

GENDER DIVERSITY EXCHANGESM

The Search Engine for Positive Impact

A simple, fast and powerful solution created by





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PART II
HOW DOES IT WORK?

PART III
FAQ
WALK-THROUGH OF THE WEBSITE
FACT SHEET





PART I BACKGROUND

Research shows that companies with greater percentages of female directors have better financial results. Overall, there is more focus on gender diversity in companies.

Until now, there hasn't been an easy way to find out how companies measured up. Compiling and comparing a large number of data points reduces the importance of each criteria and blurs findings so they no are longer actionable.

Developed with input from investors, C-Suite executives and board members, search firms and NGOs, the Gender Diversity ExchangesM is a **simple**, **fast** and **powerful solution** to make usable information on gender leadership diversity within companies widely available, for free.





WHAT IS THE GENDER DIVERSITY EXCHANGE™?

Launched in June 2018, The Gender Diversity ExchangesM is a search engine that narrows the focus on gender diversity in leadership within publicly listed companies around the world.

Using a proprietary methodology of seven selected data points, the search engine's results narrows the focus to show whether companies' intentions match their outcomes on gender diversity in leadership, and which companies do not disclose these results.

The goal is to see where companies **stand**, not how they got there. This search engine lets users to evaluate which companies walk the talk and lets companies see how their peers measure-up to lead them into a virtuous circle of improvement.

The Gender Diversity ExchangesM does not include other diversity data points, such as ethnicity, sexual orientation or religion because some countries do not legally permit the collection of that information. We are also very mindful of privacy, particularly for individuals who may travel or work in countries where they could be at risk.





WHAT DOES THE GENDER DIVERSITY EXCHANGE SOLVE?

Using both public and proprietary data from Vigeo-Eiris and a proprietary investortested methodology developed by LeaderXXchangesM, the Gender Diversity ExchangesM scans through the leadership chain of **1,500** publicly-traded **companies** in **27 countries** in **3 geographic regions** and tracks their results as they promote women into the ranks of their boards, executive leadership, and management.

The proprietary methodology serves to show whether companies attract and promote women in leadership, starting with company boards, the C-Suite and management, as well as whether companies expand the leadership pipeline by measuring trends of women in management within the past five years.

The search engine also identifies which companies do not disclose their results. There are many companies that have great outcomes, but fail to disclose them. The Gender Diversity Exchange^{sм} encourages companies to be transparent and share what they do to promote diversity.





WHAT DOES IT LET YOU DO?

The Gender Diversity ExchangesM let you scan through 1,500 companies to:

- ✓ See which which companies do not disclose their data
- ✓ Learn about one company
- ✓ See how the company measures-up it its region, all industries combined.
- ✓ See how the company measures up against its peers, worldwide
- ✓ Review up to 5 companies at a time
- ✓ See how they compare against each other, regionally or against their industry peers worldwide
- ✓ Discover an industry's, a country's or a region's best practices on seven key diversity indicators to take action



WHO IS IT FOR?

The Gender Diversity ExchangesM was built for

Investors

- Benchmark portfolio companies on gender diversity outcomes
- Screen and monitor companies to reward companies that do well and engage with those that do not
- Incorporate into their investment portfolio or an index

Companies

- CEO, C-Suite, HR: benchmark against peers to compare diversity outcomes
- Board directors /committees: encourage disclosure and drive outcomes
- Employees: learn how a company measures-up on gender diversity

Other Stakeholders

- Executive search firms and consultants: benchmark clients on gender diversity in leadership
- NGOs, media, academia: as a resource to support their mission





PART II HOW DOES IT WORK?





PART II HOW DOES IT WORK?

- Our proprietary methodology, which has been back-tested by -and licensed toinstitutional investors, places the focus on matching company intentions against their measurable outcomes.
- Built with the support of Butterfly, an intelligence software developer, the website is built to feel and operate like a search engine.
- No login allows for easy access for both occasional and regular users.
- Easy to read results on 7 indicators and on company disclosure.
- Powerful functionalities that let users search :
 - ✓ One company at a time
 - ✓ Compare up to 5 companies at once
 - ✓ Benchmark companies against a regional group
 - ✓ Benchmark companies against global industry peers



LANDING PAGE BUILT LIKE A SEARCH ENGINE



The Gender Diversity Exchange^{s™}

The free search engine that lets you discover how the world's leading companies compare in gender leadership diversity

By entering search terms, you consent to our use of Cookies to improve your experience. For more information, please refer to our <u>Privacy Policy</u>

Search companies by name or ticker (ex. EXXON, XOM)



