



## **DIVERSITY & INCLUSION POLICY**

### **Giving Our World Reason to Cheer!**

At AEG, we believe valuing diversity and inclusion drives our success as the premier producer of the live sports and entertainment industry. We are committed to a diverse and inclusive culture where our workforce and partners are not only valued, but sustain our company as a global leader in our competitive market.

This spirit of inclusion inspires innovation, creativity, and collaboration in the way we work to captivate audiences around the world. Investing in a diverse workforce and supplier base translates to improved profitability in our business given the growing purchasing power of diverse populations.

Bringing people together to enjoy world-class entertainment is at the heart of what we do. We strive to have a positive impact in our local communities. In order to fully embrace the local communities in which we conduct business, total inclusion is essential in our outreach to local businesses, contractors, suppliers, and vendors and in our search for local talent.

To be a global leader, diversity must be visible within our workforce, our partners, our supplier base, and our content to connect the best guest experience to the millions of people we are dedicated to serving each year.

Fostering diversity is a core value at AEG and every one of us is responsible for fulfilling this commitment. To achieve this vision, we aim to:

- Connect with diverse audiences in order to understand their experiences, demands, and buying trends.
- Inspire and promote employee performance by working together and encouraging excellence.
- Partner, both internally and externally, with employees, consumers, and suppliers that allow us to reach new and untapped markets in the global economy.
- Foster long-term diverse relationships with professional and community based organizations, educational institutions, and civic organizations to support the communities around us.

Diversity and total inclusion makes our company stronger. It means embracing the rich experiences and participation of all people to build the best AEG.

A handwritten signature in black ink, appearing to read 'Dan Beckerman'.

Dan Beckerman  
President & CEO