



Corporate Social Responsibility Report

EXECUTIVE SUMMARY

2018



Brian L. Roberts



David L. Cohen

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This year, we celebrate our 55th anniversary as a company. It's incredible to think about how we've evolved from a Philadelphia startup to where we are now. So much has changed for us as we've grown. But one constant is our deep and unwavering commitment to each other and to the communities that we have the profound privilege to serve.

BRIAN L. ROBERTS
Chairman and CEO, Comcast Corporation

It is our responsibility to give back to the communities where our employees and customers live and work. This belief is at the heart of our community impact initiatives and our company's values agenda.

DAVID L. COHEN
Senior Executive Vice President and Chief Diversity Officer, Comcast Corporation

At Comcast NBCUniversal, we believe success starts with opportunity. We are investing our resources in programs and people that are focused on transforming communities, expanding access to technology, helping more people develop digital skills, and empowering entrepreneurs to use technology for good. This year's corporate social responsibility report captures some of the many stories of the talented and passionate changemakers who are leading the drive toward a bright future.

INSIDE

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Transforming the Experience, One Customer at a Time



Bridging the Opportunity Divide

In today's economy, technology can be a great equalizer. Access to the power of the internet — and to the tools to harness it — increases economic opportunity and opens up a world of possibilities. Yet, many in the United States do not have that access and lack essential digital skills.

One of our most critical priorities as a company is helping more people fully participate in the digital economy. Comcast has connected more than 4 million low-income individuals to the power of the internet at home through Internet Essentials, the nation's largest and most comprehensive high-speed internet adoption program. But we know that inclusion is about more than access alone — since 2011, Comcast NBCUniversal has provided \$350 million in cash and in-kind support to fund digital inclusion initiatives that have reached nearly 5 million people nationally.

We are committed to closing the opportunity divide — the gap between people who have the knowledge, resources, and support to take part in the modern economy and those who are at risk of being left behind.



COMCAST NBCUNIVERSAL HAS PROVIDED

\$350M

IN CASH AND
IN-KIND SUPPORT

TO FUND DIGITAL INCLUSION INITIATIVES.

Unlocking Digital Literacy

Digital literacy and access to technology can ignite new possibilities and open doors to career paths. Last year, Comcast NBCUniversal and the Boys & Girls Clubs of America introduced the next generation of My.Future, a user-led web experience helping kids learn how to code, stay safe online, prevent cyberbullying, and more. My.Future is accessible to more than 4 million youths at Clubs nationwide. Meanwhile in our hometown, we partnered with the nonprofit Philadelphia Opportunities Industrialization Center to support low-income residents through programs including coding boot camps, digital media, and entrepreneurship classes. Then, together with national nonprofit The Arc, we launched six Tech Coaching Centers around the country to provide internet access and one-on-one instruction for people with intellectual and developmental disabilities.

Addressing the Gender Gap in STEM

Jobs in science, technology, engineering, and math (STEM) have grown substantially in the last few decades, but the number of women working in those jobs has not. The divide begins between the fourth and the eighth grades, especially for low-income girls. With support from Comcast NBCUniversal, Girls Inc. of Metro Denver is working to close the STEM gender gap, one girl at a time. In 2017 the group launched a five-year program that combines intensive summer courses, enrichment activities throughout the school year, paid summer internships, and a trip abroad focused on STEM knowledge in a global setting.



(Opposite) The digital training programs we fund through our national and local nonprofit community partners have reached nearly 5 million low-income Americans since 2011.

Top: The Tech Coaching Center at The Arc Southern Maryland is helping people with intellectual and developmental disabilities build and hone their tech skills.

Bottom: Girls Inc. of Metro Denver is helping address the gender gap by encouraging middle school and high school girls to find their passion for STEM with hands-on learning.



Clockwise from top left: Felecia Hatcher, founder of Code Fever, is one of NationSwell's 2017 Tech Impact AllStars. Two young people navigate One Degree's online social services navigator. Rey Faustino demonstrates One Degree. Code Fever provides youth with the opportunity to learn computer science skills vital to succeeding in today's digital economy.



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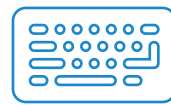
We're members of our communities. When we see issues like the racial wealth gap and the shrinking middle class, we use our influence and resources to create solutions. It's more than the right thing to do — it's who we are as a company.

