

Our policy on...

Global Inclusion and Diversity



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For all Kantar people

The environment which we work in makes all the difference.

At Kantar, we are committed to creating an inclusive culture and valuing the diversity of all our people, as well as our clients, suppliers and the communities we serve.

Our employees are vital to our long-term sustainable business success, and we recognise that our diverse workforce is a key competitive advantage in understanding and inspiring the lives of millions of people across the globe, every single day.

Any breach of this policy may result in disciplinary action being taken including, in serious cases, potential dismissal or termination of a contingent worker's engagement. This policy is not part of your employment contract or contract for services and Kantar can change or update it from time to time.



01 What's the purpose of this policy?

The purpose of this Group Policy on Inclusion and Diversity (I&D) is to ensure that we have a common global framework and governance where we can live up to our commitment of building an inclusive and diverse culture.

Our I&D ambition goes beyond the boundaries of Kantar; we commit to being inclusive in the communities we work in to fulfil our purpose of empowering people and organisations to live their full potential through:

- Providing fairness and equality of opportunity at work
- Creating a workplace that fosters inclusivity
- Inspiring people through the diversity of thoughts and experiences.

This policy is global and applies to any individual working at Kantar, including permanent and temporary employees, contractors, and consultants.

In addition, we are guided by our **Kantar Business Principles**, which set out how Kantar does business and how we manage relationships with our clients, suppliers, and panellists.

The Kantar Business Principles support us in our work to act ethically in all aspects of our business and to maintain the highest standards of honesty and integrity.



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What does 'Inclusion and Diversity' mean?

Inclusion

At Kantar, we aim for an inclusive culture where everyone feels valued, engaged and respected, and where everyone is treated fairly and given opportunity to succeed, enabling our people to contribute fully to Kantar's success.

Inclusion means empowering people to contribute with their unique skills and perspectives and nurtures a sense of belonging.

Diversity

Diversity is the individual differences and the unique blend of experiences, skills and perspectives people bring to the workplace and share across the world.

Diversity can include a number of characteristics such as cultural background and ethnicity, nationality, race, age, gender, disability, neurodiversity, sexual orientation, religious beliefs, and marital status.

Diversity also includes characteristics such as professional skills, education, working style, location, languages, and life experiences.



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How do we apply our Inclusion and Diversity Policy?

Kantar is committed to driving a culture that actively values I&D at all levels of the organisation and provides an environment of equal opportunity. We are also committed to achieving and maintaining a workforce that reflects the diversity of the local communities in which the businesses operate.

To do this, we will:

- Promote I&D across our entire organisation, in all locations. We have a Global I&D Steering Committee and local **market-led I&D Steering Committees** to drive our I&D strategy



- Ensure I&D is embedded across our value chain by representing diversity in our client teams, to increasing the diversity of the suppliers we work with and diversifying our panellist recruitment
- Embed I&D into our **Kantar Business Principles**, our Purpose, and our Behaviours
- Nurture a culture that values and is inclusive of our diverse team members and communities
- Support and represent our employees with our global **Employee Resource Groups**
- We encourage team members to become active allies for our Employee Resource Groups (see Ally programme toolkit [here](#))
- Provide mentoring and leadership development opportunities
- Provide any reasonable adjustments or accommodations for disabled people
- Actively remove bias from our recruitment, performance management and reward processes – ensuring skills and experiences are the basis for access and progression
- Reward our employees fairly based on their role and contribution. Reward decisions should never be influenced by personal characteristics, such as gender, race and disability
- Have zero tolerance for all forms of discrimination, bullying and harassment
- Protect against any retaliation from a complaint made of discrimination, bullying or harassment
- Use data to regularly monitor our progress on our Inclusion & Diversity goals (e.g. Workday diversity data, Inclusion Index and the Kantar Employee Survey)
- Set targets and report on supplier diversity as a proportion of our third-party spend
- Communicate progress against our I&D goals to the wider Kantar population via our I&D Annual Report.

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How can you bring our inclusive and diverse culture to life?

