SASB Data Report

Our annual <u>2023 Impact Report</u> and its related <u>2023 Impact Diversity Data</u> present information for Comcast Corporation and its consolidated subsidiaries (the "Company") relating to certain key environmental, social and governance ("ESG") focus areas.

The information below reports certain additional ESG information and metrics with reference to the Sustainability Accounting Standards Board ("SASB") framework. This information outlines how our existing disclosures align with the recommended metrics for the SASB Telecommunications Services and Media & Entertainment standards. Inclusion of information in this data report should not be construed as a characterization of the materiality or financial impact of such information.

Forward-Looking Statements

This report includes estimates, projections and statements relating to our business plans, objectives and expected operating results and statements regarding ESG-related plans and goals that are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "potential," "strategy," "future," "opportunity," "commit," "plan," "goal," "may," "should," "could," "will," "would," "will be," "will continue," "will likely result" and similar expressions. Forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties that may cause actual results to differ materially. In evaluating these statements, you should consider various factors, including the risks and uncertainties we describe in the "Risk Factors" sections of our Forms 10-K and 10-Q and other reports we file with the Securities and Exchange Commission ("SEC"). For a discussion of the risks and challenges we may face in meeting our environmental goals, see also our 2023 Impact Report. The inclusion of forward-looking and other statements that may address our corporate responsibility initiatives, progress, plans and goals in this report or in links to websites referenced in this report is not an indication that such statements are necessarily material to investors or required to be disclosed in our filings with the SEC. Such statements may contain estimates, make assumptions based on developing standards that may change and provide aspirational goals and commitments that are not intended to be promises or guarantees. Readers are cautioned not to place undue reliance on forward-looking statements and such other statements, which speak only as of the date they are made. We undertake no obligation to update or revise publicly any forward-looking or such other statements, whether because of new information, future events or otherwise.



TELECOMMUNICATIONS SERVICES

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SASB Code	Requested Metric	Company Response	
TC-TL- 000.A	Wireless subscribers	As of December 31, 2022, Comcast Cable had 5,313,000 wireless lines.	SASB standards request reporting on the number of wireless subscribers, wireline subscribers and broadband subscribers. We report wireline subscribers and
TC-TL- 000.B	Wireline subscribers	As of December 31, 2022, Comcast Cable had 9,282,000 voice customers and 16,142,000 video customers, which includes both residential and business services customers.	broadband subscribers, as well as wireless lines (but not subscribers), as well as our total customer relationships and number of video customers, for our Cable Communications segment in our annual and quarterly reports filed with the SEC. We also report total customer relationships for our Sky segment in our annual and quarterly reports filed with the SEC.
TC-TL- 000.C	Broadband subscribers	As of December 31, 2022, Comcast Cable had 32,151,000 broadband customers, which includes both residential and business services customers.	Because these metrics do not reflect all of the key indicators that we use to evaluate our operating performance from period to period, please refer to pages 42-52 of our 2022 Form 10-K for a more complete picture of our key operating metrics in 2022 as well as our Form 10-Q for the three months ended March 31, 2023.
TC-TL- 000.D	Network traffic in petabytes	Our advanced network carried approximately 680 petabytes of customer traffic on an average day based on 2022 traffic. For additional information on our network, please see Our Network.	
TC-TL- 130a.1	Total energy consumed (GJ)	21,990,783 GJ	
	Percentage grid electricity	69.6% grid electricity	
	Percentage renewable energy	9.3% renewable energy (129.2% clean electricity	13.4% renewable electricity)
		Please refer to our <u>2023 C</u> information.	Carbon Footprint Data Report for additional



