



# Diversity, Equity and Inclusion (DE&I) Policy

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Status Update H1 2024



**Dear Ruepoint friends,**

It is with great pleasure and enthusiasm that I introduce our organisation's new Diversity, Equity, and Inclusion (DE&I) policy. As we embark on this journey together, we recognise the crucial role that diversity, equity, and inclusion play in creating a vibrant, innovative, and equitable workplace.

Our commitment to diversity goes beyond mere representation; it is a commitment to creating an environment that values and respects every individual, regardless of their race, ethnicity, gender, sexual orientation, age, religion, disability, or any other dimension of diversity.

We strive for equity by recognising and addressing historical and systemic barriers that have limited equal opportunities for certain groups. We pledge to foster an environment where everyone has an equal chance to thrive, grow, and succeed.

Inclusion is the catalyst that drives our organisational culture. We believe that diversity alone is not enough; it is through inclusion that we unlock the true potential of our diverse workforce. We are committed to cultivating a sense of belonging, where each individual feels valued, respected, and empowered to contribute their unique talents, perspectives, and ideas.

Thank you for joining us on this transformative path towards a more diverse, equitable, and inclusive future.

Sincerely,

**Raina Lazarova**  
**Co-founder & COO, Ruepoint**



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**Diversity, equity and inclusion are essential success factors for companies and employees alike.**

To operationalise our commitment to diversity, equity, and inclusion, we are integrating these principles into every aspect of our organisation from recruitment and hiring, management practices, collaboration with external partners and suppliers, and last but not least how we work with customers.

Additionally, we are creating a safe and inclusive space for open dialogue, where individuals feel comfortable sharing their experiences, ideas, and concerns.

We will continue to establish clear channels for reporting incidents of discrimination, harassment, or bias and ensure that appropriate measures are taken to address such issues promptly and effectively.



# Values

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## People-centric culture

We place people at the centre of everything we do. From our employees, to our customers, partners and suppliers, we do everything with respect to the individuals involved and their needs



## Open mindedness

We treat everything and everyone with an open minded attitude. Differences are celebrated and different ideas are encouraged at every level of the organisation, from the top down



## Transparency and trust

We prioritise transparency in the way we collaborate with our employees, customers and partners, building trust and long term relationships through honesty, integrity and accountability, from the top down



## Collaborative approach

Collaboration is at the heart of our organisation. We believe that by harnessing the collective strengths, experiences & perspectives of diverse individuals, we unleash our true potential and drive transformation.

# Scope of this DE&I Policy



**About This Policy:** This Policy applies worldwide to all employees of Ruepoint, including leadership/executive team, middle management, executives and other agents who are functionally equivalent to employees, such as temporary workers, freelancers and contractors.



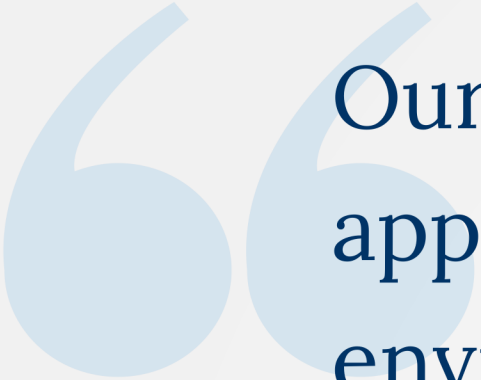
**Leadership/Executive Team:** The leaders and executives of the organisation play a crucial role in setting the tone and direction for diversity, equity, and inclusion efforts. Their commitment, support, and active involvement are essential to driving change and ensuring the policy's success.



**Employees:** All employees are important stakeholders in the DE&I policy. Their engagement, understanding, and willingness to embrace diversity and inclusion are critical for creating an inclusive work environment. Employees are encouraged to actively participate, provide feedback, and support the implementation of DE&I initiatives.

# Diversity, Equity & Inclusion at Ruepoint

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Our goals at Ruepoint are to foster a comprehensive approach to building equitable and inclusive environments that recognise and embrace the unique qualities and contributions of every individual.

By actively promoting diversity, pursuing equity, and fostering inclusion, we can create spaces that harness the full potential of their diverse members, leading to enhanced innovation, creativity, and overall well-being.



# Diversity, Equity & Inclusion at Ruepoint

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**Diversity** refers to the range of visible and invisible differences among individuals, including but not limited to race, ethnicity, gender, sexual orientation, age, religion, disability, socioeconomic background, and cultural experiences. It recognises that each person brings unique perspectives, talents, and strengths to the table, enriching the collective fabric of a group or organisation.



**Inclusion** refers to creating an environment where all individuals feel valued, respected, and empowered to fully participate, contribute, and thrive. It goes beyond mere representation and seeks to cultivate a sense of belonging, where diverse perspectives, ideas, and experiences are embraced, and individuals are encouraged to express themselves authentically.



**Equity** involves ensuring fair treatment, access, opportunity, and outcomes for all individuals, taking into account historical and systemic disadvantages. It recognises that not everyone starts from the same place or faces the same barriers. Equity involves identifying and addressing the root causes of disparities to create a level playing field and actively working towards removing barriers and providing necessary support to enable equal opportunities and outcomes for everyone.

