



Wellness as a New Workforce Imperative

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Equity and Impact

MENA



Our business

500 Million Listeners

184 Markets & Territories

10+ Million Creators

9,300 Band Members



The E&I Mission

To create a more **equitable** and **sustainable** world for our band members, our creators and our listeners.



Equity & Impact



For us mental health is

**Heart
& Soul**



H&S Principles

- **DO NOT NEED TO HIDE BEHIND A HAPPY FACE**

We believe that everyone's experiences of mental health—from illness to wellbeing—are welcomed, respected and championed. Everyone belongs.

- **WE ARE ALL RESPONSIBLE**

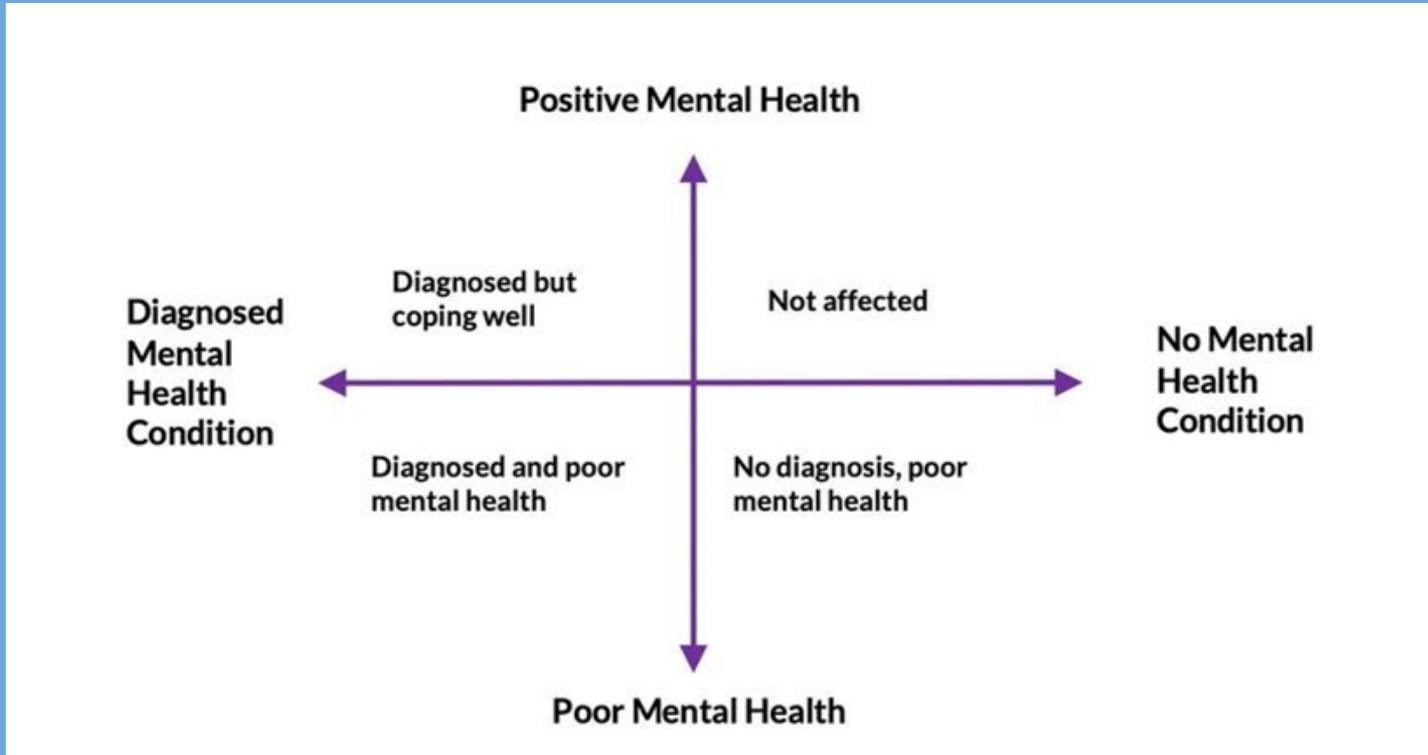
We understand and look after our own mental health and the mental health of those around us and how our actions and behaviours impact ourselves, others and the culture.

