



2023 Diversity, Equity and Inclusion Report

CREATING A STAGE FOR ALL



CREATING A STAGE FOR ALL



CONTENTS

AEG Leadership Messages	4
AEG at a Glance	8
DEI@AEG in the Spotlight	9
Message from DEI@AEG	10
Meet Our DEI Team	11
Our DEI Pillars	12
Pillar 1: Workplace Culture	13
Pillar 2: Workforce Representation	22
Pillar 3: Marketplace Impact	27
DEI@AEG Timeline	36
Where DEI@AEG Goes From Here	37

AEG Leadership Messages

DAN BECKERMAN: REFLECTING THE DIVERSITY OF THOSE WE SERVE

At AEG, we believe that diversity, equity and inclusion (DEI) are foundational for our success. Our ability to create inclusive sports and live entertainment events for fans around the world requires us to build a culture that reflects the diversity of those we serve. We have worked diligently to create a company where employees can do their best work because they are valued for their perspectives and unique differences and feel a sense of belonging at AEG.

We have been working to realize our vision for many years, and we have made good progress. However, the events of the past few years have taught us that we have to think bigger and bolder both with our goals and our actions. By



listening to our employees, learning from their experiences and analyzing our survey data from the past 24 months, we revised our go-forward DEI strategy to drive more equitable outcomes more quickly for our staff, business partners and the communities where we operate.



In 2021, we began implementing a more comprehensive DEI strategy guided by a commitment that focuses on our key priorities:

- attracting, retaining and creating advancement opportunities for BIPOC talent and women of color,
- integrating DEI more intricately into our business operations and goals,
- partnering with local non-profit organizations to drive positive impact in underserved communities,
- strengthening our partnerships with local BIPOC, veteran, LGBTQ+ and women-owned businesses.

Creating an equitable future for all requires a broad commitment to inclusion from managers and senior executives throughout our company. The heart of our progress lies with the individual actions that we take, and the advocacy of all of our leaders to imbed DEI into their organizations across the globe. Our success will be determined by our ability to drive accountability at all levels of our business.

We know that it is our employees that make us successful, and we are taking a comprehensive approach to promoting equity across our organization. Through intentional actions, we are building a culture of belonging that empowers all employees -- a culture that actively celebrates our differences and promotes understanding and trust among staff members around the globe.

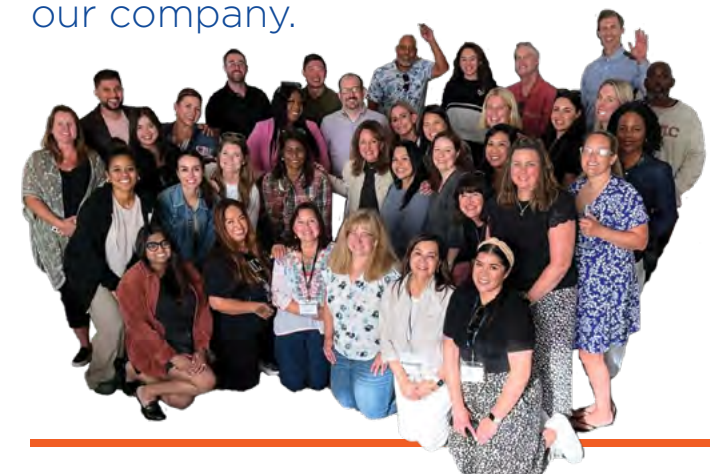
We also continue to support local and national organizations and initiatives that share our dedication to expanding educational and career opportunities to BIPOC and women of color. We have cultivated long-lasting partnerships with a diverse base of non-profits, educational institutions and civic organizations in order to drive meaningful change in the cities where we live and work.

At the same time, we are working closely with a diverse range of suppliers across our business units and are providing equitable access to purchasing opportunities to underrepresented businesses. Our suppliers choose to work with AEG because of what we stand for and how we support them. These partnerships also support

economic empowerment for smaller businesses who operate within our local communities.

On the following pages of this report, we share our goals, strategy, progress and plans. You will read about what we've accomplished so far, where we are heading and where we still have work to do. As we continue executing our DEI strategy, we will measure and refine our program to ensure we are meeting our objective of making AEG the best place for our people to grow and thrive.

Creating an equitable future for all requires a broad commitment to inclusion from managers and senior executives throughout our company.



Change can only happen when there is broad commitment from everyone to work together. We believe that by increasing diverse representation within our business and joining together with community partners and local suppliers, we can create a powerful force for social progress.

We are proud to share our progress in this report which is a demonstration of how our organization is building "a stage for all" as we develop and sustain a workforce, workplace and marketplace that is diverse, equitable and inclusive.

Dan Beckerman
President and Chief Executive Officer, AEG



**GAIL STOLTZE & MARTHA SAUCEDO:
CREATING A CULTURE OF BELONGING**

Increasing diversity across our business divisions and fostering a culture where everyone can thrive is an important priority for AEG. It reflects a strong commitment from across our company to attract and retain high-potential candidates from all backgrounds as well as a desire to support inclusivity in the communities where we operate.

Creating a diverse workforce where everyone feels valued and respected is critical to our success. We strive to provide inclusive and equitable opportunities for employees by establishing business practices which offer

professional development opportunities and resources necessary to grow our employee's careers. Throughout the history of our company, we have also invested in partnerships with community organizations that support diversity, equity, and inclusion in communities where we do business. These organizations have historically brought important issues to the forefront, and we continue to champion their work. Additionally, we have a long track record supporting and investing in local, women, and minority owned businesses. We work daily to continue to grow these relationships.

Over the past two years, we have made a series of commitments designed to help employees thrive. These include:

- Delivering professional development opportunities and resources to our team members, particularly BIPOC and female employees, so they can grow professionally and advance their careers here at AEG
- Creating intentional recruiting processes to include more BIPOC and women candidates in the final selection process
- Offering DEI learning experiences and resources to managers and employees at all levels of our business
- Growing our partnerships with Black, Latinx, Asian and women's organizations to both attract a more diverse candidate pool and to provide professional development and networking opportunities
- Leveraging our ENGs for employee referrals and participation in hiring panels to provide candidates with a view of our culture of inclusion and belonging
- Aligning these robust ENG programs and initiatives with our business goals

Creating a diverse workforce where everyone feels valued and respected is critical to our success.



