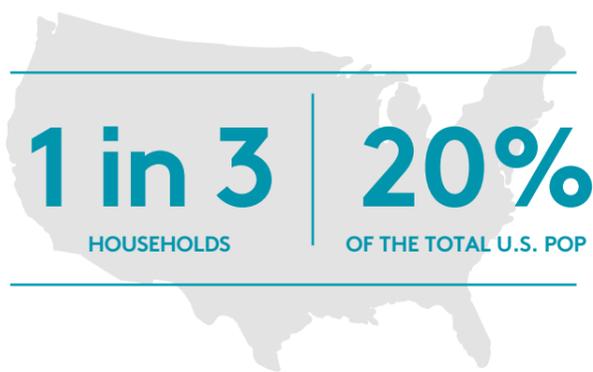


PEOPLE WITH DISABILITIES

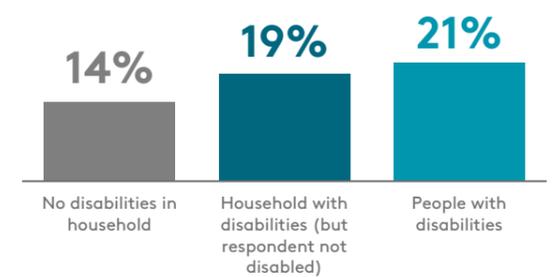
People with disabilities represent 20% of the total U.S. population and one in three households, numbers that are likely to go up with the silver tsunami of aging Boomers (and a longer lifespan). People with disabilities are consumers, they are employees and they also represent one of the few unifying causes around which everyone can still rally. Brands and companies looking to maximize their customer base must understand and articulate what they can do to engage with this segment.

JUST THE FACTS



Are responsible for household spending

AGREE STRONGLY:
I've had such a positive experience with a brand that it will always be my first choice
(Top Box on a 4-pt. scale)

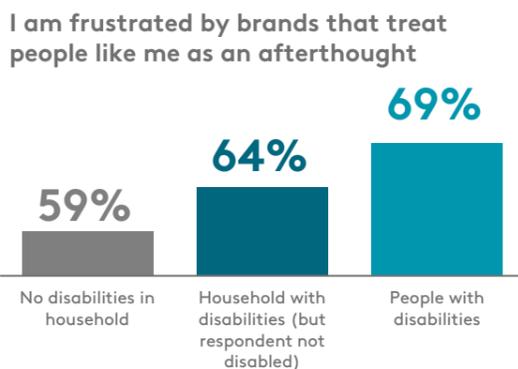


More Brand Loyal

CONSUMERS WITH DISABILITIES

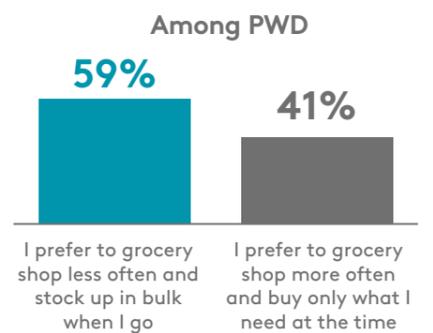
NEEDS AND WORRIES

- Lack of employment and resultant lack of disposable income are a huge concern
- Older and more dependent
- Worry more about their future



EXPECTATIONS AND DESIRES

- Convenience:** Choose brands that make things easy for them (more so than the rest of the population)
- Community involvement:** more than eight in 10 say companies that invest in their local communities deserve their loyalty



WORKERS WITH DISABILITIES

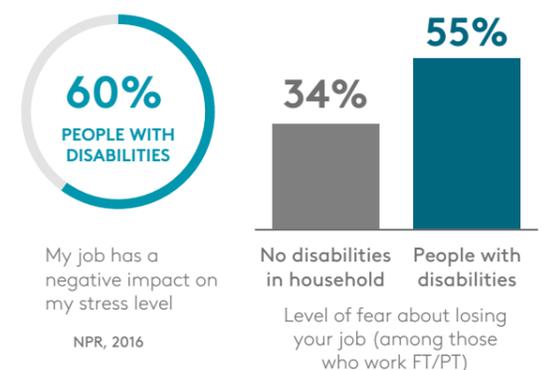
THE CASE FOR HIRING PWD

- Same job performance of other workers
- Better employee morale
- Improved brand reputation
- Less employee turnover
- Companies might get tax credits or other incentives

Sources: The Chicago Lighthouse. IRS.gov. DoI.gov. DiversityInc.

HOW TO ATTRACT AND RETAIN PWD TALENT

- Give preference to diverse companies (e.g., an inclusive culture, diverse management, company's support of minority groups).
- Seek job stability and stress management.



SUPPORTING PEOPLE WITH DISABILITIES

1 MAKE YOUR BRAND ACCESSIBLE TO CONSUMERS WITH DISABILITIES

People with disabilities are accustomed to living and working in a world designed for someone else. Re-imagine the status quo via product innovation, accessible retail design, inclusive brand messaging and dedicated customer service.

2 HIRE, DEVELOP AND RETAIN WORKERS WITH DISABILITIES

Reach out to organizations that train people with disabilities for the workforce. Consider boosting your company's neurodiversity by hiring people with different cognitive abilities (e.g. autism spectrum or Down's syndrome). Develop an inclusion program to continuously improve your company's inclusive culture.

3 APPLY UNIVERSAL DESIGN PRINCIPLES TO PRODUCT, RETAIL AND WORKPLACE

Expand your reach by using inclusive design: the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people (CEUD). Apply to product, packaging, the store and the workplace.