TELECOMMUNICATIONS SERVICES		
SASB Code	Requested Metric	Company Response
TC-TL- 220a.1	Description of policies and practices relating to behavioral advertising and customer privacy	Privacy risks are among those identified through the Company's enterprise risk management assessment as core enterprise risks for Board-level oversight. Our Board, including through the Governance and Corporate Responsibility Committee, reviews and discusses our privacy program, processes and priorities with our Chief Privacy Officers. In addition, our Privacy Council, which includes our Chief Legal Officer, Chief Compliance Officer, head of Internal Audit and the Chief Privacy Officers and the General Counsels of Comcast Cable, NBCUniversal and Sky, reviews and assesses privacy risks throughout our businesses and shares best practices. Our Internal Audit team also periodically tests certain privacy controls as part of its audit function. We also have employee trainings to increase awareness and respect for data privacy as part of our regular compliance training program.
		When we collect, use, maintain or share personal information, we prioritize keeping it safe and using it for the purposes described in our privacy policies and notices, including the following privacy policies for the Company's primary operating businesses: Comcast Cable Privacy Policy, Comcast Cable Internet DNS Privacy Statement, Comcast Cable Network, NBCUniversal Privacy Policy and Sky Privacy Policy. If we make material changes to the way we process personal information, we will provide notice of such changes, including by posting the updated privacy policy on the applicable website and otherwise providing notice in accordance with legal requirements. We provide our cable services customers a copy of our current privacy policy annually (via their bill, direct mail or email) and provide them with resources to understand the changes made through the Xfinity Privacy Center. The Company operates in compliance with privacy laws and respects the privacy rights of individuals. We require business partners with access to our data to do the same. We have policies and procedures to limit sharing personal information to those who are authorized to receive it, as further described in TC-TL-230a.1 below.
		As an internet service provider, Comcast Cable plays an important role in connecting customers with their online activities. Comcast Cable has made the following commitments relating to privacy:
		 As an internet service provider, we do not track websites visited or apps used through a broadband connection.
		 We do not sell information that identifies our broadband customers or that provides location data for our mobile phone service.
		 We delete DNS, or Domain Name System, queries generated by our broadband customers every 24 hours except in very specific cases where we need to research a security or network performance issue, protect against security threats or comply with a valid legal request.

TELECOMMUNICATIONS SERVICES		
SASB Code	Requested Metric	Company Response
TC-TL- 220a.1	Description of policies and practices relating to behavioral advertising and customer privacy (cont'd)	 We help protect our customers with multiple layers of security and provide customers with the tools and support to protect themselves. The Xfinity Privacy Center allows customers to control their information, including features to download, correct and delete personal information and opt in or out of a number of settings and programs. For additional information, please also see the Privacy and Data Security Regulation section on page 20 of our 2022 Form 10-K and the Cybersecurity and Privacy section on p. 12 of our 2023 Proxy Statement.
TC-TL- 220a.2	Number of customers whose information is used for secondary purposes	The Company does not calculate this metric. As of March 31, 2023, the total customer relationships across Connectivity and Platforms was 52.5 million. We use the information we collect from and about our customers in accordance with the privacy policies referenced immediately above.
TC-TL- 220a.3	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	The Company discloses material legal proceedings in annual and quarterly reports filed with the SEC. In 2022, the Company did not disclose any monetary losses as a result of legal proceedings associated with customer privacy.
TC-TL- 220a.4	Number of law enforcement requests for customer information Number of customers whose information was requested Percentage resulting in disclosure	Comcast Cable regularly publishes a Transparency Report disclosing information on the number and categories of requests for customer information made by U.S. law enforcement and national security agencies at the federal, state and local government levels. Requests for information made under the Foreign Intelligence Surveillance Act are subject to a six-month delay. For more information and copies of the reports, please see Transparency Reports .

