

Johnsenskillz AG`s Gender Equality Plan (GEP) 2022-2025

Every choice we make today shapes the world we wake up in tomorrow. Johnsenskillz AG`s founders, board and investors take the consequences of this fact and are committed to promoting gender equality and equity and actively do something with the conclusion from the World Economic Forum (WEF) that it will take more than 130 years to achieve gender parity, with the amount of development we continue to make today in the world.

All people have a fundamental right to good and fair working conditions where no one should experience discrimination based on age, gender, gender identity, ethnicity, national origin, language, religion and outlook on life, functional ability, sexual orientation, belonging and social class.

Our CEO Guro A. Johnsen underlines, "Equality and equity between women and men is a fundamental principle of our organisation that will help us grow and extend our reach and actively support and motivate other clients; organisations, companies and institutions to do the same. Our vision is "A world where talent has no gender".

Our GEP action plan is presented here with goals that can be measured to ensure and promote diversity work. The action plan is also integral to Johnsenskillz AG`s strategic planning and work. The work to follow up the action plan must be considered a process, not a condition. The main focus is not the reporting itself but how the various measures are worked actively along the way.

SHE SKILLZ
GLOBAL
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Why SHESKILLZGLOBAL?

01

We face the paradox of the growing scarcity of talent across many sectors and industries, while female educational attainment reaches record levels in history.

02

Political and institutional commitment does not guarantee achieving gender equality before 130 years. Companies leading by example have a critical role in accelerating the process.

03

Still lots of glass-ceilings and labyrinths for women to make it to C-level and managerial positions.

That means:

Companies can no longer afford not to invest in attracting female talent. Employer branding needs to show the investment on gender equality.



SHE SKILLZ
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About the idea & why just for women

Our goal is to create a platform where companies requiring skills and talent can match with all the clever women with the required skills.

World Economic Forum, conclusion > 130 years for gender equality, should in 2022 be taken for granted. But, the report shows men have channels to promote themselves, so on SHESKILLZGLOBAL, to help balance the genders better. All who identify themselves as women or have no gender can promote their skills, competence, and experiences. This shows that women can, will, and are good enough to take place "at the table" at all levels of an organisation. Vision: "A world where talent has no gender." When this is reached, we also promise to open the platform for men.

The WEF report and other reports underline not only the gender equality gap but also that men have many channels to promote and visualise their education, competence, experiences and ambitions; if not, we would not have this gender gap. Algorithms often used are also not made to match women as optimally as it does for men. The same with languages and pictures used. We also have a lack of female role models. EU report: "The COVID-19 crisis has affected working and living conditions in all EU member states, unveiling and exacerbating existing social, economic and gender inequalities. Gender differences in the labour market impacts of the pandemic pose new short-term and long-term challenges to gender equality.»

Johnsenskillz GEP plan has the following steps to action:

1. Go online in 2023 with our platform SheSkillz Global, where women can promote their skills and competence and where companies can promote themselves and their open positions for women.
 - a. On the platform is informed; if you feel this platform is for you as a candidate and mentee, only you know what feels correct for you and if SheSkillz Global will be a good place to promote themselves.
 - b. All companies promoting a position on our platform are informed that the position must be published elsewhere so other gender(s) can apply.

What is SHESKILLZGLOBAL?



A platform for female talents from all over the world to help them build and accelerate their career journey



IT tools to match skills and ambitions to bring women new professional opportunities and give them **access to experienced mentors**



A place for companies, to meet and **promote themselves** and advertise open positions to **attract local and international untapped female talent**

- c. Promote today's female role models and future female role models.
 - d. Partner up with other companies, organisations and institutions that want to work with – and support us in reaching a world where talent has no gender.
 - e. Work for more women in C-position and male-dominated professions.
 - f. Develop software and tools to support our target groups in reaching their goals and, through this, reach our vision.
 - i. Including tools that are good for the environment.
 - g. Mentoring and establishing a global network of women and men supporting gender equality work.
 - i. Support women with a cross-culture- and cross-professional network.
 - ii. Mentor program (men and women as mentors), established in 2022
 - h. With our platform, it shall not be possible for organisations, companies and institutions in the future to explain the lack of women in their organisation with "We cannot find any female candidates".
 - i. We use software and surveys to help us evaluate that we are in a good process towards our goals and vision.
 - i. The results from our measures will be evaluated and shared.
 - ii. Because of the Privacy policy and GDPR, some reports cannot be public.
2. Give access to companies/organisations/institutions to promote their open positions for male candidates when it can be proven that at least 40% of women are on different levels in their organisation.
 - a. Start the evaluation for a decision about this autumn 2023.
 3. Reach our vision of "A world where talent has no gender", and open the platform for all genders. (Impossible to say when this will happen; we work for it shall not take 130 years)
 - a. Today we focus on supporting professional women and their equal access to job opportunities. Tomorrow we co-create a world where work is done by simply the best talents regardless of gender. This is how the SheSkillz Global story unfolds.

