



Our materiality process in details

Prioritizing stakeholders to consult

OMV interacts with a wide range of stakeholder groups. For the purpose of our materiality analysis, we prioritized the stakeholder groups and individuals to be consulted based on the following criteria: whether they were readers and key audiences of our sustainability reporting; their contribution to the reporting process; and their interest and influence on its outcomes. As a result, and following consultation with key functions at OMV, we identified key stakeholder groups for our materiality process and sustainability reporting:

- ▶ Financial and SRI analysts
- ▶ NGOs
- ▶ Suppliers and contractors
- ▶ Regulators
- ▶ Business leaders
- ▶ Universities and research institutes
- ▶ Customers
- ▶ Local authorities
- ▶ OMV employees

Prioritize the issues for the consultation

To select the issues we have asked stakeholders to rank in order of importance, we took into account the following sources of information: the outcomes of the research, benchmark and media review; the issues recognized as material to our sector by independent organizations and publications; our latest materiality analysis; the pillars of our Sustainability strategy Resourcefulness; and our business strategy "Profitable Growth". We followed the guidance of GRI G4 to ensure we made a clear distinction between risks, opportunities and material issues.

Stakeholder consultation and ranking of material issues

We invited more than 400 internal and external stakeholders to engage with us – through face-to-face and phone interviews and an online survey. We asked them all to rank the issues as being of no, low, moderate or high importance. We also asked them to specify or add any other issues they saw as being of high importance to us. This is how, for example, Diversity became a separate material issue which has now been added to the final matrix. The internal stakeholders we consulted cover a representative sample of all key Group functions (e.g. HSSE, Legal, Controlling, Finance, Human Resources, Business Ethics, and Strategy) and our business divisions. The level of seniority of those consulted internally includes Senior Vice Presidents, Vice Presidents and senior executives, as well as other employees. The external stakeholders we consulted represented international, national and local organizations and institutions.

What's next?

We will update, refresh and review our research (benchmark, media review and independent research papers) every year. We intend to run a comprehensive materiality analysis every three years, from 2014.

Our 2014 materiality matrix

