

# Diversity, Equity, Inclusion and Belonging

**We cultivate a diverse and inclusive workplace.**

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## OUR PURPOSE

*Power love from the inside out.*

## *A message from our CEO*

At CorePower Yoga, we're committed to co-creating a place where people from all backgrounds know that their voices are heard, and their contributions appreciated. It's not just the right thing to do – it's a business imperative. We celebrate the diverse backgrounds that make CorePower what it is, and we know that we are stronger and more successful because of our differences.

When I joined CorePower as CEO in January 2020, I knew that we had the opportunity and responsibility to democratize yoga and welcome everyone to the mat regardless of race, gender, religion, sexual identity, age or body type – both in the organization and the communities we serve. As a leader, that mission was clear in my mind.

As we began our DEI&B journey, we wanted to embrace transparency, listen to our employees to inform our efforts, acknowledge our strengths and weaknesses and establish a clear plan for change.

We've made strides in this journey, but we still have work to do. Meaningful change doesn't happen overnight. I want every employee and teacher to look at their professional future and see a home at CorePower. A place where they can develop, grow and shape a legacy of their own while leading us into the future. Since we started, and with the passionate support of our employees and teachers, we've doubled down on creating safe spaces to drive honest, provocative conversations throughout the year. All employees, including teachers, invested time in DEI&B training and education, and we expanded our Teacher Training curriculum to include ethical stewardship of yoga and cultural appropriation training. We also put programs into place to recruit, hire and promote more people of color at all levels of the company to achieve a workforce that reflects the communities we serve.

Today, we're releasing our first representation report with a renewed commitment to making tangible progress. We've identified several concrete steps to take – many of which we have made substantial progress on. This is an ongoing process, though, and one that will take tenacity, drive, and commitment.

Diversity, Equity, Inclusion and Belonging are integrated into everything we do. With the solid foundation we've established, we'll continue to report our results annually in a way that ensures accountability for ongoing and meaningful progress.

I am grateful for the enthusiasm, energy and passion of our team members who, like me, fully support this work. It's our collective efforts that will deliver meaningful and sustainable success for CorePower.



**Niki Leondakis**

Chief Executive Officer and Co-Sponsor of DEI&B Council

# Our Diversity, Equity, Inclusion and Belonging (DEI&B) Strategy

## A ROADMAP FOR CHANGE

Defining a clear strategy was an important first step for CorePower, as we solidified our commitment to DEI&B.

Creating a plan that crystallized our goals, key areas of focus and the components of strategic DEI&B helped our executives, employees and teachers understand the journey we are embarking on. It's the collective impact of our efforts that will deliver meaningful and sustainable success for CorePower.

### 1 Build and Commit to a Multi-Year Strategy

Define a measurable strategy to build a diverse workforce that represents the communities we serve.

### 2 Assess Practices, Policies and Culture

Continue to evolve our awareness and practices to create an inclusive culture that values differences, ideas and experiences.

### 3 Invest in Our Future

Define specific actions to ensure every employee and teacher has an equitable experience, and to attract, retain and grow BIPOC talent.

### 4 Maintaining Our Convictions and Stamina

Drive collective action to ensure equitable business decisions and sustainable DEI&B.

## Our Commitment

The values of diversity, equity, inclusion and belonging are ingrained in our culture and purpose and continuously evolving.

- **June 2020:** Established a Diversity, Equity, Inclusion & Belonging Council
- **June 2020:** Granted first 300 BIPOC scholarships for Teacher Training
- **July 2020:** Added BIPOC-owned brands to our retail assortment
- **October 2020:** Introduced new inclusive language and removed verbiage and practices that culturally appropriate
- **January 2021:** Rolled out DEI&B training and education for our entire organization, including our Teacher Training enrollees
- **January 2021:** Started donation-based classes to benefit DEI&B non-profits supporting under-represented populations
- **February 2021:** Began hosting BIPOC Employee Chats and Power Hours, a DEI&B Listen and Learn initiative with employees and teachers
- **February 2021:** Defined and formalized our long-term DEI&B strategy
- **March 2021:** Started heritage month partner initiatives to highlight companies supporting underrepresented groups
- **July 2022:** Revamped our higher purpose and core values to include DEI&B
- **October 2022:** Launched pilot mentorship program for BIPOC scholarship recipients
- **February 2023:** Granted over 1,800 BIPOC Teacher Training scholarships since inception

