

OUTFRONT/

2024

**ENVIRONMENTAL,
SOCIAL &
GOVERNANCE
REPORT**

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ABOUT OUTFRONT

39,556

Billboard
Displays

520,013

Transit
Displays

Displays in the
25
Largest Markets

And

Approximately
120
Markets Across
the U.S.

2,140

U.S.
Employees

58

Offices

Approximately

\$1.8B

In 2024 Revenue

AS OF DECEMBER 31, 2024

At OUTFRONT, we're redefining what it means to connect in the real world.

We are digital, dynamic, and data-driven. We are targeted, measured, scroll-proof, ad-blocker-proof, and built for culture. We're not just out of home; we're in-real-life media. In today's world, brand power means influence not only online but in real life — where people are. Reaching approximately 81% of Americans weekly and generating over 15 billion impressions, we help brands move from visibility to virality. We don't just offer brand exposure — we deliver brand experiences that create culture, inspire action, and drive amplification.

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ABOUT THIS REPORT

We are a company with real-world impact on people, brands, and communities across the United States. 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.

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 the calendar year 2024, as well as future and ongoing efforts to evolve our approach to ESG.

As we continue to refine 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 embark on new initiatives and strive for continuous improvements into the future. For any questions or additional information, please email 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 to improve our ability to track and measure ESG data to better support our ESG decision-making process.

CEO MESSAGE



A handwritten signature in dark ink, appearing to read 'Nick Brien', positioned below the portrait.

NICK BRIEN
CEO
OUTFRONT MEDIA INC.

“ At OUTFRONT, we believe the power of out of home lies in its ability to show up in real life — boldly, creatively, and inclusively. Our media doesn’t just deliver impressions and branding; it sparks culture, connects communities, and drives influence.

ESG is more than a framework — it’s a guiding principle in how we grow, partner, and innovate. We’re proud to be at the intersection of creativity and innovation, building meaningful brand experiences every day.

It’s a privilege to lead this exceptional team as we continue to reimagine what’s possible in the industry — delivering not just brand exposure, but in real-life experiences that resonate. ”



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.

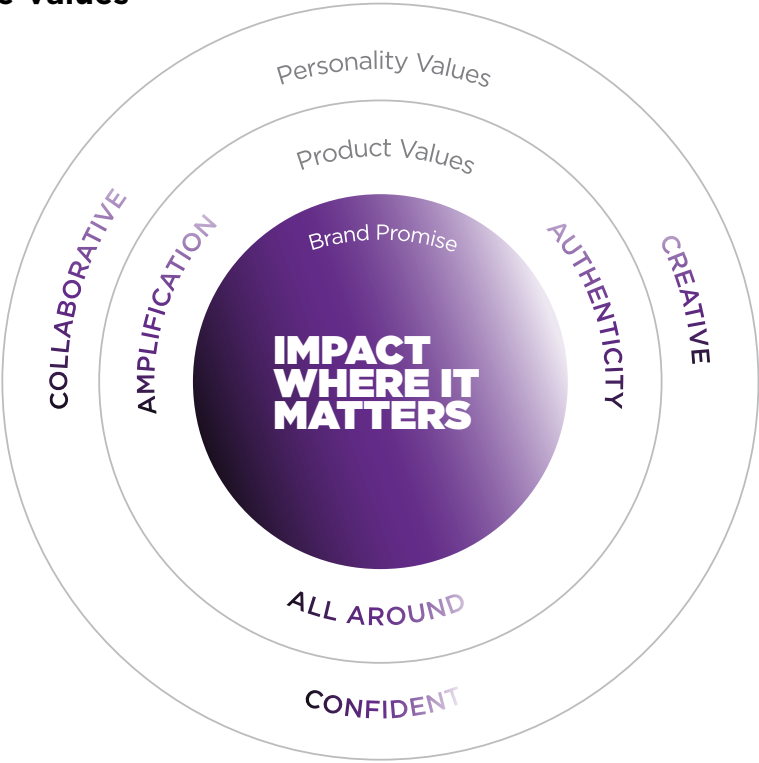
We know that the impact of our business matters to our stakeholders, and that's why we are focused on doing business the right way. This includes empowering a culture of integrity, advancing responsible advertising practices, and promoting strong leadership and corporate governance practices across every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

Additionally, through our creative excellence, innovation, and robust media footprint, we consistently deliver high-impact, real-world brand experiences. Through established channels and engagement tools — such as programmatic offerings, social out of home, and measurement — we remain relevant to emerging brands, modern consumers, and a new generation. This strong foundation of creativity, innovation, and scale 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, and directors and demonstrated throughout every facet of our company.

Core Values



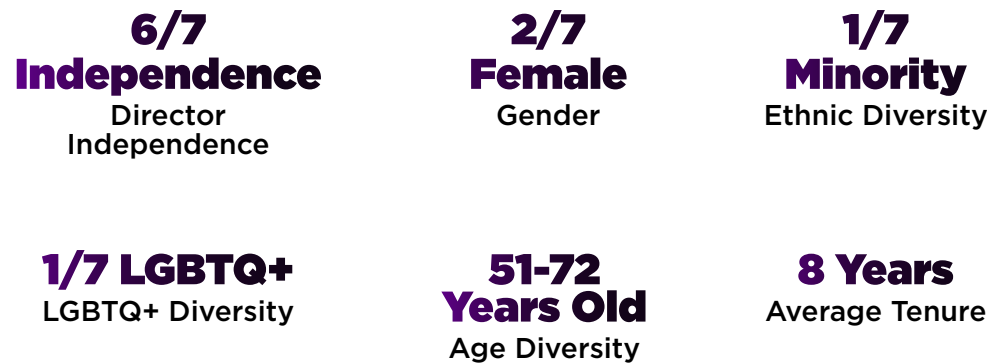
Along with these values, we hold ourselves to high legal, ethical, and operational standards to maintain the trust of our stakeholders. Our codes and policies are the tools we employ to guide our business and ensure we maintain this trust each day.

