

## **DIVERSITY, INCLUSION, AND GENDER EQUALITY POLICY**

### **Context**

Booster Box is a leading performance marketing agency, recognized for its expertise in scientific marketing and data-driven campaign optimization. With a focus on scaling advertising campaigns, we leverage proprietary technologies and advanced big data techniques. Our services span Paid Search, Paid Social, SEO, Affiliate, Programmatic, and Amazon Advertising, supporting a wide range of client needs with reliability and innovation. Our Analytics Unit is key to our success, enabling us to track, measure, and analyze data with utmost precision.

Our track record has earned us the prestigious title of Large Global PPC Agency of the Year in 2022 and consistent recognition as one of Europe's Fastest-Growing Companies for four consecutive years by the Financial Times. As part of the Precis Digital group, our global presence spans 14 locations, managing over €700 million in ad investments with a team of approximately 600 professionals who collectively speak more than 40 languages.

### **Organizational Culture**

The pursuit of excellence—in our products and services, in people, and in internal and external relationships—the enhancement of individual potential, and maintaining market relevance over time are the guiding principles of our corporate management.

Booster Box firmly believes that fostering an inclusive organizational culture attentive to diversity is essential for the full development and appreciation of individual potential. Diversity and inclusion bring about different ways of thinking and perspectives, which are foundational to a people-driven and continuously innovative business.

We also believe that an impartial, inclusive, and socially responsible organization is better equipped over time to safeguard its resilience, sustainability, and reputation.

### **Objectives**

Booster Box continuously strives for improvement. Every year, we invest in technological solutions, training, and the consolidation and development of our employees' skills.

In the field of human resources, we are committed to enhancing the workplace environment regarding gender equality, inclusion, and diversity. These values are integrated into our management system to foster organizational growth and the personal and professional development of every employee.

Aligned with our principles and values, and with the aim of consistently improving the

efficiency and effectiveness of our Integrated Management System, we commit to continuously enhancing our performance through the evaluation of our business processes, setting goals, and developing improvement programs.

Specifically, through this document, the Management commits to pursuing the following overarching objectives:

- Achieve compliance with the ISO 30415:2021 (Diversity and Inclusion) standard.
- Obtain the UNI/PDR 125:2022 certification for gender equality.
- Foster individual responsibility among all collaborators, emphasizing the importance of carrying out activities in alignment with the voluntarily adopted standards.
- Ensure that all activities comply with current legal provisions and any applicable signed regulations.
- Engage all employees in pursuing continuous improvement across all business activities.
- Establish, monitor, and periodically review set objectives.

To achieve these overarching objectives, Booster Box commits to:

- Communicating internally and externally, including through marketing and advertising activities, our commitment to promoting gender equality, diversity, and supporting the empowerment of women and underrepresented groups.
- Promoting inclusive and transparent working conditions to remove cultural, organizational, and relational barriers, fostering an optimal balance between personal and professional life.
- Ensuring equal opportunities for professional development and growth based on meritocratic principles.
- Enabling individuals, regardless of identity, context, or circumstances, to access work and develop essential skills for their personal and professional growth.
- Guaranteeing impartiality by eliminating biases and rejecting any form of direct or indirect discrimination based on gender, age, sexual orientation and identity, disability, health status, ethnicity, nationality, political opinions, social status, or religious beliefs.
- Ensuring governance focused on defining appropriate organizational safeguards and achieving gender parity in high-level corporate leadership.
- Implementing HR management processes at all stages of the employee lifecycle based on principles of inclusion and respect for diversity.
- Ensuring that employees feel their opinions matter.
- Supporting parenthood and work-life balance by promoting policies that respect time outside of typical family or personal activities.
- Applying a policy that prevents discriminatory practices in hiring, remuneration,

access to training, promotion, dismissal, or retirement based on race, social class, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, age, or any other condition that could lead to discrimination.

- Providing a work environment compliant with applicable laws and regulations, particularly concerning workplace hygiene, health, and safety, while ensuring employee involvement and consultation.
- Preventing injuries and occupational illnesses through adequate staff training and appropriate prevention and protection measures.

The Integrated Management System Manager is entrusted with the responsibility and authority to manage the system and verify its application across all relevant functions.

All employees are required to:

- Understand and align with the company mission.
- Adhere to company procedures and practices.
- Act collaboratively with colleagues and the organization.
- Actively engage and participate in continuous improvement across all company areas.
- Provide proactive feedback and suggestions to the Management to support continuous improvement in the definition and application of the Integrated Management System.
- Respect environmental considerations in all aspects.
- Comply with all prescribed safety risk prevention and protection measures.

The Management ensures that the policy is understood, implemented, and supported at all levels, periodically reviewed to confirm its continued relevance, and made available to internal staff through:

1. Posting on notice boards.
2. Other digital sharing systems.

Compliance with the voluntarily adopted standards and internal rules, as well as the effectiveness of the Management System, is regularly evaluated through audits conducted by qualified internal and external personnel.

All employees are required to respect and implement this Policy to support the effective implementation of the System.