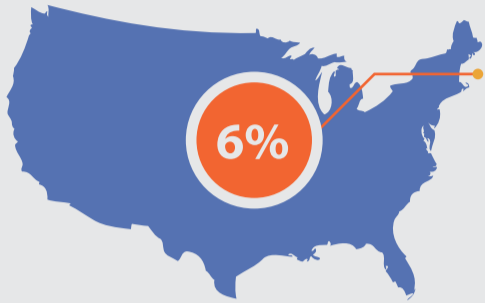


Asia Society 2014 ASIAN PACIFIC AMERICANS CORPORATE SURVEY

APA Population & Growth Rate



Asian Americans comprise close to 6% of the U.S. population



50%
growth rate in the US.
Fastest growing minority

Commitment to Employer

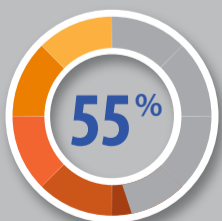


Top Engagement Drivers for Overall APA Employee Satisfaction

- 1 Comfortable bringing **authentic self to workplace**
- 2 Opportunities for **career growth and development**
- 3 **Positive image of company** with APA consumers and customers
- 4 Company **accommodating of cultural/religious traditions** and needs
- 5 **Recognized for individual strengths**, not based on stereotypes
- 6 Company supports **APA community-based, nonprofit organizations & APA suppliers**
- 7 Company activities with the APA community are **business-relevant**
- 8 Company practices **diversity initiatives**

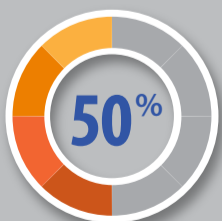
APAs are not getting enough recognition and attention

Corporate Mentorship & Sponsorship



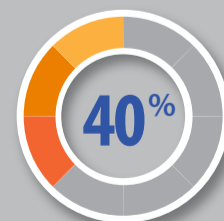
55% of APA employees get mentored, and 24.5% are sponsored

Corporate APA Marketing Strategy



50% of all survey participants are either not included or unaware of their company's strategy for penetrating the APA market both domestically and internationally

Representation at the Board Level



Although APAs continue to move upwards, representation at the board level remains a major challenge with only 40% of those surveyed believing there is adequate APA representation on the company board of directors