

# Bloomberg Gender-Equality Index (GEI): Email template

The email template below can be used to introduce and educate internal stakeholders on the Bloomberg GEI.

Dear <Name>,

I was recently introduced to the Bloomberg Gender-Equality Index (GEI) and I believe <company name> will benefit from being an annual member.

The Bloomberg GEI, launched in 2016, is the world's only comprehensive investment-quality data source on gender equality. The GEI seeks to bring greater visibility to the efforts of corporations around the world that support the advancement of women in the workplace. Bloomberg uses a combination of publicly-available ESG data and additional information we submit by completing the GEI Survey. If we score above a globally-established threshold, we will be included as an annual member of the index. <Company name> will not be ranked and our score will not be disclosed. Membership in the GEI is free.

As investors increasingly seek out ESG-related investments, and both talent and customers place greater focus on our brand's commitment to diversity issues, the Bloomberg GEI offers us the opportunity to showcase our policies and practices to investors, attract capital, build brand loyalty and measure progress. I believe this is aligned with our company's diversity initiatives and our membership in the GEI will be a testament to our commitment for gender equality.

A Bloomberg representative is available to speak with us about the GEI in more detail. As a next step, I will arrange for an introductory call with Bloomberg.

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## About Bloomberg

The GEI reflects the powerful position from which Bloomberg operates at the intersection of media, issuers and investors. The index is an extension of Bloomberg's mission to provide independent, reliable data to global market participants as well as to raise awareness of critical issues affecting businesses around the world.

Bloomberg is the leading provider of financial news and information globally. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Terminal, which provides real-time financial information to more than 320,000 subscribers globally.