



# 2022 Q1 REPRESENTATION DATA

AS OF FEBRUARY 28, 2022

Our mission and commitment to our people form the foundation for our efforts on diversity, equity, and inclusion

### Our mission

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**To connect and engage the world through epic entertainment.**

### Our commitment to championing our people

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**“We value the increasingly global and diverse backgrounds of our players and employees, and we commit to delivering epic experiences that reflect the communities we serve.”**






-2020 ABK ESG report

# 2022 Q1 diversity data

## 2022 demographic representation

% FTEs

Detailed in following charts

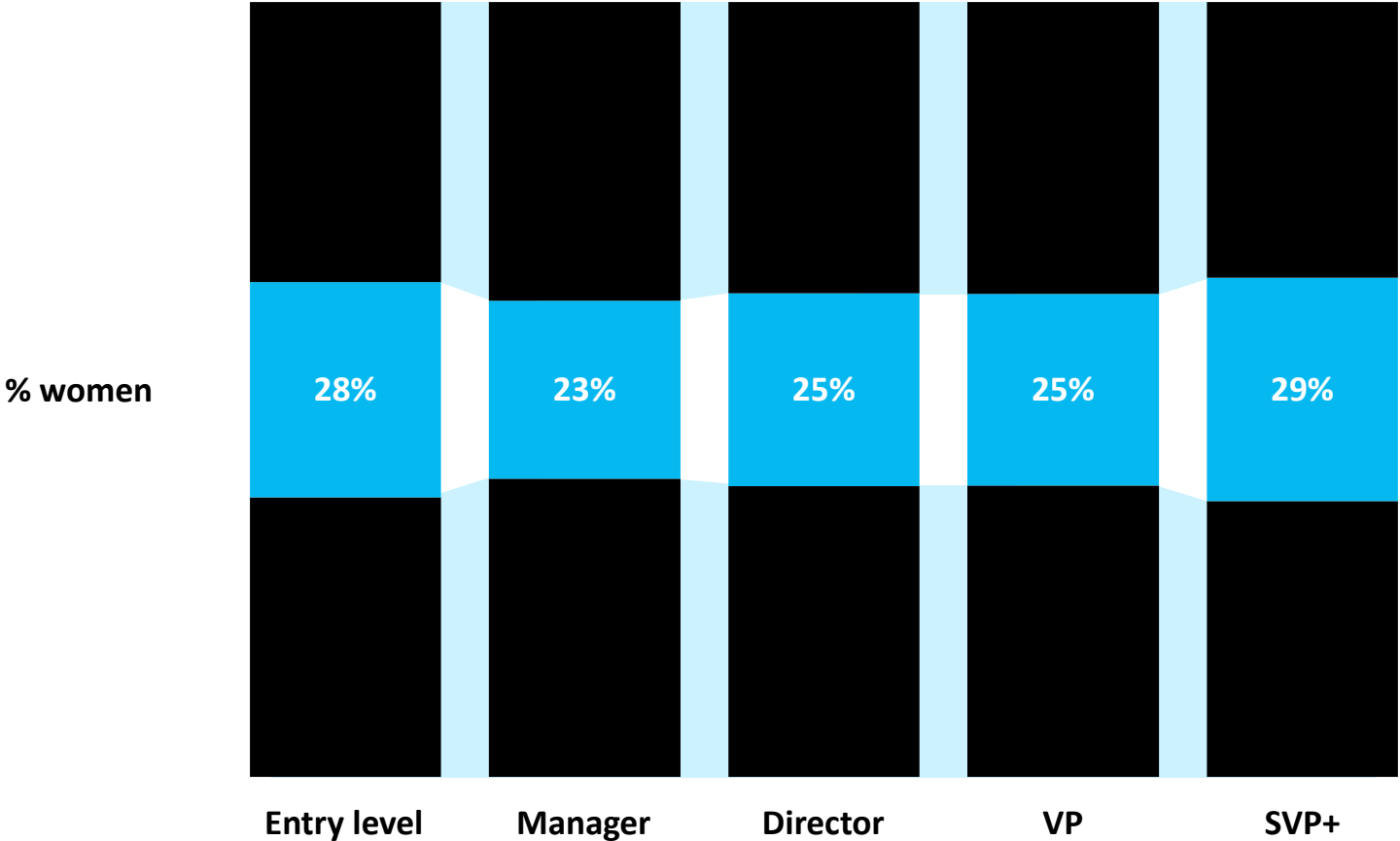
						
	Industry comparison	ABK rolled up	AB Corporate	Activision Publishing	Blizzard	King
Women	<p><b>24%</b></p> <p>Representation of women in gaming industry</p>	<p><b>24%</b></p> <p>Current overall representation of ABK women</p>	<p><b>46%</b></p> <p>Current overall representation of AB women</p>	<p><b>17%</b></p> <p>Current overall representation of AP women</p>	<p><b>23%</b></p> <p>Current overall representation of Blizzard women</p>	<p><b>34%</b></p> <p>Current overall representation of King women</p>
Under-represented Ethnic Groups (UEGs) <sup>1</sup>	<p><b>40%</b></p> <p>Representation of UEGs in gaming industry</p>	<p><b>37%</b></p> <p>Current overall representation of ABK UEGs</p>	<p><b>50%</b></p> <p>Current overall representation of AB UEGs</p>	<p><b>37%</b></p> <p>Current overall representation of AP UEGs</p>	<p><b>34%</b></p> <p>Current overall representation of Blizzard UEGs</p>	<p><b>58%</b></p> <p>Current overall representation of King UEGs</p>



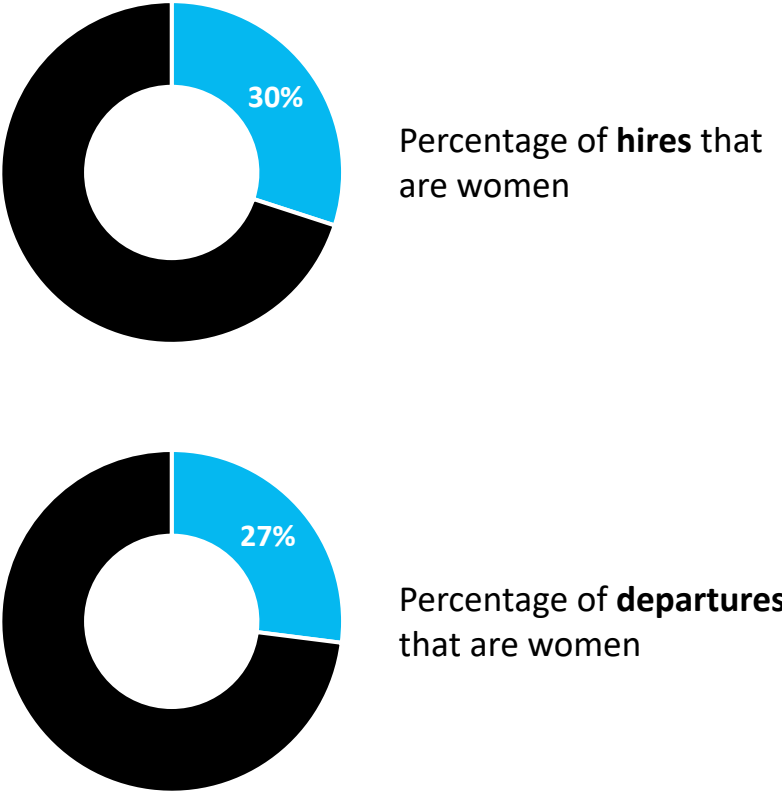
Footnote 1: UEG data shown for U.S. FTEs only. Source: ABK People Analytics team. The data included in this presentation represents our best estimates based on data included in our systems. Please see also the methodology description enclosed in this presentation.

