



ATLÉTICO DE MADRID

Sustainability Report 2020/21





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Presentation by the President

I am proud to present Club Atlético de Madrid's first Sustainability Report. With it, the Club is exercising transparency and responsibility by making available to our stakeholders all relevant information on our ethical, environmental and social performance.

The situation the Club has recently gone through, as society in general, has been particularly difficult due to COVID-19. The cessation of activity in the 2019/20 and 2020/21 seasons has meant a significant reduction in revenue from ticket sales, season tickets and the holding of events at the stadium. However, the sustainability of the club remains intact, thanks to the efforts of all of us who are part of the Atlético family.

Atlético de Madrid has continued to grow as a football club year after year, becoming a global benchmark. It is currently among the 6 best teams in Europe in terms of sporting results and among the first 15 financially, and let's not forget our last great achievement in the season 2020/21, when we were champions of LaLiga.

Sporting and financial results are important, but at Atlético de Madrid we want to be a benchmark in "Sustainability" and for this reason there are many actions that differentiate us.



In terms of **Ethics and Good Governance**, the club has implemented a Compliance model that includes policies, codes of conduct and protocols applicable to all employees, including the governing bodies. With this model we want to ensure that our behaviour is exemplary and that the club's values, such as respect, perseverance and the passion we put into everything we do, are our hallmarks.

In respect of the **Environment**, the club has the most advanced technologies to increase its energy efficiency and reduce its carbon footprint in all its facilities. Special mention should be made of Wanda Metropolitano, the only stadium with 100% LED lighting, which makes it one of the most sustainable stadiums in the world.

But our concern for the environment is not only focused on our facilities, but more and more on sponsors with whom we reach "sustainable" agreements, such as the one recently signed with "Capital Energy", which in addition to sponsoring the club, has become the electricity supplier of Atlético de Madrid, energy 100% from renewable sources.

Human capital has been the fundamental pillar of the Club's resilience in this unprecedented pandemic. In this sense, and since the declaration of the state of alarm, the protection of our staff's health, both physical and emotional, has been the priority and the guiding principle of our actions.

Finally, the Club's commitment to **society** has its own name, the Atlético de Madrid Foundation. Through it, the majority of Atlético de Madrid's social action has been channelled, with projects targeting young people, with the aim of promoting social integration and education through sport. It should also be noted that the Club assigned part of its facilities at the Wanda Metropolitano to the Community of Madrid during the year 2021 as a Vaccination Centre, being the first of the large enclosures set up to advance in the mass vaccination of the population, vaccinating more than 10,000 people a day.

I do not want to end this presentation without forgetting our members, season ticket holders and volunteers, "the great Atlético family", who in the most difficult moments have always been by our side even though they could not attend the matches. Throughout this time, the Club has kept in constant contact with them through regular phone calls and video calls, taking an interest in their situation and their needs, and carrying out alternative activities to let them know that we were still counting on them.

In short, I am convinced that this is the right path and that, if we continue working along the same lines, a future full of challenges and new successes awaits us, in which we will consolidate our objective of being the benchmark club in sustainability.

Enrique Cerezo

President of Club Atlético de Madrid



Miguel Ángel Gil Marín Interview



Miguel Angel Gil Marín, CEO of Club Atlético de Madrid, interviewed by Pablo Lago, Director of Corporate Social Responsibility at Club Atlético de Madrid.

- **What are the values that have inspired the club to become the benchmark it is today?**

It is about finding a balance between values and efficiency. The whole Atlético family has a way of living and feeling values that differentiate us. Every day we set ourselves goals, but we never forget the values that have made us grow: teamwork, effort, solidarity, humility, passion, etc. Everything we achieve is based on these values and we apply them in all departments. The Academy's trainers and coaches are responsible for transmitting these values to the promising young players who are trained in our football teams.



- **How can a club like Atlético de Madrid contribute to improving the social and environmental well-being of today's society?**

Atlético de Madrid has been implementing measures to contribute to sustainable development for many years, but it is in 2018 when the Club decided to go a step further and establish an unwavering commitment to sustainable development, through a strategic CSR plan, being the first club in LaLiga to do so. The achievement of the objectives of this plan, through the specific sustainability actions implemented in recent years, has positioned the club as a benchmark in terms of responsible behaviour and sustainability within LaLiga. The calculation and reduction of the carbon footprint, the equality plan, the code of ethics and the compliance programme are concrete indicators of this CSR strategy and the commitment that encourages it.

In the environmental area, the most noteworthy actions are: the carbon footprint measurement and reduction plan, responsible water management, specific energy efficiency measures and the circular economy programme, among others. These actions are in addition to new initiatives such as the measurement of the water footprint, the creation of Green Lighthouses for the absorption of greenhouse gases and the sustainable events programme.

Therefore, our commitment to sustainability does not stop with the environmental area, but also covers the social, economic and good governance areas, focusing our strategy on sustainable development objectives that take them into account, both for the people who make up the Club and for the society in which the Club operates.

In the social area, we use football as an educational vehicle to promote education in values, the fight against inequality and social exclusion, as well as the promotion of healthy lifestyle habits. The main actions are the social football schools, LaLiga Genuine (made up of people with intellectual disabilities) and inclusive football through the collaboration project with Penitentiary Institutions.

The club also participates in various projects aimed at promoting integration in the field of sport as a tool for the promotion of health in children and young people, with therapeutic football and adapted football projects, aimed at children with rare or infrequent diseases.

- **Is contributing to the Sustainable Development Goals (SDGs) one of the club's priorities?**

The contribution to the SDGs is at the heart of our new Social Responsibility strategy and, therefore, one of our global priorities. The Club considers it essential not only to align its CSR and sustainability actions with the SDGs, but also that the SDGs chosen as most relevant by the club and its stakeholders are the real agents of change to improve society and the natural environment.



- **How will the Club's social and environmental commitment evolve in the coming years?**

For the Club, the main objectives will revolve around energy efficiency, reducing greenhouse gas emissions, circular economy, sustainable events and calculating and improving the water footprint. While continuing to work tirelessly on compliance, ethical, good governance and staff development objectives, as I mentioned before.

In addition, the Club will focus its social commitment on the 4 basic pillars of its Foundation:

- **Social Action** through football and sport, to promote the fight against inequality and social exclusion, as well as the promotion of healthy lifestyle habits among children and young people.
- Initiatives committed to **promoting biodiversity and protecting the environment.**
- **Innovation in physical exercise and health** through projects aimed at promoting sport as a tool for health promotion in children and young people.
- **Education** through training projects focused on research into the impact of sport on health and on improving both professional and sporting performance.





Sustainability
Report
2020/21

Club Atlético de Madrid





History of the Club

To understand Club Atlético de Madrid, it is necessary to know its history, a history of effort, sacrifice and success:

The beginnings 1900-1940

1903

The competition begins

Athletic's football pitch was set up on a piece of land behind the Retiro walls and the first match, played between its members, was organised on 2 May 1903.



1911

Atletico de Madrid is red and white in colours

The red and white shirts began to be worn on 22 January 1911, giving rise to the nickname "Colchoneros", due to the similarity of the uniform to the mattress covers of the time.



1923

Metropolitano, the new home of all Atlético supporters

Metropolitano Stadium was inaugurated on 13 May 1923, becoming the new home of all Atlético supporters. The infante Juan de Borbón was the one who kicked off the match in front of 25,000 spectators. Before that, the Retiro (1903-13) and O'Donnell (1913-23) stadiums were the home of our Club.



1940

The delirium of the two consecutive leagues

At the beginning of the 1940s, the first important triumphs in the Club's history arrived, conquering the 1939/40 and 1940/41 league championships. Ricardo Zamora - pictured here with his squad - was the man who launched the team to the top.



Successes continue 1940-1960

1960

Atleti wins its first Copa

The 1960s were very successful in terms of results. In the 1959/60 season, under coach José Villalonga, the Club won its first Copa del Generalísimo (now Copa del Rey), beating historic rivals Real Madrid 1-3 at home.





The Sixties 1960-1970

1962

Europe is Red & White

After eliminating various rivals, the team managed to reach the first international final in its history: the European Cup Winners' Cup. It was played on 10 May 1962 in Glasgow (Scotland), with a 1-1 draw against ACF Fiorentina of Italy. The play-off match was played at the Neckarstadion in Stuttgart (Germany), where Atlético defeated Fiorentina 3-0.



1966

Our new home

Manzanares stadium was inaugurated on 2 October 1966. Unlike the stadiums of the time, all spectators had seats, something that filled the red and white supporters with pride. In the photo, the first eleven that took the field.



The Seventies 1970-1980

1975

A red and white Intercontinental

Bayern refused to play the Intercontinental Cup against Club Atlético Independiente de Avellaneda. For this reason, as runners-up in the 1974 European Cup, we played a two-legged tie in 1975. The first match had a 1-0 result in favour of Independiente. In the second match, Atlético won 2-0 to proclaim us champions.



The Nineties 1990-2000

1992

Bernabéu sports red and white

On 27 June 1992, coached by Luis Aragonés, we won our eighth Copa del Rey after beating Real Madrid 2-0 at Santiago Bernabéu Stadium.



1995

The glorious double

The 1995/96 season was one of the Club's most important, as for the first time in our history we achieved "the double" by winning the League and the Copa del Rey in the same season.



First decade of the 21st century 2000-2010

2003

A century-old club

On 26 April 2003, the Club's centenary was celebrated, an event focused on paying tribute to the Club and especially to the Atlético supporters, who participated enthusiastically and proudly in all the activities programmed, such as carrying the longest flag in the world, at that time, from Neptuno to Calderón.





2010

Present: 2010-present-day

Forlán seals Europa League

Atlético de Madrid, with Quique Sánchez Flores at the helm, won the inaugural UEFA Europa League, formerly the UEFA Cup, in a thrilling final on 5 May 2010 at HSH Nordbank Arena in Hamburg. Atlético beat Fulham FC, including extra time, 2-1 with two goals from Uruguayan Diego Forlán.



First European Super Cup

On 27 August 2010, the red and white trophy cabinet received its first European Super Cup after beating Champions League winners Inter Milan. The match, which took place at Louis II Stadium in Monaco, ended with a 2-0 win for the Colchoneros.



2011

Our new place in the world

The Glass Gallery of the Madrid City Hall was the chosen venue for the presentation of our new stadium. The squad attended the event, which was attended by numerous personalities, as well as the mayor, Alberto Ruíz Gallardón, and the club's president, Enrique Cerezo. A 3D video was used to recreate the final look and feel of the new place in the Club's world.



Bucharest crowns Atlético

On 9 May 2012, the National Stadium in Bucharest witnessed the UEFA Europa League final against Athletic Club Bilbao, which marked our second title in the competition after a 3-0 win, with two goals from Falcao and one from Diego Ribas.



2012

Falcao and Miranda claim another Super Cup

The European Super Cup final against Chelsea FC on 31 August 2012 was the team's fifth in just over two years. Our team won by 4 goals to 1 against the European champions with a hat-trick by Falcao, best player of the final, and another goal by Miranda.





2013

Diego Costa and Miranda come from behind to make history in the final

On 17 May we won our tenth Copa del Rey. It was at Bernabéu and in an epic match, which needed extra time to find the winner. Our team started behind on the scoreboard, but goals from Brazilians Diego Costa and Miranda completed the final 1-2.



2014

Champions at Camp Nou

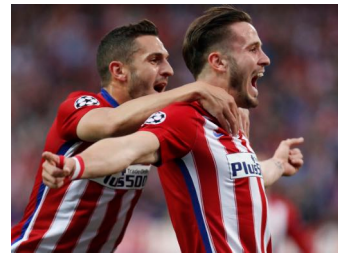
La Liga 2013/14 was decided on the last matchday. We visited Fútbol Club Barcelona, who had to win to celebrate the league title. But Gerardo Martino's side were unable to overcome us. Godín's goal from a corner neutralised Alexis' goal, who had given the home side the lead.

The final 1-1 draw was worth a title, our tenth league championship.



Champions League finalists

In 2014 and 2016 Atlético reached two Champions League finals in three years. We reached the Lisbon final after beating Milan, Barcelona and Chelsea in the knockout rounds. On the way to the Milan final, we eliminated PSV, Barcelona and Bayern Munich.



2016

The third Europa League in our history

Our team won the Europa League with a 3-0 victory over Olympique Marseille. Lyon joined Hamburg and Bucharest as venues where we won the competition.



2018

Super Cup champions in Tallinn

The Europa League triumph opened the door to the European Super Cup. Played in the Estonian capital, our team won the title after beating Real Madrid 2-4 in extra time. Diego Costa, with a brace, Saúl and Koke were the goalscorers.



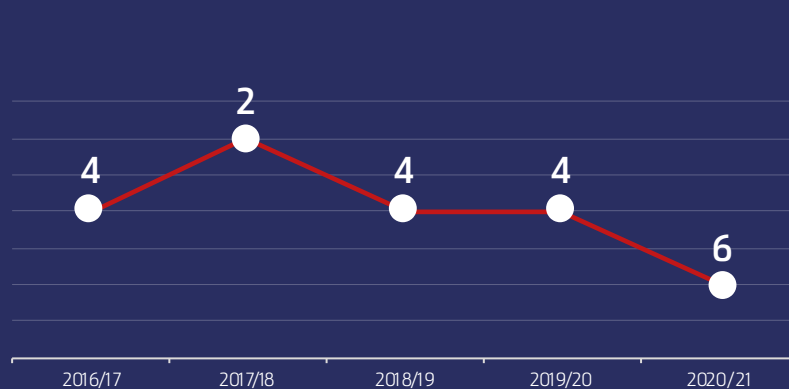


Valladolid, stage of the eleventh league title

As on nine of the ten previous occasions in which we were crowned champions, LaLiga 2020/21 was once again decided on the last matchday. In an intense away match against Real Valladolid, our team won 1-2 with goals from Ángel Correa and Luis Suárez, overcoming the opening goal of the white-and-purple and winning the regularity tournament for the eleventh time.

The Club's first team squad is a world-class example of how hard work translates into success. For the last five seasons Atlético de Madrid has been among the top 6 teams in the UEFA Ranking, however, its budget is far from the top, in 13th place, which is evidence of the solidity of the sporting project.

UEFA Ranking Position



6^o

UEFA
Ranking

13^o

Budget



Honours

Men's 1st Team



11



Leagues

1939/40, 1940/41, 1949/50, 1950/51, 1965/66, 1969/70, 1972/73, 1976/77, 1995/96, 2013/14, 2020/21

10



Copa del Rey

1959/60, 1960/61, 1964/65, 1971/72, 1975/76, 1984/85, 1990/91, 1991/92, 1995/96, 2012/13

2



Spanish Super Cup

1984/85, 2014/15

3



Europa League

2009/10, 2011/12, 2017/18

1



European Cup Winner's Cup

1961/62

3



European Super Cup

2010/11, 2012/13, 2018/19

1



Intercontinental Cup

1973/74

1



Intertoto

2007/08





Women's Team



The current Atlético de Madrid Women's Team was born in 2001, thanks to the ambitious commitment of the Club and the perseverance of Lola Romero and María Vargas.

In the 2001/02 season, the project called Atlético Fémimas was launched, with many initial difficulties, but little by little, with the support of the Club, they found a preferential place in Spanish sport.

By RFEF regulations, they had to start in the lowest category, the Primera Regional, until they were promoted to the Primera Nacional.

In the 2016/17 season, after a year of transition, it became part of Club Atlético de Madrid SAD, changing its name to Atlético de Madrid Femenino.

Today Atlético de Madrid Femenino is one of the world's leading teams, the result of constant hard work and effort, which has translated into sporting achievements with three consecutive league titles, a Copa de la Reina and a Spanish Super Cup to its credit.

After 5 participations in the **UEFA WOMEN'S CHAMPIONS LEAGUE**, Atlético de Madrid Femenino is currently ranked 9th in the UEFA Ranking.



Atlético de Madrid has marked a new era in the history of women's football in Spain.

There is no higher recognition than support for your work; the merit is not only mine, it is the Club's, of its leaders and of all the people who have believed in this project for 20 years.

Lola Romero, Director of Women's Football.



