

# Macy's, Inc. Creates Bold Vision To Advance Diversity and Inclusion and Ensure The Company Reflects The Diversity Of The Customers and Communities Served

*Updated and Expanded Customer Bill of Rights*

*Established Inclusive Marketing Practices*

*Implemented Inclusive Workplace Training for all Leadership*

*Increased Underrepresented Supplier Representation*

*Expanded Economic Development Partnerships*

CINCINNATI--(BUSINESS WIRE)-- Macy's, Inc. (NYSE: M) today announced a five-point approach to further ensure the company reflects the diversity of the customers and communities it serves. As part of this effort, the company has set goals and outlined specific strategies to increase its impact.

"At Macy's, diversity and inclusion are essential to our culture and core values. Our mission is to embed D&I into how we think, act, and operate by fostering an inclusive culture and an environment that inspires, reflects, and embraces everyone," said Jeff Gennette, chairman and chief executive officer of Macy's, Inc. "We hope the steps we are taking will encourage others to reaffirm their commitments to inclusion for all."

The newly established approach and goals will position the company to use its scale and reach to help set the tone and influence inclusivity standards and practices across the retail industry.

"We are proud of the work we've done over the last 10 years to become a more inclusive organization. Today's announcement marks the next step on our journey as we continue to challenge ourselves to do more," said Shawn Outler, chief diversity officer of Macy's, Inc. "The strategy and goals we've set put us on a clear path to becoming best-in-class, and we hope to be the beacon of change that motivates other retailers and companies outside of our industry to do the same."

The new vision is centered on five key focus areas of impact opportunity within the company's customer base, marketing, colleagues, suppliers and community. Each focus area has specific performance objectives for 2019 and beyond.

1. **Strengthen our commitment to welcome, accept and respect every one of our customers:** Update [Customer Bill of Rights \(CBOR\)](#) and expand colleague training. Macy's strives to create a safe and comfortable environment for all customers. The newly updated and expanded Customer Bill of Rights will be in every Macy's and Bloomingdale's store by the start of the 2019 holiday season. The CBOR outlines our commitment to customers, declares that discrimination, unreasonable searches and profiling will not be tolerated, and provides new direction on how customers can report incidents in our stores.

The company has also launched inclusive workplace training to ensure our 130,000 colleagues understand how to identify and mitigate bias when interacting with customers and each other.

2. **Reflect and reach the full spectrum of our customers in our imagery, messages and experience:** Require 50 percent representation of gender/gender identity, ethnicity, age, size and differently abled subjects in our advertising by 2020. The company's goal is to consistently and genuinely reflect all customers. This begins by changing the way models are cast, increasing diverse representation in vendor-provided imagery, and increasing representation among hired stylists, photographers, directors, producers, agencies, content providers and event partners.
3. **Reflect the full spectrum of diversity at all levels of our workforce:** Achieve more ethnic diversity by 2025

at senior director level and above, with a goal of 30 percent. There is a direct correlation between diverse and inclusive workplaces and strong business outcomes. For this reason, Macy's, Inc. has established MOSAIC, a 12-month program designed to strengthen leadership skills for a selected group of top-talent managers and directors of Black/African-American, Hispanic-Latinx, Native American and Asian descent.

- 4. Drive growth with under-represented suppliers:** Achieve a diverse supplier spend of at least 5 percent by 2021. Macy's aims to increase expenditures with suppliers who bring unique merchandise and perspectives, contribute to the economic health of local communities, and help grow the number of diverse suppliers in the retail industry. Our Supplier Diversity Program is designed to connect suppliers that are more ethnically diverse, women-, veteran- and LGBTQ-owned businesses to opportunities within Macy's, Inc. by ensuring they are integrated into merchandising and business development strategies.

Additionally, business accelerator programs like The Workshop at Macy's, equip participants with a new perspective on how to create effective, large-scale supplier relationships. Since its inception in 2011, approximately 125 businesses have graduated from the program.

- 5. Build meaningful relationships with community partners whose objectives align with our business goals and our company values:** Macy's commitment to drive economic growth, while reinforcing social good, is reflected in its multicultural community work and the company is partnering with organizations across the United States to develop and fund specific programs that help create meaningful impact. In 2019, Macy's will launch economic development partnerships in at least five cities in collaboration with our business accelerators – The Workshop at Macy's, The Market @ Macy's, and STORY.

Macy's, Inc. today also published its fiscal 2018 corporate sustainability report and 2025 Sustainable Stewardship Goals. The company has taken concrete steps to refine its sustainability strategy and has set clear goals for a more sustainable future, while strengthening the policies and programs that support its efforts. Macy's, Inc. is committed to creating a more sustainable future by achieving meaningful progress against Sustainable Stewardship Goals in critical areas including energy, waste & recycling, materials & fibers, chemical management, products, sourcing, transparency and diversity.

The 2018 Corporate Sustainability Report is available for download on [macysinc.com](http://macysinc.com).

For more information on diversity and inclusion at Macy's, Inc., visit [macysinc.com/social-responsibility/diversity-inclusion](http://macysinc.com/social-responsibility/diversity-inclusion).

#### **About Macy's, Inc.**

Macy's, Inc. is one of the nation's premier retailers, with fiscal 2018 sales of \$24.971 billion and approximately 130,000 employees. The company operates approximately 680 department stores under the nameplates Macy's and Bloomingdale's, and approximately 190 specialty stores that include Bloomingdale's The Outlet, Bluemercury, and Macy's Backstage. Macy's, Inc. operates stores in 43 states, the District of Columbia, Guam and Puerto Rico, as well as [macys.com](http://macys.com), [bloomingdales.com](http://bloomingdales.com) and [bluemercury.com](http://bluemercury.com). Bloomingdale's stores in Dubai and Kuwait are operated by Al Tayer Group LLC under license agreements. Macy's, Inc. has corporate headquarters in Cincinnati, Ohio, and New York, New York.

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Source: Macy's, Inc.