# ABK rolled up: Women make up 24% of our overall workforce

Woman representation by level, FTEs

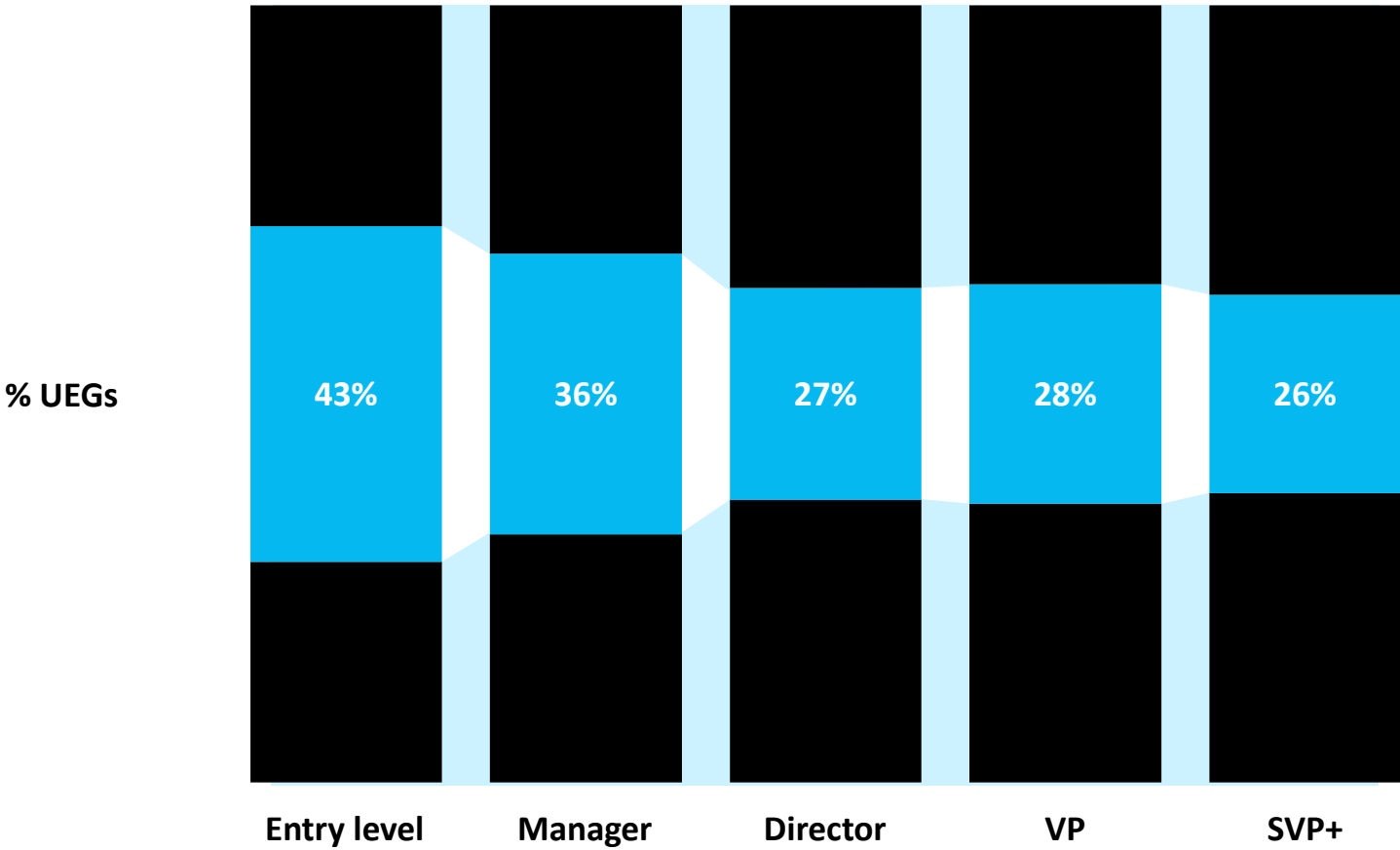


Woman representation of movements, FTEs

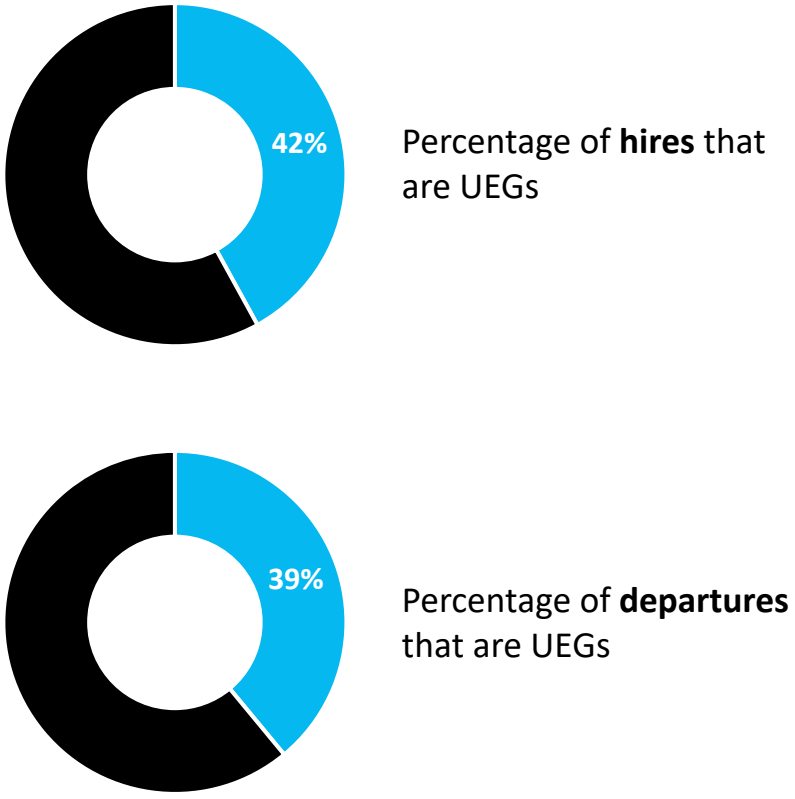


# ABK rolled up: Underrepresented ethnic groups (UEGs) make up 37% of our overall U.S. workforce

UEG representation by level, U.S. FTEs

