VIRGIN MEDIA

GROWING RESPONSIBLY & DOING MORE GOOD WITH DIGITAL

Virginmedia.com/sustainability is the home of sustainability at Virgin Media. There you'll find all the detail on our approach and performance along with regular updates. In this pdf you'll find the super handy essentials for use when you're on the go.

VIRGIN MEDIA
SUSTAINABILITY STRATEGY

To grow our business in a way that's good for people and the environment we're harnessing the positive power of digital technology to make good things happen inside and outside of our organisation.

Actively using our business, brand and people to create positive social impact for our customers and the communities we serve. For example, we've partnered with Scope to transform the lives of disadvantaged people through digital.

Responsibly managing the environmental and social impacts of our business on our customers, communities and the environment, by working to make sure that every customer product is more sustainable than the last.

Ensuring that we adhere to laws and regulations, by working with teams across Liberty Global and Virgin Media to proactively manage our focus areas.

Creating opportunities

Doing more good with digital

It all adds up to our vision:
DIGITAL MAKES GOOD THINGS HAPPEN

Growing responsibly and sustainably

Managing risk

Making sure we're compliant

3
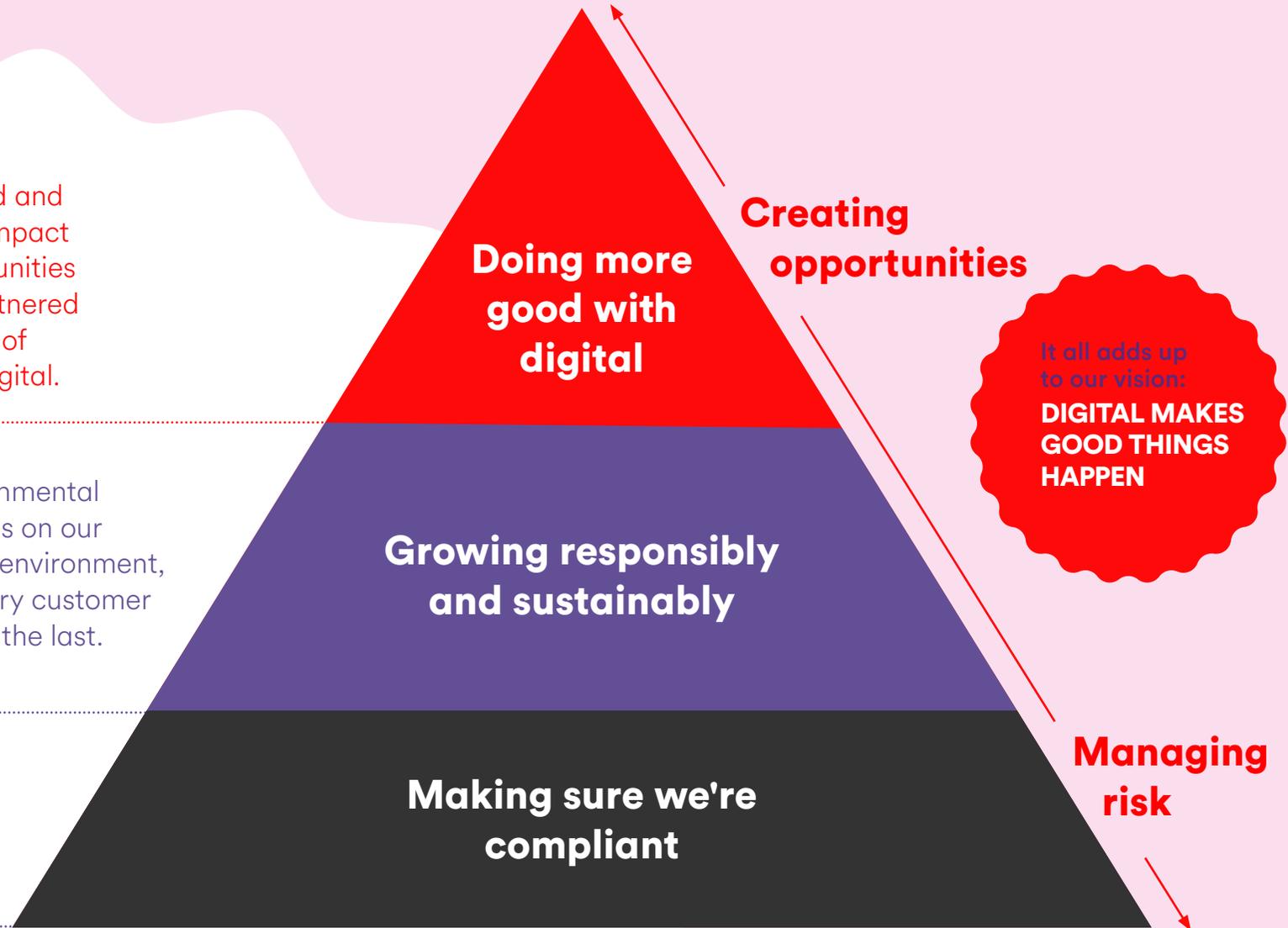
VIRGIN MEDIA
5 IN 5
GOALS

Achieving our vision isn't going to happen overnight. That's why we've made five long term commitments to ensure we stay focused on the right things. We call these our 5 in 5 sustainability goals; five big, bold ambitions to achieve within five years (2015-2020).

