



BRAD'S DEALS

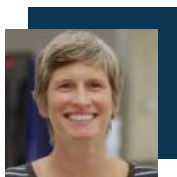
2020 Diversity, Equity and Inclusion Report





At Brad's Deals, we've always recognized the importance of community, and we realize how essential it is to dig even deeper to understand what that really means to our company.

After such a hard year of inequity, division, and a world hurting from the pandemic, we know it's our responsibility to be a part of the change to cultivate empathy, drive inclusion, and embody our core value to Embrace Diversity. As we aspire to grow our team and make lasting impacts inside and outside of our organization, we're sharing our first DE&I report to transparently evaluate where we stand, learn how we can do better, share what we're doing to improve, and hold ourselves to the highest standards. There's a lot of work to be done, but this report is the beginning of a commitment that I believe will be a positive force for change to help us do better together.




Amy Bourne

President and COO



Why Diversity Matters

When we evaluated our company's fundamental beliefs, 'Embrace Diversity' was created as one of our core values to guide our behaviors, decisions, and actions. We know that unique talents, backgrounds, abilities, and experiences make us better together and shape the future of our organization's success. After the recent racial injustices we experienced as a nation in 2020, we knew it was our responsibility to reevaluate the core, driving forces of our organization. Through that lens, we created **Mosaic**, a team dedicated to diversity, equity, and inclusion, and it's one of our highest priorities as an ongoing, company-level goal. With intentional and open mindsets, we strive to build an inclusive environment and drive change through our products, in our workplace, and in the world around us.



Where We Stand Today

Diversity is at the heart of our culture, and it's a core value that we are committed to celebrate and evolve through action and intention. Our data, pulled from an optional, internal employee survey tool, gives us transparency, from highlighting the great strides we've made for gender diversity to magnifying areas where we fall short. This report helps hold us accountable in advancing representation across all categories of diversity and levels of employment which include:

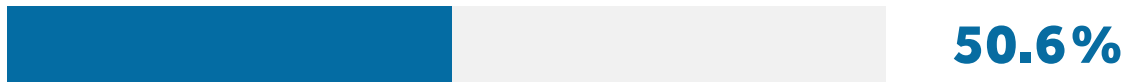
All Team	Includes all Brad's Deals team members
Management	Includes team members with one or more direct report
Leadership	Includes directors, vice presidents, and executive team

Gender Diversity

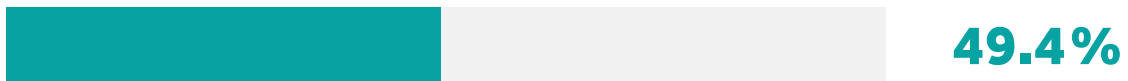
We know that gender isn't binary and will continue to learn how we can be more inclusive to all identities.

