

JEDI POLICY

BetterBusiness

1. Preamble and scope

BetterBusiness is committed to embedding Justice, Equity, Diversity, and Inclusion (JEDI) at the core of its activities, organisational culture, and relationships with its partners. These principles are an integral part of our values and our vision of sustainable and responsible business.

This Policy applies to all dimensions of BetterBusiness's operations, including:

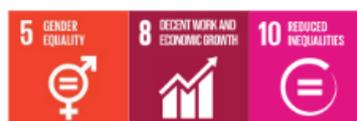
- Employees and collaborators
- Service providers, suppliers, and partners
- Governance processes and decision-making
- Products and services developed by BetterBusiness
- Community engagement and public advocacy actions

BetterBusiness recognises diversity as a source of balance, innovation, and long-term performance. Inclusion and equity are considered essential conditions for fair and sustainable development, both internally and externally.

2. Reference to the Sustainable Development Goals (SDGs)

BetterBusiness aligns its JEDI commitments with the United Nations Sustainable Development Goals (SDGs), which provide an ethical and strategic framework for this Policy. In particular, our commitments are directly linked to:

- **SDG 5.5** – Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making.



- **SDG 8.5** – Achieve full and productive employment and equal pay for work of equal value for all.
- **SDG 10.2** – Empower and promote the social, economic, and political inclusion of all people, regardless of age, gender, disability, origin, religion, or economic status.

These SDGs guide the priorities, objectives, and measures outlined in this Policy and serve as reference points for evaluating our progress and impact.

3. JEDI vision and principles

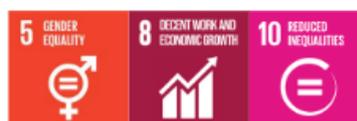
BetterBusiness's JEDI approach is grounded in four complementary principles that inform our decisions, practices, and relationships.

- **Justice:** We aim to create an environment in which systems, practices, and decisions promote fairness and actively address structural disadvantages. Beyond preventing discrimination, we seek to identify and transform systemic barriers.
- **Equity:** We recognise that equal treatment does not always lead to equal outcomes. We therefore identify and reduce bias, acknowledge inequalities, and adapt resources and processes to ensure fair access to opportunities.
- **Diversity:** We value and promote the representation of a plurality of identities, experiences, cultures, origins, ages, genders, orientations, and personal situations. Diversity strengthens creativity, resilience, and long-term performance.
- **Inclusion:** We strive to foster an environment in which everyone feels legitimate, heard, respected, and able to contribute fully. Inclusion is embedded in our culture, management practices, and everyday interactions.

4. BetterBusiness's historical commitments

This Policy builds on commitments that BetterBusiness has already implemented over time and now formalises them within a coherent JEDI framework.

Historically, BetterBusiness has:



- Applied the principle of non-discrimination at all stages of the employment relationship, including recruitment, career development, compensation, and working conditions.
- Promoted gender equality, particularly by ensuring equitable access to leadership and management positions.
- Supported the professional integration of young people through employment opportunities, internships, career discovery initiatives, and mentoring.
- Encouraged inclusive economic development by supporting micro-enterprises and local suppliers, integrating inclusive criteria into procurement practices, and supporting entrepreneurs benefiting from microcredit mechanisms.

These commitments form the foundation upon which our JEDI framework is now structured, strengthened, and expanded.

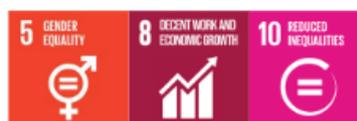
5. JEDI governance

BetterBusiness applies the B Corp standards related to JEDI governance to ensure accountability, coherence, and transparency.

Our governance approach includes:

- A public JEDI commitment statement approved by senior management, formally anchoring this Policy at the highest organisational level.
- Clear responsibility for JEDI matters assigned to the highest level of management or to a designated representative.
- The systematic integration of JEDI considerations into decision-making processes, informed by internal data, stakeholder feedback, equity audit results, and evolving sectoral and public standards.

This Policy is maintained as a living framework and is reviewed annually to ensure continuous improvement and alignment with best practices.



6. JEDI guidelines and areas of application

Drawing on B Corp standards, our historical commitments, and the principles described above, BetterBusiness defines operational guidelines that structure its JEDI action plan and guide all organisational, managerial, and operational practices.

These guidelines apply in particular to:

- Recruitment and access to employment
- Professional development, mentoring, and career progression
- Training and skills development
- Internal policies and documentation
- Working conditions and inclusive leave policies
- Internal diversity and representation
- Digital and physical accessibility
- Products, services, and external communications
- Supplier relations and inclusive procurement
- Public engagement and collective action
- Audit, transparency, and action planning

Together, these areas ensure that JEDI principles are embedded across the full value chain of BetterBusiness's activities.

7. Conclusion

The BetterBusiness JEDI Policy constitutes a formal, structuring, and long-term commitment to justice, equity, diversity, and inclusion. It builds on our values, historical commitments, participation in the Brussels Diversity Label, and collaboration with Actiris, while integrating the requirements of the new B Corp standards and the United Nations Sustainable Development Goals (notably SDGs 5.5, 8.5, and 10.2).

BetterBusiness commits to implementing this Policy in a concrete, consistent, and evolving manner. It is reviewed regularly, in consultation with internal and external stakeholders, to ensure its relevance, effectiveness, and positive impact.





We reaffirm that diversity and inclusion are not merely organisational objectives, but essential levers for social justice, performance, innovation, and long-term sustainability. Through this Policy, BetterBusiness confirms its intention to create a professional environment in which every individual is respected, valued, and able to contribute fully.

