



DIVERSITY POLICY

1. INTRODUCTION

Prime Media is committed to promoting a workplace that recognises and embraces the skills, perspectives and experiences that people bring to the company through, among other things, their gender, age, origin, ethnicity, religious or cultural background, disability, education, life experience, work experience, personality, area of residence, marital or family status, carer responsibilities, sexual orientation and gender identity.

Prime Media recognises the many benefits of diversity in a competitive labour market and the importance of being able to attract, retain and motivate employees from the widest possible pool of available talent. Drawing our workforce from a diverse pool allows us to recruit the best talent to deliver our strategy. The promotion of gender diversity encourages greater innovation, improves Prime Media's corporate image and reputation, enhances employee engagement and retention, and creates value for our customers and shareholders.

2. KEY PRINCIPLES

Prime Media's approach to diversity is underpinned by key principles, including:

- Create and maintain a safe work environment by taking action against inappropriate workplace behaviour.
- Facilitate equal employment opportunities based on relative ability, performance and potential.
- Attract and retain a skilled and diverse workforce.
- That in order to have a properly functioning diverse workplace, discrimination, harassment, vilification and victimisation cannot and will not be tolerated.
- Develop flexible work practices to meet the different needs of our employees.
- Maximise customer service and market reputation by developing a workforce that respects and reflects the diversity of our customers and shareholders.
- Create a workplace culture of inclusion.

3. RECRUITMENT AND SELECTION

Recruitment is based on merit at all levels (from the board downwards) and is appropriately structured so that a diverse range of candidates are considered.

Prime Media complies at all times with equal employment opportunity and anti-discrimination requirements.

Prime Media encourages management involved in recruitment to consider workplace diversity when making selection decisions.

Prime Media aims to make its recruitment process accessible to all candidates by advertising positions broadly and by using professional recruitment agencies where required. recruitment and selection practices.

4. CAREER DEVELOPMENT AND PROMOTION

Prime Media supports and encourages the personal and professional development of all employees and promotes career development and promotion opportunities based on relative ability, performance and potential.

5. FLEXIBLE WORK ARRANGEMENTS

Prime Media:

- acknowledges that employees (female and male) at all levels may have domestic responsibilities and flexible work practices will assist them to meet those responsibilities.
- endeavours to support the work-life balance and flexibility needs of its employees.
- recognises that flexible work arrangements can reduce absenteeism, increase employee engagement and retention.
- offers a range of flexible working arrangements, subject to meeting the needs of the business, including part time work, job share arrangements and flexible working hours.

6. THE ROLE OF THE BOARD

The Board, in consultation with the Remuneration and Nomination Committee and management (where appropriate), is responsible for overseeing the implementation and monitoring of this Diversity Policy, including:

- establishing measurable objectives for achieving diversity;
- reviewing annually the objectives; and
- assessing annually the progress in achieving the objectives and the effectiveness of this Diversity Policy.

7. POLICY REVIEW

The Board will review this Policy from time to time (at least every 2 years) and will, if necessary or desirable, amend the Policy.