

# **DIVERSITY, INCLUSION & BELONGING STATEMENT**

## **WHY WE EMBRACE DIVERSITY, INCLUSION AND BELONGING**

Betsson Group firmly believes that diversity drives success enabling us to stay at the forefront of our industry. The company becomes stronger and more competitive by employing people of different genders and ages, with varying backgrounds, different experiences, from diverse cultures, nationalities, and more. This commitment stems from our understanding that diversity leads to enhanced profitability, sustained growth, and increased innovation.

Our conviction rests upon the premise that diverse perspectives lead to enhanced decision-making and problem-solving. By cultivating an environment where individuals with varied viewpoints collaborate, we ensure that we remain adaptable and forward-thinking in the dynamic landscape of our industry.

The advantages of diversity extend beyond business outcomes, positively impacting employee satisfaction, engagement, and retention. At Betsson Group, we recognise the value of a workplace where every individual is welcomed, respected, appreciated, and empowered to flourish—free from biases based on differences of any kind.

## **WHAT THE PURPOSE OF THIS STATEMENT IS**

Our Diversity, Inclusion, and Belonging (DIB) Statement confirms, both internally and externally, our unwavering commitment to nurturing and sustaining a diverse and inclusive work environment. It builds upon the groundwork laid by Betsson Group to date and serves as the cornerstone for the next phase of DIB initiatives. Aligned with our company culture and values—One Betsson, Passion, and Fair Play—the DIB principles are woven into our organisational processes and practices. This statement describes our DIB principles and explains how they are integrated into our daily practices.

## **DIVERSITY**

### **HOW WE DEFINE DIVERSITY**

At Betsson Group, we acknowledge and value the richness of human diversity. We define diversity as the proportional representation of employees across all dimensions of human difference. This spans various aspects, including, but not limited to, race, ethnicity, nationality, gender, age, sexual orientation, religion, health, physical and mental ability, physical appearance, cultural background, and personality.

### **HOW WE CULTIVATE DIVERSITY**

To ensure proportional representation of diverse talent across all organisational levels and our global locations, we have deployed a range of practices.

#### **Continuous Monitoring and Review**

Our proactive approach involves continuous monitoring of diversity data related to hiring and internal promotions. Additionally, we conduct thorough reviews of job advertisements to eliminate potential biases and uphold a fair recruitment process.

#### **Industry Benchmarking**

As part of our commitment, we actively engage in the annual All-Index® survey by the All-In Diversity Project. This benchmarking survey evaluates Diversity, Inclusion, and Belonging

practices within the global betting and gaming industry, reflecting our dedication to transparency and continuous improvement.

### **Unconscious Bias Training**

Recognising the importance of addressing unconscious biases, we invest in training our employees and equipping them with the skills needed to identify and manage unconscious biases of any kind.

### **Visual Representation**

We are committed to visual representation, showcasing our diverse talent in both internal and external promotional materials. This visual demonstration reinforces our dedication to inclusion and emphasises the value we place on diversity.

### **Gender Balance Focus**

Given the current male-dominated landscape in our industry, we are dedicated to achieving gender balance, particularly at the management level. Our strategies involve monitoring the gender ratio in external hires and internal promotions to management positions. All decisions are merit-based, and we actively raise awareness about the impact of gender bias. Additionally, the topic of gender equality and equity remains a consistent item in the agenda of our annual Diversity and Inclusion Conferences. We further sponsor and participate in the Women in Gaming Diversity Awards, aligning with organisations and individuals devoted to advancing equality, diversity, and inclusion. This recognition platform celebrates outstanding contributions towards fostering an inclusive and diverse gaming industry. As we progress, the topic of gender equality and equity will continue to hold a prominent place in our ongoing initiatives, reflecting our commitment to shaping a more inclusive future for our industry.

## **INCLUSION**

### **HOW WE DEFINE INCLUSION**

Betsson Group remains unwavering in its commitment to inclusion, defining it as the proactive integration of our diverse employees to ensure they feel visible, heard, valued, and respected. Our dedication to inclusion extends to the provision of equitable and fair access to opportunities and resources.

### **HOW WE CULTIVATE INCLUSION**

Our overarching objective is to establish equality of opportunity and outcome through organisational processes and practices that are inclusive, fair, and transparent. To achieve this, we have implemented a range of initiatives that reflect our commitment to fostering an inclusive workplace.

### **Zero-Tolerance Policy and Reporting Mechanism**

At Betsson Group, we maintain a zero-tolerance policy against bias and discrimination, as detailed in our Equality, Anti-Harassment, and Anti-Victimisation Policy. Our whistleblowing reporting channel, accessible globally, empowers employees to anonymously report potential discrimination and harassment cases. We commit to addressing and resolving these within 7 calendar days, aligning with relevant legislation.