As we work to offer more resources to our employees, we are also building on our legacy of transforming the communities where we do business by expanding our DEI efforts to drive meaningful change. We have established several new partnerships with local and national non-profit organizations that promote racial and gender equality by providing increased educational opportunities to youth from underserved communities. Several programs are designed to support increased awareness among women, Black, Latinx, and Asian college students from these communities about the extensive career opportunities in the sports and live entertainment industry.

We also continue to strive for economic inclusion and equitable opportunities by partnering with BIPOC, Women, Veteran, Service-Disabled Veterans, LGBTQ+, Small, Asian Pacific Islanders and Latinx-owned businesses. Our supplier diversity program is committed to empowering and partnering with businesses that reflect our workforce and the communities we serve and operate. As a result of these strongly driven initiatives, we have increased the participation of these companies in our procurement efforts.

At the heart of our DEI strategy is the belief that together we can build "a stage for all." Each day our employees help us drive positive change both at AEG and in our communities. Their ideas and participation in company programs and volunteer activities ensure that together we are fostering a culture of

belonging and contributing to a better society for everyone. We want to thank them for continuing to speak up, step up and take action.

We are proud to share a summary of our DEI efforts to date. Over the past few years, we have laid a strong foundation that we continue to build upon as we create a more inclusive workplace, a more diverse workforce and have a greater impact on the marketplace.

Martha Saucedo
Chief External Affairs Officer, AEG

Gail Stoltze
Chief Human Resources Officer, AEG



AEG At a Glance*

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. Our business segments include:

MUSIC - AEG Presents is our division dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals such as the Coachella Valley Music and Arts Festival.

REAL ESTATE - We develop world-class venues, as well as major sports and entertainment districts like Crypto.com Arena and L.A. LIVE, Mercedes Platz in Berlin and The O2 in London.

GLOBAL PARTNERSHIPS - Our Global Partnerships division oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships.

FACILITIES - In addition to operating the best-in-class arenas it owns in Los Angeles, London, Berlin and Las Vegas, AEG also operates over 100 music venues around the world.

SPORTS - AEG focuses on marquee sports that inspire fans and our portfolio includes - professional hockey teams; soccer teams and esports.

*Annually



DEI@AEG in the Spotlight

Our employees are the heart of our business and diversity and inclusion is the cornerstone of our success. With a footprint that expands across the world, our workforce reflects the communities and fans we serve and the businesses we partner with.

Diversity at AEG includes differences that are visible and invisible such as age, gender, ethnicity, physical ability, veteran status, thought styles, neurodiversity, sexual orientation, gender expression, nationality, education level, generation, tenure and more.

We purposefully view DEI through a broad lens because it enables us to embrace the uniqueness of all individuals and to leverage these differences to propel mutual success.



BY WEAVING DIVERSITY, EQUITY AND INCLUSION INTO THE FABRIC OF AEG AND WORKING HAND-IN-HAND WITH COMMUNITY PARTNERS AND LOCAL BUSINESSES, WE CAN BUILD A MORE JUST AND EQUITABLE WORLD.



160+
MILLION GUESTS ENTERTAINED

10,000+
SHOWS PROMOTED

22,000+
LIVE EVENTS

100+
AEG OWNED, OPERATED OR
AFFILIATED VENUES

25+
MUSIC FESTIVALS

50%
OF TICKETS SOLD WORLDWIDE
IN TOP 10 ARENAS

50+
SPORTS FRANCHISES
OWNED OR HOSTED

JAE PI'LANI REQUIRO
OUR DEI JOURNEY: UNITING FOR PROGRESS



AEG's commitment to DEI continues to grow. DEI is driven by the goal to cultivate a culture of belonging where everyone can thrive and create space for innovative thinking to positively impact our business. We work to create new pathways for our employees, communities, fans and partners to access and experience all that AEG has to offer.

This work is a collaborative effort across the enterprise. Through extensive research via the internal Global MyVoice employee survey, our commitment to strategic recruitment and professional development continues. We dedicate time for formal education on a variety of DEI topics such as Inclusive Leadership, Unconscious Bias and supporting mental health and wellness. In addition, we listen to employee resource groups as we evolve our work to build a sense belonging for all employees.

You'll read about our DEI accomplishments in the coming pages. We are proud that participation in employee network groups across both the U.S. and Europe continues to grow. Thank you to everyone who has supported diversity, equity and inclusion. We have tried to capture examples from every corner of the world but if we missed an initiative in your office or arena, please do not hesitate to share with us.

And although we are proud of our successes, this is just the beginning. Big or small, your efforts propel us forward. DEI impacts everyone across AEG - our employees, our communities, our fans and our partners. We will need your continued support to raise the bar, integrate DEI into our business and foster a culture of belonging. We are better as one.

Jae Pi'ilani Requiró
Vice President of Diversity, Equity and Inclusion

“We work to create new pathways for our employees, communities, fans and partners to access and experience all that AEG has to offer.”



Meet Our Dedicated DEI Team



Daiza Holland
DEI Program Manager,
Employee Network Groups

Chantel Diaz
Former DEI Business
Partner, AEG Presents

Jae Pi'ilani Requiró
Vice President,
Diversity, Equity
& Inclusion

Dom Burrell-Paige
DEI Program Manager,
Data Insights



Our DEI Pillars

Creating a culture of belonging for all requires a DEI strategy and roadmap supported by three vital pillars:

1

WORKPLACE CULTURE

Our commitment to DEI extends beyond representation. We strive to cultivate an inclusive workplace culture where every individual feels valued, respected, and empowered to contribute their unique strengths. By nurturing an environment of belonging, we are creating a space where collaboration thrives and everyone has the chance to excel, both personally and professionally.

2

WORKFORCE REPRESENTATION

Fostering a diverse and inclusive workforce is at the core of our DEI strategy. We are dedicated to building a team that reflects the richness of the communities we serve, embracing diverse backgrounds, experiences, and perspectives to drive innovation and creativity within our organization.

