

# THE RUNDOWN 2.0

ACTIVISION



2023-2024 Diversity, Equity,  
& Inclusion Report



# FOREWORD | OUR FOCUS ON INCLUSION

**At Activision, there is a place for you in our worlds.** Whether it's our people, our games, or our reach to future talent, creators, and gamers, we are intentional in centering inclusivity, belonging, and community in everything we do.







Whether you are an employee in Arkansas, USA, or Shanghai, China, a veteran gamer who needs hearing accommodations, or a student who dreams of working on the next release of *Call of Duty* – **everyone is included at Activision**. Internally, we shape our world to embrace employees for what makes them unique, allowing them to bring their full talents to bear through inclusive hiring and people practices. In our games, we create a vast diversity of worlds and characters for gamers of all ages and backgrounds while building accessibility features for as many gamers as possible. Externally, we invest in shaping the world of tomorrow through strategic relationships that serve the next generation of employees, creators, and gamers.



A large body of research proves **diverse teams outperform homogeneous teams, inclusive organizations collaborate better, and investing in equity leads to higher productivity and lower turnover**. We work toward these outcomes through **our Diversity, Equity, and Inclusion (DE&I) Business Integration 3-Year Roadmap for 2024-2026 (Our DE&I Roadmap)** which leverages DE&I best practices, employee input, and collaboration with our recruiters, human resources practitioners, designers, developers, and marketers. We provide a summary of our roadmap on page six. It describes how we support our people through inclusive candidate experiences, inclusive people experiences, and our games through inclusive game development and inclusive creative processes.

# ▶▶ THE WORK AHEAD A NOTE FROM THE PRESIDENT



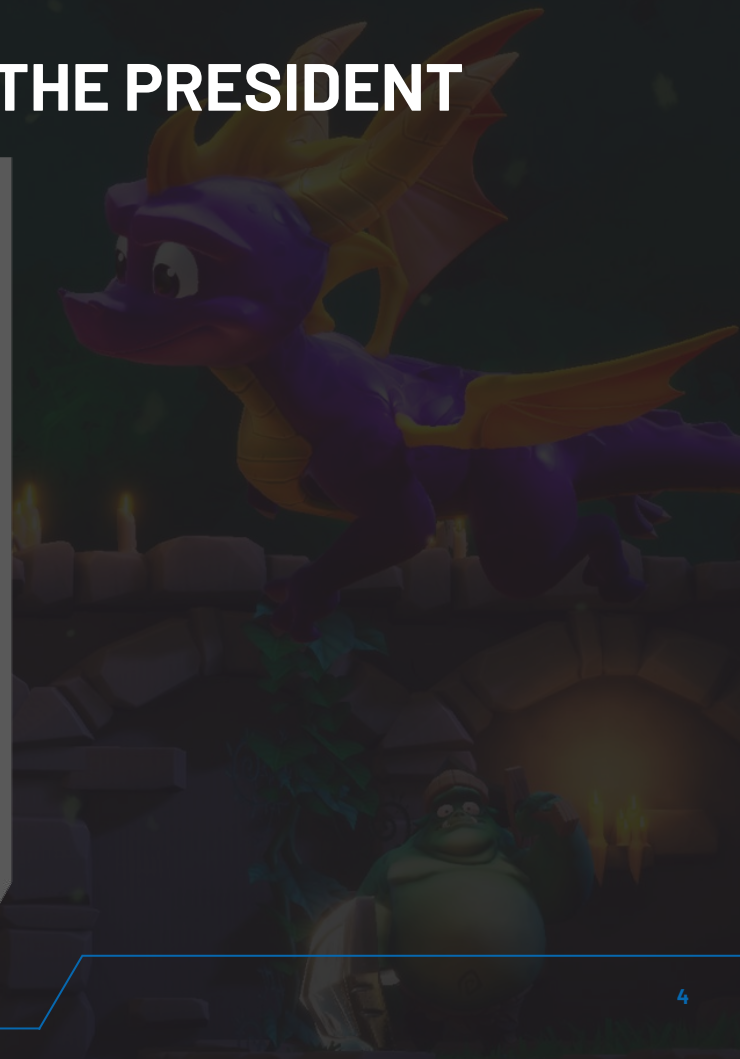
At Activision, Diversity, Equity, & Inclusion (DE&I) is a critical component of our future success. Our journey toward fostering DE&I began years ago, fueled by the passion and stories shared by our employees. To fulfill our vision of becoming the most inclusive blockbuster games company, we have embedded DE&I in every aspect of our operations.