# Strategies

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**Commitment from  
Leadership**



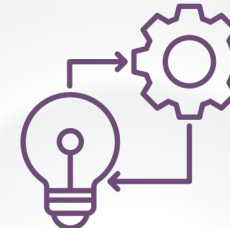
**Inclusive  
Communication  
and Engagement**



**Diverse and Inclusive  
Recruitment**



**Mentorship  
and Sponsorship**



**On the Job  
Training  
and Education**



**Partnerships  
and Community  
Engagement**

# Implementing Diversity, Equity & Inclusion

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At Ruepoint, the **Leadership team** is responsible for the strategy, implementation and steering of all DE&I measures reflected in this Policy.

The implementation of DE&I is aligned with our business goals and strategies.

To achieve the sustainable integration of DE&I in Ruepoint's business model and daily operations, the following recommendations and actions of measures have been taken.



# Implementing Diversity, Equity & Inclusion

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## Company Headquarters

**Corporate Governance:** continue to lead by example by fostering DE&I in our highest corporate governance structures such as the Top and Middle management teams.

**Training and Mentoring:** providing online workshops and sessions managed centrally for all members of the company to ensure full awareness of the manifestations of DE&I.

**Communication and Networking:** celebrating diversity in every day as well as dedicated events

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## Personal Commitment

Achieving change and improvement for the company and its employees requires the full participation and support of all parties.

The Leadership team recognise their role in building trust and the need to lead by example. We are proud that 60% of our Top and Middle management team are women.

Employees across the business, in our core markets and internationally, live our DE&I policy by demonstrating diversity, equity and inclusion values in their every day

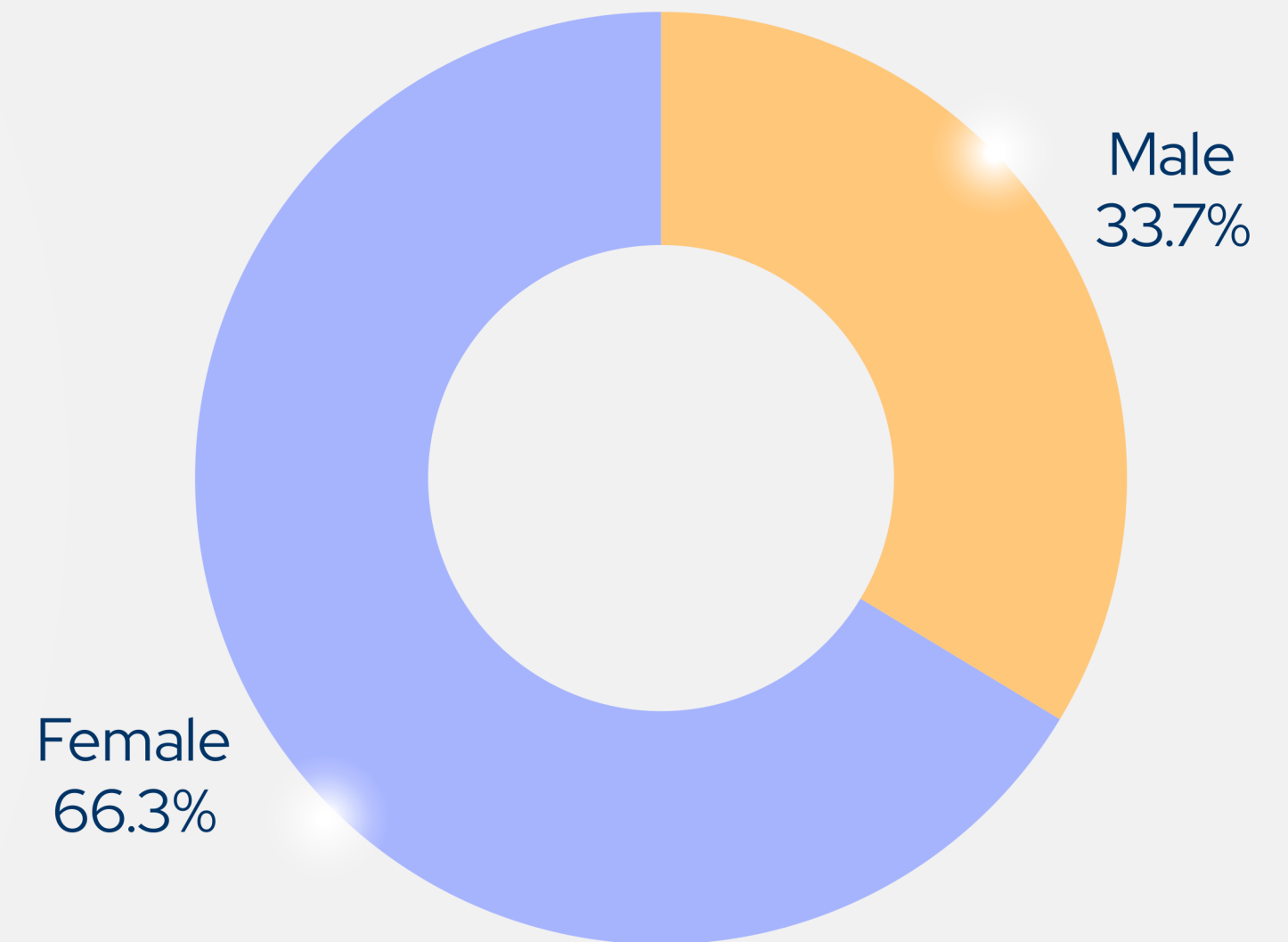
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## Ethnicity representation

“We are proud to have  
11 nationalities in the  
organisation, with  
4 nationalities represented in  
the top management team.

## Gender representation







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Proud members of:

