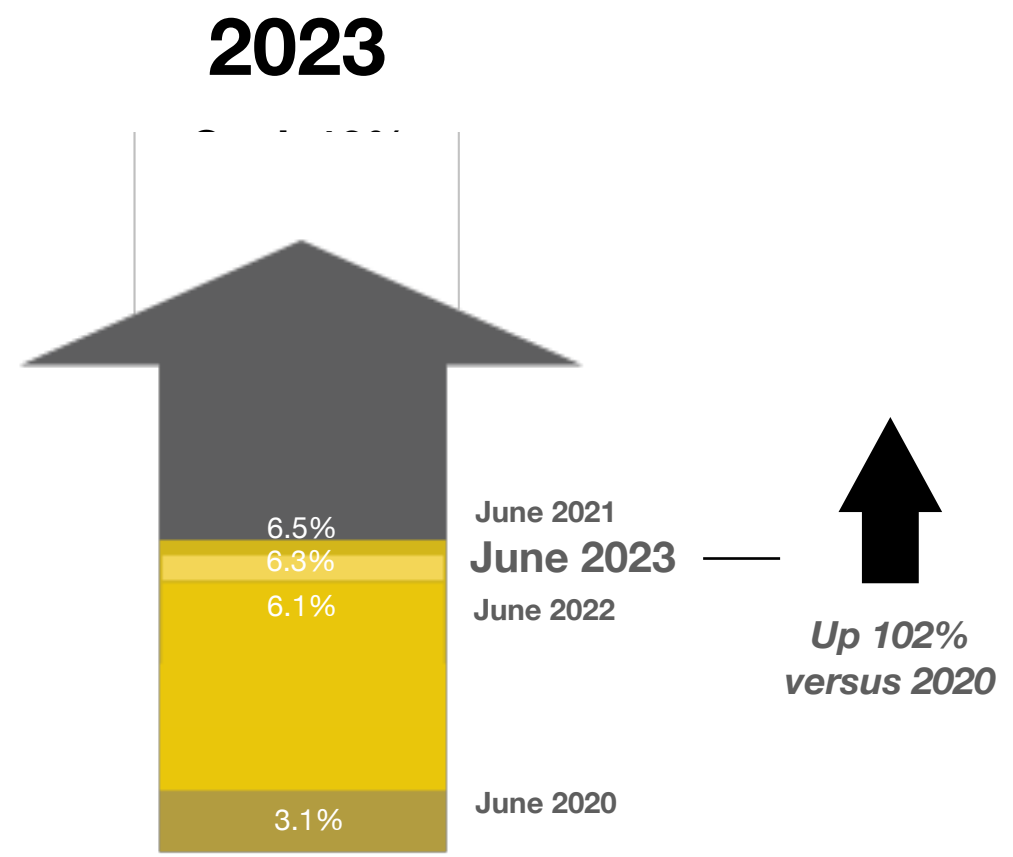


IN FOR 13: Our Progress in 2023

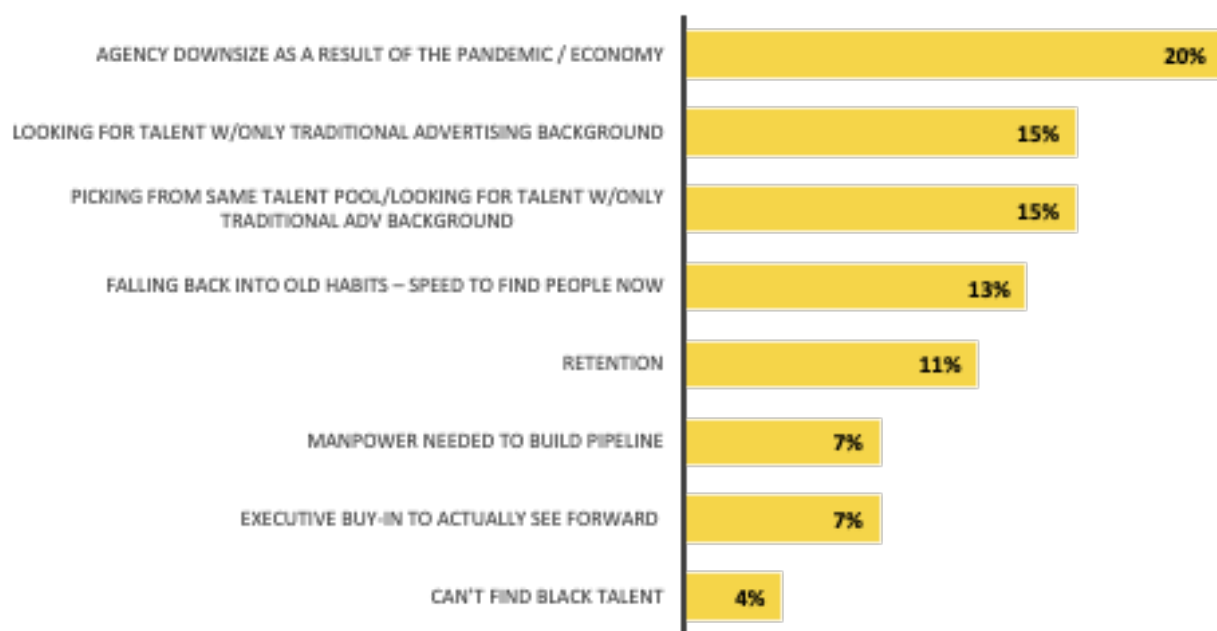
IN FOR 13 Mission

Hitting our goal of 13% of leadership positions to be held by Black employees by 2023

9.6% of employees were Black - an increase of 44% from 2020 (6.7%), and +8% v 2022



Why is % of Black leaders flat for past few years?



