

Confidential Feedback Report

Thank you for participating in the Environment Index 2004. Please find below a summary of your results, benchmarking your company's performance in the Index against that of other companies in your sector and the overall universe of participants. This year, a total of 178 companies are using the Index as a management tool, with 168 companies participating in the public Index.

Company	Pearson
Sector	Media & Entertainment
Economic Group	Cyclical Services

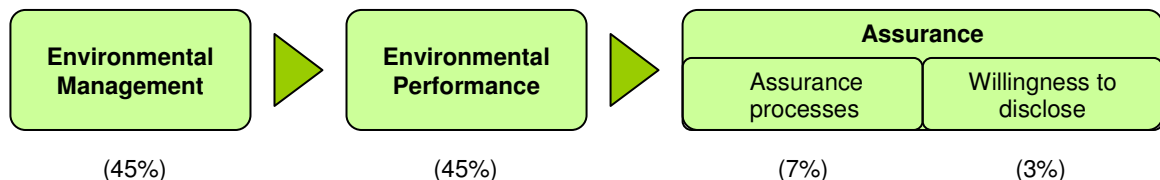
<u>Sector Ranking</u>	
1.	Pearson
2.	British Broadcasting Corporation
3.	Reed Elsevier
4.	British Sky Broadcasting, 'Sky'
5.	ITV

	2004*	2003
Overall Score	88.35%	77.87%
Sector Rank	1 / 5	4 / 6
Economic Group Rank	7 / 42	25 / 45
Overall Index Rank	51 / 168	107 / 176

***NB:** Some of the questions for the 2004 Index have changed since the 2003 survey, and have become more detailed and challenging. This should be kept in mind when comparing 2004 scores and rankings with those in 2003.

Index Model

The Environment Index assesses the extent to which environmental responsibility is integrated throughout an organisation, and provides a benchmark for both environmental management and performance in impact areas material to the business.

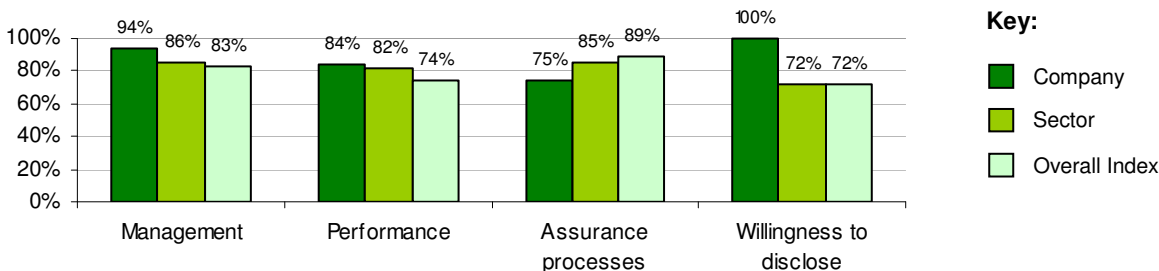


Scoring: The Management and Performance sections have been equally weighted at 45%, while the Assurance section (which covers the entire survey) has been weighted at 10%. Within the Management section, all questions have been equally weighted, except for the Supply Chain and Stewardship questions, which carry double the weight of others. Within the Performance section, all three impact areas carry the same weight. Within the Assurance section, assurance processes make up 7% of a company's overall score, and willingness to disclose contributes the remaining 3%.

Overall Summary

The following provides a summary of your company's overall performance in the main areas of the Environment Index. More detailed results are provided in the subsequent sections. For reference, each chart is normalised to 100%.