3

MARKETPLACE IMPACT

We recognize the transformative influence sports and entertainment have on the communities we serve. Through our DEI efforts, we aim to lead by example, advocating for equitable representation in the marketplace. By championing diverse voices and perspectives, we will contribute to a more inclusive industry. We support diverse suppliers to bolster economic empowerment. We work to expand our fan base across new markets. And we remain committed to investing in under-resourced communities to make a social impact.



1 Workplace Culture

AEG EMPLOYEE NETWORK GROUPS EXPANDING AND THRIVING IN THE U.S.

In 2019, AEG created its first Employee Network Groups. ENGs bring team members from across the company together and connect them with one another based on their shared backgrounds, passions, and social identities.

ENGs help cultivate a culture of belonging through networking, mentoring and collaboration opportunities. AEG doubled its number of ENGs from four to eight in 2022, with ENG membership increasing 449% across all groups since 2019.

AEG UNITED STATES



asian pacific islander@AEG

API@AEG empowers Asian/Pacific Islanders that work for AEG worldwide in order to help build a sense of community.

 2020
FOUNDED

 714%
MEMBERSHIP GROWTH

“API is a great group to network with other colleagues within AEG of Asian descent. Let’s come together to grow professionally.”

VEE PATEL,
PRODUCT MANAGER, AEG PRESENTS



Black Equity@AEG, known as BE by members, is geared toward empowering and developing AEG employees and allies of the African Diaspora.

 2020
FOUNDED

 203%
MEMBERSHIP GROWTH

“From the moment I joined BE, I felt welcomed and driven to enlighten more staff and people in general on the things we do as a whole. This is an inclusive, safe space. We’re a community facing ENG and we want you to know that you can be here too!”

AAMBER HICKMAN,
DOCUMENTATION MANAGER, AXS



EMERGING LEADERS@AEG

EmergingLeaders@AEG is a peer network that provides support and resources to empower professionals to achieve personal career growth and success while giving back to the community.

 2020
FOUNDED

 535%
MEMBERSHIP GROWTH

“For us, we are a true network group. We’re looking to partner with people, make connections, and get more employees to the division level. Think of us as a roadmap to help you get to the next level, whether its professional or personally, we give tools, resources, and activities to get you from point A to B.”

IGNACIO GUERRA,
SVP OPERATIONS & BUILDING ENGINEERING,
CRYPTO.COM ARENA



PARENTS@AEG

Parents@AEG provides support, resources, and a sense of community for parents at AEG so we don’t have to figure it out alone and we can be the best parents and employees we can be!

 2020
FOUNDED

 129%
MEMBERSHIP GROWTH

“We create a space for people, specifically parents, to provide feedback to the company and make AEG more inclusive for parents and caregivers.”

TAMALA LEWIS,
SR. DIRECTOR, COMMUNITY RELATIONS
& FOUNDATION, DIGNITY HEALTH
SPORTS PARK



PEOPLE FOR THE PLANET

PeopleforthePlanet@AEG supports AEG’s corporate objectives to reduce our sector’s environmental impact and drive sustainable business value.

 2020
FOUNDED

 40%
MEMBERSHIP GROWTH

“As the Executive Sponsor for People For The Planet, I can proudly say that we’ve done an excellent job at accomplishing our sustainability goals and we welcome more employees to continue making this a success.”

KELLY CHEESEMAN,
COO, LOS ANGELES KINGS



PRIDE@AEG

PRIDE@AEG creates a safe space for the LGBTQ+ community. It's a space where all coworkers regardless of how they identify can show support. A place where everyone can deepen their understanding of LGBTQ+ issues. Where people can learn from one another and grow with one another. PRIDE@AEG tackles ignorance, develops individuals, and embraces folks for who they are.

 2019
FOUNDED

 67%
MEMBERSHIP GROWTH

“ One main reason I wanted to get involved was to help with programming centered around LGBT month.”

BRANDON SPEARS,
HUMAN RESOURCES SPECIALIST -
EMPLOYEE EXPERIENCE, AEG



SOMOS

Somos is “We are.” We are diverse. We are inclusive. We are allies. We are leaders. We are community. We are committed to promoting the cultural diversity and supporting the professional development of our Latinx & Hispanic members through community, connections, alliances, and mentorship.

 2020
FOUNDED

 667%
MEMBERSHIP GROWTH

women@AEG

Women @ AEG is an employee led community designed to support and empower women at the company by creating an inclusive culture of collaboration for networking, mentorship, sponsorship, learning, and education geared toward the personal and professional development for all Women @ AEG.

 2019
FOUNDED

 970%
MEMBERSHIP GROWTH



“

It's a great way to network, build relationships and show off your potential in a safe space.”

STEVE SAYER,
VP AND GM, THE O2



EUROPE



AEG EUROPE

AEG VALUE GROUPS IN EUROPE DRIVE COMMUNITY IN THE WORKPLACE

Across the Atlantic, AEG Value Groups have also been flourishing in the United Kingdom and across European Union operations.

embrace

To combat inequality and provide fair representation of ethnic minorities within AEG across all levels including senior leadership. We'll achieve this by actively encouraging cultural awareness, tackling racism (systemic and otherwise), stereotypes, micro-aggression and the development of ethnic minorities in the workplace.



FAMILY

To provide a safe space for people to talk, share and support each other on topics related to parenting/caring. We aim to build a network underpinned by three key pillars: learning opportunities, mentoring/buddy programmes and fun events (that only AEG can do).



WOMEN

To establish a voice for women and to provide a supportive, collaborative and empowering forum allowing individuals in our workplace to achieve change and to develop, both personally and professionally, through experiences and activities that elevate equal opportunity for all.



PRIDE

To be visible and available: everyone will know we're here and how to reach out to us. Be inclusive in representing the diversity of AEG. Be great listeners and hear perspectives from everyone. Educate, share our history, our culture and our learnings. Support all diversity groups to amplify shared themes and promote a culture of inclusion at AEG. Inspire positive change.



WELLBEING

Increasing awareness of mental health topics, knocking back the stigma, increasing awareness of the resources that are available at AEG to support colleagues. Promoting healthy behaviours to people to keep themselves in a healthy space.



I am passionate about the subject of Mental Health, so I wanted to join to spearhead the conversation across the business and ensure the subject is at the forefront of people's minds at work. Having safe and open discussions of mental health gives employees a voice and allows everyone to put their best ideas forward and see them through to fruition."