We strive to create an environment where our talented employees can thrive and do the best work of their lives, and by integrating DE&I into our game development process, we can evolve our games to better resonate with a broader audience and to better foster community around the world. Every initiative we undertake is driven by the belief that we are building a better future – for our people and our players.

Embracing diverse perspectives is not only the right thing to do, but it also enables us to make informed decisions that shape the future of gaming and entertainment. It is an exciting time to now be a part of Xbox, who shares our perspective and commitment. While we acknowledge that there is still work to be done, we always embrace the challenge of continuous improvement.

“Champion DE&I” became one of our core values because of the unwavering passion and dedication of our exceptional employees, and it will remain a core focus of ours to help fuel our future growth.

– Rob Kostich, President





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# ▶ ▶ START HERE THE INCLUSION STRATEGY MAP

This three-section report communicates our ongoing progress on the **DE&I Business Integration 3-Year Roadmap for 2024-2026** **internal to Activision** and **external investments we make in the next generation** of talent, creators, gamers, and our local communities.

## OUR PEOPLE

### DE&I Business Integration 3-Year Roadmap for 2024-2026

**Inclusive Candidate Experience** | How we support candidates, hiring managers, and recruiters in broadening the talent pool and de-biasing job descriptions, sourcing, interviews, and selection processes

**Inclusive People Experience** | How we build employee onboarding, learning and development, performance management, compensation practices, and succession planning that mitigates bias, embraces differences, and creates an equal playing field for opportunity and access

## OUR GAMES

**Inclusive Game Development** | How we collaborate with creators to: 1) diversify representation in characters and stories and 2) increase accessibility to our games

**Inclusive Creative Process** | How we ensure the messaging, imagery, and marketing strategies for our games are culturally sensitive, deliberate, and authentic when they are released to the public

## OUR REACH

### Evergreen Strategy: Next Generation Talent, Creators and Gamers, Supplier Diversity

**Inclusive Relationships** | How we cultivate external relationships aligned to supporting the global talent, creators, and gamers of the future

**Inclusive Suppliers** | How we collaborate with local vendors, who reflect the diversity of our communities, on events that foster employee well-being and a sense of belonging

*We invite you to engage with this report, learn about our journey, and join us in our commitment to creating worlds where we all belong.*

# 01 OUR PEOPLE

**At Activision, it's our duty to deliver unrivaled gaming experiences for the world to enjoy;** therefore, we must reflect the diverse, global identities, backgrounds, and perspectives of our people.

LOCATIONS & STUDIOS

DEMOGRAPHICS

INCLUSIVE CANDIDATE  
EXPERIENCE

INCLUSIVE PEOPLE EXPERIENCE





# ►► OUR GLOBAL FOOTPRINT LOCATIONS & STUDIOS

Activision has locations and studios in **North America, Europe, Asia, Australia,** and gamers on every continent.



ACTIVISION  
CENTRAL TECH

ACTIVISION ► QA

ACTIVISION  
SHANGHAI STUDIO

[BEEBOX]

demonware

DIGITAL  
LEGENDS  
ENTERTAINMENT

HIGH  
MOON  
STUDIO

infinity ward

RAVEN

SLEDGEHAMMER  
GAMES

SOLID STATE STUDIOS™

TREYARCH

# ► ► WHY WE TRACK REPRESENTATION & INCLUSION DATA

To create a global workforce and foster a sense of belonging, we prioritize understanding our diversity. This ensures employees reflect the global gaming community, enabling our games to reach a wider audience.



