

Global DE&I Report

2023



A Message from the Global Director of Talent and DE&I

Dear All,

As the Global Director of Talent Acquisition and DE&I here at Equativ, I am honored to present our 2023 Global DE&I Report.

At Equativ, we understand DE&I isn't just a box to check and we recognize the work it takes to truly **be thoughtful** when it comes to speaking up, challenging the status quo, and advocating for inclusivity.

Though our DE&I journey is still unfolding, it's essential to recognize the strides we've taken thus far as we shape our path ahead.



"When we value diversity, we create a culture of belonging. When we embrace inclusion, we build a community of support. And, when we work together, we achieve greatness."

In 2023:



Gender diversity remained a priority for us, with our talent acquisition teams actively sourcing diverse candidates and a general focus within the company on more female representation as industry spokespersons in the media, at events, within Equativ, etc.



We expanded our efforts around DE&I education and awareness by developing and launching a training program that rolled out to all employees in Q4 and is now part of our new employee onboarding.



Our Be Glad Committee, which is our Employee Resource Group, organized events focused on educating employees on the importance of topics such as Pride Month and Black History Month and supported initiatives such as Giving Month and Heritage Days where regional offices highlighted local causes and culture.

As we celebrate these achievements, we remain aware that there's still a great deal of work ahead. In 2024, we eagerly anticipate the chance to **Be Brave** confront our own biases, embracing diverse viewpoints to propel the adtech industry toward greater diversity, equity, and inclusion.

We hope you'll join us on our journey to **Be Together** in building a more inclusive adtech industry.

Yours Sincerely,
Alix de Carné Carnavalet



2023 Highlights

As we look back at last year and compare our efforts to 2022, here are a few accomplishments we're proud to share:

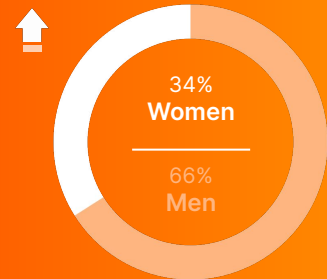
- 45% of our 2023 hires were women - compared to 37% in 2022
- 33% of US staff expressed minority compared to 28% in 2022
- Creating a bespoke learning path on DE&I and launching the first-part in 2024
- Be Glad Committee engaging our global offices by hosting educational events around a range of DE&I topics

Gender

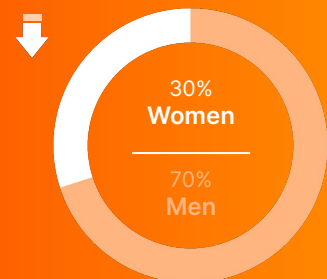
On a global scale, women now make up 34% of Equativ's workforce, marking a 1-point rise from 2022. Encouragingly, in the US and LATAM regions, we're nearing gender parity, having experienced a 5-point increase in female representation in 2023.

By Region

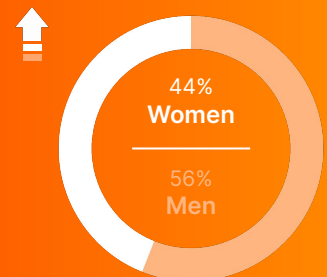
Global
(551 employees)



EMEA - MENA/APAC
(418 employees)



Americas
(133 employees)



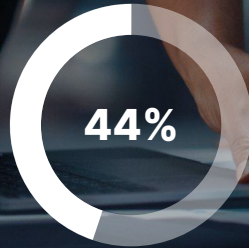
By Department

Central Functions
(Marketing, Finance, HR, Legal, IT, Office, CEO Office)



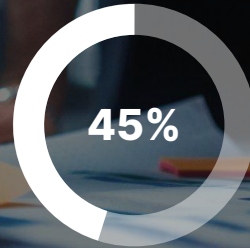
■ Men ■ Women

Revenues & Operations
(Supply & Demand Sales)



■ Men ■ Women

Excellence Centers
(Sales Excellence & Delivery Excellence)



■ Men ■ Women

Tech
(R&D, Product)



