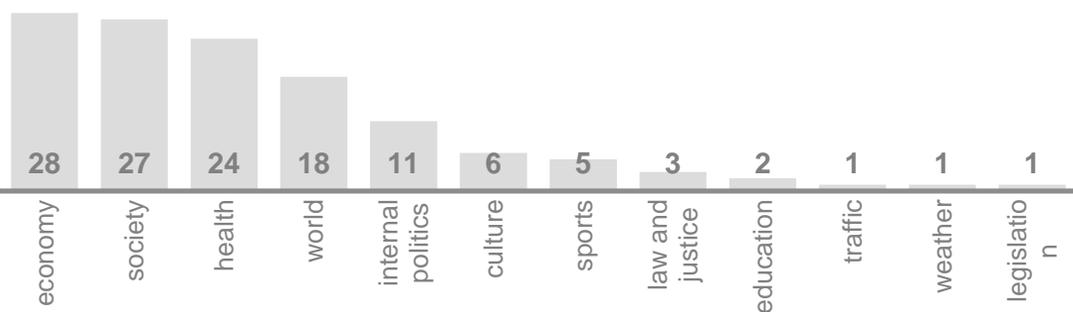
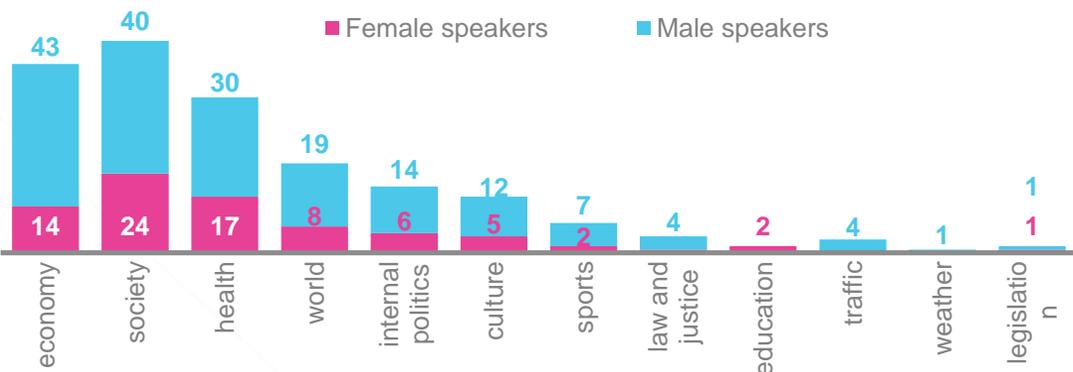


EXHIBIT 1 – Sample analysis, Share of voice female vs. male speakers, TELEVISION, May 1 – May 31 2015