Overall Management, Performance and Assurance Scores

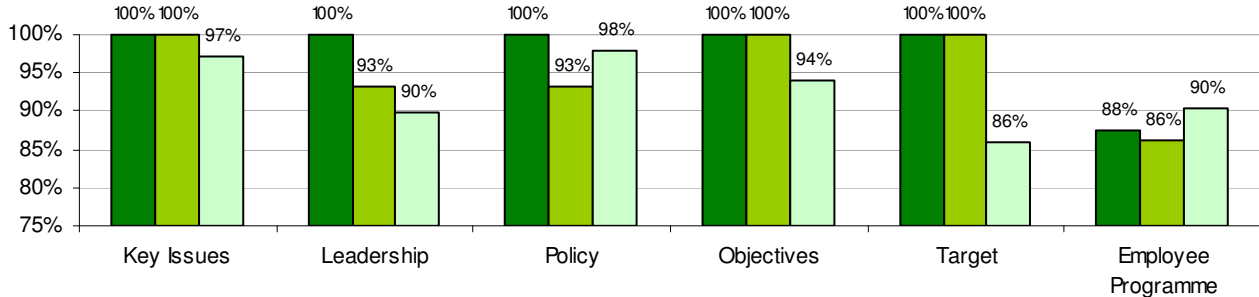


Key:
■ Company
■ Sector
■ Overall Index

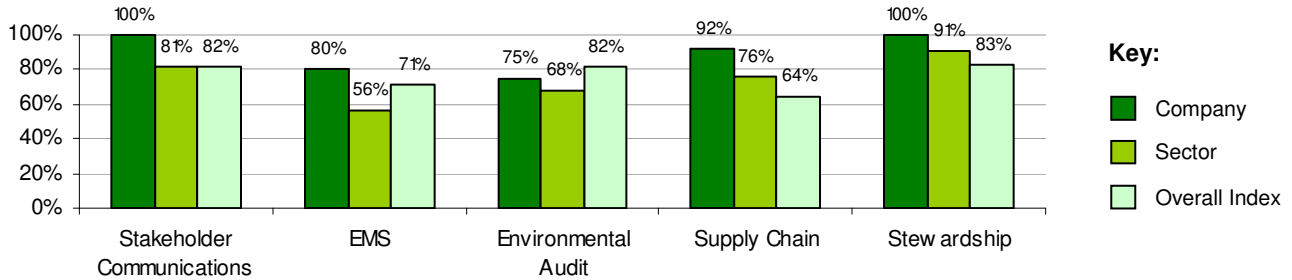
Section 1 – Environmental Management

Environmental management encompasses the extent to which a company understands and manages its environmental impacts and, where appropriate, makes environmental issues an integral part of its business strategy. The graphs below show your company's scores in the Index management areas, benchmarked against the scores of your peers and the overall Index universe.

**Management Section Benchmark
(Part 1)**



**Management Section Benchmark
(Part 2)**



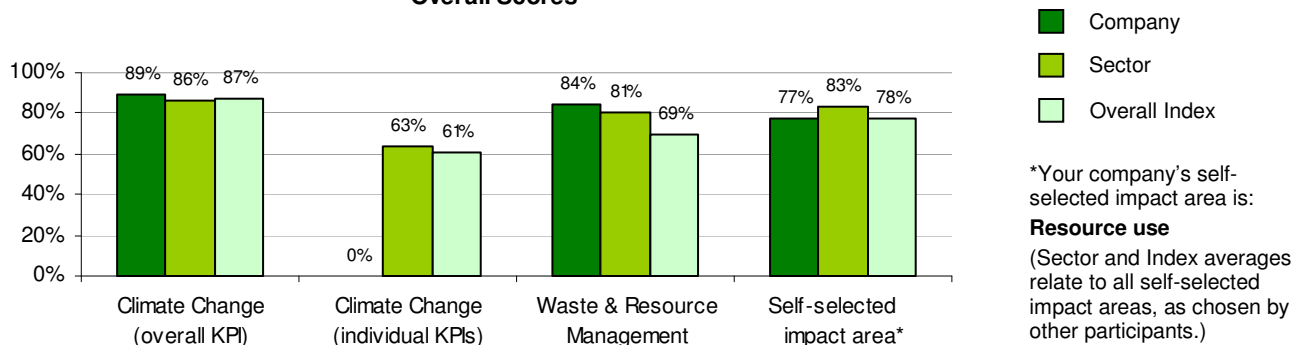
Section 2 – Environmental Performance

The Environmental Performance section of the Index assesses the extent to which companies measure, manage and publicly report their key environmental impacts. As part of this, the Index considers the scope and quality of measurement and reporting, asks whether companies set performance improvement targets, and checks whether companies can demonstrate continuous improvement in the different impact areas.

Each company was asked to complete a total of three impact areas – two mandatory areas (Climate Change and Waste), and one self-selected area material to their business.

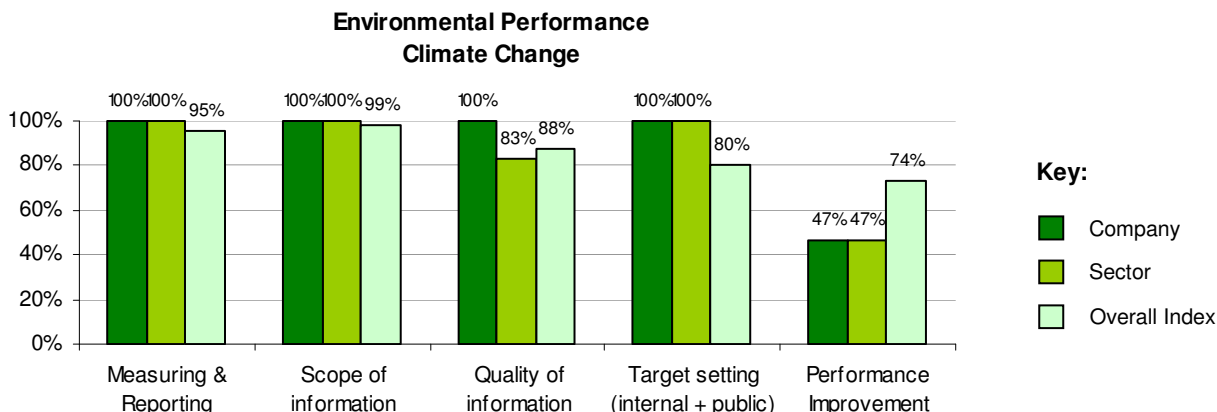
The following graphs illustrate your company's performance in both core areas and your self-selected area, compared with the average performance of your sector and the overall Index.