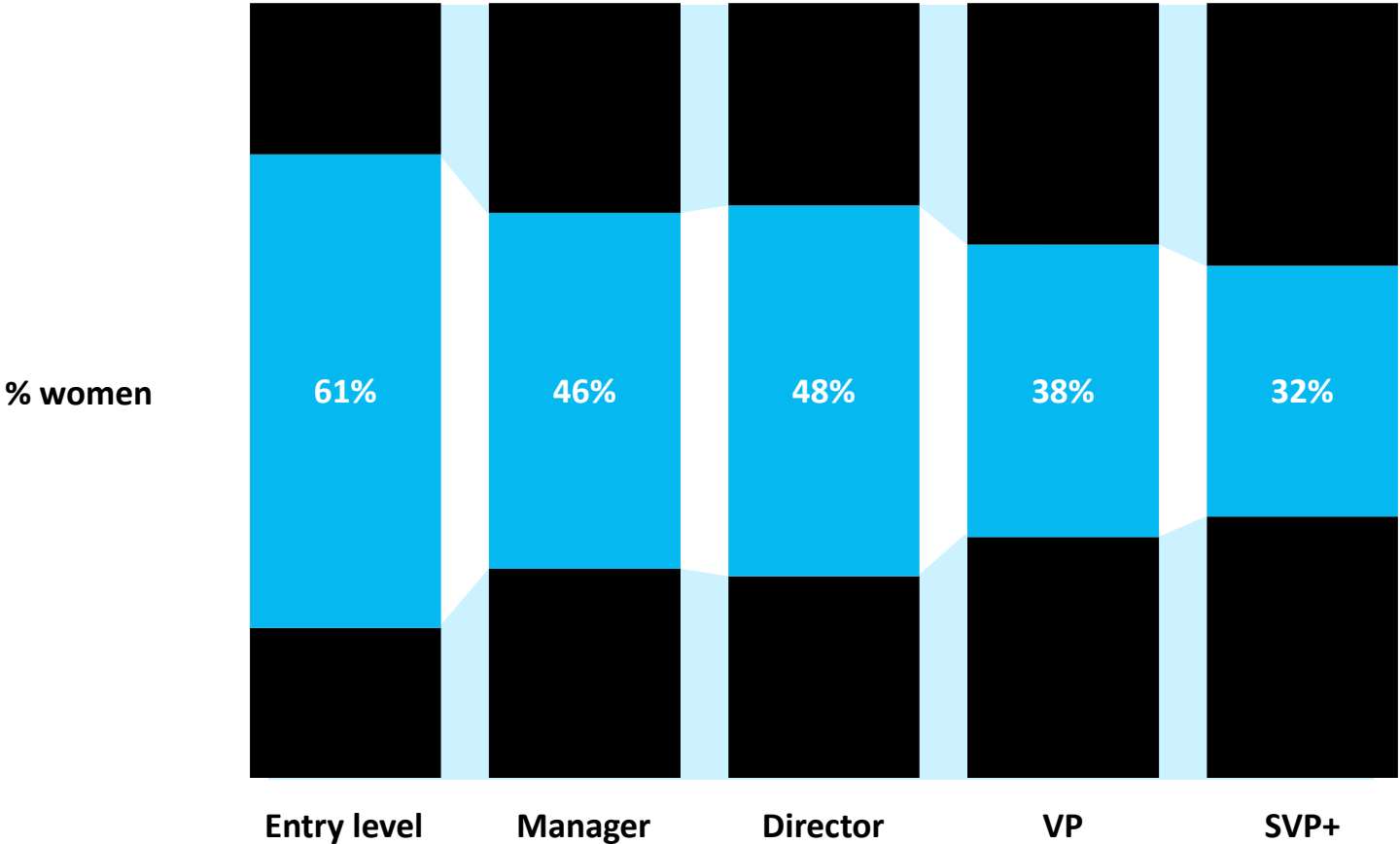


UEG representation of movements, U.S. FTEs

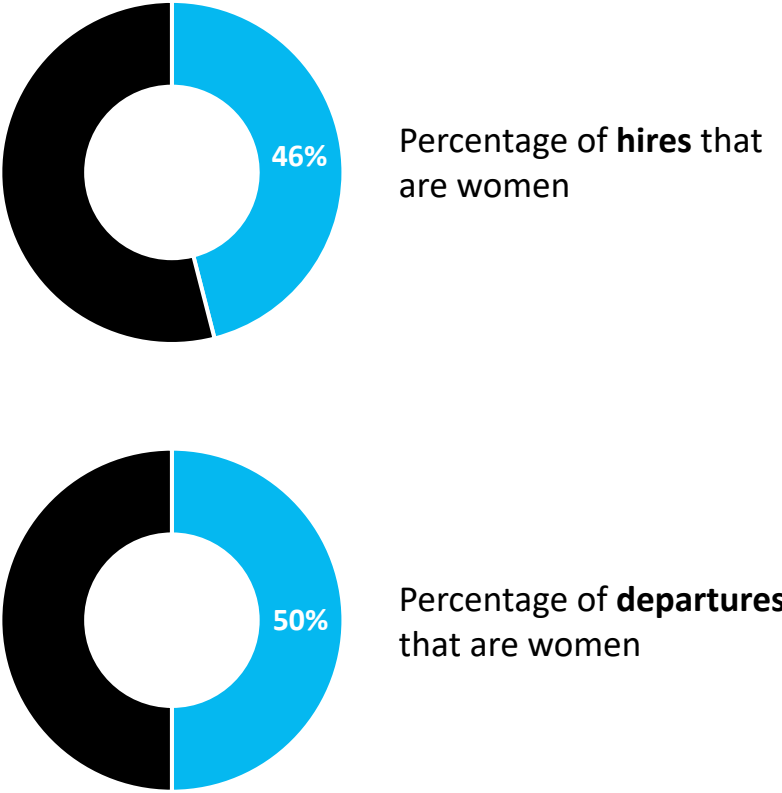


# AB Corporate: Women make up 46% of our division workforce

Woman representation by level, FTEs

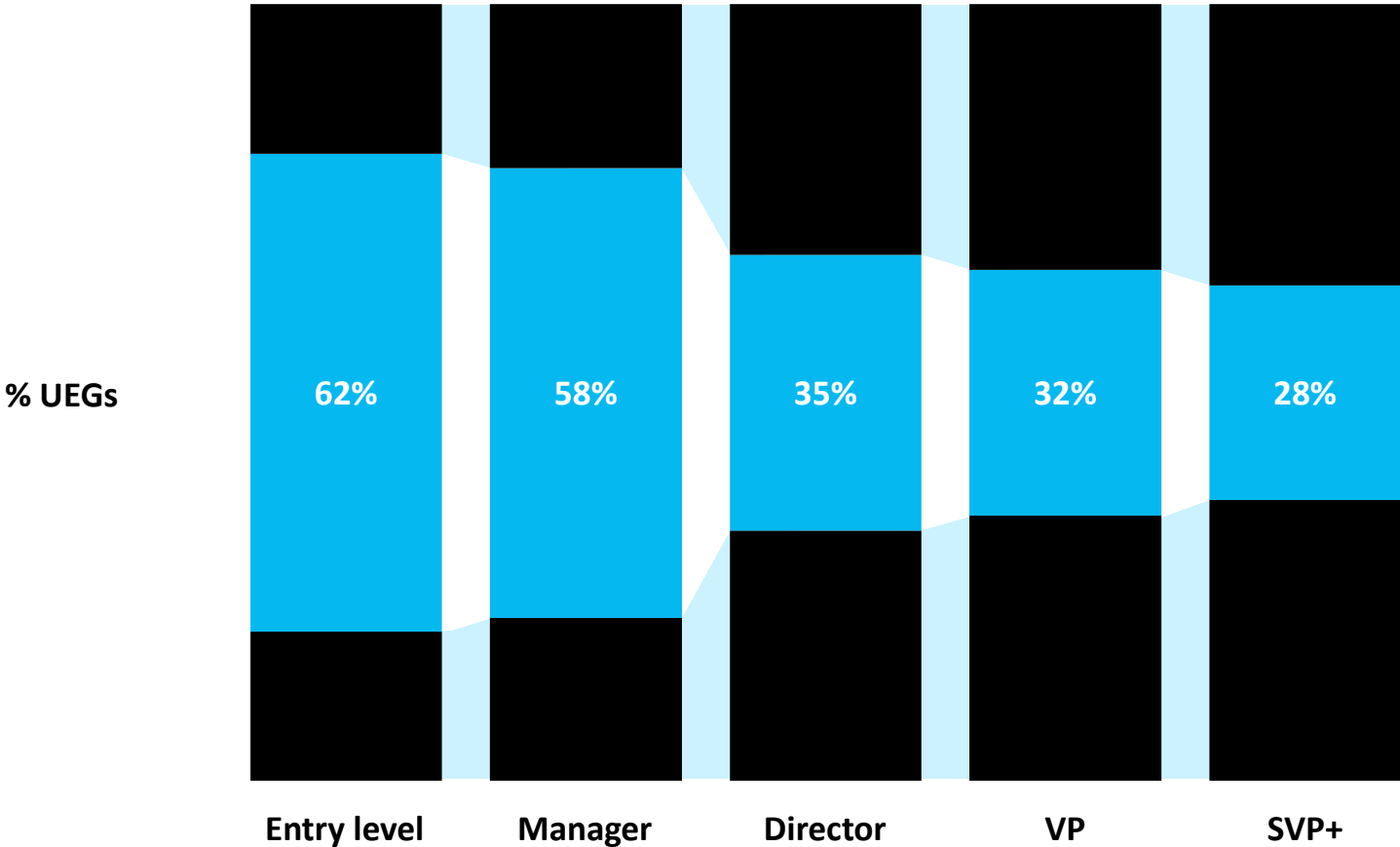


Woman representation of movements, FTEs

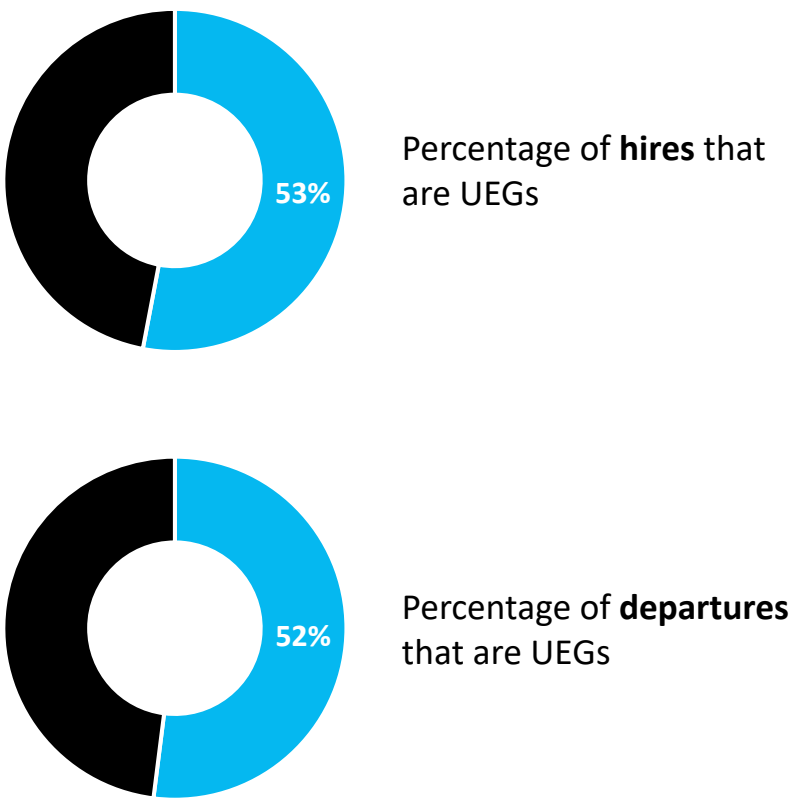