Honours

Women's 1st Team



3



Leagues

2016/17, 2017/18, 2018/19

1



Copa de la Reina

2016

1



Spanish Super Cup

2021

Season 2020/21

17 Teams
274 Players

Season 2021/22

18 Teams
298 Players



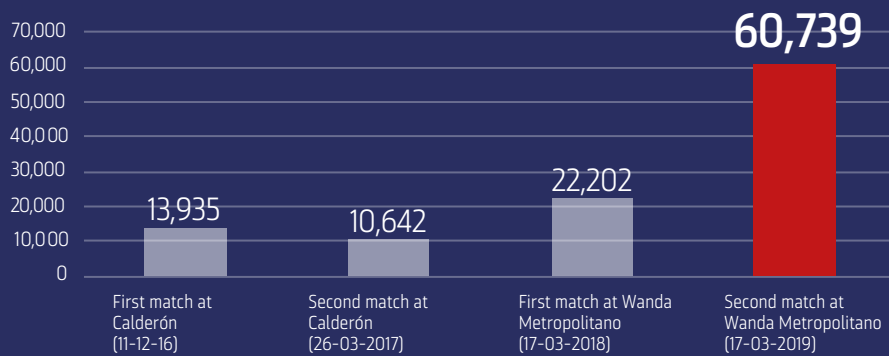


60,739

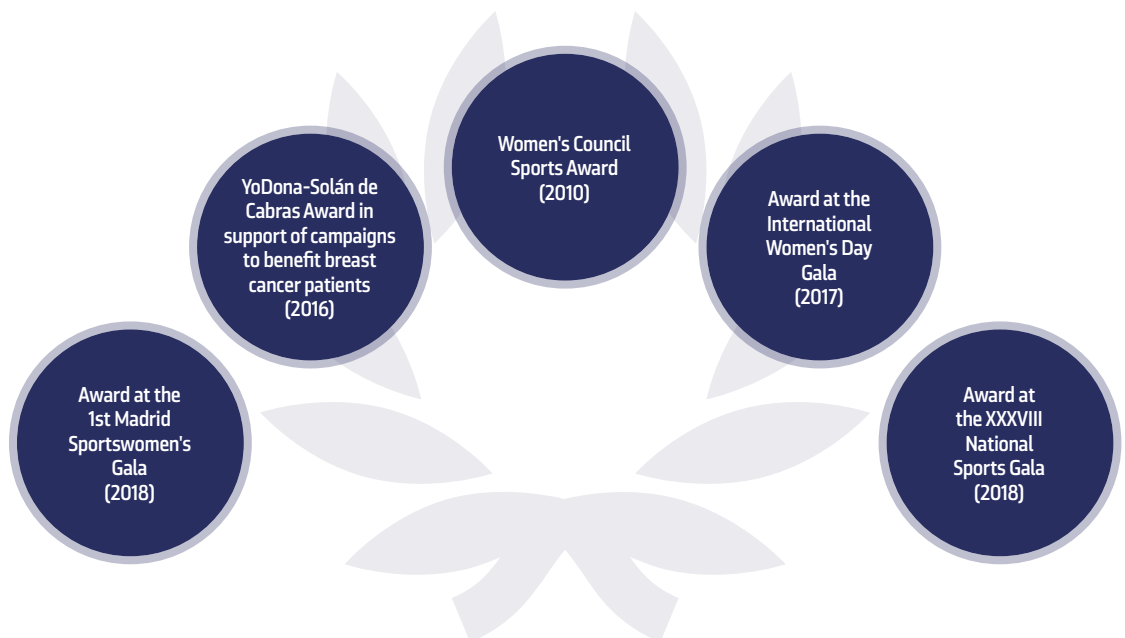
spectators at Wanda:
Record for a women's match at club level

Atlético de Madrid Femenino's supporters break records, never before has a women's team been supported by such a large crowd in a stadium.

Spectators



As a result of its efforts and constant work in support of women's sport, the club has received accolades on numerous occasions.





Academy: Comprehensive training of our youth



The Atlético Club de Madrid Academy is one of the best Comprehensive Training Centres for football players and values in the world. The Academy goes beyond training, seeking to train people who will represent the Club's values.

The Academy is the place where dreams are born

The Club has opted for a sporting model based on internal selection, to create a structure that will produce the greatest number of promising players, home-grown players, who have grown up according to the values of the club and who live alongside internationally acclaimed footballers. This is the case of Gabi, Fernando Torres and Koke, among others, who passed through the Academy and are now legends.

The training project regularly provides players to the lower categories of national and international teams. In many cases, these players have defended the colours of their senior national teams.

This model includes the club's Foundation, which contributes to spreading the positive values of sport, reaching the most disadvantaged places in the world from a social and humanitarian perspective, and also Atlético de Madrid Femenino, which involves girl footballers.





International Training Projects



The Club has initiated a process of transformation and integration of the Academy, with the aim of unifying methodology and values between the Training Academy and the High Performance Academy, in order to then take its model abroad.

In this sense, the Schools in Mexico and Romania are already in operation, while important steps continue to be taken towards the opening of new headquarters, according to an ambitious international expansion plan, which envisages the creation of schools in different strategic markets for the Club and thus contribute to achieving future growth objectives and strengthening the values of the Atlético de Madrid brand in the world.

As part of its sporting and training activities, the Club also runs international programmes for players who come to Madrid from various countries around the world, such as China and Azerbaijan, as well as from allied clubs in Thailand, Mexico and the United States, among others.

In 2017 we started to receive players from India thanks to a collaboration agreement with the prestigious **TATA GROUP** (industrial conglomerate founded in 1868, in India it is one of the most respected and oldest corporate groups, with presence in 4 continents and composed of 98 companies operating in seven sectors).

Currently the Club collaborates with the **TATA GROUP** academy, integrated in its professional team, Jamshedpur FC, with the presence of a coach from the Academy, working on site and collaborating with them.

These programmes offer the opportunity for many children to have a unique educational and training experience in Spain, studying and training according to the Club's training plans, together with the other Spanish players in the Academy.

These comprehensive training projects are part of the Club's international expansion plan, as they constitute another important instrument through which to consolidate the positioning of the Atlético de Madrid brand in strategic markets for the Club.



Sports Programmes



The Academy has designed a specific plan with the aim of raising awareness of Atlético de Madrid's sporting training and values at an international level through different programmes and sporting activities.

To this end, a process of exporting its model has been initiated through an ambitious plan of Academies, whose main objective is to help other countries to grow from a football, social and educational point of view, using sport as a tool, and thus consolidating the positioning of the Atlético de Madrid brand in the world. In this sense, numerous applications have been received from countries from all continents which, in a short period of time, will strengthen our international presence and help to achieve the Club's strategic growth objectives.

As part of its sporting-training activities, it also carries out international programmes such as the Atlético Academy Experience, which is aimed at groups of players and coaches from all over the world, who are willing to live an unforgettable experience with the Club in Madrid.

These programmes offer the opportunity for many boys and girls to participate in training sessions, led by the professionals who work every day at the Academy, according to the Club's training plans. They can also challenge official teams and players in training matches to demonstrate their level, or receive specialised talks on one of the sporting areas. In addition, many of the groups witness training sessions and matches of the first team and learn about the history of the Club through guided tours of the facilities.

61

Men's
teams

17

Women's
teams



Technification Schools



Alcalá de Henares



Alcobendas



Aluche



Barrio del Pilar



Coslada



Getafe



Majadahonda



Móstoles



Navalagamella



Stella Maris



Vicálvaro



Villalba

International Campuses
RENES, Switzerland





Atlético de Madrid Foundation Letter from the President



It is a source of pride for the Atlético de Madrid Foundation to position our work as a benchmark in the commitment to the Atlético values. As an Atlético at heart, I think that being an Atlético de Madrid supporter also means being committed to its values.

This has been a particularly tough season due to the socio-health situation we have experienced but, despite the difficulties, we have managed to continue active at the Foundation. And not only that, we have also incorporated three new strategic areas into our activity: Environment, Education and Innovation in Sport and Health, with one main purpose, to use football, sport, as a tool for transformation and a lever for change, to achieve a boost in health, the training of children and adolescents and equal opportunities.

Moreover, I am especially proud to be able to announce that this season, for the first time, the players of the first squads will donate 0.5% of their salary to support the social work of our Foundation. This gesture is much more than a symbol and represents our commitment to our values.

I would also like to thank all the supporters clubs and supporters club members who have given us their support this season during our food collection campaigns, even opening their headquarters to help us later in the distribution to those most in need.

Thank you for joining us on this journey.

A handwritten signature in black ink, reading "A. R. Sánchez".

Adelardo Rodríguez Sánchez
Atlético de Madrid Foundation President



The Foundation was founded in 1996 with the aim of contributing through sport to humanitarian, cultural, educational and research activities.

Our commitment is to people

- The Atlético de Madrid Foundation is committed to society and the environment that surrounds it. That is why it works in programmes and actions of social impact through sport, education and innovation, in collaboration with different associations, companies, institutions and foundations.
- Committed to promoting and developing the fundamental principles and values of sport in society, contributing to improving the education of people, especially children and adolescents, completing their personal development both socially and culturally.
- It is also committed to helping marginalised and disadvantaged groups to integrate into society through sport.

The Foundation believes in sport in general and football in particular as a tool for transformation, beyond competition, as a lever for change to promote health, the training of children and adolescents and equal opportunities.

Purpose

The aim is to use sport as a lever for transformation, health promotion, innovation and equal opportunities.

MISSION

To use sport and its values as an instrument of support to achieve a more egalitarian, tolerant and inclusive society.

VISION

To be a solid benchmark within sports foundations, improving healthy lifestyles and social coexistence.

VALUES

Effort, teamwork, humility, respect, sacrifice and perseverance.



Main Areas



SOCIAL AREA

Actions aimed at promoting sport, specifically football, as an educational vehicle for the promotion of education in values, the fight against inequality and social exclusion, as well as the promotion of healthy lifestyles among children and young people.

ENVIRONMENT

Initiatives committed to the promotion of biodiversity and the protection of the environment, which are prerequisites for achieving the sustainable development goals set by the WHO.

INNOVATION IN PHYSICAL EXERCISE AND HEALTH

Projects aimed at promoting sport as a tool for health promotion in children and young people.

EDUCATION

Training project focused on research into the impact of sport on health and on improving both professional and sporting performance.



Facilities

Club Atlético de Madrid has the most modern sports and management facilities, whose flagship is Wanda Metropolitano, a world-class stadium.



Wanda Metropolitano

Wanda Metropolitano is designed to meet the highest standards of comfort, safety and visibility. The new facility was inaugurated on 16 September 2017 and has the following features:

- Capacity for 68,000 spectators, 96% covered.
- More than 150,000 square metres of gross floor area.
- 4,000 parking spaces: (1,000 indoor + 3,000 outdoor)
- More than 11.000 square metres dedicated to hosting events of all kinds (concerts, fairs, conventions, etc.).
- 24 multifunctional spaces.
- 360° ribbon board unique in Spanish football stadiums (530 square metres of LED screens between the lower and middle tiers).
- 3 video scoreboards and more than 800 large-format screens throughout the building and a 24x6 metre LED curtain centred on the main façade.
- The world's first 100% LED stadium.
- Solar thermal panels in the production of sanitary hot water.

+300

Events held every year



Offices

The Atlético de Madrid offices are located in the Wanda Metropolitano stadium and have a gross floor area of 5,000 square metres.

The office concept is open plan for greater interaction between users with a central courtyard to welcome visitors.

There are also closed meeting rooms booths scattered throughout the offices and a canteen where employees can eat and spend their free time.



Wanda Sports City (Majadahonda)

Wanda Sports City in Majadahonda is where the men's first team trains during the week and has almost 60,000 square metres. The Club's main men's teams train at these facilities.

The sports complex consists of five pitches, two of which are artificial turf pitches, on which the Academy's main men's high performance teams regularly play their home matches.

The facilities include several gymnasiums, a players' canteen, a vending area, a VIP room and a press room, where the players of the first team and Atlético de Madrid B attend to the media.



Football fields





Alcalá de Henares **Wanda Sports Centre**

The Alcalá de Henares Sports Centre is the headquarters of the women's first team and the rest of the women's teams, where they train and play official matches. It is also the headquarters of the Academy, as well as hosting camps, clinics and other projects as part of the club's international expansion.

It covers 69,960 square metres, with a stadium with a capacity of around 2,700 people. It has a total of 4 artificial football pitches, a hybrid grass pitch and a 7-a-side football pitch.

The facilities also include a cafeteria-restaurant.

6

Football fields



Other sports facilities

In addition, there are several top level sports facilities where the various teams, mainly from the Academy, carry out their activities, such as the **Orcasitas Municipal Sports City**, the **Ernesto Cotarruelo Football Fields** or the **David Gonzalez Rubio Sports Centre**, all of them in the Community of Madrid.



Official Stores



5

Official Stores

Atlético de Madrid also has 5 Official Stores where supporters can buy all kinds of sportswear and personalised items.

- Wanda Metropolitano Official Store.
- Wanda - Majadahonda Sports City Official Store.
- Wanda - Alcalá de Henares Sports Centre Official Store.
- Gran Vía Official Store.
- Gran Plaza 2 Official Store.

El Gran Escenario

Atlético de Madrid Holding owns 50% of the company "Mejórameló S.L." which is the owner of the restaurant "El Gran Escenario", located in the Wanda Metropolitano Stadium.





TERRITORIO ATLETI



Atleti Territory is a new meeting place for all supporters and visitors who want to feel first-hand what the Club is all about, learn about Atlético values, enjoy the passion for the colours and, of course, also have fun.

Atleti Territory encompasses all the leisure and entertainment activities that the club offers its supporters and visitors, grouped into three categories:

WE ARE HISTORY

WE ARE FAMILY

WE ARE PASSION

Within the category **WE ARE HISTORY**, supporters who come to the Wanda Metropolitano have the opportunity to visit the **Atlético de Madrid museum**, as well as to take **a tour of the inside of the stadium**.

The museum, inaugurated in August 2020, is considered to be the most modern and immersive sports museum of the moment. It currently occupies an area of 1,400 square metres where you can review in a fun and interactive way the centenary history of the Club, from its foundation in 1903 to the present day, as well as the characteristic values that identify the Atlético.

Supporters can also relive all the Club's successes as told in first person by current and historic players, who give first-hand accounts of their experiences.

The **Vicente Calderón** stadium is also present. Those who want to live this experience can sit in an original seat in the dugout of the former stadium and remember a mythical place for the red and white family thanks to a virtual reality projection, which will leave everyone who sees it speechless.



A collection of the most outstanding shirts in the history of Atlético de Madrid is on display, from the classics to the most innovative, as well as more than 400 objects that have marked the club's 118 years of existence. Visitors can even become protagonists by having the chance to challenge some of the first team players in fun interactive games in which they will demonstrate their skills in front of their idols.

There are also all the trophies, to see them up close and discover the honours and other secrets that surprise every person who lives this spectacular experience.

In short, a unique space in which a multitude of historical objects coexist with an immersive interactive experience, which goes through an Atlético time tunnel in which unique, significant and characteristic moments of the Club's history are relived. Interactive touch screens, binoculars, large projectors, interactive phone boxes, virtual reality and interactive games turn visitors into the protagonists of the Club's history.

On the other hand, last May saw the inauguration of the first temporary exhibition, located in the Atleti Territory, focused on the 25th Anniversary of the celebration of the League and the Copa del Rey.

The Wanda Metropolitano Tour is a unique experience that makes visitors feel like one of the first team players, visiting the places where they themselves are on match days: changing rooms, press room, benches and pitch.

In addition, during the tour there is a virtual reality stand, where you can enjoy images and moments with a unique vision and perspective thanks to its 360° viewing technology.

Under the category **WE ARE FAMILY**, supporters have the possibility to celebrate birthdays, both for children and adults, at Wanda Metropolitano, as well as other family events and celebrations.

Finally, **WE ARE PASSION** brings together other experiences linked not only to football but also to music, other sports and leisure and entertainment in general.



A total of 17 concerts were held in July, with a total capacity of almost 40,000 people. The stage was located at the back and the audience was seated between the lower, middle and upper tiers. It was the first time that the stadium held concerts in another format. The cycle of concerts was supported by the Madrid Regional Health Ministry.



Atlético pride: Members and Supporters Clubs



Members (season ticket holders and non-season ticket holders) are the club's greatest asset. Atlético de Madrid is proud to be the second club in Spain by number of members, reaching more than 130,000 members in the 2019/20 season and more than 126,000 in the 2020/21 season (slight decrease due to the pandemic).

The Club is also proud of its supporters clubs, 848 worldwide, of which 791 are in Spain and the rest are spread across countries such as the United States, Cuba, Brazil, Qatar, Taiwan, Japan, Australia, etc. This gives an idea of the great international fan base and the unconditional support that the Club has all over the world.

+ 126,000
members

2nd football club
in Spain in number of members

848 supporters clubs
throughout the world

The COVID-19 pandemic meant that, among other changes, the public was not allowed to attend stadiums, which required special actions in the relationship with members:

- Only the membership fee was charged and not the season ticket holder fee.
- The season tickets were not charged and the seat was maintained.
- 20% has been deducted from the amount of the matches that were not played during the 2019/20 season.

