



Diversity and Inclusion Plan 2021/2023



Message from CEO/CPO

Since our foundation, we have worked hard to build a people centric culture focused on diversity and inclusion, with a view to delivering both internal and community-led value. Our aim is to build a long term sustainable and equality driven workforce, and every project or initiative is implemented with this in mind. As a founding member of the **All-in Diversity Project**, we take equality, diversity and inclusion very seriously and have committed ourselves to its ideals since our conception, living them every day. We are an equal opportunities employer and are opposed to all forms of unlawful and unfair discrimination.

We are blind to gender, nationality, ethnicity, religion, age, sexual orientation or disability, and we respect and celebrate the uniqueness of every GiGster. We constantly challenge ourselves to do better in every aspect, and we're currently operating at a 67.9% male to 32.1% female split, which in our industry is still one of the best ratios, however we continuously challenge ourselves to do better. From our own female leaders showcasing pathways into the industry, to educating and encouraging others to join communities and pursue a career in the spaces we occupy, we are always looking at ways to include and empower more people to come into our sector. If you are the best for the role, we will hire you. All of our policies are equality aligned. Unlike most companies, our policies are based on company culture, and we always go above and beyond to ensure we aren't just giving out basic local allowances, but give every colleague the same entitlements where legally possible. Our whistleblowing and Insider and Trading Policy both comply with regulations and encourage a culture of feeling safe and secure in our practices for our people.

"Our hats go off to Gaming Innovation Group for taking meaningful steps towards equality and true inclusion across their business. By supporting All-in Diversity Project and benchmarking their progress through the All-Index, they lead the industry by example when it comes to diversity, equality and inclusion".

Kelly Kehn, Co-Founder
All-in Diversity Group

Diversity and Inclusion is one of our four core sustainability pillars

Our people and stakeholders are at the heart of every decision we make, as are the communities in which we live and work. We want to create sustainable growth for every single stakeholder and by refocusing our efforts we believe we can deliver real impact together. Building on our already solid strategic approach, we have aligned our key development areas with the United Nations 2030 Agenda for Sustainable Development and the 17 Goals for People, for Planet.



Diversity and Inclusion - It's what we practice.

We are blind to gender, nationality, ethnicity, religion, age, sexual orientation or disability, and at the same time we respect and celebrate the uniqueness of every GiGster. Our team is made up of 44 nationalities, with various socioeconomic backgrounds, and we are aware that every single person has a different story to tell and we want to hear them, and empower them to give back to their communities with our support. Through education and working closely with organisations like All-in Diversity as a founding member, we will continue to reduce inequalities in the communities in which we live and work, and by partnering with the Stress Management Society we will be providing a comprehensive health and wellbeing programme for years to come. Where we will pull together current practices, addressing the five pillars of wellbeing and

the importance of personal resilience, we will equip our people and continuously improve processes, how we do things in the workplace and make a better and brighter tomorrow.

Our main goals are to:

- Increase diversity of thinking and perspective by recruiting from an increasingly diverse talent pool
- Break down more barriers by increasing development and education opportunities in our workforce and in our communities, utilising current programmes and creating progression initiatives

Main Initiatives

1. Equal hiring opportunities

We treat each candidate the same, promoting a culture of fairness, understanding and transparency removing all barriers and supporting individuals based on their needs and requirements - giving them the same level of care and inclusive experience.

- a. We have specific “No bias” training as part of the hiring manager toolkit,
- b. We are building a multi-cultural global workforce independent from any preferences other than skill sets and talent.
- c. We are continuously assessing how and where we look for talent, and have been casting our net farther around the world creating a new marketing recruitment plan assessed and measured monthly
- d. Always looking for new ways to increase diversity in the hiring process, from language, to working hours and all-round flexibility.

2. Living and breathing our values

Our values are underpinned by inclusion, equality and togetherness, and designed by our people.

- a. To ensure the values would be truly GiGster led, meaning all our people led the way, rather than a top down approach, we created a project team full of internal experts. As a result of the six month long project we gained
 - i. Over a 60% participation rate to the survey
 - ii. 24 hours worth of workshop discussions
 - iii. Over 4000 lines of data
 - iv. Which all led to the formation of five distinct and personalised values. These values, created by our people help form a framework of aspirational and attainable milestones, needed to achieve our common goals.

3. Leading by example

We have always been at the forefront when it comes to policies, processes and welfare entitlements aimed to remove barriers and increase fairness for each individual. From country leading marriage, adoption, maternity, paternity and study leave entitlement, to childcare support, incredibly flexible working hours and remote working policies - we will always strive to be the best employers at the forefront of policy change.