Webinars connected to our mentoring program.

Our webinars bring awareness to different gender equality topics with support from speakers, men and women that are willing to share their experiences, competence, thoughts and their career journey, establishing a secure environment for discussion and sharing. Our goal is to have a webinar at least each third month. Next to those involved in our mentoring program, we invite our partners, clients, and others in our network to the webinars.

Important is also to dare to focus on areas that have not been so popular too, focus on unconscious bias, including women's bias towards other women and the lack of women supporting women. To actively work towards a change also in this field. And focus on what organisations changes are needed in the future to make it easier for both men and women to participate and develop in their careers on all levels.

Fascinated by our uniqueness, we choose to bring diversity also into our organisation.

For founders and the board in JohnsenSkillz AG it's also important to “walk the talk”. We have:

1. A board with 50% women and 50% men also represents different nationalities.
 - a. Next to the board, established different task groups with diverse teams both when it comes to gender and culture to include all in our “SheSkillz Global family to share their experiences and competence, bringing their skills, culture- and professional experiences to ensure our way of communicating reaches our target groups.
 - i. These task groups will follow up on special tasks the board need support to develop and are forums for new ideas to be presented to the board for discussion and decision to reach our vision.
 1. One of these task groups is called “structure and PM” to ensure we implement what we have agreed about, have a realistic timeline, good monitoring processes/tools and a system for evaluating our activities and how we work together as a diverse team and take care of the environment and have a focus on good sustainability.
2. A gender-diverse investor group, also including different nationalities.
3. We are a start-up, so we still have no employees. But we have an operative team with consultants, women and men who work together daily, focusing on developing SheSkillz Global to support us in reaching our vision in a work environment where we listen to our colleagues and

support them in not only their professional development but make sure we do what we can to give them a good “work-life balance”. We have a diverse team with > 13 nationalities working from >8 different countries.

- a. When we start to employ, we will continue the focus on:
 - i. Recruiting diversely, with a focus on skills and not gender.
 - ii. Prevent harassment
 - iii. Implement good measures tools
 - iv. Establish role models
- b. To secure good recruitment processes, we will:
 - i. Use different channels to reach as many potential candidates as possible and prepare an advertisement that appeals to diverse applicants.
 - ii. Ensure qualified applicants are called for interviews.
 - iii. Practice moderate gender quotas for positions with an uneven gender balance.
 - iv. Use good interview guides to ensure equal opportunities, and further that objective and neutral assessment criteria are the basis.
 - v. Ensure all applicants are informed about the process and whether they will be invited to the next step in the recruitment process.

Responsibility for follow-up in the daily work.

Respecting and valuing diversity is not only the board's responsibility. This responsibility rests with all involved in Johnsenskillz/SheSkillz Global. Everyone must contribute to a good working environment through attitudes and behaviours that align with Johnsenskillz's values and where we all respect each other. Unacceptable behaviours will be discussed and can have consequences. To discuss how we work together and talk about challenges connected to personal- and cultural differences and how we positively can make use of our differences and work as a good complementary team. At the same time, the employee must ensure this happens in daily interaction with others.

Our design and brand language

We are developing a brand and communication manual with our marketing team, ensuring our language, fonts, pictures, and colours underline our mission, vision and values.

Our online magazine has a focus, next to general leadership topics, a strong focus on diversity topics.

Ambitions & objectives



Global reputation

Become the reference as the specialised international platform for professional women to showcase their skills and ambitions.
Offer companies and institutions to meet the widest pool of accurately matched female talents.



Mentoring. Webinars. Toolbox.

A set of tools & services for women and companies to deal and overcome whatever challenges they will face in their careers.



Range

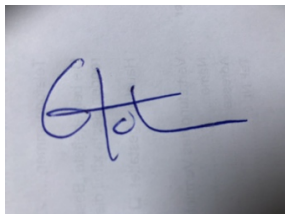
2022-23 : >6 countries.
2023-24: >12 countries.
2024-25: >20 countries.



User

1 million talents registered in 2025 (>1% of females at work + 10% women at tertiary education).

Place: Zug, Switzerland



CEO and main founder, JohnsenSkillz AG