

Press Release

## DIVERSITY NOW PROMINENT IN CORPORATE ANNUAL REPORTING

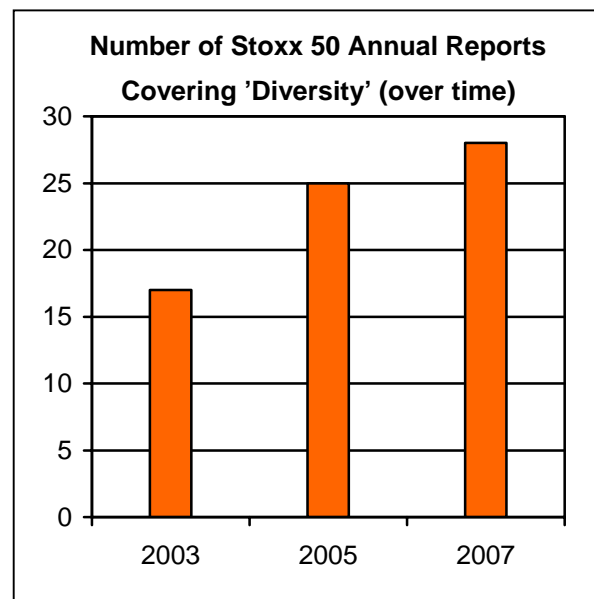
### Diversity in “up to 100%” of Corporate Annual Reports

Cologne, 26 January 2009 – “Diversity” is now a strategic success factor of leading companies. An analysis of the annual reports of all Stoxx 50 companies revealed that **76 percent of all Stoxx 50 companies mention ‘Diversity’ in their annual reports for 2007**. “Leading companies can no longer overlook the value of Diversity in business”, commented Diversity expert Michael Stuber. Diversity is well on its way to becoming a standard in business practices, as proven by the growing number of companies reporting on Diversity or Diversity related topics.

Stoxx 50 Corporate Annual Reporting according to a regional analysis showed that all European regions include Diversity at a rate higher than 50%. The UK made a strong statement with the presence of Diversity in **100% of all Annual Reports of Stoxx 50 companies**. A developmental analysis revealed similarly impressive numbers.

Of the companies that stayed on the Stoxx 50 list over the past 6 years, the number of companies reporting on Diversity have significantly increased. **In 2003, only 17 (34%) of the 50 companies reported on Diversity. By 2007, the number has risen to 38 companies (76%)**. This 42% increase over 4 years for the entire region is impressive, but the UK has displayed a complete commitment to Diversity through increasing Diversity in Annual Reports from **58% to 100% in just 2 years**.

The scope of reporting varies depending on company. This study shows that **55% of those that feature Diversity do so on at least half a page** in their Annual Reports. Taking into account the current presence, development and scope of Diversity reporting, the importance and relevance of Diversity is no longer questionable.



**Methodology:** In this qualitative and quantitative analysis, the Project Team of European Diversity Research & Consulting obtained and processed the Annual Reports of all Stoxx 50 companies. Analyses were first according to the presence of Diversity content, and then according depth and scope of Diversity material. Data was then processed according to region, industry and trends.

**European Diversity Research & Consulting:** With 12 years of experience in helping international companies in EMEA build effective, high-impact diversity and inclusion initiatives, this pan-European service provider is centred on adding value in the field of Diversity Management and Marketing. In previous years, the research and consulting firm has produced ground-breaking surveys and studies such as the Work/Life Practice Survey (WLPS) in 2006, the Second European Diversity Survey (EDS2) in 2004 and a number of short studies on current trends and themes.

For a complete copy of this study with detailed methodology, complete results and a number of graphs and tips, contact us with your request.

Any additional questions, comments or for interviews, can be directed to the information listed below.

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