Biggest challenge is a lack of hiring opportunities due to downsizing

20%

Agency downsizing due to pandemic / economy
Up 781% YOY, 2% in '22

Last year's top challenge, retention, dropped 50%

11%

Retention
Down 50% YOY, 22% in '22

Agency Progress

26%

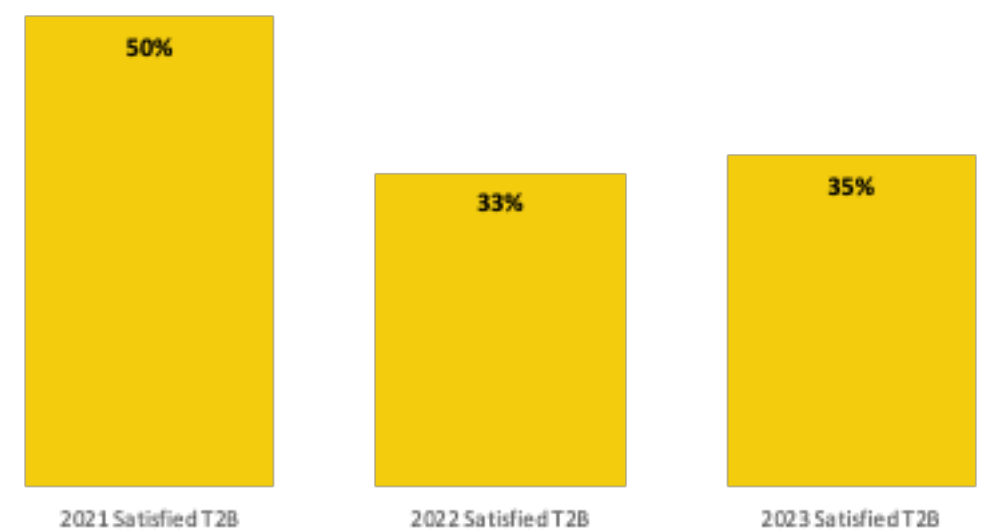
Describe their current efforts as "clarity on priorities"

Up 59% over last yr, and +85% v 2021

1/3

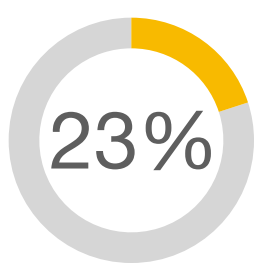
of agencies are satisfied with their progress, similar to last year, but lower than 50% in 2021

Satisfied/Somewhat Satisfied



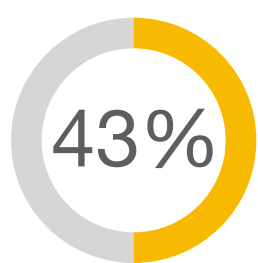
Agency Success

When stating their successes, retaining Black talent saw the biggest YOY increase, while change in culture was still the most common perceived success



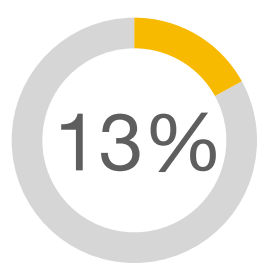
Retention of Black talent

Up 367% v last yr, 5% in '22



Change in culture

Down 13% v last yr, 50% in '22

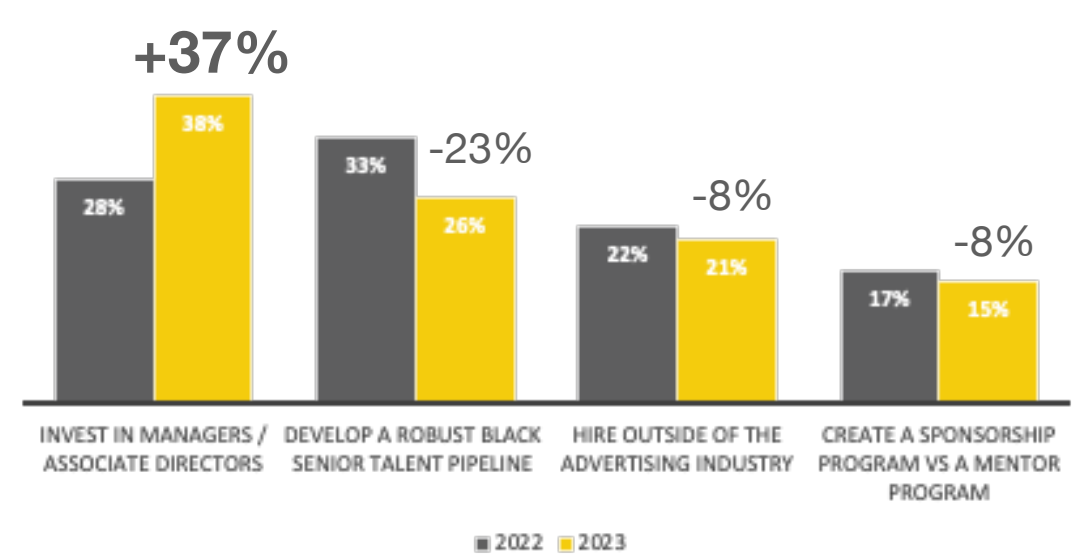


New hires outside of advertising

Down 11% v last yr, 15% in '22

Agency Efforts

Agencies put an emphasis on investing in their Black managers and associate directors to help fill the gap in Black leaders



IN FOR 13 Value

Similar themes across the years - outside perspective, part of larger industry change and working towards a clear goal

New this year was community learning (17%)



Top 2 Values
Same top 2 last year

25%

Valuable Outside Perspective
2nd highest value last year

21%

Part of Larger Industry Change
Top value last year