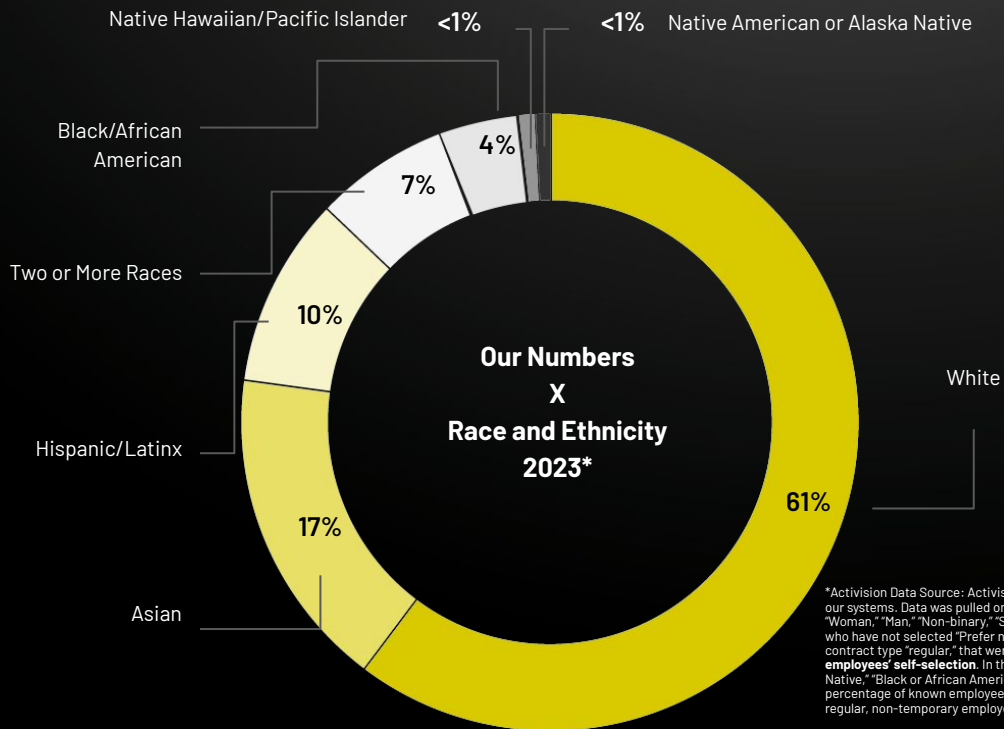
## Representation and Inclusion Data

tracking and transparency allows us to be intentional about where we focus our efforts while holding ourselves accountable for reflecting the global gaming community we serve.

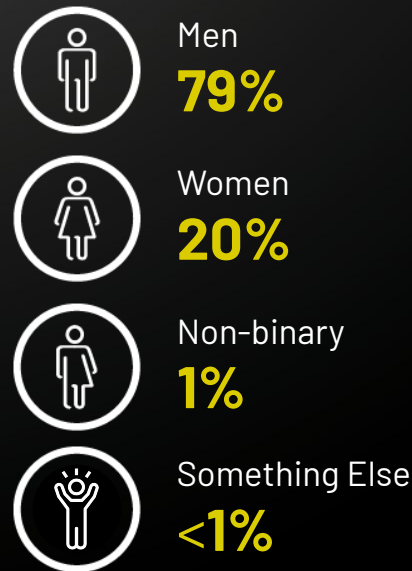
**Research demonstrates belonging is a driver of retention and engagement in any organization.** Therefore, we started measuring every employee's sense of belonging through an *Inclusion Score*, a quantitative measure of the extent to which employees feel welcomed, valued, and included within the organization. We continue to receive positive and informative feedback, enabling us to better align resources to improve the employee experience.

# ► ► OUR NUMBERS x RACE AND GENDER 2023

## Race & Ethnicity | 2023\*



## Gender | 2023\*



\*Activision Data Source: Activision Blizzard King People Analytics team. The data included in this presentation represent our best estimates based on data included in our systems. Data was pulled on 1/12/2024. **Our gender data is global, where permissible by local law, and represents employees' self-selection** between fields of "Woman," "Man," "Non-binary," "Something else," 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," or have not identified in any way). Gender representation data reflects regular, non-temporary employees with employee contract type "regular," that were employed as of 12/31/2023. **Our race and 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 Latinx," "Native American or Alaska Native," "Black or African American," "Asian," "Native Hawaiian or 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" or have not identified in any way). Race and ethnicity representation data reflects regular, non-temporary employees with employee contract type "regular" and a "work location" in the United States that were employed as of 1/12/2024.



