

TRICORONA

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MTG raises its climate ambitions

MTG has chosen Tricorona to assist in the Group's next audit of its carbon footprint. For the first time the audit will include all countries where the Group conducts business.

“We started by calculating our climate impact for parts of our business operations during 2008. With Tricorona assisting us, the measurements will be extended to include all countries where we have offices in the Nordic region, in Central and Eastern Europe and in Ghana. Even though we are active in the television industry and have relatively little impact on the environment, we believe the challenge of climate change is everyone's responsibility and we take this responsibility seriously,” says Hans-Holger Albrecht, President and CEO of MTG.

“The climate audit covers the entire Group and is one of a series of undertakings for the climate on our part. Determining the Group's overall climate impact will make it easier for us to do something about it. The audit is also part of an educational process for all of our offices.”

The climate audit which Tricorona will carry out includes calculating the climate impact of MTG's operations in 2009. Key statistics are also being gathered on the company's emissions and energy consumption that will facilitate comparisons with previous years' emissions as well as comparisons with other, similar companies' emissions.

“We are very glad that MTG has chosen to carry out its climate audit in cooperation with us at Tricorona. The company has offices in many different countries, and it is only when emissions have been measured for the entire Group that an accurate picture can be obtained of its total climate impact, and only then will it be possible to know what steps need to be taken to reduce them as climate- and cost-effectively as possible,” says Per Egstam, President of Tricorona Climate Partner. “We hope that more companies will follow MTG's good example and begin to carry out annual climate audits in order to be able to take responsibility for their climate impact.”

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Tricorona's business operations include investing in and trading emission reduction credits, brokerage of electricity and electricity certificates and services to companies who wish to offset their carbon emissions. The Company has been listed on the Stockholm Stock Exchange since 1989 and is currently listed on NASDAQ OMX Stockholm, in the Small Cap segment.