

# Our Be Yourself manifesto

At Virgin Atlantic our purpose is to empower everyone to take on the world. Our vision is to be the most loved travel company.

To achieve both, we need to focus on creating an inclusive environment where everyone feels a sense of **belonging**. An environment which values and respects people's unique identities; and fosters pride in being part of Virgin Atlantic. Where our **people**, our **customers**, our **partners** and our **communities** are united, and minority groups are represented.

We have a rich history and strong culture of embracing the human spirit without prejudice or boundaries. We want people to proudly be themselves, regardless of gender, background, beliefs, race, physical ability or who they choose to love. At the heart of it all, we uphold an inclusive environment in which everyone can thrive.

But we know we can and must go further. We start by defining what we mean by Diversity, Equity and Inclusion.

**Diversity** is about recognising difference. Better decision-making can be achieved when you realise the benefit of having a range of perspectives. **Equity** bridges the gap between minority and majority groups. If we identify the specific needs of different demographic groups, then everyone starts on a more even playing field. And **inclusion** creates an environment where people feel they **belong** without needing to conform, and that their contribution matters.

At Virgin Atlantic our 'Be Yourself' manifesto is at the heart of everything we do. It filters through from our amazing people maintaining our planes, operating our flights and right into the journey of our loyal customers. It's vital that we continue to live and breathe it every day.

Because love, for us, means embracing, celebrating and supporting uniqueness. It's treating each other with respect, kindness, trust and integrity. It's about being amazing and, equally, about being amazed. It's the purpose you gain when you know you belong.