# ►► INCLUSIVE CANDIDATE EXPERIENCE

Through operational excellence, talent generation, and collaboration, Talent Acquisition and the DE&I team evolve how we work to broaden the talent pool and create inclusive candidate experiences.

01

Candidate  
Recruitment  
Preparation

## **Inclusive Job Descriptions |**

Utilize advanced technical tools to review job descriptions with recommended inclusive language changes that yield a more diverse candidate pool

## **Training and Resources for Hiring Managers |**

Offer training (e.g., Inclusive Hiring Workshops) and resources to help managers reduce bias and build more diverse candidate slates

02

Candidate  
Sourcing

**Collaborations |** Increased recruitment presence at events and organizations in addition to internships and apprenticeships to broaden the population of people who have access to opportunities at Activision over time (e.g., Lesbians Who Tech, LatinX Games Festival, National Society of Black Engineers)

03

Candidate  
Selection

## **Inclusive Interviewing Training Resources, Guidance, and Training |**

Offer training (e.g., Advanced Interview Training) and created interview preparation guides to support hiring managers in integrating DE&I best practices throughout the process

"In gaming, the talent population can be limited depending on the role. Our work, in partnership with the DE&I team, is to be strategic partners to our studios, provide resources to educate and support our hiring managers, and attract diverse talent at the start of the process."



– Vivian Enos,  
Senior Director  
and Head of Talent  
Acquisition (TA)

# ►► INCLUSIVE CANDIDATE EXPERIENCE ROADSHOWS

The DE&I and Talent Acquisition teams collaborate to create an inclusive recruitment experience by educating leaders and implementing inclusive hiring processes.

The individuality of our studios has been folded into our approach to embedding DE&I within our Talent Acquisition practices. TA and DE&I teams hosted a series of “**roadshows**” to work with leaders to develop tailored solutions that address their unique hiring needs inclusively and equitably.

ACTIVISION  
CENTRAL TECH

ACTIVISION ► QA

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[BEEBOX]

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SOLID STATE STUDIOS™

TREYARCH

## Inclusive Job Descriptions |

Talent Acquisition collaborates with each studio at Activision to build job description databases with attention to language and structure to encourage a broad, diverse set of applicants to apply globally.

# ► ► INCLUSIVE PEOPLE EXPERIENCE

Once a candidate is hired, we are deliberate in fostering a strong sense of belonging from day one of onboarding through their career progression at Activision.

## 01

### ONBOARDING TO ACTIVISION

Embed **exposure to DE&I programming** and ways to get involved **from Day 1**

## 02

### MODELING INCLUSIVE BEHAVIORS

Promote belonging for all Activision employees. An example is our Activision, Blizzard, and King **Asian & Pacific Islander, Black, Disability, Indigenous & Aboriginal, LGBTQ+, Multicultural, SOMOS, SWANA, Veterans, and Women Employee Network Groups (ENGs)** creating safe spaces to build community, as well as support Heritage months, marketing initiatives, and more

## 03

### BUILDING ACCOUNTABILITY TO INCLUSION

Launched individual employee diversity, equity, and inclusion goal setting to foster accountability to building community, trust, belonging, and collaboration

## 04

### DEVELOPING INCLUSIVE FUTURE LEADERS

**IN PROGRESS |**  
Launching a **sponsorship program** for high-performing Activision employees to connect with senior advocates, gain exposure to leadership projects, and ultimately increase diversity at the leadership level



# ► ► INCLUSIVE PEOPLE EXPERIENCE LEARNING TOGETHER

We created programming to address employees' needs for authentic conversations, learning opportunities, and inclusive professional development, fostering an environment of active participation.



## PRESS PAUSE

Press Pause is a live video series that promotes genuine conversations between diverse employees to expand perspectives. Topics like Diversity Storytelling and Culture of Support promote continuous learning. Employees and leaders can further discuss topics with their teams using post-video resources.



## LEAP | Curated Inclusive Learning Experiences

Research shows that deepening our understanding and collaboration across differences improves adaptability and problem-solving. Activision enables skill-building through learning experiences with TED and Harvard Business Review on trust building, communication, and leadership.