TELECOMMUNICATIONS SERVICES		
SASB Code	Requested Metric	Company Response
TC-TL- 230a.1	Number of data breaches Percentage involving personally identifiable information (PII) Number of customers affected	Comcast Cable helps protect its customers with multiple layers of security that automatically detect and block hundreds of thousands of cyber events every second and a team of security experts who work to maintain the security of customers' information 24 hours a day, 365 days a year. Beyond Comcast Cable, across our Company, we seek to protect personal information by maintaining information security programs reasonably and appropriately designed to address security risks and protect the privacy, security, confidentiality, integrity and availability of the information, and we train personnel on how to protect personal information. Despite all of these efforts, there is no way to entirely eliminate unauthorized access or the risk of such access. Except as required by law, the Company does not publicly disclose the details associated with such events. For more information on the Company's data protection and security practices, please see Comcast Cable Privacy Policy, Comcast Cable Network, NBCUniversal Privacy Policy and Sky Privacy Policy.
TC-TL- 230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Cybersecurity risks are among those identified through the Company's enterprise risk management assessment as core enterprise risks for Board-level oversight. Our Board, including through the Audit Committee, reviews and discusses our cybersecurity risks, practices and protections with the Chief Information Security Officers ("CISOs") and the Chief Technology Officers ("CTOs") of Comcast Cable, NBCUniversal and Sky at least twice per year. In addition, our Audit Committee receives regular updates on our cybersecurity posture throughout the year from our head of Internal Audit as appropriate. Topics discussed with our Board and/or Audit Committee in a given year may include cybersecurity strategy, risk and threats, financial and employee resource levels, regulatory compliance, technology trends and third-party maturity assessments of our cyber programs. Our Company's cybersecurity strategy, policies and practices are overseen by a Cybersecurity Leadership Council, which includes the Company's Chief Financial Officer and Chief Legal Officer. Other members include the CISOs, CTOs or other similar officers, Chief Financial Officers and General Counsels of Comcast Cable, NBCUniversal and Sky, along with the Company's head of Internal Audit. Our information security programs cover a comprehensive range of capabilities, including network security, endpoint security, vulnerability management, antivirus and malware protection, encryption and access control.

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SASB Code	Requested Metric	Company Response	
TC-TL- 230a.2	Description of approach to identifying and addressing data security risks, including use of third-	Our Company is committed to data protection, and our security control policies are designed with reference to laws and standards such as the National Institute of Standards and Technology ("NIST") Cybersecurity Framework and NIST 800-53, the European Union's General Data Protection Regulation, the California Consumer Privacy Act and Criminal Justice Information Services.	
	party cybersecurity standards (cont'd)	We have employee trainings to increase awareness and respect for cybersecurity protections as part of our regular compliance training program, including annual cybersecurity training, trainings throughout the year on phishing, social engineering and general cybersecurity	
	(cont a)	awareness tailored to each business' specific needs, as well as role-based training for technologists. We also provide general and/or campaign-led cybersecurity training to key vendors or request that they provide equivalent training in-house.	
		We perform annual third-party certifications/audits, such as those for the payment card industry and SSAE18/SAE2502 ("SOC") where applicable. We also engage an independent firm to perform a NIST/ISO 27001-based cyber capability maturity assessment every three years, which is reviewed with the Audit Committee. Our security and internal audit teams each leverage highly trained third parties to perform penetration tests throughout the year, and our internal audit team tests the information security hygiene of the technology assets used to support businesses, processes or functions under audit.	
		Our cybersecurity program also incorporates intelligence sharing capabilities about emerging threats within the telecommunications industry and other industries through collaboration with peer companies, specialized consultants and through public-private partnership with government intelligence agencies. A few examples include steering committee membership at MATTER – the Foundation for Connected Things, Chair of the Security Advisory Group of the Connectivity Standards Alliance, Co-Chair of the Software Assurance Working Group of the DHS CISA ICT SCRM Task Force, leadership of the DDoS workstream of the Messaging, Malware and Mobile Anti-Abuse Working Group (M3AAWG) and appointment to the President's National Security Telecommunications Advisory Committee (NSTAC). These activities allow us to better detect and address emerging cyber threats.	
		For additional information, please see <u>Comcast Cable Privacy Policy</u> , <u>NBCUniversal Privacy Policy</u> , <u>Comcast Cable Network</u> , <u>Sky Privacy Policy</u> , <u>Information Security Requirements for Suppliers</u> , the Privacy and Data Security Regulation section on page 20 of our <u>2022 10-K</u> and the Cybersecurity and Privacy section on p. 12 of our <u>2023 Proxy Statement</u> .	

