



The Vital Statistics Corporate Responsibility Campaign

S&P Global

The Key to Sustainable Growth is.....

Greater Women Participation in the Workforce

Our Data & Insights Revealed

- That by closing the pay gap between men and women **\$5.87 trillion** could be added to the global market cap
- If the US had kept pace with Norway in adding women to the workforce, the US economy would be **\$1.6 trillion** larger today

#ChangePays

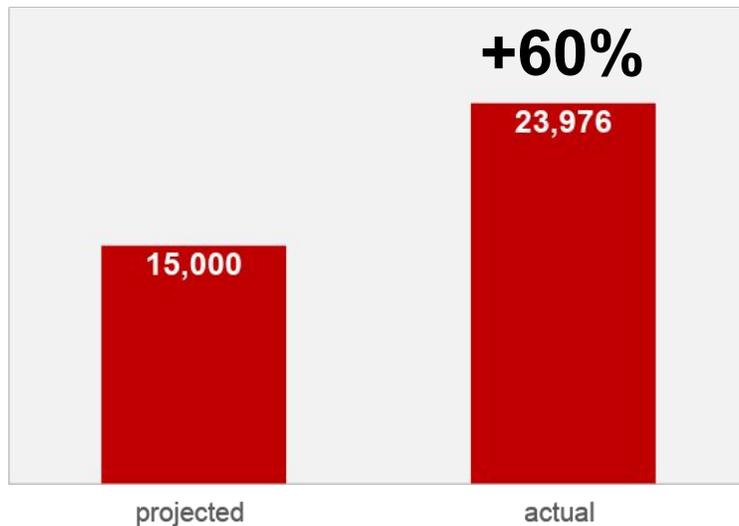
How Did We Raise Awareness?

- Data & Insights
- Employee Engagement
- Social and Earned Media

Employee Engagement - Intranet

Campaign **Ranked #1** for two weeks with **60% more views** than projected and **created over 542 pieces of new content**

#ChangePays Total Hub Pageviews



'A Letter To My Younger Self' Blogs



#ChangePays Selfies

#ChangePays Engagement Stats

23,976

Views of the
#ChangePays
Hub page

542+

New content pieces
created (blogs and
photos)

34%

Engagement rate
(shares, likes,
comments, content
creation, photos)

716+

Employee
responses to
campaign content
on the Hub

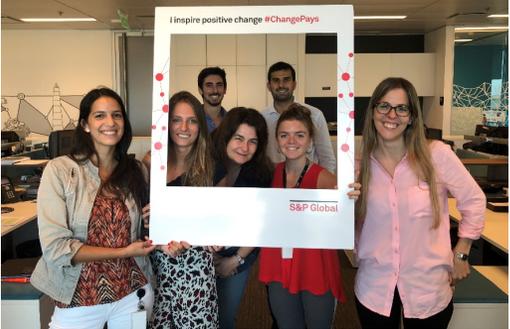
Selfies for #ChangePays

Our employees took nearly 500 photos in S&P Global offices to promote #ChangePays on the Hub



● Frankfurt, Germany

● Buenos Aires, Argentina



● Manila, Philippines



● Washington DC, US



● India



● Platts leadership Represents #ChangePays



● Paris, France



● Melbourne, Australia

Selfies Across the World #ChangePays

600+ employees of S&P Global Ahmedabad **pedaled to extend their support for the recently launched campaign** and to commit for a better health and wellness of self and others



Letters to My Younger Self

81

Letters
from

19

office
locations



You will learn perhaps the greatest lesson that women should learn in their careers in your very first role—**never devalue yourself.**

You'll get to know an incredible team in which you'll be the only woman and you know what? They'll recognize your professionalism, your hard work and you'll thrive.

I am a big promoter of telling people to chase their dreams! It is exciting to be in a world now where we can stand up for what we believe in and demand change.

I am one woman amongst many on a gigantic mural. And we are a powerful force.

I started to read through the diaries I kept for the past 12 years and can see how everything happened. So many things brought us to this place. As you start your first page, you won't believe you kept a diary for this long, but I can tell you that it will help you to reflect on your days on a regular basis and move forward.

You will work with brilliant minds from all around the world. You will experience how the industry changes and technology develops. You are very lucky to be where you are. If you don't move forward, you are bound to move



Hyunyoung Choi
Chief Data Scientist, Alternative Data
S&P Global

Remember your friends and family used to tell you, "You're going to work in a corporate office; that's your profile"? You didn't really like that at the time. You always preferred sports and games. But guess what? You love it! You are happy, you are satisfied, you feel challenged and you strive for excellence – as your mom always taught you, "You can always get better." You have a fantastic team, mostly women – they are the most amazing colleagues you can find, as well great people, great souls.

