2022

Sustainability in the Auto Industry

FACILITATING A DIALOGUE & DRIVING CHANGE

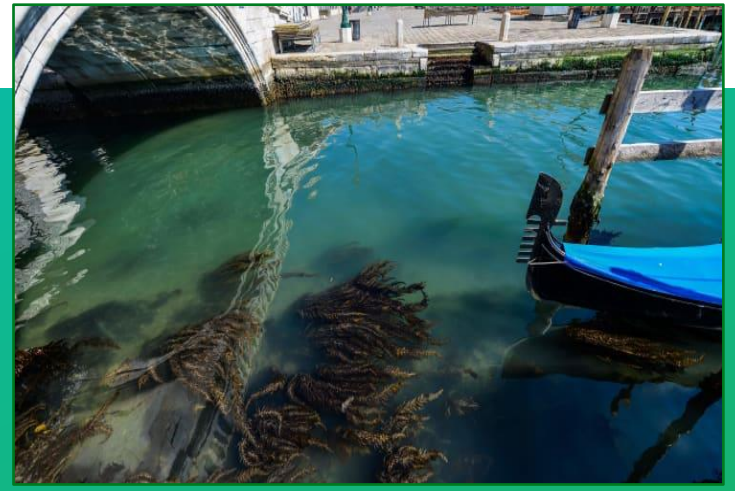
NBCUniversal

WHY NOW

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

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

CNN



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

CNBC

“Bitcoin, NFTs and other crypto fads are destroying our planet”

MSNBC

The Call for Change has Reached the Auto Industry

CONSUMERS ARE…

Increasingly Interested in EVs

36%

of U.S. new vehicle owners are **interested in Battery Electric Vehicles**, almost 3x higher than in 2018[1]

Concerned About the Environment

64%

of consumers are **"sustainably-minded drivers,"** rating themselves as very or extremely environmentally concerned[2]

Willing to Pay a Premium for Sustainable Options

91%

of "sustainably-minded drivers" are **willing to pay more for a sustainable vehicle**; 84% are willing to pay more for **sustainable service and repairs**[2]

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

Companies are Expected to be Fully Invested

ADDRESSING THE CORE PILLARS OF SUSTAINABILITY

Environmental

Protecting the Planet and Conserving its Resources

The use of recycled materials in the production of car parts

Economic

Increasing Availability and Affordability of Products

The lower cost of many electric vehicles

Social

Ensuring Equitable Treatment of Individuals and Communities

Corporate partnerships with diverse suppliers

Additional detail in notes.

AUTO BRANDS HAVE THE

Opportunity and Responsibility to Tell Their Full Story and Inspire Change

FROM CORPORATE PARTNERSHIPS TO EVS

65%

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

Source: Harvard Business Review, The Elusive Green Consumer, July 2019

… Yet only 26% of consumers actually take action[1]

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

CORE
challenges remain

ARE THESE EFFORTS REAL?

Lack of Trust in Claims of Sustainability

53% of consumers never or only sometimes believe claims of sustainability[1]

CAN I DO THIS?

Affordability and Accessibility

Only 34% of the Global Population is willing to pay more for sustainable products and services; those willing to pay would accept a 25% premium on average[2]

Source: 1. BusinessWire, GreenPrint Survey Finds Consumers Want to Buy Eco-Friendly Products, but Don't Know How to Identify Them, March 2021; 2. BusinessWire, Recent Study Reveals More Than a Third of Global Consumers Are Willing to Pay More for Sustainability as Demand Grows for Environmentally-Friendly Alternatives, October 2021.

WITH THIS IN MIND,

Universal Principles

To overcome consumer challenges

Create Trust

Be transparent and **showcase both the "why" and the "how"** behind your efforts to create a more sustainable world

Normalize Your Efforts

Integrate sustainability efforts throughout your marketing platform and highlight **validation of sustainable practices** throughout all brand touch points

Make it Easy

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

Demonstrate Value

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

Facilitate a Conversation

Inspire consumers to **share their motivations, hesitations, and commitments** to secure a sustainable future