TELECOMMUNICATIONS SERVICES

TELECOMMUNICATIONS SERVICES			
SASB Code	Requested Metric	Company Response	
TC-TL- 440a.1	Materials recovered through take- back programs, percentage of recovered materials that were: • Reused • Recycled • Landfilled	Comcast Cable recycled approximately 24,002,772 pounds of e-waste in 2022. E-waste consists of multiple types of returned leased customer premise equipment associated with Comcast Cable's internet, video, phone and home security product offerings (such as modems, set top boxes and touchscreens) and returned mobile devices. Comcast reports this data by weight, not percentage. Comcast Cable has internal e-waste management programs requiring device recycling business partners to be Responsible Recycling ("R2") certified, which is a widely accepted international certification created by <u>Sustainable Electronics Recycling International</u> ("SERI") for the electronic recycling industry for responsible electronics recycling. For more about our efforts to recycle cable waste, see p. 53 of our <u>2023 Impact Report</u> . In addition, Sky has a policy in place to reuse or recycle 100% of electronic equipment returned to it, and recycled approximately 4,367 tons of e-waste in 2022.	
TC-TL- 520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti- competitive behavior regulations	The Company discloses material legal proceedings in annual and quarterly reports filed with the SEC. In 2022, the Company did not disclose any monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations.	
TC-TL- 520a.2	Average actual sustained download speed of: • Owned and commercially -associated content • Non-associated content	Comcast Cable's internet service does not favor any type of content and, therefore, our performance metrics are the same regardless of whether content is owned or associated with us or not. Comcast Cable provides a detailed summary of its internet service performance, showing median download and upload speeds and latency by tier, in its <u>Broadband Internet Access Service Performance Report</u> . The Federal Communications Commission ("FCC") conducts an ongoing, rigorous study of the performance of internet service providers in the United States and determined in its most recent report that Comcast's Xfinity Internet broadband internet access services deliver, on average, over 100% of their advertised downstream and upstream speeds during the busiest periods of the day, known as "peak" times, during sustained testing. For more information on Comcast Cable's broadband network practices, please see <u>Xfinity Internet Broadband Disclosures</u> .	

TELECOMMUNICATIONS SERVICES		
SASB Code	Requested Metric	Company Response
TC-TL- 520a.3	Description of risks and opportunities associated with net neutrality, paid peering, zero rating and related practices	Comcast Cable does not discriminate against lawful Internet content, applications, services or non-harmful devices, and we do not block, throttle, degrade or impair access to lawful Internet traffic on the basis of content, application, service, user or use of a non-harmful device. Nor do we favor some traffic over other traffic, including through use of techniques such as traffic shaping, prioritization or resource reservation, either to benefit an affiliate or in exchange for consideration, monetary or otherwise. For more information on these topics, please see Comcast Cable Internet Broadband Disclosures and Comcast Settlement-Free Interconnection Policy. Please also see pages 16-17 of the Company's 2022 Form 10-K for information relating to the risks and opportunities associated with laws and regulations relating to net neutrality.
TC-TL- 550a.1	System average interruption frequency Customer average interruption duration	Comcast Cable maintains a highly reliable and resilient network for delivery of broadband internet access, cable video, voice over Internet Protocol ("VoIP") and other communications services. Our network is the result of years of investment and innovation and delivers a next-generation broadband experience to millions of homes and businesses to support the increasing demands of our customers today, and in the future. • In the past five years, Comcast has invested more than \$20 billion in its network. We have also built over 50,000 new route miles of fiber and made thousands of capacity augments from the core of our network all the way down to individual neighborhoods. • Every day, Comcast Cable performs over 700,000 speed tests across its network. Average speeds to customers (both downstream and upstream) have generally remained at or above 110% of advertised speeds since January 2022 in all regions. • Comcast Cable engineers have developed artificial intelligence and machine learning that make the network faster and more reliable, reducing both the number of outages and how long they last. Through this process, we optimize the performance of approximately 50 million modems across the Comcast network every 20 minutes.



TELECOMMUNICATIONS SERVICES

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SASB Code	Metric	Company Response
TC-TL- 550a.1 (con't)	System average interruption frequency Customer average interruption duration (cont'd)	While Comcast Cable does not calculate overall service availability in the manner specified by the standard, it does provide individual customers with detailed information about service interruptions in their area. With the Xfinity app, customers can log in and view a real-time outage map with information at the address level. Customers can also run diagnostic checks to find any problems with equipment that may be causing an issue and register to receive a text message update as soon as their Xfinity services are restored. While outages are infrequent, these advanced tools help keep customers informed and mitigate the impact of any service interruptions that do occur.
TC-TL- 550a.2	Discussion of systems to provide unimpeded service during service interruptions	Business Continuity and Disaster Recovery programs at Comcast Cable, NBCUniversal and Sky are each led by Steering Committees comprised of senior business, financial and technical leaders. These leaders seek to ensure that each company continuously evaluates and tests critical operations, technology and facilities for incident response and recovery. Where relevant, the Steering Committees and crisis responders coordinate across the Company to ensure consistent responses for our customer and employee populations. Pursuant to its charter, the Audit Committee of the Board of Directors receives reports on business continuity activities.
		Comcast Cable specifically seeks to build resiliency into its products, services and operations by continually strengthening its network against hazards, incorporating key redundancies that expedite recovery capabilities and leveraging its broad geographic footprint and technical expertise to create mutually supportive layers of response capabilities.
		See the response immediately above to TC-TL-550a.1 for more information on our maintenance of and investment in our highly reliable and resilient network for delivery of broadband internet access, cable video, VoIP and other communications services. In addition, we continue to explore ways to boost network efficiency, resilience and reliability to respond to developing challenges, rooted in our ethos that the most reliable network is a resilient one. Comcast Cable's business continuity and disaster response policy aligns with the ISO 22301 framework and other relevant industry standards.
		For additional information, see <u>Our Network</u> .



MEDIA & ENTERTAINMENT

SASB Code	Requested Metric	Company Response
SV-ME- 000.A	Total recipients of media and the number of: • Households reached by broadcast TV • Subscribers to cable networks • Circulation for magazines and newspapers	The NBC and Telemundo broadcast networks reach viewers in all 50 U.S. states. Subscribers to NBCUniversal's eleven primary cable networks, based on The Nielsen Company's December 2022 Cable Coverage Universe Estimates report and dynamic ad insertion estimates: USA Network: 75 million E!: 75 million Syfy: 75 million MSNBC: 74 million CNBC: 73 million Oxygen: 64 million Golf Channel: 63 million Universal Kids: 49 million Universo: 28 million CNBC World: 19 million For more information, see pages 7-9 of our 2022 Form 10-K. (Circulation for magazines and newspapers is not applicable.)
SV-ME- 000.B	Total number of media productions and publications produced	Our television and streaming platforms include content licensed from our Studios segment and from third parties, as well as content produced by our Media segment businesses, such as live news and sports programming and certain original programming, including late-night comedy for NBC and original telenovelas for Telemundo. NBCUniversal's film library is composed of more than 6,000 movies in a variety of genres. For more information about our NBCUniversal businesses, see pages 7-11 of our 2022 Form 10-K.



MEDIA & ENTERTAINMENT		
SASB Code	Requested Metric	Company Response
SV-ME- 260a.1	Percentage of gender and racial/ethnic group representation for: • Management • Professionals • All other employees	Please see our 2023 Impact Report and its related 2023 Impact Diversity Data for information on the Company's U.S. full-time employees, including our diversity, equity and inclusion reporting statistics. Please also see our EEO-1 Data Report for information contained in our EEO-1 reports filed.
SV-ME- 260a.2	Description of policies and procedures to ensuring pluralism in news media content	The NBCU News Group is committed to serving audiences with outstanding journalism that reflects the experiences of all communities. The NBCU News Group supports and advances Diversity, Equity & Inclusion ("DE&I"), and our DE&I team tracks progress and measures success through a DE&I action plan comprised of five pillars: investment and recruitment, content, education and development, partnerships and measurement. NBCU news coverage reflects the perspectives of interested parties, including voices of historically underrepresented people or groups, without taking sides, and our commentary and analysis similarly reflects a diverse range of issues and viewpoints. The NBCU News Group's Race, Equality & Justice unit also helps shape and guide stories across its platforms, including linear television, streaming and digital. Diverse on-air talent, guests, contributors, correspondents, producers and editors help ensure that multiple sides of an issue are fairly represented in our coverage. A few examples include:
		 NBC News has a several editorial verticals dedicated to covering Latino, African American, Asian American and LGBT news and issues. MSNBC and TLMD hosted a national day of racial reckoning town hall this year, sponsored by the Kellogg Foundation. The News Group has sponsored a Race Equity in Justice Legal Fellow at the Reporter's Committee for Freedom of the Press to provide legal support to diverse newsrooms across the country and reporters who cover issues particularly of interest to people of color, a three-year commitment.