Created by



With the support of

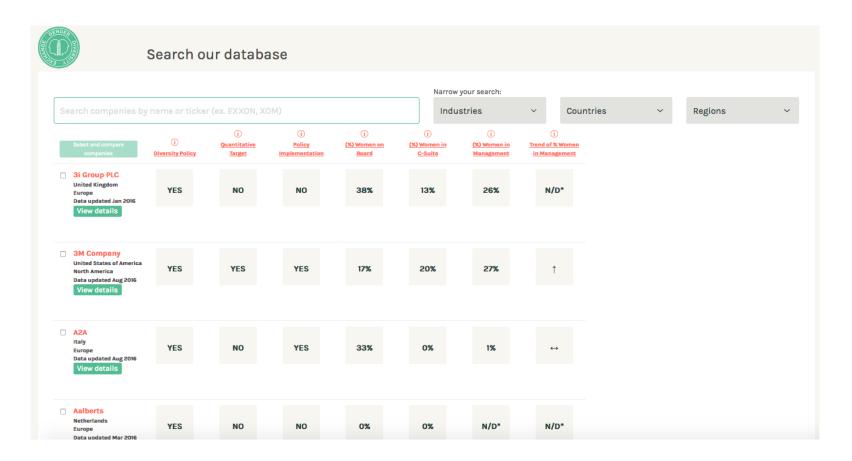


SEARCH | ABOUT | CONTACT | FAQ | LEGAL





"HOME" SEARCH PAGE BUILT LIKE A SEARCH ENGINE



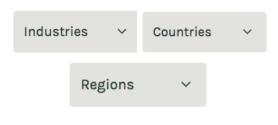




EASY-TO-USE AND POWERFUL SEARCH FUNCTIONS



If you know what company you want to search, type in company's name or ticker, and click **search** on the home page or **return** if you are using the search bar in the site.



If you don't — or just want to explore - our **Industry, Countries** and **Regions** filters are here to help.



Learn how a company ranks against other companies in its geographic region or against its industry peer group worldwide. Just click on view details under each company.

Select and compare companies

Compare up to five companies. Check the **box** next to each company you want to compare, then click **select and compare companies**.





PROPRIETARY METHODOLOGY MATCHES INTENTIONS WITH OUTCOMES

The Gender Diversity ExchangesM database currently contains 1,500 companies across 38 industries, 27 countries and 3 geographic regions: North America, Europe, Asia-Pacific.

Users easily see which companies disclose their gender data and which do not.

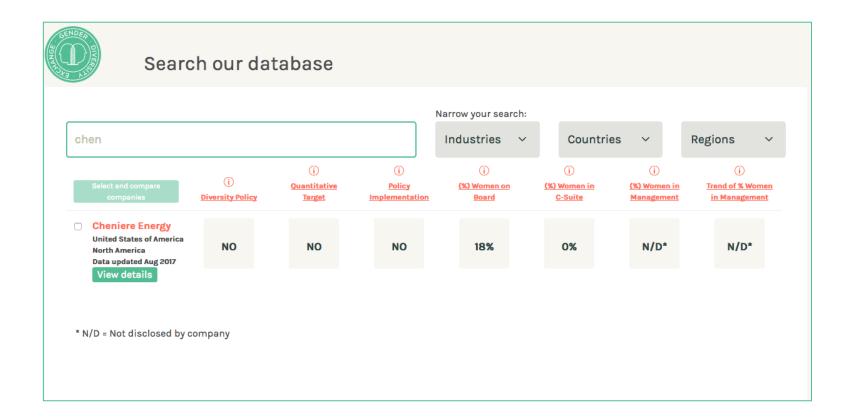
Our 7 data points below allows users to match companies' intentions against outcomes using 3 binary (Yes/NO) and 4 quantitative outcomes and have a clear picture of where a company stands. The data points are:

- 1. Does the company have a gender diversity policy?
- 2. Does the company have a gender target?
- 3. Does the company disclose the implementation of policies?
- 4. What is the % of women on the Board?
- 5. What is the % of women in the C-Suite?
- 6. What is the % of women in Management?
- 7. Is there an increase, decrease or no change in the % of women in Management within the past five years?





