

2021 DIVERSITY + INCLUSION REPORT

LAST YEAR, WE SET OUT OUR AREAS OF FOCUS THAT INCLUDE:

- Better representing our audience
- Giving those who do not have equal opportunities a voice
- Building a diverse and inclusive workforce where everyone feels comfortable to be themselves

Our first step was to share data about our organisation and set ourselves some long term ambitions and commitments. This update shares the progress we've made so far as we continue to put finding the best talent at the heart of everything we do.

We will continue to share our Diversity and Inclusion Report on an annual basis.



"WELCOME TO OUR 2021 DIVERSITY AND INCLUSION REPORT.

I am immensely proud, not just of the progress we have made since setting our first Diversity and Inclusion strategy in 2020, but of the incredible hard work from teams across the business to ensure that we put diversity and inclusion at the centre of what we do and how we do it.

At LADbible Group, a key part of our mission is to give the youth generation a voice, but we know that there is a proportion of that generation, specifically under-represented communities, who are not being heard enough. This report reflects on some of the achievements we have made so far and also reinforces our continuing commitment to investing in this area to ensure we can help instil lasting change."

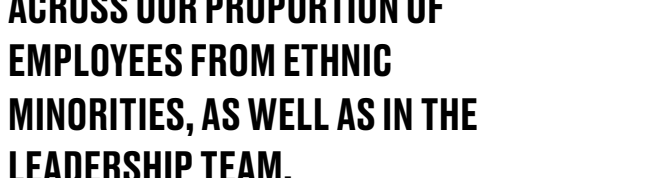
SOLOLY SOLOMOU
Founder & CEO, LADbible Group

OUR PROGRESS / WHERE WE ARE GOING

LAST YEAR WE RAN OUR FIRST DIVERSITY AND INCLUSION SURVEY AND SHARED THE RESULTS, ALONGSIDE OUR AMBITIONS FOR OUR LONG TERM VISION.

Below is an overview of the progress we have made so far. As you will see, in some areas we've made big leaps forward and in other areas, there is continued work to be done.

GENDER



WE HAVE MAINTAINED OUR GENDER SPLIT ACROSS THE BUSINESS, WITH A SLIGHT INCREASE FOR FEMALES

(+1 percentage point vs a year ago).

Where we see more progress is amongst our leadership team. Although this refers to a smaller group, now nearly 1 in 3 of our leaders are female (+10 percentage points vs a year ago).

WE ARE COMMITTED TO REACHING A 50/50 GENDER SPLIT ACROSS OUR BUSINESS

and whilst our D&I strategy does not include a specified target to hire non-binary employees, our D&I and recruitment policies are constantly being reviewed to ensure that they support employees and future employees who identify as non-binary.

ETHNICITY

IMPROVEMENTS HAVE BEEN MADE ACROSS OUR PROPORTION OF EMPLOYEES FROM ETHNIC MINORITIES, AS WELL AS IN THE LEADERSHIP TEAM.

We have achieved our ambition, with 20% of our overall business now from an Ethnic Minority group (+10 percentage points vs a year ago).

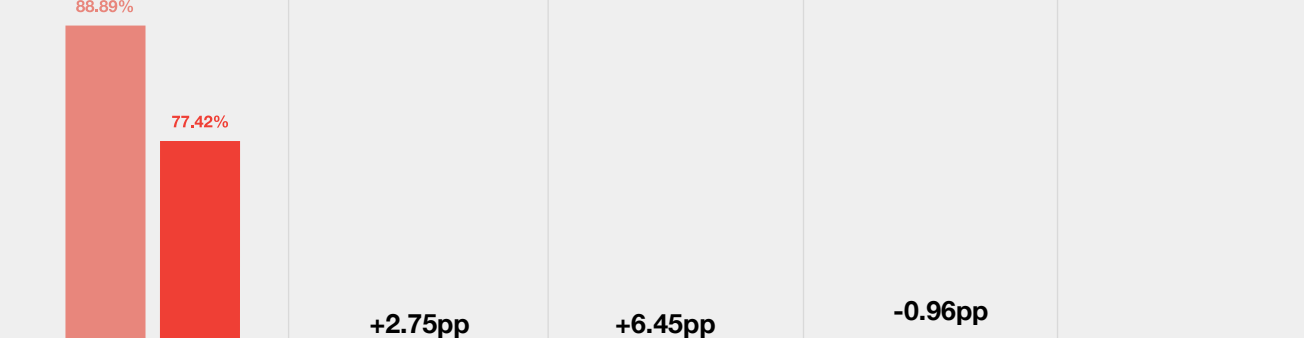
Similarly, we have also achieved our ambition, with 22.6% of our leadership team now from an Ethnic Minority group (+11.6 percentage points vs a year ago).



