



MultiChoice Group Limited (MCG)

AI Ethics and Governance Policy

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1. Purpose

The purpose of this policy is to provide appropriate safeguards to ensure ethical and responsible development and use of Artificial Intelligence (AI) technologies within MultiChoice.

2. Application

This policy framework is applicable to all entities and business areas/units or groupings within MultiChoice Group Limited ("MCG") which include, MultiChoice South Africa ("MCSA"), MultiChoice Africa ("RoA"), Irdeto and Showmax (collectively "the group").

Subsidiaries of MCG will be expected to demonstrate alignment of their policies to the MCG policies on an annual basis.

3. Definitions, Acronyms and Abbreviations

Term	Definition
"Artificial Intelligence" or "AI"	An engineered or machine-based system that can, for a given set of objectives, generate outputs such as predictions, recommendations, or decisions influencing real or virtual environments
"Business unit" or "BU"	means MultiChoice South Africa, DStv Media Sales, SuperSport, M-Net, Showmax, General Entertainment, MultiChoice Nigeria, Northern region, Southern region, MAH B.V. and Irdeto
"employee"	means all permanent employees, fixed term contractors and learners on a learnership programme
"ISP"	means independent service provider, an individual that is a service provider, and not an employee, that undertakes to render a service to a company in the Group, based on an ISP contract
"MCG"	means MultiChoice Group Limited
"MCSA"	means MultiChoice South Africa Holdings (Pty) Ltd and its subsidiaries
"RoA"	means MultiChoice Africa Group Holdings B.V. and its subsidiaries
"Segments"	means South Africa, RoA, Irdeto and Showmax

"subsidiaries"	shall have the meaning given in section 3 of the South African Companies Act, 71 of 2008 (as amended), save that the interpretation and application of this definition shall not be limited to South African companies
"MultiChoice Group" or "the group"	MCG and its subsidiaries
"Third party contractor"	a service provider entity or individual who has been contracted to render a service to a company in the MultiChoice Group, based on a service level agreement

4. Policy Statements

AI plays a critical role in our organization's operations and future. We recognize the importance of responsible AI use to uphold our values and mission.

Principles and Values

MultiChoice Group is committed to the following AI principles:

- **Fairness** - AI systems must be intentionally designed and validated to ensure that all types of known bias, be it based on any factor such as but not limited to race, gender, religion, socio-economic status, sexuality or political affiliation, are identified and eliminated.
- **Reliability and Safety** - Our AI systems must be designed to perform as expected with practical safety measures.
- **Data Privacy** - The source of data used in AI systems must be verified for consent from data subjects.
- **Security** - AI systems must be subject to comprehensive and continuous security testing.
- **Explainable AI** - Decision criteria must be documented in a manner that is clear, simple and unambiguous.
- **Accountability** - AI systems must have an owner that is responsible for ensuring compliance with the principles and relevant governance processes.

Ethical Framework

Our AI initiatives are guided by the Multichoice Group code of ethics and conduct policy.

Responsible AI Development

We embrace the benefits that AI can provide to the group in the future, and are dedicated to developing AI systems responsibly, from data collection to deployment, that ensures traceability of data and transparency of models. All AI development must follow the guidelines for software development currently in place. Governance forums such as Architecture Review Board (ARB) must incorporate responsible AI principles into their evaluation criteria for review and approval of software solutions. Although all the AI development are approved in line with existing

Governance forums, AI development will have monitored on an on-going basis by the Acting Chief Information Officer and the Group Technology Officer reported quarterly to the Risk Committee.

Compliance with Laws and Regulations

We commit to strict adherence to all relevant laws and regulations governing AI use, including data privacy laws within all MCG markets. Existing governance forums such as ARB must ensure that AI solutions are reviewed for adherence to existing regulations.

Reporting Mechanisms

An inventory of all AI implementations at MultiChoice will be kept up to date and be available for inspection at all times. Governance forums such as ARB and the Software and Hardware Acquisition Council (SHAC) will include submission templates where AI-related concerns, can be reported, when reviewing new AI solution development requests. Where there is a material AI initiative, these should be reported on at the Risk Committee and Board quarterly.

Review and updates

We commit to periodic review and updates of our AI governance and ethics principles to adapt to evolving standards.

5. AI Development Lifecycle

AI systems should follow a similar software development lifecycle to any other solution being developed within any of the applicable business units. All MultiChoice group governance forums applicable to solution development, including ARB, must include consideration of MultiChoice responsible AI principles within the overall set of solution review criteria.


6. AI Governance Structures

AI solutions must follow the current development policies and processes and adhere to the rules set up by the relevant governance bodies. These include Cloud Design and Development Authority (CDDA), Architecture Review Board (ARB) and Software and Hardware Acquisition Council (SHAC).

7. Non-Compliance

Any group, company or business area, including individuals who are subject to this policy, found not to comply with the provisions as set out in this policy or any amendment thereto, shall be subjected to appropriate disciplinary and legal action.

8. Document Properties

MultiChoice Group			Document Number	
			MCG-GRP-IT-POL-027	
AI Ethics and Governance Policy			Effective Date	
			01/04/2024	
	Name and Surname	Position	Signature	Date
Initiated by:	Mergan Velayudan	Acting Chief Information Officer	<i>Mergan Velayudan</i>	
Reviewed by:	Nyiko Shiburi	Group Chief Technology Officer		
Approved by:	MCG	Board of Directors	Minutes of meeting held on 28 March 2024	
Rev. No.	Rev. Date	Section/s	Description of Change	
1	29 July 2021	All	New policy framework	
2	01/03/2024	All	Policy revision	