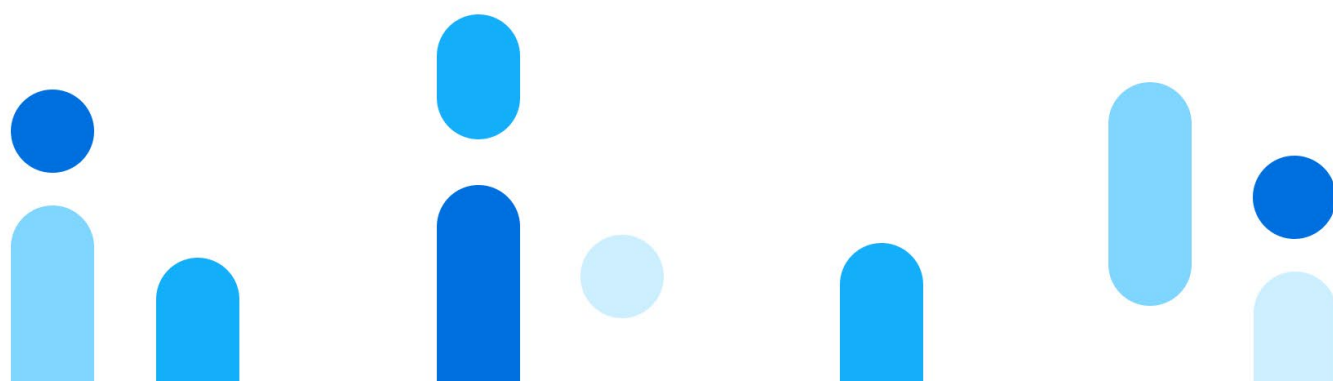




Accessibility Plan Progress Report

Stingray Group Inc.

May 31, 2024



1. General

In 2019, the *Accessible Canada Act* (the “**ACA**”) came into force. Its purpose is to make Canada barrier-free by January 1, 2040, by identifying and removing barriers and preventing new ones. The ACA applies certain requirements to federally regulated entities, including the broadcasting sector by way of the Canadian Radio-television and Telecommunications Commission (“**CRTC**”). As a federally regulated, broadcasting entity, Stingray Group Inc. (“**Stingray**”) is committed to accessibility and believes that everyone, regardless of their ability, should have equal access to its services and applications. The Accessibility Plan (the “**Plan**”) published in June 2023 has been developed and implemented in accordance with the principles set out in section 6 of the *Accessible Canada Act* with a view to resolving usability issues that may negatively impact people with disabilities and adopting inclusive design and testing practices to prevent them from happening again. This year’s Progress Report reflects the efforts that have been made by Stingray to provide the highest level of accessibility to persons with disabilities by way of inclusive communication, hiring and promoting practices and general policies and programs.

(a) Position / title of the person designated to receive feedback about accessibility:

Senior Vice-President, General Counsel and Corporate Secretary

(b) Contact information for the public to communicate with the broadcasting entity:

Address:

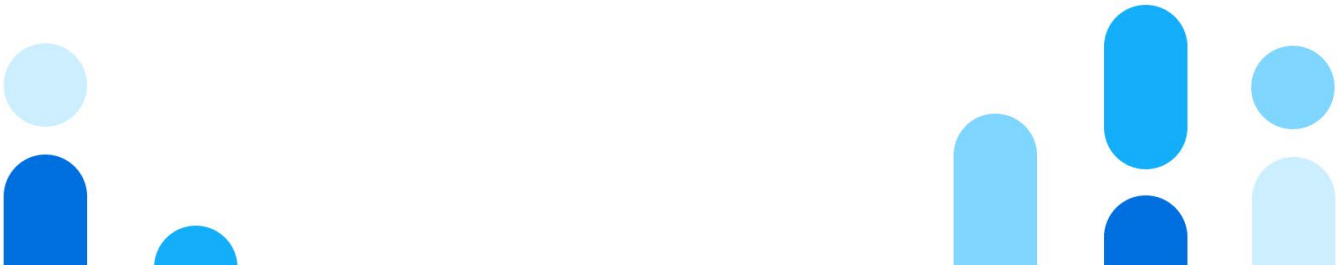
Stingray Group Inc.
Attention: Lloyd Perry Feldman
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Montreal, Quebec
H3C 1T4

Telephone Number:

(514) 664-1244, ext. 2428

E-Mail address:

lfeldman@stingray.com



2. Executive Summary

Stingray, a global music, media, and technology company, is an industry leader in TV broadcasting, streaming, radio, business services, and advertising. Stingray provides an array of music, digital, and advertising services to enterprise brands worldwide, including audio and video channels, over 100 radio stations, subscription video-on-demand content, FAST channels, karaoke products and music apps, and in-car and on-board infotainment content. Stingray Business, a division of Stingray, provides commercial solutions in music, in-store advertising solutions, digital signage, and AI-driven consumer insights and feedback. Stingray Advertising is North America's largest retail audio advertising network, delivering digital audio messaging to more than 30,000 major retail locations. Stingray has close to 1,000 employees worldwide and reaches 540 million consumers in 160 countries. It is Stingray's mission to ensure that all Canadians have equal access to the power of music!