All Team

Male

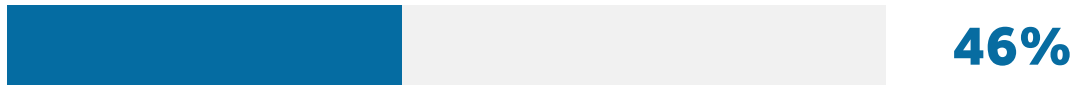


Female

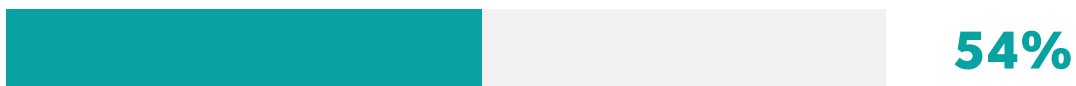


Management

Male

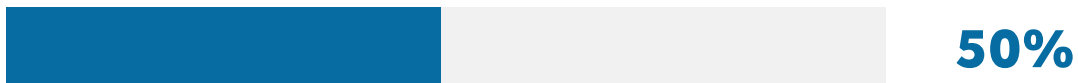


Female

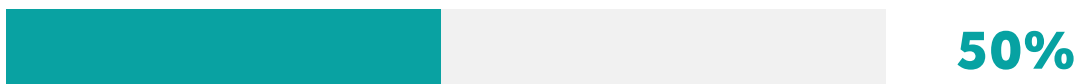


Leadership

Male



Female



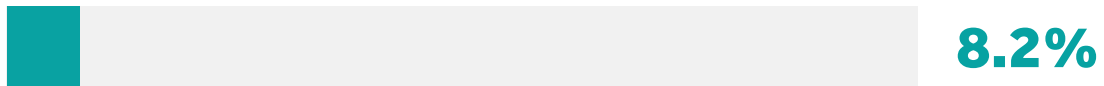
Race and Ethnicity

All Team

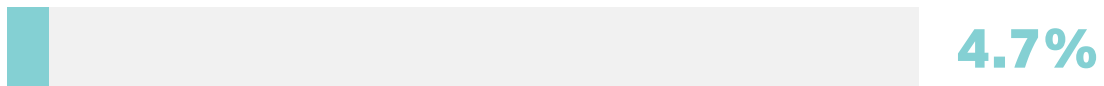
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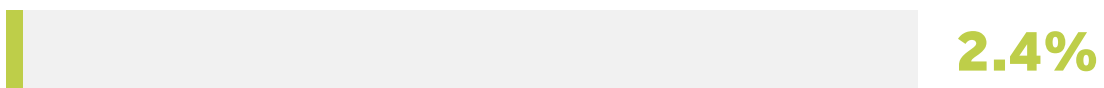
Asian



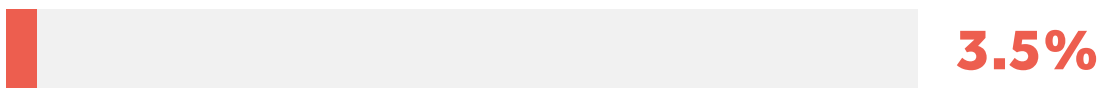
Hispanic/Latinx



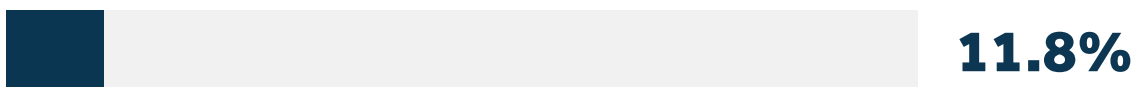
Black or African American



Multiracial



Preferred Not to Answer



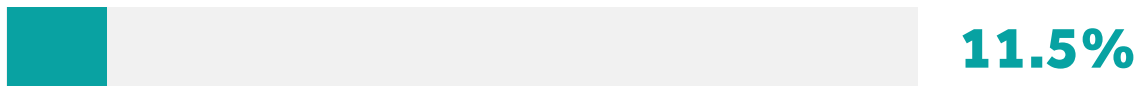
Race and Ethnicity

Management

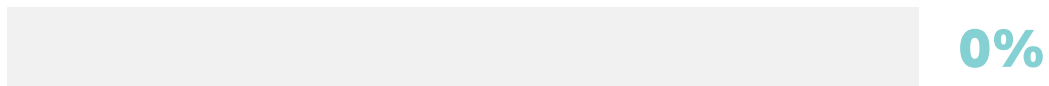
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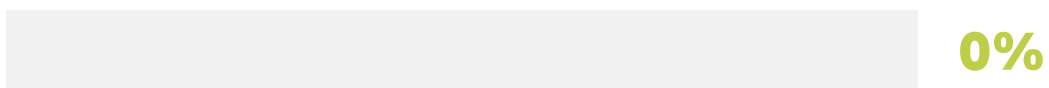
Asian