## **Comprehensive Onboarding for New Hires**

Our commitment to fostering a positive and inclusive work environment begins with our comprehensive onboarding programme for new hires across our global locations. Over a span of three days, this programme serves as a foundational experience, introducing our employees to Betsson Group's culture, values, policies, processes, practices, and tools. By ensuring that new team members are acquainted not only with their roles but also with the unique ethos that defines Betsson, we create a workplace where individuals feel connected, supported, and aligned with our vision and mission.

## **Pay Equity Commitment**

In our unwavering commitment to pay equity, we conduct systematic and regular analyses to meticulously review compensation structures and practices across the organisation. These analyses allow us to identify any potential disparities in pay that may arise due to factors such as gender, age, ethnicity, or other dimensions of diversity. We prioritise fairness and strive to ensure that every employee is fairly compensated for their skills, experience, and performance. The outcomes of these analyses guide our actions to promptly address and close any identified gaps, fostering a workplace where pay equity is a lived reality.

## **Inclusive Leadership**

Our leadership development programmes are crafted to embody principles of equality, inclusivity, and fairness. We believe in cultivating leaders who not only possess strong leadership skills but are also champions of inclusivity. By empowering managers to understand and practice inclusive leadership, we strive to create an organisational culture where everyone feels valued, respected, and has equal opportunities for growth and advancement.

## **Learning and Development Opportunities**

We allocate a dedicated learning and development budget, distributed across business functions and global locations, ensuring every employee has the opportunity to enhance their skills and advance in their careers. Our internal learning management system offers a diverse range of courses accessible to all, allowing individuals to tailor their learning journey. In tandem, our annual Diversity and Inclusion Conferences further underscore our commitment to a diverse and inclusive workplace, providing a platform for awareness, meaningful discussions, and the sharing of best practices.

## **Flexible Working Arrangements**

To further support a culture of inclusion, we embrace a hybrid work model, offering flexible work arrangements. We recognise that flexibility in working arrangements contributes to a more inclusive culture by enabling employees to balance work and personal responsibilities effectively.

## **Feedback Mechanism**

To gauge our employees' perceptions of equal opportunities and assess the extent to which their direct managers foster an environment of equality, respect, and inclusivity within their teams, we conduct an annual employee survey. This feedback loop informs our continuous efforts to enhance and champion inclusion at every level of our organisation. When discrepancies or areas for improvement are identified through the survey, we proactively address them by formulating personalised action plans.

## **BELONGING**

### **HOW WE DEFINE BELONGING**

At Betsson Group, the essence of belonging revolves around creating an employee experience characterised by acceptance and psychological safety. Belonging, to us, means that our employees can bring their authentic selves to work, expressing their unique personalities, talents, and aspirations without fear of judgement.

### **HOW WE CULTIVATE BELONGING**

Our primary objective is to cultivate an environment of psychological safety, trust, and empowerment through inclusive leadership and organisational practices. To achieve this, we have implemented a range of initiatives.

#### **Training for Inclusive Leadership**

In our leadership development programmes, we place a strong emphasis on training people leaders to foster psychological safety and trust within their teams and the organisation as a whole. Our comprehensive 360° Leadership Analysis assesses leadership criteria, including the creation of a psychologically safe space for diverse opinions and concerns, as well as the ability to adapt one's leadership style as needed.

#### **Supportive Networks**

We provide supportive networks grounded in shared interests, needs, and human differences. Our commitment to diversity and inclusion is exemplified through the establishment of the first official Diversity and Inclusion Network in Malta, focusing on cultural diversity, gender, disabilities and neurodiversity. Active participation in events like Pride underscores our commitment to supporting, raising awareness, and fostering understanding of LGBTIQ+ topics.

#### **Diverse Social Clubs and Community-Building Initiatives**

To reinforce a sense of community, we empower employees to form Social Clubs based on shared interests, such as the Book Club, Art & Crafts Club, Car Club, Esports Club, Food Club, Photography Club, and more. This broad spectrum of initiatives reflects our dedication to creating a workplace where every individual feels a genuine sense of belonging, celebrated for their unique characteristics, and valued for who they are.

#### **Investment in Team Building**

Recognising the importance of team cohesion, we allocate a dedicated team-building budget. This investment enables team members to come together, fostering a sense of community and strengthening relationships, which in turn contributes to a more inclusive and collaborative work environment.

#### **Suggestion Forums**

Actively encouraging input from employees across our global locations, our BEE Suggestion Box and Forums serve as platforms for innovative ideas and feedback. These initiatives ensure that every employee has a voice, promoting a culture where diverse perspectives are valued and contribute to continuous improvement.

#### **Measuring Belonging**

Integral to our approach is the measurement of our employees' sense of belonging through our annual employee survey. This survey gauges various aspects, including willingness to

recommend Betsson Group, pride in working for the company, comfort in expressing ideas and opinions, and understanding of team members' characteristics and behaviours, fostering effective teamwork. Soliciting feedback on employees' relationships with their direct managers, we assess factors such as personal growth, recognition of work, and openness to feedback. In instances where survey results indicate areas for improvement, we actively support managers in creating action plans to address identified concerns.

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