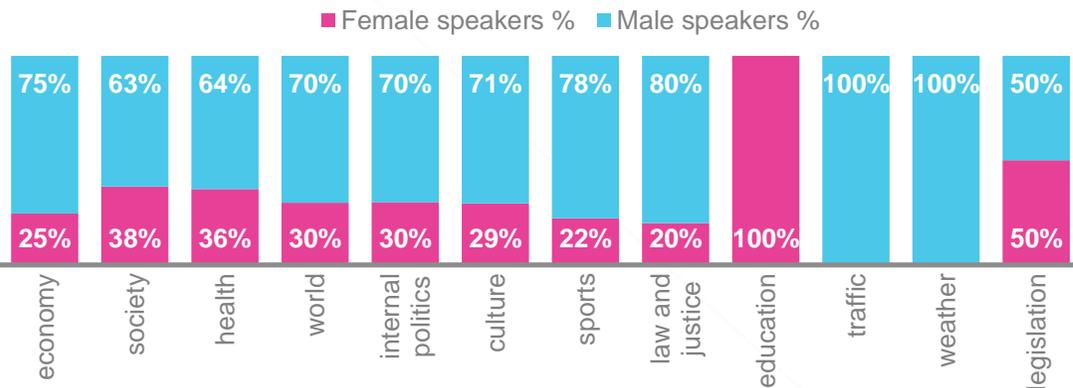
No. of reports by category



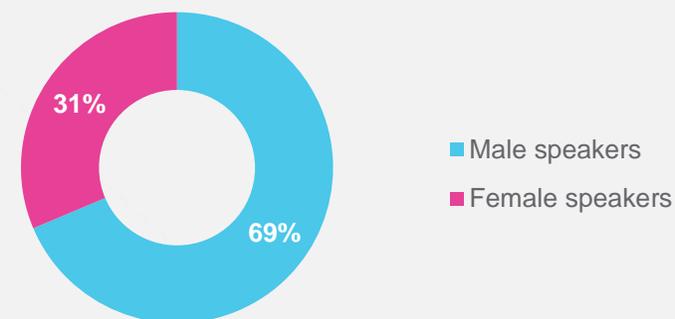
No. of speakers by gender and categories



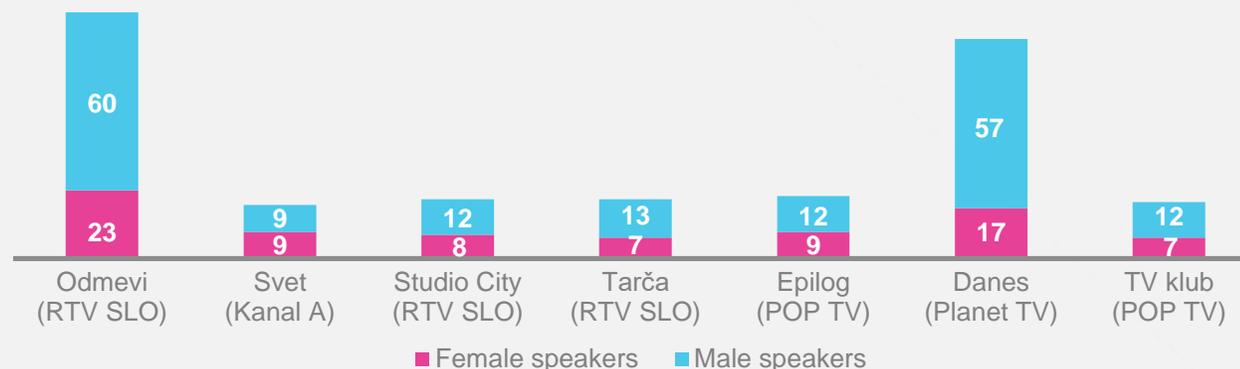
No. of speakers - share of voice by categories