■ Men ■ Women

Increased representation of women at Equativ

10% in our Excellence Centers

5% across our Central Functions

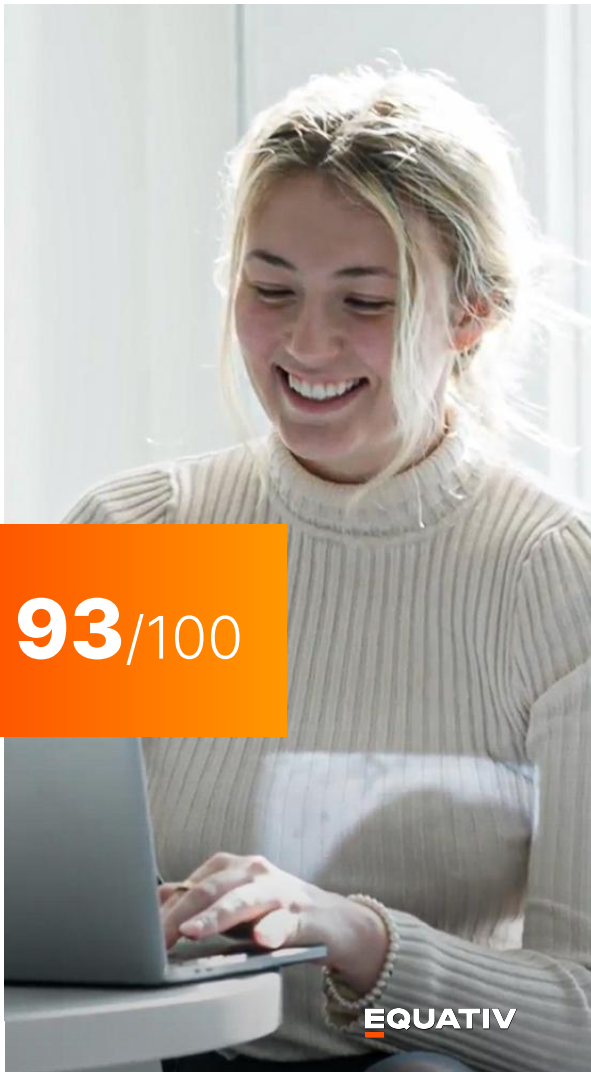
Ad tech is heavily tech-oriented - even within “classic” functions - which can pose challenges in recruiting. In some markets, such as France, Germany, and Poland where our R&D operations are located, the talent market is very tight with fewer females overall in these occupations.

Despite the challenges we’re still working to overcome, we’re proud to have increased representation of women at Equativ by 10% in our Excellence Centers and by 5% across our Central Functions in 2023.