- **WE SUPPORT EMPLOYEES IN ALL MENTAL HEALTH EXPRESSIONS**

We're working to bring greater understanding about mental health. We want all employees to appreciate the signs of mental illness, so we can all feel supported in helping ourselves and others.

H&S definitions

We support every expression of mental health from positive to poor



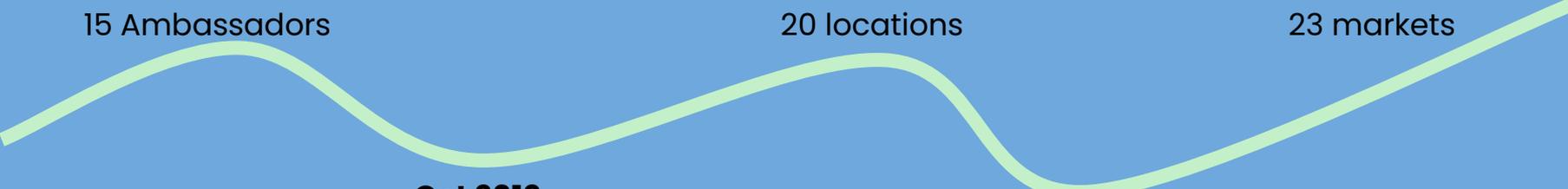
Our Strategy

**Raise awareness
& build knowledge**
around mental health
& mental health issues

**Enable self-care &
professional support**
so everyone can find
their way to take care
of themselves

**Normalise the
conversation**
about mental
health at work to
reduce stigma

Evolution, from 2018 to now



Aug 2018

Global launch

15 Ambassadors

Aug 2020

50 Ambassadors

20 locations

January 2022

62 Ambassadors

23 markets

Oct 2019

**World Mental
Health Day**

First time of full-
day
programming in
17 offices

March 2021

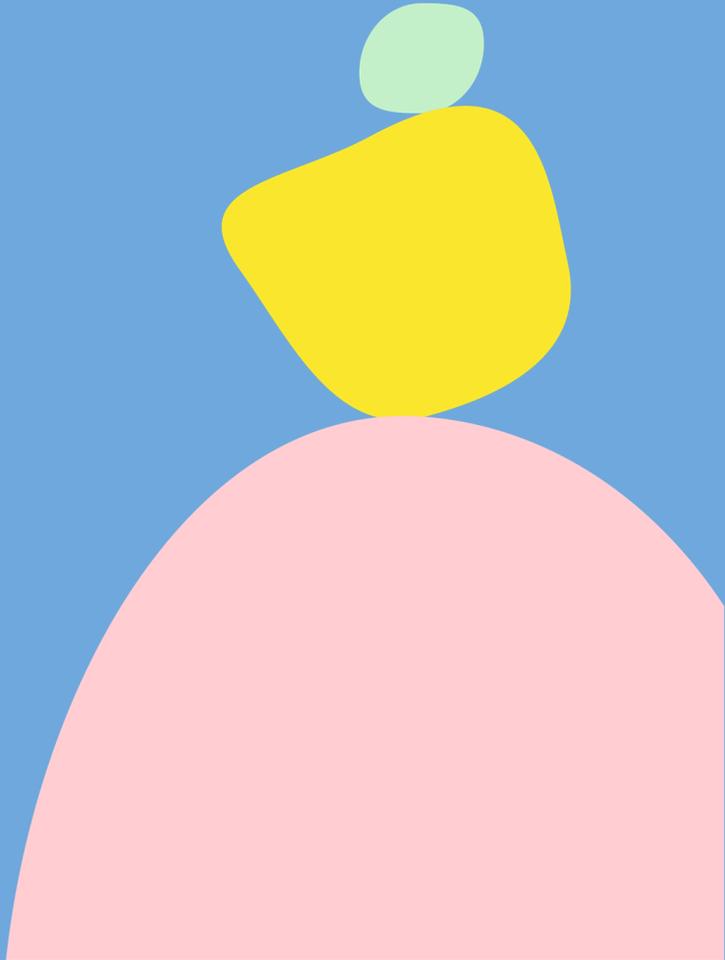
**Mental Health
First Aid**

Ambassadors
trained

Since launch, we've expanded our team and expertise across the world

Nicole Aoun

**Heart & Soul
Ambassador
and
Mental Health
First Aider**



We've broadened and deepened our support for employees

Resources self-care hub, difficult conversation, manager guide, boundary toolkit, videos, guide to support mental health crisis

