

Diversity, Equity, and Inclusion Policy

Policy Statement

Demand Power Group Inc. recognizes its talented and diverse workforce as a key competitive advantage. Our business success reflects the collective sum of individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees invest in their work. Demand Power is committed to seeking out and retaining the finest human capital to ensure top business growth and performance.

Demand Power believes in treating all people with respect and dignity. The policy, along with our Anti-Racism and Anti-Discrimination Policy, helps ensure we practice these principles. We strive to create and foster a supportive and understanding environment in which all individuals realize their maximum potential within the company, regardless of their differences. We are committed to employing the best people to do the best job possible. We recognize the importance of reflecting the diversity of our customers and markets in our workforce. The diverse capabilities that reside within our talented workforce, positions Demand Power to anticipate and fulfill the needs of our diverse customers, providing high quality products/services. We believe that the wide array of perspectives that results from diversity promotes innovation and business success. Managing diversity makes us more creative, flexible, productive, and competitive.

Details of Policy

Demand Power's diversity policy covers 4 areas: recruitment, career development and promotion, employee support and community programs. This policy applies to all employees, prospective employees, customers, clients, contractors, vendors, and all others who do business with or are in contact with Demand Power.

Recruitment

We believe that our employees from many different cultural, linguistic, and national backgrounds provide us with valuable knowledge for understanding complex international markets. We have established outreach programs to identify talented women and individuals from under-represented and marginalized backgrounds for recruitment.

Career Development and Promotion

Demand Power rewards excellence and all employees are promoted on the basis of their performance. All managers are trained in managing diversity to ensure that employees are treated fairly.



Employee Support

Demand Power provides a safe and pleasant environment for our employees. We offer:

- Flexible working time arrangements
- Employee education assistance
- Employee network and support groups
- Open communications
- Mentor program

Community Programs

Demand Power recognizes that there are distinct demographic groups that have long been disadvantaged. We recognize that racism, ageism, sexism, and other forms of discrimination are problems both for our organization and society as a whole. Demand Power is committed to tackling cultural stereotypes both within and outside our organization. We have clear reporting procedures for any type of discrimination or harassment combined with follow-up procedures to prevent future incidents (see Violence & Harassment Policy).

Workplace Parties' Responsibilities and Roles

Demand Power's commitment to diversity is led by our Diversity Committee who come from all levels of the company. The diversity committee is responsible for ensuring that our diversity policy is articulated in the day to day running and the strategic direction of the company from an equity, diversity, and inclusion perspective.

Policy Enforcement:

Monitor

All employees are expected to be aware of Demand Power's policies around diversity and share the responsibility of upholding the policies. All employees undergo diversity training. Diversity training encompasses raising awareness about issues surrounding diversity and developing diversity management skills. If an employee notes that a section of the policy is not being upheld, they should bring it to the attention of one of the members of the diversity committee.

Enforce

Issues and non-compliance will be brought to the attention of the diversity committee and dealt with on a case-by-case basis by members of the committee and individuals involved in the incident or non-compliance.

Review

The diversity committee will review the diversity policy with the board of directors or management on an annual basis.



Communication of Policy

All new employees will be given a copy of this policy upon commencement of employment. Updates will also be distributed annually if changes are made to the policy during the yearly review. The policy will be posted, along with the names and contact information for members of the diversity committee on Demand Power Group Inc. bulletin boards and on the company website at: www.demandpower.ca.

Rajan Chudgar

Raj Chudgar
CEO
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