

Our Big Why for DEI? Amplifying the Stories of Others.

HALO is an amplifying company - we unleash the energy of our clients' brands and amplify their stories to capture the attention of those who matter most.

At HALO, we are relentless in our mission to connect people and brands in a way that creates powerful, lasting experiences. At the heart of that mission is our commitment to understanding and connecting with everyone.

Inclusion must be part of our DNA.



Our Commitments.

We have 5 strategic areas where we are making commitments to driving large-scale progress.

- **Inclusive Culture** - HALO will continue to build a culture of inclusion, ingenuity and collaboration.
- **Community Engagement** - HALO will increase its support to local communities through a volunteer initiative for advancing DEI and sustainability.
- **Workforce Diversity** - HALO will increase diversity & representation across all levels of the company.
- **Vendor & Supplier Diversity** - HALO will increase spend to access innovative as well as underrepresented vendors and suppliers.
- **Total Rewards** - HALO will ensure pay equity across all employee demographics.



Inclusion at HALO.

We believe that inclusion requires action and expect everybody to contribute to building respect, dignity, and equity into everything we do. In the same way that we help our clients with amplifying their stories all day long, we need to be a workplace where that holds true for our employees as well.

Our Inclusion Program includes a 3-tiered learning experience to grow and champion inclusion, an ambassador program for all employees to shape the future of HALO culture and a resource library for all employees to learn and grow in areas of DEI.

2021 Recruiting Efforts Improved Representation:

- Increased ethnic diversity in hiring by 27%, resulting in a 20.6% representation of people of color.
- Maintained 70% of female hires resulting in 70.1% representation of women.
- Shifting generational demographics resulting in an increase of new hire generational diversity with 24% Gen Z, 40% Millennial and 29% Gen X.

** HALO does not currently track self-identified metrics (i.e. LGBTQ+) but plans to in 2022*



Supplier Diversity Program.

Our supplier diversity program promotes business opportunities for diverse suppliers, including minority-owned, woman-owned, disabled, veteran-owned, LGBTQ+ and small businesses. We work with emerging and current M/WBE suppliers by offering incentives for certification and consulting with them on how to reach HALO's social, safety and indemnification requirements.

We currently have an overall diversity spend of 7% across our organization with a goal to increase diversity spend to 10% of our total purchases from vendors by 2023.

Diversity Spend Numbers:

- 2018 \$11.4MM
- 2019 \$29.4MM
- 2020 \$29.2MM
- 2021 \$24.5MM*

** In 2021 we experienced a drop in our purchases from diverse suppliers due to unprecedented challenges in our supply chain. Many of our diverse suppliers did not have the capital resources required to mitigate disruptions in the supply chain, forcing a migration of purchases to larger suppliers that held deeper inventory positions.*

