



Gender Equality Communication Plan



webgenesys[®]

a TXT Group Company

Introduction

In line with the strategic plan and the TXT Group Communication Plan, Webgenesys has adopted a communication plan relating to its commitment to gender equality.

The specific initiatives implemented are designed in a manner consistent with the principles and objectives set out in the Gender Equality Policy and the Company Code of Ethics. They also form part of the path already undertaken through the achievement of SA8000 certification (social responsibility).

Principle and objectives

Based on the principles of responsibility and equality, Webgenesys undertakes, in both its internal and external communication activities, to avoid the use of any gender stereotypes and to adopt language, including visual language, that is respectful of gender differences. To this end, periodic reviews of marketing materials and the communication strategy are carried out, with the aim in all cases of promoting a positive image of women.

Building on this vision, the **primary communication objectives** of Webgenesys with regard to gender equality are to:

- *enhance the value of female employees within the workplace and recognise their contribution on a fully equal basis;*
- *attract and recruit an increasing number of women who wish to enter the predominantly male ICT sector;*
- *contribute to cultural change among the Company's stakeholders by increasing awareness of prejudices and stereotypes that may influence behaviour;*
- *strengthen and positively renew the Company's corporate image.*

Communication Activities

As a young and innovative company, Webgenesys intends to place increasing focus on gender equality by giving visibility to women's empowerment through its available channels and tools, thereby making a tangible social and cultural contribution on this issue.

In particular, communication activities include the following actions:

- *dissemination and promotion of active policies on gender equality, diversity and inclusion through informative newsletters, social media posts, and the publication of news and in-depth content on the corporate website;*
- *internal communication and staff awareness initiatives aimed at reinforcing the Company's positioning and fostering an inclusive and respectful working environment, in connection with internal gender equality training activities coordinated by the Guidance Committee;*
- *support and sponsorship of events designed to promote gender equality and inclusion;*
- *Webgenesys's commitment to ensuring balanced gender representation when participating in events as a sponsor or speaker;*
- *development of advertising campaigns reflecting a culture free from prejudice, founded on gender equality and the empowerment of women;*
- *publication of job advertisements using inclusive language and explicitly addressing all genders;*
- *publication of social media content in connection with International Women's Day (8 March) and of a post regarding the participation of the HR team in the online event "Digital Empower Girls STEM" organised by Innovation Manager Hub, with the aim of highlighting the Company's initiatives in support of women's empowerment.*

Convinced that businesses play a key role in promoting the principle of gender equality and that the achievement of women's empowerment generates a competitive advantage, Webgenesys has joined and committed to providing financial support to the **WEPS (Women's Empowerment Principles)**, a set of guidelines designed to support companies in promoting gender equality in the workplace and in society. Inspired by international labour and human rights standards, the WEPS were established by UN Women and the UN Global Compact.

Further information is available at: <https://www.weps.org/company/webgenesys-spa>

Aware of the importance and value of women's presence in the workplace, the Company actively commits to increasing female representation by engaging with young, talented, motivated and qualified women in the fields of science, technology, engineering and mathematics (STEM), through participation in targeted Career Days aimed specifically at promoting and enhancing female talent in STEM disciplines.

During 2025, Webgenesys:

- participated in the **Politecnico di Bari Career Fair 2025**, held in a hybrid format with a virtual stand on 28 May;
- from 19 to 23 May 2025, took part in the **Digital Recruiting Week – Girls STEM**, a digital event promoted by IMH – Innovation Manager Hub, dedicated to the promotion of female talent in STEM sectors and aimed at facilitating connections between innovative companies and young female professionals. This participation enabled Webgenesys to further strengthen its commitment to gender equality and to the promotion of female talent in STEM.

In 2026, the Company will:

- participate in the **Digital Diversity Week**, an online event organised by Innovation Manager Hub in collaboration with Jobmetoo and scheduled for March 2026. The initiative focuses on inclusive recruitment and on facilitating engagement between companies and individuals with disabilities or belonging to protected categories. Through employer branding activities and online discussion opportunities, Webgenesys will continue to promote a corporate culture focused on valuing all forms of diversity.

These initiatives are communicated and promoted through various channels, including:

- news and in-depth content on the corporate website;
- social media posts on Webgenesys's official channels (LinkedIn, Facebook, X);
- training courses for employees and collaborators;
- internal newsletters aimed at raising awareness among management and improving understanding of Company initiatives on this topic at all organisational levels;
- events organised by Webgenesys or in which the Company participates as a speaker or sponsor.

Inclusivity and the value of diversity represent fundamental principles for Webgenesys. The Company promotes an open and respectful working environment in which every individual can express their potential and contribute through their skills and perspectives. Valuing differences is an integral part of the corporate culture and constitutes a key driver for innovation, growth and collective wellbeing.

TOPIC	TYPE OF COMMUNICATION	TOOLS	REVIEW FREQUENCY
Achievement of UNI PdR 125:2022 certification	Internal / External	Website and social media (external) Newsletters (internal and external)	Annual
UNI PDR 125:2022 Guidelines	Internal	Internal training, delivered remotely or in person by the HR and Training function	Annual
Code of Ethics	Internal / External	Website (external) Intranet and email (internal)	Annual
Whistleblowing	Internal / External	Website (external) Intranet, email and training activities (internal)	Annual
Welfare: Randstad Platform Family support services	Internal	Intranet e Mail	Annual
In-depth information on gender equality and gender-based violence	Internal	Newsletter and internal training	Annual
Company initiatives on gender equality	External	Social media, advertising and/or events	Annual