Comcast NBCU and SKY Are Committed

We have shared ambitions

A Global Commitment to Sustainability, Diversity & Inclusion

Sustainability Pledges

sky
Net Carbon Zero By 2030

NBCUniversal
Net Carbon Zero by 2035

Investing in DEI

COMCAST
$100M pledged to help fight injustice & inequality

Supporting Innovation

sky ocean ventures
£25M invested to help end the flow of plastics into the sea

Advancing Inclusivity

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

A commitment that manifests across our content, programs & initiatives

WAYS TO PARTNER

Recommended Approaches for Telling Your Sustainability Story and Driving Change

Engage Strategic Audiences

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

Create Lean-in Storytelling

Communicate your sustainable efforts and educate consumers on the benefits of sustainable behaviors through custom content and integrations, influencer marketing & commercial innovation

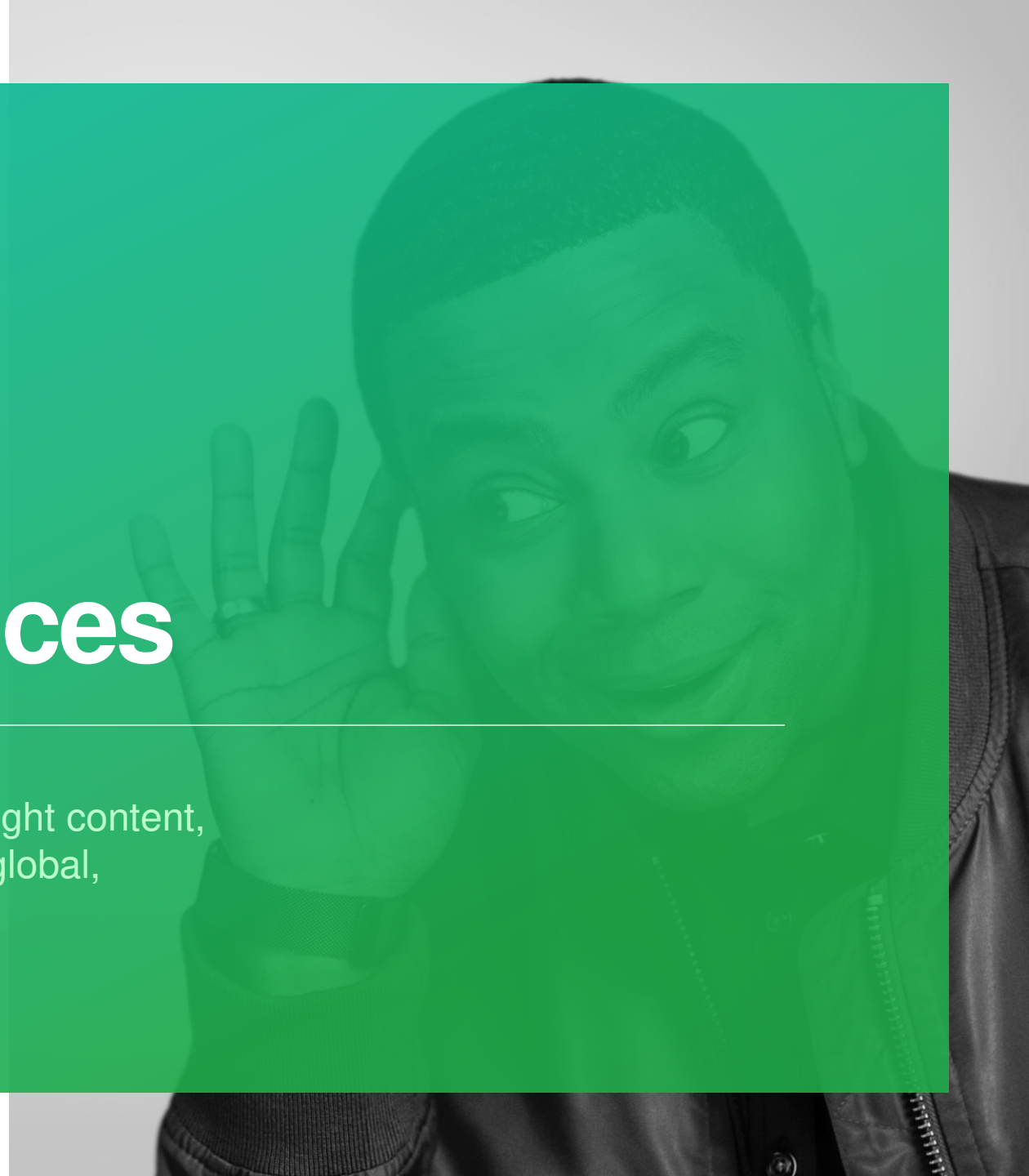
Fuel Cultural Moments

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

01

Engage Strategic Audiences

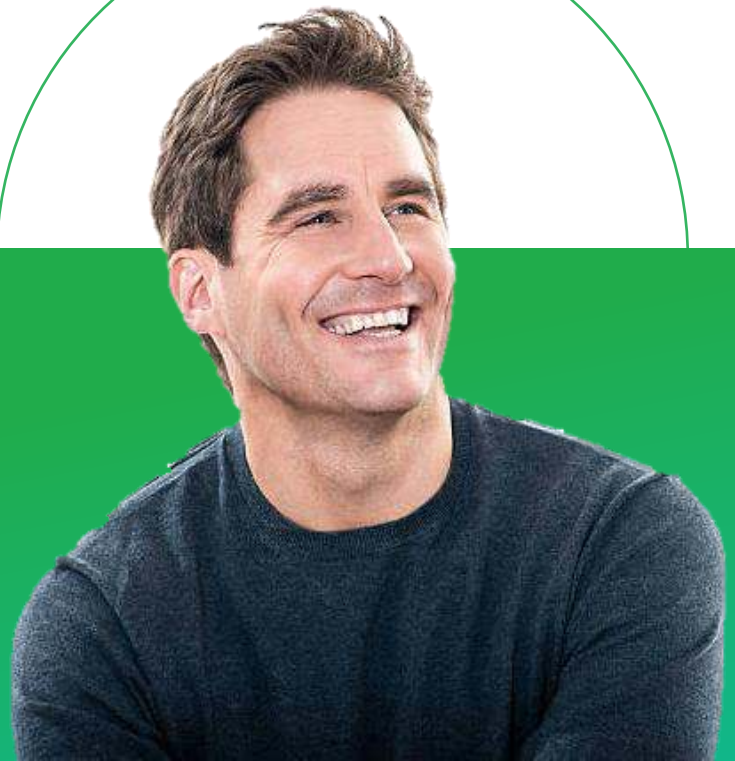
Engage socially conscious consumers with a right content, right context, right audience approach across global, national & local markets.



Drive Impact with Key Audiences

Engage strategic audiences across the NBCU + Sky Portfolio

Luxury EV Intenders



Socially Conscious

Multicultural Millennials

A Global to National to Local Approach to Telling your Sustainability Story