3. Progress Report Summary

This past year, our Company has made progress towards enhancing accessibility and support for persons with disabilities. We have upgraded our facilities to improve building accessibility, ensuring a more inclusive environment for employees and visitors. Additionally, we have successfully implemented innovative IT tools which significantly assist persons with disabilities, furthering our commitment to accessibility and usability. Our efforts were bolstered by a developing strategic partnership with a leading organization dedicated to supporting individuals with disabilities, which has enriched our resources and knowledge in creating an accessible workplace.

4. Areas of Accessibility

Progress by Area:

Stingray's progress in relation to the implementation of its Accessibility Plan, identification, and removal of barriers (and the prevention of new barriers) in the following areas are discussed below:

(a) Employment

Stingray continues to foster an inclusive workplace by ensuring non-discriminatory practices in all aspects of employment. We are dedicated to maintaining diversity in our recruitment, retention, and promotion processes, and in creating an accessible environment for all employees. This commitment to diversity not only enriches our corporate culture but also sharpens our competitive edge in the business landscape.

Stingray continues to implement proactive strategies to remove obstacles for individuals with disabilities. New policies or tools that were implemented in the past year were assessed to confirm that they did not impose any additional barriers for individuals with disabilities, ensuring continuous improvement in accessibility.



Stingray received a number of requests for accommodation in the last year. In accordance with its accommodation policies, Stingray worked collaboratively with the employee, and their medical providers as applicable, to develop workable solutions. No requests for accommodation were denied. Accommodations included flexible work arrangements, the purchase of specialized software and equipment, workspace design, and modified duties.

Stingray continues to offer a comprehensive extended medical insurance plan, including the access to a telehealth platform to promote wellness and support our employees with disabilities. Stingray Radio held employee information sessions promoting its Employee Assistance Plan which provides free and confidential support to all employees in their families including mental and physical health and wellness programs.

Stingray's implementation of new IT technologies, discussed in section (c) below has made significant impacts with respect to the removal of barriers in the day-to-day work of its employees with disabilities.

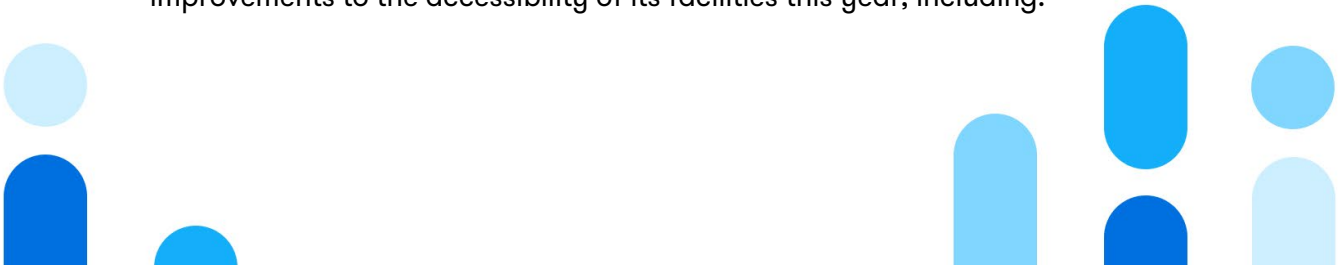
In 2024, Stingray entered a national partnership with MentorAbility Canada. This association is a national initiative built on a supported employment foundation that promotes the recruitment, employment, and retention of persons experiencing disability. The initiative provides and celebrates in-person and virtual mentoring experiences, networking and learning events, social media campaigns, as well as building a body of evidence through research activities. With a specific focus on facilitating unique, short-term (from 1 hour to 1 day) mentoring opportunities between employers and persons experiencing disability, this initiative is part of a national effort to promote the employment of Canadians experiencing disability.

Through this partnership, Stingray will also be a member of the Abilities at Work Advisory Team, which is a group of Canadian employers who meet once per month to learn, share, network and collaboratively identify solutions that help drive business success through improved accessibility in their talent recruitment and retention systems.

