



# Global DEI&B Report

2024

# A Message from Stacy Parkinson, your EVP People & Culture



A truly high-performing culture thrives on high-trust conversations—especially across diverse voices—and consistent development pathways that ensure everyone has an equal opportunity to grow.”

**Dear Equativ Team,**

As we reflect on 2024, I am proud to share our progress and ongoing commitment to Diversity, Equity, Inclusion, and Belonging (DEIB), a topic that is not only particularly important to Equativ but to me personally. This year has been one of growth, integration, and purposeful action, with three key focus areas shaping our journey:

## key messages about 2024

3

1. Continuous effort on gender representation with recruitment, events etc.
2. Merge of two companies with Sharethrough - similar objective around DEIB
3. Commitment to de&i education and transparency on results

### Advancing Gender Representation

We remain dedicated to improving gender representation across our organization. Through intentional recruitment efforts, targeted partnerships, and participation in industry events, we have made strides in creating a more balanced and inclusive workplace. While there is still work to do, we remain committed to accelerating these efforts.

### Embracing Our Integration with Sharethrough

The merger of Equativ and Sharethrough brought together two organizations with complementary strengths and a lot of talent and very importantly, a shared commitment to DEIB. This integration has allowed us to build on our collective strengths, learn from each other, expanding our initiatives and ensuring inclusion remains central to our combined culture.

### Strengthening Education and Transparency

We believe that education and awareness is fundamental to meaningful change. In 2024, we expanded learning opportunities to deepen understanding around DEIB topics through various events, workshops and slack posts. The purpose is always to encourage open dialogue and to empower employees to become active allies. Additionally, we remain committed to transparency by sharing progress, challenges, and data-driven insights with our teams.

Hoping you will find this DEIB Report insightful.

**Stacy Parkinson**





## 2024 Highlights

As we look back at last year and compare our efforts to 2023, here are a few accomplishments we're proud to share:

### Accomplishments

We're proud to have a workforce representing **43 nationalities**, bringing diverse perspectives that enhance our ability to serve our global clients.

**47% of our hires in 2024 were women** (compared to 45% in 2023 and 37% in 2022), showing that putting a focus on a gender-diverse pipeline as part of our recruitment strategy really pays off!

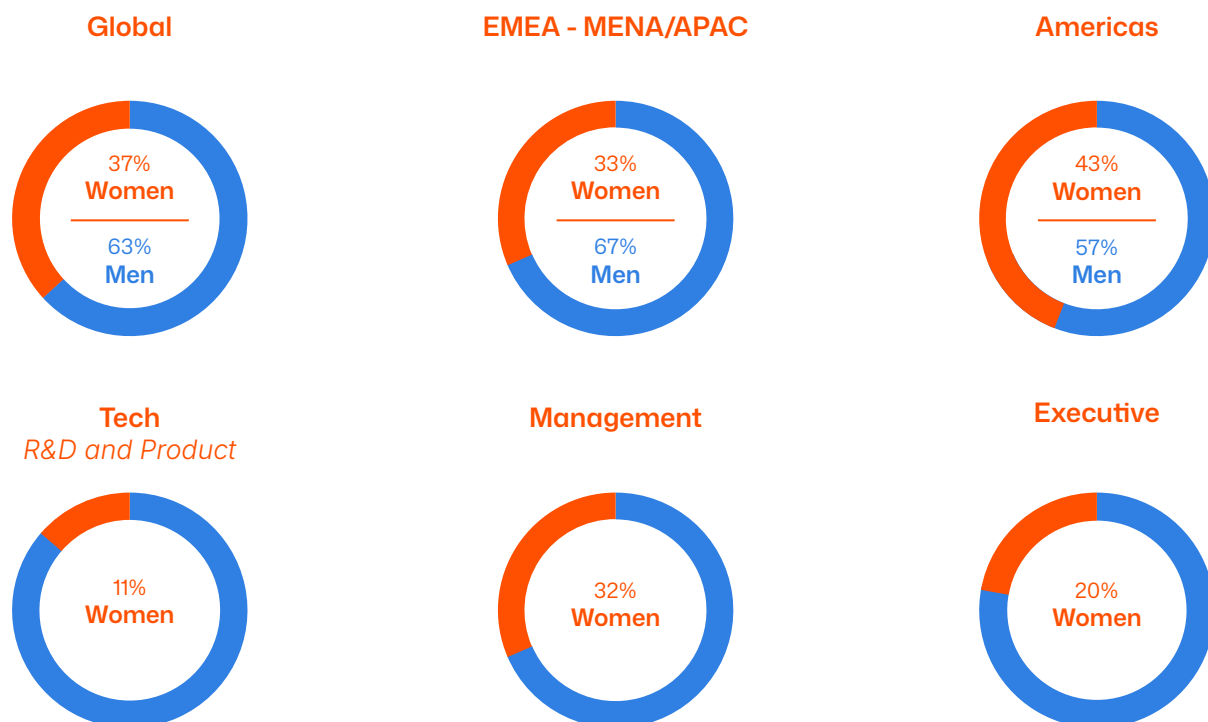
Throughout the year, we've consistently prioritized raising awareness about Diversity, Equity, Inclusion and Belonging (DEIB) within our organization. This ongoing commitment has involved initiatives such as **providing workshops and trainings and having an active DEIB committee**. Some of the efforts we are proud of include:

- Launching a mandatory onboarding DEIB training;
- Several fireside chats, including one with our 2 women advisors;
- Quarterly DEIB awareness trainings
- Regular DEIB awareness posts throughout the year



# Gender distribution per region & departments

Overview of gender distribution across different regions and departments, highlighting representation trends and diversity within the organization.



Hirings

47%

of women hired in 2024  
(45% in 2023)

Promotions

38%

of promotions for women  
(48% last year)

## Summary & Learnings

Gender representation has improved, with women now comprising 37% of the workforce (+3 pts from 2023). Gains were seen in EMEA-MENA/APAC (33%, +3 pts) and at the executive level (20%, +3 pts), while management remained steady at 32%. Tech roles saw a slight increase to 11%.

Hiring trends are positive, with women making up 47% of hires (+2 pts), but promotions declined to 38% (from 48% in 2023), signaling a need for focus on career progression. Moving forward, efforts will prioritize advancing women in leadership and technical roles while maintaining strong hiring momentum.



# France Gender Equality Index

The Gender Equality Index measures the effectiveness of the policies implemented by the company in terms of gender equality. Based on four criteria, it assigns companies a score for each criteria and adds them up to reach an overall score out of 100 points. The methodology enables us to analyze the gaps, regardless of the position of the employee. Below 75 points, companies have to implement corrective actions within three years or subject to financial penalties.

**37/40**

Gender Pay gap

**35/35**

Gender Pay Rise gap

**15/15**

% of employees increased on their return from maternity leave

**5/10**

Number of women among the 10 highest-paid employees

**92/100**



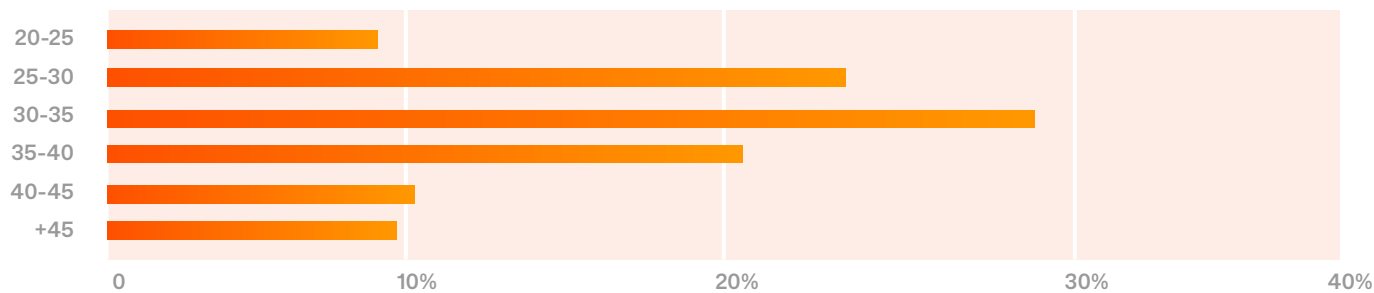
Our score has decreased by one point compared to last year (93/100), due to the gender pay gap criteria (38/40 in 2023 VS 37/40 this year). We are still above national average, but we need to make conscious efforts in order for our score not to keep decreasing year over year.