DIGITAL MAKES GOOD THINGS HAPPEN

2020 GOALS

MORE INCLUSIVE

Nurture an engaged workforce which represents the diversity of our customers and communities

BETTER PRODUCTS

Improve the sustainability performance of every new customer product

LOWER IMPACT

Grow our business without increasing our carbon footprint

BOOSTING BUSINESS

Create the opportunities for 100,000 small businesses to grow through digital technology

TRANSFORMING LIVES

Transform the lives of disadvantaged people through digital technology

VIRGIN MEDIA
FOCUS AREAS

Underpinning our 5 in 5 goals are a number of ever evolving focus areas. These areas are reviewed every two years and are proactively managed by teams across Liberty Global and Virgin Media. While there are lots of important areas we need to stay on top of, we've worked with our stakeholders to identify the ones we need to focus on the most.

Improving the digital skills of the UK and Ireland, to ensure everyone gets the best from digital technology

Enabling access to digital infrastructure and digital skills for disadvantaged groups of people

Supporting the principles of an open internet

Encouraging digital resilience in children through educational resource and empowering families to help keep their children safe online

Reducing waste across all areas of our business, from manufacturing to marketing and disposal

Mitigating the long term impacts of climate change on our business by improving resilience

Reducing greenhouse gas emissions from our business operations and energy sourcing

DIGITAL PROSPERITY

DIGITAL SKILLS

DIGITAL INCLUSION

AN OPEN INTERNET

ONLINE CHILD SAFETY

WASTE

CLIMATE CHANGE

GREENHOUSE GAS EMISSION

TRANSFORMING LIVES

BOOSTING BUSINESS

5 IN 5 GOALS

MORE INCLUSIVE

LOWER IMPACT

BETTER PRODUCTS

ACCESSIBILITY

DIVERSITY & INCLUSION

RESPONSIBLE SUPPLY CHAIN

SUSTAINABLE PRODUCTS

DATA PRIVACY & SECURITY

RESPONSIBLE MARKETING

DEMATERIAL-ISATION

Supporting the responsible and sustained growth of the digital economy in the UK and Ireland

Ensuring all our products, services and communications are accessible to all

Recruiting a diverse workforce and promoting an inclusive workplace

Helping our suppliers to improve their environmental and social impacts

Improving the environmental and social impacts of our customer products

Adhering to our legal obligations to keep customer data safe and secure, while clearly communicating how we use this data and promoting best practice among our employees

Responsibly placing our advertising and adhering to the UK's advertising codes

Enabling the transition to a low carbon economy through the growth of digital products and services

VIRGIN MEDIA
PERFORMANCE AGAINST OUR GOALS IN 2016

Every year we disclose our performance against our 5 in 5 sustainability goals. You can view our performance snapshot if you want to understand how we did at a glance. We also provide an in depth explanation per goal if you want the extra detail.

Our 2016 performance snapshot

More Inclusive

- Progress towards increasing the percentage of senior women (grades A-C) to 40% by 2018
- Implement pilot programme to proactively recruit for diversity
- Collect employee disability data to better understand requirements
- Launch a set of 2020 sub targets for diversity

Better Products

- Embed scorecard methodology with suppliers
- Develop method to understand macro benefits of product improvements
- Publish scorecard methodology and baseline product results

Lower Impact

- Grow our business without increasing our carbon footprint
- Install a renewable energy pilot
- Improve van fleet miles per gallon compared to 2015
- Reduce average car CO_2 emission compared to 2015
- Identify improvement opportunities from ESOS audits
- Reduce truck rolls by 100,000

Boosting Business

- Launch a new Virgin Media Pioneers website to supercharge online community
- 1,000 Virgin Media Pioneers to have participated in programme activities
- Progress towards giving 100,000 small businesses the opportunity to grow through digital by 2020
- Attract 10,000 new users to the new Virgin Media Pioneers website

Transforming Lives

- Deliver the 2016 End the Awkward campaign with increased impact
- Provide 1,500 disabled people and their families with access to assistive technology by July 2017
- Support 250 families through digitally connected parents of disabled children by July 2017

Key: How we did

- Achieved target in 2016
- **On track to achieve target by 2020** or within 5% of target in 2016
- **Currently off track to achieve target by 2020** or greater than 5% away from target in 2016

More Inclusive
2016 performance in detail

Gender balance

2016 target - Progress towards increasing the percentage of A-C women (senior leaders) to 40% (by 2018).