Global

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

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

National

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

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

Local

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

Potential KPIs:
Consideration, Engagement, Test Drives / Reservations, etc.

AdSmart Advanced Targeting & Optimization

Delivering Data-Driven Campaigns across key **International, National or Local Markets**

Luxury EV Intenders

Socially Conscious

Multicultural Millennials

Data-driven linear

Enhanced delivery to target audiences at scale through the broad reach of national TV

Addressable

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

Targeted OLV

Dynamic delivery to target users through premium video on desktop & mobile

NBCUniversal + sky

Leverage the scale and impact of our portfolio to tell your story at a local, national, and global level

NBC
NBC Sports
GOLF
OLYMPIC CHANNEL
NBC NEWS
CNBC
MSNBC
NBCUniversal Local
Owned Stations
Regional Sports Networks

bravo
E!
SYFY
OXYGEN
UNIVERSAL KIDS
USA
RAW
FANDANGO
TELEMUNDO
TELEMUNDO Deportes
UNIVERSO
UNIVERSAL TV

sky one
sky two
sky sports
sky news
sky cinema
sky arts
sky atlantic

sky comedy
sky witness
sky crime
sky nature
sky documentaries
sky HISTORY

UNIVERSAL
ILLUMINATION ENTERTAINMENT
DREAMWORKS
FOCUS FEATURES
sky studios
UNIVERSAL Orlando
UNIVERSAL STUDIOS HOLLYWOOD
UNIVERSAL STUDIOS JAPAN
UNIVERSAL STUDIOS SINGAPORE