# AB Corporate: Underrepresented ethnic groups (UEGs) make up 50% of our division U.S. workforce

UEG representation by level, U.S. FTEs

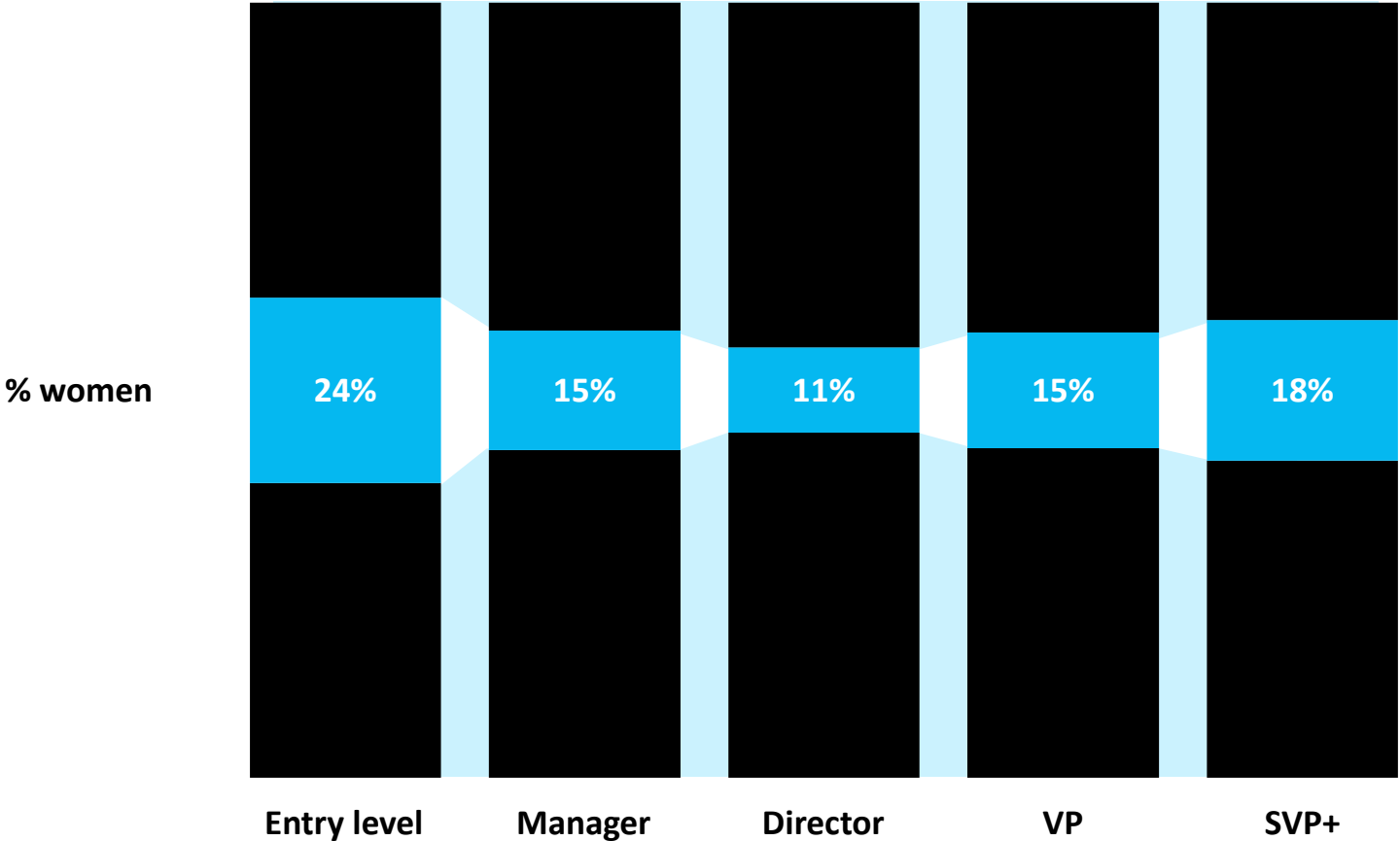


UEG representation of movements, U.S. FTEs

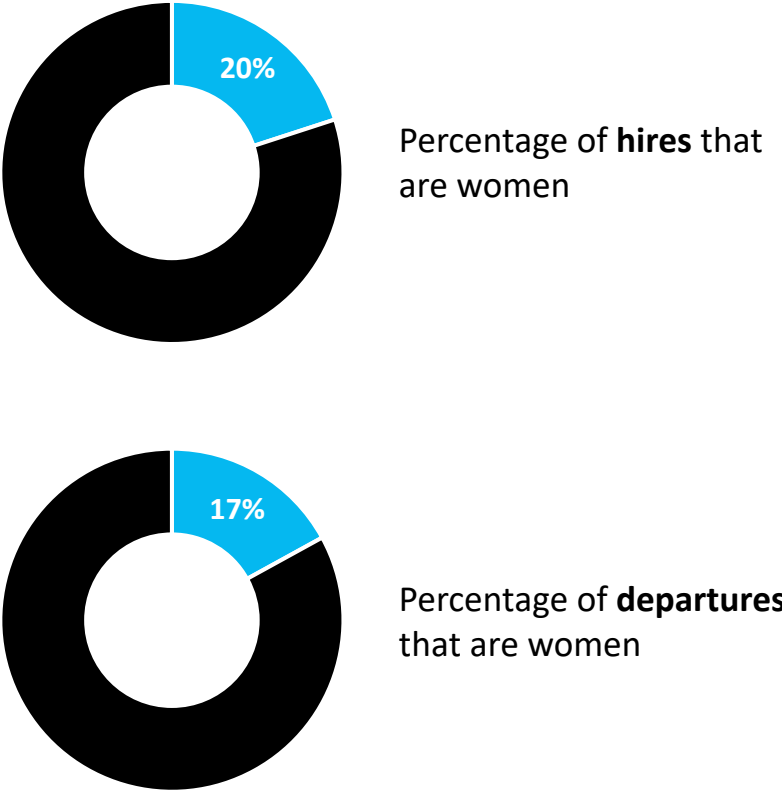


# Activision Publishing: Women make up 17% of our division workforce

Woman representation by level, FTEs