At the same time, social support actions were carried out via telephone, such as:

- Calls to all members over 75 years of age to inquire about their physical and psychological condition.
- Video calls with male and female players to encourage members with disabilities.
- Calls to supporters clubs to see how they were faring and to enquire about their members.
- Competitions and activities with the volunteers to let them know that the Club was still counting on them.



Seniority as a member, i.e. the number of years that a person has been a member of Atlético de Madrid without interruption, grants certain priorities, in addition to all the benefits of membership (gift vouchers, exclusive offers, etc), such as the awarding of loyalty prizes:

- on reaching 25 years of membership, a silver insignia is awarded.
- on reaching 50 years of membership, a gold insignia.
- on reaching 65 years of membership, a gold and diamond insignia, as well as free membership for life.

The annual awarding of silver, gold and diamond insignia is an event that the most senior members appreciate enormously and the Club finds particularly moving.

The name of each and every member in the tunnel to the changing rooms

The name of each and every one of the members is present in the tunnel leading out onto the pitch at Wanda Metropolitano. It is the last thing the players see before taking to the pitch.

The Senate, the value of experience

The Senate is made up of season ticket holders with more than 50 years of seniority in the Club and is a consultative body that advises and assists Club Atlético de Madrid in certain aspects of its activity and represents it at certain events.

All those who have been Club Atlético de Madrid season ticket holders for 50 years receive the Club's gold insignia in recognition of their loyalty and automatically become part of the club's Senate, from where they can contribute their valuable experience over so many years.

They are the historical memory of the Club, having lived through all kinds of events and experiences during the seasons they have been with Atlético de Madrid. Currently, more than 800 members form part of the Club's Senate. Among all of them, a Management Board composed of 7 members is elected.





Atlético de Madrid Legends

The Veterans Association was created in 1997 by some illustrious players (Adelardo, Collar, Capón, Calleja, San Román and Gallego) concerned about former teammates who had experienced difficulties after retiring. In December 2016, Roberto Solozábal was elected president of the association, with a renewed management board, and Jose Eulogio Gárate as honorary president of the new association.

In May 2017, the Atleti Veterans Association was re-founded and 'Atlético de Madrid Legends' was born to reflect the importance of the ex-players in the history of the Club. This re-foundation of the association is carried out so as to become a modern collective with the clear purpose of being more in contact with the active players of the first team.

Their first action was to broaden the founding purpose, which for the new leadership had become too small. They saw no point in having a Veterans' Association without any contact with the members of the first team, and wanted to fix this lack of contact.

Another of the needs to be met by a modern association, aligned with the changes in society, was to integrate women on equal terms. For this reason there is a male and female player from the first squads as a link between the new association of Legends and the active players of Atlético de Madrid.

The association remains autonomous from the Club. Atlético de Madrid Legends hopes that day by day the communication between the fans and the ex-players will become stronger and stronger, in order to preserve the Club's history and values.



Roberto Solozábal: "Atlético de Madrid Legends' is born and for me it is an honour to be part of it. We feel joy, honour and responsibility for this new project".

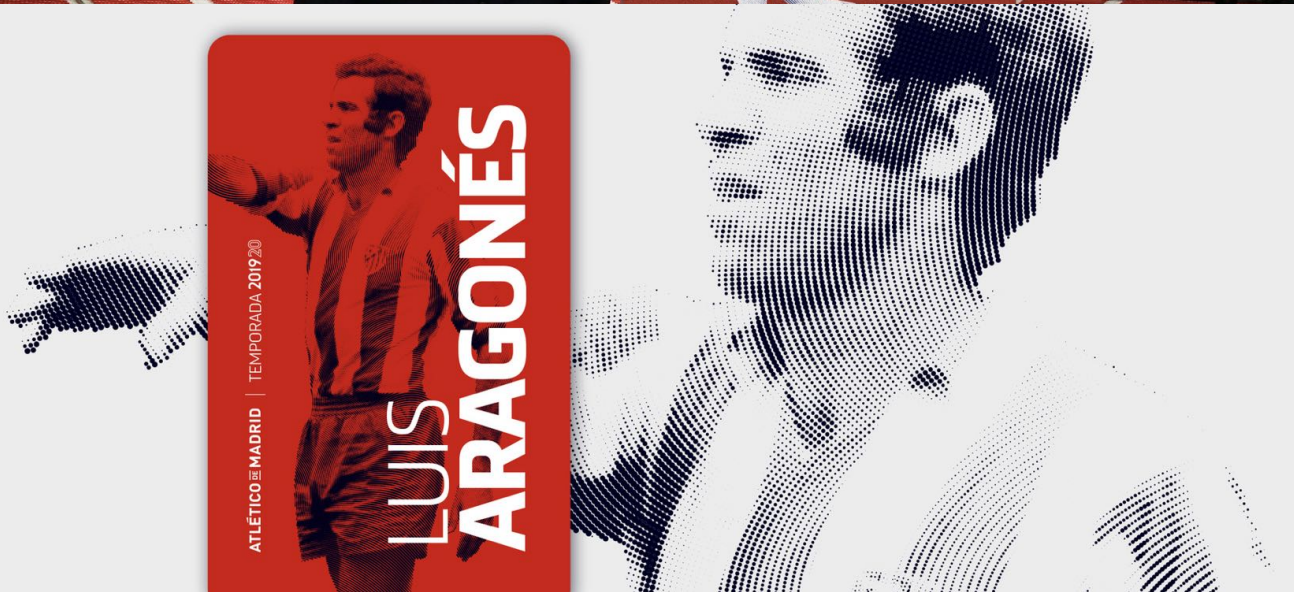
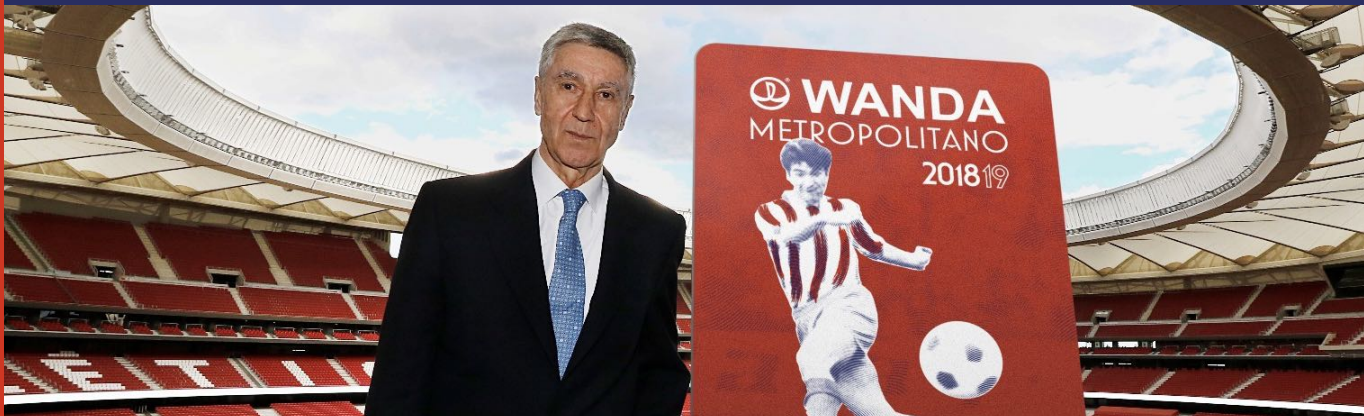


The membership card pays tribute to the **Atleti Legends**.



All Atlético members, both season ticket holder and non-season ticket holders, will have the figure of the legendary midfielder Adelardo engraved on their Atlético ID, thus paying homage to one of the greats in the Club's history.

In past seasons, José Eulogio Gárate, one of the most talented strikers and most loved by the Atlético family, and Luis Aragonés, player and coach of Atlético, who all generations of Atleti fans recognise as one of their great idols, were honoured.





Volunteers

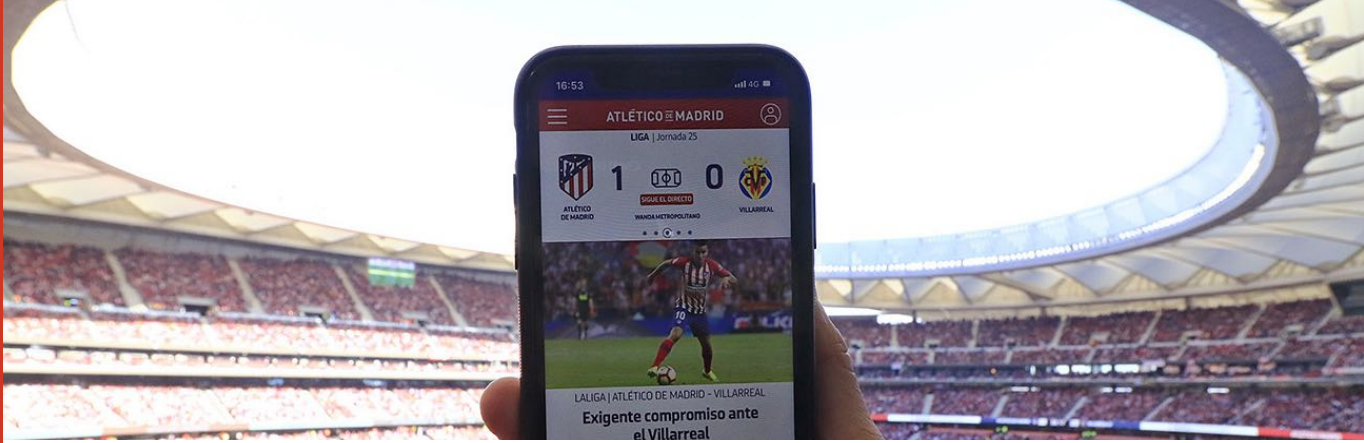
Club Atlético de Madrid has a magnificent team of volunteers, who are young Club members between 16 and 25 years old, who collaborate in various activities during the season.

They are Atléticoicos whose passion for Atlético de Madrid asks them to do something more, and they want to live the day to day life of the Club in first person, participating as volunteers in all kinds of activities that the Club organises.

+ 200 Volunteers



The volunteers also actively collaborate with the Atlético de Madrid Foundation, which has created a volunteer programme integrated within the volunteer network of the Madrid Regional Ministry of Social Affairs, with the aim of collaborating in the different social actions it carries out, such as food collection campaigns or the Play2Help solidarity sports challenge.



Social Media

Club Atlético de Madrid maintains an active dialogue with all its stakeholders and is therefore present in the main social media.

The Club has profiles on Facebook, Twitter (English, Spanish, French, Arabic), Instagram, Tik-Tok, LinkedIn and YouTube, reaching 38,260,372 followers between all profiles.

In addition, there are profiles for Atlético de Madrid Femenino (Twitter, Instagram, Facebook and YouTube), the Academy (Twitter), the Wanda Metropolitano stadium (Twitter, Facebook and Instagram), the Legends Association (Twitter and Facebook), the Foundation (Twitter, Facebook and Instagram) and Atleti eSports (Twitter, Facebook, YouTube and Instagram).

The importance of the Chinese market has also driven the creation of profiles on Chinese social media such as Youku, Weibo, Wechat and Douyin.

Since the start of the Club's social media activity, the number of followers has grown steadily to over 40 million by the 2021/22 season, a record number.

The platforms with the most followers are the first team's Facebook (13.7 million) and Instagram (12.9 million) accounts, while the one with the highest growth rate is Tik-Tok, which in just two and a half years already has 3.8 million followers. On Twitter, the total community, including the first team's accounts in all languages, is 6.1 million followers.

Last season, which saw the La Liga title win, there was a growth of 4.9 million followers on the first team platforms, which was a 35 per cent increase on the previous season.

In addition, due to the strategic importance of two markets such as China and North America (United States, Canada and Mexico), the Club reached, in the beginning of 2021, a collaboration agreement with the marketing agency Sportfive to reach the target audience in those regions and increase its presence in these countries.

Special mention should be made of the platforms dedicated to Atlético de Madrid Femenino, which has a total of 1,682,162 followers, 793,988 over the last five years.

Also noteworthy is the exponential growth of the Academy's Twitter account, which already has almost as 40,000 followers and which increased by 1,164 in 2019, 4,575 in 2020 and 8,176 in 2021.

+ 40 million followers





Atleti Studios

Atleti Studios was launched in December 2020. The Club's content production company, integrated within the Communication Area, has been launched with two main objectives:

1. Create home-grown content for all the Club's communication channels.
2. To be a tool to generate more income for the business area.

In these first months since its birth, Atleti Studios has served as an agency for Club sponsors who, due to the restrictions caused by COVID-19, have not been able to access training sessions or film with the players. It has also been responsible for the production and launch of important campaigns such as the launch of the new Hyundai Tucson, the Ria Dreamers campaign and the presentation of the new Nike kits for the 2021/22 season.

In addition, another of the tasks carried out by the production company has been to provide a service for all the media by recording, editing and sending all the Club's training sessions, press conferences and interviews throughout the 2020/21 season because of the restrictions due to the pandemic. In this way, the media have been able to have content from the Club when health protocols prevented press access to our facilities.

The increase in own production (more than 40% in audiovisual production and more than 20% in publications) has helped the growth of the Club's social media, reaching a record number of more than 40 million followers worldwide.

Finally, one of the major milestones of the season was the production for Amazon Prime of the documentary 'Another way of understanding life'. A co-production that was made with TBS (Telefónica), which opens a new line of business in the area and turns the Club into a global platform with absolute control over the final product.



Sustainability
Report
2020/21

1940/41

1949/50

1950/51

1960

1961

1962

1965

1956

1971



Liga



Copa del
Generalísimo



Copa del
Generalísimo



Recopa
de Europa



Copa del
Generalísimo



Liga



Liga

Ethics and Good Governance

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS





Governing bodies

Corporate governance is embodied in the management of the Club through policies and procedures that ensure control over key decisions, such as remuneration, appointments, hiring, investments, etc.

For each critical process, a specific procedure has been defined so that its execution is verifiable, traceable and auditable. To this end, the principles of good corporate governance are applied, key decisions are collegial and are subject to a cascade approval system that guarantees the correct level of approval in each case.

The Club is represented and administered by the Board of Directors, which elects its president and appoints its chief executive officer.



Enrique Cerezo Torres
President



Miguel Ángel Gil Marín
CEO



Lázaro Albarracín Martínez
Director



Antonio Alonso Sanz
Director



Antoine Bonnier
Director



Severiano Gil y Gil
Director



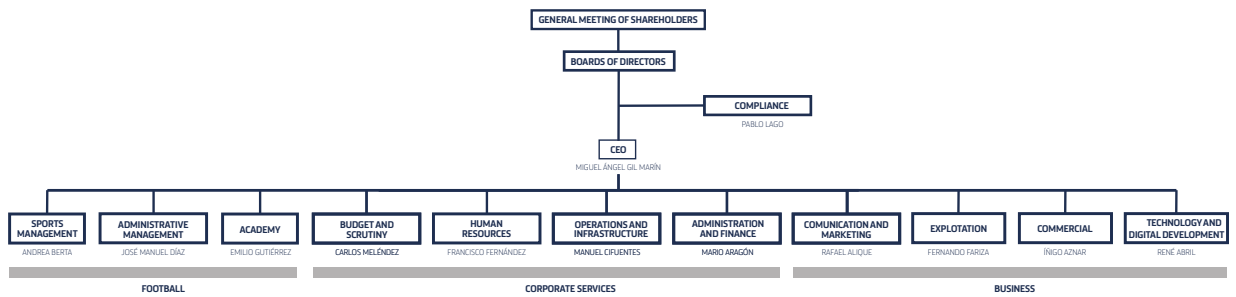
Óscar Gil Marín
Director



Pablo Jiménez de Parga
Secretary of the Board



ORGANISATION CHART CLUB ATLÉTICO DE MADRID



Atlético de Madrid Foundation Trustees

CHAIRMAN

Adelardo Rodríguez

TRUSTEES

Adelardo Rodríguez
 Antonio Alonso
 Miguel Ángel Gil
 Enrique Cerezo
 Rafael Catalá
 Hilario Albarracín
 Alejandro Beltrán
 Amalia Blanco
 José Luis Durán
 Luis Fernando Guerra
 Esteban Rivas

SECRETARY

Pablo Jiménez de Parga



Corporate structure

As of 30 June 2021 the Club controls a group of companies, in which its controlled company is Atlético de Madrid International Holding, S.L.U.