# ► ► INCLUSIVE PEOPLE EXPERIENCE XP EQUITY MENTORING PROGRAM

In 2023, we continued our XP Equity program for entry-level employees. Mentees build skills and expand their network, while mentors gain insights. Our goal is to create an inclusive leadership pipeline for Activision's growth.

**MENTOR ELIGIBILITY** Senior leaders who can guide and inspire their mentees. They are **enthusiastic about helping connect their mentees to new opportunities and people.**

**MENTEE ELIGIBILITY** Entry-level employees looking to grow skills, network, and exposure across Activision Publishing and its studios.

"We had a great mentorship, great connection, and we both got good learnings from this. We will continue to stay in touch."  
- Senior Leader Mentor Testimonial



"[They were] insightful, helpful, and proactive in helping me identify soft skills I could work on to help me meet my future goals."  
- Mentee Testimonial

COHORT 1

**~700**

people participated

COHORT 1

**~300**

active pairings between mentors and mentees

COHORT 2

**~650**

people participating (and growing)

COHORT 2

**900**

active sessions between mentor and mentees

# ► ► INCLUSIVE PEOPLE EXPERIENCE BUILDING BELONGING

We implemented inclusive and transparent ways to share information and celebrate each other, fostering an inclusive atmosphere at company-wide engagements.



**Game On Programming** | Employees can connect and have fun or hear authentic stories from a diverse panel of employees on topics important to the business in order to be better informed.



**Cultural Events** | Curated programming is offered throughout the year (e.g., Pi Day, International Women's Month, Black History, AAPI, Pride) to build awareness and community for everyone.

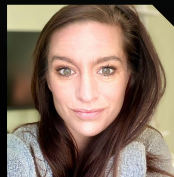


**Inclusive Business Communications** | At company-wide events, all employees can present, peers recognize each other, and promotions are announced equitably.



"We approach our communication and program creation with a deliberate focus, ensuring that our initiatives authentically reflect the diversity within our workforce. DE&I are woven into the fabric of all our efforts, serving as the cornerstone of our planning process."

- Dior Brown, Senior Director, Internal Communications



"Experiencing tangible aspects of different cultures - music, food, and people - is one of the best ways to learn. This requires working with brands and businesses who champion their culture and communities while inviting others along the way."

- Dani Lawrence, Senior Manager Internal Events



# 02

## OUR GAMES

At Activision, we are committed to **creating inclusive worlds where everyone feels represented and can be themselves.**

INCLUSIVE GAME DESIGN  
INCLUSIVE CREATIVE PROCESS



# HOW WE GAME

Game development and inclusivity are integrated elements of our business.

We prioritize understanding and embracing all our players from various backgrounds and communities.

Through collaboration between the DE&I team and business units across Activision, we focus on game accessibility, diverse media representation, and fostering connection through our gaming communities.



# ►► INCLUSIVE GAME DESIGN

**Inclusive Game Design** (IGD) is a key part of our DE&I roadmap. We know that when games are designed to include as many people as possible, our industry will grow to embrace all people.

## OUR IGD APPROACH IS GUIDED BY THREE PILLARS:

**Accessibility** Where we take intentional actions to ensure our games are playable by the widest audience possible.

**Representation** Where we inspire diverse, authentic, and compassionate cultural representation in our games.

**Community** Where we develop supporting and welcoming online communities in and around games.

Our **Inclusive Game Design Council**, with external experts, educates and supports developers in creating inclusive games. This year, we collaborated with UCLA Center for Scholars and Storytellers for workshops on Gender Identity, Roles, Stereotypes, and Cultural Appropriation in Video Games. These empower our teams to create inclusive characters, storylines, and games. We are piloting the Inclusive Game Design Ambassadors program to support employee initiatives for inclusive best practices.

"Inclusive Game Design is not just a 'nice to have'. It is fundamentally a must have and a must consider - and it is an embedded part of making games."

-Adrian Ledda, Head of Inclusive Game Design



# ► ► INCLUSIVE GAME DESIGN ACCESSIBILITY

Everyone should be able to play our games. We strive to improve accessibility features to break down barriers for all players.

**Call of Duty** has a big impact on our inclusivity efforts. Modern Warfare II has an accessibility menu with common accessibility presets, motion sickness reduction, and default subtitles in Campaign mode.

