



UNITE FOR EQUALITY IN AXA...

Benefit of the 'Pink Pound'...

The financial benefits of being seen to be a 'gay friendly' company cannot be understated.

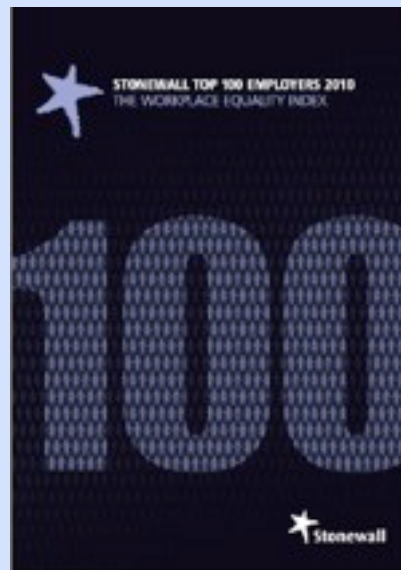
Surveys prove that the 'pink pound' is now worth a fortune in consumer sales. The gay market represents around 10% of the population who, on average, have up to £10,000 a year more disposable income than straight people.

Companies that are Stonewall Champions are seen as gay friendly and gay customers are more likely to opt for that brand, and stay with it for longer, even if it is more expensive than the competition.



Stonewall

Stonewall is the lesbian, gay and bisexual charity that campaigns and lobbies on behalf of the gay community as well as publishing a list of top 100 employers. More details can be found at: www.stonewall.org.uk



AXA Not a Top 100 Employer...

unite are calling on AXA to demonstrate its support for lesbian, gay, bisexual and transgender (LGBT) staff by joining fellow financial institutions such as Aviva, Barclays, HSBC, Lloyds Banking Group, Prudential and RBS, by becoming Stonewall Champions and setting up a proper LGBT network under the leadership of a high level manager.

There are many reasons for AXA to become Stonewall Champions, all of which outweigh the minimum cost required to do so.

Gay staff concealing their sexual orientation at work can reduce their personal work performance by up to 30%. People perform better when they can be themselves. At least 55% of gay employees facing workplace discrimination report that this has had a direct negative impact on their work and 36% of gay employees will change jobs, impacting staff retention costs, if they face discrimination.

If staff can't be 'out' at work, then they cannot be giving 100% to the job which benefits neither the individual or the company.

Stonewall produce a regular LGB Recruitment Guide designed for discerning graduates and job seekers as well as a Top 100 employers list - AXA are not in these, whereas our competitors are.

There are over 6 million gay people in Britain so undoubtedly we have gay colleagues, suppliers and customers. Let's demonstrate we regard them as equal...

www.axa-unite.org