Club Atlético de Madrid became a Sports Public Limited Company on 30 June 1992. Since that date, the Club has undergone many changes, such as the inauguration of the new Wanda Metropolitano stadium in 2017, the official incorporation of the first women's football team in 2001 or the creation of the Atlético de Madrid Foundation for social purposes in 1996.

Atlético de Madrid International Holding, S.L.U. is created as a holding company and holds shares in the following foreign clubs: the Mexican "Club Atlético de Madrid Potosí, S.A.P.I. de C.V." and the Canadian "Atlético Ottawa Inc.". In addition, it owns 50% of the company "Mejoramelo S.L." which owns the restaurant "El Gran Escenario", located in the Wanda Metropolitano stadium.

On the other hand, the Club formed on 27 December 1996 the Club Atlético de Madrid Foundation ("Fundación Club Atlético de Madrid") as a charitable cultural and sports educational institution, established as a non-profit Private Cultural Foundation promoted by the Club, under the protectorate of the Ministry of Culture.

ATLÉTICO
DE MADRID
HOLDING,
S.L.

CLUB
ATLÉTICO DE
MADRID,
S.A.D.

FUNDACIÓN
CLUB
ATLÉTICO DE
MADRID

Club Atlético de Madrid is a member of and participates in the main football associations and national and international sporting bodies such as ECA, UEFA, FIFA, LALIGA and RFEF.



Key financial data

KEY FINANCIAL DATA CLUB ATLÉTICO DE MADRID, S.A.D.			
	2018/19	2019/20	2020/21
Financial value generated (thousands of €)	484,624	482,634	390,330
Financial value distributed (thousands of €)	359,590	336,735	352,974
Financial value withheld (thousands of €)	125,033	145,898	37,356
Total corporate income tax paid in the year (thousands of €)	1,622	12,906	0

From a financial point of view, the economic crisis unleashed by COVID19 has had an impact on the Club's activity, with a corresponding negative effect on the income for the year.

Unlike what happened in the last quarter of the financial year 2019/20 in which sporting competitions were paralysed for three months, in the financial year 2020/21 the competition has been conducted normally, but behind closed doors, with the absence of the public throughout the season. This circumstance has had the greatest impact on the profit and loss account for the year, with the absence of revenue from the management of the capacity and a reduction in commercial revenue from the operation of the stadium (events, museum, shops, etc.).

With the measures taken plus the opening of the stadiums to the public in the 2021/22 season, there is no risk to the continuity of the activity.

KEY FINANCIAL DATA FUNDACIÓN ATLÉTICO DE MADRID	
Equity under management	2020/21
Equity capital (thousands of €)	1,605
Private donations (thousands of €)	5



Club Pillars



Efficient professional management policy

To build a competitive first team that will allow the Club to be among the top 10 European clubs, qualifying every year for the UEFA Champions League.

Academy sports management policy

Apply our own educational model implemented by the Club for the comprehensive development of future elite players, based on values such as effort and equality.

Policy for the expansion of the brand and the values it conveys

Opening of new facilities at a national level and, at an international level, opening of schools, organisation of tournaments and participation in foreign clubs such as the Mexican "Atlético San Luis" and the Canadian "Atlético Ottawa".





PORQUE LUCHAN COMO HERMANOS

Values

Club Atlético de Madrid has deep-rooted values that guide all its actions:



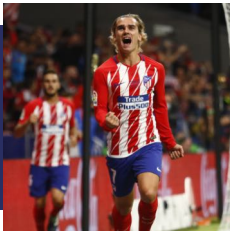
Teamwork

Each member is part of a larger objective, a goal that can only be achieved through the joint collaboration of all.



Passionate

Competitiveness and the love of the game drive our lives.



Relentless

Unrelenting, our strength lies in our determination.



Insatiable

Our dreams are greater than our accomplishments, our ambitions are superlative.



Respectful

We have infinite consideration for our rivals, we face them with humility.



Persevering

The constant pursuit of greatness governs our actions. Failures become new opportunities to continue with more determination.



Ethics and Compliance

Club Atlético de Madrid is committed to integrity and transparency as part of its ethical business culture, with the clear conviction that the long-term sustainability of the Club can only be achieved by fostering this culture and complying with the rules.

In line with its transparency objectives, in 2016 the club created an independent internal body called the Compliance Directorate, which reports to the Board of Directors on its actions throughout the season. This body is in charge of implementing, developing and continuously improving the Club's Compliance Model, which sets out the internal rules and the monitoring and scrutiny measures to which all the Club's managers and employees are subject.

This model establishes preventive measures and checks to ensure strict compliance, both with the legislation that affects us, as well as with all the internal rules that the Club has voluntarily drawn up. This model is an instrument for incorporating best practices in the management of the Club.

Among the measures included in the Compliance Model, it is worth highlighting the Code of Ethics, which is mandatory for all Club employees and governs relations with stakeholders.

The Code has recently been updated and during 2021 has been distributed in a user-friendly format to all employees to facilitate its interpretation and application.

The Code of Ethics sets out the 15 fundamental principles:

- Zero tolerance for corruption
- No contribution to political parties
- Prevention of conflicts of interest
- Quality and professional behaviour
- Equal opportunities, non-discrimination and non-harassment
- Respect for human dignity and protection of minors
- Relations with foreign citizens
- Financial, fiscal and accounting transparency
- Confidentiality and data protection
- Intellectual property rights
- Health and safety at work
- Environmental protection
- Use of the Club's resources
- Responsibility in the use of methods of payment
- Compliance with international customs and trade regulations





Together with the Code of Ethics, other specific Codes of Conduct have been drawn up and are applied for the different groups of the Club and protocols for activities that require special scrutiny due to the risk they may represent, such as contracting with suppliers or the management of the Academy.

During the 2020/21 season, the Compliance Model has continued to be improved and updated, training has been provided and new protocols for action have been incorporated, all with the aim of maintaining and continuously improving a culture of ethics and compliance throughout the Club.

175

hours of Compliance and Code of Ethics Training

The Compliance Model is audited annually by an independent third party, which verifies its adequacy and has resulted in a report classifying the degree of compliance as satisfactory.

ETHICS MAILBOX

In order to answer any questions or report any breach of the Code of Ethics or illegal or criminal conduct, the club has set up an Ethics Mailbox as a confidential means of communication. The channels of communication are as follows:

- E-mail: buzonetico@atleticodemadrid.com.
- In person, directly to the Compliance Department.
- Postal address: Estadio Wanda Metropolitano, Av. Luis Aragonés, 4, Acceso W6, 28022 Madrid, for the attention of the Compliance Officer.

The communications received will be processed guaranteeing their confidentiality and in compliance with the provisions of data protection legislation.



Club Atlético de Madrid's Compliance Model enjoys great recognition, as a result of which it has lectured on the Master's Degree in Law applied to professional football, organised by LaLiga Business School.



Transparency

The Club assumes, in a responsible manner, the commitments of transparency, respect for accountability, publication of relevant data and open exposure of its actions and operations, and therefore makes public, on its transparency web portal, the information associated with compliance with the Transparency, Access to Public Information and Good Governance Act 19/2013 of 9 December.

The transparency portal publishes financial, organisational and institutional data, as well as the list of agreements and contracts with public administrations.



The Football Club Transparency Index (INFUT) analyses the 42 clubs that make up the first and second division through an evaluation procedure, based on a set of 48 indicators that try to cover the most important areas of information that it is considered that clubs should provide to members, fans and society in general.

“In the 2019 INFUT, Atletico Madrid scored 86.46%, improving by more than 30 points on its 2016 score”.



Corporate Social Responsibility

Club Atlético de Madrid is aware of the responsibility that, as a top level football club, it has with society and with the rest of its stakeholders.

In this exercise of responsibility, the Club has first identified its priority stakeholders in order to create shared value:



Social Mass	Athletes	Society at large
Supporters groups and supporters	Customers and Suppliers	Consultative body → Senate
Employees	Public Administrations	Media
Board of Directors	Sports Bodies	Schools and Universities
Steering Committee		



Sustainability is a commitment for the Club and for me a challenge that encourages me to strive for excellence.

Alicia de Cea
Head of Corporate Social Responsibility





The Club maintains a fluid dialogue with these stakeholders through specific channels with each of them, mainly the website, social media, mailboxes, etc.

As a result of this dialogue, a study was carried out to identify the most prominent aspects of interest for the different stakeholders:



Based on the identification of key issues, the Club has developed a three-year (2020-2022) Social Responsibility Strategic Plan in response to the needs and expectations of stakeholders.

This Plan is based on specific actions that respond to 3 axes:





Contribution to the SDGs

Each of the axes contributes positively to the Sustainable Development Goals (SDGs) of the 2030 agenda approved by the UN, to which the Club is firmly committed by aligning itself with 10 of them.



SDG 2. Zero hunger

Action: Actions against Hunger
Atlético de Madrid Foundation.



SDG 3. Good health and well-being

Action: Atlético de Madrid Foundation
Projects.



SDG 4. Quality education

Action: Atlético de Madrid Foundation
Projects.
Integration of education and sport.



SDG 5. Gender equality

Action: Plans for the promotion of Equality
and the promotion of Women's Football.
Atlético de Madrid Foundation Projects.



SDG 7. Affordable and clean energy

Action: Use of renewable energy and
improvement of energy efficiency in sports
facilities. Atlético de Madrid Foundation Projects.



SDG 10: Reduced inequalities

Action: Atlético de Madrid Foundation
Projects.



SDG 11. Sustainable cities and communities

Action: State-of-the-art and efficient sports
facilities.



SDG 13. Climate action

Action: Carbon Footprint calculation and
Emission Reduction Plan.
Atlético de Madrid Foundation Project



SDG 16. Peace, justice and strong institutions

Action: Compliance model and membership of
major sports associations.



SDG 17. Partnerships for the goals

Action: Collaboration with social purpose
organisations and NGOs as well as with major
sports associations.



Assurance in Procurement Processes

Club Atlético de Madrid has implemented a supplier management system with the objective of guaranteeing transparency and equal opportunities to all suppliers and ensuring that those suppliers working with Atlético de Madrid comply with the specific Code of Conduct for suppliers, which has been developed by the Club as an internal body of rules.

The process includes the constitution of a tender board for purchases exceeding a pre-established amount, which selects the most suitable supplier by means of a joint assessment between the areas involved (applicant, specialist, financial, budget and scrutiny, and purchasing), depending on the Club's needs. Once the supplier has been selected, it undergoes a due diligence process to ensure that there are no irregularities in its track record. Lastly, once the supplier has been approved, it is required to accept the Suppliers' Code of Conduct, committing to maintain ethical behaviour during the term of the contract.

91% of the Club's purchases have been made from national suppliers





Information Security and Data Protection



The situation generated by COVID-19 has given rise to a previously unknown scenario of work and human relations, and the Club has had to adapt.

This new situation has generated new challenges and difficulties in data processing, such as:

- Teleworking, with the difficulty and risk of computer security, being more exposed to the internet.
- Temperature taking, COVID-19 protocols, etc.
- The increasing weight of digitalisation in work processes.

During the year 2021, the Telematic Code of Conduct was updated and the Manual on Data Protection Obligations and Confidentiality Commitment was drawn up.

Finally, a guide of recommendations on privacy in the processing of specially protected personal data has been drawn up.

In March 2021, the Club joined the "Digital Pact for the protection of persons", launched by the Spanish Data Protection Agency (AEPD).

By joining, Atlético de Madrid undertakes to implement the principles and recommendations contained in the Digital Pact, and to disseminate among its staff the "Priority Channel", whose function is to request the urgent removal of sexual or violent content on the internet.

Finally, in line with the Club's principle of proactive responsibility, different training sessions have been carried out on online platforms for virtual meetings, focused on strengthening awareness in risk environments.

Information Security Master Plan

Information security, and especially cyber security, is of vital importance in the current context. For this reason, Atlético de Madrid has carried out a diagnosis and a risk analysis that have resulted in an Information Security Master Plan.



Sustainability
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2020/21



3 Persons

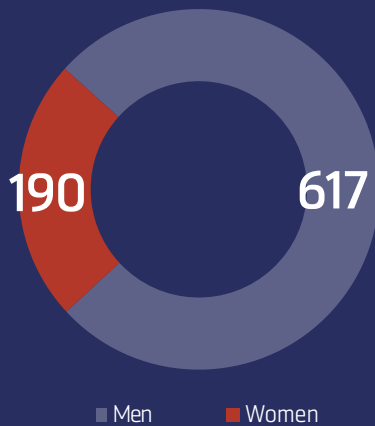




An engaged team of people

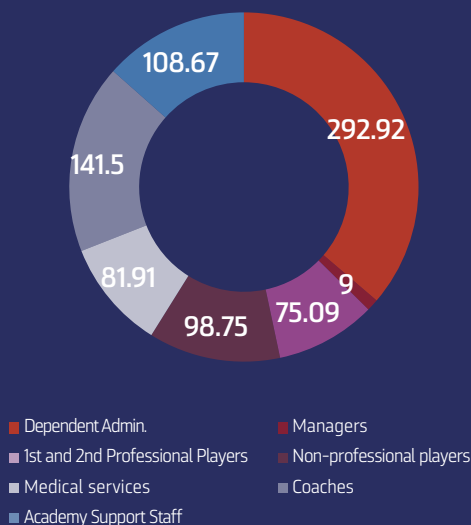
One of Club Atlético de Madrid's priorities is to offer its team of people an attractive environment where they can develop professionally and where they can balance their personal life with their work. All of this is based on equal opportunities, transparency, health and safety.

Distribution of staff by gender

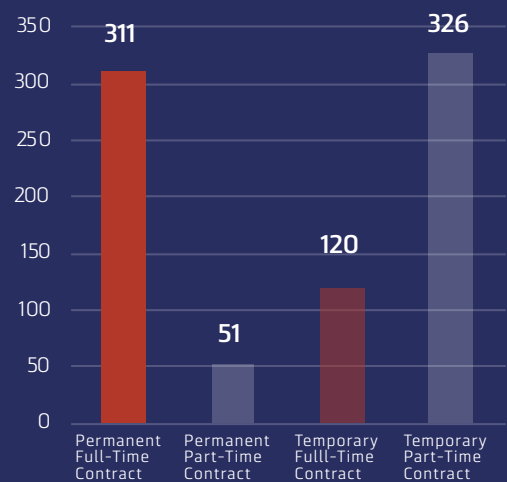


(season 2020/21, data as of 30 June 2021)

Staff Distribution by Category



Staff Distribution by Type of Contract





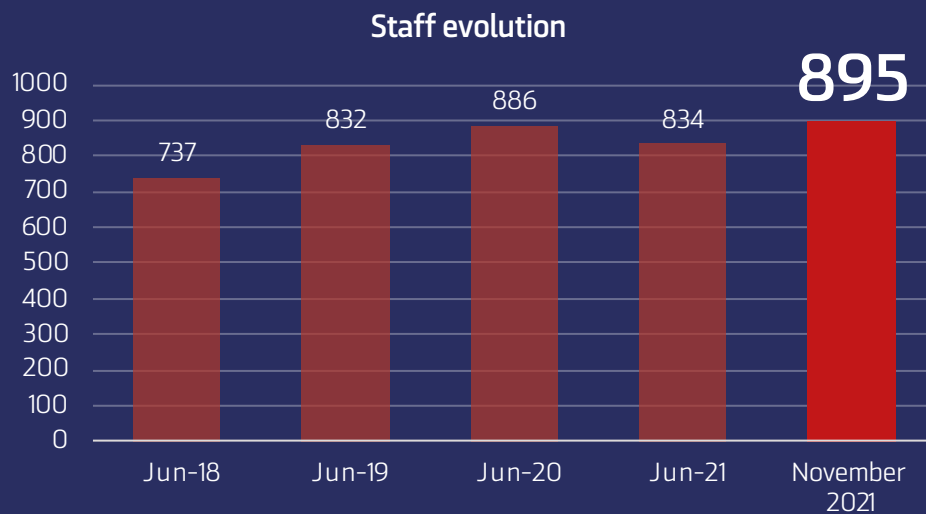
Quality employment

Atlético de Madrid offers an attractive environment to work in, by generating quality employment, fostering talent development and lifelong learning and promoting well-being, a work-life balance and safety.

The Club encourages communication and involves the entire staff in innovation and its growth. Only by working daily with all these values in mind, can we be at the forefront in a sector that increasingly demands greater dynamism and professionalism.

Over the last few years, the Club has grown substantially, increasing its squad each season, with the exception of the last one due to the global pandemic.

This situation has called for effective people management, which is determined by a Strategic Human Resources Plan.



With an average number of 807 employees in the season 2020/21, between sporting and non-sporting staff, the club considers it key to attract and retain the best talent. The Club is proud of the high level of commitment, responsibility and professionalism of the employees who make it grow day by day.