## **Modern Warfare III introduced new accessibility features:**

- Settings are tagged for easier identification for specific motor, vision, audio, and cognitive adjustments
- Updates to controller settings allow for fine adjustments to motor effort and control benefitting players with motor disabilities
- Players can provide feedback and customize their experience, including options for visual impairment or color blindness
- "Low Motor Strain" accessibility preset in the game allows players to decrease the physical effort needed to play



Activision continues to offer **Accessible Player eXperience [APX]** certification training with IGD Council Member, **AbleGamers**. Since 2020, the company has supported nearly 200 employees to gain certification in the AbleGamers Accessible Player eXperience (APX) certification program.



# ► ► INCLUSIVE GAME DESIGN ACCESSIBILITY

Legacy and new collaborations continue to push our accessibility efforts forward.

## ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)

Activision and the Royal National Institute of Blind People (RNIB) are collaborating on research to enhance gaming accessibility for players with significant sight loss.

# RNIB

See differently

“

“Different studios coming together with RNIB is an opportunity to share knowledge, collaborate and look at how we can embed best practices in addressing accessibility from the earliest stages of the game development process. In the future, gamers with vision impairments will have more opportunities to play independently.”



**-Karen Venn,  
Diversity, Equity and  
Inclusion Lead, EMEA**

# ►► INCLUSIVE GAME DESIGN REPRESENTATION

We invite everyone who works on games to amplify inclusive and diverse identities in their work.

It is important that our games authentically showcase different cultures, identities, and lived experiences. One example we're excited about is **Catbat, Activision's first non-binary character**. Catbat made their debut in the multiplayer game, *Crash Team Rumble*. An escaped prisoner of antagonist Dr. Neo Cortex, and as a lover of Rock 'n' Roll, Catbat is also the series' first character voiced by a gender-fluid actor who uses all pronouns.



"Activision's scope around operations means infusing DE&I in design, putting a lot of effort and resources into ensuring authenticity in our games through the collaboration of artists, animators, and developers."

- **Kaytlen Mennell, HR at Infinity Ward**



"We do such a good job of ensuring that there is authenticity. We're going to different places where we haven't been before [and] there's just such excitement and care and pride being taken to make sure that we are representing all different groups of people but also in an authentic way. With how incredible the developers are, it's so hyper- realistic and some of the stuff that we've been able to see is really, really cool. Every element of the game development cycle and pipeline touches DE&I in some way.

I just downloaded *Warzone Mobile*, and the first character I saw was someone with Vitiligo. And I was just like, 'Wow, that's really awesome.' Seeing Vitiligo represented in modern gaming is not that common yet. But it's great to see it just being treated as normal. This character is also the first person you see, as she takes you through the tutorial of the game."



**- Sabrina Darmadji-Torres,  
Director of HR, Infinity Ward Studio**



## ► ► INCLUSIVE GAME DESIGN COMMUNITY

*Call of Duty* introduced AI-powered voice chat moderation globally in Modern Warfare III (excluding Asia-Pacific) in multiple languages. The moderation tech is also active in Warzone and Modern Warfare II. With ToxMod from Modulate, *Call of Duty* enforces the Code of Conduct and fights hate speech, discrimination, and harassment. This enhances existing moderation systems, protecting players worldwide.



"We continually enhance our moderation technologies augmented by human moderation, and our in-game reporting system to ensure effective combat against disruptive behavior. Recognizing the ever-evolving challenges of this effort, we are also leaning into encouraging prosocial interactions to foster a welcoming and inclusive community. This is ongoing work, but we are committed to collaborating with our community to ensure that *Call of Duty* remains inclusive, fair, and fun for everyone."

- **Andrea Boonyarungsrit, Expert Product Manager, Activision, Demonware**





# ► ► INCLUSIVE CREATIVE PROCESS SHARED SPACE

Inclusivity is integrated into our creative processes. To ensure inclusivity in our game design and marketing, we prioritize asking the right questions. If we're not asking the opinions of our people, we're missing an enormous opportunity to grow as a company, and as individuals.