Code of Conduct	<p>The Code of Conduct.pdf (outfront.com) 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:</p> <ul style="list-style-type: none">• 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. <p>We regularly train all employees on the Code.</p>
Supplemental Code of Ethics	<p>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.</p>
Supplier Compliance Policy	<p>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.</p>

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 given the Board’s oversight function, the nature of our business and the interests of our stakeholders. 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.

Board Highlights As of June 11, 2025



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.

STOCKHOLDER RIGHTS & ENGAGEMENT

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 as well as 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.

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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 extraordinary event or incident, such as a cybersecurity incident or health emergency like a pandemic, 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 Chief Executive Officer and each executive officer. The succession plan is reviewed with the Board at least annually.

RESPONSIBLE ADVERTISING & INTEGRITY

With approximately 560,000 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 40 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**, which is comprised of employees with diverse views, experiences and backgrounds, 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.

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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 are 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 Technology Officer and 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

We live our company purpose of growing people, places, and business stronger.

OUTFRONT is proud to be recognized as one of **America's Greatest Workplaces 2024** by *Newsweek*, a reflection of our ongoing commitment to creating an exceptional employee experience. This designation highlights our strengths in areas such as corporate culture, working conditions, and overall employee satisfaction.

Newsweek, in conjunction with research partner Plant-A Insights Group, compiles the list through a rigorous process that includes surveys of HR professionals, employee interviews, and media monitoring. Over 250,000 U.S. employees across industry and competitive environments completed the survey, and more than 1.5 million company reviews were collected and reviewed.

We are proud that our organization has been recognized as a great place to work for four consecutive years.



2022

*Newsweek's
Great Place
to Work*

2023

*Newsweek's
Great Place
to Work*

2024

*Newsweek's
America's Greatest
Workplaces*

*Newsweek's list of
America's Most
Responsible Companies*

2025

*Newsweek's
America's Greatest
Workplaces*

*Newsweek's list of
America's Most
Responsible Companies*

EMPLOYEE ENGAGEMENT & COMPENSATION

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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

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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.

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IT IS IN THE SPIRIT OF EMPATHY THAT WE LAUNCHED A SERIES OF 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. In 2024, we hosted Tony Morrison, Senior Director of Communications at GLAAD, in celebration of PRIDE Month. Previous speakers have included Michael Eric Dyson during Black History Month, Jenn Wiley, CEO and Founder of Wet Cement for Women’s History Month, Jay Shetty in May as part of Mental Health Awareness Month, Opal Lee, “The Grandmother of Juneteenth” to commemorate Juneteenth, and Robin Arzón in commemoration of National Hispanic Heritage Month.

OUTFRONT 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 wide range of perspectives, fostering thoughtful dialogue and innovation in the OOH industry.

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. Our ERGs have enabled our employees to have a voice and our creatives to develop content that resonates with our people. A few examples below:

2024 Black History Month

For our 2024 Black History Month campaign, we partnered with *Ad Age* for the second year to celebrate Black History Month through its Black Creative Excellence campaign. The initiative spotlighted influential Black creatives across our digital and transit OOH assets nationwide, featuring stories and career milestones, with QR codes directing viewers to the full series on AdAge.com. The campaign launched with an [essay on AdAge](#). com by our Regional Creative Director Nicole Mapp reflecting on her work with Color Of Change.

2024 PRIDE Month campaign

Another example is our 2024 PRIDE Month campaign, by partnering with Gay & Lesbian Alliance Against Defamation (“GLAAD”) for a special OOH campaign titled “Protect Our Pride” campaign. Building on the success of the previous year’s “15 Seconds of Fabulous” initiative, this campaign invited individuals to donate to GLAAD in exchange for having their photo, name, and a personalized message displayed on OUTFRONT’s digital billboards nationwide. Messages included affirmations such as “Protect My Love” and “Protect My Family,” with a special option for LGBTQ-owned businesses. The campaign aimed to drive visibility, community connection, and donations in support of GLAAD’s mission to advance LGBTQ acceptance and equality.

MORE DETAILS ABOUT BOTH OF THESE CAMPAIGNS & MORE EXAMPLES CAN BE FOUND IN THE [PURPOSE SECTION](#) OF THIS DOCUMENT.

EMPLOYEE TRAINING

Over the past several years, we have built 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 on an all-employee video conference. In total, we awarded 45 OUTShine! Awards for outstanding employee performance in 2024.

Service Recognition Awards

We regularly acknowledge employees for their dedicated service to OUTFRONT. Awards are made in quintile years. In 2024, we recognized 46 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 sixth year in 2024.

CULTURE & INCLUSION

We are committed to promoting an 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 relates to the communities we represent and in which we operate. Inclusion is a core value and driver of business success at OUTFRONT that we believe positions our employees to reach their full potential and 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 can thrive.

CULTURE & INCLUSION ADVISORY COUNCIL

Our commitment to inclusive collaboration is reflected in the work of OUTFRONT's Culture & Inclusion Advisory Council and seven active employee resource groups ("ERGs"). Together, they lead the Culture & Inclusion program that is designed to foster a workplace culture that embraces collaboration, respect and opportunity for all employees. Through ERGs, professional development initiatives, thought-provoking and inclusive events, speaker series and internship programs, OUTFRONT aims to strengthen connections, support career growth and cultivate a sense of belonging across the organization.

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HERE ARE SOME OF OUTFRONT'S KEY CULTURE & INCLUSION ACCOMPLISHMENTS FOR 2024



Mental Health Awareness

2024 started with a virtual presentation to OUTFRONT employees by Dr. Wendy Suzuki, Professor of Neural Science and Psychology at New York University. Dr. Suzuki shared insights with OUTFRONT employees from her books “Good Anxiety” and “Happy Brain, Happy Life” on managing stress and work burnout and offered practical advice for tackling everyday anxieties. Copies of Dr. Suzuki’s books were distributed to interested employees.

We also partnered with the National Alliance on Mental Illness, NYC Collaborative, which provided training and support of mental health to OUTFRONT employees.