It should be noted that the Club has been committed to women's football for several years, being one of the clubs in Spain that is most pushing forward this category of football.

Over the last few years, not only has the number of employees grown, but also the number of locations, such as the new Ciudad Deportiva Wanda Alcalá de Henares, the opening of new stores in the Community of Madrid or the creation of a residence for the players of the youth academy in San Sebastián de los Reyes.



Commitment to employees in the COVID-19 crisis

The situation experienced by the Club in the 2020/21 season, caused by COVID-19, has meant the cessation of a large part of the Club's activity and consequently the reduction of a large part of its revenue, which has led to a series of measures on the part of Atlético de Madrid to safeguard the financial viability of the Club, among which is the implementation of a temporary collective redundancy procedure ('ERTE').

The ERTE affected 453 employees, with the first team squad and the Steering Committee assuming, in equal parts, the pecuniary amount necessary to supplement the salary of the affected staff and thus alleviate the financial impact in its entirety. This action is a clear example of the club's commitment to its employees.





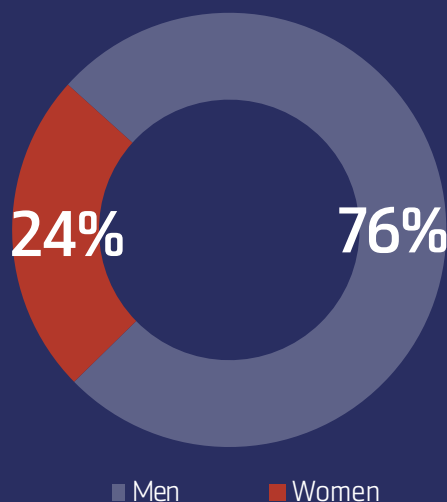
Diversity and Equal Opportunities

All Club employees are treated fairly and with the utmost respect for their dignity. To achieve this objective, internal Codes of Conduct, Policies and Protocols are applied which establish controls and continuously evaluate the different processes in order to implement improvements.

A good example is the Selection Policy of Club Atlético de Madrid, based on the principles of equality, merit and ability, which is nowadays fully integrated into the Club's values.

The male presence is the majority in the Club and is one of the reasons for continuing to promote equal opportunities, however, it should be noted that the Club has been committed for several years to women's football, being one of the clubs in Spain that is most pushing forward this category.

Distribution of staff by gender (%)





Club Atlético de Madrid Equality Plan

The Club's Equality Plan was approved in March 2020. The Equality Committee, composed of company and employee representatives, monitors and evaluates it.

GENERAL OBJECTIVES OF THE EQUALITY PLAN

- Promote the Principle of Equality by encouraging women and men to have equal opportunities for entry and career development in the Club.
- Implement a job classification system according to tasks performed regardless of gender.
- Promote the development of training actions that broaden and improve professional skills and the acquisition of competencies, regardless of gender.
- Guarantee and promote non-discrimination in the professional promotion of women.
- Create optimal working conditions for all Club staff.
- Guarantee the exercise of work-life balance rights, informing about them and making them accessible to all staff, regardless of gender.
- Try to balance the representation of women and men within the Club.
- Try to eradicate any gender pay gap / Ensure internal equity of pay policy.
- Prevent and eradicate situations of sexual and/or gender-based harassment in the workplace.
- Strengthen internal and external communication to promote an equal image between men and women.
- Promote the implementation of social actions
- Avoid or reduce the risks associated with each post.





Equality practices and measures adopted

- **Access to employment** → Definition of equal employment opportunity requirements in job offers and non-discriminatory recruitment and interviewing processes.
- **Performance appraisal and promotion** → Use of objective criteria for assessing employee performance and promotion. In addition, the presence of women in executive positions is encouraged.
- **Remuneration** → Seeking homogeneity by staff category to reward employees according to their development and performance evaluation, not encouraging the existence of unjustified inequalities.
- **Training** → Training courses for all members of the club to improve and broaden their knowledge for the development of their job.
- **Work-life balance** → Definition and implementation of a decalogue of measures favouring equality, which make professional activity compatible with family and personal responsibilities.

The Human Resources Department ensures compliance with and application of this Equality Policy, in collaboration with the rest of the Departments that make up the club.

The club has a Harassment Protocol for reasons of sex and bullying.





Equal Pay

Club Atlético de Madrid guarantees respect for equal pay and has reflected this in its Equality Plan and Diversity and Non-Discrimination Policy. Avoiding discriminatory biases in remuneration is key to fostering an environment that promotes diversity, which is considered one of the main values of the Club's human capital.

The remuneration structure of all professional and responsibility categories of the group is conceived under the criterion of gender neutrality. Furthermore, the salary review processes that the Club carries out annually are based on common criteria for both genders.

Club Atlético de Madrid is determined that there should be no gender pay inequality in its activity. Therefore, it has started to carry out an analysis to identify possible cases of pay inequality between women and men with equal jobs, functions and responsibilities and to calculate the pay gap. The aim of the Club is to correct possible cases of inequality, should they occur.

In addition, a specific analysis of inequitable pay situations will be carried out through the annual pay review process. This action plan is regularly monitored by the Club's management, which evaluates progress at each level of the organisation.





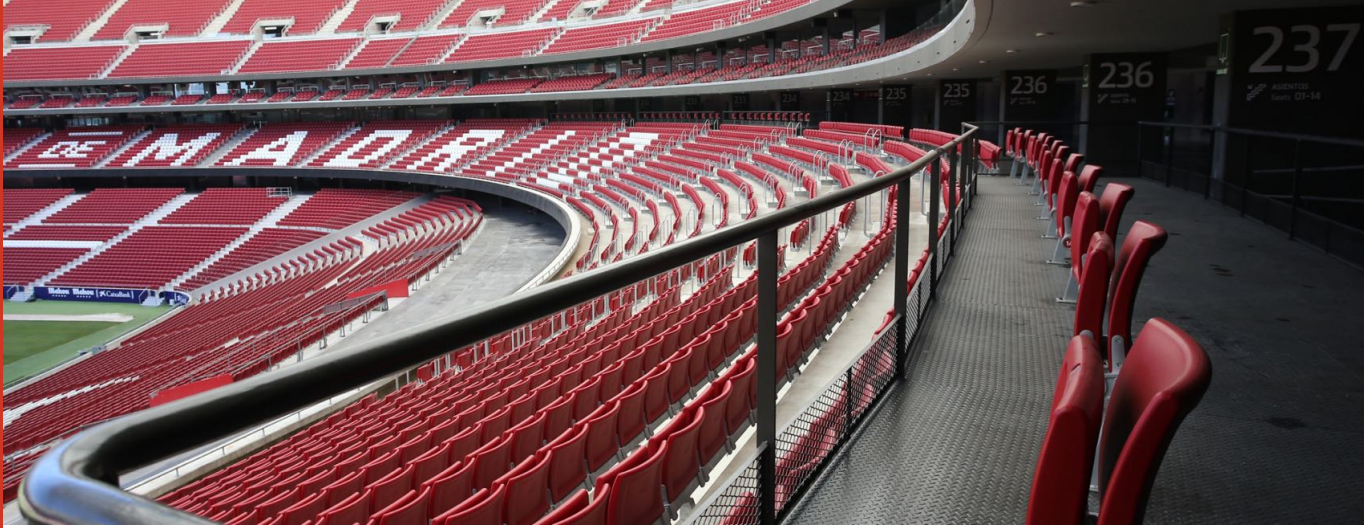
Rejection of violence, racism and xenophobia

The Club is aware that sport in general is a school of life for young people, and football in particular is a powerful tool for promoting social cohesion and values such as fair play, respect and tolerance, and therefore includes in its Internal Regulations "the rejection of and opposition to any form of verbal or physical violence, and to any racist, xenophobic or intolerant act", undertaking to adopt the appropriate disciplinary measures.

With this objective in mind, the Club has carried out, another year, training programmes aimed at all the Academy staff to promote the values of Atlético de Madrid and compliance with the preventive rules aimed at ensuring that the children at the Academy live and train in a safe environment.

The Club has an internal Child Protection Officer





Universal accessibility for the disabled

Club Atlético de Madrid is proud to have one of the most modern stadiums in the world where accessibility is a priority, Wanda Metropolitano. The stadium has 118 spaces and 118 companion seats for people with disabilities in wheelchairs, with perfect accessibility from the street without any steps.

The stadium also has a ticket office and a space in the "Atletico Care Office", specifically set up to attend to people with disabilities and where people with hearing disabilities are also attended by means of sign language.

And of course, during sporting events, the Club has specific staff dedicated to the care of people with disabilities and their companions, facilitating their stay in the stadium.

The Club has signed an agreement with the ONCE Foundation to invest in integration

The Club participated in the CAFÉ 2020 Action Week celebrating accessibility and inclusion of people with disabilities in football

During the 2020 /21 season we have continued to maintain direct contact with all members of the Club, with special dedication to members with disabilities, making video calls and taking an interest in their concerns and needs.

These video calls have involved the participation of Atlético legends such as Roberto Fresnedoso and the captain of the women's team, Silvia Meseguer.

The Club employs 6 people with disabilities and supplements these actions with financial contributions to associations and foundations that help people with disabilities and contracts with special employment centres, in compliance with the Support of People with Disabilities Act.



Training and development of people



Club Atlético de Madrid is committed to training and development as pillars on which it relies to ensure the success of its project. Therefore, it has designed a training process that adapts to the specific needs of each employee, considering that training helps to increase the work productivity of employees, while improving the possibilities of their individual promotion.

Training Process





Training actions 2020/21

Following the agreement between UNIR (Universidad Internacional de La Rioja, Universidad en Internet) and Club Atlético de Madrid, an online training programme has been implemented for all employees.

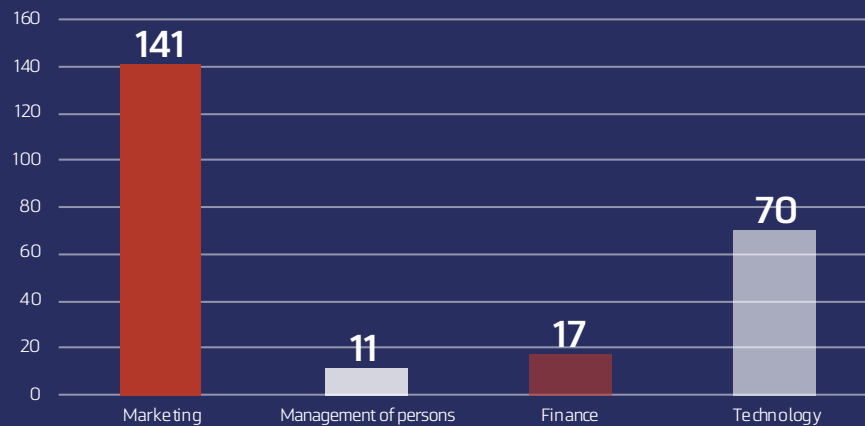
Various training courses are available to employees via a Club-specific online training platform.

In addition, employees who have requested it have been able to access a platform for English language training, in which more than 150 people have participated, with more than 1,500 hours of connection and more than 4,400 activities.

As a supplement to online training, customised courses have continued to be given in those subjects that require greater specialisation, such as Salesforce (30 hours) or Adobe Premiere (20 hours).

On the other hand, training in occupational hazards prevention has been a priority in the Training Plan, with a total of 1,518 hours being given.

UNIR online training hours



More than **3,900** hours of training in the **2020/21** season.



Work-life balance

For Club Atlético de Madrid, the well-being and quality of life of its employees outside the work environment is also important, as happy and content workers in their personal environment will also be happy in their work environment, favouring their effectiveness and their relationship with their colleagues. In this way, the Club implements measures that seek to harmonise professional activity with personal needs, which are materialised in the Work-Life Balance Plan.

The results of the work climate and psychosocial risk survey and the recommendations identified in the internal audits were taken into account when drawing up the Work-Life Balance Plan. In this way, a decalogue of measures aimed at favouring a work-life balance was proposed.

Working hours flexibility

One hour flexibility is allowed in the time of arrival and departure from the workplace. Departments ensure that all responsibilities are covered at all times during the entire working hours. In addition, there is flexibility in meal times.

Full day's work with no lunch break

From 15 July to 15 August, the working day ends at 15:00h, establishing weekly rotating shifts in each department so that support can be provided in the event of any incident and service can be provided.

In 2020, a total of 15 employees, 3 women and 12 men, took parental leave.

Atlético de Madrid also offers flexible remuneration packages for employees such as childcare, meal, training and transport tickets and medical insurance for the whole family.

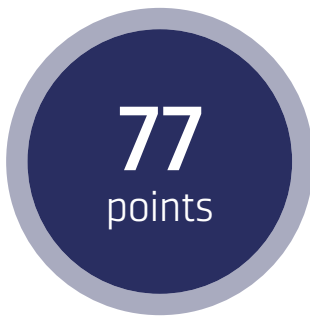


Employee communication and satisfaction

In 2020, Atlético de Madrid has continued to promote internal dialogue and communication among all employees, who have different mailboxes to address specific issues of health and safety, human resources, recruitment or sustainability, among others. They also have at their disposal the Ethics Channel to report breaches of legal obligations or of the Code of Ethics.

In order to have real data that allow it to act in the right direction, for the last 3 years the Human Resources department has been carrying out the "Work Climate Survey" with all its employees to measure their level of satisfaction with the policies and measures adopted by the Club with regard to working conditions, training and personal development, work organisation, information and communication, corporate social responsibility and quality, among others.

The survey is created anonymously and in 2020 61% of the staff has participated in this initiative.



out of 100 on the employee engagement scale

Finally, it should be noted that all kinds of initiatives aimed at fostering pride of belonging and satisfaction are also carried out, such as: raffles, trips, discounts, subsidised healthy menus, physiotherapy service, etc.

However, during the 2020/21 season and as a result of COVID-19, they have had to be suspended, so other initiatives have been sought that encourage teamwork and a sense of belonging to a great enterprise.



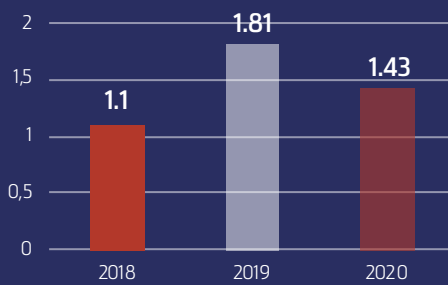


Prevention, health and well- being at work

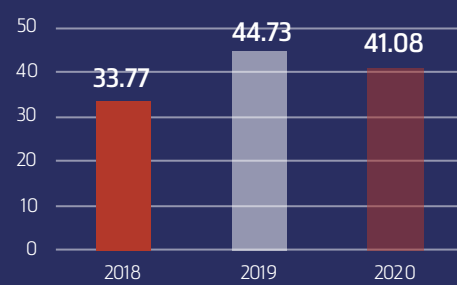
Club Atlético de Madrid is committed to guaranteeing a healthy working environment and well-being to enable all employees to carry out their work in the best physical, psychological and social conditions, achieving an optimal level of occupational safety beyond mere compliance with the regulations on **occupational hazards prevention (OHP)**.

The Club has established an Occupational Safety, Health and Welfare Policy that prioritises the reduction of occupational hazards and the promotion of health, thereby contributing to the improvement of each person's individual capacity to maintain a good state of health and quality of life.

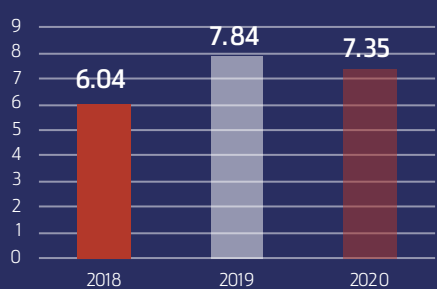
Severity rate



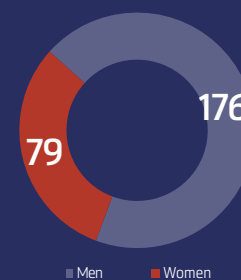
Frequency rate



Incidence rate



Accidents with sick leave by sex



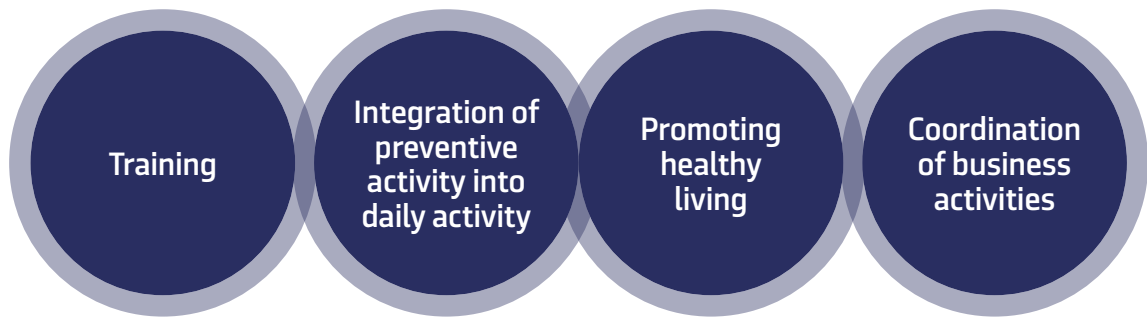
The Club has its own prevention service, which, together with the external prevention service, works to constantly improve accident rates.

