



DIVERSITY, EQUITY, AND INCLUSION POLICY

AI-Media's commitment to diversity, equity and inclusion has been ingrained in our organizational DNA since our inception in 2003. Our Company was founded on the belief that everyone, regardless of their abilities, deserves equal access to information, education and opportunities, and we have consistently strived to create an inclusive environment where employees are valued for their unique backgrounds, skills, and perspectives.

We are proud of our inclusive culture and recognition that diverse perspectives enhance the quality and impact of our services. This policy outlines our ongoing commitment to diversity, equity and inclusion (DE&I) and sets the foundation for our actions and initiatives in creating an inclusive work environment.

If you believe one of our policies or practices, or the actions or behaviour of someone, does not support equity and inclusion, please raise it immediately with your People Leader. Actions and/or behaviours that are contrary to this policy may result in a formal performance improvement intervention, or a disciplinary process.

WORKPLACE DIVERSITY

We acknowledge and value the differences among the people we work with, manage, and interact with daily. Valuing diversity means we actively seek to build a workforce that reflects the diverse communities we serve throughout government, broadcast, education, and corporate enterprises. Diversity includes, but is not limited to, differences in age, gender, gender identity, race, ethnicity, national origin, cultural background, religion, sexual orientation, disability, marital or family status and socio-mobility background.

We value and support a variety of perspectives as well as cognitive and neuro diverse thinking, leveraging the different thoughts, skills, experience and working styles of our people, through inclusive decision-making practices.

EQUITY

We are committed to fostering an environment of fairness and equal opportunity, where every employee has an equal chance to thrive and succeed. We recognize that historical disadvantages and systemic barriers exist, and we are dedicated to identifying and addressing them through proactive measures. We provide equitable access to resources and benefits, striving to create a level playing field for all employees.

We promote equal employment opportunities, and all hiring, promotion, and compensation decisions are based on merit, qualifications, and job-related criteria. We strive to eliminate and recognize bias and discrimination in all aspects of employment, ensuring a fair and inclusive process for recruitment and selection.

INCLUSIVE CULTURE

We are dedicated to fostering an inclusive culture that affords every person the opportunities necessary for their professional success and growth. An inclusive culture promotes open-

mindedness, encourages constructive dialogue, encourages fresh viewpoints, and seeks to recognize and reject prejudiced or biased behaviours. It serves as a catalyst for innovation, enabling us to creatively address business challenges by harnessing a variety of perspectives.

We encourage open and honest communication, active listening, and collaboration across all levels of the organization. We promote a safe and supportive environment. Discrimination, harassment, vilification, and victimization have no place within our inclusive workplace.

We recognize that to realise our strategic intent we must be a leader in workplace inclusion and diversity. Embracing workplace DE&I keeps us authentic as we are better connected to the communities we serve. It encourages a variety of viewpoints that enhances organizational problem-solving and encourages continual improvement. It fosters the engagement of our people and assists us in becoming an employer of choice in a global and competitive employment environment.

TRAINING AND EDUCATION

We provide educational opportunities to increase awareness, understanding, and appreciation of diversity, equity and inclusion. We encourage our leaders to engage in continuous learning and development to foster a more inclusive and culturally competent workforce.

We acknowledge the importance of offering opportunities. For example, we established the Leonie Jackson Education Fund to facilitates educational opportunities for employees who have encountered challenges related to social mobility or disability.

ACCOUNTABILITY

We hold ourselves accountable for establishing measurable and time-bound goals to track progress towards our DE&I goals and regularly report on our achievements, challenges and initiatives to the leadership team and employees.

This policy is aligned to our vision and is reflected in the following actions:

- Providing full and equitable access to positions, including leadership roles, for all our employees
- Using key recruitment metrics to address gender equality in candidate hiring pools, which are included in the Executive Team's individual KPIs and reported to our Board
- We track Board and Senior Management diversity statistics , and broader employee censuses are undertaken annually
- Integrating DE&I training into our leadership development programs to ensure that managers are equipped with the skills to promote inclusive practices within their teams
- Providing opportunities and support for flexible working, including recognizing employees' family and care responsibilities
- Facilitating opportunities for employees during extended parental leave to stay engaged with the business, such as granting them the choice (with no obligation) to receive all-staff communications and participate in work functions and training programs
- Providing a flexible holiday option to allow staff to exchange a designated public holiday for one that holds cultural or religious significance for them
- Respecting and participating in cultural protocols as appropriate, for example an Indigenous 'Welcome to Country' ceremony and an 'Acknowledgement of Country' statement at all Board, AGM and Investor meetings

- Actively engaging with external organizations that share our commitment to diversity, equity and inclusion. We seek opportunities to contribute to DE&I initiatives and industry forums that promote diversity, inclusion, and equality in our broader society
- Continue commitment to our Rainbow Registered & LGBTQIA+ Business of Choice Award and Certification in Canada

POLICY REVIEW

This policy shall be reviewed by the Remuneration and Nomination Committee at a minimum of once every 12 months to ensure its continued currency.

Approved By: Tony Abrahams, CEO (Chief Executive Officer) (29 August 2023)

Reviewed By: Cheryl Hayman, Remuneration & Nomination Chair

Prepared By: Donna Reid, COO; Internal Review Signoff: Elizabeth DiCocco, Global People Director

Effective Date: 1 September 2023