



Diversity and Inclusion

The Women in Finance Charter



September 2018

Foreword

Pukka Insure is comprised of a diverse employee team and recognises that discrimination of any sort is unacceptable. Pukka has adopted a formal Meritocracy Policy which supports Diversity and Inclusion where no employee is discriminated against either directly or indirectly on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

As a fast paced, quick thinking growing entrepreneurial business, it is vital that we attract a diverse workforce. Pukka believes that diversity brings out lateral thinking, a broad range of skills and experience which in turn creates a resilient and collaborative workforce. We recognise the benefits of a diverse workforce being able to contribute alternative perspectives and challenge the status quo, which is integral to our culture.

Pukka offers an inclusive culture, one where everyone feels valued and respected. We aim to provide everyone with a workplace that offers parity and meritocracy through a range of employee engagement initiatives such as volunteering and fund raising with grass roots organisations and charities, a fair and robust appraisal process and a focus on employee wellbeing.

We are proud that Pukka Insure already have a 75% female representation at associate / director level with a 47% female representation across the workforce.

The Charter is a commitment by HM Treasury and signatory firms to work together to build a more gender balanced and unbiased industry.

By signing the Charter, we pledge to promote gender diversity by:

- having a senior executive team member responsible and accountable for gender diversity and inclusion;
- setting internal targets for gender diversity at senior management levels;
- publishing progress annually against these targets;
- linking the pay of senior executives to delivery against these gender diversity targets.

Our Vision

To create a diverse workforce and an inclusive culture which values individuality to ensure everyone can live healthier, be happy and enjoy fulfilled careers resulting in positive business benefits and financial outcomes that can be shared amongst us all.

Our Commitment

We endeavour to be beacons of positivity and inclusion and are proud of our strong sense of community. Our Diversity and Inclusion ethos encourages strong staff engagement with those less fortunate within the communities our business operates in. We aim to have a positive social impact within our society and we believe this ideology enriches our workforce as well as all those around us.

As from 1st October 2018, all our executives will have to demonstrate their commitment to the Groups Diversity and Inclusion (D&I) agenda by fully supporting the employee journey creating a work environment where all employees are treated with dignity and respect and where individual differences are valued. We are dedicated to ensuring this is maintained and to this end have signed up to HM Treasury's Women in Finance Charter. The commitments and targets in respect of the Charter are outlined below.

Responsible senior executive team member:

Paula Coulthard (MD of Pukka Insure) is the senior executive responsible and accountable for gender diversity and inclusion.

Internal targets for senior management gender diversity:

Our target is to maintain at least a 50% representation of women at senior level.

Our 2017-18 gender split is 47% female to 53% male with a higher than average 70% women in executive positions however we cannot remain complacent so will seek to ensure that this figure remains consistent.

Publishing progress annually: We will publish our progress against these targets annually, these reports will be found on our website.

Linking pay of senior executives to delivery of targets:

As a business committed to creating a work environment where all employees are treated with dignity and respect and where individual differences are valued we will, from 2019, introduce key performance indicators around Diversity & Inclusion which together with the delivery against our gender diversity targets will be linked to the executives' performance related pay.