Emma Bowen Foundation

Partnered with the **Emma Bowen Foundation** (“EBF”) in our summer internship program, as we have since 2018. This year we sponsored six interns from the EBF which seeks to place students in paid internships at leading media and tech companies.



Inclusion Corner

Continued sharing regular Culture & Inclusion updates on “Inclusion Corner” on our intranet site, and published blogs, calendar items and resources to promote inclusion in the workplace.



Continued promoting our purposeful partnerships:

- **Color of Change**, the largest online racial justice organization in America.
- **The Farmlink Project**, an organization dedicated to battling food insecurity by connecting surplus food from farmers to families in need.

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EMPLOYEE RESOURCE GROUPS (ERGs)

Curated content from ERGs including awareness initiatives, movement challenges, and forums to manage employee wellness and mental health. Noteworthy 2024 ERG programs include:



OUT at OUTFRONT

In 2024, **OUT at OUTFRONT** supported OUTFRONT's partnership with GLAAD and continued to its commitment to facilitating meaningful dialogue within and beyond OUTFRONT by hosting a fireside chat with Tony Morrison, Senior Director of Communications at GLAAD, who shared insights into GLAAD's impactful work and the importance of authentic representation.

OUT at OUTFRONT also sponsored an A-list conversation with Tony Morrison, Senior Director of Communications, GLAAD



OUTSPOKEN! ERG

In recognition of the Juneteenth holiday **OUTSPOKEN** co-sponsored the third annual "I Walk With Opal Lee" challenge with the 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 to raise awareness of the effort to make Juneteenth a national holiday. Ten offices organized group walks and over 150 employees participated. OUTFRONT surpassed its goal and donated to Dr. Opal Lee's foundation, Unity Unlimited, while also promoting her national "Walk for Freedom" by featuring it on OUTFRONT advertising assets across multiple markets. Additionally, **Outspoken!** produced and distributed quarterly newsletters to ERG membership focused on updating members on current and future programming and promoting professional growth.



Community OUTreach

In 2024, OUTFRONT Media's Community **OUTreach** ERG engaged approximately 1,400 active users across its Microsoft Teams channels, fostering connection through regional breakouts and subgroup leadership. The ERG hosted a creative Earth Day initiative with 14 participants submitting original works such as poetry, painting, and design aligned with the national Earth Day theme. The **OUTreach** Pet Corner channel continued to support local animal rescue efforts and laid the groundwork for a new "Our Star Human" recognition program launching in 2025, which will honor outstanding contributions to animal rescue twice a year. Year-round, the ERG maintained consistent engagement through team challenges, content sharing, and regional events. It also launched the Summer Volunteer Challenge, tied to the company's VTO Grant application process, to encourage hands-on community involvement. Additionally, the ERG partnered with OUTFRONT's Marketing team on OUTGIVING campaigns, spotlighting volunteerism and reinforcing OUTFRONT's commitment to community impact.

ERGs Continued



Healthy OUTFRONT

In 2024, OUTFRONT Media’s **HealthyOUTFRONT** Employee Resource Group (ERG) engaged approximately 650 active users across its six Microsoft Teams channels, with 249 official members. **HealthyOUTFRONT** co-hosted the 3rd Annual Walk with Opal Lee for Juneteenth alongside the **Outspoken!** ERG. **HealthyOUTFRONT** also led Mental Health Awareness Month efforts in May, serving as a visible and vocal promoter of mental wellness through interactive campaigns, shared resources, and employee engagement on Teams. Additionally, the group hosted its 5th annual Thanksgiving Movement Challenge (Turkey Trot).



OUTstanding Woman of OUTFRONT

Celebrated Women’s **HERstory Month 2024**
Expanded our Women’s mentorship program
Provided daily content in ERG chat during **Women’s History Month** and initiated gratitude ecard program.



AAPI ERG

In celebration of AAPI Heritage Month 2024, OUTFRONT’s AAPI ERG hosted a virtual speaker event featuring celebrity chef and TV personality Jet Tila. Known for his role in popularizing Thai cuisine in America, Jet led a live cooking demonstration of Thai street-style fried rice while sharing personal stories behind the dish. Over 100 employees attended the session, which highlighted his experiences as a second-generation immigrant, the importance of representation in food and media, and how his cultural identity shaped his journey. The event concluded with a moderated Q&A, offering employees a chance to engage with Jet on his early influences and appearances on shows like **Iron Chef America* and *Guy’s Grocery Games*.

