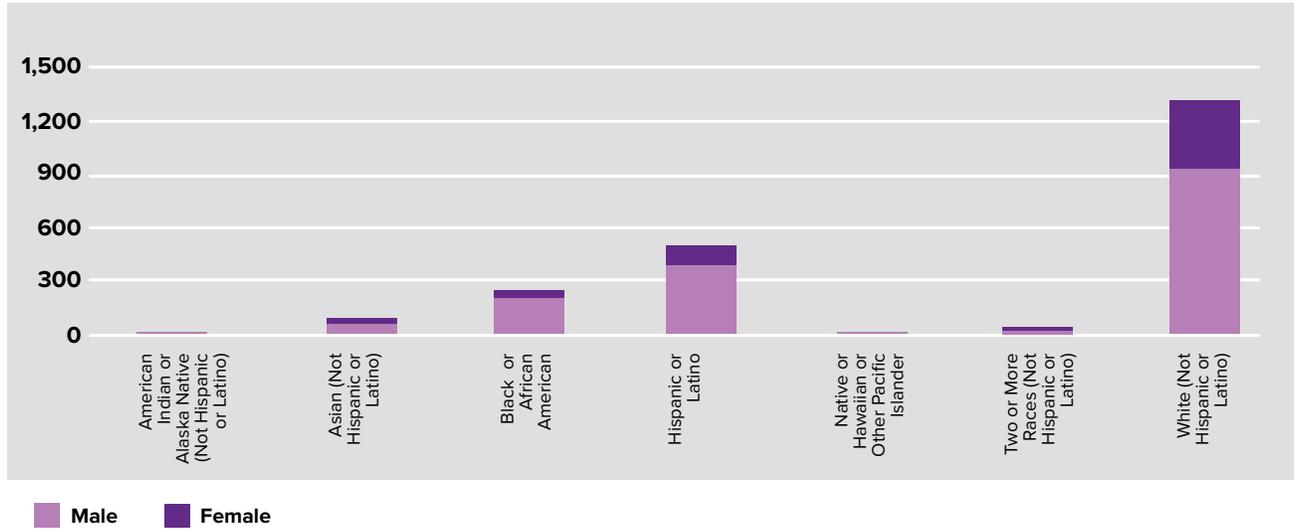


Chart reflects U.S. data only

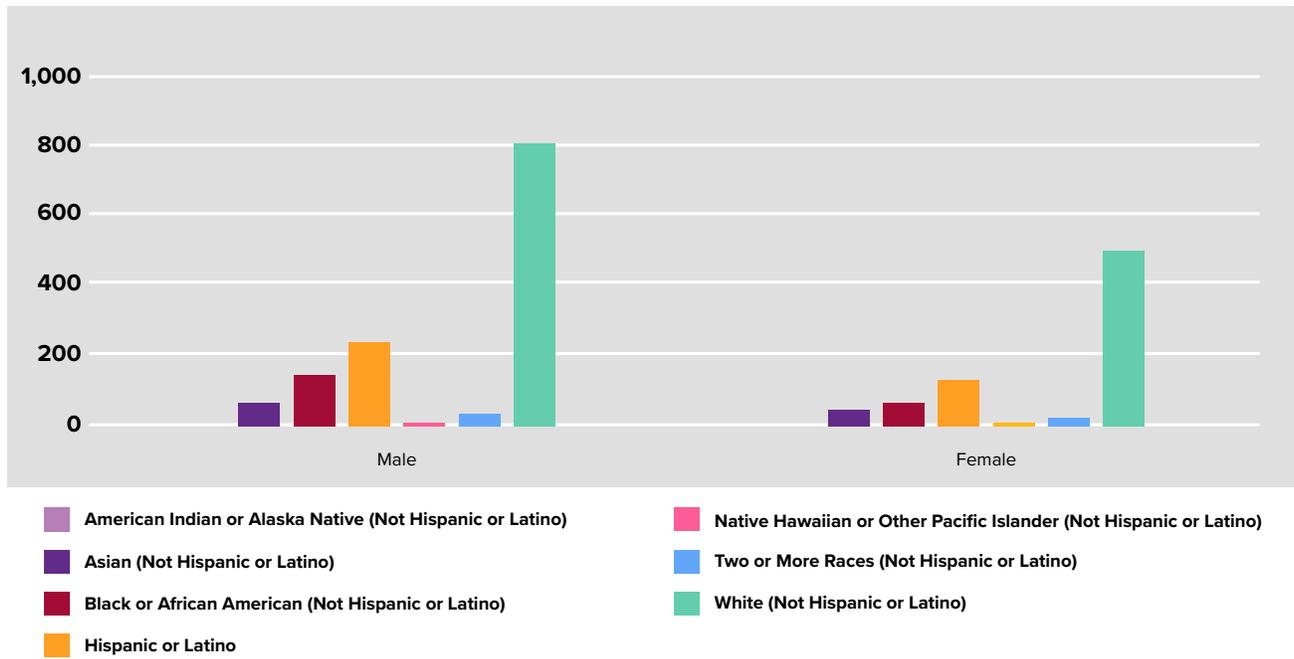


Chart reflects U.S. data only

**OUTFRONT Diversity Demographics data as of December 31, 2023, which will be used in connection with OUTFRONT’s 2023 EEO-1 Report.**

- **Total headcount: 2,077 U.S.**
- **37% female in the U.S. 37% people of color in the U.S. (based on people who have voluntarily identified)**

## 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 diverse and veteran-owned businesses. Our diverse supplier spending data for 2020 through 2023 is set forth below (numbers in millions):

	2020	2021	2022	2023
<b>MBE</b>	\$ 6.7	\$ 19.8*	\$ 12.5	\$ 11.4
<b>WBE</b>	\$ 7.4	\$ 4.7	\$ 9.1	\$ 7.8
<b>M/WBE</b>	-	\$ 1.1	\$ 1.5	\$ 2.2
<b>VET*</b>	-	-	\$ 6.0	\$ 4.1
<b>TOTAL</b>	<b>\$ 14.5</b>	<b>\$ 25.6</b>	<b>\$ 29.2</b>	<b>\$25.5**</b>

\* Reflects Veteran-owned businesses which were tracked for the first time in 2022.

\*\* Overall supplier spend decreased by over 13%, while the percentage of diverse spend increased slightly.

## EMPLOYEE HEALTH & SAFETY

There is nothing OUTFRONT takes more seriously than the health and safety of employees. Any injury is one too many, which is why we have adopted a preventive culture and follow and enforce strict safety guidelines and training processes, under the supervision of our team of safety professionals. Our team includes our Vice President of Operations Effectiveness and Safety, our Vice President of Environmental Health and Safety, our National Safety Programs Manager, and a host of certified trainers, inspectors and supervisors across OUTFRONT business regions.