DALILA WILSON-SCOTT

Senior Vice President of Community Impact, Comcast Corporation



Dalila Wilson-Scott



3,000

YOUTH AND ADULTS
HAVE LEARNED CODING
OR ACCESSED TECH

RESOURCES THROUGH OUR NONPROFIT
PARTNER CODE FEVER SINCE 2012.

Spurring Innovation and Coding in Miami

An inspirational figure and self-taught coder, Felicia Hatcher has made herself one of the nation's leading advocates for innovation and entrepreneurship among young people of color. Last year, Comcast NBCUniversal, in partnership with NationSwell, named Hatcher a 2017 Tech Impact AllStar. Hatcher's work includes founding Code Fever, a Miami nonprofit dedicated to ridding black communities of innovation deserts by helping minority students between the ages of 13 and 21 learn to code, pitch business ideas, and create inclusive startup ecosystems. With the support of Comcast NBCUniversal, Code Fever is doing more than just introducing technology to minority students. It's also helping change the culture in their communities.

Revolutionizing Social Services Access

Silicon Valley has made dramatic changes to the way the modern world works, but its impact on marginalized, vulnerable, and low-income communities has been significantly more muted. Rey Faustino set out to change that. With support from nonprofit accelerator Fast Forward and Comcast NBCUniversal, Faustino launched One Degree, which he describes as "Yelp for social services." The platform unifies and untangles the path to nearly 12,000 Bay Area resources. Through One Degree, users can apply for a housing subsidy, find the phone number of a crisis counselor, connect with a nutritional program for children, and get a referral to an immigration lawyer — all in the span of a few minutes.

Building a Community through Civic Engagement

We know firsthand that community engagement opens doors and crosses divides. It fosters collaboration, which helps address local challenges and tackle critical social issues.

It's also at the very heart of who we are as a company — and how we move forward. From our founding, we've been active in the civic life of the communities we serve. And today we continue to invest our time, resources, storytelling platforms, and technology to serve the people in the cities and communities where we work and live.

We firmly believe citizen service empowers change and helps create stronger, more vibrant communities.



MORE THAN

115,000

VOLUNTEERS IN 23
COUNTRIES PARTICIPATED

IN OUR ANNUAL COMCAST CARES DAY IN 2018.

Volunteering Our Hearts, Hands, and Expertise

In 2018 we again led the nation's largest single-day corporate volunteer event. More than 115,000 volunteers in 23 countries participated in our annual Comcast Cares Day. We celebrated engaging our 1 millionth volunteer since this company tradition began in 2001. Beyond this single day of impact, we invest throughout the year by connecting community organizations to our employees' unique professional talents. HR for Good pairs nonprofit leaders with our

staff for a series of hour-long consultations. Our Black Employee Network teams up to teach coding skills with the kids from Boys & Girls Clubs of America. And both our TechWomen and our Women's Network partner with organizations like Girls Inc., Girl Develop It, and Step Up to serve as mentors and career coaches.

Comcast Cares Day 2018 rallied more than 115,000 volunteers to support more than 1,200 community projects in 23 countries.



Supporting Underserved Students through City Year

Our long-standing partnership with City Year deepens every year. A member of the AmeriCorps national service network, City Year recruits 18-to-25-year-olds to work at public schools in high-need urban communities, helping students stay on track to graduate from high school. In 2017, 3,000 City Year AmeriCorps volunteers served nearly 200,000 students in some of the most challenged public schools in the country. Last year, we celebrated the work of Dan Foley as one of our six Comcast NBCUniversal Leadership Award winners. A City Year alumnus, Foley leads the Jacksonville, Florida, site. His team has expanded the program from 2 to 12 schools, growing from 75 members to over 100, reaching more than 9,000 students each year.

Serving Children through Red Nose Day

NBC's annual *Red Nose Day Special* has brought together some of the biggest names in entertainment for the single purpose of ending child poverty. In 2017, the live one-hour show raised more than \$35 million by combining comedy, entertainment, and short films on children in need. The special sent Julia Roberts to Kenya for an episode of *Running Wild with Bear Grylls*. It also featured a mini-sequel to *Love Actually*, which caught up with cast members from the beloved holiday film. The 2018 live broadcast traveled to Puerto Rico to share stories of children hit hard by Hurricane Maria and raised \$42 million — more than any of the previous three specials.