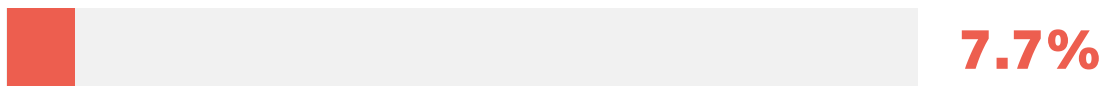
Hispanic/Latinx



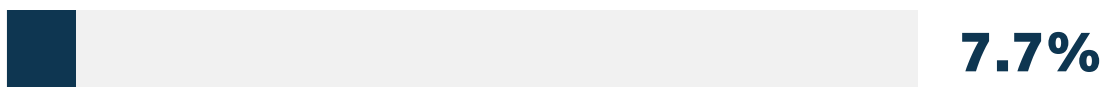
Black or African American



Multiracial



Preferred Not to Answer



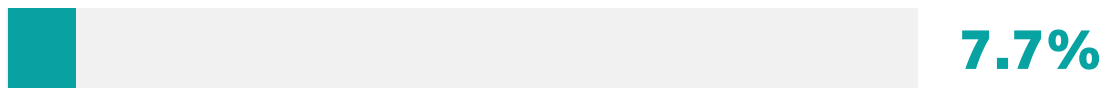
Race and Ethnicity

Leadership

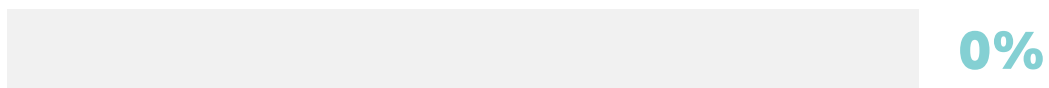
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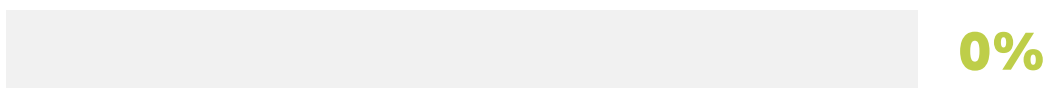
Asian



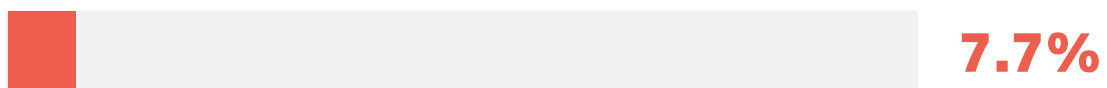
Hispanic/Latinx



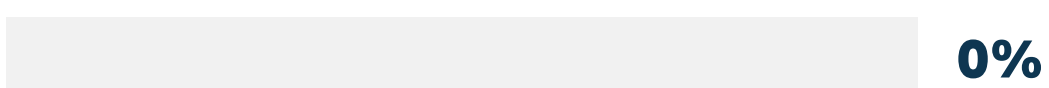
Black or African American



Multiracial

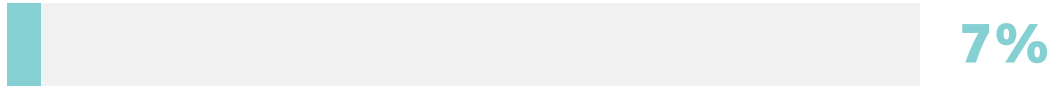


Preferred Not to Answer

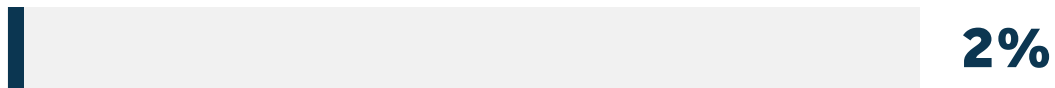


Other Representation

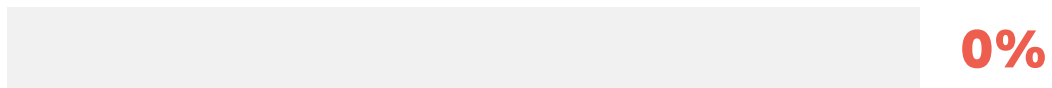
LGBTQIA



Disability



Veteran



What We're Doing Now

We seek out diversity of mindset to not only understand but also celebrate our differences. In the past year, more than 15 new initiatives and events have taken place supporting our value to 'Embrace Diversity', and we're not stopping there. Our new program, **Mosaic**, is the foundation to transform our diversity and inclusion efforts at Brad's Deals. It's a team that continually brainstorms ideas, plans new initiatives, and provides a platform to lead with the change we want for our communities and world. As a team, we are focused on expanding the reach and impact of our commitments and work going forward.

New Commitments

Mosaic Program

The Mosaic Program is an internal task force at Brad's Deals committed to cultivating a diverse team and an inclusive environment while navigating new spaces and expectations. As each tile in a mosaic is intentional and unique, every conversation and commitment that comes out of this program helps mitigate risk and create the bigger picture and architecture of our organization.



Black-Owned and Small Businesses Initiative

We are continuing to increase the visibility and viability of Black-owned, local, and small business retailers in our online community. Now more than ever, it's important to support smaller and diverse businesses.

