

Press Release

DIVERSITY NOW PROMINENT IN CORPORATE REPORTING

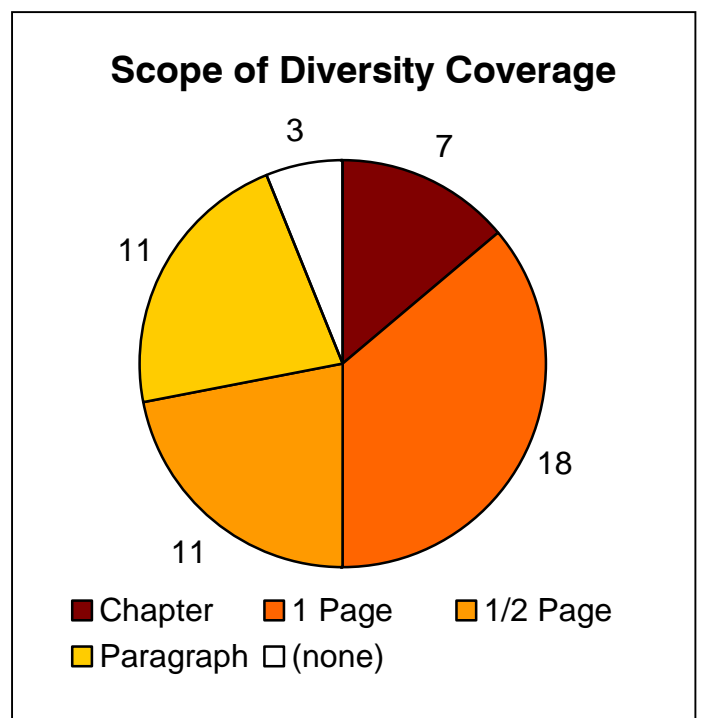
Diversity present in an impressive 94% of Stoxx50 CSR reports

Cologne, 17 February 2009 – Last month's report on Diversity in Corporate Annual Reporting has now been expanded. An analysis of CSR and Annual Reports of all Stoxx 50 companies revealed that **94 percent of all Stoxx 50 CSR Reports mention 'Diversity' along with 76 percent of all Annual Reports for 2007.** "The sheer number of the most competitive global businesses reporting on Diversity proves the economic impact and value that Diversity is adding to the competitiveness of blue chip corporations", 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 Annual Reports according to a regional analysis showed that only one region, the UK, had a perfect 100% of companies reporting on Diversity. **When analysing Stoxx 50 CSR Reports, 100% of all regions reported on Diversity** with the exception of one region, Germany & Switzerland, with 81%. An analysis of scope revealed similarly impressive numbers.

The scope of Diversity reporting is markedly higher in CSR Reports. 18% of Stoxx 50 Annual Reports mention Diversity on a single page or a chapter. **More than double the number of companies (50%) use at least a full page in their CSR Reports.** In terms of depth of content and the core dimensions of Diversity, 42 % of Annual Reports covered at least four dimensions whereas **64% of Stoxx 50 CSR Reports cover Diversity in this comprehensive way.**

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 first obtained and processed the Annual Reports of all Stoxx 50 companies. The Project Team then expanded the report to include the CSR 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. Finally, data and analyses from the Annual Reports and CSR reports were compared.

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 requests for interviews can be directed to the information listed below.

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