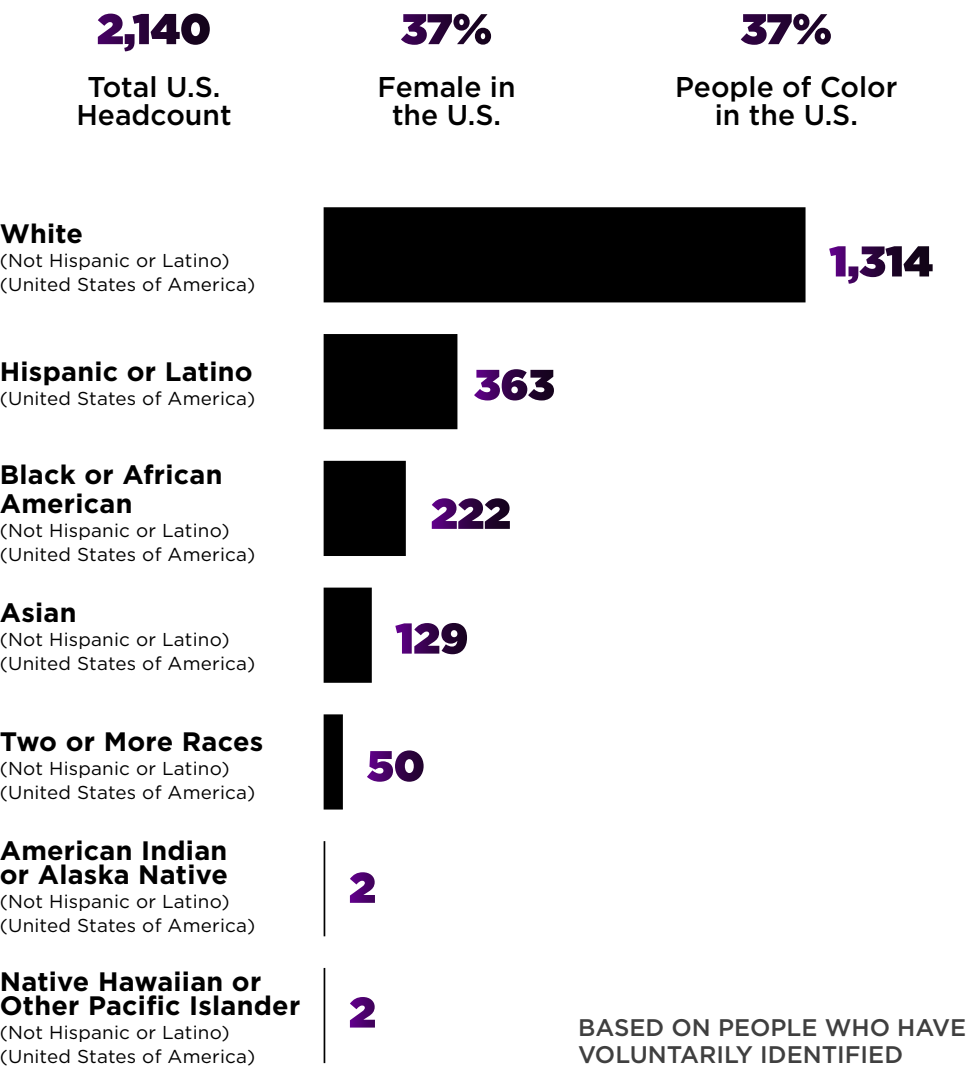


UNIDOS Front

In 2024, OUTFRONT Media’s **UNIDOS Front** ERG celebrated Hispanic culture through a range of engaging programs and initiatives. During Hispanic Heritage Month, the ERG partnered with *Women’s Wear Daily* to spotlight Hispanic fashion designers across OUTFRONT’s national digital network and hosted a panel featuring Hispanic founders and creators, including Josh Leyva, Sebastián Robles, and Itatí López, who shared their personal and professional journeys. The ERG also launched an employee spotlight campaign, encouraging nominations of Hispanic peers and allies to highlight their stories, backgrounds, and favorite foods. Additional initiatives included sharing inspiring quotes from Hispanic leaders in the internal community channel, hosting a Cinco de Mayo virtual mariachi event, and distributing Hispanic Heritage Month posters to offices and Operations Yards to ensure widespread visibility and celebration. Together, these efforts showcased the richness and diversity of OUTFRONT’s Hispanic community.

WORKFORCE DEMOGRAPHICS

OUTFRONT workforce demographics data as of December 31, 2024, which will be used in connection with OUTFRONT’s 2024 EEO-1 Report.



SUPPLIER DEMOGRAPHICS

As part of OUTFRONT’s commitment to transparency and in alignment with requirements tied to certain municipal and commercial contracts, OUTFRONT tracks the vendors and suppliers that we engage. This includes data related to certified businesses such as those owned by veterans and other historically underrepresented groups. The information below reflects our supplier spending data for 2021 through 2024 (numbers in millions):

	2021	2022	2023	2024
MBE Minority Business Enterprise	\$19.8M*	\$12.5M	\$11.4M	\$12.3M
WBE Women Business Enterprise	\$4.7M	\$9.1M	\$7.8M	\$10.2M
M/WBE Minority and Women-Owned Business Enterprises	\$1.1M	\$1.5M	\$2.2M	\$2.2M
VET Veteran-Owned Businesses	-	\$6.0M	\$4.1M	\$2.4M
TOTAL	\$25.6M	\$29.2M	\$25.5M	\$27.2M

* VETERAN-OWNED BUSINESSES WERE TRACKED FOR THE FIRST TIME IN 2022.

EMPLOYEE HEALTH & SAFETY

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Employee safety is paramount for all Operations programs and activities. Our training and communications emphasize awareness and prevention, as managers and supervisors review and reinforce safe work practices and enforce safety standards on a daily basis. OUTFRONT safety programs are developed, managed, and enforced by our National Safety Council, which consists of Operations senior leadership, OUTFRONT Risk Management, licensed and certified safety professionals, and technical experts who have been hand-picked for their expertise and experience.

OUTFRONT’s comprehensive training program is another essential aspect of promoting the safety of our employees. We require all our field operations team members to participate in an extensive training process which we reinforce with 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

An OUTFRONT Safety Manual is provided to every field employee.

Comprehensive training and safety certification is mandatory for all new field employees. It is reinforced with a standards-based evaluation period to allow managers to assess competence and confidence before clearing a new employee to work at heights on any billboard.

Each employee must complete and pass refresher trainings every six months.

Quarterly “All Hands” Safety Stand Downs are conducted to share best practices and to analyze industry and OSHA safety trends.

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 mandatory. Additionally, site supervisors are required to conduct a minimum of four unannounced “field observation” work site visits each month. In 2024, our site supervisors completed 2,208 unannounced visits across 45 markets.As an added measure of safety and vigilance, OUTFRONT employs a third-party safety company to perform anonymous and unannounced inspections on a periodic basis.

If an employee is found to have violated a safety policy or rule or is determined to be 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” (“tethered”) at all times with the appropriate protection equipment while working on any display, as is mandated by our Fall Protection Policy. Violations of the policy will result in a five-day suspension for a first-time offense, and termination for a second offense. If upon investigation, a violation is determined to have been egregious, an employee may face immediate termination even for a first offense. These policies and penalties are ingrained into our training and culture.

A noteworthy testament to the effectiveness of our safety program, OUTFRONT closed out 2024 without a single event that engendered a violation or penalty from The Occupational Safety and Health Administration.

