

LOBA®

Gender Equality Plan

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framework

At LOBA we focus on giving good experiences. To employees. To colleagues. Our clients. Our clients' clients. Our suppliers. And everyone who interacts with us directly or indirectly.

This plan is intended as a guideline for all behaviours and attitudes within the scope of promoting an organizational culture that practices the ideals of equality (particularly gender equality), justice, equity, diversity and inclusion within Globaz, S.A. (hereinafter referred to as LOBA), whether they are employees or other stakeholders.

With this plan we want to be clear about LOBA's position on the importance of practicing gender equality, diversity, inclusion, justice and fairness, so that everyone acts respectfully, fairly and correctly towards all stakeholders, the community and the organizational environment.

This plan aims to contribute to the adoption and maintenance of high behavioral standards in line with LOBA's values, in order to foster a culture that respects and values differences and thus promote inclusion and compliance with this plan, as well as all applicable regulations and legislation.

compliance with the gender equality plan

At LOBA, we are committed to promoting a diverse and inclusive workplace where gender equality is key. This Gender Equality Plan (GEP) is a public document, available on our website, which demonstrates our unwavering commitment to promoting gender equality within our organization. This plan is approved by management and communicated to our employees and stakeholders, setting out our objectives, targets and detailed actions.

Compliance with this plan is expected by all LOBA stakeholders, from administrators, directors, employees (regardless of their hierarchical levels in the company) and trainees. In addition, the company promotes, through its policies and procedures, that service providers working within the company and third parties acting on its behalf comply with the principles set out in this plan.

organizational context

GLOBAZ was founded in 2000 and took over the LOBA brand in 2013. It is a communications agency with a strong technological component, which operates mainly in the national market and across different sectors of activity, both public and private.

It is based in Oliveira de Azeméis and also has offices in Oeiras, Aveiro, Guarda, Porto and Braga, with around 150 employees.

We are LOBA - Customer Experience Design, the customer experience agency in Portugal!

mission, what we believe

Inspired by the "customer experience" philosophy, our mission is to provide excellent customer experiences to our clients' customers, with POSITIVITY, INNOVATION AND TRUST.

vision, what we want to be

We want to conquer markets, but above all we want to conquer people, with the vision of being top of mind as a customer experience agency in this market.

values

Trust: we honor promises, we keep our word.

Innovation: we are creative, curious and have multidisciplinary technical know-how.

Positivity: we are committed to ensuring firm and constant support in all challenges, with perseverance, availability and good emotions.

attitude

we defend what we believe in with great determination

We go the extra mile for ideas and we're colleagues who can reach the moon and back if necessary. We hold on to every project with claws and teeth. No one is left behind. As a team we think, argue, debate and create poetry from numbers.

loba team

Our team is made up of Lobáticos, marketers, communicators, designers and engineers who work every day as accounts, consultants, project managers, creatives, technicians and programmers to provide the best customer experience.

principles

In addition to the values that guide our conduct, we have three principles that guide our way of being:

proximity

We understand that only by being close to our customers, suppliers and partners can we meet the demands we set ourselves. Our close relationship with all our clients is the vehicle that allows us to understand their business and their needs. Combined with clear and transparent communication, we let them know at every stage what they can expect from LOBA. What's more, we believe that any relationship should be based on trust and mutual respect, so that together we can achieve our goals.

commitment

We are dedicated to our stakeholders. Commitment comes naturally to us in any project. It is through commitment that we add value and exceed expectations. It is through dedication that we try to do more and better, that we innovate, (re)invent and create.

responsibility

The trust our clients place in us fosters our sense of responsibility through adding value, meeting deadlines, being transparent, competent and professional. Knowing that we can be all this and still be informal, close and flexible.

Employees must adopt a personal, professional, honest and truthful attitude in all circumstances, including reciprocal relationships. Employees must also keep records, transactions and all information media perfectly organized and accessible to authorized persons. Employees must also avoid any situations of omission or potential misinterpretation in all relations with customers and suppliers, namely in sales, after-sales, marketing and advertising. Employees must provide customers with accurate and complete information about the products they sell.

organizational culture context

diversity and inclusion

LOBA is an inclusive company that sees diversity as one of its strengths and competitive advantages.

We promote inclusion where everyone, without exception, feels comfortable being who they are. We value and respect different experiences, points of view, cultures and ideologies.

