

2022 Full Potential Update

Last year, we asked one question through our [#HereToBeHeard](#) campaign: **What needs to change for more women to reach their full potential?** 10,000 women from 88 countries responded with calls for change. We listened and we're taking action.

We're excited to share some of the progress that we've made to advance gender equality across our value chain.

In sourcing communities, we:

Supported 58,000 women who are benefiting from Village Savings and Loans groups in cocoa communities, together with CARE. Participants in these groups have unlocked agency, incomes, savings, and decision-making power.

Collaborated with more than 4,000 women to advance regenerative agriculture practices, across coconut, shea, and vanilla communities, in partnership with Livelihoods Fund for Family Farming.

Supported 4,600 women in mint communities in India, who have now accessed more than USD \$400,000 in loans and grants, as well as training on rights, financial literacy, and income opportunities.

Refreshed how we design and measure sustainable sourcing programs to drive meaningful outcomes for women in communities across our portfolio of priority raw materials.



In our workplaces, we:

Supported 500 leaders through our Women Leading Purposefully program, and we're developing new leadership programs to reach rising and senior leaders in 2023.

Reached 46% gender-balanced business leadership teams, with more work to do to achieve our ambition of 100%. In 2022, we saw the greatest progress among our historically most gender-imbalanced teams.



Activated more than 30 Associate Resource Groups (ARGs) focused on women, as part of a growing network of 90+ ARGs. These ARGs help create an environment where all women at Mars can thrive.

Remained committed to equal pay for equal work for male and female Associates and continue to regularly review pay practices to ensure gender pay parity.



In the marketplace, we:

Increased representation of women to 45% in advertising - up by 3.8% from baseline.

Reached gender parity in our depictions of women and men in leadership roles in our advertising, as well as in other situations like cooking and shopping.

Launched a new female M&M's character who embodies the spirit of inclusivity and acceptance, making the M&M's line up gender-balanced.

Enabled more than 270,000 people to access tools and resources to support maternal mental health through our Maltesers campaign.



We're just getting started! Through our Full Potential Platform, we will continue to transform our workplaces, our supply chains, and the marketplace so that every woman is able to reach her full potential.



MARS
Tomorrow starts today