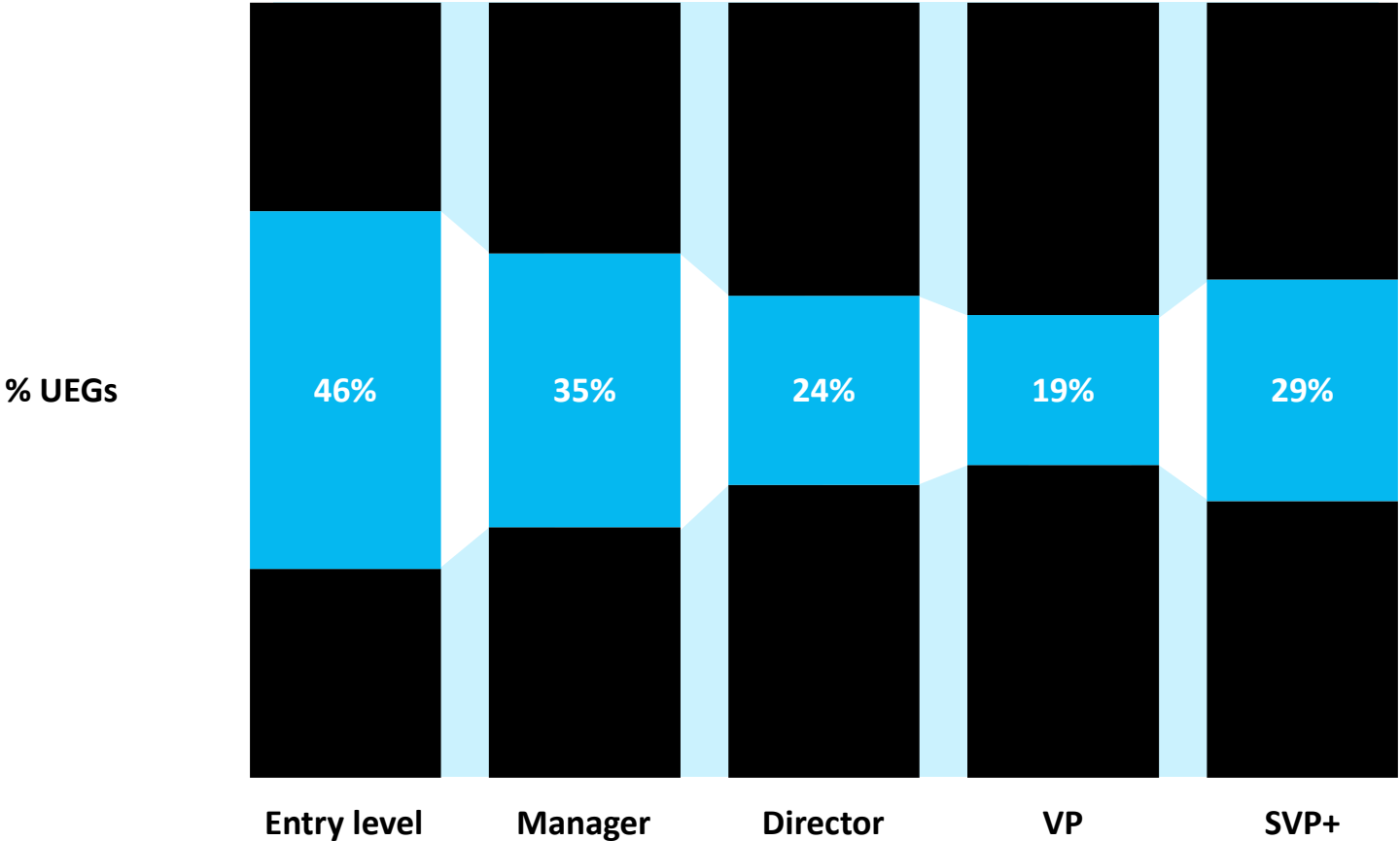
Woman representation of movements, FTEs



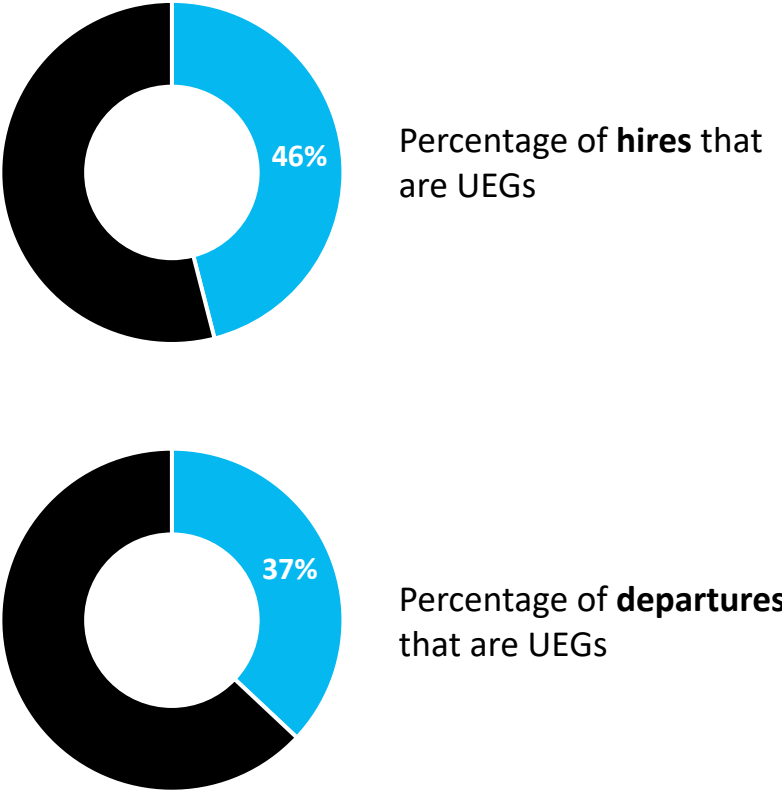


# Activision Publishing: Underrepresented ethnic groups (UEGs) make up 37% of our division U.S. workforce

UEG representation by level, U.S. FTEs

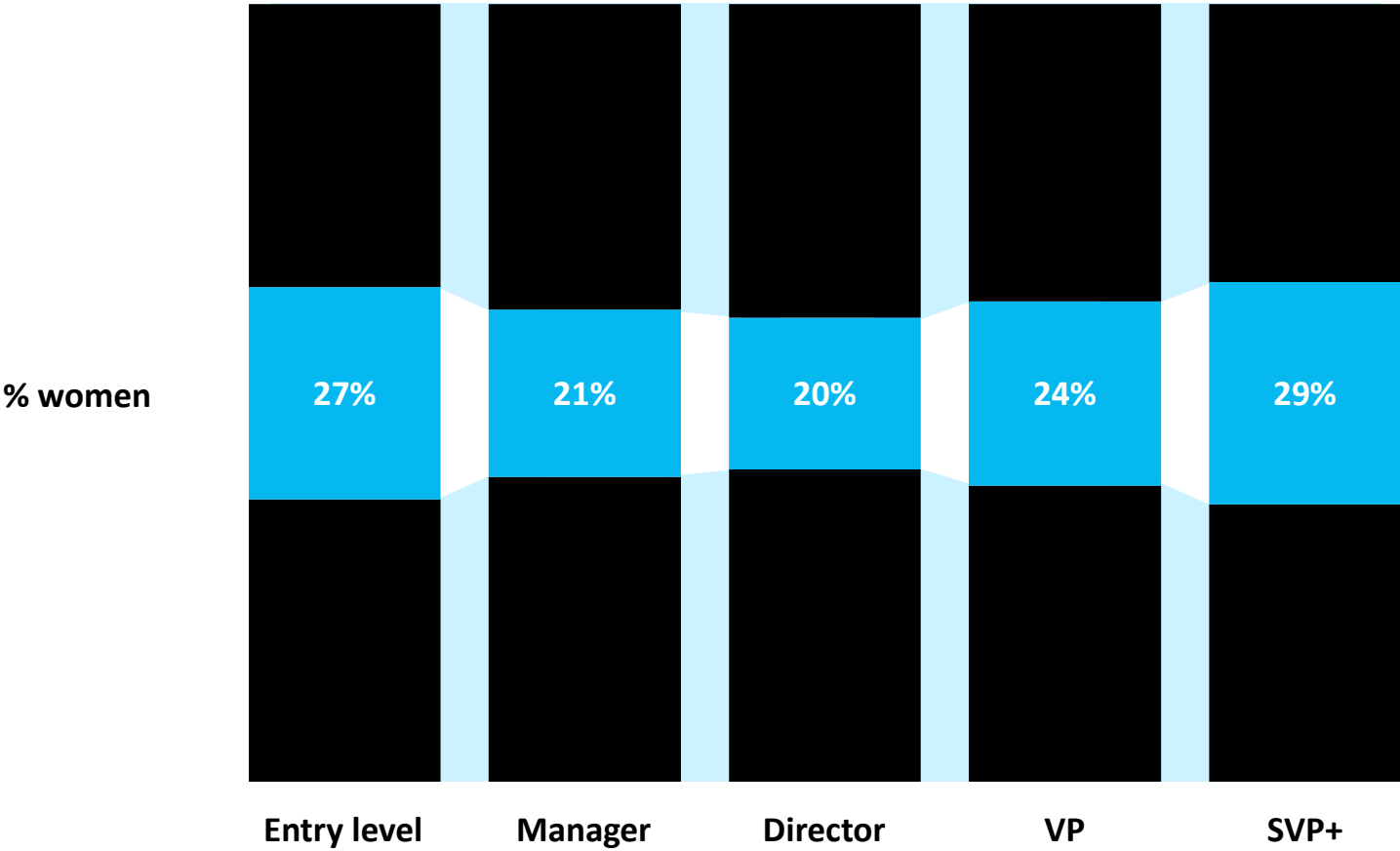


UEG representation of movements, U.S. FTEs

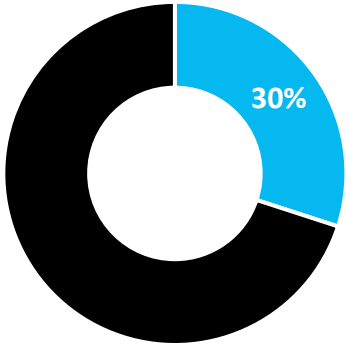