LOBA repudiates and condemns non-tolerance in any form of discrimination or prejudice against any person, whether within the company or with third parties. At LOBA we are free from social, racial, belief, gender, sexual orientation, age and nationality discrimination, among others, in our commitment to gender equality and inclusion. We recognize the fundamental importance of ensuring that all individuals, regardless of their

gender or parentage, have equal access to the rights, benefits and opportunities associated with marriage, marital status, pregnancy and maternity.

professional and personal balance

At LOBA, we recognize the importance of balance in the professional and personal spheres and strive to promote a positive organizational culture that values the well-being of our employees in various contexts, so we want all employees to be able to thrive both personally and professionally.

For example, we have implemented the following policies:

Hybrid Work Model

We offer the possibility of remote working for all employees, either partially or fully, allowing employees to work from home or from alternative locations when convenient, as long as they guarantee good working conditions. This working model has allowed us to boost productivity, focus, satisfaction, greater flexibility to manage personal commitments, gain quality of life and enhance the balance between personal and professional spheres. On the other hand, the reduction in commuting to the office has made it possible to reduce the ecological footprint and commuting, and there is a greater financial benefit for the employee. In addition, there has been no need to invest in large offices.

Flexibility of working hours

We allow employees to choose the schedule that best suits their needs. In addition, there is flexibility when adjustments to the timetable are necessary. This has allowed us to reconcile family obligations, such as looking after children or other family members, hobbies and facilitating unforeseen events.

Flexible vacations and breaks

We allow employees to choose to take their vacation days in periods of their choice, according to their personal needs, as long as they don't harm the projects or the team. In addition, we have flexible breaks during the day.

Workload Management

We also promote a culture of respect through an adjusted workload. We use technology for good management. We have tools that we use to plan and distribute work, ensuring that employees are not overloaded with work and giving them adequate time to rest.

Wellness Promotion

We have small teams so that the leaders can be attentive and committed to training and supporting their team. This strategy has allowed for greater proximity between each employee and their leader.

Mental health is a topic we are careful about. It is through leadership and a People & Culture department that is more available, closer and attentive that we try to distance ourselves from burnout and promote a healthy working environment where people feel they belong and have a purpose. Actions such as good planning, balanced distribution of work, encouraging disconnection after working hours, providing tools to deal with obstacles and anxiety, have helped in this mission to promote a healthy working environment.

We also have workplace exercise sessions available to all employees, as well as group classes in the gym at different offices, and we provide fresh fruit.

In terms of training, we have workshops related to well-being, such as topics like financial literacy and nutrition.

Open and Inclusive Communication

We're not an open-door company. Because we don't have doors dividing teams.

We promote an organizational culture that encourages open and inclusive communication between anyone. It has proven to contribute to the informal, respectful and trusting atmosphere that is felt in every office or at every remote meeting. This way employees can feel free to express their true selves, their needs, ambitions, ideas and concerns.

Awareness and training

When new employees join the company, we explain the type of culture and benefits that employees can enjoy, as well as the behaviors that are valued and those that are frowned upon. Whenever necessary, we also reinforce certain practices, policies and benefits to all employees.

We make leaders aware of issues such as those described above, because we know that they can be perceived as uncomfortable by some people and the People & Culture department supports them whenever necessary. In this way, topics such as flexible working hours, leave, mental health, among others, become more accessible and easier to talk about.

gender equality in career development

At LOBA we evaluate performance. Not people. We evaluate progress in performance. We look at merit, autonomy, responsibility, trust and the delivery of quality work. Thus, we only look at gender to ensure that there is fairness and that there are no prejudices, even if unconsciously.

LOBA aims to foster an equitable working environment, where individuals of all genders have equal opportunities to thrive and advance in their careers. This has meant investing in professional development programs that benefit both men and women.

gender equality in recruitment and selection

Also in recruitment and selection, we choose the most competent person for the job. In the job market itself, there are differences in gender representation in some jobs, so we haven't yet achieved gender equality in some positions. When there is an opportunity to hire a new employee, we try to maintain diversity in the team and hire someone from the under-represented gender, when, of course, we consider that they have the competence and skills to take on the role and integrate into the team.

When a job opportunity is advertised, the job descriptions are gender-neutral and the selection criteria are based on skills and abilities relevant to the role.