The relationship with MentorAbility began this past year in St John's, NL through local hub Avalon Employment, and has led to a mentorship, as well as the hiring of an individual with an intellectual disability through a supported employment program. Stingray NL also participated in the "Light it up for DEAM" event to promote Disability Employment Awareness Month, illuminating their building in striking blue and purple lights, demonstrating our spirit of inclusivity. Stingray looks forward to expanding on these initiatives in the coming year.

(b) The Built Environment

Stingray's Montreal headquarters, Toronto offices and nearly all satellite offices and facilities in each province across Canada are fully accessible to employees and other individuals with physical disabilities. Additionally, Stingray has made a number of improvements to the accessibility of its facilities this year, including:



- Purchase of a portable ramp in Edmonton to allow full access to all its studios for individuals with mobility challenges.
- Installation of handrails in the washrooms in Calgary.
- Studio reconfiguration in Calgary to accommodate lower desk height for wheelchair access.
- New automatic door opening system in Sudbury.
- Installation of a doorbell in Red Deer on the first floor (our facilities are on the second floor and there is no elevator).
- Ramp at the front entrance in Fredericton was rebuilt to give full access to the entryway.
- Purchase and configuration of standing desk supports in Montreal.

In the ongoing management of acquiring new properties, renewing leases, or updating existing spaces, the project manager persistently ensures that accessibility considerations for both Stingray's employees and visitors are integrated into every decision. In the last year, Stingray procured a new location in Sydney NS which will be fully accessible for staff and visitors.

Stingray continues to offer hybrid work arrangements to the majority of its workforce and has the capacity to allow nearly every employee to work remotely if needed. This serves to promote overall work life balance and is particularly beneficial to employees with disabilities that are better managed at home.

Where space allows, Stingray offered employees quiet working spaces which may be preferable for those who experience certain sensory and/or psychological conditions.

While Stingray's Montreal headquarters are fully accessible to employees and other individuals with disabilities (as noted herein), consultations with employees have called attention to the need for an additional wheelchair accessible entrance to the office building which Stingray shares with other (third party) tenants. Stingray is currently investigating solutions (including the addition of a stair lift and / or a ramp), with a view to improving accessibility by way of adding an additional wheelchair accessible entrance.

(c) Information and Communication Technologies (ICT)

Stingray continues to offer adaptive and assistive technology and devices to allow individuals with disabilities to access computers. This year, new JAWS software and extra-large monitors were purchased for individuals with visual impairments. Stingray also continued to provide alternative keyboards and alternatives to a standard mouse.

Stingray's computers are now outfitted with Narrator, a text to voice platform which can assist individuals with visual impairments, learning disabilities (e.g. dyslexia), physical disabilities which affect someone's ability to use a keyboard or mouse, and certain cognitive impairments.



Stingray also provides multiple communication channels that are accessible to people with disabilities, including email, telephone, video conference and Teams text messaging. These communication channels are compatible with assistive technologies.

One of Stingray's major accomplishments this past year was the launch of Sonata, an advanced AI-powered personal assistant developed to enhance productivity and streamline workflows within the organization. Designed to be intuitive and user-friendly, Sonata assists employees by managing tasks, scheduling meetings, providing timely information, and facilitating communication across departments. Its robust AI capabilities allow it to understand and execute a wide range of commands, making it an indispensable tool for daily operations. Sonata also integrates seamlessly with various business tools and platforms, ensuring that all employees, regardless of their department or technical expertise, can leverage its features to optimize their work processes and focus on more strategic tasks.

Sonata plays a pivotal role in fostering an accessible workplace. It supports employees with disabilities in a variety of ways, including:

- **Text-to-Speech and Speech-to-Text:** For employees with visual impairments or reading difficulties, converting text documents into speech. Conversely, it can transcribe spoken language into text for those who are hearing impaired.
- **Language Translation:** Assisting in breaking down language barriers for employees who use sign language.
- **Routine Tasks:** Automating routine tasks such as scheduling, data entry, and report generation, which can be particularly helpful for employees with physical disabilities or cognitive challenges.
- **Document Accessibility:** Ensuring that all workplace documents are accessible, offering features like alt-text for images and ensuring that documents are compatible with screen readers.
- **Accessible Formats:** Converting documents and information into formats that are more accessible for employees with specific needs, such as large print or easy-read versions
- **Virtual Assistance:** Providing real-time assistance during virtual meetings, such as live captioning and note-taking, enhancing participation for those with hearing impairments.

