

## D, E & I STATEMENT

### A statement from the Jellyfish Pictures Senior Leadership Team

**At Jellyfish Pictures we have committed to diversity targets for Gender, Ethnicity and Sexual Orientation. We have based these targets on our current employee split in these categories and by using both the UK Census data and industry census data to help develop our future target goals.**

#### **Why are we setting targets?**

Committing to diversity targets is a strategic decision that can bring about several advantages for Jellyfish Pictures.

Diversity targets help ensure that everyone has equal opportunities for career advancement, leadership roles and professional development within Jellyfish Pictures.

Diverse teams often bring a variety of perspectives, skills and ideas to the table. Research suggests that diverse teams can lead to better decision-making, increased innovation, and improved overall business performance.

A commitment to diversity can be a strong factor in attracting top talent. Potential new Jellyfish Pictures employees often consider our commitment to diversity and inclusion when making career decisions. Organisations that are more diverse are more likely to retain their employees by creating an inclusive and supportive workplace culture.

Diverse teams bring together individuals with different life experiences and perspectives. Different perspectives and experiences can lead to a more creative environment and the generation of innovative ideas, which is crucial for staying competitive. This can also lead to more comprehensive discussions and better decision-making, as team members consider a broader range of factors and potential impacts.

## Our Diversity, Equality and Inclusion Goals

	WHITE	ETHNIC MINORITIES
JFP Sept 2023 Overall	76.9%	23.1%
VFX	77.1%	22.9%
Anim	77.9%	22.1%
Transversal	71.2%	27.8%
2021 UK Census Data	81%	19%
2019 UK Screen Alliance DEI Survey		
VFX	81%	19%
Anim	86%	14%
<b>TARGETS</b>		
2024	76%	24%
2026	73%	27%
2028	70%	30%

	Male	Female	Non Binary
JFP Sept 2023 Overall	57.3%	41.6%	1.1%
VFX	60.5%	38.4%	1.2%
Anim	55.2%	41.7%	0.9%
Transversal	65.2%	34.8%	0%
2022 World Bank UK Working population split	52.1%	47.9%	
2019 UK Screen Alliance DEI Survey			
VFX	65%	34%	1%
Anim	48%	51%	1%
<b>TARGETS</b>			
2024	56%	42.8%	1.2%
2026	55%	43.8%	1.2%
2028	52%	46%	2%