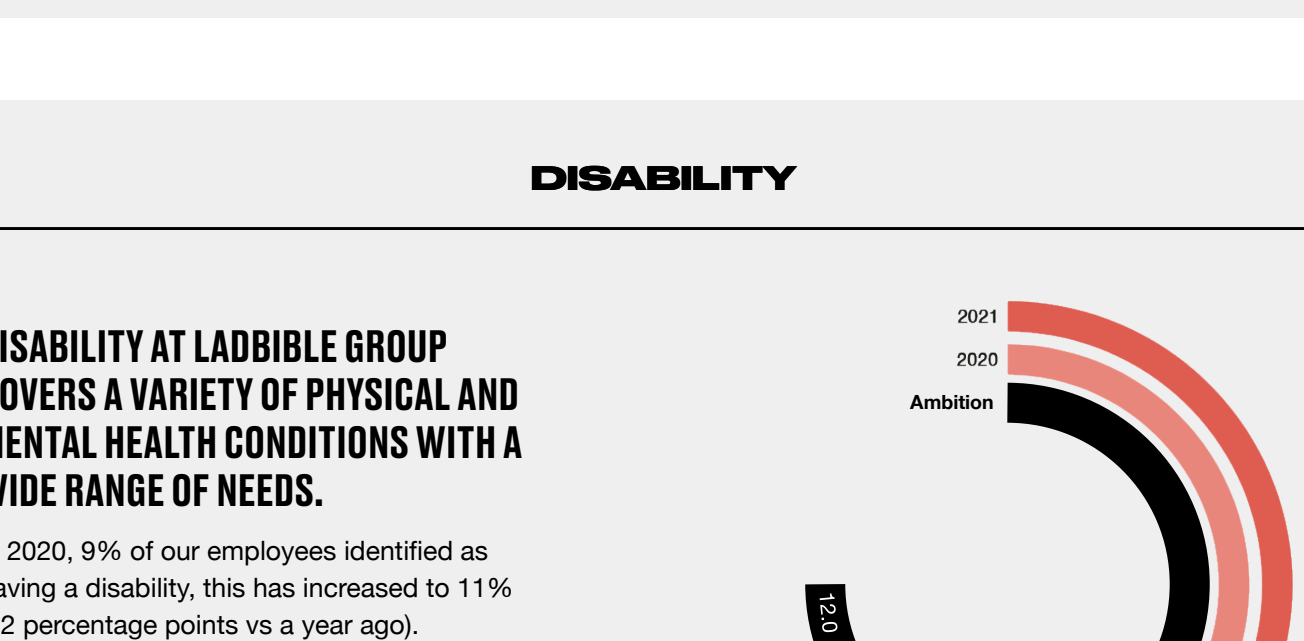
LAST YEAR WE REPORTED ON ETHNIC MINORITY GROUPS AS ONE FIGURE WITH AN OVERALL AMBITION OF 20%.

We believe it is really important to share how this is broken down on an individual ethnicity basis and how that compares to last year so we can monitor our progress in a more meaningful way.

ALL EMPLOYEE ETHNICITY DATA BROKEN DOWN FOR 2020 AND 2021



LEADERSHIP ETHNICITY DATA BROKEN DOWN FOR 2020 AND 2021

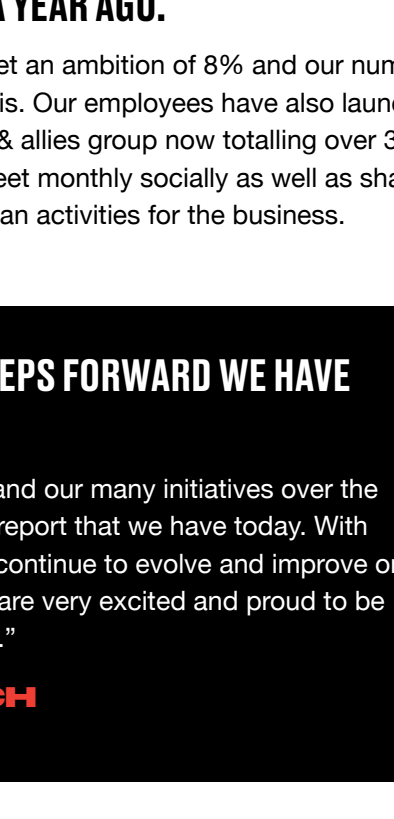


DISABILITY

DISABILITY AT LADBIBLE GROUP COVERS A VARIETY OF PHYSICAL AND MENTAL HEALTH CONDITIONS WITH A WIDE RANGE OF NEEDS.