# Blizzard: Women make up 23% of our division workforce

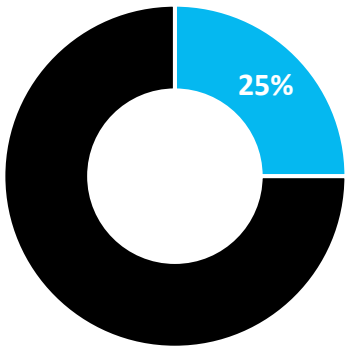
Woman representation by level, FTEs



Woman representation of movements, FTEs



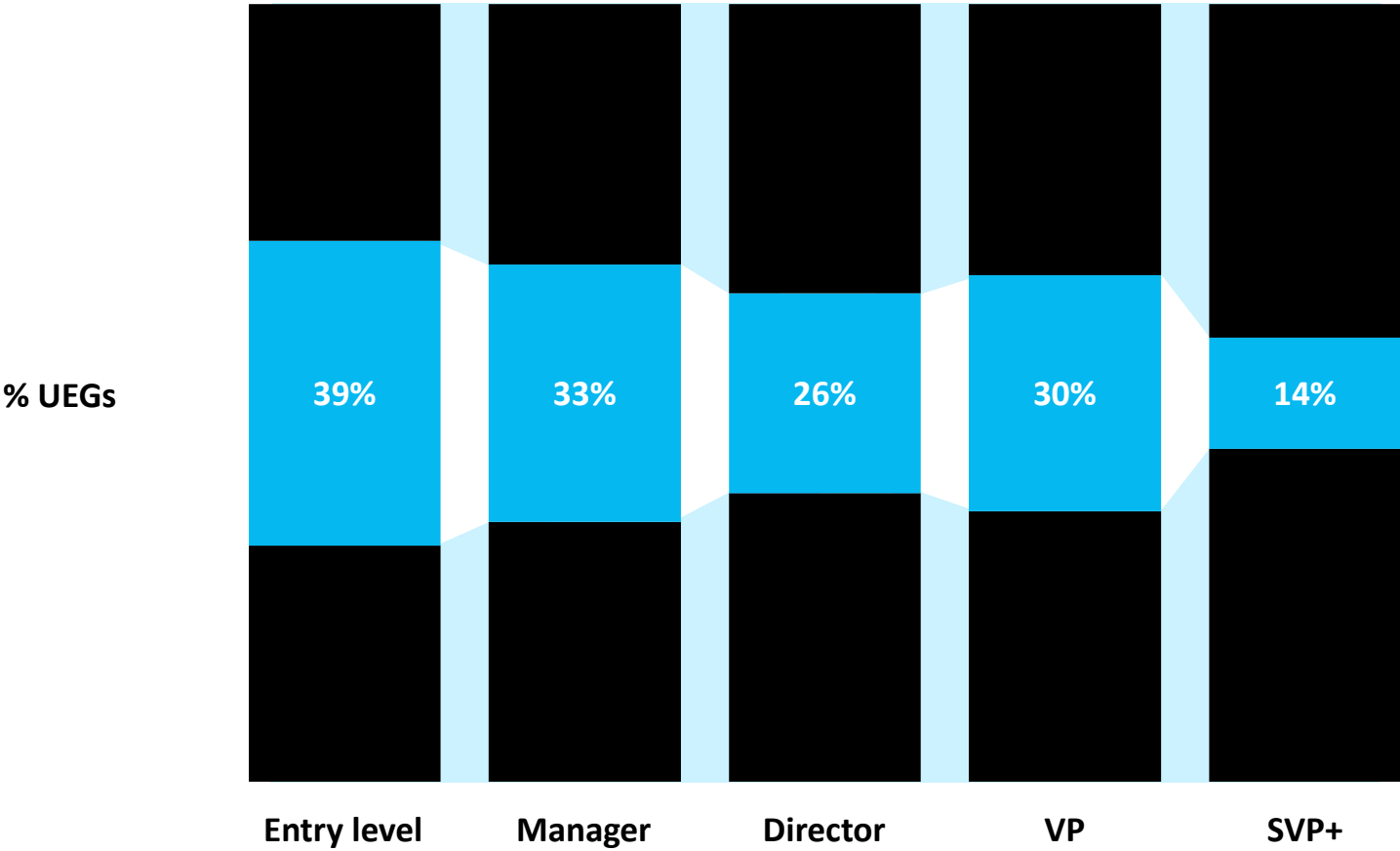
Percentage of **hires** that are women



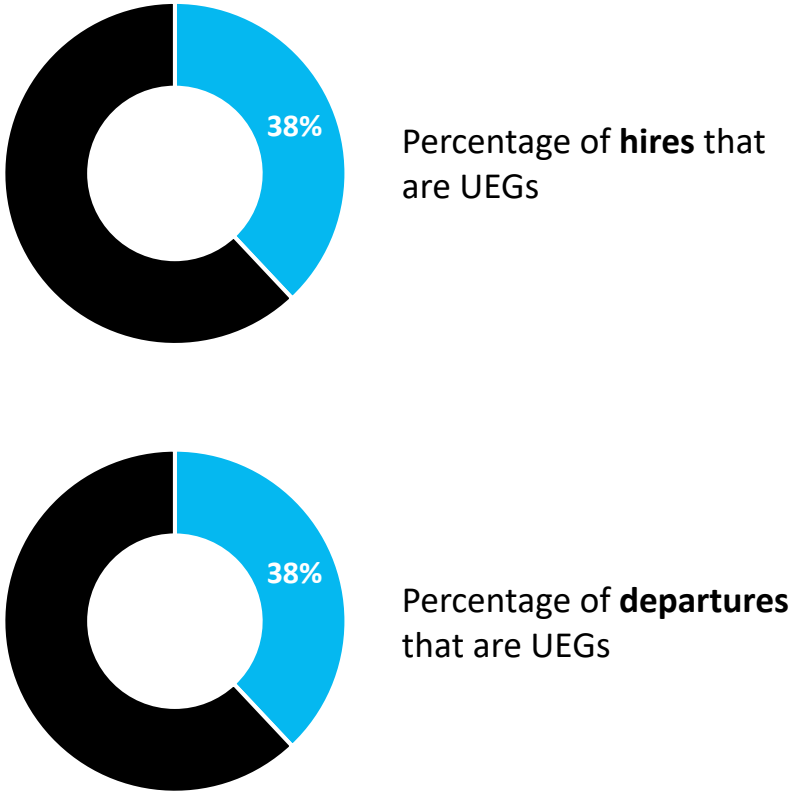
Percentage of **departures** that are women

