

DE&I DAY



Corporate Webcast
Apr. 27

CA All Hands
hosted by Ally Network - Apr. 28

2022 COMCAST ADVERTISING DE&I WRAP UP

DEVELOPMENT

Enrolled leaders in

- Coach Diversity, the Cru, Excel

Continued

- Women in Leadership

Launched

- Catalyst

EFFECTV DE&I ADVISORY BOARD FREEWHEEL CULTURE AMBASSADORS

LEARNING

129 DE&I-focused courses

Introduced **DE&I Learning Journey**

17,395 CA teammates completed courses

Top Completed Courses

- Valuing DE&I
- Recognizing Microaggressions and the Messages They Send
- Interrupting Unconscious Bias
- Inclusive Language

SHARE(D) EXPERIENCES

share(d) experiences

@ COMCAST ADVERTISING

- Launched in August
- Four sessions to date in 2022
- In partnership with ComPsych and Anti-Defamation League
- 30-500 attendees per session
- Interest from more than 60 teammates to host/provide content

ALLY NETWORK



24 CA leaders
Train the Trainers
Leaders as Facilitators
Interview Allies

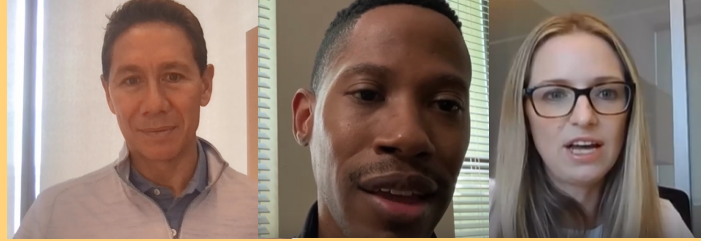
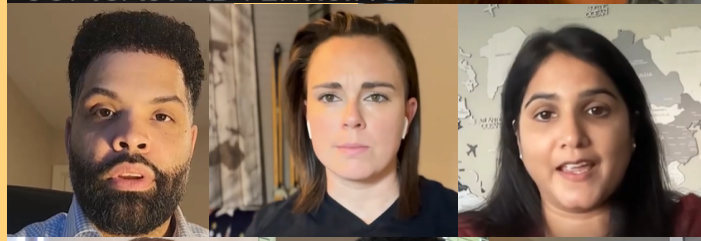
NEW HIRE DE&I WELCOME



COMCAST ADVERTISING DE&I

Welcome to Comcast Advertising! We are thrilled to have you as part of the team. During your onboarding, you've received a lot of information about Comcast. We also want to provide you with some background and resources on one of our priorities—our Diversity, Equity and Inclusion (DE&I) initiatives.

VALUE IN A DIVERSE TEAM



ERG GROWTH

Women's Network

Indigenous @Comcast

YPN
Young Professionals Network

APA
Asian Pacific Americans

MyAbilities Network

BEN
Black Employee Network

Veterans Network

Unidos

Launched two CA ERGs:

OUT
@Comcast Advertising

Comcast WAM
Women in Advertising & Media

2 YEARS OF COMCAST RISE

- Provided \$110 million to strengthen and empower small businesses
- Supported 13,000 small businesses nationwide by program close (2022)



OTHER GREAT ACTIONS



- Book clubs and media clubs discussing books and movies
- DE&I sessions to share course learnings

EMPLOYER BRAND

- Generated 10k+ directly attributable applications
- Sponsored AfroTech, BEngineers Conference, Advancing Diversity Week, and She Runs It
- Published 100+ employer brand campaigns

COMCAST NBCUNIVERSAL

- Great Place to Work on its Best Workplaces for Parents (#5)
- Fortune Best Workplaces for Women (#5)
- PEOPLE Companies that Care (#34)
- Best Workplaces for Millennials (#67)
- Fortune 100 Best Companies to Work for (#16)
- Best Places to Work for Disability Inclusion by the Disability Equality Index