



2025

# Global Diversity, Equity, Inclusion and Belonging Report



# A Message from Stacy Parkinson Your EVP **People** & **Culture**, Americas

“Progress doesn’t happen all at once. It happens when we listen, learn, and keep showing up for one another – even when the work is uncomfortable.”



## Dear Equativ Team,

As we step into 2026, I am struck by how far we’ve come not just as a global adtech leader, but as a community. At **Equativ**, our strength has always been our independence and our "tech-first" spirit, but our true competitive edge lies in the diverse mosaic of voices that fuel our innovation every single day.

**Diversity, Equity, Inclusion, and Belonging** aren’t just line items on our corporate social responsibility report; they are the bedrock of our "One Equativ" philosophy. Over the past year, I’ve seen our teams bridge geographical borders and cultural nuances to build a workplace where authenticity isn't just welcomed—it's celebrated.

As we look ahead, our commitment is to deepen this culture of belonging, ensuring that every individual, from Paris to New York to Tokyo to Brazil, feels empowered to bring their full self to the table. By fostering an environment where different perspectives collide, we don’t just build better products; we build a better industry. Let’s carry this momentum forward, staying curious, staying empathetic, and continuing to grow—together.

**Stacy Parkinson**



# 2025 Highlights

As we look back at last year and compare our efforts to 2024, here are a few accomplishments we're proud to share.



## Accomplishments

At Equativ, we believe our independence is fueled by our diversity. 2025 was a landmark year for our "One Equativ" culture as we bridged 19 countries to create a truly inclusive global workspace. By embedding DEIB into our recruitment strategy and daily operations, we aren't just hitting targets—we are building a community where 43 nationalities collaborate to reshape the future of adtech.

### Global Unity

19

Operating across 19 countries

43

Team representing 43 nationalities

### Gender Parity

50.6%



Of all 2025 hires were women, marking a steady climb from 47% in 2024 and 43% in 2023. (Major milestone!!!)

### Active advocacy

Continued growth of our Global DEIB Committee to lead internal change.

### Continuous Education

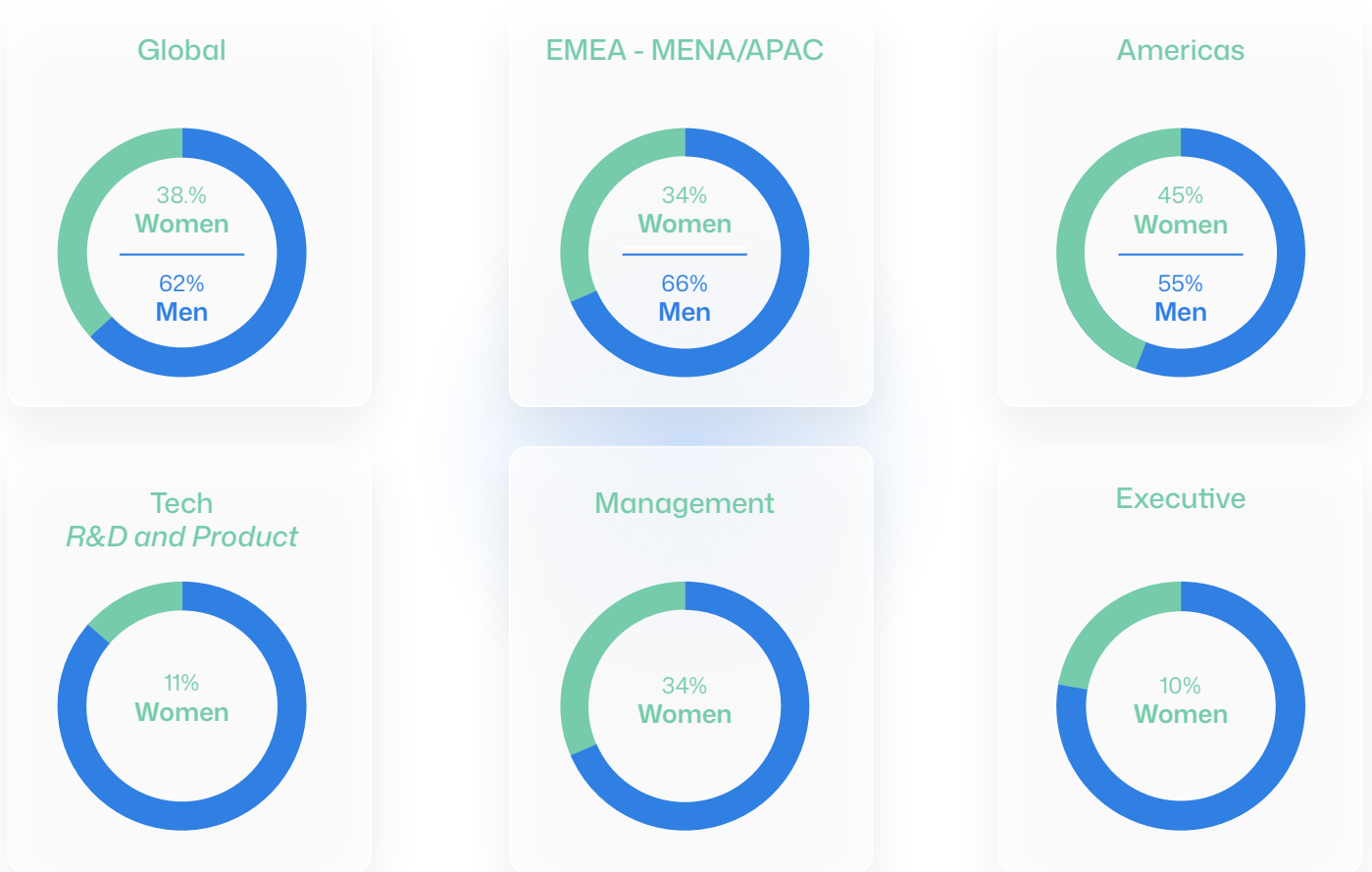
Year-round awareness initiatives including [Neurodiversity Month](#), [Women's Month](#), and [Pride](#).

