

The logo for 'imre' is centered within a white square. The word 'imre' is written in a lowercase, bold, sans-serif font in a bright orange color. The background of the entire page is a solid, vibrant orange.

imre

DE&I ANNUAL REPORT

May 2021

DE&I ANNUAL REPORT | TABLE OF CONTENTS

3
Page 3

Our Commitment & Goals

4-6
Page 4-6

imre, By The Numbers

7-8
Page 7-8

Community Impact Efforts

9
Page 9

Looking Ahead

DE&I ANNUAL REPORT | OUR COMMITMENT

imre's DE&I Commitment: Our North Star

At imre, we believe representation matters. As an LGBTQ-founded firm, it's been in our DNA since day one, and yet we know there's more work to be done within our own walls to intentionally reflect the diverse makeup of society across the communities where we do business.

This Annual Report is a means to demonstrate accountability through data transparency. And it's also meant to serve as a progress report on the actions we continue to implement to pay off on our promises to foster a more diverse, inclusive and equitable workplace where all people have a sense of belonging.

Further, imre acknowledges there are identities not captured in this report. We're actively working with external DE&I consultants and our internal teams to ensure our definition extends beyond the rigid parameters currently accepted by the U.S Bureau of Labor Statistics as we evolve our *Bring Your Authentic Self to Work* initiative.

imre's Goals



Diversity

Audit and improve the demographics of our workforce by benchmarking against the total US population.



Equity

Ensure our recruitment processes and professional development initiatives provide growth opportunities to all employees, removing bias wherever it may occur.



Inclusion

Built on our equities as a 12-time Best Place to Work, create safe spaces for new perspective, thoughts and ideas to contribute to our work and community impact.

Below you will find the racial, gender and other self-reported composition of imre associates based in the United States.

DE&I ANNUAL REPORT | BENCHMARKED BY THE US BUREAU OF LABOR STATISTICS

Racial/Ethnic Diversity

imre aims to ensure diverse perspectives are represented at the company.

Over the last year, we've audited and reflected on our current company representation in order to build a more intentional plan that attracts, retains and celebrates people who better represent the world we live in. We remain committed to those efforts.

imre Diversity Data

The advertising industry has a diversity problem when compared to the total US population and, admittedly, imre underperforms as well.

We are committed to increasing our Black, Hispanic or Latino, and Asian population to 12.1%, 17.6% and 6.4%, respectively.

Self-reported internal statistics show only 7.1% of leadership is non-White.

In 2020, 24% of our hires were from diverse backgrounds (23% people of color) and 41% of our paid internships went to underrepresented candidates.

Our in-house Organizational Development team is diligently evaluating and instituting new processes to remove bias if it exists and ensure representation at all levels. From the screening and interview process for new candidates, to our performance reviews and professional development opportunities, our tactical plan is now in effect.

Race / Ethnicity	imre Percentage	Advertising, Public Relations & Related Services in US*	Total US Population*
White	81.0%	85.4%	78.0%
Black or African American	8.2%	6.6%	12.1%
Hispanic or Latino	4.3%	7.9%	17.6%
Asian	3.8%	6.0%	6.4%
Two or more races	2.7%	N/A	N/A

*All US population data from 2020 U.S. Bureau of Labor Statistics Current Population Survey

DE&I ANNUAL REPORT | IMRE SELF-REPORTED IDENTIFIERS

Sexual Orientation Diversity at imre

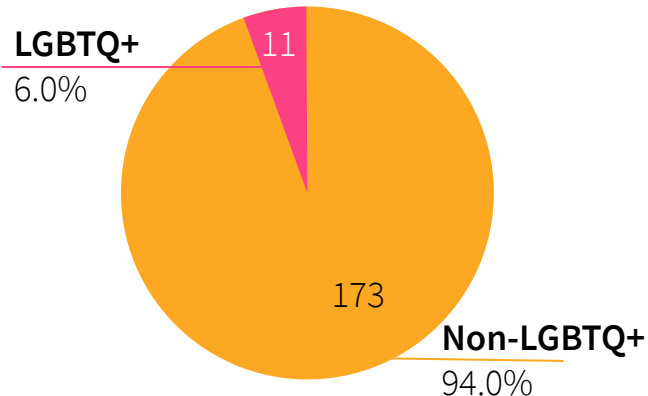
Our DE&I efforts trace their roots back to our founding as an LGBTQ-owned firm.

We set out to create an agency built around being better listeners. As time went on and our agency evolved, we grew to become a place where people could feel comfortable being their authentic selves at work.

Today, 6% of our workforce identifies as LGBTQ, over indexing compared to the overall US population. And at the leadership level, nearly 11% of our executives identify as LGBTQ.