Top: City Year volunteers engage with students in the classroom.

Bottom: Bear Grylls and Julia Roberts lend star power to NBC's *Red Nose Day Special* in 2017.

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We recognize that our platform enables us to entertain, connect, and mobilize our viewers for important causes.

HILARY SMITH

Senior Vice President of Corporate Communications
and Corporate Social Responsibility, NBCUniversal

Using Our Platforms to Inform and Inspire

Comcast NBCUniversal has some of the world's most vibrant and far-reaching storytelling platforms across television, film, digital, and mobile. We understand the responsibility these platforms afford, and embrace the opportunity to educate our audiences about issues that matter — and we are committed to using our platforms to engage with the world in meaningful ways.

Through insightful journalism, we promote greater understanding of the diverse issues facing our communities. Our journalists explain important social and political matters. They hold government officials accountable. And they give voice to powerful stories yet to be told.



Lester Holt

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Being on the ground, we can touch it, we can feel it, and we can infuse our reporting with personal experience.

LESTER HOLT

Anchor, *NBC Nightly News*

Amplifying Voices of the Civil Rights Movement

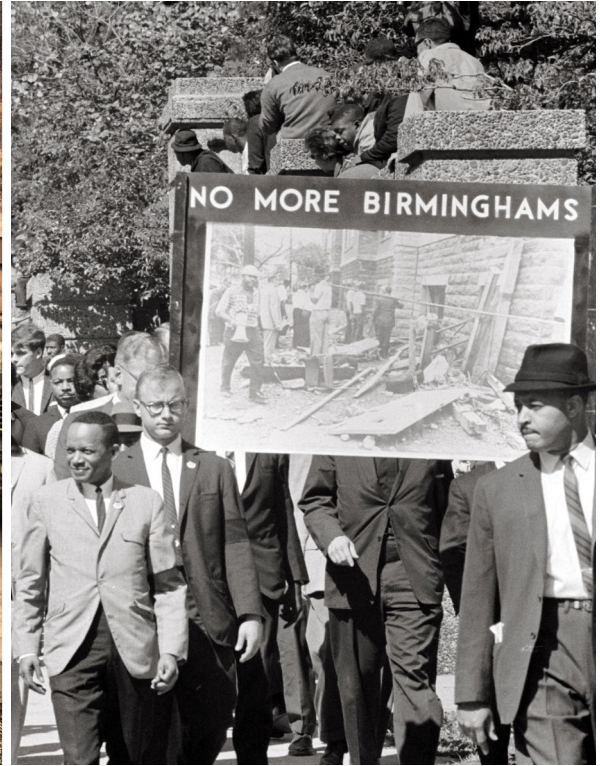
In September 1963, four Ku Klux Klansmen dynamited a church in Birmingham, Alabama. Four young African-American girls died in the blast. One survived. The story of survivor Sarah Collins Rudolph is one of more than 150 firsthand accounts of America's struggle for racial equality featured in *Voices of the Civil Rights Movement*, a multimedia collaboration between Comcast NBCUniversal and the Equal Justice

Initiative. The project's ambition has grown each year. We launched an ongoing traveling exhibit, on loan to museums that showcase African-American history and culture. We gained a permanent presence on Xfinity On Demand. In 2018, we served as technology sponsor for the 50th anniversary commemoration of MLK's assassination, hosted by the National Civil Rights Museum. In addition, MSNBC and NBC News produced and aired the two-hour documentary *Hope and Fury: MLK, the Movement and the Media*.

(Opposite) Top: Lester Holt reports for the *NBC Nightly News*.

Right: Comcast's *Voices of the Civil Rights Movement* brings significant historical moments, such as the church bombing in Birmingham, Alabama, to life.

Bottom: *Voices of the Civil Rights Movement* preserves history through video interviews.





Meeting the Next Wave of Political Storytelling

Meet the Press didn't just shape political journalism on TV. It *invented* it. So the show celebrated its 70th anniversary by again creating something new. In 2017, Comcast NBCUniversal provided philanthropic support to the nonprofit American Film Institute to launch the *Meet the Press* Film Festival. Filmmakers nationwide produced documentaries covering topics including the opioid epidemic, prisoner reform, freedom of the press, and the fate of undocumented immigrant workers. A success from the start, the festival saw three of this year's films nominated for Academy Awards in the Best Documentary (Short Subject) category.