	2020	2021	2022	2023	2024
Fatalities Count/rate	0/0.0	0/0.0	0/0.0	0/0.0	0/0.0
OSHA Recordables Count/rate	54/2.95	36/2.11	47/2.58	44/2.32	35/1.81
High Consequence Count/rate	13/.71	3/.18	7/.38	5/.26	3/.15

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, then shared and discussed with Operations Managers to prevent similar accidents from happening in the future. These investigations are not intended to lay blame but to serve as 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 knowledge with others across our industry.

OTHER NOTEWORTHY SAFETY PROGRAMS INCLUDE:

OUTFRONT’s “Hook Up Before You Go Up...” Safety Campaign

Our worker safety campaign has been designed to emphasize the proper use of company provided Personal Protective Equipment and the critical importance of being safely tethered at all times while working at heights. Our safety team has produced and distributed banners for facilities, bumper stickers for vehicles, and hard hat decals to ensure safety awareness at all times. This campaign continues to serve as a daily reminder of the importance of safety procedures and contributes to our culture of safety.

Vehicle Safety

All 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.



OUR SOCIAL IMPACT

Through our displays, we are fully embedded in the fabric of thousands of communities. We reach 70% 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.

CAUSE ADVERTISING

Each year, we contribute our creative services and donate approximately \$10 million in public service advertising to nonprofit and government organizations. In recent years, we have taken a more intentional public service announcement approach. We asked our employees which causes were important to them. With food insecurity as the top choice, we formed a partnership with **The Farmlink Project**, 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.



FIGHTING FOOD INSECURITY

We partnered with **The Farmlink Project** on a national digital billboard campaign highlighting food insecurity during Thanksgiving and Giving Tuesday. The campaign, which ran through Dec. 6, featured the message “**\$1 = 17 lbs of food saved**” and introduced Farmlink’s rebrand. We matched December donations to double their impact. OUTFRONT, a longtime partner, also made a holiday donation to support the cause.



HERE ARE JUST A FEW OTHER
EXAMPLES OF LOCAL AND NATIONAL
PARTNERSHIPS FROM 2024

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NATIONAL SPOTLIGHT
↑ **HONORING BLACK
CREATIVE EXCELLENCE**

In February 2024, we partnered with *Ad Age* for the second year to celebrate Black History Month through its Black Creative Excellence campaign. The initiative spotlighted influential Black creatives across our digital and transit OOH assets nationwide, featuring stories and career milestones, with QR codes directing viewers to the full series on AdAge.com. The campaign launched with an [essay on AdAge.com](#) by our Regional Creative Director Nicole Mapp reflecting on her work with Color Of Change.

NATIONAL SPOTLIGHT
↓ **LEADING WOMEN**

In March 2024, we launched a Women’s History Month campaign in partnership with *Ad Age*, spotlighting the achievements of women in art, culture, and innovation. The initiative featured insights and advice from *Ad Age*’s Leading Women series displayed across our digital billboards and transit media nationwide, with QR codes linking audiences to additional content on AdAge.com.



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NATIONAL SPOTLIGHT

↓

PROTECT OUR PRIDE

In June 2024, we partnered with **GLAAD** to launch the "Protect Our Pride" campaign in celebration of **PRIDE Month**. Building on the success of the previous year's "15 Seconds of Fabulous" initiative, this campaign invited individuals to donate to **GLAAD** in exchange for having their photo, name, and a personalized message displayed on **OUTFRONT's** digital billboards nationwide. Messages included affirmations such as "Protect My Love" and "Protect My Family," with a special option for LGBTQ-owned businesses. The campaign aimed to drive visibility, community connection, and donations in support of **GLAAD's** mission to advance LGBTQ acceptance and equality.



NATIONAL SPOTLIGHT

↑


THE PIONEERS OF FASHION'S FUTURE

In September 2024, we partnered with **WWD (Women's Wear Daily)** to launch a high-impact, month-long out-of-home campaign celebrating **National Hispanic Heritage Month**. Tied to the 2024 theme "Pioneers of Change: Shaping the Future Together," the initiative spotlighted ten groundbreaking Hispanic fashion designers, honoring their creativity, cultural influence, and leadership in shaping the industry. The campaign featured digital OOH displays amplifying each designer's story and celebrating the diversity and innovation within the Hispanic fashion community, inspiring future generations of creatives.

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LOCAL SPOTLIGHT

 **SAFE AND SOUND
SAN FRANCISCO, CA**

We partnered with **Safe and Sound** to amplify the organization’s mission of ending abuse, neglect, and trauma in families through a campaign displayed on static and digital billboards across the market. The campaign highlighted **Safe and Sound’s** work providing support, resources, and data-driven programs aimed at improving outcomes and driving systemic change in communities.

LOCAL SPOTLIGHT

 **A NEW LEAF
PHOENIX, AZ**

We supported **A New Leaf** by running a campaign across static and digital bulletins throughout the market. The organization provides shelter and support services for unhoused families and survivors of sexual and domestic violence, offering case management, court advocacy, financial coaching, and specialized services for children.