You have a lot to develop, a lot to learn. Just like the old video games: always a new level-up, new skills, new stages. Understand that differences are not a bad thing. They motivate us to meet new ideas, new cultures, new values and expand our knowledge. Embrace different people, different mindsets. Accept critics with resilience, but also give respectful feedback.

Keep going just like that: smile, make (healthy) jokes, meet new people, be a better person. And don't forget: you can always get better.



Mauro Ibanhes
Sr. Operations Specialist
S&P Global Ratings

Earned Media Performance



470 M

Impressions from earned media (digital & print)

589 K

US National TV audience

4.2 M

Reach through earned social influencer engagement



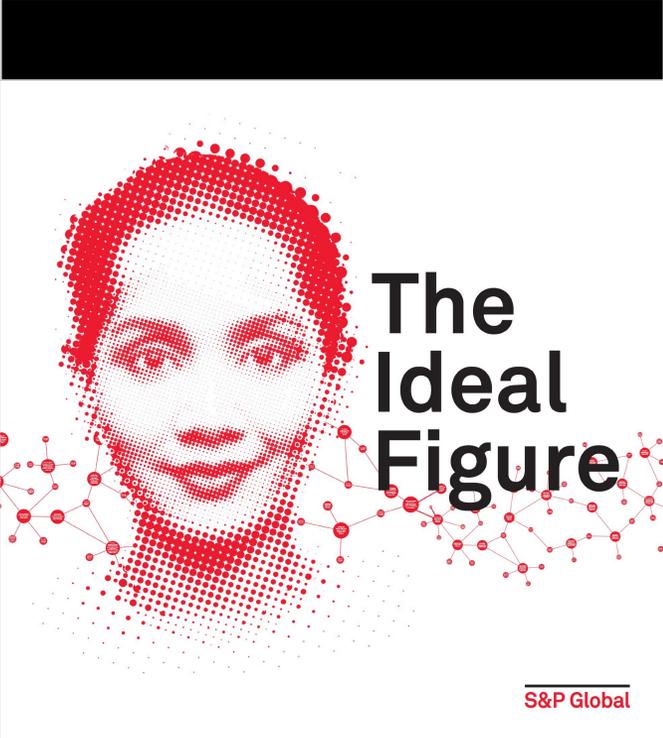
How gender equality is a growth engine for the global economy

Greater gender inclusivity could have a big impact on individuals, companies' bottom lines, the U.S. economy and the global economy.

Research Shows Gender Equality Quite Literally Pays Off



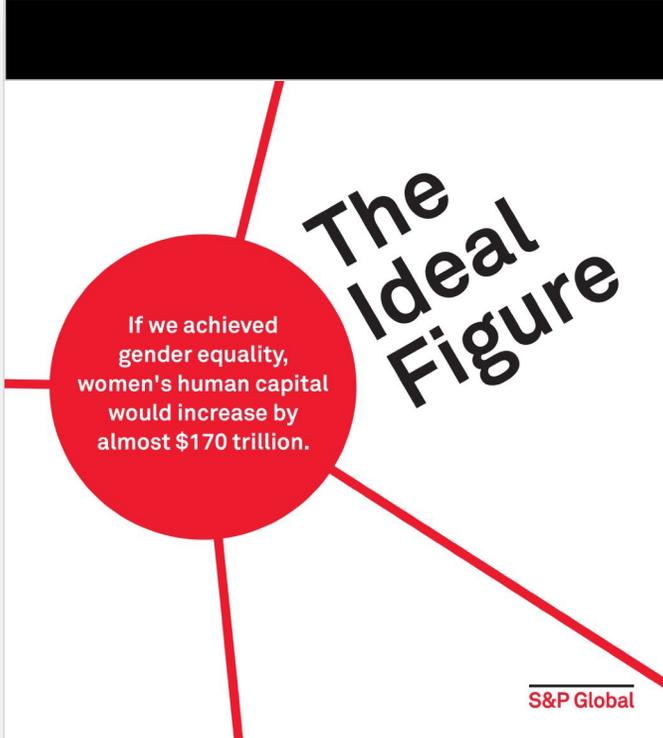
Social Media Campaign: Social Cards



The Ideal Figure

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sp_global See the value in change. #ChangePays For more information visit spglobal.com/

