



DIVERSITY, EQUITY, & INCLUSION POLICY

INTRODUCTION

Viad Corp and its subsidiaries (“Viad”) believe diversity and gender equality are critical to building a thriving workplace. We strive to create an environment where people of all different backgrounds feel a sense of belonging and contribute to our continued success. We take pride in the diverse and talented group of people that make up our Board of Directors, executive management team, and employees. Our emphasis on equality permeates throughout the organization and helps drive our success.

Viad does not discriminate against employees or applicants on the basis of race, color, age, disability, ethnicity, citizenship, religion, sex, national origin, sexual orientation, genetics or genetic information, or any other categories protected by applicable law. We are committed to equal opportunity in all of our employment activities, including, but not limited to, recruitment, hiring, compensation, determination of benefits, training, promotion, and discipline. We also provide reasonable accommodations to disabled persons, so all employees can achieve success in the workplace. This Diversity, Equity, and Inclusion Policy aligns with our Code of Ethics and is overseen by Viad’s senior leadership team.

DIVERSE RECRUITMENT

As a devoted steward to our communities, Viad is committed to increasing the diversity of our workforce to better reflect the communities in which we operate. For this reason, we have undertaken initiatives, which go beyond legal compliance, to recruit from diverse audiences, such as minorities, veterans, and women. These efforts include leveraging inclusive job-posting sites and sharing job postings with community partners.

CREATING AN INCLUSIVE ENVIRONMENT

At Viad, we understand the importance of fostering an environment of support, trust, and inclusion. To make our workplace as inclusive and safe as possible, we have a diversity and inclusion training integrated into our Always Honest Compliance and Ethics Program, which our employees are required to complete. As part of our commitment to developing our employees and furthering their professional growth, we have mentorship programs in place, including our Account Associate Sales Leadership Program. This program connects new hires that are recent graduates with leaders within our organization and is designed to accelerate their career trajectory.

MONITORING DIVERSITY PROGRESS

Viad believes that to have a diverse and inclusive culture, it is vital to monitor progress across our organization. We are committed to annually recording and disclosing the breakdown of our employees in the U.S. based on gender and racial and ethnic diversity and our employees internationally by gender, starting in 2022. Monitoring this information enables us to consistently evaluate our DEI progress and take strategic actions for continuous improvement.