



Alliance Data Selected For 2019 Bloomberg Gender-Equality Index, Recognizing Commitment To Advancing Women In The Workplace

January 16, 2019

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 230 companies selected for the 2019 Bloomberg Gender-Equality Index (GEI) which distinguishes companies committed to transparency in gender reporting and advancing women's equality. The index doubled in size from 2018 and includes firms from 10 sectors headquartered across 36 countries and regions. Collectively, these firms have a combined market capitalization of \$9 trillion and employ more than 15 million people, of which 7 million are women, around the world.

"As a successful global employer, we continually strive to cultivate a strong culture of inclusion and equality, recognizing the importance diversity plays in all aspects of our operations," said Ed Heffernan, president and chief executive officer at Alliance Data. "We are proud to be selected for inclusion in the Bloomberg Gender-Equality Index and particularly on the heels of also being named to the lists for Forbes' Best Employers for Diversity and FORTUNE's Best Workplaces for Diversity."

Alliance Data remains committed to gender equality across its 20,000 associates, and continuing to improve diversity across all levels and functions. As of December 2018, women make up 34.5 percent of Alliance Data's senior leadership team, compared to 29.8 percent in 2014.

Bloomberg's standardized reporting framework offers public companies the opportunity to disclose information on how they promote gender equality across four separate areas – company statistics, policies, community engagement and products and services. Reporting companies that score above a globally-established threshold, based on the extent of disclosures and the achievement of best-in-class statistics and policies, are included in the GEI. Demand for products and services using ESG data has seen a significant increase over the last years, as a growing number of investors are looking to incorporate environmental, social and governance data into their investment decisions. Still, currently only 10% of eligible companies are disclosing their workplace gender policies and practices.

"We applaud Alliance Data and the other 229 firms tracked by the index for their action to measure gender equality through the Bloomberg GEI framework," said Peter T. Grauer, Chairman of Bloomberg and Founding Chairman of the U.S. 30% Club. "Alliance Data's GEI inclusion is a strong indicator to its employees, investors and industry peers alike that it is leading by example to advance ongoing efforts for a truly inclusive workplace."

Disclosures from firms included in the 2019 GEI provide a wide-ranging and comprehensive look at how companies around the world are investing in women. According to GEI data:

- Women had a 40% increase in executive level positions between fiscal years 2014-2017.
- 60% of firms conduct compensation reviews to identify gender-based variations in pay to close their average 20% pay gap (18% on average in the Americas, Europe, Africa and Middle East regions and 26% in Asia-Pacific).
- 34% have programs in place to recruit women looking to return to work after a career break.
- For U.S. employees, the average number of weeks of fully paid primary leave offered is 13 weeks, and the average number of weeks of fully paid secondary leave offered is 5 weeks.
- 43% of firms cover gender reassignment services in health insurance plans.
- 68% of firms evaluate all advertising and marketing content for gender biases prior to publication.

The Bloomberg gender reporting framework is voluntary and has no associated costs. The GEI is a reference index. All public companies can submit data to Bloomberg. Those with a security listed on a U.S. exchange and a market capitalization of USD1 billion or greater are eligible for index inclusion. For more information on the GEI and how to submit information for next year's index visit:

<https://www.bloomberg.com/professional/solution/gender-equality-index/>

Bloomberg subscribers can access the GEI at {BGEI Index DES}. Terminal users will have access to the fully updated index on Friday, January 18, 2019.

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 Plano, Texas, Alliance Data consists of three businesses that together employ approximately 20,000 associates at more than 100 locations worldwide.

Alliance Data's card services business is a provider of market-leading private label, co-brand, and business credit card programs. **Epsilon**[®] is a leading provider of multichannel, data-driven technologies and marketing services, and also includes **Conversant**[®], a leader in personalized digital marketing. **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.

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