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 and safety certification when hired as well as a 60-day grace period before able to work at heights on any billboard
- Refresher trainings every 6 months
- Quarterly “All Hands” Safety Stand Downs
- Monthly training sessions curated to focus on specific occupational hazards

**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 2023, our site supervisors completed 1,896 unannounced site visits across 45 markets. Safety violations of company policies were recorded on 6 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 Operations leadership and safety personnel will take immediate action to remediate, reeducate, and when necessary, to discipline. 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 2023, OUTFRONT suffered one significant employee accident, for which The Occupational Safety and Health Administration ("OSHA") investigators exonerated OUTFRONT, and attributed the incident to the employee's failure to adhere to established company policies and protocols.

Today, if a critical safety violation is discovered, there is no waiver offered for a first-time offense; the employee may face immediate termination. We consider this to be a necessary measure to underscore the importance of safety for all members of the OUTFRONT community.

YEAR	FATALITIES COUNT/RATE	OSHA RECORDABLES COUNT/RATE	HIGH CONSEQUENCE COUNT/RATE
2016	0/0.0	45/2.57	4/.23
2017	0/0.0	62/3.43	13/.72
2018	2/.11	57/3.00	11/.58
2019	0/0.0	62/3.08	14/.69
2020	0/0.0	54/2.95	13/.71
2021	0/0.0	36/2.11	3/.18
2022	0/0.0	47/2.58	7/.38
2023	0/0.0	44/2.32	5/.26

Since February 2019, our OUTFRONT Safety Council has provided direct oversight over our managers and field crews and ensures all employees are continuously compliant with all safety procedures and protocols.

