



STATEMENT

Equality, inclusion, diversity and representation at Sana Commerce

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True to our Sana Commerce motto, we prioritize relationships, not just transactions.

This message rings true not only to our business relationships but also within our company culture.



Allowing everyone to be their best self

Company culture is one of our strongest assets here at Sana Commerce. We believe that equality, inclusion and diversity not only make Sana Commerce a better place to work, but also a more successful business. We have identified the following objectives to help Sana Commerce become the inclusive, equitable and knowledgeable company that we aspire to be.

They are as follows:

- Create a culture of accountability and actionability with **initiatives from our D&I Team**
- Evaluate and update **recruitment and promotion processes**
- Prioritize equal representation in **company marketing materials**
- Establish **tangible targets and objectives** throughout Sana Commerce

Our Diversity and Inclusion Team consists of a passionate group of Sana Commerce employees, dedicated to creating a space for conversation to acknowledge topics that can sometimes be challenging to discuss. We embrace people of all **ages, religions, ethnicities, (dis)abilities, sexual orientations, genders and identities**. And we strive to build a safe, equal and inclusive culture, where all our people, from all backgrounds, can feel at home and be their (best) self.

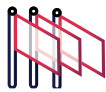
Initiatives from our Diversity and Inclusion Team

Acknowledgement, education and accountability are key. We want to better understand where and how we need to make efforts to reflect the global community we serve. There are already several initiatives and training programs in place to make our people aware of, and help them overcome, implicit biases.

Initiatives:



Global Diversity and Inclusion seminar



Culture months



Women of Sana/
Women in Tech



Monthly meetings between the D&I Team and senior management to discuss D&I as it applies within Sana Commerce



Conversations with upper management to address how Sana Commerce can become more diverse, inclusive and representative at every level within the company



Mentor program to help underrepresented employees have access to the same opportunities as others

The process begins with hiring

When it comes to hiring or internal promotions, we value our candidates' individual talents above all else. **We choose colleagues based on the quality of their work, on the breadth of their skillset and expertise, and on their values and professionalism** — and we never judge a book by its cover. Through the dedicated efforts of our D&I Team and their initiatives, Sana Commerce is increasingly aware of the value that diversity of thinking and background brings to our teams.

We're hiring differently from now on. An important part of recruiting with diversity and inclusion in mind is to have concrete goals in place. To accomplish this, our D&I Team is working closely with HR to establish a structured hiring plan following the Objective-Key Result (OKR) framework. By doing so, we now have metrics with which to measure our hiring processes, ensuring that our recruitment is fair and holds us accountable to our core values and objectives.



Not only are we changing the way we hire, but we're also looking within our company to understand how we can harness our existing talent. For example, mentor programs that acknowledge the obstacles that many underrepresented employees face and that help these employees have access to the same opportunities as others.



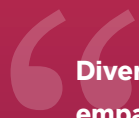
Prioritize all through equal representation

As a global company, our employees come from a diverse range of backgrounds from all over the world. This combination of backgrounds brings with it a mix of perspectives, experiences and ideas, which help drive creativity and innovation within our company. **Diversity not only makes Sana Commerce a more fun place to work, but also strengthens our business and company culture.**

With a team of employees spanning the world, serving a global customer base, we are learning how important it is to see our identities represented throughout the commercial world. With this knowledge, we immediately understood the value in ensuring all visual content is in line with our new branding and diversity and inclusion initiatives. Our Content and Design Team has sourced and updated our image library and web site to better represent all our employees, customers and partners and will continue to do so.

How does Sana Commerce define its policies?

Diversity and inclusion are symbiotic. Without diversity, there is no room for inclusion. However, without inclusion, attempts at diversifying are likely to fail. Within this realm, representation also plays a significant role. We need to properly understand these ideas in order to successfully implement them in the workplace. [Steven John](#), who began the conversation about diversity, inclusion and representation at Sana Commerce and is leading our D&I Team, believes it's all about educating yourself and others.



Diversity and inclusion are about learning. Knowledge and understanding fuel empathy. Our empathy compels us to be better people. To be more considerate of our actions, our choices and the words we use so we don't cause hurt or harm.

Steven John | Customer Success Manager at Sana Commerce, Manchester

↳ Defining diversity

Diversity is the culmination of a rich mix of people from various backgrounds. This can be seen in a number of ways involving age, gender, sexual orientation, ethnicity or religion — just to name a few examples. In the workplace a successful diverse environment embraces a mix of different interests and skills. Teams who embrace diverse ways of thinking, experiences and interests create better products and services.

↳ Defining inclusion

Inclusion makes each individual feel valued and connected. It is the process through which a diverse community can thrive. Inclusion provides equal opportunities and resources to people of different backgrounds, who otherwise might be excluded or marginalized.

↳ Defining representation

Representation happens when diversity is reflected in positions of influence and power. This concept matters because it shapes how minorities view themselves within society and how society views them. Within the workplace, a fair representation of identities in positions of power demonstrates that your company understands the value diversity and inclusion brings to your business, both culturally and financially, and that you provide equal opportunities to your employees.

Representation in positions of power also ensures that key decision-making groups have diverse viewpoints, resulting in fairer outbound decisions for everyone.

Official policy on diversity, equality and inclusion

At Sana Commerce, we pride ourselves on our company culture. This includes creating a safe, equal and inclusive environment. That is, an environment where all our people, from all backgrounds, feel at home and can be their (best) self. We therefore strive to build and promote a culture where everyone treats each other with respect, fairness and equality.

Accordingly, we have a **zero-tolerance policy** regarding **any form of discrimination or harassment**. Any form of discrimination or harassment directed toward any individual(s) inside or outside of Sana Commerce is unacceptable. This includes, but is not limited to, discrimination based on gender, age, race, religion, ethnicity, nationality, disability, medical history, pregnancy, maternity, paternity, gender identity and sexual orientation.

We encourage our employees to speak up whenever they experience discrimination. They can report this directly to our Global HR Director. We also believe that building an inclusive environment is a team effort and we're continually working to improve our knowledge. If you have any questions or comments regarding D&I, or if you would like to learn more, please feel free to reach out to our D&I Team.

Contact the Diversity and Inclusion Team at D&I@sana-commerce.com



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