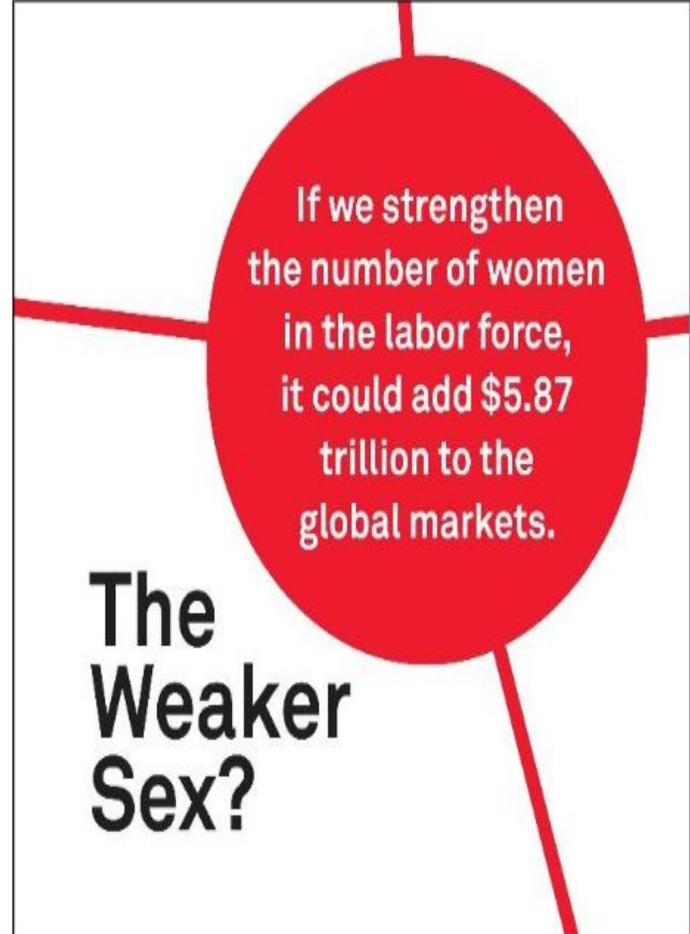


The Ideal Figure

If we achieved gender equality, women's human capital would increase by almost \$170 trillion.

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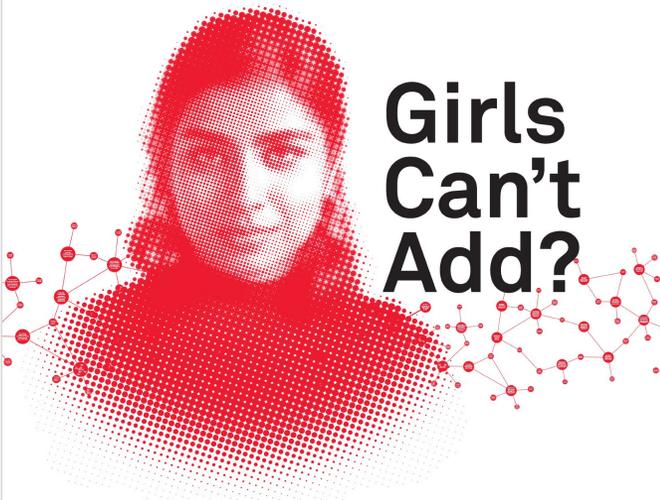
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The Weaker Sex?

If we strengthen the number of women in the labor force, it could add \$5.87 trillion to the global markets.

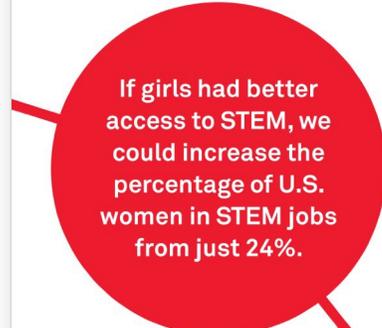
Halftone Portraits



Girls Can't Add?

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Girls Can't Add?

If girls had better access to STEM, we could increase the percentage of U.S. women in STEM jobs from just 24%.

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Influencer Engagement

 **Katie Couric** 
@katiecouric 

Need we say more, ladies? [#ChangePays](#)

 **S&P Global #ChangePays**
To those who believe that gender equality only benefits girls, S&F Global knows the numbers tell a different story. See how the statistics prove that #Change...
youtube.com

8:53 AM - 24 Jan 2019

24 Retweets 51 Likes 

 **Maria Bartiromo**  @MariaBartiromo · Jan 26

Thanks for joining us @SPGlobal ceo Doug Peterson @MorningsMaria @FoxBusiness love the video!

 **#ChangePays**
S&P Global

#ChangePays
At S&P Global, we believe an investment in women is an investment in us all. #changeays
spglobal.com

11 14 85

#ChangePays Installation

World Trade Center Oculus, March 8-12



#ChangePays IWD Media Engagement

Corresponding with the launch of the #ChangePays Installation on Internal Women's Day, media engagement soared.



Female CEOs are scarce, but history shows they can produce huge returns

The average year-to-date return from the 24 female-run companies was over 12 percent as of Friday's close, according to S&P Global Market Intelligence, which has made it a mission to promote gender equality through its parent company S&P Global and the [#ChangePays initiative](#). For comparison, the average year-to-date return for male-run S&P 500 companies was around 11 percent.

S&P Global Handles

- Twitter: [@SPGlobal](#)
- Facebook: [@sandpglobal](#)
- Instagram: [@sp_global](#)
- Campaign website: spglobal.com/change Pays

#ChangePays in Action