The recruitment and selection team includes members representing the diversity and inclusion team to ensure that this is being respected.

zero tolerance for any kind of violence or harassment

At LOBA, we advocate a zero-tolerance policy towards any kind of violence (including physical, psychological, sexual and gender-based violence) and harassment (including moral and sexual harassment). In this GEP, we present clear and comprehensive institutional policies to prevent and address such issues. These policies have defined expected behaviors and detailed mechanisms for reporting incidents of gender-based violence. We are committed to providing support, resources and a safe environment for victims or witnesses of gender-based violence. At LOBA we demand a culture of respect, where all employees are aware of their rights and responsibilities and are actively involved in maintaining a work environment free of harassment and violence.

harassment and violence in the workplace

LOBA is governed by the highest ethical standards of honesty and integrity.

At LOBA we promote and value correctness, urbanity and professional standards in relations between employees, as well as respect for their rights.

Under the terms of the law, harassment is unwanted behavior, namely that based on discrimination, practiced when accessing employment or in employment, work or vocational training, with the aim or effect of disturbing or embarrassing the person, affecting their dignity, or creating an intimidating, hostile, degrading, humiliating or destabilizing environment.

Sexual harassment is unwanted behavior of a sexual nature, in verbal, non-verbal or physical form, with the purpose or effect referred to in the previous point.

At LOBA we condemn and prohibit the practice of harassment by any of our employees.

Lobáticos must:

a) Contribute to the creation and maintenance of a good working environment among colleagues, in particular through mutual collaboration and cooperation, guiding their relations with each other by treating each other in a cordial, respectful and professional manner;

b) Show consideration and respect for all those with whom they deal in the course of their professional activity, refrain from any kind of abusive pressure and avoid behavior that could reasonably be considered offensive by others;

c) To guide their actions and behavior by the highest standards of integrity and individual dignity.

d) Not to engage in discriminatory behavior, especially on the basis of race, gender, age, physical disability, sexual orientation, political opinions, religion, ideological convictions and trade union membership.

harmful practices channel

All LOBA employees and stakeholders, including but not limited to employees, suppliers, customers, shareholders and business partners, are encouraged to report any concerns about a potential or actual violation of the principles and values of our Code of Conduct. To this end, LOBA provides several channels for reporting concerns or violations, namely:

- Administration;
- The director or team leader;
- Shared Services;
- People & Culture Department;
- Complaint portal.

LOBA prohibits retaliation against any employee or third party because of communications made in good faith and protects the rights of the incriminated person.

complaint portal

In compliance with the provisions of Law 93/2021, of December 20, an anonymous reporting channel has been implemented, encouraging all those who become aware of irregularities in the context of the development of their professional relationship with any member of the company.

LOBA undertakes to guarantee the confidentiality of the identity of whistleblowers, to protect them against any act of retaliation, to investigate all reports submitted and then to act diligently to put an end to any irregular situation that may be identified.

The Complaint Portal can be found on LOBA's website, in the footer, accessible to anyone.

GEP's goals

After characterizing the company as it is perceived and felt, we are committed to doing more and better for gender equality at LOBA. The GEP therefore has the following goals::

- Guarantee equal opportunities for all genders in hiring, promotion and career progression;
- Address unconscious prejudices and implement measures to promote gender balance at all levels;
- Raising awareness and training all employees on gender equality;
- Continue to foster an inclusive work culture that supports a balance between personal and professional spheres;
- Monitor and evaluate progress through data collection and annual reports with gender-related indicators.

diversity and inclusion team

To effectively implement the GEP, LOBA recognizes the need for resources and expertise dedicated to gender equality. We seek to allocate the necessary resources to ensure a

continuous and sustainable process of organizational change, with the aim of continuing to promote an inclusive and equitable working environment.

The D&I (Diversity and Inclusion) team is made up of members of the People & Culture and Sustainability departments.

The responsibilities of the D&I team are as follows:

- Coordinating and implementing and developing continuous improvement measures and plans related to gender equality;
- Ensuring compliance with the GEP throughout the organization;
- Set up work teams or refer the implementation of measures and their monitoring to the appropriate organizational structures;
- Monitor the impact of the gender equality policy by analyzing specific indicators.

implementation plan

diagnosis of the current situation

The D&I team will carry out a detailed analysis of the current gender equality situation at LOBA. This diagnosis will involve collecting and analyzing data on gender representation at different hierarchical levels. It should be noted that it was from the analysis of current policies and practices that the GEP emerged.