HOLLY SCANLON, COMMERCIAL DIRECTOR, AXS UK



WE PLAY AS A TEAM

To provide and facilitate opportunities that create connections, build stronger teams and foster an inclusive culture through events and communications. To champion team working best practice; and role model that best practice. To celebrate, promote and inspire people through their shared interests and passions.



WE WOW OUR CUSTOMERS

Increase recognition of the workforce by gathering and sharing the good news stories that we might not otherwise be aware of. Recognise moments amongst the business, keeping our customers (internal and external) at the heart of what we do. Inspire a culture of finding great ways to WOW our customers and each other. Reward individuals for living the AEG values.



WE RAISE THE BAR

We would like to be the go-to team, where employees go to when they have innovative ideas across AEG. We will provide feedback to the business when an idea has been successfully implemented, to celebrate our successes and encourage others to generate more. I



DEI EDUCATION IN EUROPE

AEG Europe has partnered with The Inclusive Group, since 2018, in providing bespoke educational workshops and training programmes to support the continued education of our leaders and employees. These interactive workshops are highly engaging and help to quickly get to the heart of some of the terminology and definitions to create clarity for our employees.

2023 Workshops and online training modules include:



INCLUSIVE LEADERSHIP

Attendees gain a greater understanding of what is meant by inclusive behaviour and how they can make changes in their day-to-day interactions to foster greater belonging.



PSYCHOLOGICAL SAFETY

Workshop ensures participants discover why anti-racism and upstander behaviour are business imperatives and increase your understanding of structural and systemic racism.



INCLUSIVE ALLYSHIP

This workshop will introduce what it means to be an ally and why this is important in workplaces and in fostering cultures of intersectional inclusion.

GROWTH AND DEVELOPMENT AT AEG

This year, AEG implemented the Development Roadmap program to increase career and growth opportunities for employees. The program provides tools and training for structured career conversations, enabling employees to proactively manage their professional development. Employees can assess their skills, solicit feedback, and in partnership with their manager create actionable plans to build capabilities. In addition, people leaders are equipped to have effective development discussions aimed to boost retention and engagement by promoting internal mobility and skills growth.

The roadmap is a key talent management initiative to develop AEG's workforce strategically for the future.



WISE is the leading voice and resource for women in the business of sports. Through a combination of programming and online tools designed to provoke thought, personal and professional growth, and engagement, WISE works to:

- Assist women in navigating and accelerating their careers
- Help women understand their collective value
- Foster peer connections
- Champion the hiring and advancement of women in the industry



AEG Toastmasters provides a supportive learning environment exclusively for AEG employees to develop communication and leadership skills through a series of public speaking activities including prepared speeches, presentations, speech evaluations and impromptu 1-2-minute speeches.

AEG GLOBAL PARTNERSHIPS INCLUSION COUNCIL

In July of 2020, AEG Global Partnerships conceived and founded the first GP Inclusion Council. In the middle of a global pandemic, challenging economic circumstances, and protests for social justice, we made a commitment that "diversity, equity, and inclusion are of the utmost importance to GP" and developed a structure to deliver on that statement.

AEG Global Partnerships is a dedicated group of professionals, committed to establishing global partnerships which deliver value and support the diverse communities we serve.

The Work



EDUCATION + CULTURE

We need to educate ourselves to achieve equity and justice in our workplace.



COMMUNITY + EMPLOYMENT

We must adopt operational + hiring procedures that engage the broader community.



PURPOSEFUL PARTNERSHIPS

We must develop partnerships that generate financial AND social impact.



2 Workforce Representation

At AEG, we know a diverse workforce increases innovation and business outcomes. DEI is being integrated into every phase of our employee experience. It starts with recruiting and hiring and continues through leadership development and advancement.

ETHNIC + CULTURAL DIVERSITY = PROFITABILITY + PERFORMANCE

It's an equation for success!

Researchers at McKinsey found that the most ethnically and culturally diverse companies outperformed the least diverse by 36%.

Being intentional about workplace representation means providing development opportunities for career growth and advancement.

LEAVE BORING BEHIND

To diversify our talent pipeline, AEG launched an employer brand under the banner, "Leave Boring Behind." We featured real AEG employees in a campaign to bring our exciting, inclusive culture to life and help educate nontraditional applicants about job opportunities and career pathways in the live entertainment and sports industry with AEG.



FOSTERING DIVERSITY THROUGH AEG'S INTERNSHIP PROGRAM

Our AEG Internship Program was designed to support our AEG DEI Roadmap and to help us create a more diverse candidate pipeline. Our goal is to introduce students to career opportunities within our industry and focus on attracting underrepresented students from underserved communities. We target colleges and universities that are classified as Minority Serving Institutions, Historically Black Colleges and Universities (HBCU), in addition to local colleges. We partner with organizations that will help support our strategic goals for the program, like HBCU in LA/EICOP, Hispanic Scholarship Fund, Ready to Succeed, and others. We leverage our AEG Employee Network Groups and key stakeholders to help us to identify additional partnerships.

We offer internship opportunities year-round, designed for students to experience meaningful real-work experience, mentorship, and networking opportunities. Our measure of success for the program is our ability to convert interns to full-time hires, thus supporting our talent pipeline.

HBCU IN LA AND HISPANIC SCHOLARSHIP FUND

We've also gone beyond relying on referrals to source interns. AEG has a University Relations Manager working hand-in-hand with colleges and universities. We're sponsoring the Entertainment Industry College Outreach Program (EICOP)'s signature HBCU in LA internship program. HBCU in LA provides a select group of student leaders the opportunity to participate in a paid 8-10-week immersive internship.



Our goal is to transition these interns to full-time roles within AEG. Over the past year we provided 30 internships and seek to double that in the coming years.

We also continue to provide support to students from under-resourced communities by funding nonprofits who provide educational resources. Hispanic Scholarship Fund, one of our newest partners, has provided employees with volunteer opportunities and helped us source highly qualified interns.



In 2022, HBCU in LA helped me land an internship at AEG and I was offered a full-time role at Goldenvoice as a Marketing Coordinator a few months after the completion of my internship. This program provided me with an opportunity to showcase what HBCU talent looks like in a professional space and offers unique resources that I may not have found anywhere else."