Total share of voice (male vs female speakers), all TV shows combined



No. of speakers by gender and TV show



No. of speakers – share of voice by TV show

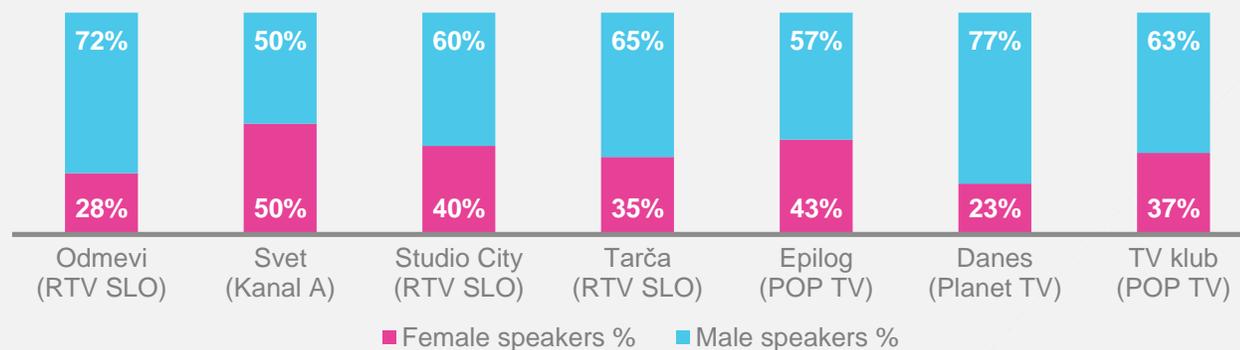
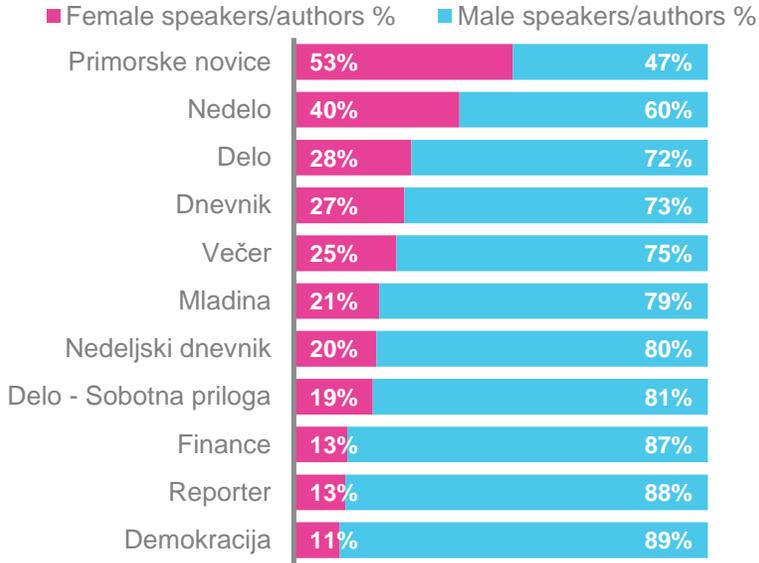
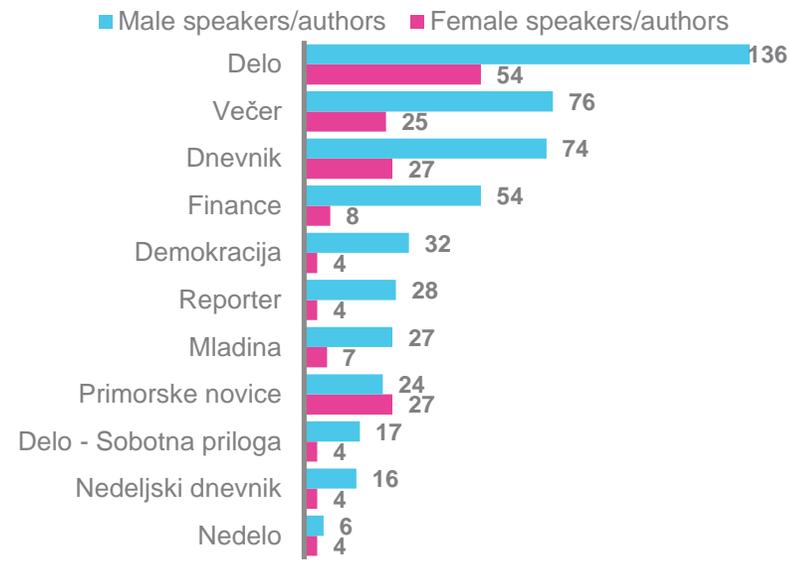


EXHIBIT 2 - Sample analysis - Share of voice of female vs. male speakers, PRINT MEDIA, Nov 1 – Nov 31 2017