### **HOOK UP BEFORE YOU GO UP... SAFETY CAMPAIGN**

Our worker safety campaign highlights 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 to contribute to the culture of safety that is critical to the way we operate.

### **VEHICLE SAFETY**

As of December 31, 2023, all of our company-owned vehicles have been upgraded with telematic monitoring systems. This allows us to proactively monitor, coach and improve employee driving behaviors, and facilitates defensive driving practices. Since implementation, we have experienced a marked decline in driver incidents, and a corresponding reduction in insurance claims and costs.

## **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 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 (the "Safety Committee"). Through the Safety 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 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. Over recent years, we wanted to be more intentional with our public service announcement approach. We asked our employees what causes were important to them with food insecurity being the core choice. We have formed a partnership with Farmlink to help support the cause. The Farmlink Project is an organization dedicated to connecting surplus food from farmers to families in need to battle food insecurity.

We now engage in creative consultation, media and ongoing partnership support for Farmlink.

## FIGHT FOOD INSECURITY

According to The Brookings Institution, one in every six children is affected by food insecurity. In 2023, The Farmlink Project provided over 130 million pounds of healthy, fresh food that would otherwise be wasted and is distributed to people in need through food banks across the country. Their campaign this year put a spotlight during NYC Climate Week to share how repurposing food waste can also help fight climate change.



Here are just a few other examples of recent local and national partnerships:

## NATIONAL SPOTLIGHT: BLACK HISTORY MONTH

OUTFRONT launched several OOH campaigns to celebrate and honor the lives, legacies, and artistry of Black Americans throughout Black History Month in February. The campaigns included a partnership with AdAge spotlighting Black creators on billboards throughout the United States and two series celebrating African American artists and artists of color via separate partnerships with MoMA and Artsy. Moments in Art celebrates Black History Month with the series “Just Above Midtown: Changing Spaces” (photo included below).





*Photo of “Bodily Landscapes,” an art series in collaboration with Artsy as part of the ongoing OUTFRONT: Moments in Culture program.*

## **NATIONAL SPOTLIGHT: WOMEN’S HISTORY MONTH**

**OUTFRONT celebrated Women’s History Month in March with several initiatives to spotlight women-owned businesses, appreciate the works of women artists, and celebrate their women colleagues all month long. One such initiative included an art series in collaboration with Artsy entitled “Bodily Landscapes,” as part of the ongoing OUTFRONT: Moments in Culture program. This series features work from the renowned up-and-coming artist Loie Howell, whose art is setting auction records worldwide.**

**OUTFRONT also honored women’s achievements with a special social media campaign spotlighting women-owned businesses. Each week through March, OUTFRONT highlighted one woman-owned business that is also an OUTFRONT client on its social media platforms.**

## NATIONAL SPOTLIGHT: 15 SECONDS OF FABULOUS

OUTFRONT celebrated PRIDE Month in June by partnering with GLAAD for a special OOH campaign entitled “15 Seconds of Fabulous.” Throughout the month of June, select OUTFRONT billboards and transit displayed messages of celebration and support to and from the LGBTQ+ community and their allies. The campaign ran nationally for the month of June, plus in select cities as one-hour blocks on assets in close proximity to Pride festivals and parades.

For a minimum \$15 donation to GLAAD, participants had their name, photo, and message displayed on a billboard along with their choice of a LGBTQ+ flag, the colors of which formed the border of their message. The flag options are bisexual, gay, lesbian, pansexual, transgender, and rainbow. The design for the campaign was created by an internal team of artists from OUT at OUTFRONT Employee Resource Group.



*Owin Pierson posing in front of his billboard for OUTFRONT's “15 Seconds of Fabulous” PRIDE month campaign.*

## NATIONAL SPOTLIGHT: HISPANIC HERITAGE MONTH

OUTFRONT celebrated Hispanic Heritage Month with “Pages of Hispanic Heritage” Campaign in Partnership with Lil’ Libros. OUTFRONT Media took a unique approach by spotlighting talented Lil’ Libros authors on digital billboards across the United States. These authors have made a significant impact by creating children’s books that embrace cultural diversity and empower young readers to be proud of their heritage. The “Pages of Hispanic Heritage” campaign sought to amplify their voices and showcase their inspiring work on a national scale. The timing of the campaign also coincided with back-to-school, further driving the relevancy and importance of young literacy.