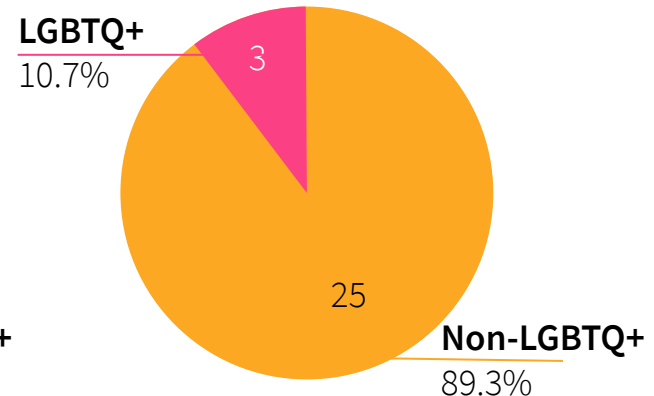
Sexual Orientation at imre

Total employee population



Sexual Orientation at imre

Total leadership team



*Leadership defined by those with titles of Vice President or above.

As one of the Fastest Growing Global Agencies in 2020 (Adweek), we are proud of how far we've come, while focused on our aspirations to become a workplace of the future that better reflects the total makeup of the US population.

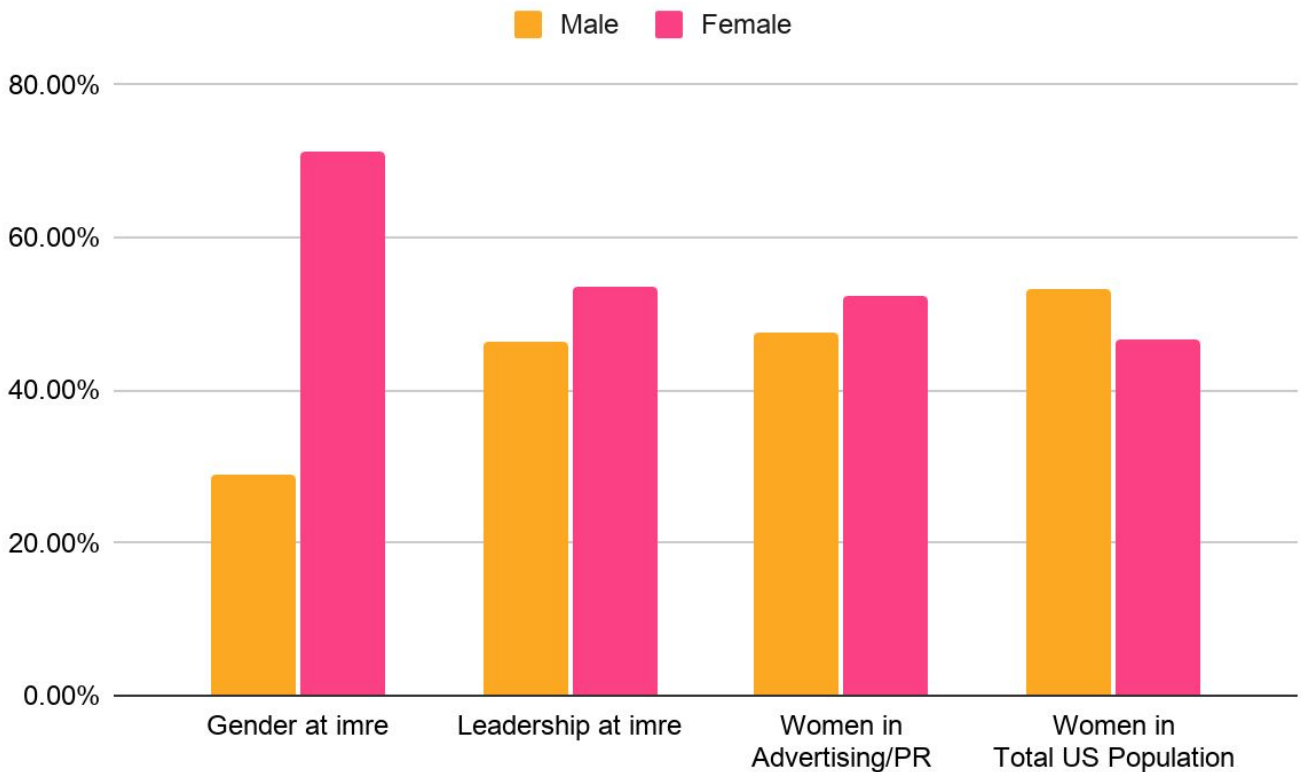
DE&I ANNUAL REPORT | IMRE SELF-REPORTED IDENTIFIERS

Gender Diversity

Several years ago, imre leadership set out to address the gender disparities in our industry. A strategic action plan celebrating and rewarding the contributions of female employees at imre positively impacted our ability to recruit, attract, retain and promote more women to the agency.

Proudly, our efforts paid off.