The customizable interface of Sonata accommodates individual preferences for visibility and interaction, enhancing usability for people with various accessibility needs. Furthermore, its compatibility with a wide range of assistive technologies ensures that all employees can benefit from its features, thereby promoting inclusivity and support in every aspect of their work environment.



(c.1) Communication, other than ICT

Stingray uses various means of communication to relay information to its employees. We are dedicated to ensuring that our communication methods, from emails to larger gatherings like townhalls, are fully accessible to everyone. In our written communications we use clear and concise language and provide alternative text for images to aid those with visual impairments. During townhall meetings, we provide visual aids to ensure that every attendee can fully engage with the content being presented. These efforts are part of our broader commitment to inclusivity. By actively addressing these needs, we strive to create a supportive environment that values the contributions of all employees, fostering a sense of belonging and empowerment.

(d) The Procurement of Goods, Services, and Facilities

As mentioned in the Accessibility Plan, Stingray has always been sensitive to the needs of individuals with disabilities and has generally accommodated employees on a one-to-one basis, ensuring an accessible work environment and providing adaptive and assistive technologies to employees with disabilities on an “as needed” basis. However, to ensure the prevention of new barriers, Stingray undertakes to develop and institute a new procurement policy that will have accessibility criteria incorporated. This new procurement policy will adopt a flexible approach, with three primary considerations: (i) considering accessibility before making a purchase (to avoid costly retrofitting in the future); (ii) consider accessibility over the entire lifecycle of the goods, services, or facilities to be procured; and (iii) consultations with employees with disabilities and stakeholders (to involve the people who will use a product, service, or facility). The key question for Stingray will be: “Can people with disabilities use or benefit from the proposed goods or services on an equitable basis?”; and in the case of new facilities: “Is the proposed facility or infrastructure barrier-free and accessible?” Stingray expects to have a new procurement policy in place by the end of 2024

(e) The Design and Delivery of Programs and Services

As a leading global music company, many of Stingray’s products and services are audio (Stingray Music) or audio-visual (short form music videos, long form concerts and documentaries, karaoke). Where possible, Stingray provides closed captioning for its audio-visual products for customers with hearing impairments. Indeed, many of Stingray’s distribution platforms in Canada and the United States already require closed captioning of all audio-visual content.

This year Stingray continued to review and optimize its digital offerings, web and mobile apps to ensure that all barriers are removed and to prevent the creation of new barriers. We hope and expect that customer feedback and direct consultation with stakeholders will help Stingray identify barriers that have not already been remedied.



(f) *Transportation*

Stingray does not provide transportation services. However, we continue to subsidize part of the monthly cost of public transit passes.

5. **Consultations**

In May 2024, Stingray Radio and Stingray Group inc. conducted their yearly confidential survey to all employees asking specifically employees with disabilities to describe any barriers that they have or currently face in their employment with Stingray, including any new barriers created within the last year, and feedback on our progress towards improving accessibility. Employees were also given the option to provide the feedback directly to HR or their manager verbally, by phone, Teams, or through email. 13% of Radio respondents and 8% of Stingray Group inc. respondents were people with disabilities. Overall, this represented an increased level of feedback from employees with disabilities than the previous year's surveys. Feedback in the surveys did not note any new barriers created in the last year, and progress was recognized by some respondents. The interactive nature of the survey allowed Human Resources to have dialogue with the respondents, and in some instances promote the use of Stingray's new accessibility tools and resources that were not being fully utilized. Some specific situations where accommodations needed to be explored were uncovered and referred to local management.

Stingray also consults with employees on a bi-weekly basis through anonymous pulse surveys. Employees can provide suggestions, interact with their managers and HR on an anonymous basis, and answer questions on a variety of topics surrounding employee engagement that include safety, discrimination, and inclusivity.

Stingray's developing partnership with MentorAbility, discussed in section 4, will provide significantly more opportunity for consultation as we work with the local hub coordinators to plan and execute successful mentorships for people with disabilities, and use each instance as an opportunity to consult with the mentee regarding how Stingray could be more accessible.

6. **Feedback**

In the last year, Stingray did not receive any feedback through its various public feedback channels in relation to its Accessibility Plan, the implementation of the plan, or any barriers encountered by any persons dealing with the organization.

7. **Conclusion**

Stingray reaffirms its commitment to enhancing accessibility and eliminating barriers within our organization. Looking forward, Stingray will continue to implement innovative solutions and improvements that will further our accessibility goals, demonstrating our ongoing dedication to creating an environment where everyone has equal opportunity to thrive.