# Blizzard: Underrepresented ethnic groups (UEGs) make up 34% of our division U.S. workforce

UEG representation by level, U.S. FTEs

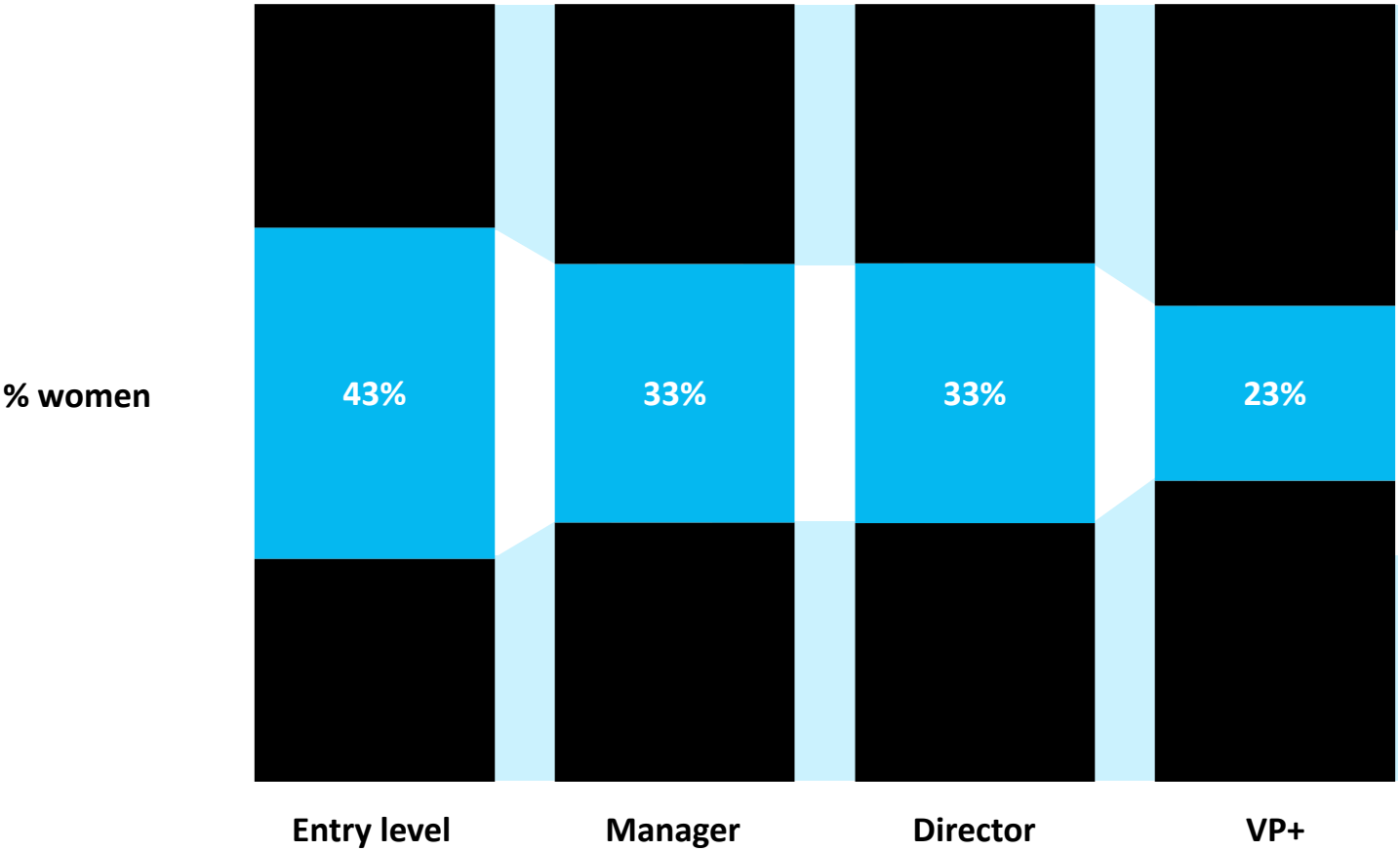


UEG representation of movements, U.S. FTEs

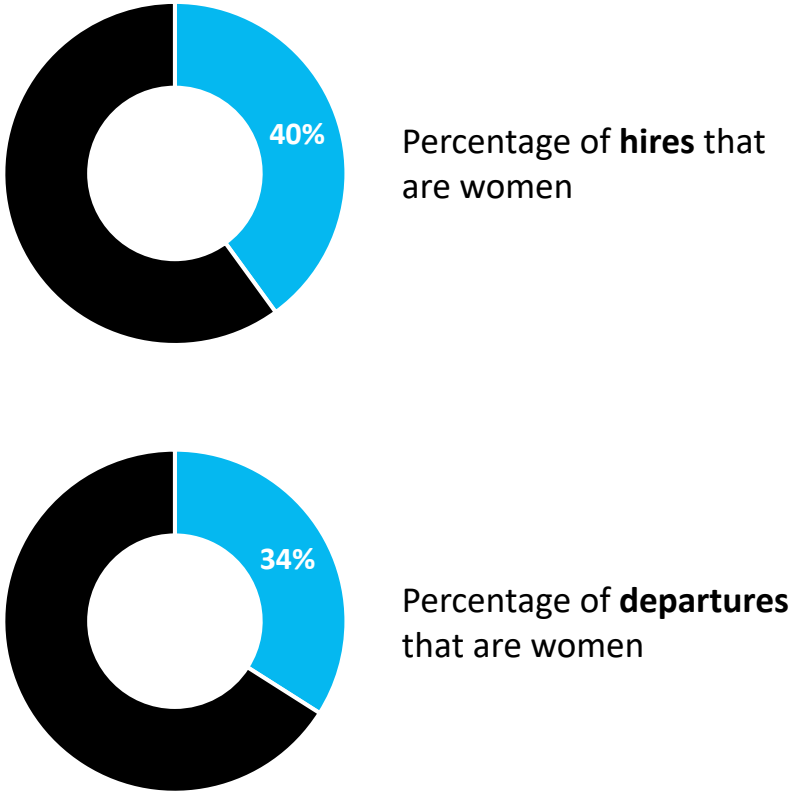


# King: Women make up 34% of our division workforce

Woman representation by level, FTEs

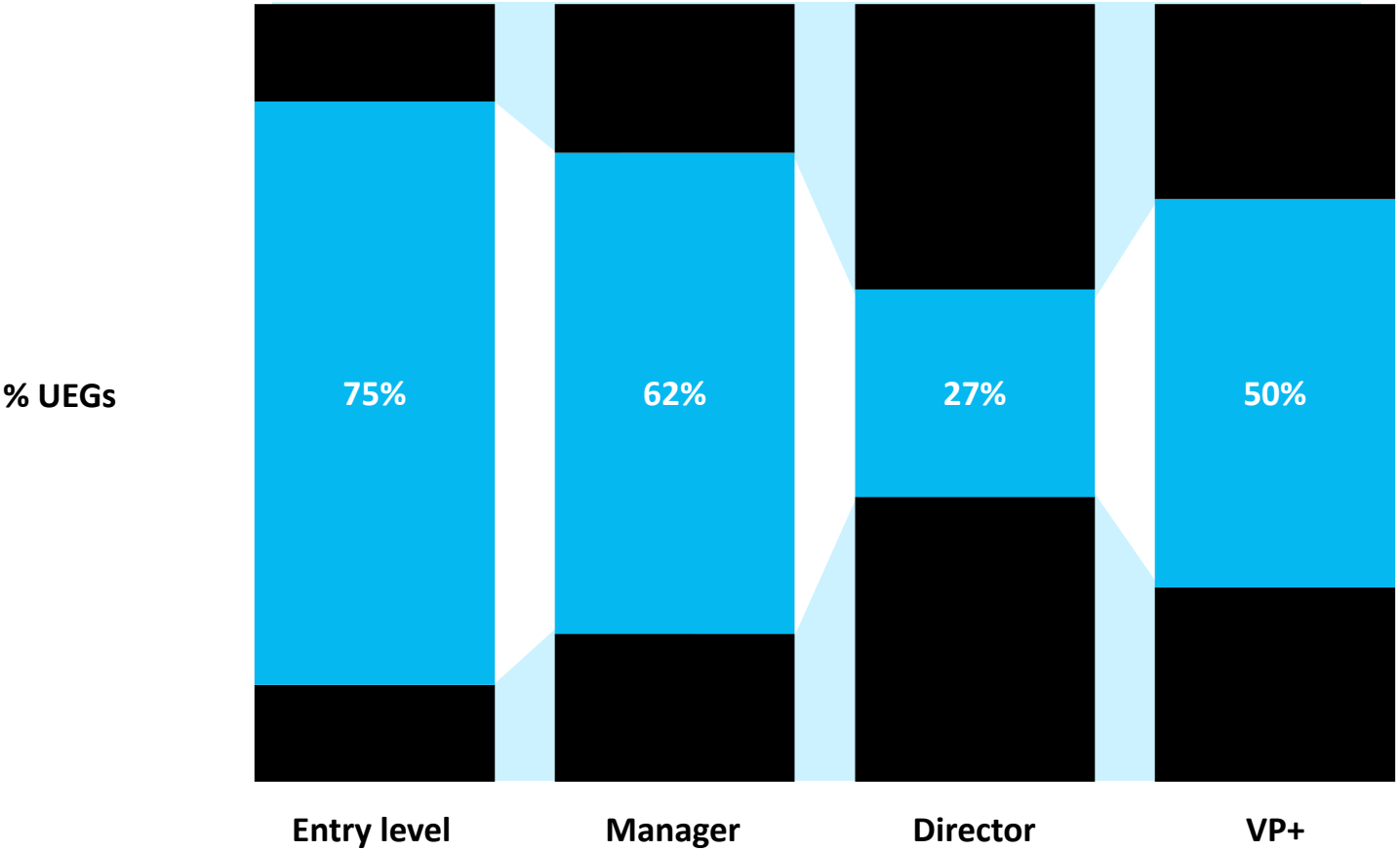


Woman representation of movements, FTEs

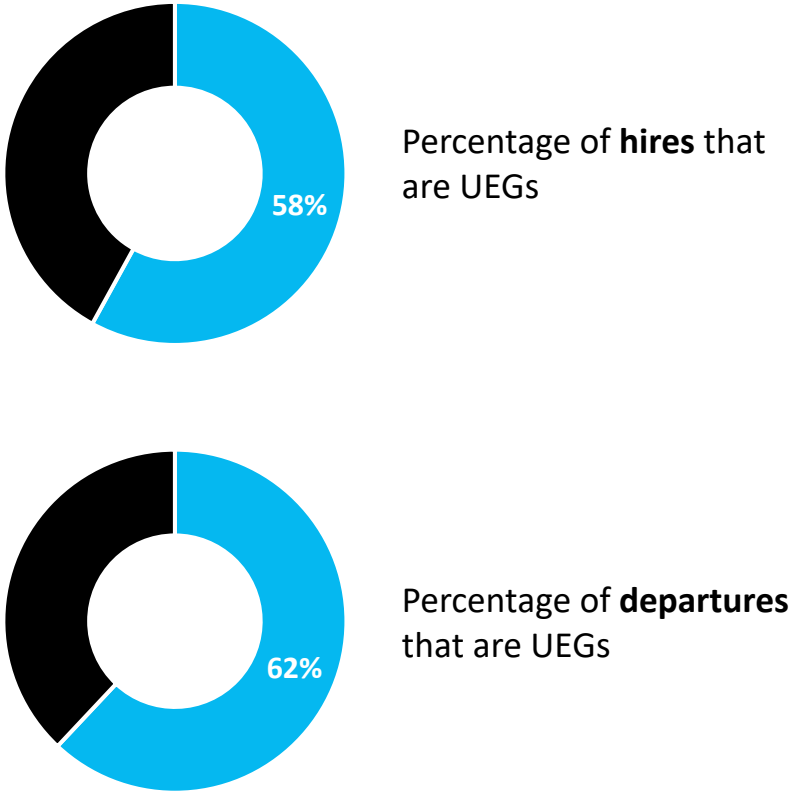


# King: Underrepresented ethnic groups (UEGs) make up 58% of our division U.S. workforce

UEG representation by level, U.S. FTEs



UEG representation of movements, U.S. FTEs



## Commitment from our CEO

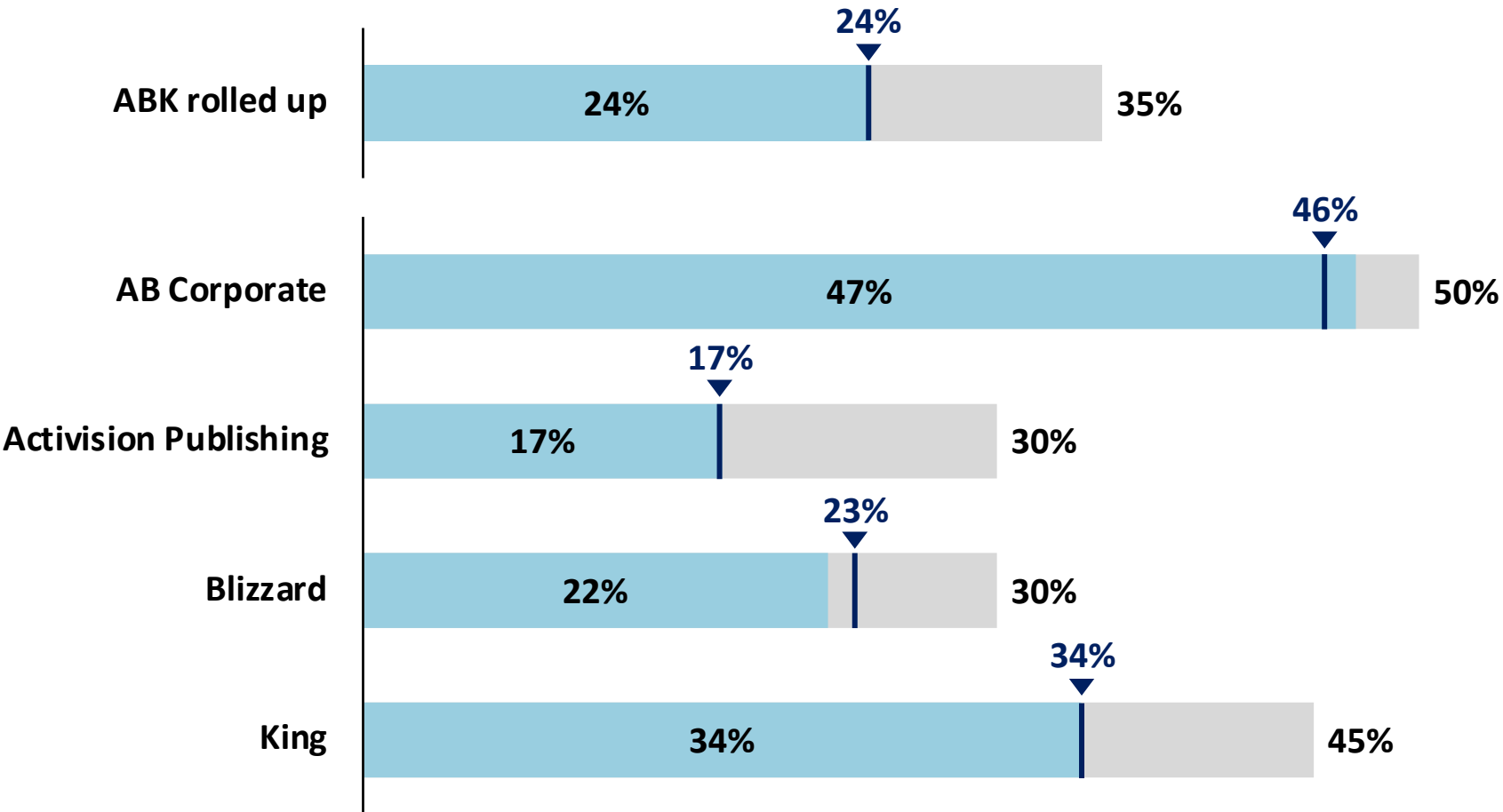
***“We will increase the percentage of women and non-binary people in our workforce by 50% and will invest \$250 million to accelerate opportunities for diverse talent. Today, approximately 24% of our global employee population identifies as women or non-binary. Building on the success that King and other business units have achieved, we will seek to increase our percentage of women and non-binary professionals by approximately 50% within the next five years and hopefully faster. Each franchise team, business unit, and functional area will be expected to have plans to help fulfill this ambition.”***

-October 28<sup>th</sup>, 2021 announcement

# Our current goal is to double the percentage of women in our workplace by 2025

**Woman representation (current and goal)**  
% FTEs

- As of Nov. 30, 2021
- | As of Feb. 28, 2022
- 2025 goal



Source: ABK People Analytics team. The data included in this presentation represents our best estimates based on data included in our systems. Please see also the methodology description enclosed in this presentation.

# A few notes about our methodology

In this report, all data reflects all non-temporary employees – known internally as “FTEs” – and is as of 2/28/2022. In the case of movement statistics (e.g., hires, departures), the data represents a cumulative, rolling-12-month view from 03/01/2021 to 02/28/2022. Please note that this approach to movement data is a change from how we tabulated it in our previous report, in which we used a year-to-date view.

Our gender data is global and represents employees’ self selection between fields of “woman,” “man,” “other,” and “prefer not to say.” In calculating gender representation, we consider the percentage of known employees (i.e., those who have not selected “prefer not to say”). Note that at this time we have not included the “other” or non-binary data in our representation calculations but intend to do so in future quarterly updates.