## NATIONAL SPOTLIGHT: WILDAID - THE ENVIRONMENT EXCUSE

WildAid is a global non-profit organization with a mission to inspire and empower the world to protect wildlife and vital habitats from critical threats, including the impacts of climate change and more. We were proud to display this campaign across the country during Earth Month. The Environment Excuse is a tongue-in-cheek approach to increase positive climate action by U.S. consumers. It aims to normalize using the environment and climate change as a valid reason for desired (and eco-friendly) behavior: not wasting water or energy, reusing your cutlery and more. This messaging is effective in multiple ways:

- *The campaign increases the visibility and normalization of pro-climate behaviors and increases the social expectation of climate action. This is the single most important factor in catalyzing individual climate action.*
- *It alleviates eco-anxiety, especially among GenZ, by providing simple daily actions consumers can do. By taking small climate actions, large numbers of people suffering eco-anxiety can escape their inertia and enter a virtuous cycle of further climate action.*
- *The campaign directs people to their website, where a carbon calculator tracks consumer improvements over time. While many consumers feel their actions don't make a difference, the campaign demonstrates otherwise showing the impact of many small actions.*

## NATIONAL SPOTLIGHT: THE SPIRIT OF MAUI ENDURES

Maui Food Bank teamed up with OUTFRONT, Interstate Outdoor, and others in the OOH industry for the meaningful “The Spirit of Maui Endures” campaign. Produced by OUTFRONT STUDIOS, this heartfelt campaign graced digital billboards across the U.S. for two months following the fires, connecting with millions of people and spreading awareness far and wide. The campaign, rooted in personal stories and heartfelt connections, conveyed a unifying message of shared experiences in loss, perseverance, and rebuilding, aiming to make a lasting impact that captures the strength and spirit of Maui’s community.

“To have a campaign that brings positive change and heart means a lot to us,” said Eddy Herty, VP National Creative Director of OUTFRONT STUDIOS. “It’s more than just showcasing; it’s about fostering real connections and making a difference in people’s lives. We’re truly proud to have this campaign on our assets, knowing it represents our commitment to supporting Maui’s resilience and the power of community in times of need.”



**LOCAL SPOTLIGHT:  
WHALEY CHILDREN'S CENTER -  
FLINT, MICHIGAN**

Whaley Children's Center is a local non-profit in Flint. They provide support, care, and love to at-risk foster children. Their program teaches necessary life-skills so these children can become confident and independent adults. A top priority at Whaley Children's Center is to provide a safe and nurturing environment where children learn, grow, and heal. OUTFRONT provided billboard space in the market to help raise awareness for their organization.



**LOCAL SPOTLIGHT:  
180 DEGREES - MINNESOTA**

OUTFRONT partnered with 180 Degrees in Minnesota and supported this organization by running messaging on digital platforms across the Twin Cities. 180 Degrees is a social services organization that provides essential services for youth and adults seeking safe harbor, mental and chemical health services, homelessness prevention, family services, and safe spaces for healing journeys. OUTFRONT was also recently honored as a key media donor/partner at the 180 Degree 2024 annual gala: An Inspiration & Soul, A Gala Celebration.



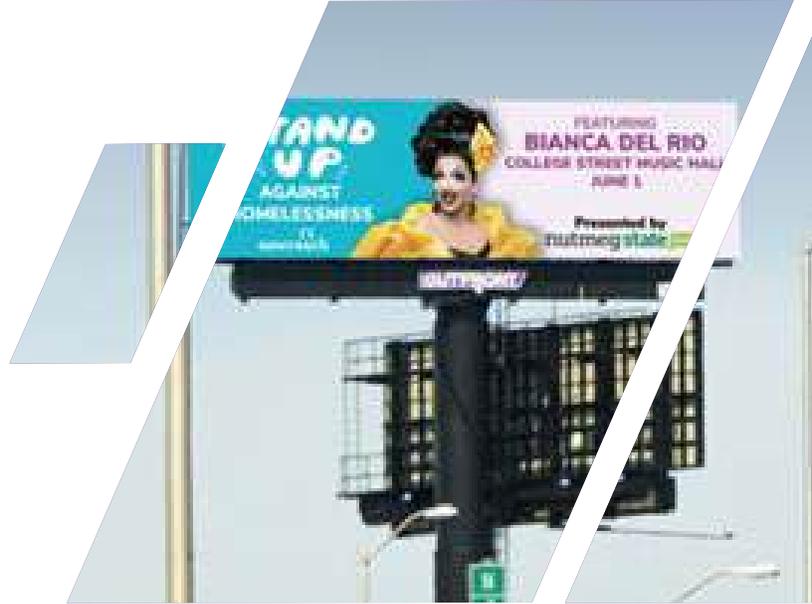
**LOCAL SPOTLIGHT:  
OUR BIG KITCHEN - LOS ANGELES**