Some relevant indicators that can be analyzed regarding gender representation are the following:

1. Representation at different hierarchical levels, from employees to middle and top management;
2. Representation on task forces and working groups;
3. Hiring fee;
4. Promotion fee;
5. Retention rate;

6. Professional training rate (in hours);
7. Employee satisfaction;
8. In different roles;
9. Performance evaluation;
10. Gender Discrimination Complaint Rate.

LOBA is committed to collecting data on the gender of its employees. We will report annually based on the indicators we consider relevant to track progress. This data-driven approach will feed into the GEP's objectives and ongoing evaluation, allowing us to continuously improve and address gender disparities.

setting objectives

Based on the diagnosis, the D&I team will define clear and specific objectives to promote gender equality in LOBA. These objectives will establish a path to be followed throughout the implementation period of the GEP.

measures to promote gender equality

professional and personal balance

Evaluate the possibility of implementing policies that result in more flexible working hours.

career development

Actively identify talented people of the under-represented gender in the function and provide the necessary support and resources for their professional development. This support can include a mentoring and/or coaching program providing valuable guidance and advice.

Ensure that performance appraisals are conducted fairly and objectively, without gender bias. Empower leaders to evaluate performance based on tangible results and demonstrated competencies.

gender balance in leadership and decision-making

Increase the representation of women in leadership and decision-making positions within our organization.

Ensure that women have the same opportunities to be considered for leadership and decision-making positions, based on their skills and merit.

Encourage Female Participation: establish programs that encourage and support the development of women's leadership skills within the company. This can include mentoring, coaching or training programs to empower and prepare women to take on leadership roles.

GEP approach in the company and in the team

communication and employee engagement

As with all other LOBA practices and policies, there will be transparent and open communication about the implementation of the GEP. All employees will be involved in this process and encouraged to share feedback and suggestions to continuously improve the company's practices.

recognition

LOBA will recognize behaviors that promote gender equality, inclusion and diversity in the organization. This will encourage and reinforce a culture of equality and inclusion.

gender equality training

Training related to gender equality, unconscious bias and the challenges faced by women in the workplace will be included in the training plan for all employees, with an even greater focus on decision-makers. To complement this, training on inclusive communication and language will be reinforced to ensure that all employees reflect an inclusive and respectful approach to gender and differences, avoiding stereotypes and sexist language.

As with all training, an evaluation of the training provided will be carried out to assess its effectiveness and impact. Through this feedback and analysis, areas for improvement will be identified and adjustments made to ensure that the training program is aligned with LOBA's needs and objectives.

regular monitoring, review and updating

The D&I team will monitor the progress made in implementing the GEP. Periodic evaluations will be carried out to measure the impact of the actions implemented and identify areas that need adjustment or improvement.

The GEP will be subject to annual reviews, and whenever necessary, to ensure that it is aligned with the changing needs and realities of the organization and society. It is expected that new measures and practices will be added as the company progresses on its journey towards gender equality and as challenges arise.

conclusion

At LOBA, our commitment to gender equality goes beyond words. It is an active and ongoing commitment to creating an inclusive, equitable and welcoming work environment for all employees, regardless of gender and differences. Through our Gender Equality Plan, we are determined to implement initiatives that promote gender balance at all levels of the organization, from hiring to leadership and decision-making positions.

The GEP is more than a set of actions, it is a statement of our commitment to eliminating gender disparities and creating an environment where all people feel valued, respected and empowered to reach their full potential. We embrace diversity as a fundamental value and believe that by promoting gender equality, we not only enrich our organizational culture, but also strengthen our competitiveness and impact on the market.

Through training programs, awareness raising, mentoring and inclusive policies, we will be committed to overcoming challenges, confronting prejudices and moving towards a future where gender equality is a tangible reality. We will continue to regularly monitor and evaluate our progress, using data and indicators to guide our decision-making and adapt strategies as necessary.

We believe that by promoting a culture of gender equality, LOBA will not only benefit our employees, but also contribute to a fairer, more diverse and inclusive society. Together, we will shape a future where opportunities are equitable, voices are heard and everyone's potential is recognized and valued. Gender equality is an essential pillar of LOBA and we are committed to leading by example and inspiring positive change inside and outside our organization.

LOBA is an inclusive company that sees diversity as one of its strengths and competitive advantages. It will continue to work to promote an inclusive organizational culture where gender diversity is valued and respected.

LOBA®

thank you.

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