

Alliance Data Included In 2020 Bloomberg Gender-Equality Index For Second Consecutive Year

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COLUMBUS, Ohio, Jan. 21, 2020 /PRNewswire/ -- Alliance Data Systems Corporation (NYSE: ADS), a leading provider of loyalty and marketing solutions derived from transaction-rich data, today announced that it is one of 325 companies across 50 industries included in the 2020 Bloomberg Gender-Equality Index (GEI). The GEI expanded in 2020 to represent 42 countries and regions, including firms headquartered in the Czech Republic, New Zealand, Norway, Philippines, Poland, and Russia for the first time. Companies range from a variety of industries, including automotive, banking, consumer services, engineering and construction, and retail.



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The GEI tracks the financial performance of public companies committed to supporting gender equality through policy development, representation, and transparency. 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. This year, Bloomberg [expanded the eligibility](#) for inclusion in the index to nearly 6,000 companies across 84 countries and regions.

Alliance Data was included in this year's index for scoring at or above a global threshold established by Bloomberg to reflect a high level of disclosure and overall performance across the framework's five pillars.

"Diversity, equality and inclusion are core to our global workforce culture and how we operate every day," said Joseph L. Motes, EVP, Chief Administrative Officer, General Counsel & Secretary at Alliance Data. "For the second consecutive year, we are pleased to have been recognized by Bloomberg's Gender-Equality Index for our commitments in this area, and to be included alongside other reputable businesses that prioritize these same values."

"The 325 companies included in the 2020 GEI have shown their commitment to transparency and demonstrated leadership in gender-related data reporting," said Peter T. Grauer, Chairman of Bloomberg. "Disclosure of company statistics and practices is an important first step in supporting gender equality globally."

Through disclosure of gender-related metrics using the GEI framework, the firms included in the 2020 GEI have provided a comprehensive look at their investment in workplace gender equality and the communities in which they operate.

Both the framework and the GEI are voluntary and have no associated costs. The GEI is a reference index and is not for use as a financial benchmark. The index is not ranked. While all public companies are encouraged to disclose supplemental gender data for their company's investment profile on the Bloomberg Terminal, those that have a market capitalization of USD1 billion are eligible for inclusion in the index. To learn more please visit the [GEI website](#). Bloomberg Terminal subscribers can access the GEI at [\[BGEI <GO>\]](#).

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About Alliance Data

[Alliance Data](#)® (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create

and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500, FORTUNE 500 and FORTUNE 100 Best Companies to Work For company headquartered in Columbus, Ohio, Alliance Data consists of businesses that together employ over 9,000 associates at more than 50 locations worldwide.

[Alliance Data's card services](#) business is a provider of market-leading private label, co-brand, and business credit card programs. [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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