MEDIA & ENTERTAINMENT		
SASB Code	Requested Metric	Company Response
SV-ME- 260a.2	Description of policies and procedures to ensuring pluralism in news media content (cont'd)	 NBCU Academy continues to grow to support diverse journalists and newsrooms in underserved communities, providing free journalism education and grant support to educational institutions throughout the United States. For information about Sky News, please see its policies and standards.
SV-ME- 270a.1	Total amount of monetary losses as a result of legal proceedings associated with libel or slander	The Company discloses material legal proceedings in annual and quarterly reports filed with the SEC. In 2022, the Company did not disclose any monetary losses as a result of legal proceedings associated with libel or slander.
SV-ME- 270a.2	Revenue from embedded advertising	From time to time, NBCUniversal's productions may receive products or services, at no cost to production, to be used and/or referenced during programming. Additionally, NBCUniversal may enter arrangements with advertisers to incorporate their products or services within programming, either as passive placements or actively in connection with a storyline. We approach such advertising in a responsible manner, including by making necessary disclosures in programming and otherwise ensuring the advertising complies with applicable law, self-regulatory guidance, our internal standards and practices and our journalistic integrity policies and guidelines. NBCUniversal is not able to share data regarding revenues derived in connection with any such embedded advertising, as it is confidential and proprietary.



MEDIA & ENTERTAINMENT		
SASB Code	Requested Metric	Company Response
SV-ME- 270a.3	Description of approach for ensuring journalistic integrity of news programming related to: • Truthfulness, accuracy, objectivity, fairness and accountability • Independence of content and/or transparency of potential bias • Protection of privacy and limitation of harm	The Company's Code of Conduct requires that we comply with applicable broadcasting and advertising laws, regulations, standards and codes of practice and are committed to the highes media standards. Furthermore, as set forth in our policies and guidelines for the newsroom, NBCUniversal journalists strive to report accurately, fairly, objectively and independently; work with integrity, honesty and transparency; and deliver information that can be trusted and analysis that is thorough, without hidden agendas, conflicting interest or bias. They do so while maintaining respect for the audience and consumers, appreciation of our responsibility and commitment to the highest journalistic standards. NBCUniversal's polices provide detailed guidance to journalists about how to implement these fundamental principles on a broad range of subjects, including ensuring the honesty and credibility courses, weighing all sides, avoiding and/or disclosing conflicts of interest, corrections and balancing the privacy interests of story subjects with the public interest. Its Standards & Practices department works closely with editorial teams to uphold these guidelines and core principles and, in partnership with its media lawyers, regularly provides legal and ethics training to journalists and supplemental guidance for sensitive stories. All employees are expected to adhere to the Code of Conduct. To the extent that editorial coverage is funded in whole or in part by brand or contains brand elements (like an integration), it remains editorially independent, and NBCUniversal will prominently and clearly disclose the commercial relationship to the audience and consumers. For information about Sky News, please see its policies and
		standards.



MEDIA & ENTERTAINMENT		
SASB Code	Requested Metric	Company Response
SV-ME- 520a.1	Description of approach to ensuring intellectual property (IP) protection	As a media and technology company, intellectual property and confidential information are among our most valuable assets, which include our brands, trademarks, know-how, inventions, patents, content, characters and other copyrighted materials, trade secrets, strategies, software, websites, domain names and apps.
		We take various measures to protect against the unauthorized use and dissemination of our intellectual property and confidential information. We also respect the intellectual property rights and confidential information of others. In general, protecting the intellectual property and confidential information belonging to us and our business partners safeguards our property and maintains our reputation as a trustworthy partner.
		We rely on a combination of laws of the United States and other countries (including copyright, trademark, unfair competition, patent, trade secret and other applicable laws), license agreements, robust registration and enforcement to help protect our intellectual property rights. We have also implemented internal intellectual property policies and trainings to increase awareness and respect for intellectual property rights among employees. For more information on our intellectual property portfolio and approach, see our Code of Conduct and pages 20 and 27 of our 2022 Form 10-K.