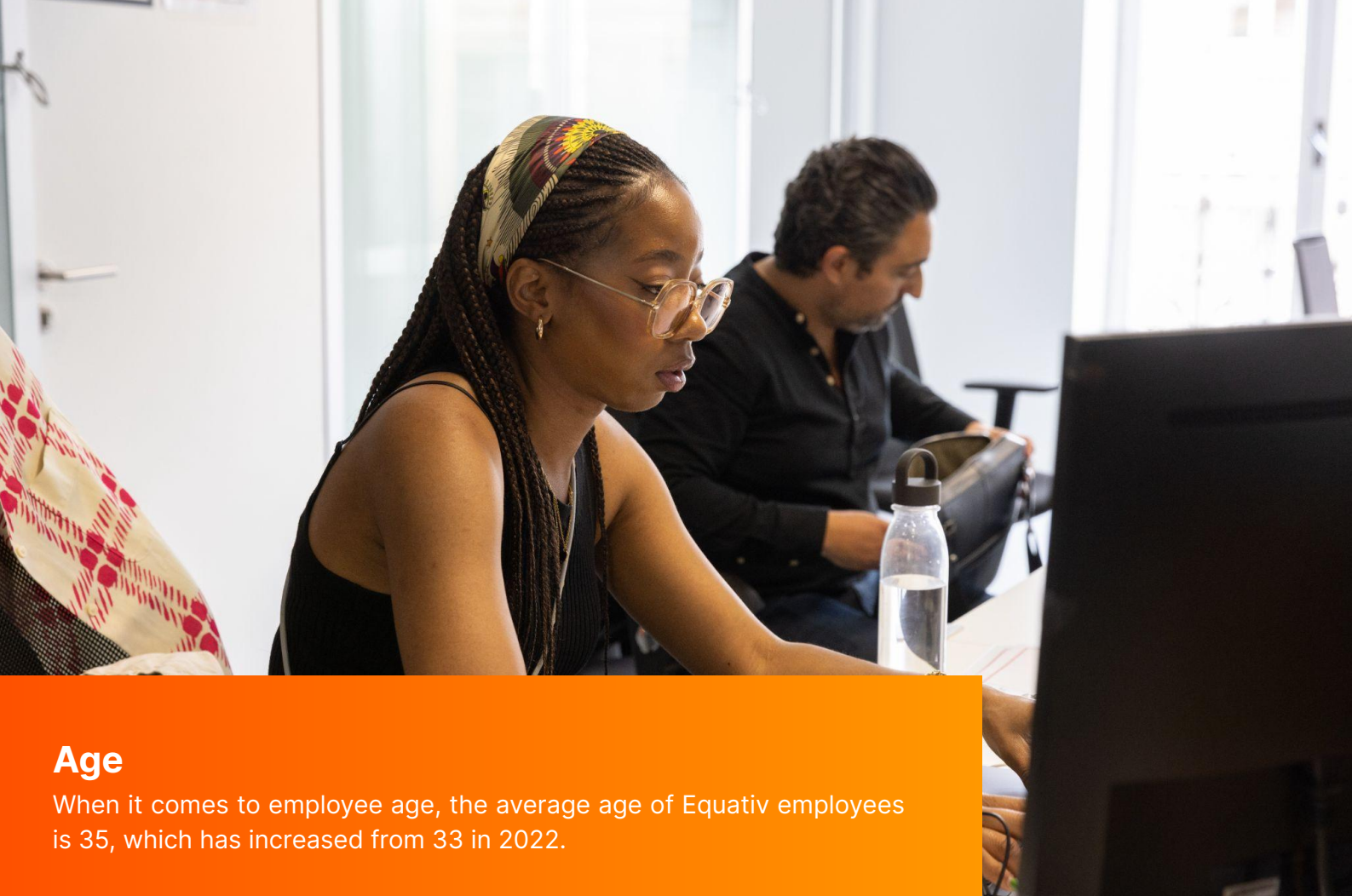
France Gender Equality Index

French law requires companies with more than 50 employees to calculate and publish their Gender Equality Index each year.

Our 2023 score is 5 points above the overall average score in France.

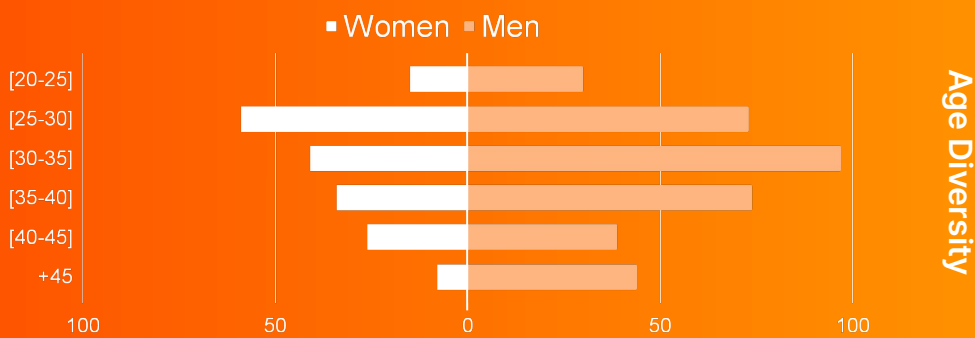


93/100



Age

When it comes to employee age, the average age of Equativ employees is 35, which has increased from 33 in 2022.



Nationality

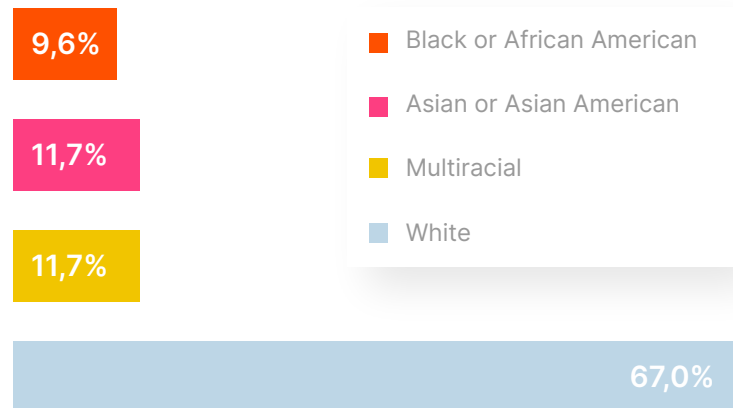
At Equativ our staff represents 42 nationalities. We're proud of the diversity of nationalities among our employees and recognize that it helps us serve a diverse and global client base in an authentic and engaged way.