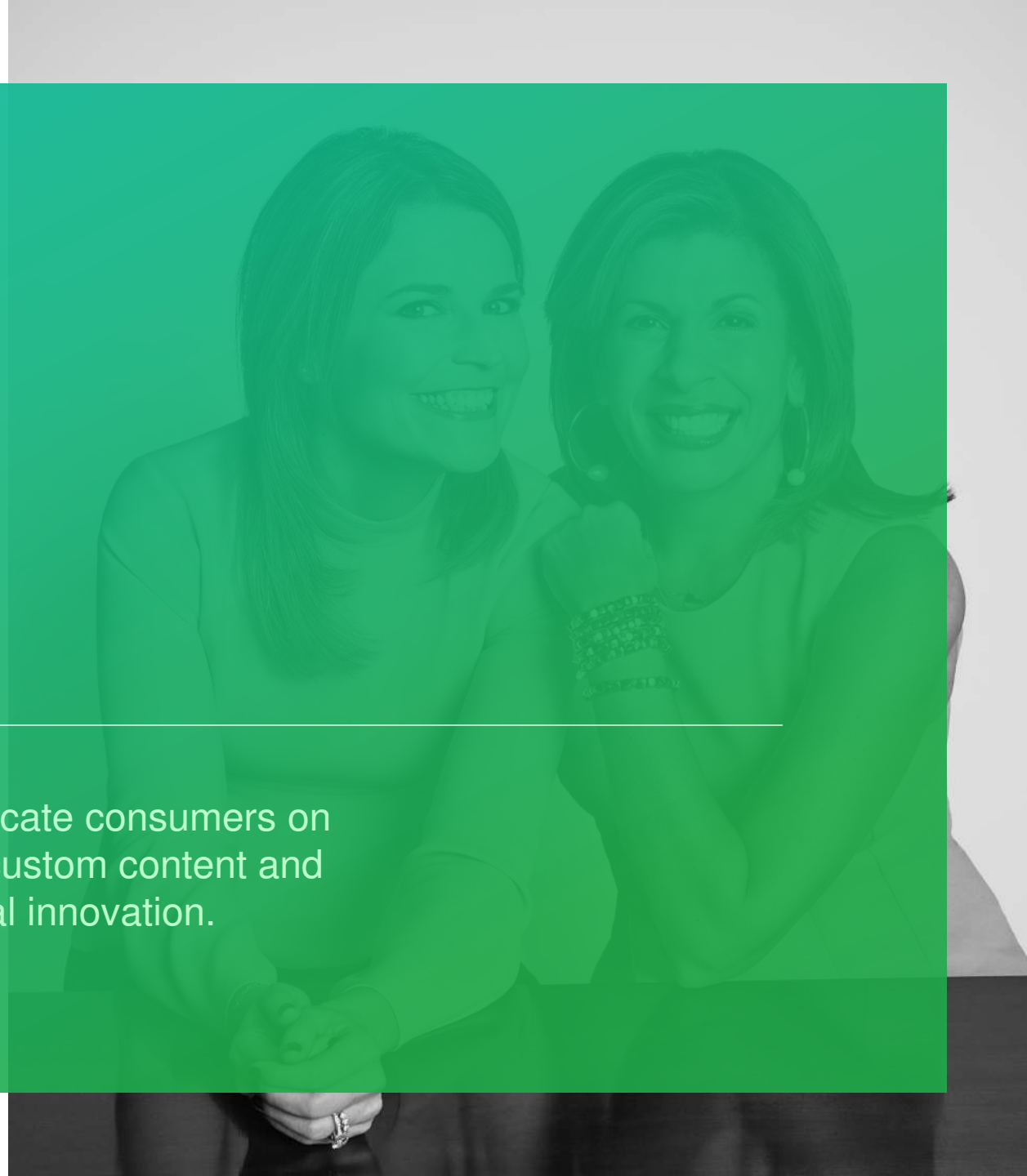
NOW TV
peacock
FANDANGO
BuzzFeed
VOX MEDIA
CONCERT
YouTube

Data & Data Targeting Solutions	Insights & Measurement	Custom Creative Solutions

02

Create Lean-in Storytelling

Communicate your sustainable efforts and educate consumers on the benefits of sustainable behaviors through custom content and integrations, influencer marketing & commercial innovation.



Educate & Communicate Your Brand Efforts

via Alignment with NBCU/Sky IP and Custom Storytelling Opportunities

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

Connect

Branded content showcasing how to support sustainable efforts

Inspire

Editorial stories of inspirational thinkers/activists from around the world

Celebrate

Dedicated programming/takeover stunts aligned with sustainable efforts

NBC · E! · bravo · TELEMUNDO · NBC Sports · SYFY · sky sports · sky news · TODAY · MSNBC · CNBC · BRAND STUDIO

