



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, religion, culture, disability, education, life experience, work experience, personality, area of residence, marital status, carer responsibilities and sexual orientation.
- Prime Media recognises the many benefits arising from workplace diversity. 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.
- 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 and selection is based on merit.
- 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.

4. CAREER DEVELOPMENT AND PROMOTION

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

5. FLEXIBLE WORK ARRANGEMENTS

- Prime Media endeavours to support the work-life balance and flexibility needs of its employees. Prime Media recognises that flexible work arrangements can reduce absenteeism, increase employee engagement and retention.

- Prime Media 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 and update this Policy annually and will, if necessary or desirable, amend the Policy.

Adopted by the Board on 24 August 2011

Last reviewed on 23 September 2015