



Be yourself.  
Here, everyone  
belongs



**Diversity, equality and  
inclusion at Mobica**

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# About Mobica\_

At Mobica, we believe in the visionaries.

We work across borders and time zones to help pioneering businesses build the software that brings physical and digital worlds together.

With expertise across the entire software lifecycle, project management tools that have a real and positive impact on productivity and approachable experts our customers love to work with, we bring experience, enthusiasm and a natural curiosity to everything we do.

Our work is already all around you. We have been working with many of the world's leading brands for some time now, and our expertly crafted software underpins many of today's extraordinary customer experiences.

Meet the Mobicans, a talented global community of over 600 people, all driven by the same unshakeable values. We believe that knowledge should be shared and passions should be nurtured. It's what makes us extraordinary.

# Why diversity, equality and inclusion (DE&I) matters\_

Headquartered in the UK, we have offices in Europe and the US, and serve customers with a global reach

When recruiting, our aim is pure and simple: to discover, develop and retain the most talented people out there. We believe that embracing and encouraging diversity helps us to do that.

We're dedicated to creating a workplace that values and respects people from diverse backgrounds and enables them to do their best work. We honour the unique combination of talents, experiences and perspectives of each Mobican - they make Mobica's success possible.

We also believe that having teams that reflect the global communities we work in helps us deliver the best possible service to our customers. When people from diverse backgrounds are given equal opportunities to grow and thrive, it enhances our ability as a business to deliver services at the cutting edge of innovation and technical advancement.

## 4 benefits of workplace diversity



### Profitability

Organisations with high levels of ethnic diversity on executive teams are 36% more likely to financially outperform their peers<sup>1</sup>.



### Talent acquisition

1 in 3 candidates will not apply for a position at a company that lacks diversity<sup>2</sup>.



### Productivity

A high sense of belonging can increase job performance by 56% or more and decrease sick days.



### Innovation

Diversity unlocks innovation by creating an environment where "outside the box" ideas are heard.

<sup>1</sup> Diversity wins: How inclusion matters <sup>2</sup> 3 Benefits Of Diversity In The Workplace



# Our commitment\_

At Mobica, we believe in the value of creating a culture of empathy, compassion and understanding for each other; a culture of diversity and inclusion that makes us stronger as teams and more accomplished as individuals.

Ours is a workplace where everyone feels confident and comfortable to take risks, make mistakes, contribute opinions and be candid about what they are up against. We strive each day to foster a sense of belonging and empowerment in our diverse workplace.



## Diversity: always a good IDEA

- |          |   |
|----------|---|
| <b>I</b> | Intensive collaboration facilitated across all business areas.  |
| <b>D</b> | Deliver equal opportunities to empower our people to bring their best, true selves to work and reach their potential. |
| <b>E</b> | Establish an inclusive and equal working environment.   |
| <b>A</b> | Actively foster a culture where each individual feels included, valued, heard and appreciated.                        |



# Where we are today\_

We operate under a set of shared values and principles that shape everything we do. These include:

## Care, collaboration and courage

A culture of empathy and understanding for each other makes us stronger as teams and more accomplished as individuals. We encourage all Mobicans to be brave, think outside the box and dream big.

## Trust and respect

We prioritise ideas over hierarchy. At Mobica, you are listened to and valued. We believe that open communication in a safe environment creates a solid base from which team members can find the optimal solutions in the shortest time frame, driving great results.

## Celebrating team players

We appreciate team players above individual heroes because we believe that while our engineers are individually brilliant, working together empowers them to achieve more. Mobica is a unique environment where you can advance your domain knowledge by learning from our community of senior technical experts.

## Ethical operations

Mobicans are a diverse global community of talents united by a passion for the design and application of innovative technologies. We believe technology should improve the lives of people and make a positive impact on living standards. Our behaviour as a business reflects our ambitions for the society of the future; with people caring and helping each other, supporting communities and sharing knowledge.



# Our global team\_

We already have Mobicans of **18 different nationalities**. As we grow, our aim is to build a diverse team where everyone belongs. This means thinking about how we recruit from different age groups and increase the numbers of women in our workforce, as well as encouraging talent from across the globe to join our extraordinary community.