How we did: The percentage of A-C women (senior leaders) did not change between 2015 and 2016, remaining at 32%. While we saw a decrease in attrition and an increase in promotion of females in senior positions, we did not to recruit more females into new roles. We are putting solutions in place to tackle this in 2017, including providing inclusion training for our resourcing teams and line managers. This training focuses on inclusive behaviours and unconscious bias.

Disability data

2016 target - Collect employee disability data to better understand requirements.

How we did: To understand employee disability within the company we launched a survey during National Inclusion Week to which we received responses from 10% of our employees.

Recruiting for diversity

2016 target - Start implement-ation of pilot programmes to proactively recruit for diversity.

How we did: We delayed our inclusive recruitment training to 2017 due to organisational changes. We have put in place a policy to attract candidates from the widest talent pool to increase diversity on our shortlists, including an ambition of one female in every three candidates.

Inclusion targets

2016 target - Launch a set of 2020 sub targets for diversity.

How we did: This target was not achieved. We are reviewing our inclusion strategy to ensure we have investment and resources focused on a set of diversity targets where we can have the biggest impact. An update will be published later in 2017.

Better Products
2016 performance in detail
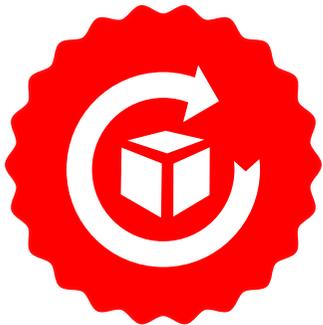
Embed scorecard methodology

2016 target: Build the product scorecard methodology into the product development process with suppliers to make sure that social and environmental factors are considered from the concept stage through to delivery.

How we did: The product scorecard has been embedded into the product development process with suppliers. The scorecard criteria has been used to create requirements for our product suppliers to consider in the early stages of product design.

Understand the macro environmental benefits

2016 target: Develop a methodology to understand the macro environmental benefits of improvements to future customer products, as measured by the product scorecard.

How we did: We created a methodology to understand the macro environmental benefits that improvements to future customer products could deliver. Using this methodology, we know the Hub 3.0 delivers increased WiFi capabilities, and new features such as Internet of Things and telephony, yet is more energy and resource efficient than our previous hub:

- 15%* more energy efficient during use - avoiding enough electricity to power over 7,000 UK homes each year**
- Avoiding 173* tonnes of plastics, metals and electronics and saving 40 tonnes of paper from documentation and 311 tonnes of cardboard from packaging

Publish scorecard results

2016 target: Publish our first ever product sustainability scorecard results for a baseline product.

How we did: The product scorecard was created and we used it to test the Hub 3.0 - our latest WiFi box - in 2016. The results weren't ready for publication in 2016 because we needed more time to make sure teams at Virgin Media and Liberty Global had fully embedded this tool into our product development processes. During this time we also undertook an independent review of the scorecard's methodology which has now been completed by Wrap. The scorecard was published in July 2017.

*Energy and resource efficiency is calculated based on relative performance of the products that takes into account increases in functionality
** based on average UK household energy consumption (Source: DECC, 2015)

11

Lower Impact
2016 performance in detail

Carbon footprint

2016 target: Grow our business without increasing our carbon footprint.

How we did: We reduced our carbon footprint by 7.5% (location-based carbon emission) compared to 2015. Against our 2014 baseline, we've achieved an 11.9% reduction.

Green energy

2016 target: Install renewable energy pilot.

How we did: We installed our first solar panel array on our Hawksmoor Bristol site in 2016. The 36.20kW system (127 roof mounted panels) is expected to generate 34,344kWh of electricity annually.

Van miles per gallon

2016 target: Improve van fleet miles per gallon compared to 2015.

How we did: Our vans are primarily used by our service, installation and network teams. In 2016 our van fleet miles per gallon improved by 5.8% as we continued to introduce newer and more efficient vans to our fleet.

Car average CO2

2016 target: Reduce car average CO_2 compared to 2015.

How we did: The average CO_2 of our cars, which are primarily used by our field based sales teams, improved by 3.4%. New cars entering the fleet are $99gCO_2$/km as standard, which is expected to bring our average emissions below 100g for the first time by the end of 2017.

Energy efficiency programmes

2016 target: Identify opportunities to implement recommendations from Energy Saving Opportunity Scheme (ESOS) audits.

How we did: Following the ESOS audits we identified two key projects to focus on in 2016; deep chiller and condenser cleaning at our technical sites and optimising our building management systems, particularly across our corporate sites.

Truck rolls

2016 target: Reduce truck rolls* by 100,000.

How we did: We reduced truck rolls by 85,113. Despite this reduction, we missed our target because more service visits were needed than originally forecast. Since 2014 we've reduced truck rolls by 1,191,676. This is the same as taking over 3.3 million miles off the road.