# A Snapshot of Our Representation

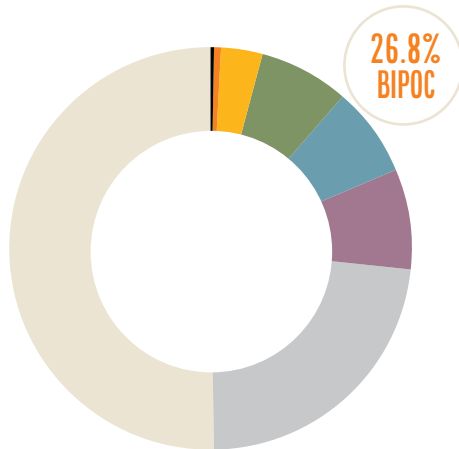
## CURRENT PROGRESS ACROSS DEI&B\*

At CorePower, we're committed to advancing equality through hiring, retention, and promotion practices. Our aspiration is to build an organization that reflects the full diversity of the communities where we work and serve – because we know a more diverse company is a stronger company.

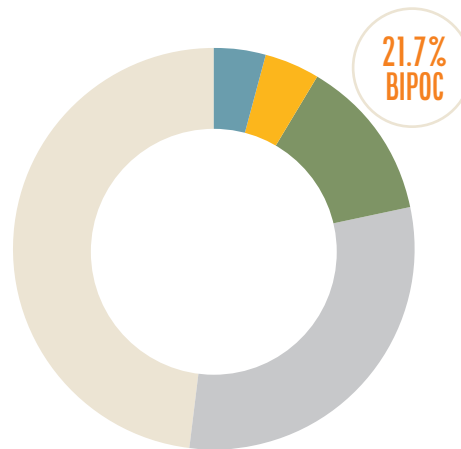


## RACE/ETHNICITY

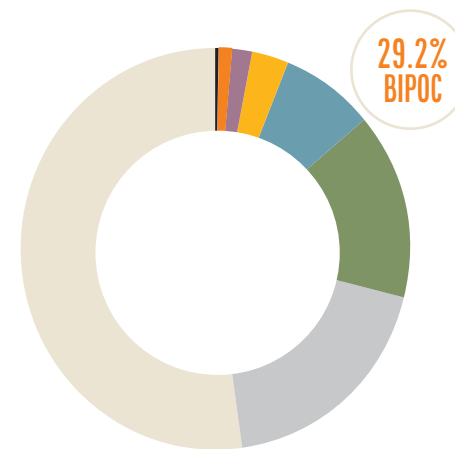
Overall Employees



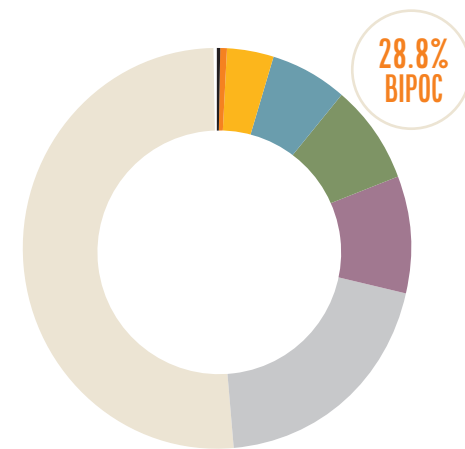
Senior Leadership\*\*



Managers



Teachers



0.3% American Indian or Alaska Native  
0.7% Native Hawaiian or Pacific Islander  
3.4% Black or African American  
7% Multi-racial  
7.4% Hispanic or Latino  
8% Asian  
23% Undisclosed  
50.2% White

4.4% Hispanic or Latino  
4.4% Black or African American  
13% Multi-racial  
30.4% Undisclosed  
47.8% White

0.5% American Indian or Alaska Native  
1% Native Hawaiian or Pacific Islander  
1.6% Asian  
3.1% Black or African American  
7.8% Hispanic or Latino  
15.1% Multi-racial  
18.8% Undisclosed  
52.1% White

0.3% American Indian or Alaska Native  
0.8% Native Hawaiian or Pacific Islander  
3.7% Black or African American  
6.4% Hispanic or Latino  
8% Multi-racial  
9.6% Asian  
20.1% Undisclosed  
51.2% White

\* Data representation as of 2/17/23. BIPOC (Black, Indigenous, and People of Color) includes those that identify as Black, African American, Asian/Pacific Islander, Hispanic/Latino, Native Hawaiian/Pacific Islander, American Indian/Alaska Native, or multi-racial. \*\* Senior Leadership includes Directors and above.