I&D should be part of how we work every day, in every activity. There are opportunities to be inclusive in our daily interactions and connections. Here are some considerations:

- Champion inclusivity in the actions you take at Kantar – value team members and enable a richness of contributions due to their different backgrounds, perspectives and talents
- Create teams and workspaces which engage team members and encourage them to flourish. Bring the inclusion you'd like to receive, helping our team members to feel they belong
- Take an active role in our market-led I&D Steering Committees and/or our Employee Resource Groups
- Be intentional about the composition of your teams and the teams of our partner organisations. Do these represent Kantar's I&D values and our diversity? If not, take actions and provide encouragement towards greater representation and inclusion
- Be conscious of who you are providing formal or informal mentoring and/or leadership development opportunities to. Do those individuals tend to look like you or be from a similar background?
- Be an active ally. Speak up if you witness behaviour that does not align with Kantar's values and celebrate those who behave inclusively
- Celebrate I&D via Kantar's social media channels and platforms
- Engage and build relationships with diverse suppliers in our supply chain, to improve our diversity spend and reduce barriers for small and diverse businesses working with Kantar.



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How do you raise a concern?

We are all responsible for making sure this policy and the principles are embraced, adhered to, and upheld across Kantar. We encourage all team members to speak up if they see behaviour that is not in-line with our values around I&D by using either the informal or formal approaches described below.

Informal Approach

If you come across behaviour that does not uphold Kantar's commitment to I&D, then we encourage you to explain your concerns as soon as possible to the person responsible, if you feel comfortable doing so. Quick and respectful feedback can most often lead to a positive and constructive outcome.

Formal Approach

If an informal approach is not appropriate or is unsuccessful, you can raise concerns through several formal channels:

- Line manager
- HR Business Partner
- I&D leadership, including **market-led I&D Steering Committee leads**
- 24 hour and confidential **Right to Speak** service.

We take allegations of discrimination, bullying and harassment seriously and ensure they are appropriately investigated. Reported incidents will be handled sensitively and treated confidentially. If employees do not live up to our commitment to create an inclusive culture and valuing the diversity of all our people, it could lead to disciplinary action and up to and including termination of employment.

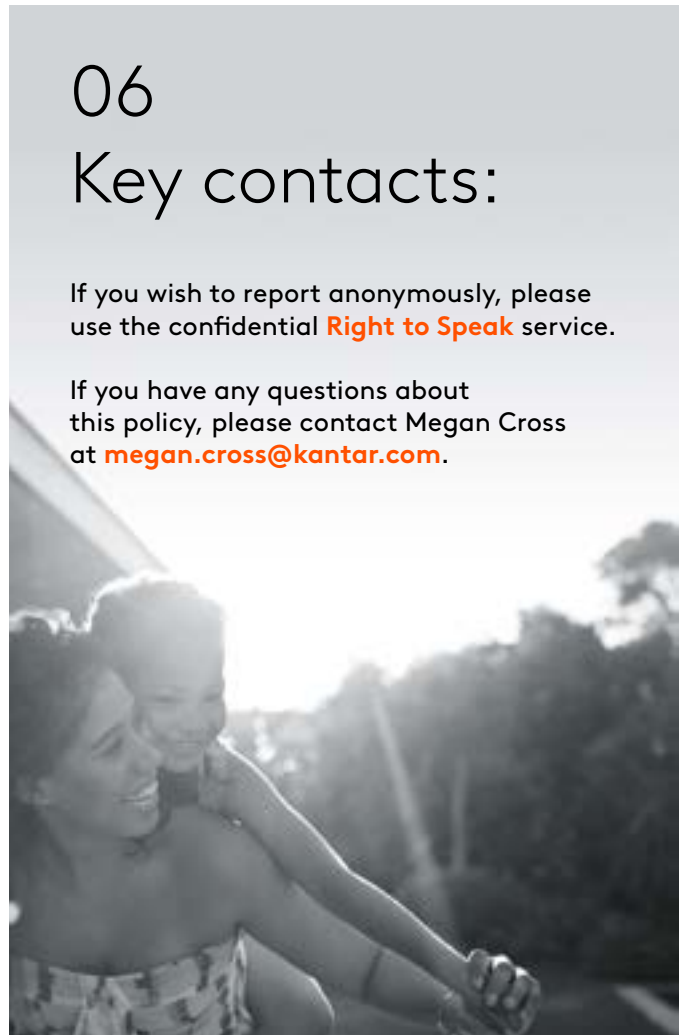
We are committed to ensuring that people raising a concern in relation to behaviour inconsistent with this policy do not suffer detrimental treatment for raising the concern. Detrimental treatment includes dismissal, disciplinary action, threats, or other unfavourable treatment.

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Key contacts:

If you wish to report anonymously, please use the confidential **Right to Speak** service.

If you have any questions about this policy, please contact Megan Cross at megan.cross@kantar.com.



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