*
'Truck roll' is the term we use for each journey made by our vehicles in our field operation – averaging out at about 2.8 miles per trip.

Boosting Business
2016 performance in detail

Active engagement

2016 target: 1,000 Virgin Media Pioneers* to have participated in activities to help their business grow, such as Pioneer of the week, digital skills training and completing the Power Up campaign survey.

How we did: 1,330 Virgin Media Pioneers* were given the opportunity to grow their business through a number of activations. One example was our Global Entrepreneurship Week event which gave attendees, through a series of masterclasses, the opportunity to build their business skills and network.

Community upgrade I

2016 target: Launch a new Virgin Media Pioneers* website and community platform.

How we did: We launched a refreshed Virgin Media Pioneers* community platform in July 2016. The new platform has better data capture along with the latest in online community functionality including chat, gamification, blogging and analytics.

Growing small businesses

2016 target: Continue to create the opportunities for 100, 000 small businesses to grow through digital (by 2020).

How we did: We created the opportunities for 62,469 small businesses to grow since 2015. This is measured by the number of Virgin Media Business' small business customers, Virgin Media Pioneers*, Voom competition applicants, Virgin Media Techstars finalists and the number of business owners who participated in our surveys, events, or featured content on the Virgin Media Pioneers* platform.

Community upgrade II

2016 target: Attract 10,000 registered new users to the new website.

How we did: We registered 4,427 new members. Despite a 51% increase in members against 2015 we fell short of our target. This is because the coming together of the Voom community and Pioneers community, which would have boosted the members by at least 5,000, was pushed out to April 2017 due to team changes.

* Virgin Media Pioneers was rebranded as Voom Pioneers in April 2017 as part of the merger of the Virgin Media Pioneers and Voom programmes

Transforming Lives
2016 performance in detail
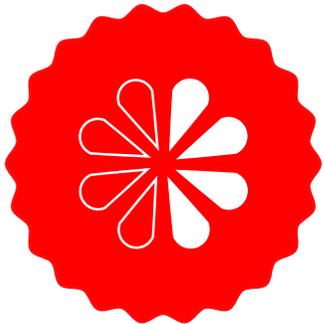
End the Awkward

2016 target: Deliver the 2016 End the Awkward campaign with increased impact.

How we did: Scope's 2016 End the Awkward campaign generated 1.4bn opportunities to see versus 102 million in 2015. In addition to funding the campaign, we communicated it across our channels. The campaign ran alongside the Paralympics which also increased its impact.

Assistive technology

2016 target: Provide 1,500 disabled people and their families with access to assistive technology between July 2015 and July 2017.

How we did: In 2016, using part of our £1m corporate donation to Scope, we supported 705 disabled people and their families. That's in addition to the 216 disabled people and their families we supported between July and Dec 2015. Work continues until July 2017.

Connect Families

2016 target: Support 250 families through digitally connecting parents of disabled children between July 2015 and July 2017.

How we did: After creating the online Connect Families service in 2015, funded by part of Virgin Media's £1m corporate donation, we've supported 36 disabled people and their families in 2016 through the service. This is a new pilot that's taken time to set up and work continues until July 2017.

VIRGIN MEDIA
GOAL
ROADMAP

Our 5 in 5 goals are our long term commitments. Each goal needs a long term plan to make sure we deliver the goods by 2020. Our roadmap shows exactly where we're focused for the final three years of the goals and what success looks like in 2020.

Goal roadmap to 2020: Growing responsibly and sustainably

SUB TARGET (YEAR 3) 2017	SUB TARGET (YEAR 4) 2018	GOAL TARGET (YEAR 5) 2019	GOAL 2020
YEAR ON YEAR ROLLING SUB TARGET • Increase percentage of women in the workplace across all levels **Supporting action case studies** • Inclusion training for resourcing teams and line managers • Increasing diversity on recruitment shortlists • Implement policies and action plans for gender balance and disability	• Increase percentage of women in the workplace across all levels	• 50:50 gender balance across organisation [2025] • 40% female by end of 2019	**MORE INCLUSIVE** Nurture an engaged workforce which represents the diversity of our customers and communities
YEAR ON YEAR ROLLING SUB TARGET • Evidence of the product scorecard being used in all 5 stages of product development (concept, design. procurement, build, distribution) • Share product scorecard results for Hub 3.0 and V6 products **Supporting action case studies** • Scorecard methodology published	• Product scorecard results published externally for new products • Reductions achieved in energy, material use and packaging	• Any new customer product to be more sustainable, as measured by the product scorecard, with demonstrable reductions in environmental and social impact	**BETTER PRODUCTS** Improve the sustainability performance of every new customer product
YEAR ON YEAR ROLLING SUB TARGET • Grow our business without increasing our carbon footprint • Maintain zero waste to landfill logistics supply chain and increase operational landfill avoidance **Supporting action case studies** • Continuous reductions in CO_2e per TB data – demonstrating reduced environmental impact despite business growth • Increase recycling rates and reduce waste sent to landfill from our offices • ISO14001 accreditation gained at two additional Virgin Media sites	• Grow our business without increasing our carbon footprint • Maintain a zero waste to landfill logistics supply chain and increase office landfill diversion	• Grow our business without increasing our carbon footprint • Zero waste to landfill (office and logistics supply chain)	**LOWER IMPACT** Grow our business without increasing our carbon footprint