Our Big Kitchen operates from a kosher industrial kitchen to produce high quality meals and fosters an opportunity for outreach for companies with employee volunteer opportunities. The volunteers have a chance to cook, and package meals for many other social service organizations to distribute the food to all facing hardship. OUTFRONT ran creative on billboards in the market to raise awareness for the organization.



## LOCAL SPOTLIGHT: NEW REACH - CONNECTICUT

Founded in 1990, New Reach is a Connecticut-based non-profit that focuses on helping people affected by homelessness and poverty achieve stability through various housing programs and support services. They offer eviction prevention assistance, crisis shelters, and affordable housing options with supportive services. Last year, on June 1st, they held a stand-up comedy event at College Street Music Hall in New Haven to raise awareness and funds for their cause. OUTFRONT donated space on our digital units in the New Haven digital zone to help promote what was a very successful event with a great turnout.



## LOCAL SPOTLIGHT: BLOODWORKS - PORTLAND, OR

The organization, similar to the American Red Cross, is an independent organization to provide blood supply to 95% of hospitals in the pacific northwest. Their services include testing to support organ and tissue transplantation, as well as patient care. OUTFRONT ran creative in the Portland market to bring awareness and encourage those to give blood to help others.



## LOCAL SPOTLIGHT: EPILEPSY FOUNDATION - DALLAS

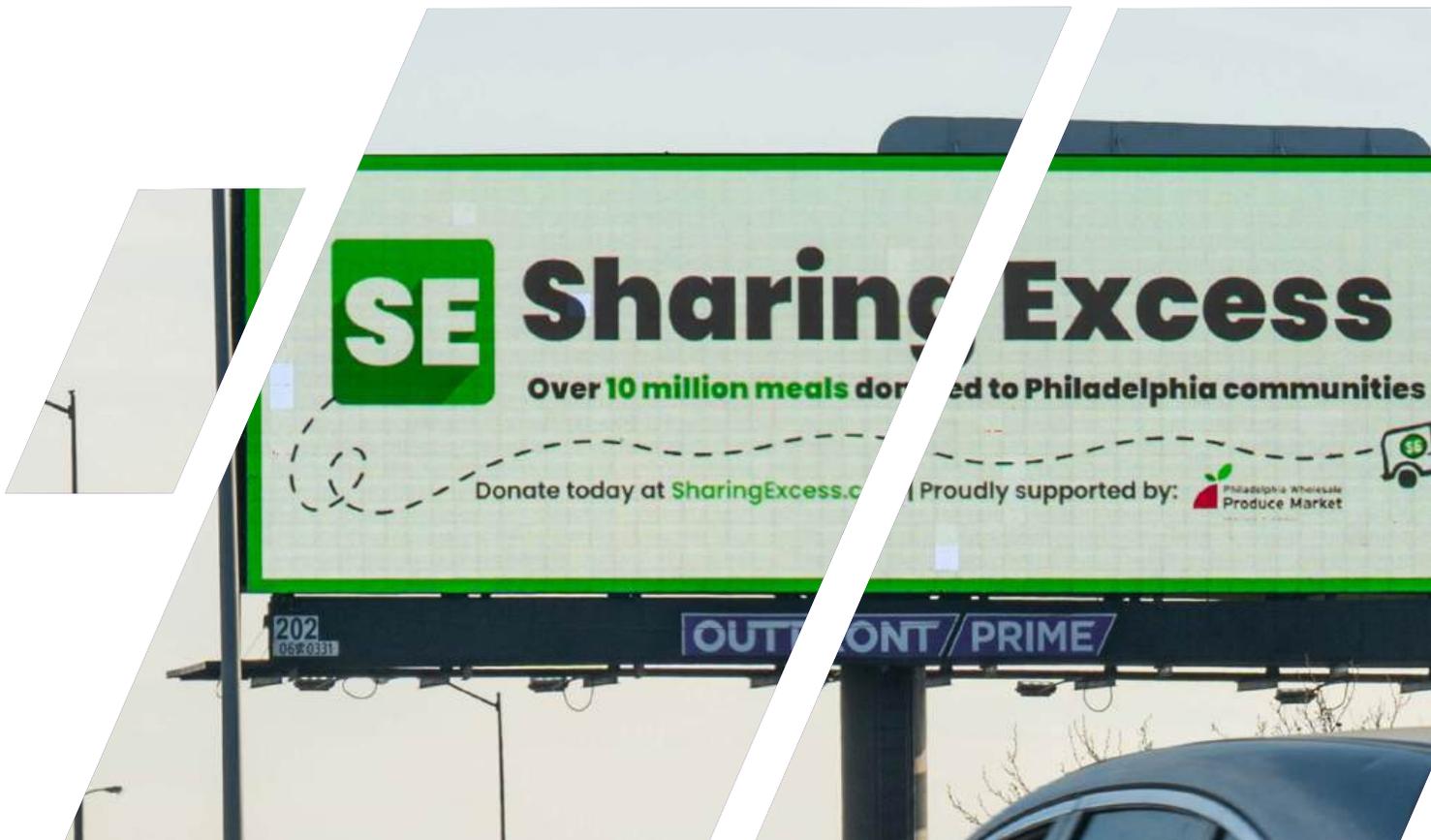
### Epilepsy Awareness Month

OUTFRONT partnered with the Epilepsy Foundation to help raise awareness during Epilepsy Awareness Month. The campaign ran locally in Dallas throughout the month on OUTFRONT digital assets.



