



Managing
The Business
Of Content™

PFT's Diversity Policy

2020-21



Our strength lies in the uniqueness and diversity of our People

Diversity (Inclusion and Equality) is one of the six Core Values of Prime Focus as a group. Our corporate logo emphasizes the "people" focus of our business. There can be no people centricity without a willingness to embrace and celebrate diversity. When people feel appreciated and included, they can be more creative, innovative, and successful. We call this "PFT Embrace." We believe that the wide array of perspectives that results from such diversity promotes innovation and business success. Managing diversity makes us more creative, flexible, productive and competitive.

Intent: Create a culture of inclusion, with a focus on retention and development

Policy

- Create and foster a supportive, healthy, inclusive, and uplifting work environment in which all people realize their maximum potential within the company, regardless of their differences in ethnicity, gender, language, age, sexual orientation, religion, socio-economic status, physical and mental ability, thinking styles, experience, and education.
- Recognize our talent and diverse workforce as a key competitive advantage
- Treat all people with respect and dignity.
- Acknowledge and reward exceptional performance across all functions irrespective of any other considerations
- Improve the representation of women and under represented at all levels of the organization
- Integrate people with disabilities and Veterans by driving talent acquisition and management practices to achieve results
- Create a comfortable workforce by providing accessible physical workstations and office areas and flexible work hours

- Initiatives towards employees learning and development
- Create open communication practices within the organization
- Educate on Diversity and Inclusion initiatives, actions, and outcomes to all stakeholders

Here are the initiatives that PFT has been actively participating towards Diversity and inclusion:

Open Door

PFT believes in the power of a diverse workforce, that is inclusive of people of different culture, race, ethnicity, age, gender, orientation, physical or mental ability, and work-life situations. We focus on hiring talented and passionate individuals and conduct business with qualified service providers and partners without any discrimination whatsoever.

In FY 2019-20

- 40% of the total creative team is powered by women
- 27% creative team leadership is women
- 43% of the total creative operations & management team is powered by women. 22% of this team are in leadership positions

Our inclusivity initiatives extend beyond recruitment, and also focus on creating comfortable and accessible workplace. This includes flexible work hours, accessible physical workstations and office areas. While designing our facilities, we have taken into account differently-abled people – this includes separate washrooms, wide passages (for easy wheelchair movement) and easy access to kitchen/dining to name a few. We are a company that listens. We value the feedback of the people we work with and are willing to make changes. To that effort, we conduct Annual Employee Survey that seeks anonymous employee feedback on workplace experiences and perceptions. Our endeavour is not to merely make the people we work with happy, but to delight them and make them love their work and workplace.

Recognition without borders

Our talent reward and recognition program – EXCELSIOR, acknowledges and rewards exceptional performance across all functions irrespective of any other considerations. These rewards, promote a culture consistent with the PFT ethos of "High Performance, No Matter What".

Equitable Approach

We do everything to make everyone feel valued and included. As a part of our Promotion and Pay Parity Program, with each of our customer

program we continue to work towards our goal of eliminating the gap in pay (currently at ~17%) between genders by 2025. This is a complex and exhaustive exercise with its varying degrees of sensitivities and nuances from region to region, community to community.

Our HR team has nurtured a group of PFT Embrace champions and continuously engage with smaller groups of employees to educate them about diversity, inclusion, and equality, and their impact on workplace productivity, quality of work relationships, creativity, and innovation. Our leadership closely tracks the progress of our initiatives on a regular basis to ensure we are headed in the right direction towards the achievement of our goals.

Care and Share

Not only do we care to build a great company with values around diversity, inclusion, and equality, we also share our best practices and build momentum with our communities around us. Few examples we are proud of are here:

- HPA League: PFT is working closely with the HPA's board, we have helped conceptualize and launch a new initiative to recognize and reward under-represented executives in the M&E industry who have made a difference during the COVID-19 pandemic. PFT worked closely with HPA to conceptualize this recognition platform and design the overall program. PFT is also a part of the jury along with major M&E content enterprises.
- Supporting the Nanhi-Kali Foundation: For the last six years, PFT has been sponsoring the primary education of 100 under-privileged girl children in India through the aegis of the Nanhi-Kali Foundation. <https://www.nanhikali.org/>