In 2020, 9% of our employees identified as having a disability, this has increased to 11% (+2 percentage points vs a year ago).

We have also become accredited as a disability confident employer in the past year.



LGBTQIA+

15% OF PEOPLE IDENTIFY AS LGBTQIA+ WHICH IS AN INCREASE OF +7 PERCENTAGE POINTS VS A YEAR AGO.

Last year we set an ambition of 8% and our numbers now exceed this. Our employees have also launched an LGBTQIA+ & allies group now totalling over 35 people who meet monthly socially as well as share material and plan activities for the business.

"THIS YEAR'S D&I REPORT SHOWCASES SOME OF THE BIG STEPS FORWARD WE HAVE TAKEN AND IT HAS BEEN A HUGE TEAM EFFORT."

We've seen the entire team at LADbible Group get behind our ambitions and our many initiatives over the past year. Without everyone leaning in, we wouldn't be able to share this report that we have today. With that being said, our D&I strategy is a long term commitment, that we will continue to evolve and improve on over the coming years. We know that much more work is needed but we are very excited and proud to be able to build on the foundations we have created over the last 12 months."

FELICITY ROTHWELL & SINEAD ALLCHURCH
HR Directors, LADbible Group

REMINDER OF OUR DIVERSITY & INCLUSION COMMITMENTS

LAST YEAR WE SET OUT OUR COMMITMENT TO DIVERSITY AND INCLUSION, AND AIMED TO BUILD ON THE WORK WE HAD ALREADY STARTED BY FOCUSING ON THREE AREAS: INCLUSIVE WORKFORCE, OUR CONTENT AND OUR IMPACT.

Below, we have detailed what we have so far achieved against each of the key focus areas. In the 'Looking Back' section, we refer to the work started over the past year, and in the 'Looking Forward' section, we lay out what we are committed to achieving in the next 12 months.

We are also incredibly proud of the additional initiatives that we have introduced, which have been instrumental in helping us to make progress against our ambitions. These include LADfamily; a series of family friendly policies and guides which support those with families, or those who are thinking about starting a family, including pregnancy loss and fertility treatment policies.

We will continue to work with our employees to identify further opportunities and implement new ways to support diversity and inclusion and reach our ambitions.

1 INCLUSIVE WORKFORCE

2 OUR CONTENT

3 OUR IMPACT

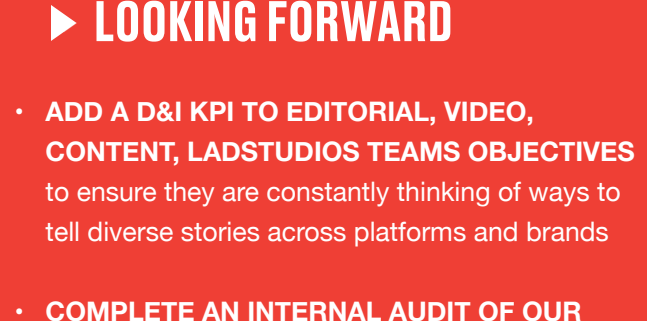
INCLUSIVE WORKFORCE

◀ LOOKING BACK

- **REVISE OUR FLEXIBLE WORKING POLICY:** although we are all currently able to work from home, we have launched our blended working policy for when we are able to return. The policy allows teams and individuals the autonomy to agree how best they can balance home and office working.
- **BECOME A DISABILITY CONFIDENT EMPLOYER:** we have gained our Disability Confident status.
- **LAUNCH UNCONSCIOUS BIAS TRAINING:** all employees have now completed Unconscious Bias training and we are running regular sessions for new starters.
- **RECRUITMENT D&I STRATEGY:** alongside working with hiring managers to ensure they have inclusive teams, we are anonymising all applications, and post roles on a number of inclusive job boards.
- **LEADERSHIP SCHEME:** we have launched both a leadership and management programme this year which 79 people have attended so far.
- **REPORT ON GENDER PAY GAP AND CONTINUE WORK ON THIS:** Later this year, we will be releasing our detailed gender pay gap reporting. However, in the interim, our overall average pay gap has reduced by a further 0.5% from 4.08% to 3.64%.