## LOCAL SPOTLIGHT: SHARING EXCESS - PHILADELPHIA

Sharing Excess is a locally-based non-profit that looks to eliminate food waste by distributing food that would otherwise have been thrown out by restaurants and re-distributes it to local shelters and via their own pop-up distribution events. The company recently highlighted its collaboration with Mr. Beast and his philanthropy support, giving away \$30 Million in free food. OUTFRONT also partnered with this organizing during our OUTGiving volunteer work at the end of the year.



## MOMENTS BY OUTFRONT SPOTLIGHT: BLACK HISTORY MONTH 2023

### Moments in Art - Just Above Midtown: Changing Spaces

Moments in Art celebrates Black History Month with the series “Just Above Midtown: Changing Spaces.” Just Above Midtown was an art gallery led by Linda Goode Bryant that foregrounded African American artists and artists of color. Open from 1974 until 1986, it was a place where Black art flourished and debate was cultivated.



## MOMENTS BY OUTFRONT SPOTLIGHT: EARTH MONTH 2023

### Moments in Culture - Between Nature and Utopia

Moments in Culture celebrates Earth Month with the series entitled “Between Nature and Utopia”. This series features mesmerizing and vibrant pieces of work from different artists, honoring Mother Nature.

## MOMENTS BY OUTFRONT SPOTLIGHT: AAPI 2023

### Moments in Culture - Spring Dreamscapes: A Celebration of Color and Asian Art

Moments in Culture celebrates Asian Art and Spring, in the series entitled “Spring Dreamscapes: A Celebration of Color and Asian Art”. This series celebrates beautiful pieces of work from different Asian artists, for the Spring season.



## MOMENTS BY OUTFRONT SPOTLIGHT: PRIDE MONTH 2023

**Moments in Art - The Rainbow Flag: Bright, Bold, and Beautiful**

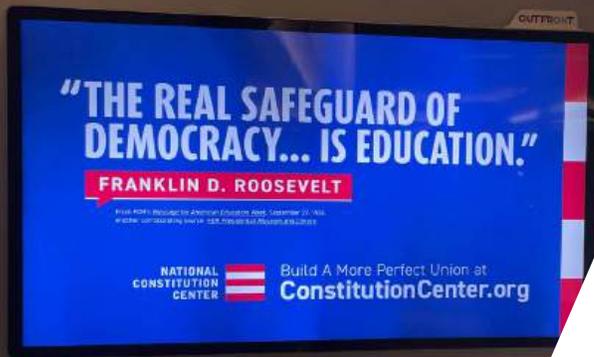
Moments in Art celebrates PRIDE Month with a series highlighting the MoMA Children's Book "The Rainbow Flag: Bright, Bold, and Beautiful". This tells the story of the creation of the Rainbow PRIDE flag that has become so symbolic today.