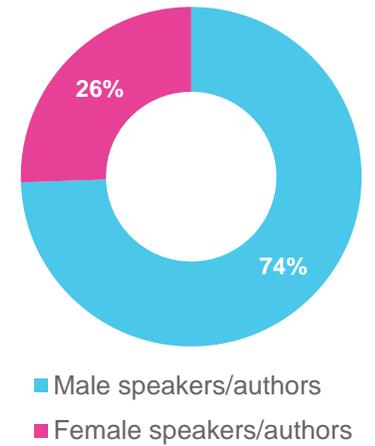
Share of voice by print media



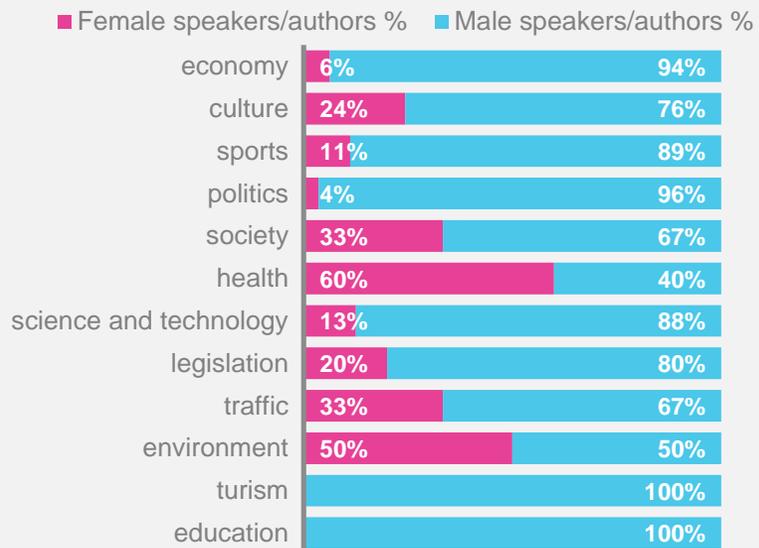
No. of speakers by media and gender



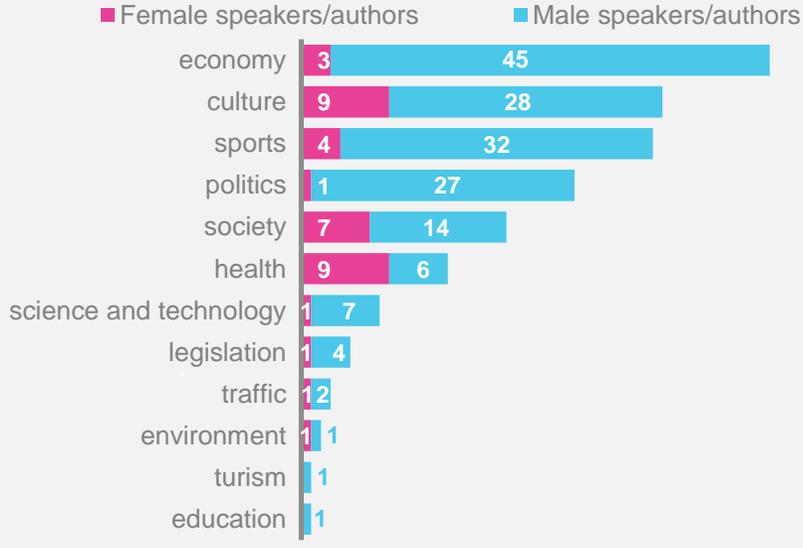
Share of voice - all print media combined