## DE&I SHARED SPACE SERIES

The **Marketing DE&I Shared Space** sessions bring Activision Marketing and Employee Network Groups (ENGs) together to discuss media representation of various identities. Real-world examples are shared, and ENG members offer perspectives on current portrayals. These sessions provide insights for creating culturally authentic and inclusive content. Our passionate teams play a crucial role in telling inclusive stories through their work.



# ► ► INCLUSIVE CREATIVE PROCESS FEEDBACK

We believe in gathering inclusive feedback through the new Creative Testing Process.



## CREATIVE TESTING PROCESS

Over the past year, the Marketing team established a creative pre-testing process to evaluate our high-profile trailers before releasing them into market. We held focus groups that reflect our core audiences across many cities around the world. We strive to be inclusive when recruiting for different game engagement criteria and to ensure we have folks from various social, geographic, and demographic backgrounds.



"We know that our community is full of diverse voices, so we want to ensure we don't get just one kind of person to provide perspective on our trailers. Knowing that almost half of gamers are female and being female myself, I am always advocating for female representation."



**-Tracy L. Vallejo,**  
**Associate Director of Marketing**  
**Measurement and Insights**

## ► ► INCLUSIVE CREATIVE PROCESS KING KOA



### *Call of Duty: Veteran's Day Warrior Pack*

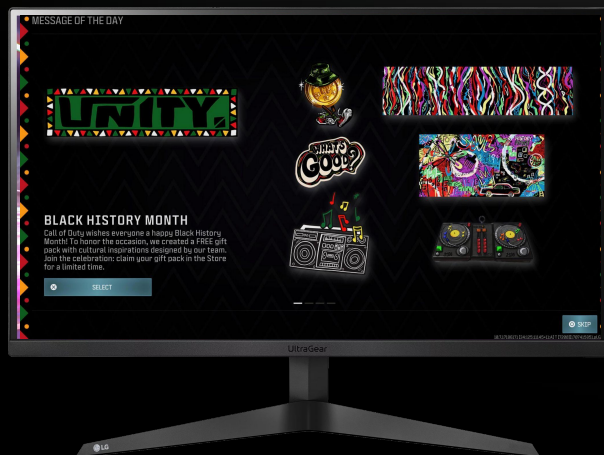
For Veterans' Day, Activision premiered its latest downloadable Warrior Pack for *Call of Duty: Modern Warfare III*. The bundle includes a "King Koa" operator skin, weapons blueprints, and accessories inspired by retired Navy Chief Petty Officer Benjamin F. from American Samoa. With input from IGD and Creative Marketing teams, Ben's Samoan heritage has a prominent influence on the design of in-game items available for purchase. For example, the weapon skins incorporate authentic design elements from Ben's Samoan tattoos.



# ►► INCLUSIVE CREATIVE PROCESS CELEBRATING BLACK CULTURE

1 Offered a completely free in-game gift bundle containing Black History Month cultural inspirations designed by our teams.

2 Introduced as part of Activision's celebration honoring 50 years of Hip-Hop, free content & special bundle promos were released for *Modern Warfare II* and *Warzone*. Highlighting *Call of Duty's* longstanding history as a platform for celebrating Hip-Hop culture, new "War Tracks" debuted alongside special 21 Savage and Nicki Minaj, and Snoop Dogg operator bundles. Marketing, IGD, DE&I, designers, and developers came together to launch this campaign.





# 03

## OUR REACH

At Activision, **we co-create new worlds** by activating our global reach when we host and participate in inclusive events **that support the next generation of employees, creators, gamers, and our local communities.**

NEXT GENERATION TALENT

CREATORS & GAMERS

EMERGING TECHNOLOGIES

SUPPLIER DIVERSITY



# ►► OUR REACH NEXT GENERATION TALENT

To inspire the next generation of gaming professionals, we collaborate with youth-focused organizations on studio tours, town halls, and in-person engagements. Here are collaborations we want to celebrate this year.



## ACTIVISION X BLACK GIRLS CODE

Activision collaborated with Black Girls Code during their Computer Science Week to empower young women interested in STEM fields, specifically focusing on the gaming industry. In a session titled **"Women in the Gaming Industry,"** Activision employees shared their career journeys, inspiring the next generation of girls in the gaming industry.