Create Ambassadors for Purpose

with NBCU + Sky Talent

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

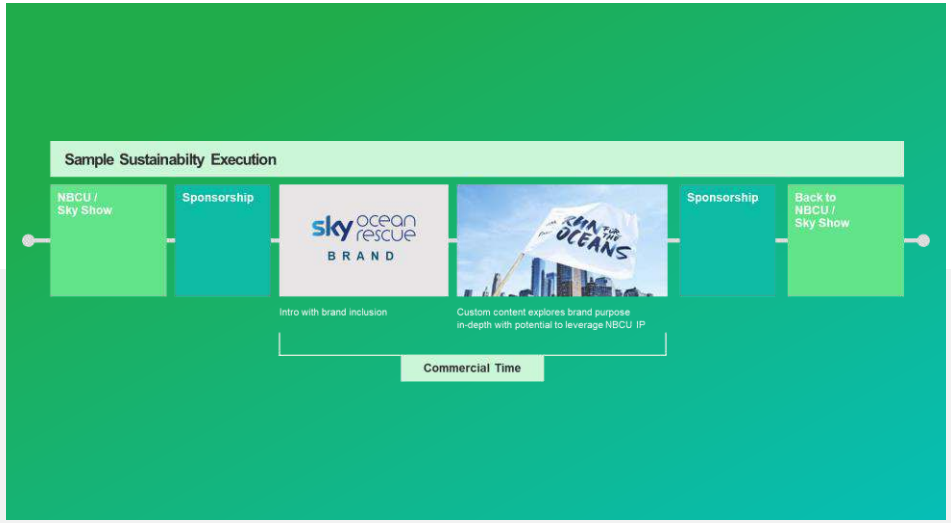
Through **The Talent Room at NBCUniversal**, it's easy to explore our roster of influencers and discover what passions they support.

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

Note: Talent is for illustrative purposes only and not indicative of talent being available or interested. Further NBCU vetting will be required.

Inspire Audiences to Act

via innovative storytelling formats



Pods with a Purpose

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

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

Code for a Cause

Give consumers the opportunity to donate to brand-supported sustainability initiatives while bringing attention to your brand's purpose using NBCU ShoppableTV technology.

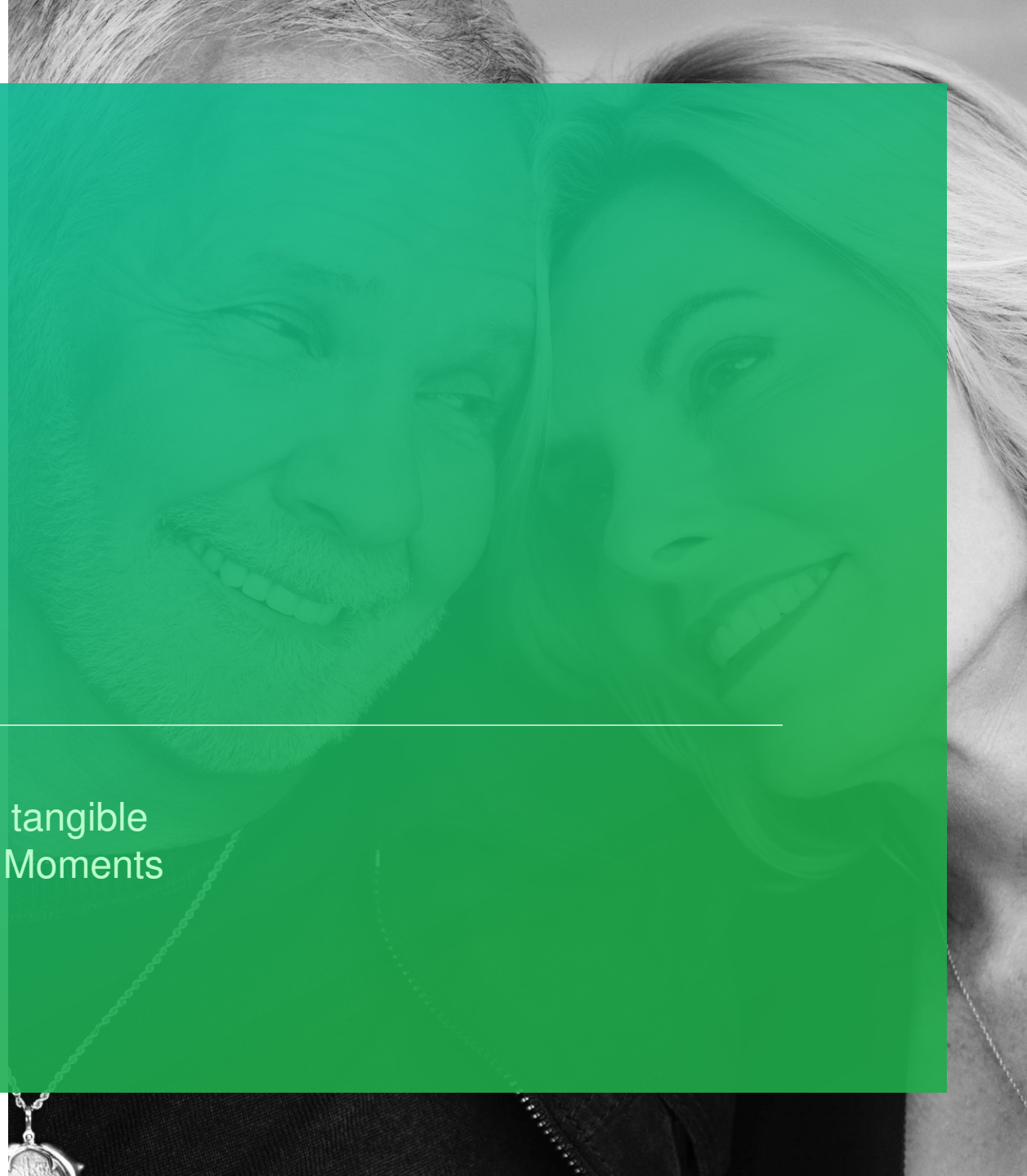
Further engage audiences with your brand purpose by layering the NBCU Code into:

- Select shows/programming
- Custom Content
- Alongside brand creative

03

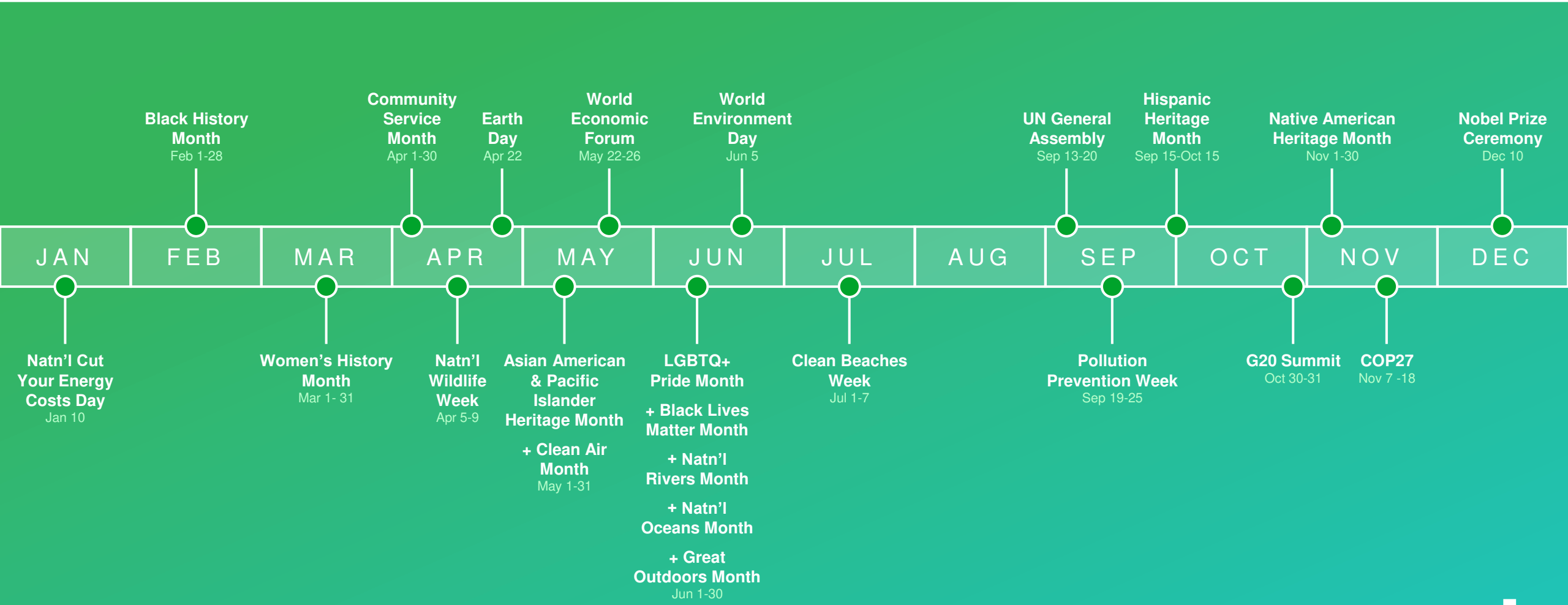
Fuel Cultural Moments

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



Tap into Relevant Local to Global Cultural Moments

Calling attention to the three pillars of sustainability (environmental, economic, social)