Goal roadmap to 2020:
Doing more good with digital

SUB TARGET (YEAR 3) 2017	SUB TARGET (YEAR 4) 2018	GOAL TARGET (YEAR 5) 2019	GOAL 2020
YEAR ON YEAR ROLLING SUB TARGET • Create the opportunities for 75,000 Voom Pioneers (Customer, Community and Voom registrations) **Supporting action case studies** • Evidence of the regional reach of the Voom Tour • Partnerships established to ensure inclusivity of Voom Pioneers community	• Create the opportunities for 90,000 Voom Pioneers (customer, community and Voom registrations)	• Create the opportunities for 100,000 small businesses to grow through digital. Measured by: • New SoHo/SME customers • Voom Pioneers members • Voom entrants	**BOOSTING BUSINESS** Create the opportunities for 100,000 small businesses to grow through digital
Year on year rolling sub target • Complete the Inspire Independence and Connect Families projects by the end of July 2017 • Launch new partnership focus with Scope to transform lives through digital technology before the end of 2017 **Supporting action case studies** • New area of focus with Scope, objectives and delivery plan agreed	*We're working with Scope on a new area of focus that will transform the lives of even more disabled people. Stay tuned.*	*We're working with Scope on a new area of focus that will transform the lives of even more disabled people. Stay tuned.*	**TRANSFORMING LIVES** Transform the lives of disadvantaged people through digital technology

Our carbon footprint (UK) 2013 - 2016

Overview

	Unit	2013	2014	2015	2016
Location-based carbon footprint (scope 1 and 2) [1]	tonnes CO_2e	269,449	282,149	268,739	248,599
Market-based carbon footprint (scope 1 and 2) [1]	tonnes CO_2e	281,636	305,603	256,171	260,887

Location-based carbon footprint: Overview

	Unit	2013	2014	2015	2016
Location-based carbon footprint (scope 1 and 2)	tonnes CO_2e	269,449	282,149	268,739	248,599
Location-based CO_2e/revenue generating unit	kgCO_2e	21.97	22.55	21.11	19.07
Location-based CO_2e/£m revenue	tonnes CO_2e	65.39	66.96	61.64	55.47
Location-based CO_2e/employee (Headcount, year end)	tonnes CO_2e	19.19	21.15	19.98	18.56
Location-based CO_2e/TB data 2	tonnes CO_2e	0.14	0.06	0.04	0.03

	Unit	2013	2014	2015	2016
Location-based carbon footprint (scope 1, 2 and 3)	tonnes CO_2e	812,360	820,507	770,197	701,400
Location-based CO_2e/revenue generating unit	kgCO_2e	66.25	65.57	60.49	53.81
Location-based CO_2e/£m revenue	tonnes CO_2e	197.16	194.71	176.67	156.51
Location-based CO_2e/employee (Headcount, year end)	tonnes CO_2e	57.85	61.51	57.26	52.38
Location-based CO_2e/TB data	tonnes CO_2e	0.41	0.19	0.12	0.09

Breakdown

	Unit	2013	2014	2015	2016
Scope 1 emissions (direct)	tonnes CO_2e	39,120	26,441	27,809	30,899
Diesel (generators)	tonnes CO_2e	204	118	95	111
Gas	tonnes CO_2e	3,760	3,035	2,892	2,733
Gas oil	tonnes CO_2e	0	12	0	0
Company vehicles [3]	tonnes CO_2e	23,375	16,150	13,457	14,425
Fugitive emissions	tonnes CO_2e	11,781	7,127	11,365	13,630
Scope 2 location-based emissions (indirect)	Unit	230,329	255,708	240,930	217,700
Electricity	tonnes CO_2e	230,329	255,708	240,930	217,700
Scope 2 market-based emissions (indirect)		242,515	279,162	228,362	229,988
Electricity	tonnes CO_2e	242,515	279,162	228,362	229,988
Scope 3 emissions (other indirect)	Unit	542,911	538,359	501,458	452,800
Customer premise equipment [4]	tonnes CO_2e	529,260	513,284	480,192	427,175
Normalised customer premise equipment	kgCO_2e/CPE	54.66	52.77	48.86	42.90
Modems [4]	tonnes CO_2e	155,354	183,112	181,374	171,258
Emissions per modem	kgCO_2e/modem unit	35.27	41.1	39.5	35.66
Set-top-boxes [4]	tonnes CO_2e	373,907	330,172	298,818	255,916
Emission per box	kgCO_2e/set-top-box unit	71	63	57	50
Air travel [5]	tonnes CO_2e	1,703	1,457	2,899	2,300
Normalised air travel	kgCO_2e/employee (Headcount, year end)	121	109	215	172
Land travel [6]	tonnes CO_2e	1,499	8,112	3,874	5,890
Normalised land travel	kgCO_2e/employee (Headcount, year end)	107	608	288	440
Third party service and install [7]	tonnes CO_2e	10,049	15,116	14,192	17,113
Recycling of customer premise equipment	tonnes CO_2e	31	30	16	12
Waste	tonnes CO_2e	319	314	242	268
Water	tonnes CO_2e	51	46	44	42