## MOMENTS BY OUTFRONT SPOTLIGHT: HISPANIC HERITAGE MONTH 2023

**Moments in Art - Frida's Kahlo's "Self-Portrait with Cropped Hair"**

Moments in Art celebrates Hispanic Heritage Month with Frida's Kahlo's "Self-Portrait with Cropped Hair". This work explores the artist's reclamation of agency and power, while guiding the viewer on how to interpret the theme of identity.



## 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 Outdoor Advertising Association of America, Centers for Disease Control and Prevention, Federal Bureau of Investigation, Federal Emergency Management Agency, local transit authorities, and more, we are able to deliver emergency information that requires immediate attention such as hurricane evacuation warnings, public health information, a national manhunt or an AMBER Alert.

## OUTGIVING: 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 and provide “Impact Where It Matters”.

*Our Philadelphia office participated in “Sharing Excess” and collected produce to be distributed to local charities and people in need.*



OUTGIVING provides a way to brand and share our combined local market and individual efforts through community service and donations. We are proud to share that OUTgiving 2023, our third annual event, marked our most impactful year of giving back to date. From coast to coast, we made an impact in our local communities by giving back to help lift others in need. Our combined efforts led to children having the supplies they need for school, an environmental impact by cleaning up a local river, thousands of pounds of food sorted at food banks and numerous other volunteer efforts.

Furthermore, we kicked off “Zero Waste Events” at our industry events in NYC. We teamed up with FoodRecovery.org (formerly MEANS), an online platform connecting organizations with extra food to communities in need. They also champion sustainability by diverting edible food away from landfills. We donated over 10 pounds of food—and 100 sliders to a public housing unit downtown in NYC. When we talk about our Brand Purpose in helping People, Places and Businesses Grow Stronger this truly was a representation of individual and collective efforts of a team embodying our company values.

Please find some top highlights below and watch our 2023 recap video [here](#).

- 70 Shoes Donated
- 125 Backpacks with School Supplies Donated
- 185 Lbs of Food Donated
- 240 Toys Donated
- 1 River Adopted and Cleaned
- 1 Animal Shelter Shown Love
- 2,685 Meals Prepped & Served
- 31,710 Lbs of Food Sorted at Food Banks
- 650+ Hours Volunteered
- We donated funds to save a minimum of 50,000 lbs of food, which equals just over 40,000 meals.
- Up 250+ volunteer hours from last year



*Our San Diego office lent a hand at the local food bank, while the Boston office spread joy at a local toy drive.*

## **GIVSLY'S SEASON WITHOUT SWAG**

**OUTFRONT** participated in Givslly's 2023 Season Without Swag holiday initiative, which gave clients and partners the option to eliminate swag and unwanted holiday gifts and replace it with giving back. The campaign ran throughout the fourth quarter of 2023 with experiential touch points at various client events to provide more meaning at a time that is important for business and communities.

**Total recipients: 215**

**\$4,791 total in donations given to the following organization:**

- **The Farmlink Project**

*This donation moved over 50,000 pounds of food which equals just over 40,000 meals.*



← 7 Times Square & 34 St-Hudson Yards

OUTFRONT

GO FROM  
SINGLE USE  
BOTTLE TOSSER  
TO  
REUSABLE  
HYDRATOR



TheEnvironment

# 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, Materials Recycling & Repurposing, and Raising Awareness of Sustainable Causes. In 2023, we officially added Sustainability as our third corporate social responsibility pillar underneath our company purpose; joining existing pillars: Food Insecurity and Social Justice. In the past year, we have also put a greater focus on selecting suppliers with strong environmental offerings and formed a sustainability committee inclusive of employees across all areas of our business. This group is committed to advancing OUTFRONT's sustainability efforts.

We also intend to measure and assess greenhouse gas ("GHG") emissions from our advertising displays and related assets in the future using new third-party vendors and in accordance with the final rules promulgated by the U.S. Securities and Exchange Commission.

