

20-first WOMENOMICS 101 Survey Focus on Germany

Berlin, October 2010

Gender Balance at Top German Companies

The World Economic Forum's Corporate Gender Report indicates that 46% of German companies say that they have specific policies in place to increase the gender balance in senior executive roles. These efforts have not yet delivered if we look at the results of the WOMENOMICS 101 Focus on Germany results.

Of the TOP 10 companies in Germany, 8 remain completely male dominated, with Executive Committees that do not include a single woman. One of the 2 companies has a single woman at this level, with Siemens being the only company on the list with more than one. Deutsche Telekom, which recently announced a 30% quota for women at all levels, currently has none at this level.

To provide a point of comparison, in the global 20-first WOMENOMICS 101 Survey (October 2010), 87% of American companies had at least one woman at Executive Committee level, while 44% of European companies and 23% of Asian companies did..

Upon closer inspection, we see that among the 74 executives that make up the Executive Committee level of Germany's Top 10 companies, only 3 (or 4%) are women. Of these 3 women, all are in staff, or support functions, none in line / operational roles. Germany, with 60 percent of university graduates that are women, can do better.

Gender balance has been shown to correlate to better corporate performance, better return on investment, greater innovation and more stock price resilience in crises. Could German companies perform better and more sustainably if they were more gender balanced internally?

This survey is run globally by 20-first, one of the world's leading gender consultancies, www.20-first.com

Note: The data on the balance of male and female executives is based on the information provided on the corporate websites of the companies concerned. The list of companies is derived from the top 10 largest German Companies in the Fortune Global 500.



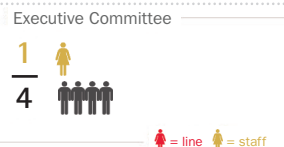
Volkswagen
Martin Winterkorn



Allianz
Michael Diekmann



E.ON
Dr. Johannes Teyssen



Daimler
Dr. Dieter Zetsche



Siemens
Peter Löscher



Metro
Dr. Eckhard Cordes



Deutsche Telekom
René Obermann



Munich RE Group
Nikolaus von Bomhard



BASF
Dr. Jürgen Hambrecht



BMW
Dr. - Ing. Norbert Reithofer





20-first works with progressive companies around the world interested in optimizing both halves of the market and both halves of the talent pool – the male and female halves.

Avivah Wittenberg-Cox, ground-breaking author of HOW WOMEN MEAN BUSINESS (2010) and co-author of WHY WOMEN MEAN BUSINESS (2008), and a network of international experts work with CEOs, Executive Committees and managers to build 21st century gender 'bilingual' organisations.

WHY OUR APPROACH IS DIFFERENT

20-first innovates in the area of gender by focusing on leaders rather than on women. We seek to promote 'gender balance' (a balance of men and women) rather than 'women in leadership'.

Gender balance is above all a business issue. In a constructive and optimistic way, 20-first helps companies unlock the market and talent potential – and reap the considerable economic benefits – that gender balance brings.

ROLL-OUT: HOW WE CAN HELP

Our experience has shown that companies need help at different levels of their organisation and at different stages of implementation.

Building buy-in among the leadership team is critical. So is the challenge of cascading a gender balance initiative across geographies, business lines and functions, and then to all managers and eventually, to all employees.

20-first has developed a suite of services to help companies design and implement a successful gender balance initiative – at every level, at every stage.

20first CONSULTING

- **Gender Quickscan** – Snapshot of how gender balanced your company and culture are today
- **Awareness Sessions** – WHY gender is a business opportunity and HOW to seize it

20first ON-LINE

- **Toolkits** – Everything that managers need to know about gender balance - at the click of a mouse
- **e-Learning Courses** – Cascading gender awareness to all the managers in your organisation

20first KNOWLEDGE

- **Train the Trainers** – Equipping your internal team to deliver 20-first Awareness Sessions
- **Content** – Specialised content integrated into your environment

CONTACTS

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