



PEOPLE AND SOCIETY

In the period we launched the 'You're On Mute' campaign to inspire young people to vote in the general election. In partnership with creators, we spread the message through an out-of-home ad campaign at Glastonbury Festival, boosting election awareness among young adults.

With the charity Stamp Out Spiking, we raised awareness of drink spiking in the UK and pushed for legislative change. The campaign featured a four-part mini-series, Survivors of Spiking: Our Stories, backed by insight from LADnation, the Group's consumer youth panel, and was supported by Capital XTRA host Jourdan, social content, and out-of-home ads in Manchester.

On 17 July 2024, the Government announced drink spiking would be made a specific offence.

LBG Media was named The King's Trust's first official social partner for its annual awards, celebrating young people who've overcome barriers. We activated content leading up to the event, surprising winners with idols like Chunkz, and hosted the exclusive red carpet. Additionally, we launched our second LADnation report with the Trust, highlighting the challenges young people face in building careers and achieving financial stability.

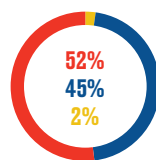


DIVERSITY & INCLUSION

LBG Media is committed to building a diverse, inclusive workforce that reflects our global audience. We always look to challenge ourselves and our audience to think differently and create an environment where our people can directly influence our work.

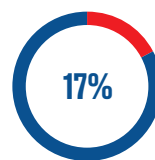
This year, we have introduced reporting on social mobility as part of our annual targets. We will continue to work to improve our policies and working practices to meet our targets and will be monitored annually by management.

LBG Media January – September 2024 D&I Survey Results



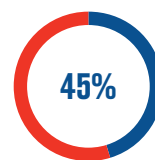
GENDER SPLIT

TARGET – 50/50%



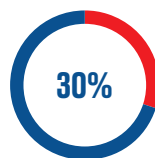
LGBTQ+ WORKFORCE

TARGET – 8%



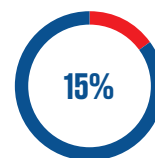
WOMEN IN SENIOR ROLES

TARGET – 50%



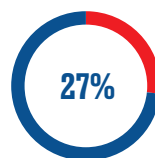
DIVERSE LEADERSHIP

TARGET – 20%



DISABILITY

TARGET – 12%



ETHNICITY

TARGET – 20%



Male



Female



Other

