

# Board Diversity Policy

APPROVED BY THE EVOKE PLC BOARD OF DIRECTORS  
20 MARCH 2025



## 1. Purpose

- 1.1. The purpose of this policy is to explain the framework established by the Board of evoke plc ('evoke', 'Company' or 'we') in setting and monitoring its diversity objectives.

## 2. Objectives

- 2.1. We recognise the value of a diverse, inclusive and collaborative Board and embrace the belief that a diverse Board is integral to our success and is an essential element in maintaining a competitive advantage. We believe that a truly diverse Board will facilitate a variety of independent opinions and critical challenges which provide valuable insight.
- 2.2. Based on these values we aspire for the diversity of our Board without compromising on the quality or merit of candidates including their aptitude and ability.

## 3. Application

- 3.1. Diversity within the Board has been considered from a number of aspects, including but not limited to age, gender, ethnicity, geographical location, educational and professional backgrounds.
- 3.2. Appointments are based on the candidate's strengths set by objective criteria including their past contributions and potential. However, the Board also has regard to the benefits of diversity. Where appropriate, steps are taken to identify and remove unnecessary or unjustifiable barriers.
- 3.3. We have set these standards to apply to our Board of Directors and Committees thereof, which are the Company's administrative, management and supervisory bodies.

## 4. Anti-Discrimination

- 4.1. The Company does not tolerate discrimination, harassment, victimisation or bullying in any form.
- 4.2. We do not discriminate on a broad range of grounds when making hiring decisions as well as in the course of our commercial operations. These grounds include gender, sexual orientation, marital or civil partner status, gender reassignment, pregnancy, the undergoing of fertility or in vitro fertility treatment, parenthood, part-time or fixed-term status, age, race, religion or belief, nationality, ethnicity, country of origin, place of residence, views, disability, trade union membership and political affiliation.
- 4.3. We aim to take appropriate steps to accommodate the requirements of religions, cultures and domestic responsibilities.

## 5. Diversity Objectives

- 5.1 We aim to have a Board of Directors that is well balanced and has the appropriate skills, knowledge, experience and diversity for the needs of the Company.
- 5.2 In reviewing the Board composition, the Nominations Committee considers the benefits of all aspects of diversity including, but not limited to, those described above, in order to enable it to discharge its duties and responsibilities effectively. Board appointments will be made on merit by assessing candidates against objective criteria in the context of the overall balance of skills and backgrounds that the Board needs to maintain in order to remain effective.
- 5.3 The Board's diversity objectives are:
- a) Age Diversity Objectives
    - i. The Board seeks to maintain an appropriate age profile which recognises the value brought by both older and younger directors.
  - b) Gender Diversity Objectives
    - i. The Board will seek to ensure that the level of female representation achieved is at least that recommended by the FTSE Women Leaders Review and to ensure that lists of potential candidates comprise at least one female.
    - ii. When conducting a search for a new board member, so far as practicable, the Company intends to engage executive search firms who have signed up to the UK Voluntary Code of Conduct for Executive Search Firms (or its international equivalent).
    - iii. Selection of female candidates will be, in part, dependent on the pool of female candidates with the necessary skills, knowledge and experience. Ultimate decision will be based on merit and contribution the chosen candidate will bring to the board.
  - c) Geographical and Ethnicity Objectives
    - i. The Board seeks to take on non-executive directors from various geographic locations of relevance to the Group's business and operational structure, including without limitation Israel, the UK and mainland Europe..
  - d) Professional and Educational Background Objectives

- i. The Board considers non-executive director candidates from a wider pool than just FTSE 250 listed companies and places professional experience above educational background, seeking to ensure that, amongst other fields, the experience of the directors encompasses online betting and gaming, e-commerce and technology, economics, finance, law and regulation.

## **6. Monitoring and Reporting**

- 6.1. The Nominations Committee is the main body responsible for evaluating, promoting and ensuring the implementation and adherence of this Board Diversity Policy.
- 6.2. As part of the annual evaluation of the effectiveness of the Board, the Nominations Committee will consider the balance of skills, experience and knowledge of the Board and also diversity representation.
- 6.3. In the Company's corporate governance statement in its annual report, this Board Diversity Policy and the way it has been implemented in practice shall be explained, addressing specifically (i) the objectives of this Board Diversity Policy, (ii) how this Board Diversity Policy has been implemented and (iii) the results of this Board Diversity Policy in the past financial year.

This Board Diversity Policy was adopted by the Board of Directors of evoke PLC on 13 March 2018 and is reviewed annually.