

**EMPLOYMENT EQUITY POLICY**  
**Diversity and Inclusion**

This policy is intended to cover all companies owned and controlled by ZoomerMedia Limited (“ZoomerMedia”). This includes ZoomerMedia, MZ Media Inc., MZTV Production and Distribution Inc., On The Bay Magazine Inc., Darwin CX Inc. Also included is Canadian Association of Retired Persons (“CARP”) by virtue of ZoomerMedia’s responsibility for overseeing management of CARP. All companies named above in addition to any others owned and controlled by ZoomerMedia shall be mutually included in and hereby referred to as, “the Company”.

**Definitions:**

Employment Equity	Management, measures and initiatives, which include the identification and elimination of barriers to the employment of groups designated by legislation that have been traditionally disadvantaged in employment.
Workplace Diversity	Workplace diversity means employing people who may be different from each other and who do not all come from the same background. The differences may be those of national origin, physical appearance, religion, education, age, gender, or sexual orientation.
Inclusive Workplace	An inclusive workplace is that working environment that values the individual and group differences within its work force. It enables a company to embrace the diversity of backgrounds and perspectives of the employees, which in turn increases their talent, innovation, creativity and contributions

**Overview**

ZoomerMedia is committed to promoting an equitable work environment based on the merit principle. We believe that a diverse employee population will increase the level of creativity and innovation and ultimately the productivity within the organization. Our objective is to enhance interpersonal relationships among employees and to minimize blatant expressions of prejudice.

**Policy**

It is the Company’s policy to make decisions on hiring, promotion, job assignment, training, rewards, and other Human Resources Management functions, on the basis of qualifications, knowledge, skills, ability and demonstrated performance.

This ensures that:

1. Fair treatment and opportunity for all employees regardless of sex, sexual orientation, race, ancestry, nationality, place of origin, color, ethnic origin, citizenship, creed, religious beliefs, age, marital status, family status, same-sex partnership status and physical or mental disability, or any other factor unrelated to job performance, that would not otherwise bring undue hardship to a role, division or the organization.
2. ZoomerMedia has the diversity of talent available to them that would be much narrower in an exclusive environment.

3. We make every effort to ensure our employees are reflective of the cultural demography in the markets in which we operate and practice regularly that which we consider fair and equitable treatment.

It is also the policy of the Company that:

1. The Company prepares and implements a documented Employment Equity Plan that sets out the goals, timetables, and implementation of diversity management initiatives. This will be adjusted to reflect current labor data and vacancy rates in each occupational group.
2. The Employment Equity Management Plan content varies and may include any of the following based on management strategies:
  - ✓ The role and responsibilities of the Equity and Diversity Committee which will be involved in the development of the Plan
  - ✓ The employment systems review of all policies, practices and procedures pertaining to hiring, recruitment, job evaluation, compensation, training opportunities, promotions, transfers and terminations, will be reviewed. An action plan that ensures the elimination of any potential systemic barriers in the workplace will be developed
  - ✓ Workforce Analysis: A report identifying the utilization of designated group members by occupational groups; projected vacancies for the upcoming year and an analysis of the Company's progress in meeting established quantitative goals and timetables
  - ✓ An employee communication plan which outlines the objectives of the Company's Employment Equity Management Plan

The Plan will be made available to all.

All employees and managers are accountable for acting consistently with this policy through their interaction with all ZoomerMedia employees and partners. Failure to do so will lead to disciplinary action up to and including termination.

Employees and managers are also accountable for ensuring this policy is enforced. Should an employee or manager be aware of behavior inconsistent with this policy, they are expected to report their concerns to their manager and to Human Resources immediately.

If there is any conflict between this policy and a collective agreement, the terms and provisions of the collective agreement shall apply to those employees who are included in the collective agreement.

### **Practices and Procedures**

To ensure the Company's employment practices and procedures are administered without discrimination, it is the intention of ZoomerMedia to:

1. Post all job opportunities within ZoomerMedia for internal considerations and referrals as well as externally (see the Hiring Policy for more details)
2. Recruit and select applicants for employment on the basis of their qualifications and experience
3. Make reasonable accommodations to create an inclusive environment
4. Ensure equal consideration is given to all candidates qualified for promotion or transfer



5. Base promotion and transfer decisions solely on job requirements, the applicant's skills, qualifications and prior performance
6. Ensure all employment practices and procedures, including compensation, benefits, retention, termination, training and development opportunities, and social and recreational programs are administered equitably.
7. Conduct business and provide services in the communities where we operate, providing reasonable accommodations that respect the dignity and independence of all employees and customers, including those with varying abilities.

## **Accountability**

Employment Equity reaffirms the company's commitment to a continuous practice of equal employment. The Company's actions relating to Employment Equity are continuously being reviewed to ensure adherence and application of this practice in all areas of the company.

Upon hire, all new employees at ZoomerMedia will be asked to complete an Employment Equity Self-Identification Questionnaire. This questionnaire asks employees to self-identify as a member of one or more of the following designated groups: visible minorities, persons with disabilities, Aboriginal peoples and/or women.

Existing employees may also update their responses at any time by completing a questionnaire, which can be found in the Forms section of ADP. Through this questionnaire, Human Resources collects data on the representation and distribution of designated group members in the workforce, in order to meet statutory obligations and to help identify and eradicate potential barriers that may exist at ZoomerMedia.

This allows ZoomerMedia to plan, implement, and report on Employment Equity programs more accurately. ZoomerMedia requests that employees provide their names on completed questionnaires because it is required to collect accurate data (employees hired, promoted, and terminated) under the Employment Equity Act.

This information will remain confidential and is subject to and adheres to the Freedom of Information and Protection of Privacy Act – it is retained separately from employee files and is always locked in a secure location.

ZoomerMedia is also accountable to the CRTC and must submit an annual confidential report on employee demographics, programming and diversity at MZTV.

This Policy was updated on April 27, 2021.