CONNECT WITH YOUR AUDIENCES BY ENGAGING IN

NBCU Cultural Moments and Events

Q1'22

- Q1 — Bel Air, Joe vs Carole, Below Deck Down Under
- Jan-Mar 28 — World Cup Qualifiers
- Feb 13 — Super Bowl LVI
- Mar — The Players
- Mar 21 — American Song Contest

Q2'22

- Apr 3 — Grammys
- May 2, May 15 — Met Gala, BBMA
- May 22 — Champ Sunday
- Date TBD — WEF
- Jun 16-19 — U.S. Open

Q3'22

- Q3 — The Missing, Vampire Academy, The Resort, Summer Slam
- Jul 14-17 — The Open
- Sep - Nov — NASCAR Playoffs
- Sep 10 – Nov 5 — ND Football
- Sep 22 - 25 — Presidents Cup
- Sept 29 — Billboard Latin Music Awards

Q4'22

- Q4 — Jurassic Park*, Minions*, Best Man, The Whistler Camp, Pitch Perfect Bumper In Berlin
- Nov 21 – Dec 18 — FIFA World Cup
- Nov 24 — Thanksgiving Prime Game
- Nov 29 — TODAY Giving Tuesday

- Jan — 2 Wild Card & 1 Divisional
- Feb 4 - 20 — Beijing Olympics
- Feb/Mar — NYFW, Academy Awards
- Mar 4 – 19 — Beijing Paralympic Olympics
- Q2 — WrestleMania, Angelyne, Pride & Prejudice, Girls5eva, Queer as Folk
- Apr 21 — Latin American Music Awards
- May 7, May 21, Jun 11 — Triple Crown
- May 28 — Indy 500
- May - Jun — French Open
- Jun 23 — Latin Urban Music Awards
- July — Tour de France
- Aug - May — PL Full Season
- Sep 8 — NFL Kickoff
- Sep 11 - Dec — SNF
- Sep — NYFW, Emmys
- Q4 — People's Choice Awards
- Nov 8 — Decision 2022
- Nov 24 — Macy's Parade
- Nov 26 — TODAY Small Biz Saturday
- Dec 11 — Miss Universe

*Timing Subject to Change

Your Blueprint to Convey Your Message and Inspire Action

Rooted in consumer and cultural insights

UNIVERSAL PILLARS

Create Trust
Be transparent and **showcase both the "why" and the "how"**

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

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APPROACH

Engage Strategic Audiences

Create Lean-in Story Telling

Fuel Cultural Moments

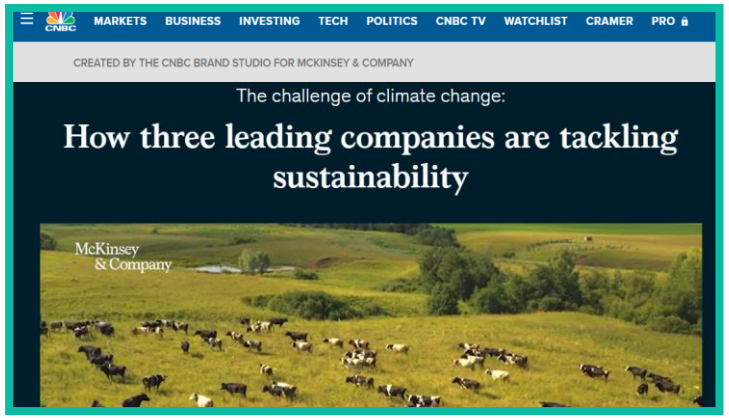
Purpose-Driven Partnerships

Example NBCU Activations

NBC News & Delta

TODAY & Cascade

NBCU & Walmart, Progressive, Xfinity



CNBC & McKinsey & Co.

NBCU & L'Oréal Paris

NBCU & American Express

Discussion & Next Steps

Goals and KPIs

Audience Priorities and Approach

Logistics and Feasibility

Custom Proposal

2022

Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

Megan Ryan, Matt Balaban, and Rosie Nisanyan