**Environmental Performance
Overall Scores**

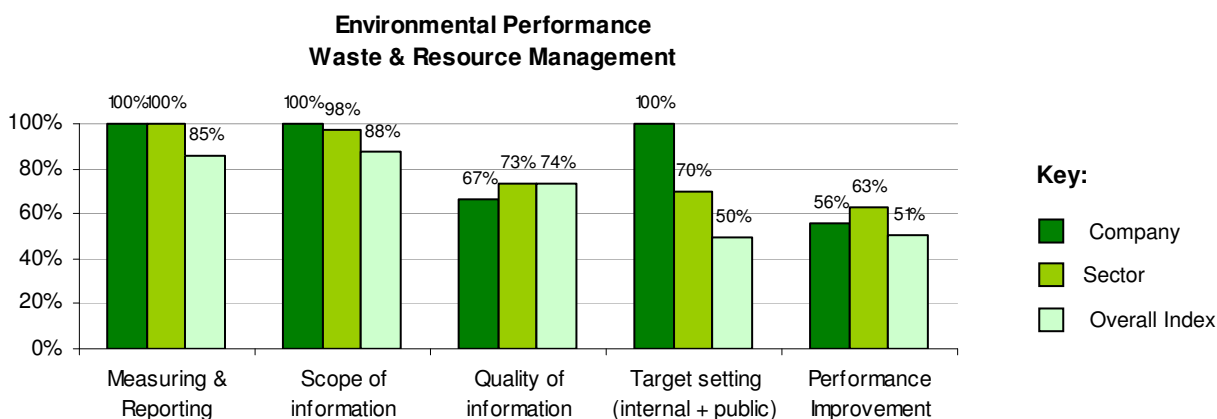


Section 2 – Environmental Performance – detailed breakdown

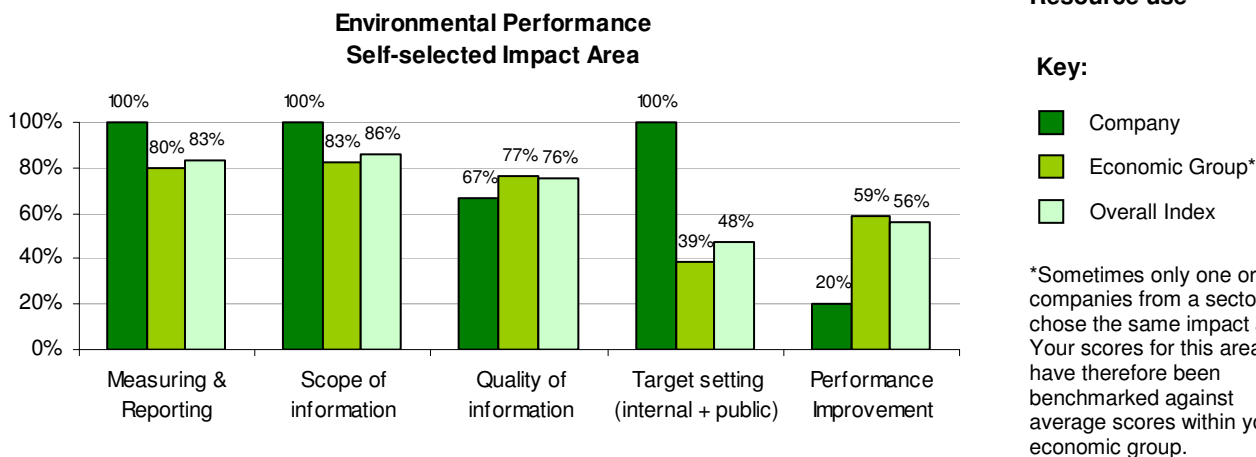
For **Climate Change**, companies were given the choice of reporting either on one overall, or several individual Key Performance Indicators (KPIs), including energy, transport and process emissions. 80.00% of companies within your Sector chose to report in terms of an overall KPI for Climate Change, and 20.00% chose to report on individual KPIs. Your company has decided to report on **an overall KPI**. Detailed scores are shown below.



All companies were required to answer the **Waste & Resource Management** question, which looks at a company's approach to waste reduction at source, waste re-use/recycling and waste disposal.



Finally, companies were asked to report on a self-selected impact area material to their business. Your company has chosen to report on **Resource use** – 23.81% of your economic group* and 13.10% of the overall Index have chosen to report on the same impact area, and your scores are benchmarked against theirs.



Should you wish to receive more detailed analysis and would like further information about our Benchmarking Plus services, please contact us at Business in the Community at: bie@bitc.org.uk