SINGLE COMPANY SEARCH RESULTS CHENIERE ENERGY







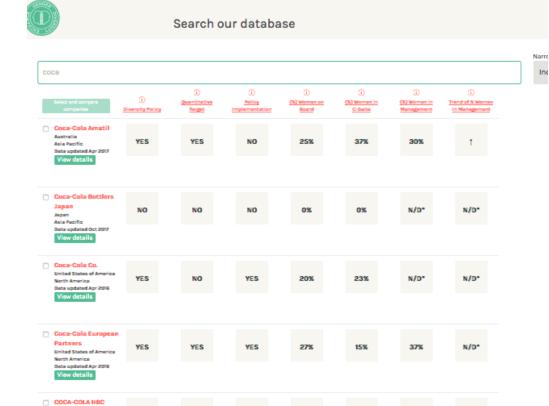
SINGLE COMPANY SEARCH RESULTS CHENIERE USE "VIEW DETAILS" FUNCTION TO COMPARE AGAINST GLOBAL INDUSTRY PEERS & REGION







SEARCH RESULTS FOR "COCA"



Entering "coca" in search engine gave results (left):

- Companies are independent and share same "brand" but not outcomes.
- Significant regional on intentions, outcomes & disclosure.
- Questions:
- Is culture of each company different?
- If a controversy hits a company, does it impact others?
- Is board/management aware of differences?



United Kingdom

Data updated Jul 2016

YES

NO

YES

15%

33%

22%



SEARCH RESULTS FOR "COCA" "VIEW DETAILS" TO COMPARE COMPANIES AGAINST GLOBAL INDUSTRY PEERS & REGION

	i Diversity Policy	(i) Quantitative Target	i Policy Implementation	(i) (%) Women on Board	(%) Women in C-Suite	(%) Women in Management	Trend of % Women in Management
Coca-Cola Amatil Australia Asia Pacific Data updated Apr 2017	YES	YES	NO	25%	37%	30%	↑
Close details							
Global Industry	YES: 73%	YES: 11%	YE\$: 39%	21%	15%	29%	↑ 32%
Average:	NO: 27%	NO: 89%	NO: 61%				↓ 4%
	N/D: 0%	N/D: 0%	N/D: 0%	-			↔ 2%
Region Average:	YES: 62%	YE\$: 21%	YES: 26%	10%	9%	16%	↑ 31%
	NO: 38%	NO: 79%	NO: 74%				↓ 2%
	N/D: 0%	N/D: 0%	N/D: 0%				↔13%
Z Coca-Cola Bottlers Japan Japan Asia Pacific Data updated Oct 2017 Close details	NO	NO	NO	0%	0%	N/D*	N/D*
Global Industry	YES: 73%	YES: 11%	YES: 39%	21%	15%	29%	↑ 32%
Average:	NO: 27%	NO: 89%	NO: 61%				↓ 4%
	N/D: 0%	N/D: 0%	N/D: 0%				↔ 2%
Region Average:	YES: 62%	YES: 21%	YES: 26%	10%	9%	16%	↑ 31%
	NO: 38%	NO: 79%	NO: 74%				↓ 2%
	N/D: 0%	N/D: 0%	N/D: 0%				↔13%

Compare up to 5 companies in depth to see how they measure-up.

This example uses two "coca-cola" companies: same industry and geographic region but different countries.





SAMPLE SEARCH RESULTS USING INDUSTRY FILTER AND "SELECT AND COMPARE COMPANIES" FUNCTION

Select and compare companies



This search uses an industry filter to select three companies to compare in the energy industry.

This function works an unlimited number of companies but each page will only show up to 5 companies.





CONCLUSION AND NEXT STEPS

The Gender Diversity ExchangesM was created to have a **positive impact** and set the standard for companies to disclose their intentions and outcomes on gender leadership diversity.

Investors, companies, management, boards, media and private citizens worldwide now have access to an easy-to-use tool that lets them know the representation of women in leadership in companies, their level of disclosure and whether they are building a pipeline of female leaders.

The Gender Diversity ExchangesM is a solution designed for investors, companies and other stakeholders using a **tested** and **proven** methodology and **quality ESG** data.

It is an effective tool for **portfolio managers** to track and engage companies or build structured products and indices. It is also an effective tool for **companies** and their **boards** that want to compare themselves against peers and learn how they can improve.

The Gender Diversity ExchangesM will be increasing its company coverage and offer additional functionalities including expanded data visualization and downloading options. An option to customize the search engine and provide data feeds is also under review.





PART III APPENDIX

- FAQ
- Guided Walk-Through
- Fact Sheet





FAQ

The Gender Diversity Exchange[™] Company Database

• The database currently contains 1,500 companies in North America, Europe, Asia-Pacific, comprised of the 500 largest companies, by market capitalization, in each region. A database expansion is under review.

Data Updates

 We do not use real-time data: the data collected is reviewed and analyzed by Vigeo Eiris in the course of its review cycle of companies they rate. Data will be updated on a regular basis.