It should be noted that in the 2020/21 financial year, the statutory audit of the Club's prevention system (carried out every 4 years) was concluded positively and the auditing company proceeded to certify that the prevention management system is **satisfactory**.

On the other hand, the 2020/21 season has been an exercise in consolidation of projects initiated in previous years, which have reached their optimum maturity stage (management of the coordination of business activities through an electronic platform, cardio-protected areas, health monitoring, training, etc.).



Main lines of action



Health and safety training

The Club considers occupational health and safety training to be a fundamental tool for achieving its objectives. The training policy differentiates between training for new recruits and training to continue developing new transversal or job-specific skills. Training begins on the first day of work with the Welcome Plan and is maintained throughout the entire professional career.

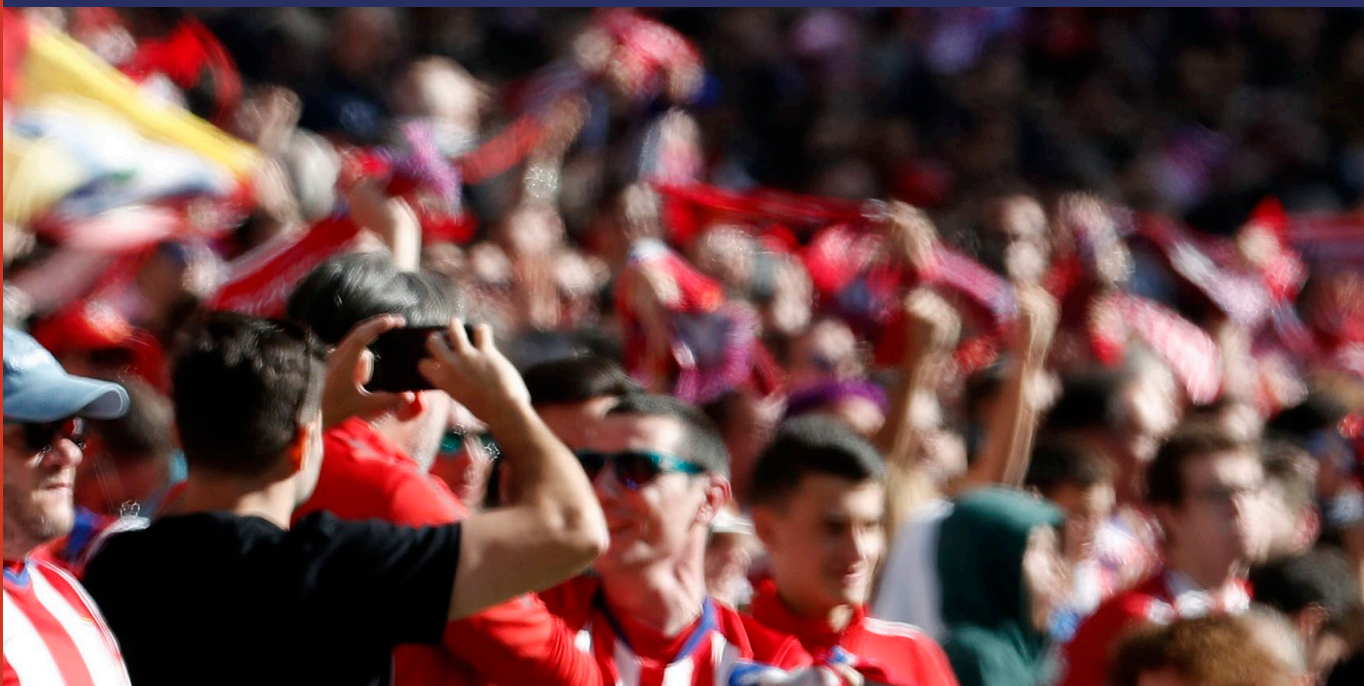
1,924

hours of OHP training

312

trained employees

(2020/21 season data)





Resilience: COVID-19

Human capital was the fundamental pillar of the Club's resilience in this unprecedented crisis. In this sense, and since the declaration of the state of alarm, the protection of the health, both physical and emotional, of the staff has been the priority and the guiding principle of action throughout the crisis caused by the COVID-19.

To this end, a comprehensive plan of action and support was put in place, aimed both at adapting working conditions and at constant and transparent two-way communication, a valuable element as a factor of cohesion and protection.

In the early stages of the health crisis, one of the Club's priorities was to protect the health of employees who had to continue to provide essential services and to provide the means for the rest of the teams to work remotely.

Subsequently, as the reopening progressed, the Club activated other measures aimed at managing the return of employees to their jobs in an orderly and safe manner. In this context, a Contingency Plan was put in place to ensure the health and safety of the office staff at all times.

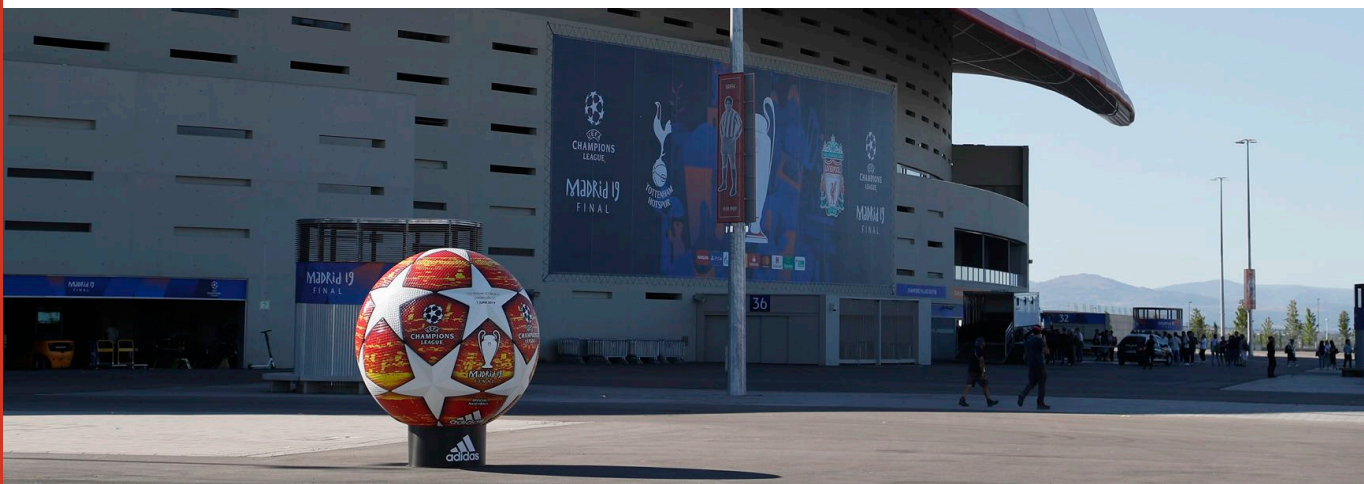




Among the measures included in the Contingency Plan, the following should be highlighted:

- **Specific protocols** aimed at reducing COVID-19 risks such as "clearance", "case management", "PCR testing", "reinstatements" ...
- **Approval of new prevention elements** that have had to be incorporated and that, especially at the beginning of the crisis, their low availability, has been the barrier to overcome, forcing us to look for quick solutions. Among the new elements we have medical tests, thermometers, signage ...
- **Hygiene measures** required by the cleaning protocol include the purchase of new specific items such as pedal-operated litter bins, thermometer and gel totems, hydrogel, disinfectant wipes, ...
- **Organisational measures**, together with hygiene measures, have been the mainstay of the COVID-19 Prevention Plan. These measures include the activation of the Business Continuity Plan, the closure of offices, teleworking, the limitation of capacity, the activation of psychological counselling, preventive isolation...
- **Protection measures**, both collective (screens, ventilation...) and individual (masks and gloves).
- **Coordination measures with external companies**, initially limiting their actions in the places of work to minimise the risk of contagion between suppliers and the Club's staff, and subsequently applying a protocol with the aim of informing them about preventive measures, as well as the rules they must follow for everyone's safety.
- **Information and communication measures**, both personalised (by post and on the intranet) and general (posters, signposting, capacity, etc.).
- **Elements of control, participation and monitoring**, activating the Contingency Committee as the main pandemic management coordination structure and the Monitoring Committee as a forum for information, debate and data analysis for monitoring.
- **Special measures for particularly sensitive workers**, with a systematic approach to protect the group of people considered particularly sensitive, by means of additional preventive measures, relocations, teleworking...

Once the state of alarm ended, new measures were incorporated, always aimed at guaranteeing people's safety, such as staggered entry, the mandatory use of masks in the facilities or the APP for reserving seats in the canteen (common area for eating and leisure for employees).





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4 Environment

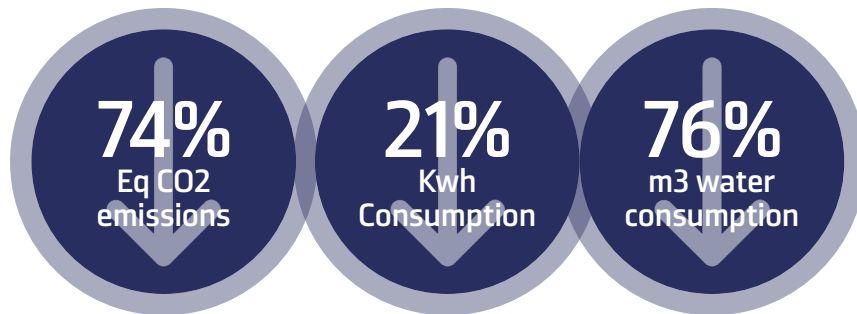




Sustainable commitment

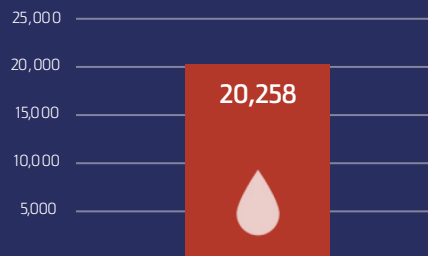
For Club Atlético de Madrid, the care and conservation of the environment are fundamental values. The Club applies, in the management of all its facilities, Environmental Policies aimed at being a benchmark in sustainability.

The Club is firmly committed to making the impact of its activity as positive as possible for the environment and to contribute to sustainable development by making rational use of the resources needed to operate.

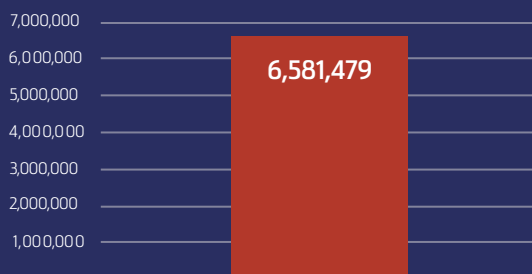


Note: The data included in this chapter refer to calendar years, so it has not been possible to include the data from 2021, as it was not finalised at the time this report was published.

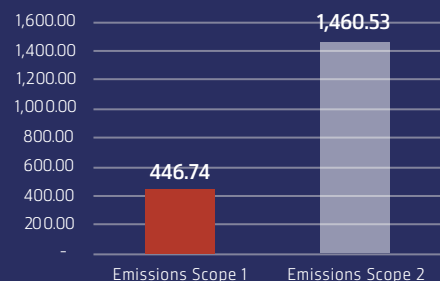
Water Consumption 2020



Electricity Consumption kWh



Emissions Tn CO2 eq 2020





Wanda Metropolitano: At the forefront in Sustainability

The Wanda Metropolitano stadium has been built to meet the highest standards of comfort and safety, with the aim of offering the best experience for all its visitors.

With a capacity of 68,000 spectators, it is a benchmark stadium for environmental sustainability.

Energy Efficiency

The interior of the stadium stands out for its efficiency, the air conditioning system, the LED lighting, and the production of hot water. It should also be noted that all the electrical energy consumed in the stadium comes from 100% renewable sources.

Air conditioning: due to the peculiar use of the building, the energy demands vary a lot between a match day with 68,000 spectators and a normal working day without a match.

For this reason, the air conditioning system chosen is the VRV (Variable Refrigerant Volume) which uses the heat expelled to the outside and has frequency variators, which are capable of adjusting to the specific demand required, achieving an efficiency of 70%.

Lighting: Wanda Metropolitano is the first 100% LED football stadium in Europe. In other words, absolutely all the lights installed in the stadium are LED technology.

The main advantage translates into energy savings of more than 30%.

Another advantage of LED lighting is that it requires very little maintenance, as the luminaires last much longer and, lastly, together with the internal management system, it allows total control, programming automatic switching on and off and creating different scenes in accordance with the work to be carried out at any given time, using only the energy required.

100% Electricity from renewable sources

100% LED lighting





Hot water production: Hot water is produced by condensing boilers, which are currently the most efficient on the market. This production is used for heating the lawn, heating the water in swimming pool basins and sanitary hot water.

As an additional contribution to the hot water production system, two other systems are available:

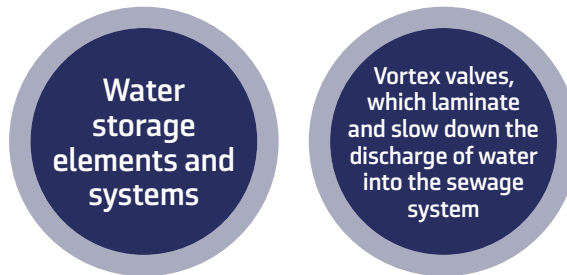
- Vacuum tube solar panels, much more efficient than conventional panels.
- A system for using the waste heat produced in the refrigeration plant that serves the chambers, which would otherwise be wasted.

In addition, as a supplement to the above, in the case of heating the water in the swimming pool basins, the waste heat from the cooling system of the cold water basins is also used as a first energy input.

Water Efficiency

Sustainable Drainage Systems (SUDS): The development and outdoor car parks have a sustainable urban drainage system, which regulates and reduces the peak flow of water at times of heavy rainfall and thus avoids saturation of the city's sewage network.

This regulation of the flow of rainwater into the local network is achieved by two elements:



Rainwater recovery: The stadium has systems to recover rainwater, on the one hand, from the roof, which, thanks to its design, conducts part of the rainwater through a waterfall to a large drain, located on the floor of the platform, and on the other hand, from the turf. In addition, this system recovers the waste water from irrigation. This water is accumulated in two tanks for later use in cleaning, watering the lawn, etc.

One advantage of this system for collecting rainwater from the pitch is that all the nutrients from the washing and washing away of the rainwater are not lost to the sewage system, as in conventional drainage systems, but accumulate in the cistern and are returned to the grass during subsequent irrigations. This avoids having to add extra nutrients to the lawn.

For the control and maximum use of rainwater and irrigation drainage, there is a system of probes whose information is used by the building's control management system, allowing automatic transfer between water tanks for irrigation, achieving the maximum available capacity for rainwater collection at all times.

In addition, the pitch is only irrigated by means of humidity sensors when the ground humidity drops below 20%.



Global measures in remaining facilities

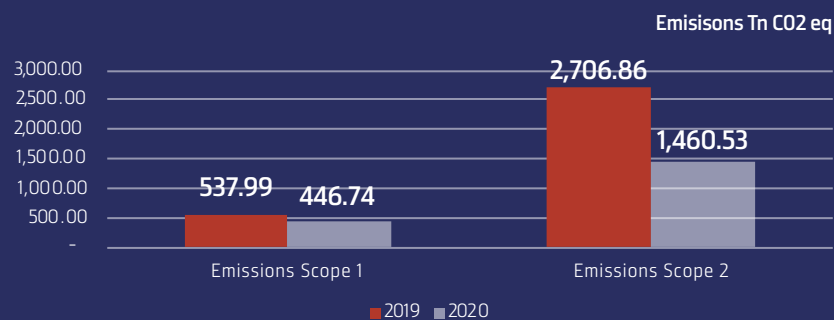
It is not only Wanda Metropolitano that is a benchmark in sustainability, as all the Club's facilities have implemented environmental measures with the aim of being sustainable globally, as a Club.