Market-based carbon footprint: Overview

	Unit	2013	2014	2015	2016
Market-based carbon footprint (scope 1 and 2)	tonnes CO_2e	281,636	305,603	256,171	260,887
Market-based CO_2e/revenue generating unit	kgCO_2e	22.97	24.42	20.12	20.01
Market-based CO_2e/£m revenue	tonnes CO_2e	68.35	72.52	58.76	58.21
Market-based CO_2e/employee (Head count, year end)	tonnes CO_2e	20.06	22.91	19.04	19.48
Market-based CO_2e/TB data	tonnes CO_2e	0.14	0.07	0.04	0.03

	Unit	2013	2014	2015	2016
Market-based carbon footprint (scope 1, 2 and 3)	tonnes CO_2e	824,547	843,962	757,629	713,687
Market-based CO_2e/revenue generating unit	kgCO_2e	67.25	67.44	59.50	54.75
Market-based CO_2e/£m revenue	tonnes CO_2e	200.11	200.28	173.78	159.25
Market-based CO_2e/employee (Headcount, year end)	tonnes CO_2e	58.72	63.27	56.32	53.30
Market-based CO_2e/TB data	tonnes CO_2e	0.41	0.19	0.12	0.09

Other

Water footprint	Unit	2013	2014	2015	2016
Water	M³	147,304	133,674	127,168	122,507

Business-adjusted KPIS

Business information	Unit	2013	2014	2015	2016
Revenue generating unit		12,261,700	12,513,500	12,732,400	13,035,900
Revenue (£m)		4120.4	4213.9	4359.6	4481.5
Employees (Headcount, year end)		14,042	13,340	13,452	13,391

[1] All emissions factors (dating from 2013 - 2016) have been updated in line with the DEFRA 2016 emissions factors. As such, previously reported figures have moved slightly in some instances. Virgin Media follows the World Resources Institute and World Business Council on Sustainable Development's GHG Protocol Corporate Standard, using the operational control approach. Our GHG emissions are expressed in metric tons of carbon dioxide equivalent (CO2e), a universal measure that allows the global warming potential of different GHGs to be compared. Per GHG Protocol guidance we report out Scope 2 emissions from purchased electricity in two ways; 1. Using the "location-based" methodology. The location-based method involves applying a "grid average" emissions factor which is an average that relates to the grid on which energy consumption occurs. In the UK, this usually relates to a country-level electricity emissions factor, and is effectively the same as the method required in the original GHG Protocol Corporate Standard. 2. Using the "market-based" methodology. The market-based method involves using supplier-specific emissions information wherever it is available and then applying the relevant "residual mix" emissions factor to any electricity that does not have supplier-specific emissions information. The market-based method has been designed to better reflect electricity purchasing decisions,

including accounting for the impact of green or low-carbon electricity. In 2015, for the first time, we collected supplier-specific emission factors from our global operations. For our 2014 and 2013 data, we have used the residual mix emission factor.

[2] This intensity metric has been aligned with Liberty Global and therefore report our electricity consumption and also our net emissions per terabyte of data consumed. The figures for 'terabytes (TB) of data usage' are based on estimated internet protocol (IP) based traffic. We plan to collect the actual data going forward. TB of data usage excludes services not offered over IP-based technology and therefore excludes data usage in connection with cable television, digital television, video-on-demand, asymmetric digital subscriber line and time-division multiplexing licensed capacity. Over time, we expect that all of our data usage will migrate to IP-based technology.

[3] Company vehicles includes company cars, fuel used in private vehicles that is reimbursed by the company, commercial fleet, cash allowance, fuel cards and business needs vehicles

[4] CPE energy usage and emissions were calculated using a different method prior aligning our methodology with Liberty

Global from 2014 onwards. Therefore, only 2014 has been restated using the DEFRA 2015 emissions factors

[5] Data only accounts for flights booked through our booking portal, approx 90%.

[6] Business land travel includes travel in rental cars, taxis, rail and public transportation

[7] In 2012 this covered 4/7 major contractors where we have data available.

n/a: We do not have good enough data available. All data in this document covers the period January 1 to December 31 unless otherwise stated. For more information on our environmental reporting criteria, please visit www.libertyglobal.com/cr/cr-report-2015.html.