Mental health awareness & education anxiety, depression, suicide prevention, eating disorders compassion, sleep, resilience, boundary setting

Conversation H&S *podcast*, panels, tools for managers

Equitable mental health support
BLK, Spectrum, Shalom, Trust & Safety

Domestic abuse

Substance misuse

2018

2019

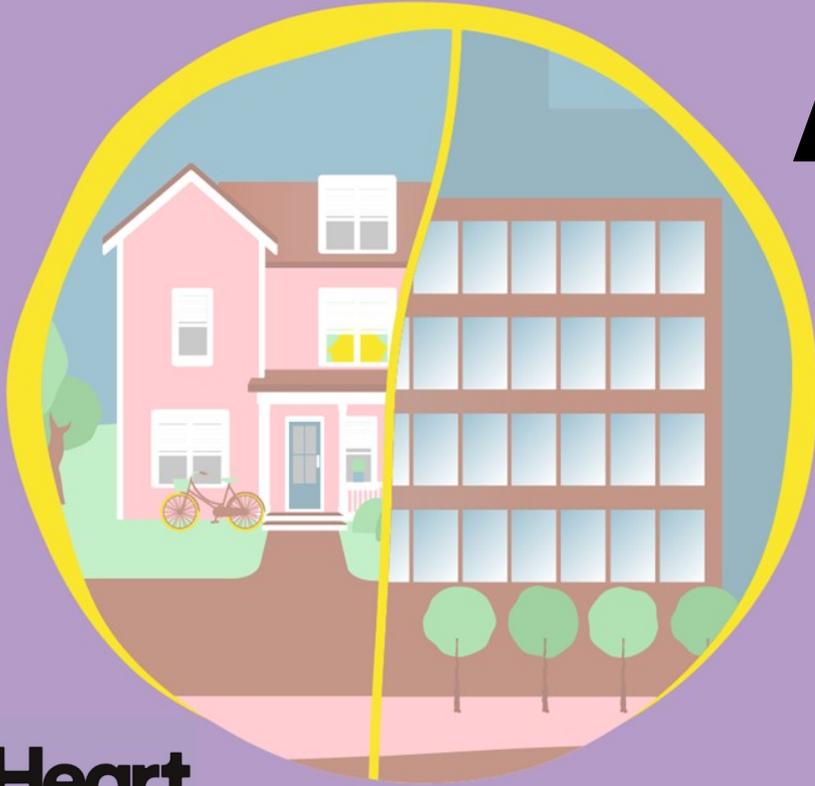
2020

2021

2022

Domestic Abuse Support Program

Support for anyone affected by domestic abuse. We believe that all band members can play a part in understanding, recognising, and effectively responding to domestic abuse.



**This video contains
content about
Domestic Abuse.**

**Heart
& Soul**

Awareness for everyone

- Practical guidance on how to recognise signs of abuse in the workplace
- Resources on how to support a colleague affected by domestic abuse

Support for those affected

- Safety planning
- Paid Leave
- Reimbursement of temporary accommodation
- Confidential referral service
- Domestic Abuse Directory
- Relocation

Substance Awareness & Support Program



In partnership with experts, we created a substance awareness program opened to all employees.

We offer tools and resources to either seek help, make a change, or support someone else.

“For me, it’s about how I bring **heart & soul** into everything I do, every day.”

Heart & Soul Ambassador,
Amsterdam