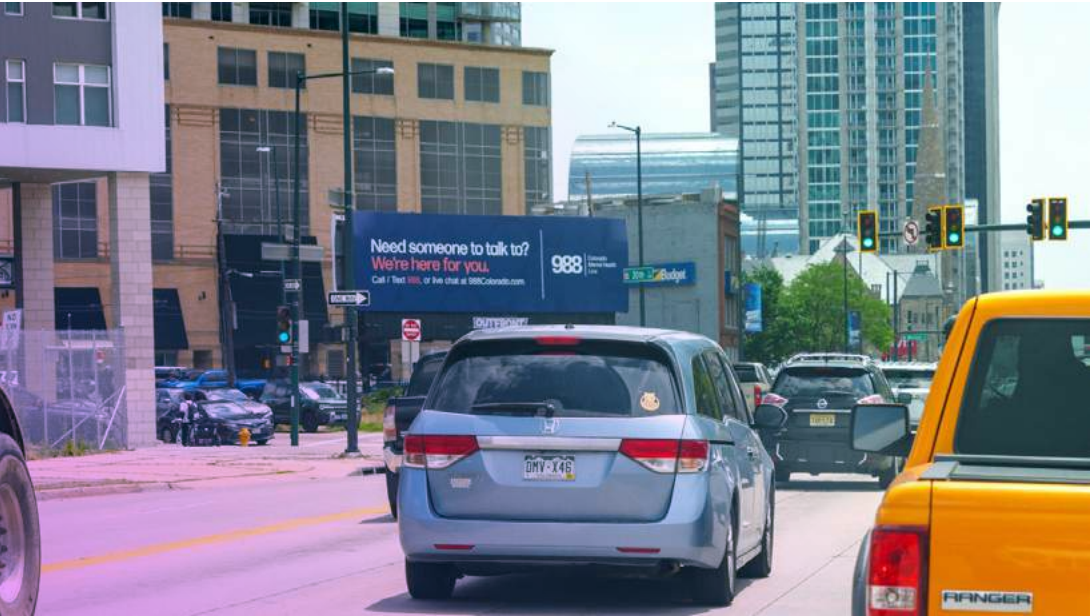


LOCAL SPOTLIGHT



**CRISIS SERVICES
DENVER, CO**

As part of our commitment to community well-being and mental health awareness, we supported the promotion of **Crisis Services** and the **988 Colorado Mental Health Line** across our digital assets in the region. This free and confidential resource provides 24/7 support for mental health, substance use, and emotional challenges. Accessible via text, phone call, or live chat — in both English and Spanish — the 988 line connects individuals in crisis with trained specialists who offer compassionate, real-time care. By amplifying this critical service, we helped ensure that Colorado residents in need could access support when it mattered most.



LOCAL SPOTLIGHT



**READY KIDS
GRAND RAPIDS, MI**

In Grand Rapids, Michigan, we supported the **Ready Kids** initiative by promoting its resources across our digital displays. This program equips families with essential tools to prepare for emergencies, ensuring every member — from young children to caregivers — is informed and ready to act in times of crisis. By helping raise awareness around disaster preparedness in the local community, our efforts contributed to building a stronger, more informed, and resilient Grand Rapids.

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LOCAL SPOTLIGHT



BETHESDA PROJECT PHILADELPHIA, PA

We were proud to support **Bethesda Project**, a Philadelphia-based nonprofit dedicated to ending homelessness in the region. With 11 locations across the city, **Bethesda Project** provides emergency shelter, housing, and critical support services to individuals experiencing homelessness.

By donating digital space to the organization, we were able to help raise awareness, encourage community engagement, and drive traffic to its website where individuals could donate or sign up to volunteer.

LOCAL SPOTLIGHT



RAMAPO-BERGEN ANIMAL REFUGE OAKLAND, NJ

We teamed up with **Ramapo-Bergen Animal Refuge (RBARI)**, a no-kill shelter in Oakland, NJ, to support its mission and promote its annual Casino Night fundraiser. **RBARI** rescues abandoned, abused, and urgent-care animals and works to find them loving homes. To help boost awareness and turnout, we ran a digital billboard campaign across Bergen County, bringing more visibility to its work and the event.



BLACK HISTORY MONTH 2024

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As part of our **Black History Month** programming in February 2024, we extended our **Moments by OUTFRONT** series with two art-focused campaigns. **Moments in Culture** featured *Visions of Black Masculinity*, showcasing powerful works by emerging Black artists across major transit systems including New York’s MTA, Miami-Dade’s MIA, and San Francisco’s BART.



Moments in Art, in partnership with **MoMA**, highlighted Lorna Simpson’s photograph *Wigs*, exploring Black identity and beauty standards, and was displayed throughout the New York City subway system.

WOMEN’S HISTORY MONTH 2024

For **Women’s History Month**, we launched a series of cultural campaigns that honored the creativity, innovation, and contributions of women across history and art. These campaigns were displayed across key transit systems—including New York’s MTA, San Francisco’s BART, and Miami-Dade County’s MIA — bringing accessible, meaningful storytelling into the everyday journeys of millions.

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↑ **Moments in Art**, in partnership with MoMA, invited commuters to engage with Joan Jonas’ transformative video piece *Mirage*, presented in public transit for the first time.



↑ **Moments in Culture**, in partnership with Artsy, spotlighted the work of rising women artists reimagining contemporary Cubism.

WOMEN’S HISTORY MONTH 2024
(CONTINUED)



↓ Moments in Life, a collaboration with PureWOW, celebrated inventions by women throughout history, encouraging reflection on the ingenuity and lasting impact of women inventors.



EARTH MONTH 2024



↑ Moments in Culture celebrated Earth Month with the series *Fantastical Landscapes*. The series showcased alluring works of nature and earth from up-and-coming artists throughout the month.

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AAPI 2024

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↑ **Moments in Art** invited commuters to pause and take a look at the classic Lower East Side cityscape Stanton near *Forsyth Street*.
Celebrating **Asian American and Pacific Islander Heritage Month**, this work from MoMA’s collection was painted by influential visionary artist **Martin Wong**, who often used social realism and visionary art in his works.



↓ In May 2024, **Moments in Culture** celebrated **Asian American and Pacific Heritage Month** with the series *Living Legends: Asian American Artists Gaining Overdue Claim*.
This series showcased beautiful and captivating works from legendary artists who have been long overdue for claim and credit for their works.



PRIDE MONTH 2024

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↓ As part of the 2024 celebration, we featured two Pride-focused takeovers across its Moments content platform. In partnership with **Artsy**, **Moments in Culture** showcased **QUEER ART NOW**, a curated series highlighting captivating works from emerging LGBTQ+ artists redefining the boundaries of contemporary art. This content ran throughout June on digital transit screens across New York’s MTA, Miami’s Brightline, and San Francisco’s BART, Caltrain, and VTA.