*2014 is the new baseline year for the 2020 goals.

Our carbon footprint (IE)
2013 - 2016

Overview

	Unit	2013	2014	2015	2016
Location-based carbon footprint (scope 1 and 2) [1]	tonnes CO_2e	12,521	11,665	11,820	11,835
Market-based carbon footprint (scope 1 and 2) [1]	tonnes CO_2e	10,303	8,681	1,698	2,187

Location-based carbon footprint: Overview

	Unit	2013	2014	2015	2016
Location-based carbon footprint (scope 1 and 2)	tonnes CO_2e	12,521	11,665	11,820	11,835
Location-based CO_2e/revenue generating unit	kgCO_2e	11.82	10.50	10.80	11.59
Location-based CO_2e/£m revenue	tonnes CO_2e	n/a	41.22	45.67	36.46
Location-based CO_2e/employee (Headcount, year end)	tonnes CO_2e	15.36	13.89	17.51	12.55
Location-based CO_2e/TB data 2	tonnes CO_2e	0.05	0.03	0.03	0.02

	Unit	2013	2014	2015	2016
Location-based carbon footprint (scope 1, 2 and 3)	tonnes CO_2e	12,679	56,797	57,146	15,701
Location-based CO_2e/revenue generating unit	kgCO_2e	11.97	51.11	52.20	15.38
Location-based CO_2e/£m revenue	tonnes CO_2e	n/a	200.69	220.81	48.37
Location-based CO_2e/employee (Headcount, year end)	tonnes CO_2e	15.56	67.62	84.66	16.65
Location-based CO_2e/TB data	tonnes CO_2e	0.05	0.16	0.14	0.02

Breakdown

	Unit	2013	2014	2015	2016
Scope 1 emissions (direct)	tonnes CO_2e	2,144	1,769	1,698	1,312
Diesel (generators)	tonnes CO_2e	34	0	0	5
Gas	tonnes CO_2e	54	45	46	163
Gas oil	tonnes CO_2e	0	0	0	0
Company vehicles[3]	tonnes CO_2e	1,930	1,565	1,375	1,022
Fugitive emissions	tonnes CO_2e	126	159	276	122
Scope 2 location-based emissions (indirect)	Unit	10,377	9,896	10,122	10,523
Electricity	tonnes CO_2e	10,377	9,896	10,122	10,523
Scope 2 market-based emissions (indirect)		8,159	6,913	0	875
Electricity	tonnes CO_2e	8,159	6,913	0	875
Scope 3 emissions (other indirect)	Unit	159	45,132	45,327	3,866
Customer premise equipment[4]	tonnes CO_2e	-	-	-	-
Normalised customer premise equipment	kgCO_2e/CPE	-	-	-	-
Modems[4]	tonnes CO_2e	-	-	-	-
Emissions per modem	kgCO_2e/modem unit	-	-	-	-
Set-top-boxes[4]	tonnes CO_2e	-	-	-	-
Emission per box	kgCO_2e/set-top-box unit	-	-	-	-
Air travel[5]	tonnes CO_2e	104	250	372	44
Normalised air travel	kgCO_2e/employee (Headcount, year end)	127	298	551	47
Land travel[6]	tonnes CO_2e	5	509	617	612
Normalised land travel	kgCO_2e/employee (Headcount, year end)	7	606	913	649
Third party service and install[7]	tonnes CO_2e	1,419	1,444	2,776	3,174
Recycling of customer premise equipment	tonnes CO_2e	2	1	3	1
Waste	tonnes CO_2e	44	40	26	31
Water	tonnes CO_2e	4	3	3	3

Market-based carbon footprint: Overview

	Unit	2013	2014	2015	2016
Market-based carbon footprint (scope 1 and 2)	tonnes CO_2e	10,303	8,681	1,698	2,187
Market-based CO_2e/revenue generating unit	kgCO_2e	9.72	7.81	1.55	2.14
Market-based CO_2e/£m revenue	tonnes CO_2e	n/a	30.68	6.56	6.74
Market-based CO_2e/employee (Head count, year end)	tonnes CO_2e	12.64	10.33	2.51	2.32
Market-based CO_2e/TB data	tonnes CO_2e	0.04	0.02	0.00	0.00

	Unit	2013	2014	2015	2016
Market-based carbon footprint (scope 1, 2 and 3)	tonnes CO_2e	10,461	53,813	47,024	6,053
Market-based CO_2e/revenue generating unit	kgCO_2e	9.87	48.43	42.95	5.93
Market-based CO_2e/£m revenue	tonnes CO_2e	n/a	190.15	181.70	18.65
Market-based CO_2e/employee (Headcount, year end)	tonnes CO_2e	12.84	64.06	69.67	6.42
Market-based CO_2e/TB data	tonnes CO_2e	0.04	0.15	0.12	0.01

