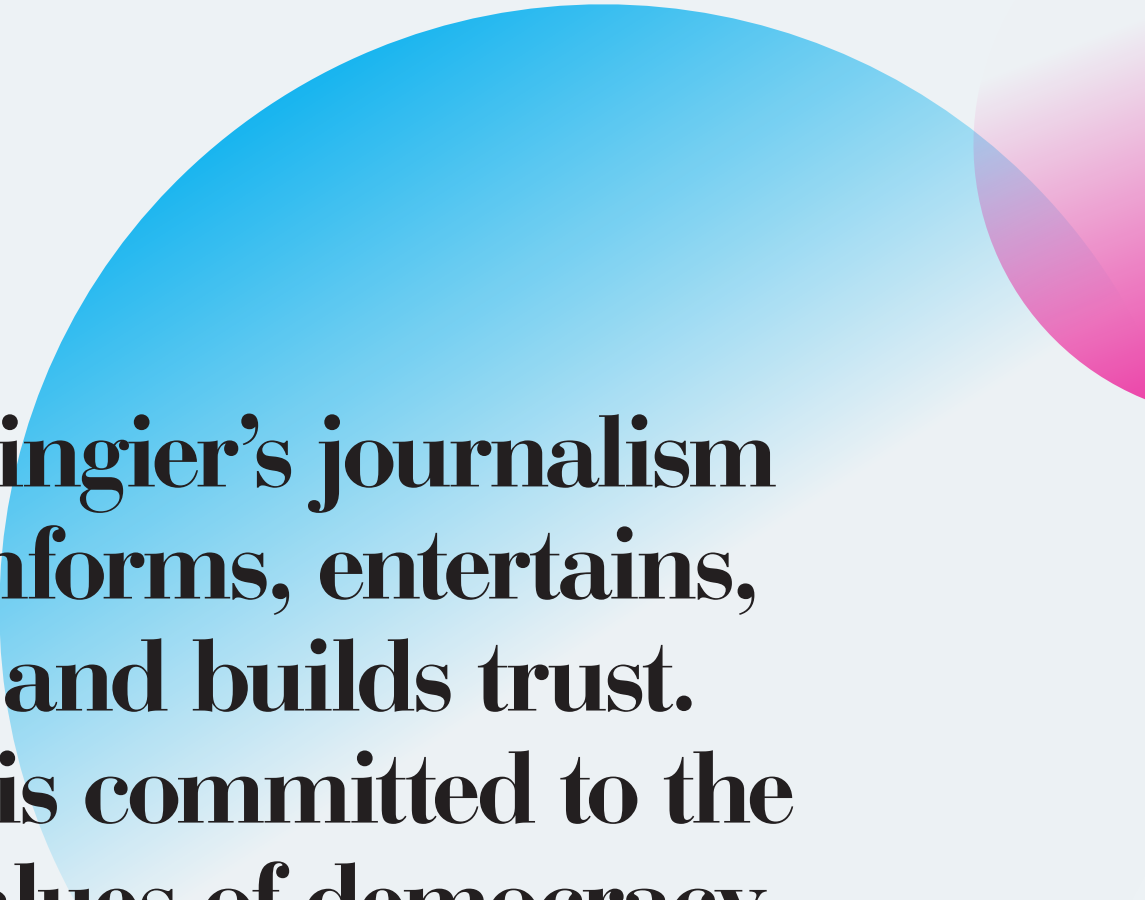


# Editorial Mission Statement

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**Ringier's journalism  
informs, entertains,  
and builds trust.  
It is committed to the  
values of democracy,  
human dignity, and  
freedom.**

# Excellence

Our journalism strives for the highest possible professional standards. We work to the best of our abilities.

# Truth

Seeking truth is at the heart of our journalistic work. We examine and investigate topics from all sides. We describe reality, we do not create it.

# Openness

We are guided by curiosity and embrace change. We use technological developments and other impulses responsibly to improve our journalism.

# Independence

Our journalists are steadfast in the face of influence from individuals, companies, and authorities. We avoid bias and disclose conflicts of interest. We separate reporting from commentary. We label commercial content.

# Responsibility

We are aware of our responsibility to the public and report in a balanced, unbiased, and fair manner. We are committed to the rule of law and adhere to standards and guidelines of the media industry.

# Audiences

Our media support all people in participating in public discourse, informing themselves, understanding the world better and forming an opinion on relevant topics. This contributes to an open society.

# Respect

We treat all people respectfully. Integrity and sincerity determine our actions both externally and internally.

# Editorial Mission Statement

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Ringier AG

Board of Directors of Ringier AG

Zurich, March 24, 2023

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