### Skill Building

Dedicated workshops and inclusive leadership training across all departments.

# Gender distribution per region & departments

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



## What We're Seeing and What It Tells Us

Gender representation across the organization stands at 38% women and 62% men, providing a solid baseline for future DEIB tracking. Representation is stronger at the individual contributor level, where women make up 40% of roles, but declines in leadership positions, with women representing 34% of supervisors and only 10% at the executive level. The largest gaps persist in technical functions, where women account for just 8% of R&D roles, while corporate and people-focused functions show stronger balance or majority female representation. While we've made strong progress in hiring, leadership representation – particularly in technical and executive roles remains an area that requires sustained focus and time. Age distribution is relatively consistent across genders, suggesting that representation gaps are not driven by career stage alone. Moving forward, efforts will focus on strengthening leadership pipelines and advancing women in technical and executive roles, while maintaining balanced representation across corporate functions.

## Hiring

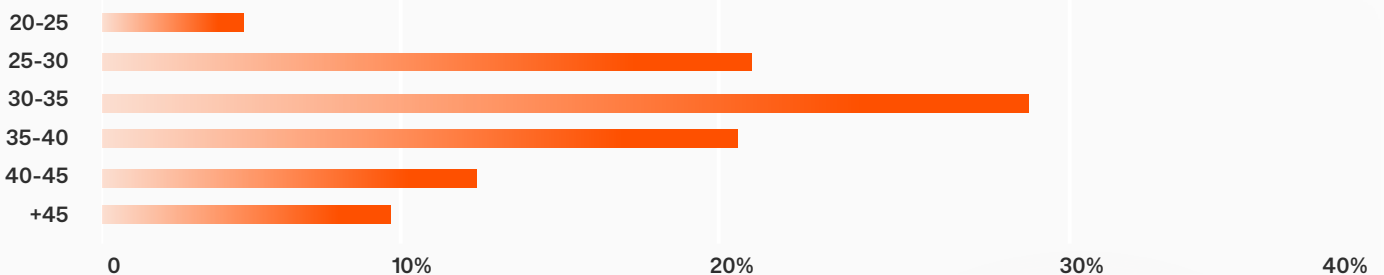
# 50.6%



of women hired in 2025 which is a huge milestone!!!  
(47% in 2024 and 45% in 2023)

# Our workforce age diversity

## Age diversity



## In 2025,

We noticed an increase in employees going on parental leave as the average age and tenure of Equativ employees continued to rise. This reflects a natural evolution of our workforce, with more employees entering life stages associated with family planning.

We're incredibly excited to support more Equativ employees as they enter this important life stage, and we see this as a positive reflection of employee stability, engagement, and long-term commitment to the company.