Other

Water footprint	Unit	2013	2014	2015	2016
Water	M³	10,777	9,509	8,031	9,046

Business-adjusted KPIS

Business information	Unit	2013	2014	2015	2016
Revenue generating unit		1,059,700	1,111,200	1,094,800	1,020,700
Revenue (£m)		n/a	283	258.8	324.6
Employees (Headcount, year end)		815	840	675	943

[1] All emissions factors (dating from 2013 - 2016) have been updated in line with the DEFRA 2016 emissions factors. As such, previously reported figures have moved slightly in some instances. Virgin Media follows the World Resources Institute and World Business Council on Sustainable Development's GHG Protocol Corporate Standard, using the operational control approach. Our GHG emissions are expressed in metric tons of carbon dioxide equivalent (CO2e), a universal measure that allows the global warming potential of different GHGs to be compared. Per GHG Protocol guidance we report out Scope 2 emissions from purchased electricity in two ways; 1. Using the "location-based" methodology. The location-based method involves applying a "grid average" emissions factor which is an average that relates to the grid on which energy consumption occurs. In the UK, this usually relates to a country-level electricity emissions factor, and is effectively the same as the method required in the original GHG Protocol Corporate Standard. 2. Using the "market-based" methodology. The market-based method involves using supplier-specific emissions information wherever it is available and then applying the relevant "residual mix" emissions factor to any electricity that does not have supplier-specific emissions information. The market-based method has been designed to better reflect electricity purchasing decisions,

including accounting for the impact of green or low-carbon electricity. In 2015, for the first time, we collected supplier-specific emission factors from our global operations. For our 2014 and 2013 data, we have used the residual mix emission factor.

[2] This intensity metric has been aligned with Liberty Global and therefore report our electricity consumption and also our net emissions per terabyte of data consumed. The figures for 'terabytes (TB) of data usage' are based on estimated internet protocol (IP) based traffic. We plan to collect the actual data going forward. TB of data usage excludes services not offered over IP-based technology and therefore excludes data usage in connection with cable television, digital television, video-on-demand, asymmetric digital subscriber line and time-division multiplexing licensed capacity. Over time, we expect that all of our data usage will migrate to IP-based technology.

[3] Company vehicles includes company cars, fuel used in private vehicles that is reimbursed by the company, commercial fleet, cash allowance, fuel cards and business needs vehicles

[4] CPE energy usage and emissions were calculated using a different method prior aligning our methodology with Liberty

Global from 2014 onwards. Therefore, only 2014 has been restated using the DEFRA 2015 emissions factors

[5] Data only accounts for flights booked through our booking portal, approx 90%.

[6] Business land travel includes travel in rental cars, taxis, rail and public transportation

[7] In 2012 this covered 4/7 major contractors where we have data available.

n/a: We do not have good enough data available. All data in this document covers the period January 1 to December 31 unless otherwise stated. For more information on our environmental reporting criteria, please visit www.libertyglobal.com/cr/cr-report-2015.html.

*2014 is the new baseline year for the 2020 goals.

Our waste data
2013 - 2016

Category				
CPE (modens and set-top boxes)	2013	2014	2015	2016
Total units taken back [1]	2,453,434	2,439,568	1,843,274	1,695,552
Units reused	1,339,487	1,373,790	1,319,085	1,185,410
Units recycled	1,041,300	1,117,347	520,333	446,941

Mobile phones	2013	2014	2015	2016
Total units taken back	180,343	158,576	96,487	84,484
Number reused	163,087	152,937	93,762	81,797
Number recycled	17,256	5,639	2,725	2,687

Logistics waste	2013	2014	2015	2016
Total waste	3,783	3,558	3,287	3,229
Total sent to landfill (tonnes)	76	-	-	-
Total incinerated to generate energy (tonnes)	864	431	398	157
Total recycled (tonnes)	2,843	3,126	2,889	3,071
Percentage to landfill (%)	2%	0%	0%	0%

Office waste[1]	2013	2014	2015	2016
Total waste (tonnes)	1,753	1,431	1,421	1,517
Total sent to landfill (tonnes)	657	504	241	408
Total recycled (tonnes)	1,096	927	1,180	1,109
% to landfill	37%	35%	17%	27%

Paper	2013	2014	2015	2016
Usage internal (tonnes)	102	83	73	68
Usage external (tonnes)	16,496	12,734	12,488	8,717
Direct marketing (tonnes)	15,825	12,329	11,769	7,994
Paper billing (tonnes)	557	405	720	724
Source external		98% FSC	83% FSC	100% FSC
		0% PEFC	16% PEFC	0% PEFC
		2% unaccounted	1% unaccounted	0% unaccounted
Source internal		73% FSC	99% FSC	100% FSC
		0% PEFC	0% PFC	0% PFC
		27% unaccounted	1% unaccounted	0% unaccounted