Today, women at imre outpace representation in the advertising industry at-large, and importantly, women fulfilling leadership roles.*

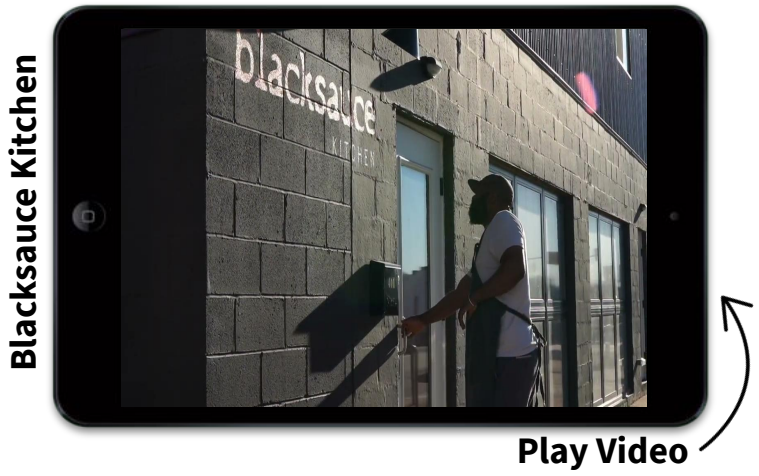


*Leadership defined by those with titles of Vice President or above.

DE&I ANNUAL REPORT | COMMUNITY IMPACT EFFORTS

Community Impact Efforts

Strategy means little without execution. We're proud to have launched eight new initiatives, inspired by our staff since evolving our strategy:



- Immediate identification of two businesses who could benefit from pro bono imreservices, owned by people of color: Tito's BBQ in New York and Blacksauce Kitchen in Baltimore



- Allocated USD \$11,000 (company funds) to initiate relationships with nonprofits that support BIPOC across communities: Baltimore's OrchKids; New York City's NAACP Legal Defense and Education Fund; Philadelphia's Attic Youth Center, and LA's National Association of Black Journalists



WIDE ANGLE YOUTH MEDIA



BRIDGES

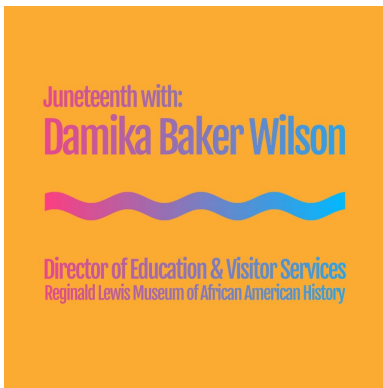
- Extended support of nonprofits to develop artistic talent at the elementary and high school levels through Wide Angle Youth Media and an organization called Bridges with funding, counsel and employee volunteer time

DE&I ANNUAL REPORT | COMMUNITY IMPACT EFFORTS *(cont'd)*

Community Impact Efforts



- Grew our partnerships HBCUs to source intern candidates and grant our employees opportunities to participate in coursework opportunities



- Organized an all-staff seminar to explain the genesis of Juneteenth and its meaning today, hosted by Damika Baker from the Reginald Lewis Museum of African American History.



- Updated policies for corporate paid benefits to include spending with companies represented across a homegrown, shared list of BIPOC-owned businesses across all geographies where employees work, live and play
- Hosted mandatory Unconscious Bias Training for all staff in September in a customized, agency-wide program
- Leadership commitment to have at least one BIPOC candidate in the interview pool for every open position at imre

DE&I ANNUAL REPORT | LOOKING AHEAD

Expanding the Industry

Our efforts over the last year have revealed some harsh realities, but have also ignited our passion to reach parity representative of the US population when it comes to racial and ethnic diversity—Yes, the marketing industry as a whole needs to do more to attract and retain diverse talent. In 2021, we are fulfilling our ambition to cultivate change within our own walls to propel progress.

Nurturing Future Talent

We expanded our partnerships with HBCUs to include more alumni groups and programs focused on diversifying the makeup of our industry. These partnerships will include contributions from imre employees to coursework and speaking opportunities, as well as paths to internships and positions within the agency across our offices.

Attracting BIPOC Leaders

We want to become a magnet for top talent in the industry, with a focus on people from diverse backgrounds. We know change must come in the form of new perspectives at all levels to create a dynamic and engaged workforce. Alongside recruiting young talent that represents the future of the industry, we will invest in creating greater diversity in our leadership groups, to mentor and develop the next generation of leaders.

Fortifying Our Workforce

We continue to launch new Business Resource Group's (BRGs) at imre, focused on underrepresented communities. Recommended by our staff, the goal is to surround new and current employees with people who can best relate to their unique experiences, and also provide a safe space for conversations and support. In addition to invitations to participate in key imre organizational activities, these teams will also help lead client work to produce further representation and allyship in campaigns.

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Thank You

For those with any questions or general advice to improve our efforts, please drop us a line at: dei@imre.com