# Supporting women in tech\_

We know that there's a gender bias in the tech industry, and we want to contribute to changing this.

We're working to make Mobica a place where female tech talent is better represented. Our recruitment policies reflect our focus on gender equality, as does our zero tolerance approach to salary inequalities - and women already make up a third of our leadership team.

As a business, we recognise that there are barriers to progression for women in tech. We strive to remove these barriers by providing:

- More opportunities for talented women across all departments and specialisms.
- Clear career progression pathways and leadership opportunities.
- Personal and professional development opportunities to build skills and confidence.
- A supportive and inclusive culture, where everyone is equal.
- Flexible, hybrid and remote working options for a better work-life balance.





33% female leadership



### Our commitment to salary equality

Mobica's remuneration policy attracts and retains the talent of our employees by rewarding their qualities and performance, without falling into favouritism or injustice. It is based on external competitiveness and internal equity. The Mobica HR team is responsible for making a regular wage gap diagnosis; identifying and rectifying undesired salary inequalities.

## #WomenInTech

Meet some of our valued Mobica team members and hear about their experiences of working in our inclusive and supportive community.



### Bhavani Mogili, Software Engineer

Bhavani is a specialist in android development. She's a relatively new arrival to our community and hopes to progress into a leadership position at Mobica. Bhavani is a big believer in the importance of businesses supporting women to achieve their full potential by offering a work-life balance.

'I love working on the technology that drives the world forward. There is a lack of women in this industry and some might be deterred from taking on the challenging and interesting roles they want because of family responsibilities, but in the right environment I believe it is possible to do both. Mobica has been incredibly supportive, it's truly possible to find a work-life balance here and I can't wait to contribute towards more exciting projects in the future.'

## Lorna McNeill, Senior Consultant

Lorna has a Bsc in Pure Maths and was formerly a high school teacher, but has always loved programming and came back to it during her '30s when she wanted a career change. She joined Mobica as a Software Engineer in 2011 and has a passion for learning new technologies.



'I think there's a complex mix of reasons why women are less likely than men to choose STEM subjects or pursue tech careers, but it's important to turn the tide. I want to be a positive role model for my daughters and think it's important that we start to see more women in senior positions across this industry - otherwise the lack of female role models can put women off and it becomes self-perpetuating. My advice to women who want a tech role would be to get experience in lots of different areas and be proud of every success, however small. The thing I love most about my role is working alongside incredibly talented people and solving complex technical problems.'

## Deanna Raven - Senior Project Manager

Deanna has been a member of the Mobica community for over five years and thinks that one of the best things about the business is its people. A true force of nature, Deanna is not afraid to speak her mind and believes that being confident about who you are is a positive trait that more women should embrace in the workforce.



'It's so important for women to be themselves in the workplace. While networking and sharing experiences is vital, changing to suit your peers isn't always the best course of action - be true to you. Gender can affect the way you are perceived in some places and women can feel under pressure to prove themselves daily, but we bring varied experiences and skill sets to the tech industry and that has real value. Mobica has definitely recognised that. I joined as a Software Engineer and quickly progressed to the role of Senior Software Test Engineer. I then moved into the role of Project Manager and now I am a Senior Project Manager. Mobica has given me the opportunity to learn and grow. I truly feel, here is where I belong!'



# Nurturing wellbeing at work\_

The impacts of the Covid-19 pandemic have affected us all in different ways.

Our first priority during the lockdowns of recent times was employee wellbeing, and this continues to be the case.

We have developed ways of working and collaborative initiatives to protect the wellbeing of our Mobicans, and in 2021 our approach was recognised by the Wellbeing Institute in Poland. We know that by nurturing the wellbeing of our people, we nurture the wellbeing of our business.



## Our Mobican-first approach

An employee-engagement programme helps us get valuable feedback on our wellbeing initiatives from our Mobican community - to keep wellbeing at the top of the agenda and make sure we're always striving to be better.