BROOKE GRAY, MARKETING COORDINATOR, GOLDENVOICE





The AEG Futures program offers high school students the chance to learn first-hand from industry professionals about career opportunities in sports and live music. Over the years, AEG has hosted multiple in-person and virtual events in conjunction with its music festivals, including Goldenvoice's Day N Vegas, Arroyo Seco Weekend and the BET's BET Experience Youth Program at L.A. LIVE, among others.

This year, AEG and Goldenvoice hosted two AEG Futures career exploration events where students from local non-profits participated in speed-mentoring sessions led by industry executives. Students were also given behind-the-scenes tours of the Just Like Heaven Festival and Cruel World Festival prior to their openings.

Following the tours, the students had the chance to design their own music festivals and pitch their ideas to executives, including selecting the music genres and festival names, staging the grounds layouts and choosing participating vendors.

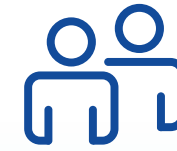
The Goals of AEG Futures is to offer a meaningful, out of the classroom learning experience that engages youth in career exposure activities, including behind-the-scenes access to people & jobs in the live entertainment industry. AEG Futures is a wonderful collaboration between Community Affairs and multiple departments across the company such as Goldenvoice, Human Resources and Diversity, Equity and Inclusion.



axs Mentoring.

The AXS Mentoring program is intended to connect newly employed AXS employees with employees who've been with the company for two years or more to encourage knowledge sharing and relationship building.

Criteria:



MENTOR

- Minimum of 2 years tenure
- Completed Leadership training
- Demonstrates our values & culture
- Great communicator & coach
- People focused: care, assist, advocate
- Trusted manager / leader in our business
- Can commit to the required time - 2 hours per month
- Comfortable to challenge & provide feedback

MENTEE

- 1+ year tenure
- A desire to develop their career
- Demonstrates our values & culture
- Willing to listen & accept feedback
- Demonstrates accomplishments and success while at AXS
- Demonstrates leadership skills & desire to continue to develop them
- Organized, committed & a track record of achievements
- Ensure diverse mix of Mentees, including geography, function and personal attributes

Initial Program Launch will consist of:

- 22 total participants - 11 pairs
- Participants from all current locations in UK, Sweden and US
- Fanatix from many diverse backgrounds and disciplines will be going through the program



Our teens loved yesterday's event. One teen shared that they are now thinking about completely changing college majors. Another teen shared that this event was one of the best experiences they have had in high school."

YMCA OF METROPOLITAN LOS ANGELES

WORKFORCE REPRESENTATION

During 2023, AEG continued enhancing the diversity of our team.

Gender Diversity: The number of women in our workforce increased by 3.8%, now constituting 43.3% of AEG employees. Female representation at the director level and above rose by 2.7%, reaching 37.9%.



BIPOC Inclusion: The number of BIPOC employees at AEG increased by 11.3% and now make up 42.5% of our workforce. BIPOC representation at director-level and above positions rose by 4.5%, now accounting for 23.4%.



3 Marketplace Impact

SUPPLIER DIVERSITY EMPOWERS DIVERSE BUSINESSES



At AEG, Supplier Diversity is an essential component of total inclusion. Our Supplier Diversity program is committed to the development of underrepresented businesses and providing equitable access to purchasing opportunities. Our mission is to empower and partner with diverse businesses that reflect our workforce and communities we serve and operate in so that AEG can continue to grow and meet the needs of our customers.

AEG is passionate about supporting economic prosperity in the communities in which we conduct business, and we actively pursue opportunities for collaboration with the following categories of suppliers:

- DBE: Disadvantaged Business Enterprise
- DOBE: Disability-Owned Business Enterprise
- DVBE: Disabled Veteran Business Enterprise
- EBE: Emerging Business Enterprise
- LBE: Local Business Enterprise (Los Angeles County)
- LGBTBE: LGBT Business Enterprise
- LSBE: Local Small Business Enterprise (Los Angeles County)
- MBE: Minority-Owned Business Enterprise
- VOSB: Veteran-Owned Small Business
- WBE: Woman-Owned Business Enterprise

AEG has had a leading Supplier Diversity Program for over fifteen (15) years. During this time, we had dedicated resources in managing the program along with executive sponsorship and an annual public report.

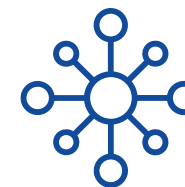
VENDOR STEWARDSHIP AIDS SMALL, DIVERSE BUSINESSES

Through our Vendor Stewardship Program, we work with small and diverse uncertified businesses to provide the following:



1. Partner Connection

We review vendor profiles, offerings, and certification status thoroughly. If vendors are not certified, we partner them with the appropriate affinity group partner (RAMP, NMSDC, NGLCC, ABA, etc.) and ensure they work towards receiving their certification.



2. Vendor Visibility

Once certified, we ensure vendors are registered on our supplier portal and receive the proper exposure needed to increase their contracting opportunities.



3. Event Participation

We encourage and invite newly certified small and diverse vendors to participate in company events where they can provide their goods and services.



TRACKING OUR DIVERSE BUSINESS ENTERPRISE SPEND

AEG collects, tracks, and reports DBE spend yearly to all business leaders within the organization. DBE spend is categorized, analyzed, and shared with the individual companies in detail.

AEG partnered with VIVA IT, a Certified Women-Owned & Minority-Owned Business Enterprise, to deliver data and promote effective results across its enterprise and all lines of business. With over 80,000 underrepresented suppliers in its database, VIVA provides one of the widest offerings in this space. AEG utilizes the VIVA dashboard to identify potential small and diverse suppliers. By providing a description of the services needed, NAICS codes, and vendor offerings, we can filter and create lists of potential vendors. Additionally, we leverage the power of data to identify opportunities, track DBE spend, and create successful Supplier Diversity programs. VIVA allows us to maximize efficiencies in the following ways:



Supplier Registration

Their client-branded module for supplier signup (self-registration) where the data points to be captured has been configured by our team to match internal needs.



Supplier Sourcing & Locater

We can source registered suppliers through our personalized portal using robust search options. We can access a 1M+ supplier database.



Data Scrubbing & Enrichment

Their robust scrubbing tool validates and standardizes our diversity data on a one-time or recurring basis.