# Our workforce diversity in a nutshell, age & expressed minority

## Age diversity



## Expressed Minority

We only measure the distribution in North America. 31% of our employees in the USA identify as Black or African-American, Asian or Asian-American or Multiracial - this is 2 point below 33% in 2023.





# Our cultural and DEIB awareness events calendar

## January

Launch of the **global DE&I matters onboarding training** for all → **80%** of our collaborators followed the training when we launched it

## February

Confetti game for **Lunar New Year** and **Black Lives Matter** and local office celebrations

## March

One fireside chat with our 2 women advisors **Mykim** et **Catherine Sullivan** & one conversation about challenges women face in the workplace took place.

## April

Awareness training on **neurodiversity** and **office improvements** to accommodate for our neurodiverse workforce

## May

Confetti games for **AAPI Month** and **mental health week awareness session** about stress, balance and resilience

## June

Confetti game about the impact of **LGBTQIA+ communities and gender & pronouns awareness training**; Confetti game about **Juneteenth history** and the **discrimination history**

## September

Local events for **Heritage days**, celebrating the diversity of our workforce through food

## October

**Fireside chat** with an external female speaker who came to talk about her experience as a woman leading mergers and acquisitions, following the merger of Sharethrough and Equativ



We're proud of the high engagement of our employees in DEIB initiatives, with strong participation in training and cultural events. To maximize impact, we aim to deepen involvement, ensure regional inclusivity, and drive lasting change.

# Our CSR Responsibilities & DEIB Commitments

As part of our Corporate Social Responsibility (CSR), we are dedicated to promoting diversity, equity, and inclusion in our workforce. Our DEIB goals focus on gender diversity, leadership inclusion, and increasing minority representation.

## Our DEIB Goals:

**38%**

of women in our workforce  
(currently 37%)

**40%**

of yearly hires to be women  
(currently 43%)

**+1**

woman on the board (currently 2 women)

**35%**

of the US workforce from expressed minorities by 2025  
(currently 33%)

## Progress & Focus for 2025

### We've made great progress

- Exceeded hiring goals with 47% women hires.
- Surpassed our board diversity target with 2 women on the board.
- Gender representation is close to our 38% target, and minority representation in the US is steadily increasing.



### In 2025, we will continue

- Strengthening women's career growth and leadership opportunities.
- Ensuring inclusive hiring practices to maintain diverse talent pools.
- Supporting mentorship and development for underrepresented groups.

We are committed to achieving our goals and creating an inclusive, equitable workplace where everyone can thrive.



## Comments on 2024

In 2024, we made meaningful progress in DEIB, with increased gender representation, high engagement in awareness initiatives, and expanded cultural events. While hiring trends were positive, promotion gaps highlight the need for stronger career advancement pathways. Our focus on inclusivity grew, but sustaining momentum and deepening impact remain key priorities.



## Snapshot of 2025

Looking ahead, 2025 will focus on driving lasting change by strengthening career growth opportunities, expanding regional DEIB initiatives, and enhancing workplace inclusivity. We aim to build on our progress with targeted actions that foster equity, engagement, and a culture of belonging for all.







## Closing off

I hope this information showcases our commitment to transparency. While we are proud some accomplishments, we recognize this is a journey.

Our commitment to DEIB is not just about policies and programs—it's about fostering a culture where everyone feels valued, respected, and empowered to contribute. Thank you to every employee who continues to drive this important work forward - you all play a role. Together, we are building a stronger, more inclusive future.

As we look ahead, let's continue to challenge ourselves, listen to one another, and take meaningful steps toward creating an even more equitable workplace. Every action, no matter how small, contributes to the inclusive culture we are striving to build.

My door is always open if you want to share your experience, your thoughts and ideas on this topic.

**Stacy**

**EVP, People and Culture, Americas**



## About Equativ

Equativ is a global, end-to-end media platform empowering advertisers and publishers to achieve real outcomes by uniting premium inventory and audiences with advanced curation and cutting-edge ad tech across all channels. Purpose-built for the attention economy, Equativ delivers quality, engagement, and performance while prioritizing respectful, user-centric ad experiences. With a team of over 750 professionals across 20 countries, Equativ combines global scale with deep local expertise. Learn more at [Equativ.com](https://Equativ.com).