▶ LOOKING FORWARD

- Become a **DISABILITY CONFIDENT LEADER**
- Introduce a **TRANSITIONING POLICY** to create a trans-inclusive environment
- Creation of further **COMMUNITY AND ALLIES GROUPS** supported by training for allies
- A dedicated D&I section on our **CAREERS PAGE**
- Partner with **BLACK YOUNG PROFESSIONALS (BYP) AND CREATIVE ACCESS**
- Partner with **DISABILITY CHARITIES AND NETWORKS**
- Development of **LADUCATION** - our L&D programme



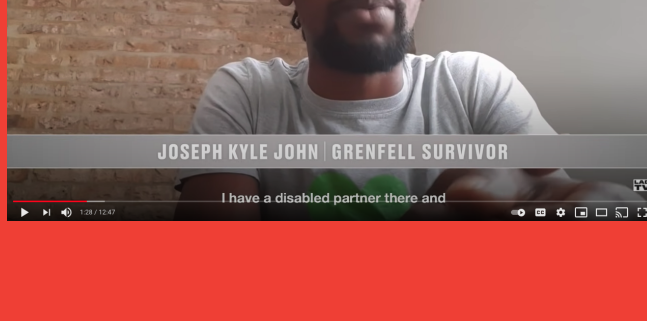
OUR CONTENT

◀ LOOKING BACK

- **INCREASE OUR WORK WITH DIVERSE CREATIVES:** All of our teams have worked hard to reach out to a broad range of creators and we have worked with our platform partners to help share content wider. Initiatives include, working with TikTok to highlight up and coming musicians from under-represented backgrounds, and we have worked with Facebook on a Pride panel to share stories from Drag Queens.
- **INCREASE DIVERSITY OF CONTENT:** Over the past year we have launched new formats to help shine a light on issues and pass the mic to diverse voices. These include our Minutes with format which interviews someone new every week. Episodes have focused on someone who was born intersex, male suicide, abortion, sexual harassment and disabilities to name a few. Episodes on average achieve over a million views across our channels every week.
- **LAUNCH NEW COMMUNITY GUIDELINES AND TRAIN A TEAM OF MODERATORS:** We introduced new community guidelines and upskilled our content acquisitions team to support on key pieces of content, both editorial and commercial, to help manage comments. Our editorial teams, also support on key content releases, and we have added signposts to content that has received controversial comments outlining our guidelines and banned repeat offenders from our community.
- **AMPLIFY CONTENT FROM UNDER REPRESENTED CREATORS ACROSS ALL BRANDS:** We have featured people from diverse backgrounds throughout all our platforms in the day to day output on the channels, in line with being as reflective as possible of our entire global community. This includes a strong stream of brilliant access videos from creators from different communities and cultures sharing the realities of their lives.

▶ LOOKING FORWARD

- **ADD A D&I KPI TO EDITORIAL, VIDEO, CONTENT, LADSTUDIOS TEAMS OBJECTIVES** to ensure they are constantly thinking of ways to tell diverse stories across platforms and brands
- **COMPLETE AN INTERNAL AUDIT OF OUR CONTENT TO UNDERSTAND DIVERSITY**, and set internal targets by team to help ensure our content tackles a variety of issues and represents a wide variety of backgrounds
- Launch a campaign or content series on one of our channels that **DIRECTLY HIGHLIGHTS AN ISSUE EXPERIENCED BY AN UNDER-REPRESENTED GROUP**



OUR IMPACT

◀ LOOKING BACK

- **PAID INTERNSHIPS:** we welcomed our first cohort of 16 Kickstarters in May 2021. Our second cohort will begin their placements in November.
- **MENTORSHIP AND REGULAR TRAINING FOR NEW TALENT:** over the last 12 months we have introduced training on leadership and management, mental health, nutrition, finances & wellbeing. As part of Kickstart we have also partnered with the Princes Trust to deliver training.
- **APPRENTICES:** we have launched LADpprentice and two apprentices have joined our Social Creative team.
- **SCHOOL OF LAD:** unfortunately our work here was delayed because of Covid and school closures. We have re-started these conversations for 2021-22.

▶ LOOKING FORWARD

- **INTRODUCE RETURNSHIPS** to give people (usually women) placements after an extended career break.



HERE ARE SOME OF THE WAYS WE ARE ENCOURAGING OUR TEAMS TO GET INVOLVED ALREADY:

- 01 Work with our Talent team – hiring and referrals
- 02 Kickstart
- 03 Join or start an allies group
- 04 School of LAD
- 05 Share your ideas

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