AEG understands the importance of building strong partnerships with our Affinity Groups and pledges to commit dollars and participation in all diverse supplier initiatives. We partner with the following Affinity Group partners to increase awareness, grow our programs, and create a greater impact in the communities we serve. AEG has established and maintains relationships with select diverse business-related organizations in support of the Supplier Diversity Program. In some instances, AEG has chosen to become a corporate member of these organizations.

National

National Minority Supplier Diversity Council (NMSDC)
 Women's Business Enterprise National Council (WBENC)
 National Gay Lesbian Chamber of Commerce (NGLCC)
 Veterans In Business Network (VIB)

Regional

Southern California Minority Supplier Development Council (SCMSDC)
 Women's Business Enterprise Council (WBEC WEST)
 Regional Alliance Marketplace for Procurement (RAMP LA)
 American Indian Chamber of Commerce (AICC)

Local

Asian Business Association of Los Angeles (ABALA)
 The Valley Economic Alliance (VEA)
 Los Angeles LGBTQ (LAGLCC)

AEG supports these organizations through professional memberships, contributions, in-kind support, and presence at organization events including trade fairs hosted by the organizations. AEG is also an active participant in Diverse Business community national and local trade/business expositions. The benefit of these relationships is summarized as follows:

- Provides access to Diverse Business members of these organizations. This is useful when AEG is seeking small businesses in certain industries when an opportunity arises.
- Provides AEG with visibility to the Diverse Business community.
- Supports community relations.

AEG recognizes the growth challenges faced by SBE/MBE/WBE/DVBE-owned businesses pursuing large contracts that have been historically out of reach. Oftentimes, they are qualified to provide services to more customers, however, they may be limited by access, resources, or financial backing needed to take their business to a higher level.

We have made a commitment to help strengthen our neighboring business community by mentoring diverse businesses. AEG proactively engages small and diverse businesses through capacity-building programs aimed at helping them become more competitive while growing their business. These programs further allow AEG to strengthen its supplier base and increase our competitive edge in the global economy.

DRIVING DEI THROUGH PROFESSIONAL SPORTS

AEG takes immense pride in owning and supporting two of the world's most iconic sports franchises in the U.S., the Los Angeles Kings and LA Galaxy. Our commitment to DEI through our National Hockey League (NHL) and Major League Soccer (MLS) teams extends beyond the arena and out in the community as well.

The LA Kings and LA Galaxy reflect the vibrant and diverse communities they represent and leverage their influential platforms to advocate for social justice, equality, and community engagement. Our players actively participate in outreach programs and charitable initiatives that uplift marginalized communities and inspire positive change.

These teams are symbols of unity, embodying the power of sports to inspire and transform lives, transcend barriers and bring people from all walks of life together through a shared passion.



ENCOURAGING INCLUSION WITH THE LOS ANGELES KINGS

Through DEI learning opportunities and community outreach, LA Kings are leveraging social impact campaigns and theme night strategies to grow an inclusive fan base.

Not only is this an example of building a sense of belonging for employees, our community partners and fans but the Heritage Nights and Theme Nights have impacted ticket sales for the Kings in a very positive way, generating revenue and reaching out to diverse market segments and introducing the great sport of hockey to them.

The LA Kings have won two Stanley Awards:

- **Best Social Impact Campaign 2022**
Youth Hockey in Mexico City, Learn To Skate in El Segundo, Kaboom Playground, STEM
- **Best Ticketing Initiative 2023**
Group Sales Theme Night initiative

BE TRUE. BE YOU. BE BOLD.

This is the mantra Blake Bolden adopted on her way to becoming the first Black woman to compete professionally in the National Women's Hockey League. Today, as the first Black female pro scout in the NHL for the L.A. Kings, Bolden continues to share these words with the young black and female players coming up behind her.



The work is never done. Wherever there is hate and ignorance there is also love, wisdom and acceptance to be found, and in the end, the power lies with the individual experiencing it, and what they wish to concentrate on. Never, ever give up your power.

“After Kings camp I had a beautiful kid named Lincoln show me a 3-foot standing Black History Month poster project he worked on of people who’ve made impact in their field of work. I was so honored and shocked that this kid, who was NOT Black, thought of me. It’s moments like this that you tell yourself, all the struggle, all the work, is worth it.

“I always tell my mentees **‘BE TRUE, BE YOU, BE BOLD’** and to me that means, don’t worry about what others are thinking of you. Don’t do things because you’re looking for external gratification. Discover who you are, what kind of person you want to be, what things you’re passionate about, and authenticity will come from this place. You’ll be whole and have a life filled with so much gratitude. Try the best you can to stay in that space, and you’ll be fine!”

BLAKE BOLDEN, LOS ANGELES KINGS SCOUT



GETTING MORE LITTLE KINGS ON THE ICE

Little Kings is a special Learn to Play program open to children 5-9 who are first time players and created in collaboration with the National Hockey League Players’ Association (NHLPA) and the NHL.

The Little Kings program actively encourages diverse participation by warmly welcoming individuals from all backgrounds, creating an inclusive space where youth and families from different communities can come together to experience the joy of hockey and form lasting connections within the hockey community. Through its commitment to diversity, the program aims to inspire a sense of belonging and empower participants to thrive on and off the ice, ensuring that hockey becomes a sport for all to enjoy and embrace.

The Little Kings program boasts a significantly more diverse participation rate amongst children compared to the USA Hockey national average.

Little Kings vs. USA Hockey Representation*

	Little Kings Participation	USA Hockey Membership
Native American	1.34%	0.81%
Asian	16.38%	2.33%
Black/African-American	1.34%	0.79%
Hispanic/LatinX	16.14%	2.90%
Middle Eastern or North African	0.49%	No Data
Native Hawaiian or Other Pacific Islander	1.22%	0.13%
Prefer not to answer	5.99%	9.15%
White/Caucasian	48.29%	78.83%
Other	8.80%	0.96%

*2021-2022



RAISING MENTAL HEALTH AWARENESS

The LA Galaxy collaborated with sponsor Cal Hope and the Los Angeles County Department of Mental Health to host a special Mental Health Awareness Month event where Javier “Chicharito” Hernández spoke to high school boys’ and girls’ soccer teams from across Southern California about the importance of mental health and mental preparation for athletes.