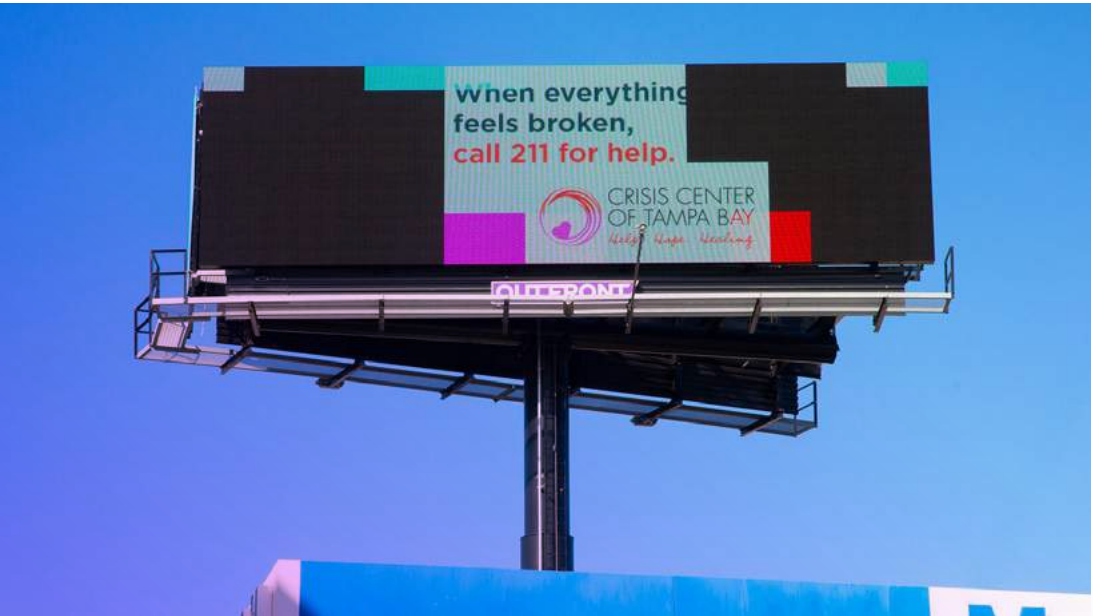
↑ In New York City’s MTA, we presented a special edition of **Moments in Art** in collaboration with **MoMA**, featuring **Peter Hujar’s** iconic photograph *Candy Darling on Her Deathbed*. The image honors the legacy of Candy Darling, Warhol superstar and transgender actress, and Hujar’s broader work documenting people who clung fiercely to the freedom to be themselves.

HISPANIC HERITAGE MONTH 2024

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↑ Moments in Culture showcased a series titled **Rising Artists to Celebrate Hispanic Heritage Month**. The series featured captivating works from rising Hispanic artists.



↑ **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**, the **Centers for Disease Control and Prevention**, **Federal Bureau of Investigation**, **Federal Emergency Management Agency**, **local transit authorities**, and **other government agencies**, we are able to deliver emergency information requiring immediate attention such as hurricane evacuation warnings, public health information, a national manhunt, or an AMBER Alert.



COMMUNITY SUPPORT & PHILANTHROPY

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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”.

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 2024**, our fourth annual event, marked our most impactful year to date of giving back. 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, environmental impact through cleaning up a local river, thousands of pounds of food sorted at food banks, and numerous other volunteer efforts.

Furthermore, we have continued to sponsor “**Zero Waste Events**” at our industry events in NYC and across the country. We’ve teamed up with FoodRecovery.org, an online platform connecting organizations with extra food to communities in need. By diverting edible food away from landfills, they also champion sustainability. At one event in the fall, we donated over 150 pounds of food to a New York City food pantry. When we talk about our Brand Purpose of helping People, Places and Businesses Grow Stronger, this truly was a representation of individual and collective efforts of a team embodying our company values.

Offices participated in market opportunities such as stocking shelves at food pantries, conducting toy drives, and collecting donations. Please find some top highlights below and watch our 2024 recap video [here](#).



[Watch our 2024 recap video here.](#)

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Our **Chicago office** participated in a food drive to distribute to local charities and people in need.



Our **Nashville office** participated in a toy drive to help local children receive toys for the holidays.

GIVSLY'S SEASON WITHOUT SWAG

OUTFRONT participated in Givsky's 2024 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 2024 with experiential touch points at various client events to provide more meaning at a time that is important for business and communities.

215

Total Recipients

\$4,854

Total Donations

Donations Recipient

The Farmlink Project

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



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.**

Sustainability is 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 applicable laws.

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.

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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 evaluate and pursue avenues to reduce our energy and emissions.

We are in the process of converting many of our static canvases to digital displays, which has significantly positive environmental impacts on our business. This cuts down usage of physical media materials, reduces fuel emissions, and eliminates the need for our operations team to take the time transporting materials to and from display sites and switching them out. When a display is converted to digital, the advertising creative is delivered electronically, eliminating the need for physical canvases 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 2024, we had 1,935 digital billboards and 28,388 digital transit displays, or 30,323 in total. 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.

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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.

Although our fleet has grown to 694 vehicles (from 671 in the previous year), our emissions and fuel efficiency have actually improved in 2024, as reflected in our reduction of GHG emissions to 3,747 metric tons (down nearly 23% year over year). This is attributable to a number of factors including the introduction of electric vehicles where practical and the continued replacement of older vehicles with more technologically advanced, fuel-efficient vehicles. We have seen a near-reversal of our fleet composition since 2019, when medium and heavy vehicles made up more than two thirds of the fleet, compared to only one third in 2024.

Moving forward, we will continue to focus on fuel economy and operational efficiency as a method of reducing our carbon footprint. As vehicle model and year only play a partial role in fuel economy, we also promote more fuel-efficient driving behavior and will be adopting workforce applications that optimize resources, to include the sequence and routing of remote work sites. Furthermore, through in-vehicle telematics and video monitoring for all our company vehicles, we are able to reinforce good driving habits by monitoring and coaching drivers regarding their vehicle speed, idling time, efficient braking, and acceleration.