Methodology & Definitions

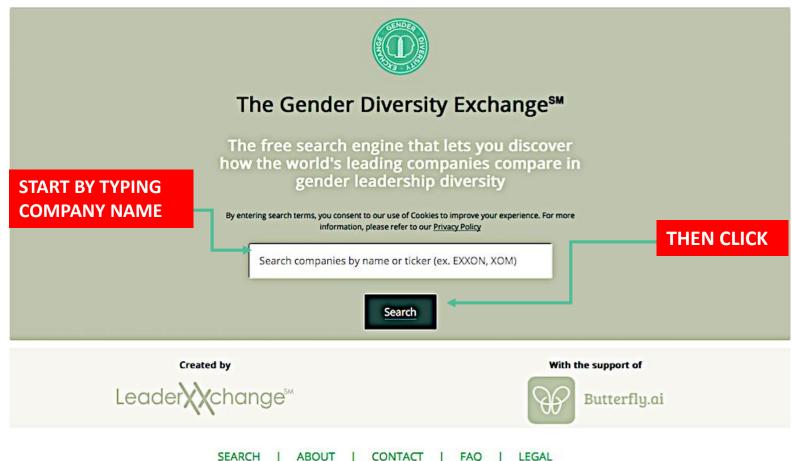
• The Gender Diversity ExchangesM website explains the methodology and provides the definitions of the terms for all users. Please visit http://www.genderdiversityexchange.com/about#methodology

Further Information: info@leaderxxchange.com





LANDING PAGE BUILT LIKE A SEARCH ENGINE





EASY-TO-USE AND POWERFUL SEARCH FUNCTIONS



If you know what company you want to search, type in company's name or ticker, and click **search** on the home page or **return** if you are using the search bar in the site.



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View details

Learn how a company ranks against other companies in its geographic region or against its industry peer group worldwide. Just click on view details under each company.

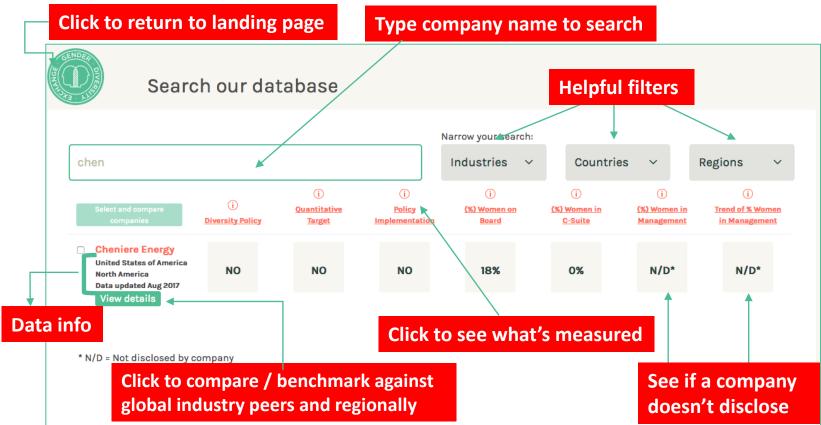
Select and compare companies

Compare up to five companies. Check the **box** next to each company you want to compare, then click **select and compare companies**.





HOW TO USE THE POWERFUL FUNCTIONS EXAMPLE: CHENIERE ENERGY







HOW TO READ THE RESULTS USING "VIEW DETAILS" EXAMPLE: CHENIERE ENERGY



94% of Cheniere's <u>Global</u> industry peers have a gender diversity policy, 6% don't. Regional average (<u>North America</u>) all industries combined is 90%.

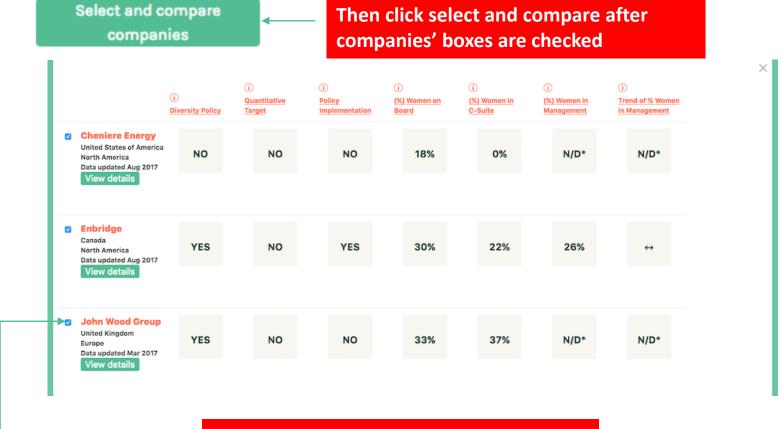
Global industry peers have 19% women in management. Regional average is 29%.