Climate change, carbon footprint reduction:

The Club has a special concern and commitment to reduce CO₂ emissions from its activity, and to this end, an initial "Carbon Footprint Calculation" project was launched in 2020. This project is the starting point for assessing the impact of the actions implemented and their positive contribution.

New actions have been defined for 2021, focusing on improving energy efficiency.

Both electricity consumption and emissions have been considerably reduced in 2020, mainly due to the lack of activity resulting from COVID-19, but also due to the new savings measures implemented. On the other hand, the negative effects of the storm Filomena forced an increase in normal consumption.



Note: recognised standard factors (MITECO, IAE, CETM) have been taken into account for the calculation of the carbon footprint.



One employee, one tree

The Atlético de Madrid Foundation, in collaboration with Sheedo, has joined the World Environment Day (5 June) by giving a tree to Atlético de Madrid employees, so that they can plant them in their environment and thus join the challenge of building a greener future.

RE- Planta Madrid

The club has joined the Re-Planta Madrid project, an exciting project launched by Madrid Futuro that aims to replant more than 10,000 trees in the city and recover the arboreal heritage lost after the storm Filomena in the capital. In Re-Planta Madrid, the Club's employees are directly involved in planting trees in the city.

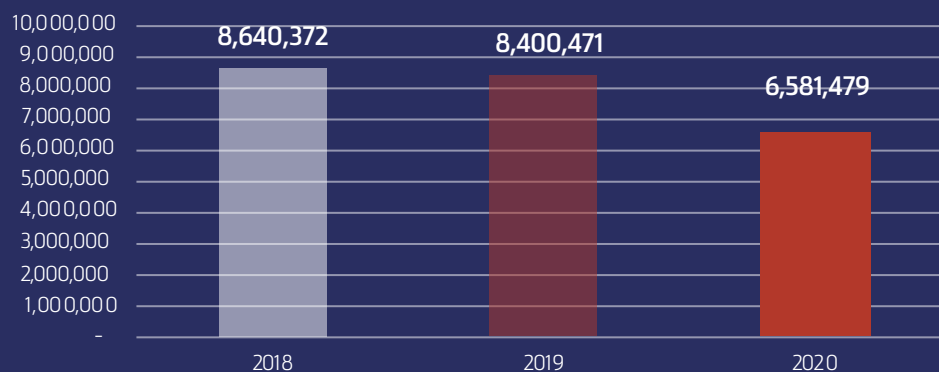




Energy Efficiency Action Plan 2021

- Increased control and monitoring of energy supplies, with the installation of measurement equipment and management systems at all sites.
- Installation of new irrigation programmes to optimise and adjust the amount of water needed at any given moment, according to data provided by weather stations.
- Modification in the logistics of the use of cold stores with a better use of existing infrastructure.
- Integration for switching on technological equipment in the centralised management system, avoiding unnecessary electricity consumption.
- Outdoor lighting control, reducing the lighting percentage automatically to 25% from the set time for all permanent outdoor lighting.
- Implementation of air quality probes in air conditioning systems, allowing the speed of the motors to be adjusted, based on the real occupancy of the room and the percentage of CO2 in the air at any given moment, minimising consumption.

Electricity Consumption kWh Wanda Metropolitano





Efficient Water Footprint Management

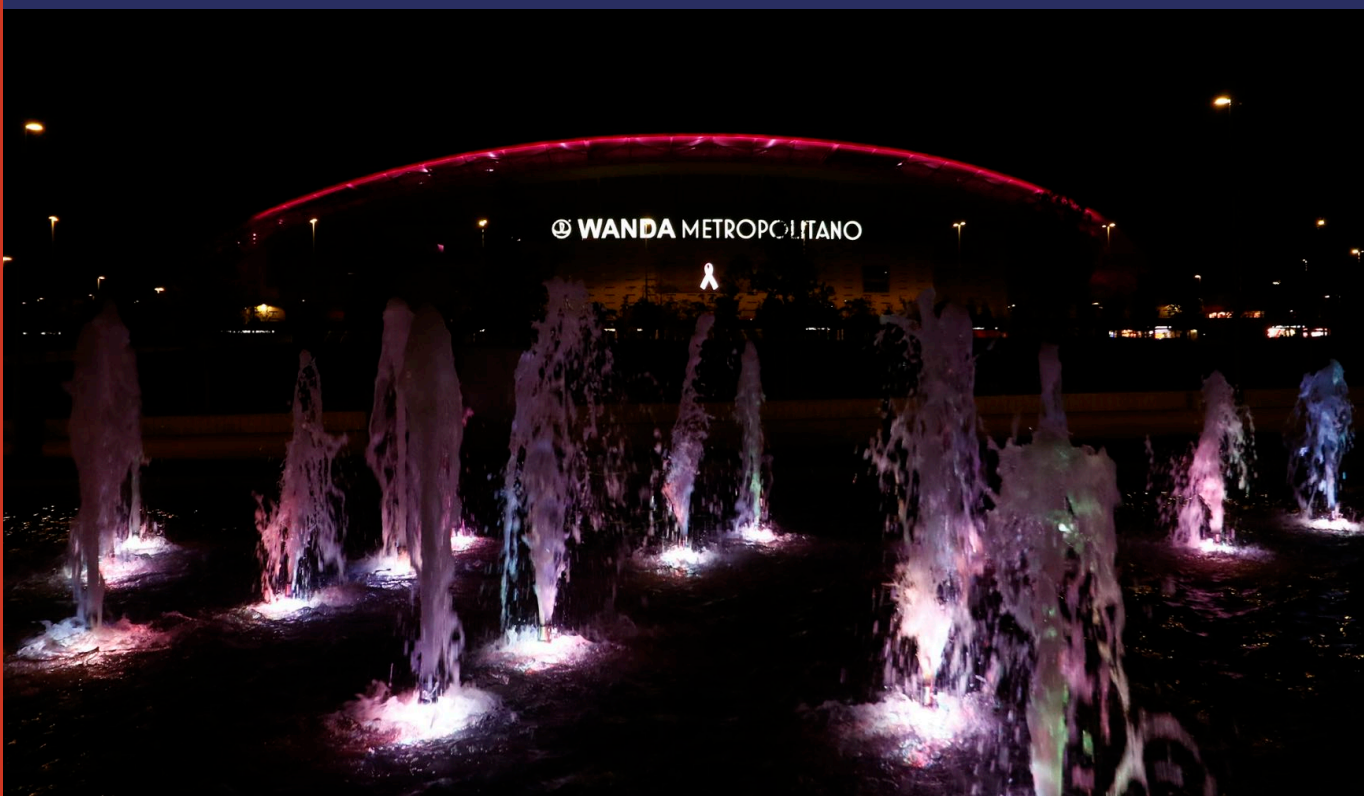
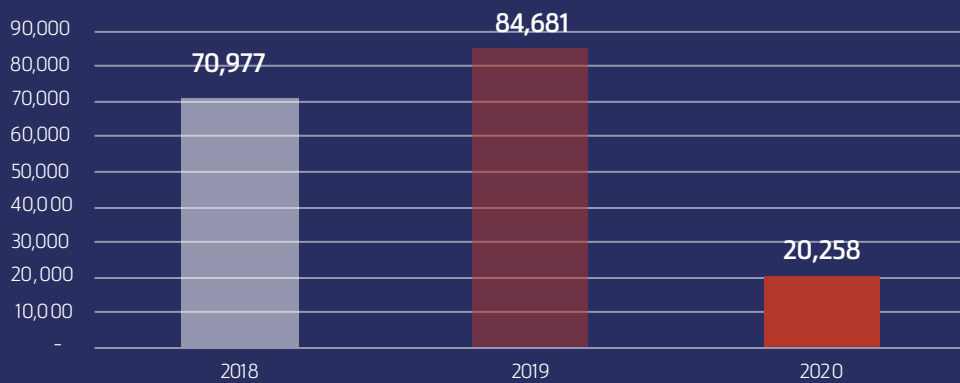
The Club is working on improving all its infrastructure to reduce its water footprint.

Water consumption at all sites has been considerably reduced in 2020, again due to the lack of activity resulting from COVID-19, but also due to the new measures implemented. One example is the new pumping equipment with proportional motors or the irrigation control systems implemented at the Majadahonda Sports City headquarters.

The new systems can generate reports on the water savings achieved, adjust irrigation times to the weather situation at any given time and diagnose possible uncontrolled water leaks from the pipe network.



Water consumption m3 Wanda Metropolitano and Majadahonda Sports City





Circular Economy

The Club has entrusted renowned external suppliers and associations with the collection of waste, its transport and subsequent treatment, for its separation and recycling, guaranteeing the correct handling of waste.

The subcontractor collects mainly two types of waste: mixed packaging and other waste. Approximately 33% of the mixed packaging fraction is recovered/recycled.

As for hazardous waste (batteries, CDs, toner, etc.) in 2020, no collections were made as insufficient quantities were generated.

On the other hand, during matches and other sporting events, initiatives are encouraged among the attendees to minimise, segregate, reuse and recycle the waste generated.

These initiatives also apply to the club's employees.

In **2021, 205,760** kg of waste was recycled, mostly paper, cardboard and plastics.



Simeone and the Atlético de Madrid Foundation have joined the initiatives to raise awareness about Climate Change

On the occasion of the World Recycling Day (17 May), Diego Pablo Simeone and the Atlético de Madrid Foundation, in collaboration with Ecovidrio, have promoted an awareness campaign with the aim of showing the importance of recycling glass to care for the environment, as well as to preserve the good health of everyone and the planet.



Sustainable sponsorship

Club Atlético de Madrid's commitment to sustainability applies not only to its facilities, but to the entire value chain, integrating, whenever possible, its sponsors in its Sustainability Plan.

The Club is privileged to have brands with a high awareness of sustainability such as Coca-Cola, Mahou San Miguel, Telefónica, RIA Money Transfer and CaixaBank, among others, with whom conversations are very fluid.

More specifically, some examples of the Club's collaboration with its sponsors are:

- **Capital Energy** is the club's electricity supplier. Energy that comes from 100% renewable sources. The energy company supplies energy to the Wanda Metropolitano, the Wanda Sports City in Majadahonda, the Wanda Alcalá de Henares Sports Centre, the Atlético de Madrid Foundation and the club's official stores in the Community of Madrid, avoiding the emission of around 3,800 tonnes of CO₂ into the atmosphere.
- **Nike** focuses its environmental commitment to the club on the equipment it sponsors, with the entire first team kit coming from recycled plastic bottles.
- Thanks to **Hyundai**, both the Club's staff and management have ECO-labelled hybrid vehicles at their disposal.





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Society

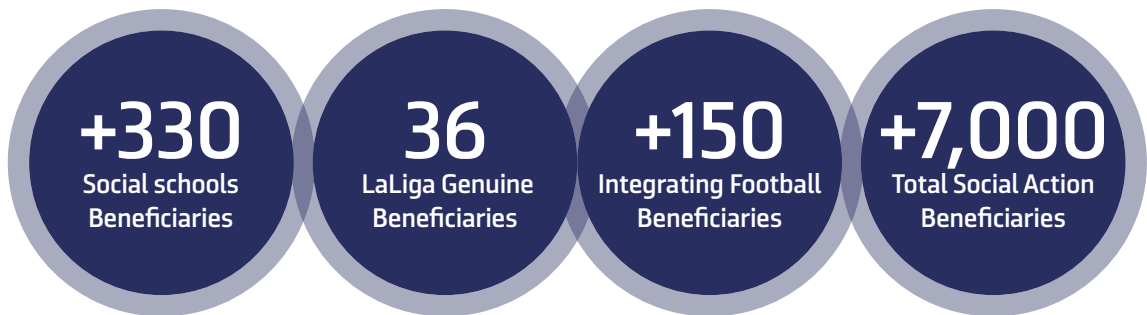




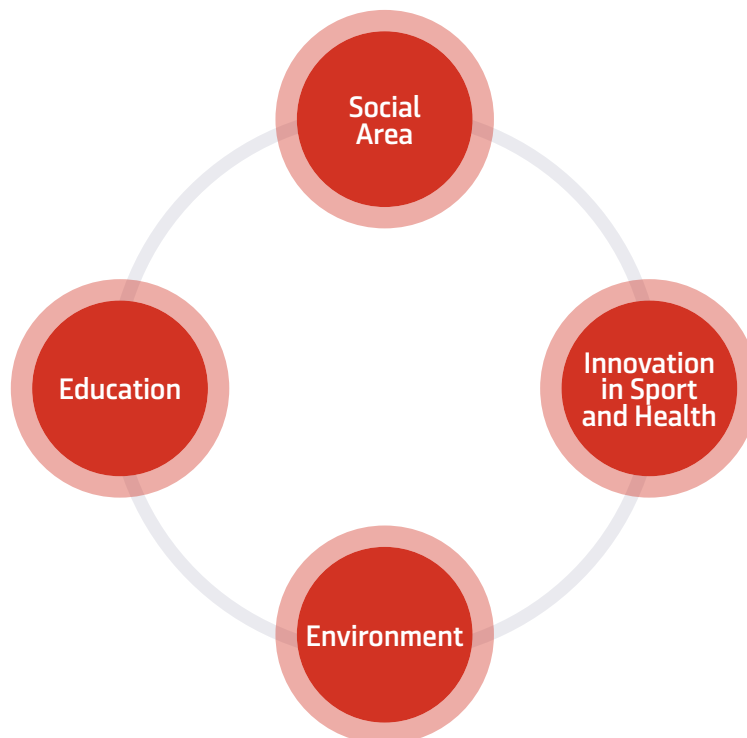
Social Commitment

Club Atlético de Madrid is aware of its responsibility to society as a whole, as it is an example to all social groups, especially the younger ones.

As a result of this responsibility, its firm Social Commitment was born, a commitment that has its own name, "Fundación Atlético de Madrid", of which the club is the sole founder and through which most of the social action is channelled.



The Foundation works in various areas of social interest, mainly:



Note: Actions in the area of environment are included in chapter 4. Environment.



Social Area

Under this heading, the Foundation develops actions aimed at promoting sport, specifically football, as an educational vehicle for the promotion of education in values, the fight against inequality and social exclusion, as well as the promotion of healthy lifestyle habits.

Social Schools

They are the main social and sporting activity of the Foundation, thanks to the collaboration and support of Fundació la Caixa, Honorary Member of the Foundation.

Objective

Football becomes a tool for integration, motivation and transmission of values in close collaboration with the Social Services of several town councils, as well as different social entities. These schools offer a healthy leisure activity for boys and girls who lack opportunities in their environment, creating a commitment to self-improvement and integration into society.

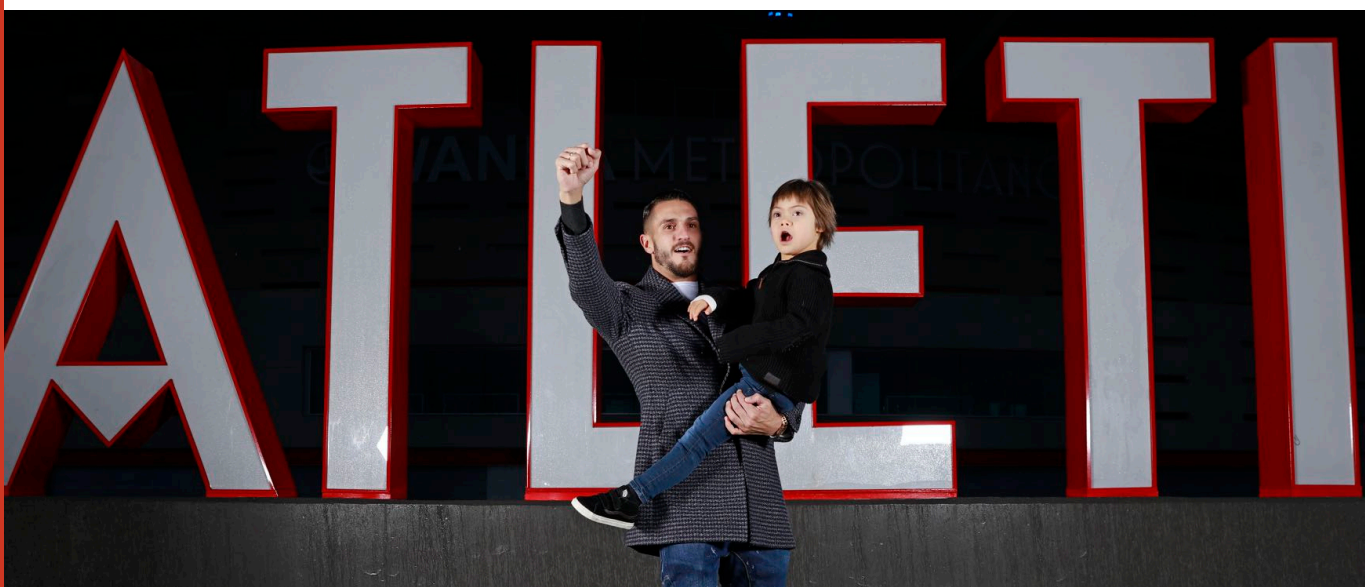
The desire is to form good people, training talent and educating children and young people at risk of social exclusion, capable of looking at others in a committed way, and to this end a discipline is created that encourages prosocial behaviour that is applicable and very necessary in their daily lives.