# Our 2025 cultural and DEIB awareness events calendar

Take a look back of the carefully planned activities and awareness posts we did in 2025

- 1** January  
Kicked off our **combined companies** DEIB taskforce  
Celebrated Lunar New Year
- 2** February  
Local office celebrations for **Black History Month**
- 3** March  
Celebrated **Women's Month** by hosting a fireside chat  
Local offices held donation drives for **women's shelters in their cities**
- 4** April  
**Awareness trainings** and hosted a vulnerable and meaningful keynote discussion with our executives around **neurodiversity in the workplace**
- 5** May  
**Mental health awareness** month internal discussion about stress management. **Global Mexico Kick Off** with 2 CSR activities for the local communities
- 6** June  
Confetti game about the impact of **LGBTQIA+ communities and gender & pronouns awareness training;**
- 7** September  
Celebrated Hispanic Month in local offices
- 8** October  
Continuously shared educational awareness posts for **Disability awareness month**



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.

# 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

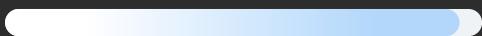
% of employees increased on their return from maternity leave

5/10

Number of women among the 10 highest-paid employees



92/100

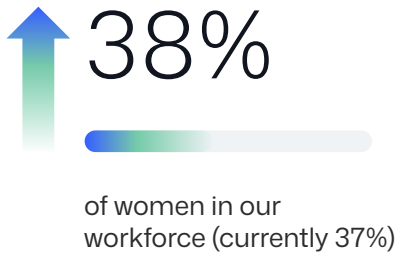


We maintained our score from last year (92/100). We are still above national average, but we need to make conscious efforts in order for our score not to keep decreasing year over year.

# Our DEIB Commitments

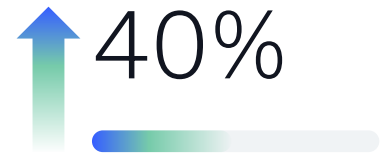
We are always looking to improve our DEIB and CSR practices. This year, we want to reach the following goals to ensure our initiatives are meaningful, measurable, and aligned with our values, while continuing to create a positive impact for our people, our communities, and the environment.

We hit our target and are at 38%!



of women in our workforce (currently 37%)

Exceeded this target and are at 50.6%!



of yearly hires to be women (currently 43%)

## Our 2026 DEIB Goals

40%

of women in our workforce (currently 38%)

50%

Of our new hires are women - we want to maintain this goal! (+7% increase from 2024)

## From Progress to Impact: Our DEIB Focus for 2026

### We've made great progress

- Exceeded hiring goals with **50.6% women hires globally in 2025**
- Rolled out interview training centered on **reducing bias and driving consistency**
- Led and supported **DEIB initiatives and events** throughout the year
- Strengthened **diversity within interview panels**



### In 2026, we will continue

- Build on 2025 momentum by **deepening inclusive hiring and leadership practices**
- Further embed **inclusive hiring practices** across teams
- Expand **employee engagement** in DEIB initiatives
- Strengthen **cross-regional alignment** on DEIB efforts

## 2025 Highlights

In 2025, we came together to celebrate the unification of Sharethrough and Equativ at the Global Mexico Offsite kickoff, focusing on team bonding, living our values, and rolling out our enhanced company values to strengthen our “Stronger Together” culture. This moment marked an important step in building a more connected, inclusive, and aligned global organization.



## Snapshot of 2026

Looking ahead, 2026 will focus on reinforcing the progress made in 2025 while deepening employee engagement through DEIB and community-focused initiatives.



We aim to continue strengthening inclusive leadership practices, expanding opportunities for meaningful participation, and exploring ways to connect DEIB efforts with broader social and community impact. Supporting a culture rooted in equity, connection, and belonging.



# Closing off

This overview is intended to provide visibility into where we are today and how we continue to evolve. While there are areas where we've made meaningful progress, we're equally aware that building a truly inclusive workplace is ongoing work – not a destination.

In 2026, our focus remains on embedding DEIB into how we work every day: how we collaborate, how we make decisions, and how we support one another across teams and regions. This work goes beyond initiatives or statements – it shows up in behaviors, words, actions and the way we create space for diverse perspectives to be heard and valued.

Thank you to the employees who continue to engage, challenge us thoughtfully, and help move this work forward. Progress happens through collective effort, and every contribution matters

This work moves forward because employees speak up, ask hard questions, and stay engaged. Please keep doing that – your voice genuinely shapes what comes next.



**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).