2024 GHG Emissions

3,747
Metric Tons CO₂e

A Notable Decrease
From Previous Years

Fleet Fuel Economy

14.7
Miles Per Gallon

Improved Weighted Average
Across The Company Fleet

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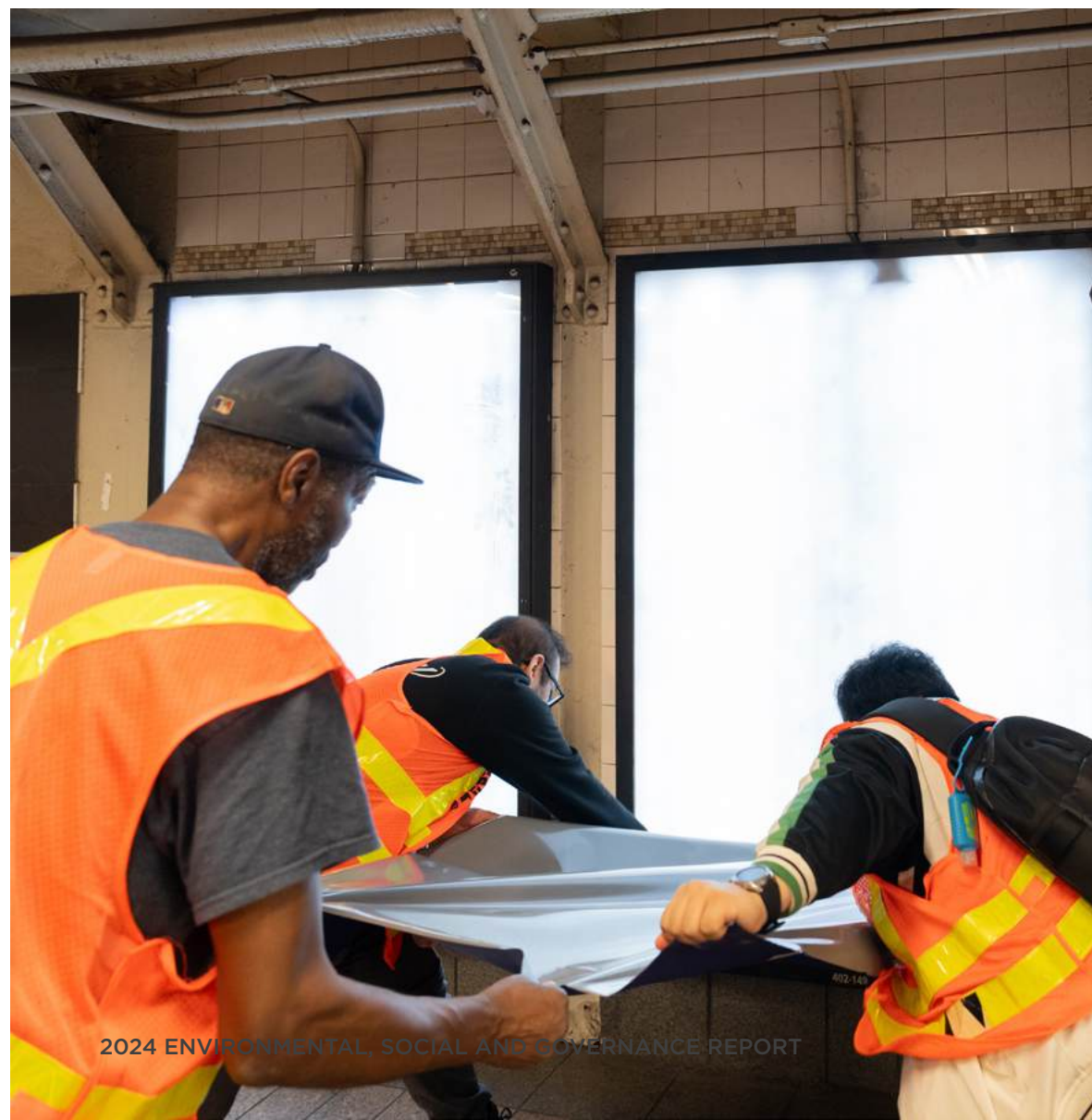
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TRANSIT SYSTEMS

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

Our environmental efforts have also focused on our 90-plus facilities. We have converted major office locations to LED lighting, leading to a significant reduction in energy consumption. To date, our most successful project has been to install solar panels on one of our largest 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

OUTFRONT works with partners to continue to develop even more efficient technologies for both our digital and static inventories. Some examples include our proprietary development of more advanced digital billboards, as well as new, more efficient uplighting fixtures and solar array options for our static billboards. The OUTFRONT ESG Committee will continue to pursue measures and methods to capture energy consumption data that will be used to analyze and improve operational decisions.

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, 100% of our polyethylene (“PE”) and polyvinylchloride (“PVC”) material is either reused, repurposed, 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 who convert them to coverings, tarping and new consumer products. Following catastrophic weather events, our PVC material is often donated to non-governmental organizations to remediate storm damage to dwellings and buildings.

PVC REPURPOSING

OUTFRONT continues its 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, surfboard bags and a host of consumer products. 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 2024, we delivered 2,200,000 pounds of expired billboard advertisements to RAREFORM. Approximately 90% of our vinyl is sent to RAREFORM and 10% is sent to Sky Group.

SUSTAINABLE SUPPLY CHAIN

We are working with suppliers to evaluate new sustainable yet weather-resistant materials for billboards and other outdoor media, including non-hazardous, biodegradable, vegetable-based posting glue. We also work with industry partners to recycle vinyl and plastic media materials, scrap recyclable metals, 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.

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RAISING AWARENESS OF SUSTAINABLE CAUSES

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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 run awareness campaigns for the United Nations' 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 will 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.

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; 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; the ability of our board of directors to revoke our REIT election at any time without stockholder approval; 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, 2024, filed with the SEC on February 28, 2025. 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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