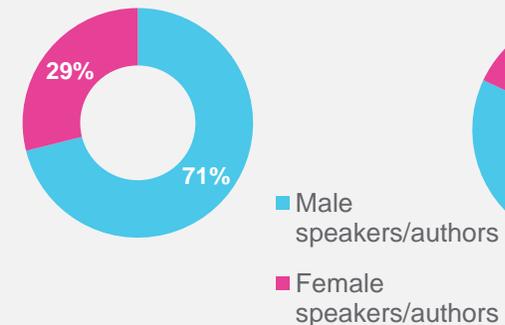
Share of voice by category



No. of speakers by gender and category



Share of voice by format - columns



Share of voice by format - interviews

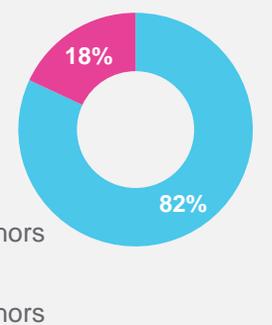
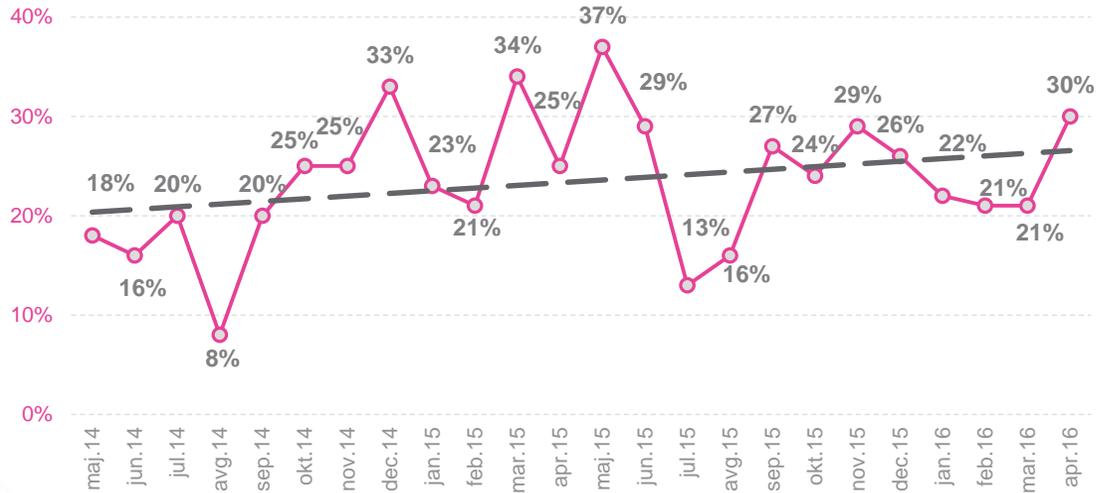
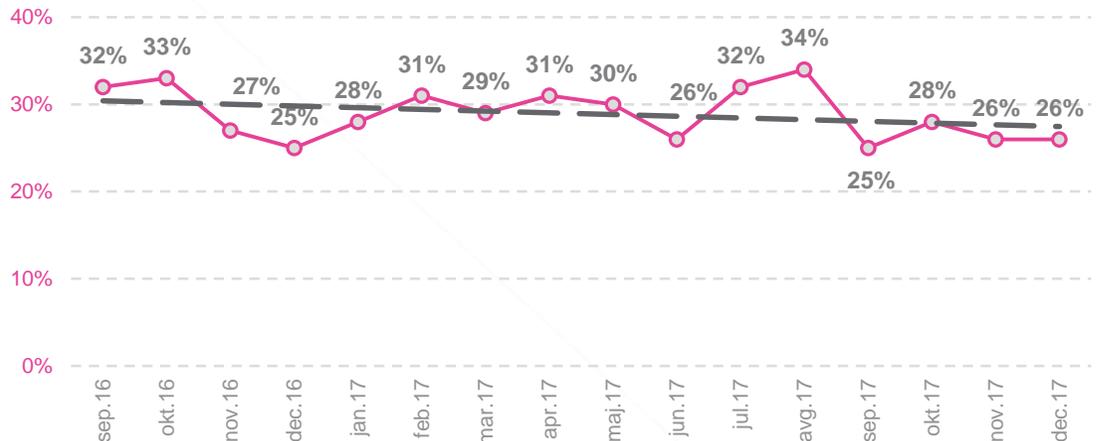


EXHIBIT 3 - Trendlines

Share of women in TV shows - Trendline



Share of women in print media (interviews, columns) - Trendline



Analysis recognized as relevant by mainstream trade association and media

Managers Association (leading trade organization for the promotion of managers in Slovenia) organized a public event on March 8 2016 where our analysis was the main topic and a starting point of discussion about share of women in management positions. Meta's List CEO was one of the speakers at the event. Several media, including the mainstream national newspaper, published reports based on our research and the event.

The media published their specific results of the share of voice measurement – when the results were good.

Primorske novice is one of the leading newspapers in Slovenia by reach as well as by female speakers in columns and interviews. In July 2017 they published an article about research, and their performance in the measurements.



Šefovstvo ostaja moška domena

V ministrstvu za delo pripravljajo zakon, ki med drugim prinaša vzpostavitev najmanj 40-odstotnih spolnih kvot na odločevalskih položajih v velikih gospodarskih družbah. Tam je namreč še vedno zelo malo žensk.

«V Sloveniji je bilo lani, po dveh letih spodbudne rasti, žal znova razmati padec deleža zgodnje podjetništvo aktivnosti žensk», opozarja Sabina Koleša, generalna direktorica direktorata za podjetništvo, konkurenčnost in tehnologijo. Kljub temu da so po spet osmi ženske v strukturi gospodarstva pri nas dobro umesene, ipsovala, da nekatera področja in vodstvene pozicije ostajajo moška domena.