“Mental Health is a topic that is not only important in professional sports, but also in everyday life. Mental health and wellness are something that I am very passionate about, and this is an event I look forward to again this year. To share my mindset and journey with young athletes and potentially help them in their own journey is priceless.”

JAVIER “CHICHARITO” HERNÁNDEZ,
LA GALAXY FORWARD

FIELDING DIVERSE AND INCLUSIVE PROGRAMS WITH THE LA GALAXY

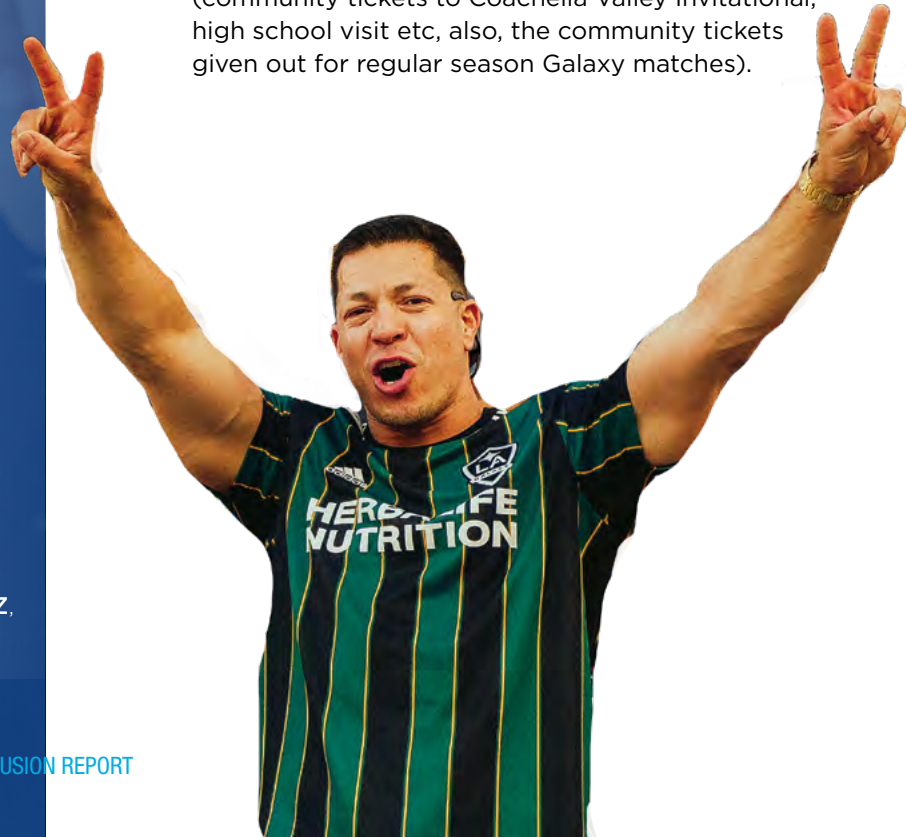
LA GALAXY YOUTH PROGRAMS

The LA Galaxy is helping shape the future of soccer one kick at a time through its array of youth programs that embody the spirit of inclusivity and embrace young athletes from diverse backgrounds and skill levels. LA Galaxy Youth Soccer Classes kick-start the passion for soccer from the tender age of 18 months up to 16 years.

For those seeking a challenge, our LA Galaxy Youth Soccer Camps provide an exhilarating environment for players aged 6-16 of all ability levels under the mentorship of professional USSF Certified Youth Coaching Staff. The Galaxy Discovery Program is a free supplemental youth training program that extends the pipeline to the LA Galaxy Academy by actively identifying, cultivating and elevating youth players that are dedicated to succeeding in their soccer career and with the LA Galaxy.

Coachella Valley Unified School District Migrant Program:

- The “Governing Board” for the Coachella Valley Unified School District presented the LA Galaxy Foundation with a Plaque Award for the Coachella Valley Unified School District Expanded Learning Programs -- “In appreciation for the opportunities you have provided for our students in accessing youth sports, promoting wellness and your effort in collaborating have helped foster a culture of perseverance while promoting a positive health lifestyle.”
- The award is for its community work during the “Coachella Valley Invitational” in 2022 and 2023 (community tickets to Coachella Valley Invitational, high school visit etc, also, the community tickets given out for regular season Galaxy matches).



THE ALLIANCE LOS ANGELES

In a collaboration to pursue a change in communities of color and develop meaningful programs, the 12 professional sports organizations in Los Angeles County and Orange County have joined together to launch **The ALLIANCE: Los Angeles**, a comprehensive five-year commitment to drive investment and impact for social justice.

The ALLIANCE: Los Angeles was formed in addition to the efforts of the teams’ community affairs departments and foundations, which will continue their charitable activities across the region.

To manage this initiative, The ALLIANCE: Los Angeles is partnering with the Play Equity Fund. A 501(c)3 public charity, the Play Equity Fund was established in Los Angeles to drive social change across communities through sport.

It is the only nonprofit worldwide dedicated to Play Equity as a social justice movement to bring the transformative power of sport and structured play to youth – regardless of their race, socioeconomic status, or gender – who have been left behind by the current system.

The LA Galaxy and The Alliance

For the past two years, The LA Galaxy, in collaboration with The Alliance as part of the Play Equity Fund, organized an empowering two-day “Career Lab” event at Dignity Health Sports Park (DHSP) in Carson, CA to learn about careers in professional sports.

The two-day event kicked off on with a career panel featuring LA Galaxy employees from various departments including broadcasting, programming, creative, global partnerships, content marketing, game presentation, ticketing, team administration and marketing. Each bringing their own expertise and experience, the panelists shared their own personal experiences working and breaking into the sports industry. After the panel, students participated in round table discussions with the panelists to ask questions and gain valuable insights into potential career paths in sports. Returning on that same week, the students had the opportunity to see firsthand what it is like to work on game day.



The LA Kings are proud to partner with our fellow professional teams from across Los Angeles in driving positive change in under resourced communities. By introducing students interested in the sports industry to a variety of types of careers beyond being an athlete, we hope to inspire young people from all across Los Angeles.”