## Our Three-Year DEI&B Goals

### OUR PEOPLE, COMMUNITY, AND PARTNERS

To show the world the life-changing benefits of yoga, we do our best to make yoga accessible to all, without exception. That's why we're committed to building a more diverse talent pipeline by increasing investments to recruit the best yoga teachers and grow BIPOC representation. We also actively support our suppliers and partners as it's essential to a thriving workforce and economy.

#### *Our People*

- ✓ Grow representation of BIPOC senior leadership to **25%**  
(21.7% today)
- ✓ Grow representation of BIPOC managers to **40%**  
(29.2% today)
- ✓ Grow representation of BIPOC employees across organization to **37%** (26.8% today)
- ✓ Grow representation of BIPOC yoga instructors to **45%**  
(28.8% today)

#### *Our Community*

- ✓ Increase **hiring rate** from BIPOC Teacher Training (TT) Scholarship recipients
- ✓ Continue awarding BIPOC TT Scholarships; **1,800+** to date
- ✓ Continue **piloting** community forum and mentorship program for BIPOC TT enrollees

#### *Our Partners*

- ✓ Grow percentage of inventory of BIPOC/women-owned brands to **40%** (25% today)

## Our Continued Commitment

### A Message from our Senior Vice President, Human Resources

When I look back to when we started our DEI&B journey, we have a lot to be proud of. Beyond our successes are amazing teams of talented individuals who embody our values, and we could not have achieved what we have thus far without them. I want to thank all our leaders, employees and teachers responsible for tackling and driving incredible progress of our diversity, equity, belonging and inclusion program.

This is deeply important work and for the past two plus years, despite the global pandemic and the impact it had on our industry, we've been committed to building a strong foundation that will support sustainable, long-term change at the company. We met the challenge with determination and worked together to better engage with and support underrepresented groups within our workforce.

In this report, we showcase our strategy, discuss our goals and transparently report on our progress. And while you'll see our progress as important first steps – like establishing a DEI&B Council and developing new processes and programs — it's also about truly evolving our culture to create a stronger company.

We have set goals to increase the representation of BIPOC talent among all levels of the company, developing strategies and committing resources to support our efforts to reach those goals. We've similarly set goals to support even more BIPOC and women owned or founded brands and suppliers. This work is foundational and will be a building block to a longer-term plan to create a more inclusive community that welcomes all people.

As a company guided by our values, we know that creating an inclusive and equitable workplace is an imperative so that we're supporting all our current and future employees and teachers. While our progress won't always be a straight path, I'm confident that we are better positioned than ever to continue our forward momentum.

There is more work ahead, but it's work we welcome. And we hope you will join us on this journey.



**Tamarah Saif**  
Senior Vice President, Human Resources,  
and Co-Sponsor of DEI&B Council

## Our DEI&B Council Members



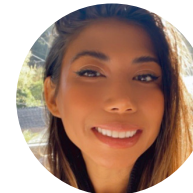
**CO-LEAD**  
**Sabrina Washington**  
Teacher,  
Fair Oaks, Sacramento



**CO-LEAD**  
**Ellen Bascom**  
District Manager,  
Portland & Seattle



**Anthony Reed**  
Teacher,  
Grand Lake,  
Oakland



**Pauline Baraan**  
Teacher,  
Grand Lake,  
Oakland



**Frank DiMaria**  
Area Manager,  
Old Town &  
Gold Coast,  
Chicago



**Cate Daniels**  
Teacher,  
Rock Center,  
NYC



**Mona Moriya**  
Sales Advisor,  
Rock Center,  
NYC



**Brian Swinney**  
Teacher,  
UWS, NYC



**Peter Lu**  
Teacher,  
Grand Lake,  
Oakland



**Christina Chen**  
Studio Manager,  
UWS, NYC