## 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. We have completed our conversion of more than 75,000 fixtures to LED. We continue to pursue avenues to reduce our energy and emissions.

#### ENERGY USE BY THE NUMBERS

- 75,000 fixtures converted to LED
  - 53.8M kilowatts in savings per year (based on 2005/2006 baseline)
- 76.79% less energy used per year from conversions

The conversion of static advertising displays to digital has significantly positive 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 for 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 2023, we had 1,874 digital billboards and 21,593 digital transit and other displays, or 23,467 in total. Together, revenues from these digital displays represented 32% of our company's 2023

revenues, up from 30% in 2022 and 27% in 2021. Continued digitization is a key priority for us. 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, including solar.

We also 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 671 vehicles across the U.S., many of which must accommodate a heavy load from display materials. Our fleet emissions have declined over time principally due to an improvement in fleet fuel efficiency. In 2019, light-duty and medium-duty vehicles, which are more fuel-efficient than heavy-duty vehicles, made up approximately 35% of our fleet. In 2022, these comparatively more fuel-efficient light-duty and medium-duty models make up approximately 50% of our fleet. This switch has worked to increase our overall fleet's fuel efficiency.

Moving forward, we will continue to focus on fuel economy in our vehicle procurement decisions, including through the purchase and use of electric vehicles in certain instances. In 2023, we purchased 1 electric cargo van and 10 electric light duty pick-up trucks from our fleet management company Merchants Fleet and have these vehicles in daily service in New York, Miami, Boston, Los Angeles and New Jersey. As vehicle model and year only play a partial role in fuel economy, we also promote more fuel-efficient driving behavior and vehicle maintenance schedules. We installed telematics along with in-vehicle cameras

in all our company vehicles that monitor vehicle speed and idling time, resulting in more efficient braking and acceleration. 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 amounts of GHG emissions.

## OUR FACILITIES

We are also furthering efforts to reduce energy use across our 90+ facilities. We converted our major office locations to LED lighting which has led to an overall reduction in energy consumption.

We also recently installed solar panels on one of our major office locations, offsetting nearly 90% of the facility's total energy usage. We continue to evaluate our other office locations for potential solar opportunities.



## WHAT'S NEXT

As our reduction efforts continue, our next step to better manage and evolve our energy use is to measure and assess GHG emissions from our advertising displays and related assets in accordance with any final rules promulgated by the U.S. Securities and Exchange Commission. 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. Additionally, we partner with a company called Sky Group, who takes the whole substrate and sells it to farmers, and other large use companies as ground liners and flooring. In 2023, we delivered 1,900,000 pounds of expired PVC billboard advertisements to Rareform. Approximately 90% of our vinyl is sent to RAREFORM and 10% is sent to Sky Group for repurposing.

## 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 and other materials that in the past would have been hauled off to a landfill.



## **RAISING AWARENESS OF SUSTAINABLE CAUSES**

**As a media company, we believe we are uniquely positioned to promote various sustainability organizations and their causes through the mass reach of our out-of-home inventory. For the last several years, we began identifying organizations involved in important sustainability causes, and began promoting their work through our nationwide network of digital billboards. We have continued to run awareness campaigns for the United Nation's World Environment Day and WildAid's The Environment Excuse, among others.**

**Our commitment to ongoing improvement drives us to continually minimize our environmental footprint, reflecting a key priority in our sustainability strategy. While we remain in the early stages of our sustainability 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 annual 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@outfront.com](mailto:ESG@outfront.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. 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: declines in advertising and general economic conditions; the severity and duration of pandemics, and the impact on our business, financial condition and results of operations; competition; government regulation; our ability to operate our digital display platform; losses and costs resulting from recalls and product liability, warranty and intellectual property claims; our ability to obtain and renew key municipal contracts on favorable terms; taxes, fees and registration requirements; decreased government compensation for the removal of lawful billboards; content-based restrictions on outdoor advertising; 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; diverse risks in our Canadian business, including risks related to the sale of 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; environmental, health and safety laws and regulations; expectations relating to environmental, social and governance considerations; 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; the ability of our board of directors to cause us to issue additional shares of stock without common 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 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 investments or business 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 may deem the gains from sales of our outdoor advertising assets to be subject to a 100% prohibited transaction tax; and 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, 2023, filed with the SEC on February 22, 2024. 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.

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