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12/14/2023

P&G Receives Perfect Score on the Human Rights Campaign's Corporate Equality Index for 10th Consecutive Year.

This milestone recognizes P&G's policies, practices and benefits that create an inclusive workforce for LGBTQ+ employees and positively impact the communities we serve.

For the 10th consecutive year, P&G has received a perfect score on the Human Rights Campaign's **Corporate Equality Index** (CEI) – the nation's foremost benchmarking tool that annually measures companies' policies, practices and benefits directly impacting LGBTQ+ employees.

P&G has participated in the annual Corporate Equality Index since it was established in 2002 to learn how to more fully support our LGBTQ+ employees and better serve consumers around the world. P&G also consistently receives perfect scores in other countries where HRC conducts corporate equality efforts, including Chile, Argentina and Mexico.

This significant recognition is an outcome of our efforts to create an inclusive workforce that fully reflects the diversity of the billions of consumers we serve around the world. We've sought to make P&G a place where anyone, regardless of sexual orientation or gender identity, can chart a successful career and contribute to our business growth. We know that when all our colleagues bring their whole selves to work, their ideas can make a lasting impact on each other and drive deeper consumer connection.



...ing a perfect score on the CEI for a decade is a testament to the dedication, teamwork and advocacy our employees have led for more than 30 years, pushing P&G

forward, along with the support and commitment of leadership to create positive, lasting change.

The efforts which underpin the score ensure we not only provide a space for our colleagues to thrive through culture, programs and policies, but also enable us to better serve LGBTQ+ consumers with superior brand experiences. Some of the major milestones that have led to a perfect 100 score over the last decade include:

2013: We joined HRC's Business Coalition in support of the Employment Non-Discrimination Act (ENDA). This was the year P&G also began providing gender-affirming medical care in the U.S.

2014: We signed the United States Supreme Court Amicus Brief in support of marriage equality and released a Human Rights Policy statement.

2018: We announced our support for the United Nation's Global LGBTI Standards of Conduct of Business. We also released "The Words Matter," an award-winning documentary about early P&G LGBTQ+ advocate Michael Nak Jr. as the first of a series of films examining LGBTQ+ inclusion in the workplace.

2019: We celebrated the 25th anniversary of our LGBTQ+ employee resource group, GABLE, with more than 5,000 members across 41 countries spanning six continents.

2020: We kicked off our first annual Can't Cancel Pride Virtual Benefit amidst the COVID-19 pandemic, raising over \$4 million for LGBTQ+ organizations.

2021: We introduced Sexual Orientation and Gender Self-ID in many countries around the world, allowing us to better serve our employees based on how they identify.

2023: We expanded our global GABLE at Work training into 16 languages with more options for employees in a variety of workplace environments to continue advancing a culture of inclusion.

These efforts are a culmination of years of hard work — work that work continues today. GABLE continues to grow around the world, now active in 51 countries globally. Our annual Can't Cancel Pride event has turned into a key moment for supporting the LGBTQ+ community and raising money for organizations impacting positive change — over \$14 million since 2020.





As we look to the future, P&G will continue building a culture of respect that attracts, retains and develops LGBTQ+ talent, while empowering our brands to better serve more consumers around the world.

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6/9/2023

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9/1/2022

Driving Market Growth, Championing Equality, Creating Impact.

P&G earns a perfect score on the HRC Equality Index.

Market growth is the most important driver of business growth. Multicultural marketing may be the single biggest source of market growth in our industry now and for the next several years, perhaps even decades. Increasingly, corporate commitment to LGBTQ+ inclusivity is also a critical part of recruiting and retaining “Generation Z” employees, according to **a recent story from the Cincinnati Business Courier.**

Brent Miller has served as P&G’s Senior Director of Global LGBTQ+ Equality since 2018. In a recent interview with the Cincinnati Business Courier, he underscored the importance of LGBTQ+ inclusion for business growth and that it cannot be an afterthought for businesses of any size.



LGBTQ+ inclusion “is critical to Generation Z – those born between 1997 and 2012. According to a 2022 Gallup poll, a new high of 7% of U.S. adults identify as LGBTQ. That number shoots up significantly, to 21%, among Gen Z.” (Source: Business Courier).

“It’s very clear that you won’t win with Gen Z if you’re not winning with LGBTQ.” — Brent Miller, Senior Director of Global LGBTQ+ Equality, P&G

That’s why it matters that P&G has scored perfect 100 on **HRC’s Corporate Equality Index** for the 9th consecutive year.

“There’s a growing realization that in order to succeed with future younger generations, you have to win with LGBTQ consumers,” Brent told the Business Courier. “People are in business to connect, bring a product or service that they

value, and ultimately, grow. There's a way to do that with the LGBTQ community that is both strategic, empathetic and supportive."

Last year at the **ANA Multicultural Marketing & Diversity Conference**, Chief Brand Officer Marc Pritchard shared that companies need to adopt five essential habits to seize the multicultural growth opportunity — including from the LGBTQ+ community.

Speaking in November 2021, Marc credited more than half of our sales growth in North America from multicultural consumer segments. Among our top brands, we hold the #1 or #2 market share positions in nearly all of the 10 categories in which we compete among Black, Hispanic, Asian American and Pacific Islander (AAPI) and LGBTQ+ consumers.

"It's a good start, and our market shares are in line with the national averages," Marc said. "But we should beware of averages. There is still a lot more opportunity."





In 2020, P&G partnered with GLAAD to study the impact of LGBTQ+ inclusion in marketing and media. The “**LGBTQ+ Inclusion in Advertising and Media**” study details how non-LGBTQ+ Americans respond to TV, films and ads featuring LGBTQ+ representation. Findings from the study revealed high comfortability around viewing LGBTQ+ images in the media, increased favorability towards brands with LGBTQ+-inclusive advertising, and that inclusive media images lead to greater acceptance and understanding.

To learn more how P&G is driving equality and inclusion for the LGBTQ+ community, [read more on our blog](#).

[Take a look at where we are today](#)





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