Expressed Minority

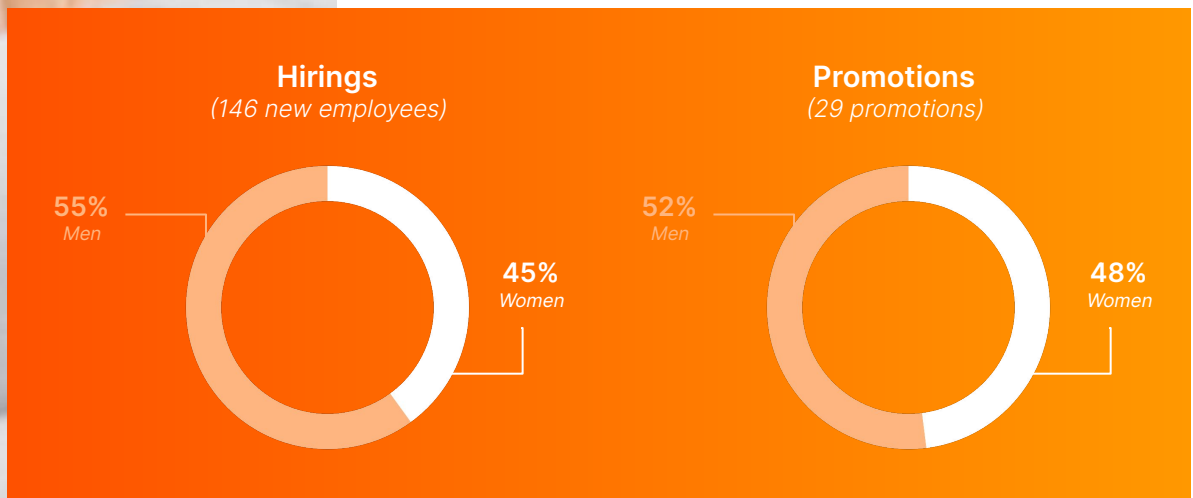
(Data only available in the US)



We are proud to report that in the US, where we collected expressed minority data, 33% of our employees identify as Multiracial, Black or African-American, or Asian or Asian-American. This is a 5-point increase compared to our 2022 data.

Growth & Opportunity

We onboarded 146 new employees in 2023 and 45% of those who were hired were women, bringing the overall total of female employees at Equativ to 34%. In addition, 48% of the 29 promotions announced in 2023 were female employees.



Management & Governance

Over the past year, we increased the number of women in management positions by 5%. In addition, we appointed Catherine Sullivan and Mykim Chikli to our Strategic Advisory Board as we work to also diversify representation on our Executive Committee.

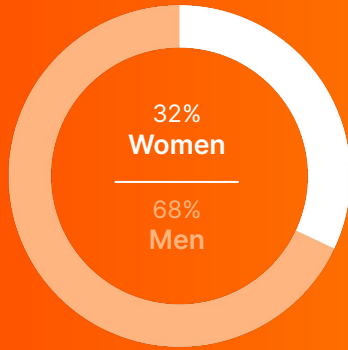


Catherine Sullivan

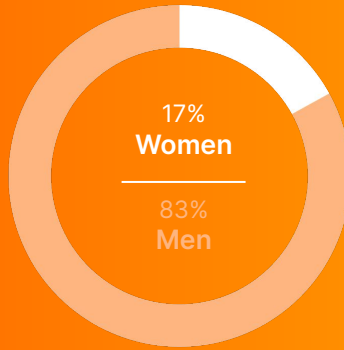


Mykim Chikli

Management



Executive Committee



Be Glad Initiatives

Our Be Glad Committee, which was established in 2022, continued to expand their efforts to further their mission of spreading awareness around DE&I topics through educational workshops and events.

Some of the initiatives led by the Be Glad Committee in 2023 included:



Heritage Days

A global effort to celebrate the multiculturalism at Equativ where each office planned and hosted an event showcasing the food, dress, and traditions connected to their culture.



Month of Giving

Supporting regional offices in selecting a local cause/charity to volunteer with or collect donations on their behalf.



Mental Health Awareness

Partnering with NAMI to offer a webinar focused on mental health awareness in the workplace.



Pride Month

Organizing a series of mini-games where teams from all offices were able to learn about LGBTQIA+ culture and history and win meal donations to benefit the LGBTQIA+ youth community.



Looking ahead

While we take pride in our 2023 achievements, we acknowledge that the journey toward diversity, equity, and inclusion is ongoing. There's still much on the horizon—both for Equativ and the ad tech industry at large.

In 2024, diversity and education remain paramount as we persist in nurturing a culture where every individual feels valued, supported, and empowered to bring their authentic selves to work each day.

Our commitment to transparency in hiring practices and reporting remains steadfast, ensuring accountability for our actions. We're dedicated to expanding the reach of the Be Glad Committee and actively seeking input from all employees to shape our initiatives. Furthermore, we stand resolute in our fight against discrimination in all its forms, upholding our inclusive ethos.

Inclusion transcends mere tolerance of differences; it's about coming together, celebrating diversity, and fortifying our team's unity.

—

About Equativ

Equativ is a leading independent ad tech platform built to serve the interests of both advertisers and publishers. Equativ provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers, and combines client expertise and engineering excellence to serve the interests of both the supply-side and demand-side with equal professionalism and technical sophistication.

Headquartered in Paris and New York, Equativ operates globally with a team of more than 550 in 20 offices. Equativ offers the market its own independent ad server, SSP, buyer tools, and media services to fulfill the promise of advertising technology. Learn more at Equativ.com.

