



Alliance Data Included In 2021 Bloomberg Gender-Equality Index For The Third Consecutive Year

February 11, 2021

Company's inclusion represents ongoing commitment to responsible business practices and investment in workplace gender equality

COLUMBUS, Ohio, Feb. 11, 2021 /PRNewswire/ -- [Alliance Data Systems Corporation](#) (NYSE: ADS), a leading provider of data-driven marketing, loyalty and payment solutions, today announced that it is one of 380 global companies included in the 2021 Bloomberg Gender-Equality Index (GEI). The reference index measures gender equality across five pillars: female leadership and talent pipeline, equal pay and gender pay parity, inclusive culture, sexual harassment policies and pro-women brand.



Alliance Data was included in the 2021 index for scoring at or above the global threshold established by Bloomberg, underscoring the Company's actions and progress toward gender equality, overall DE&I performance and relevant disclosures. It is the third consecutive year that the Company has been recognized on the index.

"With associates, partners and customers around the world, we recognize the importance of gender equality within the broader scope of our DE&I efforts across our workforce and all stakeholders we serve," said Brandy Sullivan, vice president of human resources, Alliance Data Card Services. "We are committed to promoting gender equity at all levels of our business, and continually driving improvement and increased transparency in our DE&I efforts."

The GEI includes organizations from around the globe and in a variety of industries, including automotive, banking, consumer services, engineering and construction, and retail. The index brings transparency to gender-related practices and policies at publicly listed companies, increasing the breadth of environmental, social, governance (ESG) data available to investors. The comprehensive GEI scoring methodology allows investors to assess company performance and compare across industry peer groups.

"The companies included in the 2021 GEI are expanding the ESG data universe to include gender-related data that investors are demanding today," said Peter T. Grauer, Chairman of Bloomberg. "Their commitment to disclosure is making the business case for inclusion, and driving transparency in the markets."

Through disclosure of gender-related metrics using the GEI framework, the firms included in the 2021 GEI have committed to providing a comprehensive look at their investment in workplace gender equality and the communities in which they operate, raising the bar of what should be expected from other companies within the same industry.

More information on Alliance Data's sustainability strategy is available [here](#).

About Alliance Data

[Alliance Data](#)® (NYSE: ADS) is a leading provider of data-driven marketing, loyalty and payment solutions serving large, consumer-based industries. The Company creates and deploys customized solutions that measurably change consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its partners create and increase customer loyalty across multiple touch points using traditional, digital, mobile and emerging technologies. A FORTUNE 500 and S&P MidCap 400 company headquartered in Columbus, Ohio, Alliance Data consists of businesses that together employ nearly 8,000 associates at approximately 45 locations worldwide.

[Alliance Data's Card Services](#) business is a comprehensive provider of market-leading private label, co-brand, general purpose and business credit card programs, digital payments, including [Bread](#)®, and Comenity-branded financial services. [LoyaltyOne](#)® owns and operates the [AIR MILES](#)® Reward Program, Canada's most recognized loyalty program, and Netherlands-based [BrandLoyalty](#), a global provider of tailor-made loyalty programs for grocers. More information about Alliance Data can be found at www.AllianceData.com.

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Forward Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements give our expectations or forecasts of future events and can generally be identified by the use of words such as "believe," "expect," "anticipate," "estimate," "intend," "project," "plan," "likely," "may," "should" or other words or phrases of similar import. Similarly, statements that describe our business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements we make regarding, and the guidance we give with respect to, our anticipated operating or financial results, initiation or completion of strategic initiatives, future dividend declarations, and future economic conditions, including, but not limited to, fluctuation in currency exchange rates, market conditions and COVID-19 impacts related to relief measures for impacted borrowers and depositors, labor shortages due to quarantine, reduction in demand from clients, supply chain disruption for our reward suppliers and disruptions in the airline or travel industries.

We believe that our expectations are based on reasonable assumptions. Forward-looking statements, however, are subject to a number of risks and

uncertainties that could cause actual results to differ materially from the projections, anticipated results or other expectations expressed in this presentation, and no assurances can be given that our expectations will prove to have been correct. These risks and uncertainties include, but are not limited to, factors set forth in the Risk Factors section in our Annual Report on Form 10-K for the most recently ended fiscal year, which may be updated in Item 1A of, or elsewhere in, our Quarterly Reports on Form 10-Q filed for periods subsequent to such Form 10-K. Our forward-looking statements speak only as of the date made, and we undertake no obligation, other than as required by applicable law, to update or revise any forward-looking statements, whether as a result of new information, subsequent events, anticipated or unanticipated circumstances or otherwise.

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