Poseben program za podjetnitve in tehnologijo se zavedamo, da se ženske pri ustanavljanju in vodenju podjetja spopadajo z več izzivi, kot so manjše finančne možnosti, manjše mreže ter vključevanje poslovnega in družinskega življenja. Je povedala Sabina Koleša. Na ključne točke, s katerimi se ženske srečujejo ob vstopu na samostojno podjetniško pot, odgovarjajo s programom podjetniškega usposabljanja



Ženskam največ prostora v Primorskih novicah

Primorske novice so v primerjavi z drugimi slovenskimi mediji v decembru 2016 objavile največ mnenjskih tekstov kolumnistik in komentator ter intervjuje največ žensk.

Ljubljana • Rezultate ključne analize deleža žensk v medijih, ki spremlja časnik Delo, Sobota, Slovenske novice, Reporter in Večer, so povzeli pri spletnem portalu Metni lista. Za december je analiza pokazala, da so 70 odstotkov prostora na straneh časnikov zaseli mediji, 25 odstotkov pa ženske. Največji delež žensk v vlogi kolumnistik, komentator ali intervjuvanek so imele Primorske novice, 48 odstotkov. Sleča Delo in Nedeljski dnevnik (oba 29%), nato Večer (27%), Reporter (24%), Dnevnik (23%), Mladina (22%), Finance (19%), na repu lestvice pa so Demokra-



EXHIBIT 4 - Benchmarking with similar projects

There are three significant projects in Slovenia that promote women in business and other spheres of life:

- L'Oreal UNESCO „For Women in Science“ awards scholarships to women finalizing their doctorate studies, based on the relevance of the research. The program is on-going since 2007 and has high awareness not only in female scientific community but in the society as a whole, mainly due to consistent and active media support it attracts.
- Managers Association „Include Everyone“ is a programme aimed specifically to promote female managers. They receive external funding and work on researching and promoting the benefits of having a more equal gender representation on top management positions.
- Meta's List Gender Equality in Media Reporting Measurement (described to greater detail in AMEC Award entry).

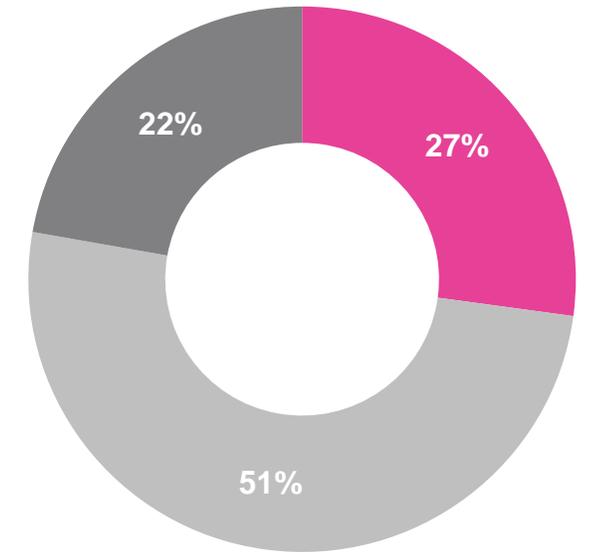
We compared media reports promoting all three programs. The media sample was the same for all three programs (the most representative media where we measured share of voice of male vs female speakers). The time period of this particular analysis was from May 1 2014 to December 31 2017.

Meta's List Gender Equality in Media Reporting achieved was second best, which is a good result, taking into account the legacy the L'Oreal UNESCO For Women in Science has in Slovenia, as well as the strong position and relevance Managers' Association has in Slovenian Society.

What Meta's List CEO and founder Nataša Briški says about the project:

»Klipping's measurements helped us better understand the trendlines in gender equality in media reporting. Their services are professional and Klipping is more than just provider of media monitoring and analysis, they act as true partner in this project.«

Media reports promoting programs for gender equality



■ Meta's List

■ L'Oreal UNESCO For Women in Science

■ Managers' Association Include Everyone