Supporting Local Communities through NBC and Telemundo

NBC and Telemundo owned stations are deeply rooted in the communities they serve. In 2017, they launched the "Supporting Our Schools" campaign to raise awareness about how individuals can help students and teachers get needed resources. In partnership with Communities in Schools, DonorsChoose.org, and national nonprofits, the campaign included "Fill the Bus" school supply drive events that raised \$1.3 million in cash and goods. Meanwhile in Los Angeles, Telemundo 52 held its 14th annual El Poder En Ti Feria de la Salud health fair. The event provided more than 30,000 attendees with access to free health screenings, healthy cooking demonstrations, and more.



Top: The *Meet the Press* Film Festival, in partnership with the American Film Institute, encourages documentary filmmakers to explore untold political and civic stories.

Center: Chuck Todd, moderator of *Meet the Press*, plans to build on the success of the inaugural 2017 *Meet the Press* Film Festival and continue the series in the future.

Bottom: Local NBC and Telemundo owned stations collected more than 432,000 school supplies for students during the first "Supporting Our Schools" campaign.



SCHOOL SUPPLY DRIVE EVENTS RAISED

\$1.3M

IN CASH AND GOODS IN 2017.

WE'VE HIRED MORE THAN

15,000



VETERANS, NATIONAL GUARD
AND RESERVE MEMBERS, AND
MILITARY SPOUSES

IN THE LAST EIGHT YEARS.

Supporting Our Military Community

Our military ties go back to our roots. Before founding Comcast, Ralph J. Roberts served in the Navy during World War II. Since then, we've sought to make things easier for veterans by building a supportive culture with like-minded teammates. Meanwhile, we seek to serve military spouses who face their own challenges, as relocation can often limit employment opportunities. Year after year, we have surpassed our own goals — hiring more than 15,000 veterans, National Guard and Reserve members, and military spouses in the last eight years alone. We work with nonprofit partners such as Bunker Labs to support veteran entrepreneurs. For these contributions and more, Comcast NBCUniversal was recognized with the 2017 Secretary of Defense Employer Support Freedom Award.

To learn more about our military commitment, visit corporate.comcast.com/values/military



James Bryant, retired Staff Sergeant and Comcast Xfinity tech, is one of our proud veteran and military employees.

Sustainable Excellence from the Ground Up

When it comes to sustainability, there's no shortage of determined hearts within the company. Through a culture of sustainable innovation, we work to inspire environmental responsibility and aspire to zero emissions, zero waste, and 100% renewable energy. Our strategy revolves around four focus areas: energy and emissions, materials and waste, products and experiences, and engagement and outreach. We're using these focus areas to transform the way we operate, make our experiences more efficient, and actively promote sustainability in the communities we serve. In fact, in 2017 Comcast NBCUniversal committed to contributing 500,000 green volunteer hours by 2020. Together, we hope to empower more employees to foster a cleaner, healthier environment.

To learn more about our sustainability initiatives, visit corporate.comcast.com/values/sustainability

WE COMMITTED TO CONTRIBUTING

500,000

GREEN VOLUNTEER HOURS
BY 2020.



The future, state-of-the-art Comcast Technology Center will feature automatic daylight-harvesting window shades to reduce the need for lighting and cooling, and is expected to be 50% more energy efficient than its sister building down the street.

Transforming the Experience, One Customer at a Time

Serving as partners to our customers and communities is at the core of who we are as a company. With every step we take to bring the Comcast experience directly into our customers' communities, we become known less as a service provider and more as a true member of each community we serve. Our Studio Xfinity locations are designed to serve as hubs for the community to gather, connect, and learn. And our home security and automation solutions offer greater independence for people living with disabilities.

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Our customers come away feeling different — about Comcast as well as the place they call home. They see us as a true partner in community.

MATTHEW SUMMY

Greater Chicago Regional Vice President of External Affairs, Comcast Cable

Community members gather for a showing of *The Wiz* at the Studio Xfinity retail store in Chicago.



Our founder and my father, Ralph, believed that no business can thrive where its community cannot. He made giving back a priority, and today it is as ingrained in our DNA as innovation and entrepreneurialism.

BRIAN L. ROBERTS

Chairman and CEO, Comcast Corporation



COMCAST
NBCUNIVERSAL

corporate.comcast.com/csr2018



100% RECYCLABLE