Our ethnicity data is limited to the United States and, like our gender data, represents employees’ self selection. In this case the fields from which employees select include “White,” “two or more races,” “Hispanic or Latino,” “American Indian or Alaskan Native,” “Black or African American,” “Asian,” “Native Hawaiian or Other Pacific Islander,” and “prefer not to say.” Again, in calculating ethnicity representation, we consider the percentage of known employees (i.e., those who have not selected “prefer not to say”). We track and differentiate ethnicity in this report under the nomenclature “Underrepresented Ethnic Groups” or “UEGs,” which represents all non-white, known values.

In the case of departures, we include voluntary attrition only.

In categorizing our levels, for the sake of simplicity, we include SVP, EVP and ABK-wide executive leadership team (e.g. COO, CFO, CPO) roles in the “SVP+” category; in the case of King we included “VP” in this senior-most tier (titled “VP+” for this division). Additionally, we define manager as a manager of people and/or processes and projects.

The ABK summary and operating-division breakouts refer to and include the following respective organization cell(s):

- 1. “ABK” refers to the entire enterprise; including Activision Publishing, Blizzard, King, and Activision Blizzard (as detailed below)
- 2. “Activision Publishing” includes its respective franchise/development talent (e.g. associated with Call of Duty) and the Activision Publishing corporate entity
- 3. “Blizzard” includes its respective franchise/development talent (e.g. associated with World of Warcraft and others) and the Blizzard corporate entity
- 4. “King” includes its respective franchise/development talent (e.g. associated with Candy Crush and others) and the King corporate entity
- 5. “Activision Blizzard” includes the corporate functions that sit at the center of the organization (e.g. central Finance, central HR) and the ABK-wide executive leadership team

Industry-comparison data is based on a straight average of publicly available environmental, social, and governance (ESG) reporting by other large cap, US-based electronic-gaming companies. Previous communications refer to a peer benchmark that looked beyond electronic-gaming organizations and considered the broader technology, media, and telecom landscape. To increase the precision and actionability of our insights – and to ensure we are doing our part to help shape the future of the gaming space – we have narrowed our focus to our direct subsector.

The methodology chosen for this presentation is not intended to have any legal significance and should not be viewed as stating any position on the appropriate legal analysis in any jurisdiction.