29% of <u>Global</u> industry peers saw an increase in women in management over the past five years.





SAMPLE SEARCH RESULTS FROM "SELECT AND COMPARE COMPANIES" FUNCTION



Check box to compare up to 5 companies





WHO IS BEHIND IT?



The Gender Diversity ExchangesM is a LeaderXXchangesM solution created by Sophie L'Hélias, its founder and President. Sophie is an international corporate governance expert, co-founder of the International Corporate Governance Network (ICGN), public company and investment fund board director, and former managing director of an activist hedge fund.

LeaderXXchangesM is a change-driven organization, which advises and promotes diversity and sustainability in governance, leadership, and investment. LeaderXXchangesM investment methodologies, including the Gender Diversity ExchangesM, have been tested by, and licensed to, institutional investors.

Since 2015, LeaderXXchangesM has organized a series of on-going global investor, director and company dialogues in the United States, Canada and Europe on board diversity and climate risk-management to drive practical outcomes and best practices.



WHERE DOES THE DATA COME FROM?



The Gender Diversity ExchangesM uses public and proprietary data from Vigeo-Eiris, an independent global ESG data provider, to reveal how companies stack up on gender diversity measures.

A CBI (Climate Bond Initiative) verifier and PRI board member, Vigeo Eiris' team of 200+ experts from 28 countries is recognized for the scope and the quality of its ESG data and ratings services by investors, issuers and other stakeholders.

Vigeo-Eiris has offices in Paris, London, Boston, Brussels, Casablanca, Hong Kong, Milan, Montreal, Rabat, Santiago and Stockholm as well as an exclusive Global Network of providers in Australia, Brazil, Germany, Israel, Japan, Spain and Mexico.





WHY DID WE CREATE IT?

The Gender Diversity ExchangesM is engineered with a single focus: for **positive** impact.

This simple, fast and powerful solution lets users from all walks of life reward companies that do well and encourage others to do better:

- By giving free access to the site, we let investors, journalists, companies and their board members, as well as the general public, learn whether companies' intentions match their outcomes when it comes to gender leadership diversity.
- By developing a proprietary methodology, investors can obtain a license to integrate this tested methodology in their portfolio and invest for change.
- By creating a seal for investors and companies that support the Gender Diversity ExchangesM, we encourage companies to improve outcomes.
- By providing fully customizable benchmarking reports, investors, management and board members can see how companies measure up with quality data.



The Gender Diversity ExchangeSM Fact Sheet www.genderdiversityexchange.com

What is the Gender Diversity Exchange?

The Gender Diversity Exchange tracks the progress of publicly-traded companies around the world as they promote women into the ranks of their boards, executive leadership, and management levels. By giving tools to investors, journalists, and the public, we seek to hold companies accountable for meeting the gender-diversity targets that they have set themselves.

Why is this important?

Research shows that companies with greater percentages of female directors have better financial results. When women are underrepresented among a company's directors and top managers, the company is less well equipped to handle business challenges, understand customer needs, and approach problems from a different perspective.

Many companies make public their internal data on how many women are in these roles, either out of a sense of transparency or because local laws mandate this disclosure. Some also publicize their commitments to promote more women or nominate more to the board of directors. But until now, there hasn't been an easy way for investors, the media, or interested citizens to find out how certain companies measured up, or how close these companies came to meeting their own announced targets.

We created this site to make this information widely available, for free. Those who select for companies with higher levels of gender diversity – investors choosing stocks, members of the public buying products, or journalists writing about gender parity issues – can visit the site to learn how their companies do on these measures.

How does it work?

This site offers a free search engine where users can find information on the largest publicly-traded 500 companies in three regions worldwide, by market capitalization. Using public data that the companies disclose, as well as proprietary databases from Paris-based environmental, social, and governance data provider Vigeo-Eiris, the search engine reveals how these companies stack up on gender diversity measures.

Who is behind this project?

LeaderXXchange, which advises and promotes diversity and sustainability in governance, leadership, and investment, launched and manages the Gender Diversity Exchange. Sophie L'Helias, the president of LeaderXXchange and an international corporate-governance expert, conceived this project. Learn more about the team behind the Gender Diversity Exchange here.

How can I learn more?

Contact info@leaderxxchange.com

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QUESTIONS?

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