Diversity-Focused Hiring

To advance opportunities for all, our current objectives are to:

- Post every open job on at least two diverse job boards
- Have at least one historically excluded employee on every hiring panel
- Hold a final round interview with at least one historically excluded candidate before any offer is extended
- Publish a candidate diversity overview after every job is filled for internal transparency and hiring manager and recruiter accountability
- Require implicit bias training for the hiring panel before interviews begin
- Foster inclusivity within our diversity statement for all job postings to encourage historically excluded candidates plus welcome all abilities and talents that may not meet every qualification.

Diversity Report

This external report will be published on our website every year to measure our new hiring initiatives and maintain transparency to our employees and applicants.

Floating Holidays

Implemented this year, we are adding three annual, floating holidays for every employee to choose important and meaningful days for celebration, reflection, or observation.

Paid Intern Program

Intern recruiting will focus on opportunities for historically Black colleges, universities, and trade schools to provide hands-on experience in our industry and introduce us to valuable perspectives, talent, and team members that are underrepresented in our organization.

Ongoing Commitments

Mentorship Programs

We offer mentorship opportunities for our employees through a variety of programs that specifically focus on female and disadvantaged youth, and we'll continue to expand our reach to include ethnically diverse students and veteran support.

DEI and Cultural Events*

Every quarter we host special, diversity-focused events. These events are an effective way to address emerging issues that impact our society and to have open and honest conversations. To do better, we have to know better, and these events help us learn about and celebrate all cultures, backgrounds, identities, significant moments, and people in history.

Well-Being Events*

Whole health is essential in fostering an inclusive environment where all employees feel welcome, supported, and safe. These events focus on education and activities to take care of employees in five areas of health including physical, financial, mental, community, and social. Examples from 2020:

- **Physical:** massages, walking challenge, JP Morgan Corporate Challenge,
- **Wealth:** Education on creating financial balance, 401k overview, basics of investing, shaping wealth,
- **Mental:** meditation, virtual paint class, medic mindset, CBD Presentation, NAMI (National Alliance on Mental Illness) panel
- **Community:** Black Enuf* documentary viewing, Ronald McDonald Cookies from the Heart, veteran hot sauce tasting, Women's Tech Accelerator panel, Anti-Cruelty Society crafting event, Ruth Bader Ginsberg exhibit tour, cards for hospitalized kids
- **Social:** Hot chocolate bar, virtual bingo, Halloween costume contest, virtual beer tasting

Women's Tech Accelerator

The Women's Tech Accelerator was born through our pursuit to help break down the barriers for women in tech. This year-long opportunity combines mentorship, resources, and collaboration for women-founded startups.

Volunteer Opportunities*

We encourage employees to give back, and we offer yearly activities for virtual and in-person volunteer opportunities for employees to participate during work hours.

Continuing Education

Investing in continued learning, courses, and workshops is fundamental to the professional development of our team and the growth of our company. This year we gifted employees the choice of MasterClass or LinkedIn Learning.

Inclusive and Flexible Work Environment

We are committed to supporting flexible schedules, remote work as needed, and office and workspaces that are inclusive and accessible for all needs.

Internal Event Speakers

We've always believed in the power of storytelling and will continue to include a broad representation across our speaker lineups to educate and drive impact through authentic experiences and new perspectives.

Continued Learning

As part of our pledge to cultivate an inclusive environment where diversity and equity thrive, we'll continue to listen, ask questions, and evaluate our commitments and policies to best support all team members.

**Our events are built with a remote-first mentality to ensure all employees are included. During COVID-19, all events were virtual.*

The Stats So Far

3.88 Years

Average Tenure of
Brad's Deals Employee

16%

Percentage
of team
members
that have
attended
a Mosaic-
sponsored DEI
or cultural event

23

Well-being
events
this year

Diversity Events
held this year

4

Leadership team
members on the
Mosaic Task Force

4

5

Mentorship events held this year

(3 different programs, 8 employees,
20 students at each event)



Our Promise

As we celebrate our 20th anniversary this year, it's the perfect time to learn from our history, review what and whom our brand represents, and to be intentional about where we want to go. This report defines our promise to make progress every day on inclusivity and connection for people from all backgrounds, identities, and beliefs.

To stay connected and learn more about our ongoing efforts, follow us on [LinkedIn](#).