JENNIFER POPE, SENIOR VICE PRESIDENT,
COMMUNITY RELATIONS AND HOCKEY DEVELOPMENT



CREATING WELCOMING, SAFE SPACES FOR LIVE MUSIC

In the world of music, AEG sets the stage for more than just exhilarating performances.

As we curate these festivals, we are driven by a resolute dedication to representation and engagement. We actively seek diverse talent, spotlighting artists from various genres, backgrounds and cultures, making each festival a mosaic of artistry and expression.

Furthermore, our festivals prioritize accessibility, ensuring that everyone can partake in the magic they offer. We strive to cultivate environments where everyone feels a profound sense of inclusion and connection, empowering festival-goers to immerse themselves in the diverse array of performances and experiences.

COACHELLA FESTIVAL EMBRACES DEI

In 2023, Coachella returned with its biggest year yet and the most diverse and inclusive lineup in its history. The festival attracted 250,000 people to the Empire Polo Grounds with historic moments including BLACKPINK, the first Korean act to headline and Bad Bunny, the first Spanish language artist to headline the main stage.

The eclectic mix of artists showcased Coachella's commitment to diversity, and the audience's enthusiasm for this lineup cemented the festival's reputation as a cultural phenomenon. Additionally, Coachella featured several initiatives celebrating diversity and inclusion.

GV BLACK

GV Black is a multi-faceted resource across all GoldenVoice properties focused on generating real change for BIPOC individuals through equity, justice, and antiracist initiatives. During Coachella 2023, GV Black created a Party in My Living Room experience inspired by the aesthetic of 90's house parties that provided a place for discovery, discussion, innovation, and performances.



QUEER+

Queer+ is an initiative designed to celebrate and empower the BIPOC LGBTQ+ community at Coachella. The program encompasses an amazing on-site HeadQ+arters as well as a Q+amp (empowerment campground) to ensure all guests have a safe space. This year, Coachella partnered with UCLA Health to enhance the inclusive festival culture and make HeadQ+arters a welcoming environment for people to hang out, interact with Q+ ambassadors, and celebrate individuality.

ACCESSIBILITY+

Accessibility+ is designed for BIPOC folks with disabilities who have never been to Coachella before and offered the complete VIP experience. The A+ program included job shadowing at the festival, seminars for employment in the music industry, and artist engagements.

CALI VIBES

Cali Vibes celebrates the surf, skate & beach lifestyle of Southern California. Each year, this special weekend long festival features the biggest California-style reggae bands paired alongside traditional fan-favorite music legends across indie, rock and hip-hop.

HANGOUT FEST

One of the largest music festivals in the Southern U.S. held on the sandy and picturesque beaches of Gulf Shores, Alabama.



“A record-breakingly diverse and multi-lingual set of acts helped give this year’s desert festival a more contemporary feel. Coachella 2023 seemed to continue the event’s embrace of global, ascendant popular music. The crowd was more multilingual and racially diverse than years of Coachella-themed fashion campaigns led me to believe, perhaps owing to precedent-setting headliners.”

THE GUARDIAN

DEI@AEG The Work Continues

2023

SIGBI Safe Spaces certification launch for Peacock Theater and Crypto.Com Arena.
Gold House national partnership announced.
Hispanic Scholarship Fund national partnership established.
Hosted company-wide DEI Business Update.

2022

WISE LA Women of Color Initiative launched.
Developed Transgender Guidelines.
Fieston en la Plaza at LA Live.
Rolled out DEI education for all employees.

2021

Created new BRG; PeopleforthePlanet@AEG.
Career Exploration panels at “Day in Vegas”.
DEI delivered “Consciously Inclusive Leadership” education to all executives.
Accessibility+ and Queer+ activations created at Coachella.
GV Black Uplifting Voices merch campaign.

2020

Hosted listening sessions to better understand the organizational climate of AEG.
Three new ENGs added.
Global Partnerships Inclusion Council created.
GV Black formalized.
DEI Collective - DHSP/LA Galaxy created.

2019

ENGs first established.
Stonewall Inn Initiative (SIGBI) partnership launched.
Received 100 on the Human Rights Campaign Corporate Equality Index.
Partnered with Los Angeles Gay & Lesbian Chamber of Commerce (LAGLCC) to implement supplier diversity Capacity Building Program.
“Everyone” initiative launched at Coachella.

Where DEI at AEG Goes from Here

Our vision is to create an environment where all individuals feel valued, heard, and empowered to bring their authentic selves to work, fostering an atmosphere of belonging that drives creativity, innovation, and excellence.

Progress is a continuous journey. Embracing the power of diverse perspectives, we will challenge norms, embrace new ideas, and drive positive change within our industry.

DIVERSITY, EQUITY AND INCLUSION AND BEYOND:

- We will continue to integrate DEI into our workplace culture, workforce representation and the marketplace
- Transforming ENGs to Business Resource Groups to better support business outcomes
- Building upon “Consciously Inclusive Leadership” DEI education
- Identifying new metrics and themes to help track progress in our DEI initiatives
- Attracting and hiring more women and people of color

HOW YOU CAN PLAY YOUR PART

As we explore the progress we’ve made and the challenges that lie ahead, we recognize that our success depends on the collective efforts of every individual at every level within the organization.

This report serves as an opportunity for all employees to come together and drive positive change. Join us on this transformative journey, as we take meaningful action to build an inclusive workplace that sets new standards of excellence, with diversity as our greatest strength.



1 EDUCATE YOURSELF AND ENHANCE YOUR CULTURAL COMPETENCY

Actively stay informed on DEI and take part in DEI education sessions to deepen your understanding and put these learnings to practice.

2 CHALLENGE BIASES

Try to recognize and challenge the unconscious biases and stereotypes that may affect your behaviors and decision-making.

3 CHAMPION DIVERSITY IN HIRING

Be intentional and support building more workforce representation at all levels of the company.

4 SUPPORT SUPPLIER DIVERSITY

Pro-actively seek out diverse vendors and suppliers and support supplier diversity initiatives that promote economic empowerment in the communities where we do business.

5 PROVIDE FEEDBACK

Offer constructive feedback, insights and real-world learnings to the DEI team on initiatives, contributing to their continuous improvement and effectiveness.



CREATING A STAGE FOR ALL



AEGWORLDWIDE.COM