Methodology

Following the methodology of the Club's sports schools, but with a strong social profile, the coaches create the right space to develop positive and inclusive learning, adapting to the needs of each group and emphasising values such as respect, commitment and companionship.

Monitoring/Assessment

After constant monitoring by both the Foundation and the local social services, at the end of each season the coaches and trainers evaluate the activity carried out and the evolution of the learning process, looking for shortcomings to improve and new activities to complete the training of the students.



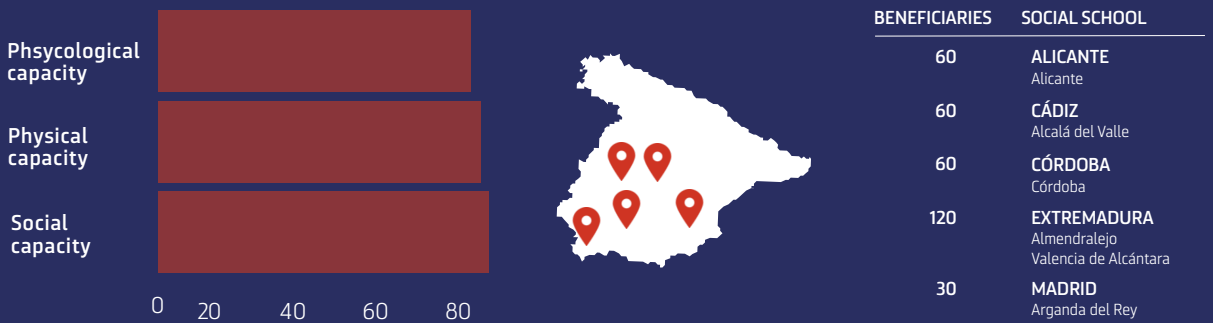


Impacts

- Improvements in sporting, physical, psychological and social skills.
- Emotional well-being of players and families.
- Job creation.
- Institutional Partnerships.
- Social impact in local venues.
- Gaining brand presence.
- Exhaustive monitoring of participation, by profile.
- Improvement of general physical condition.

Capability Index

Overall results of the survey of families and beneficiaries:



“My personal experience is more than positive, to be able to see a smile on each one of them, in each training session is more than satisfactory, to notice how they feel an important part of the group that we form and to notice the happiness in the parents to see their children happy is priceless for me”

Testimonial from a coach

Note 2020/21 season: Although the total number of schools has grown significantly over the last few years, this season, due to the health situation resulting from Covid-19, following the recommendations and restrictions of the Ministry of Health, four of these schools have been temporarily closed.



LaLiga Genuine

LaLiga Genuine is an integrating social responsibility initiative, organised by LaLiga since 2017, which consists of a football league made up of teams of people with intellectual disabilities (ID).

Objective

The objectives pursued by LaLiga Genuine Santander are:

- The normalisation of the practice of football in the ID collective.
- The commitment of professional football to this inclusive and socially responsible project.
- Promote that all LaLiga clubs have their own Genuine team, which will bring great social value.

Target

Players who have reached the age of sixteen on the date on which the call for the stage in which they are to participate is sent, with a minimum intellectual disability of 33%.

Note 2020/2021 season: Due to the health crisis derived from COVID-19, the competition was stopped, guaranteeing the safety of our players and complying with the rules laid down by the Ministry of Health.

Integrating Football

Project created in 2008 by the Atlético de Madrid Foundation, in collaboration with the Directorate-General of Penitentiary Institutions.

Presence in four centres:

Alcalá Meco, Aranjuez, Soto del Real and Estremera.

These activities have become a priority for institutions, not only because of the high level of interest among inmates, but also because of their numerous benefits:

- Promotion of teamwork and solidarity.
- Increased socialisation with others.
- Promotion of internal discipline.
- Learning pro-social behaviour which should govern all actions in prison life.
- Improvement of the inmates' leisure time and physical condition.
- Increased likelihood of social integration.



Medal of Social Merit
of the Ministry of the Interior in 2009





Other Social Actions and Activities



Large food collection

(June 2020)

The "Gran Recogida de Alimentos" charity campaign, in collaboration with Sánchez Romero Supermercados and Carrefour, received overwhelming support from the public and the great Atlético family, whose donations of non-perishable food and basic necessities were delivered to social services of public bodies in Madrid, who distributed tonnes of food to families with fewer resources. This was in addition to the funds raised through the website's donation platform. The funds were allocated to the purchase of food supplementing the in-person collections, thus covering all the primary needs of these families.

10

TONNES



Meal delivery in Getafe

(July 2020)

With the aim of helping to mitigate the socio-economic impact that affects the neediest families due to the health crisis caused by the COVID-19 pandemic, from Monday 22 June until the end of July, with the collaboration of the restaurant 'El Mirador de Cuatro Vientos', 350 daily menus were distributed from Monday to Friday in the Parish of Santa Teresa de Jesús, located in the central neighbourhood of Las Margaritas in Getafe.

350

BENEFICIARIES



Tree of Dreams

(December 2020)

Once again this year, the Foundation joined forces with Caixabank in the solidarity campaign "El Árbol de los Sueños" (The Tree of Dreams). Thanks to this campaign, many children in vulnerable situations have seen their Christmas wishes come true.

In addition to the collaboration of the first team players, the Club's employees also wanted to participate.

100

BENEFICIARIES



Solidarity Calendar

(December 2020)

The Foundation paid tribute to the unsung heroes who emerged during the COVID-19 pandemic in a calendar, with all proceeds going to its social programmes.

The calendar was illustrated with photographs of the players recognising the work of doctors and nurses, ambulance staff, nursing home staff, hospital kitchen and cleaning staff, pharmacists and firefighters, EMU and National Police personnel, Municipal Police and Guardia Civil, transport and taxi drivers, shopkeepers, stockers and cashiers, and children and teachers.

7,510

€



Subasta solidaria

Christmas charity auction

(December 2020)

The Foundation held a charity auction to raise funds to provide resources for retirement homes in the Community of Madrid. Diego Pablo Simeone, numerous footballers from the men's and women's first team, Atlético legends and personalities from the world of culture and sport donated valuable personal items to help raise funds.

6,000
€



Distribution of hope to several hospitals in the Community of Madrid

(January 2021)

One more year, the Foundation distributed toys to more than 700 children admitted to various hospitals in the Community of Madrid. An initiative with the invaluable collaboration of Toys "R" Us and which ensures that children can continue to play in the hospital environment.

700

BENEFICIARIES

In addition, several Atlético footballers, representing the Club's men's and women's first team, sent video messages of their support and energy to the children, wishing them a



Food collection

(January 2021)

This Christmas, a new charitable food collection campaign was launched in collaboration with Sánchez Romero. The food and basic necessities collected were donated to the Social Services of the Latina and San Blas districts of Madrid, in the latter specifically to the Caritas JM2011 Residential Centre.



Charity campaign to collect clothes and sports shoes

(March 2021)

After more than two months of great reception and participation, the charity campaign to collect clothes and sports shoes for Cuba among the members of the Atlético de Madrid Academy has come to an end.

Through it, the members of the Atlético youth categories have donated a large amount of clothing and footwear, placed in the container set up for this purpose both at the Wanda Sports City in Majadahonda and at the Wanda Sports Centre in Alcalá de Henares.

"Contra el hambre lo damos todo" Campaign

(May 2021)

Campaign promoted together with Simeone and Carla Pereyra, in collaboration with the International Union of Atlético de Madrid Supporters Clubs and the Spanish Red Cross. More than 36 tonnes of non-perishable food was delivered by the Atlético fans at the headquarters of 161 supporters clubs, which acted as collection points.

36

TONNES





Innovation in Sport and Health Area



In this area, the Foundation promotes projects aimed at fostering innovation in the field of sport as a tool for the promotion of health in children and young people.

THERAPEUTIC FOOTBALL

Development of a pioneering therapeutic football method in Europe, in collaboration with the neuroscientific staff of Fundación Querer.

This project has the medical collaboration of Doctor Rafael Timermans, who assesses a series of clinical body patterns related to healthy practice.

Objective

The ultimate objective is to demonstrate that, through tools applied to football, these children are able to systematically improve their visual, motor and auditory coordination skills while improving their musculature and developing social skills, discipline and values.

Target

This project is aimed at children with severe language disorders, both autism spectrum disorders and rare diseases with few cases in Spain.





ADAPTED FOOTBALL

The Atlético de Madrid Foundation and the AVA Foundation materialise, for yet another year, their commitment to give support and visibility to children suffering from rare diseases, with the signing of an agreement for the implementation of an adapted football programme. The school is coordinated by a coach from the club and supervised by specialists and volunteers from the AVA Foundation. In addition, the Foundation provides the necessary material and equipment for the activity, as well as the assessment of a nutritionist.

Objective

To support children suffering from any of these diseases, using sport as a therapeutic tool, adapting training sessions focused on developing the basic notions of movement coordination and orientation, as well as the basic motor skills of these children.





PLAY2HELP

The Play2Help initiative encompasses the solidarity sport challenges. Each season, the funds raised are donated to an association or project that supports the importance of sport in promoting the health of children and adolescents.

As part of this initiative, a charity match was organised on 5 June at the Wanda Metropolitano stadium in Madrid, with the participation of Atlético de Madrid Legends and former Real Madrid players, as well as a group of actors, artists and journalists.

The aim was to raise funds for childhood cancer research for CRIS Against Cancer and to help raise awareness of the importance of research.

Thanks to the companies that collaborated, we have raised more than €20,000, but the challenge continues. We need to raise €50,000 to fund the work of a researcher at the CRIS Cancer Research and Advanced Therapies Unit at La Paz Hospital for one year.

+20,000
Euros
COLLECTED





Education Area

In the field of education, the Foundation is committed to promoting innovation in physical exercise and health.

The Foundation joins the training experience of the Academy and seeks to explore new training opportunities, to create opportunities for professional growth and new areas of knowledge, aimed at professionals in the Health Sciences: Physical Education teachers (CCAFYDE), sports coaches and technicians, educators (infant and primary), educators with a speciality in special education, occupational therapists, or any professional interested in this field.

With the aim of offering equal opportunities, the Foundation awards training scholarships to professionals, Club staff and other groups in vulnerable situations, favouring professional integration.





COVID-19 Vaccination Centre



Special mention should be made of the implementation by the Club, at the Wanda Metropolitano facilities, of the first of the large enclosures set up to advance the mass vaccination against COVID-19.

Club Atlético de Madrid has put at the service of the citizens and therefore of the Community of Madrid the club's facilities, its infrastructure, as well as the necessary resources for its implementation, from cleaning services, security, air conditioning, material and personnel during the entire vaccination period, approximately 6 months.

At Wanda Metropolitano, up to 10,000 people per day, between 350 and 400 per hour, were vaccinated in morning and afternoon shifts, from Monday to Sunday by professionals from SUMMA 112 and the Red Cross.

In addition, Wanda Metropolitano's VIP lounge became a vaccination space for the groups whose dedication, courage and sacrifice have proved essential in the fight against the COVID-19 pandemic: national police officers and municipalities, fire brigades and civil protection.

Up to **10.000** persons vaccinated a day.





Sustainability Report 2020/21



Annexes



About this Report

Coverage and scope

Club Atlético de Madrid publishes its first sustainability report with the aim of informing its stakeholders about the main actions carried out during the 2020/21 season, as well as the main results obtained in its ethical and good governance, environmental and social performance that are of interest to them.

This first Sustainability Report has been drafted in accordance with the GRI Standards in its essential option.

The information and data included in the report covers all the activities of Club Atlético de Madrid and the Atlético de Madrid Foundation for the 2020/21 season (from 1 July to 2020 to 30 June 2021).

All variations in the scope and coverage of the information are indicated in the report in the appropriate section. Any changes in the formulas used for the calculation of the data provided are explained.

Materiality

The materiality or relevance of the contents of this report has been determined on the basis of the studies carried out internally and the information received from stakeholders. Each relevant material aspect has been analysed to identify its correspondence with the GRI Standards, selecting those that respond to stakeholder expectations and the Club's strategy. In addition, other GRI indicators have been voluntarily responded to, with the aim of increasing transparency and understanding of the Club's activity.

Contact

Contact point for questions regarding the content and process of defining the Annual Sustainability Report:

- E-mail: rsc@atleticodemadrid.com
- In person, directly to the Corporate Social Responsibility area.
- Postal Address: Estadio Wanda Metropolitano, Av. Luis Aragonés, 4, Acceso W6, 28022 Madrid, attn. Director Responsabilidad Social Corporativa.



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102-32	Role of the highest governing body in sustainability reporting	The Sustainability Report has been prepared by the Corporate Social Responsibility Department with the participation of all areas and the final approval of the CEO of Club Atlético de Madrid.	
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102-38	Total anual compensation ratio	Given the specific characteristics of the sector and the variability of the salaries of elite athletes, this data is not included due to confidentiality.	
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201-3	Coverage of its benefit plan obligations.	The club has no subscribed Pension Plans	
201-4	Financial assistance from government agencies.	https://www.atleticodemadrid.com/atm/ley-de-transparencia	
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202-1	Ratio of standard entry level wage by sex to local minimum wage.	Taking into account the specific characteristics of the sector and the variability of the salaries of elite sportsmen and women, this data is not included for reasons of confidentiality.	
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203-2	Significant indirect economic impacts.		81 - 92
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207-2	Fiscal governance, control and risk management.	https://www.atleticodemadrid.com/atm/ley-de-transparencia	
207-3	Stakeholder engagement and management of tax-related concerns.	https://www.atleticodemadrid.com/atm/ley-de-transparencia	49 - 51
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306-3	Significant spills.	No spills have occurred.
306-5	Water bodies affected by water discharges and/or run-off.	75
MANAGEMENT APPROACH: REGULATORY COMPLIANCE		
307-1	Non-compliance with environmental legislation and regulations.	There has been no non-compliance with legislation environm
MANAGEMENT APPROACH: ENVIRONMENTAL ASSESSMENT OF SUPPLIERS		
308-1	New suppliers that have passed evaluation and selection filters according to environmental criteria.	52, 80
308-2	Negative environmental impacts in the supply chain and measures taken.	No negative environmental impacts have been identified in the supply chain.
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405-1	Diversity in governing bodies and employees.	40, 55, 58
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406-1	Cases of discrimination and remedial action taken.	No cases of discrimination have occurred.
MANAGEMENT APPROACH: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		
407-1	Operations and suppliers whose right to freedom of association and collective bargaining may be at risk.	No operations and/or suppliers have been identified whose right to freedom of association and collective bargaining may be at risk.
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408-1	Operations and suppliers with significant risk of child labour cases.	No operations and/or suppliers have been identified as having a significant risk of child labour.
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409-1	Operations and suppliers with significant risk of cases of forced or compulsory labour.	No operations and/or suppliers with significant risk of forced or compulsory labour have been identified.
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413-2	Operations with significant negative impacts - actual or potential - on local communities.	No operations with significant negative impacts - actual or potential - on local communities have been identified.
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414-1	New suppliers that have passed selection filters according to the social criteria.	52
414-2	Negative social impacts on the supply chain and measures taken.	No negative social impacts have been identified in the supply chain.
MANAGEMENT APPROACH: PUBLIC POLICY		
415-1	Contributions to political parties and/or representatives.	No contributions are made to political parties and/or representatives politica.
MANAGEMENT APPROACH: HEALTH AND SAFETY OF CLIENTS		
416-1	Health and safety impact assessment of product or service categories.	26 - 31
416-2	Cases of non-compliance concerning health and safety impacts of product and service categories.	There have been no cases of non-compliance concerning the health and safety impacts of product and service categories.
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417-3	Cases of non-compliance related to marketing communications.	There have been no cases of non-compliance related to marketing communications
MANAGEMENT APPROACH: CUSTOMER PRIVACY		
418-1	substantiated complaints regarding breaches of customer privacy and loss of customer data.	There have been no substantiated complaints regarding breaches of customer privacy and loss of customer data.



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