4. We are #together

Our new mental health and wellbeing programme - partnering with internationally renowned stress and personal resilience specialists The Stress Management Society, will use all of our current health and wellbeing initiatives and create a new

holistic approach and programme addressing all five pillars (mental, physical, emotional, spiritual and social) of wellbeing to equip our people to deal with everything life is throwing their way. This individualised yet holistic approach will support everyone whatever their needs.

5. Bridging the gap

There are two elements to our “Bridging the gap” initiative the first being the creation of our educational foundation and the second being our community charity outreach programme.

- a. GiG Gives our charitable organisation is being registered as an official foundation, where we will be centering everything around education. We will be partnering with some larger educational organisations such as local colleges to create bite size tech and communication courses for people who are disadvantaged and are needing support back into the workplace. We intend to use our network of partners to create internships, giving opportunities and valuable work experience, creating true sustainability, equality and inclusion.
- b. GiG Gives Community outreach - as per the 17 United Nations goals we engage with initiatives locally with our GiGsters, supporting charities or events such as World Clean Up Day, building animal shelters, volunteering in people's homes, collecting and donating food, clothing and supplies for orphanages and women's shelters, donating our expertise for small struggling businesses or schools who need IT/tech support. These are just a few examples of work done and upcoming projects.

6. Trading places

Partnering with All-in Diversity project we are in the early stages of creating a development programme where people chosen by their HR teams, can engage with a network of companies worldwide, and trade places with a different company's employee to gain more experience and develop professionally, take control of their own learning and progress, and gain valuable work experience in places otherwise not available to them. By each HR team selecting who qualifies to trade places for a fortnight, each business will be able to address any diversity, equality or inclusion concerns as they decide.

7. GiGstars monthly and annual awards

We are building a culture of fair and transparent recognition where everyone can be meaningfully rewarded, not based on seniority, time served, or any other bias. We select new judges reflecting every peer group, and ensure our categories give everyone the opportunity to win.



Advertising, marketing and social media coverage

From our employer brand to our commercial marketing campaigns, our teams always approach every opportunity with the same considerations: appropriate tonality, positive language is used, ensure fair representation, context, avoid appropriation and counter- stereotypes. Of course our teams also adhere to all country and jurisdiction specific advertising standards too.

Roles and responsibilities:

All employees have the responsibility to maintain an environment that is safe, respectful and productive. Everyone has the right to be treated fairly within the workplace in an environment that recognises and accepts diversity.

We can all contribute by participating in workplace diversity and inclusion activities and opportunities and complying with all anti-discrimination and workplace diversity legislation.

Managers can contribute by displaying a positive commitment to workplace diversity and inclusion, being role models, fostering an inclusive workplace culture, dealing quickly and effectively with inappropriate behaviour and participating in diversity training and encouraging team members to attend. The success of the strategy is dependent upon the support of everyone in the team. Everyone has a responsibility for contributing to a culture which supports and values diversity and inclusion.



Communication Plan

Audience	Key messages	Communication channel
GiGsters	Sustainability strategy, Diversity and Inclusion strategy, key initiatives and programmes including but not limited to all GiG Gives activities, team building events, success stories, progression and professional development, data on diversity and inclusion progress, community outreach, policies and procedures, industry awards and recognition	<ul style="list-style-type: none"> Slack GiG Hub (intranet) GiGsters Academy (training portal) Hibob (HRIS) Email Collateral/video/content Merchandise GiG.com
Potential GiGsters	Sustainability vision, Diversity and Inclusion vision, success stories, community outreach, reward and recognition, succession, industry awards, talent and skill sets groups, policies and CEO/CPO commitment	<ul style="list-style-type: none"> Social Media (FB, TW, LI, M) Blog site GiG.com Recruitment websites Vlogs Partner iGaming networking sites Collateral External publications/PR
Customer and shareholders	Sustainability strategy, Diversity and Inclusion strategy, data on diversity and professional development, community outreach, reward and recognition, succession, industry awards, policies and CEO/CPO commitment	<ul style="list-style-type: none"> Annual Report Sustainability Report External Publications/PR Cision GiG.com

Measurement and reporting

We will measure and track our progress on all of the above mentioned initiatives and programmes, reporting data and results within our quarterly sustainability updates and the annual sustainability report. Further specific actions will then be identified after closing 2023 reports.



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