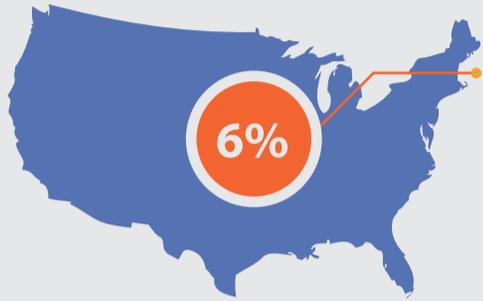


Asia Society 2014 ASIAN PACIFIC AMERICANS CORPORATE SURVEY

APA Population & Growth Rate



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



Commitment to Employer

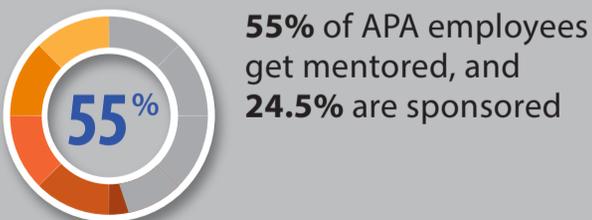


Top Engagement Drivers for Overall APA Employee Satisfaction

- 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

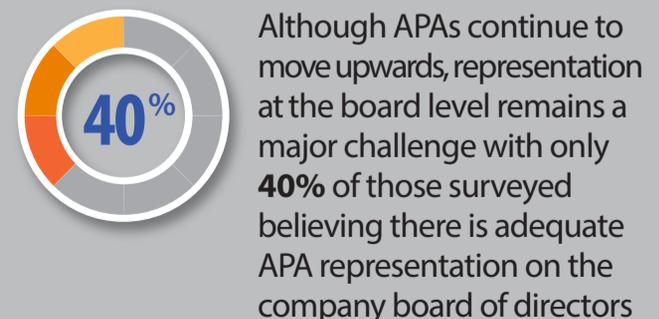
Corporate Mentorship & Sponsorship



Corporate APA Marketing Strategy



Representation at the Board Level



Asia Society Partnered with Hypothesi, a third-party survey vendor, to facilitate a two-part evaluation process. In one part, a targeted employee survey provided APA employees with an opportunity to communicate their experiences around how well their company develops and promotes Asian Pacific American employees, and how well it supports APA culture and community. Simultaneously, Corporate Diversity Officers from each participating company described the programs, policies, and activities they are most excited about that support Asian Pacific American employees. The Asia Society's 2014 Asian Pacific Americans Corporate Survey process included responses from thousands of Asian Pacific American employees from the ranks of Fortune 500 and similar-sized companies. The employee survey measured key dimensions of the work environment for Asian Pacific American employees, including Leadership and Company Image, Professional Growth & Development, Involvement in the Asian Pacific American Community, Diversity, Work-Life, and Overall Satisfaction.