## ACTIVISION X PROFESSIONAL ATHLETES

Activision has worked with professional sports players and their affiliated organizations to **introduce youth to the gaming industry.** By collaborating with NBA and WNBA athletes who make a positive impact through educational programs, Activision aims to inspire students to pursue careers within the organization.

Activision and the Chris Paul Family Foundation invited students to the Activision MoCap campus, gaining insights into game creation, and connecting with the creative minds behind the scenes. These connections offer exposure to future careers.

## ► ► OUR REACH CREATORS & GAMERS

Activision engages in conferences and events promoting inclusivity in gaming, sharing insights and experiences with gamers and professionals. By doing so, we build a more inclusive gaming industry for all.

Activision attended and participated in panels at the following events in an effort to expand our reach, build connections with our industry peers with diverse lived experiences, and expand our talent pool: the Lesbians Who Tech & Allies Pride Summit, the LatinX Games Festival, the Disability:IN Global Conference, Outfest Film Fest: Los Angeles, and Black Tech Fest: London.



Disability:IN  
Conference Panel



Outfest Los Angeles Film  
Festival Panel



Black Tech  
Fest:London



"The more we can have conversations about this work, the challenges we're facing, and the opportunities to build worlds we can all see ourselves in and play our way, the more potential there is for industry-wide impact."

- **Camille DeBlaey,**  
**Senior Manager of DE&I**  
**Belonging & Connection**



## ►► OUR REACH EMERGING TECHNOLOGIES

For Women's History Month, Natalya Tatarchuk SVP & Chief Technology Officer, along with Jon Lee, COO, Activision Central Tech, co-hosted a talk on mitigating bias in AI, showcasing our commitment to responsible technology and their expertise.

### Conscious and Responsible AI Design: Mitigating Bias Activision's Learnings from the Women's History Event

Bias is the difference between the **expected value** and the **real value** of the parameter.

Requires **CONTEXT & JUDGEMENT**

Biases in AI are not merely technical issues but choices made during the design and implementation process.

To mitigate bias, Natalya stressed multiple perspectives help identify and address potential biases in databases, machine learning algorithms, and other elements of AI systems.

The talk addressed gender and racial biases in AI, citing real-world examples (e.g., biased resume recommendations).



- Natalya Tatarchuk, SVP and Chief Technology Officer



## ► ► OUR REACH SUPPLIER DIVERSITY

To support employee well-being and community connection, our internal events team partners with local vendors, who reflect the diversity of our communities, at least twice a month. These events demonstrate our commitment to belonging and community.



Hispanic Heritage Month 2023: Brought in local Hispanic-owned businesses and vendors to Activision headquarters to celebrate Hispanic Heritage Month: Mateo's Ice Cream LA and Garcia's Fruits.



Black History Month 2024: Brought in local Black-owned businesses and vendors to Activision headquarters to celebrate Black History Month: Boketto Coffee, Café Ruisseau, Cakessss, Earle's on Crenshaw, Happy Ice, Say Cheese, and Zac's Sweet Shop.



Women's History Month 2024: Brought in local women-owned businesses and vendors to Activision headquarters to celebrate Women's History Month: Karla's Coffee, Beignet Box & Messy Table, Graze Me Away Flower Shop, Cakes by Christina, and My Lai.

“

“At Activision, we are dedicated to fostering a culture of inclusivity and equity throughout our organization. We recognize the value that diverse perspectives bring to our work and strive to create a welcoming environment for all. By being intentional in our efforts to improve, we aim to deliver exceptional experiences for our people, impactful creative messaging for our audiences, exceptional experiences for our surrounding communities, and top-tier games.



As video game creators, we understand the influence we have in shaping perceptions and connecting with audiences worldwide. We are committed to using this platform responsibly, and we are continuously striving to make a positive impact within our communities and among our players. The purpose of The Rundown 2.0 is to showcase our ongoing commitment to diversity and inclusion in all aspects of our business operations. We hope that by sharing our efforts transparently, we can continue to work together and grow as a united team, making our industry a more inclusive and welcoming place for all.

Thank you for creating space to learn about our journey!”

**-Casey Morris, PhD**  
**Diversity, Equity and Inclusion Officer at Activision**





**THANK YOU**