We've created a cross-functional working group dedicated to wellbeing, established a wellbeing ambassador programme and created a wellbeing agenda, which we've shared with our Mobican community.

We've put initiatives in place to cover:

### Work/life balance

As early adopters of remote and hybrid working patterns, we also provide both personal and practical support for Mobicans who want to get a better work/life balance but stay connected to their work community. Initiatives include:

- Helpful handbooks for employees and their managers.
- Improved communications channels and tools for remote teams.
- Internet subsidies.
- A remote working health and safety policy.
- Language classes.
- A benefits package focused on physical and mental health, including medical insurance.
- A calendar of social and wellbeing activities, both in-person and virtual, as well as a wellbeing forum.

## Family wellbeing

The past two years have been particularly challenging for parents of children and young adults. We've supported our teams by providing initiatives including:

- Tips for healthy parenting: a series of webinars covering key issues faced by families during the pandemic.
- Family resources: a list of recommended resources for families with links to organised competitions and activities for children as well as conversation starters and family activities to do together.

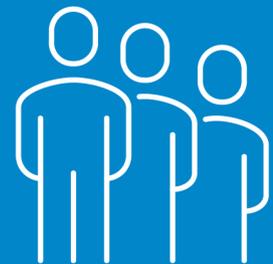
## Healthy activity

Our Active Sport Challenge is a mobile app available to all Mobicans. It promotes physical and mental wellbeing as well as eco-friendly lifestyles. Employees collect points for physical activities and can compare progress with their peers. Activity is designed to encourage friendly competition, cooperation in teams and positive habit building. During periods of lockdown it replaced the in-person sports events which our teams regularly enjoy together.



# Equal opportunities at every level\_

We have a responsibility to make a difference for our employees, our clients and the future of technology - and it's a responsibility we take seriously. From our founding members to our new recruits, everyone at Mobica is treated with the same level of respect. Anyone joining our community can be sure that career progression is possible and that their skills and commitment will be rewarded. We know that this kind of inclusive approach inspires innovation and enhances performance, helping us to be the best we can be.



## CEO Statement\_

"The benefits of having a diverse workforce from different backgrounds, recruited and developed only on the basis of ability, is a core personal belief for me - so I join with other members of Mobica's leadership in promoting a commitment to recognise equal opportunities and rights for our talented individuals. Every Mobicant can expect to be treated with dignity and respect regardless of personal characteristics or beliefs.

**Sam Kingston, chief executive officer, Mobica**



# Our future aspirations\_

Our vision for the future is to create a workplace where everybody has an equal voice and can reach their full potential.

We intend to:

## **Formalise a full D, E & I agenda**

We will harness the power of Mobica's diversity through an internal diversity, equality and inclusivity agenda, including:

- Team awareness and educational programmes to drive continued cultural change, inclusive hiring practices and positive community impact.
- The appointment of dedicated DE&I ambassadors.
- Active Equity - an evaluation of our talent lifecycle processes including onboarding and performance management - to provide greater opportunities for Mobicans and to address potential disparities that may naturally arise.
- Dedicated development pathways, training programmes and networking forums for under represented groups.



## Do more to support women in tech\_

We will work tirelessly to increase representation of women in tech by working within our communities to increase accessibility and opportunity.



## Always prioritise wellbeing\_

We believe that wellbeing and inclusion are interdependent and inseparable. We will create and embed processes to prioritise wellbeing and cultivate an environment in which all people can be their authentic selves. Everyone at Mobicca will play an important role by modelling positive behaviours, embedding wellbeing norms into the design of work, sharing stories and resources - and supporting their colleagues and teams to do the same.



## Evolve our mental health programmes\_

We will increase the mental health resources available to all Mobicans and expand our mental health programmes, to help our teams find ways to reduce stress, relate to others and make healthy choices. Through regular events and ongoing activity, we will offer Mobicans opportunities to increase their mental health awareness, learn new coping strategies and enhance their levels of self-care.



# Join the visionaries\_

Find out more about our extraordinary people, projects and partnerships at [mobica.com](https://mobica.com)

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