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Advancing Diversity in the Financial Industry: Deutsche Bank partners with ADAN Impact

- Deutsche Bank launches collaboration with ADAN Impact, the Afro Diasporic Academic Network, to increase its visibility as an employer among Black and People of Color (BPoC) and attract talent
- Partnership is a element of Deutsche Bank's diversity, equity and inclusion strategy
- The Collaboration focuses on employer branding, social recruiting, and event marketing

Deutsche Bank is now a partner of ADAN Impact. Germany's largest financial institution enters into the partnership with the goal of presenting itself as an attractive employer for Black and People of Color (BPoC). ADAN Impact, the Frankfurt-based social business, maintains a broad network of black professionals and students and specializes in addressing the BPoC community. With this partnership, Deutsche Bank sets an example for diversity and equity as part of its talent acquisition and sustainability strategy.

For Black and People of Color the threshold to apply to large and well-known companies is often high. They and other marginalized groups frequently lack contacts and role models, which may discourage them from pursuing corporate careers. The collaboration with Deutsche Bank addresses this issue. Deutsche Bank is a global company that is present in over 50 countries and has a workforce of more than 150 different nationalities. It offers BPoC professionals a wide range of opportunities to develop their careers.

Promoting Equity in Recruitment

From an internal point of view, companies are often unaware of the barriers that prevent potential BPoC candidates from applying. ADAN Impact provides organizations with an external perspective. "We know how important it is not to talk about people but to talk with people and to involve them. With our Employee Resource Groups – such as dbENRICH and our internal Black Leadership Forum – we offer colleagues a platform to network and contribute to a diverse corporate culture. Working with ADAN Impact helps our mission," said Virginia Bastian, Global Head of Talent , Development & Suitability at Deutsche Bank.

Together with Deutsche Bank, ADAN Impact is now developing a campaign about career opportunities within the company. The ADAN Careers platform gives the ADAN community behind-the-scenes insights. This helps to make the company's work and culture more tangible to potential candidates. "Deutsche Bank is sending a clear sign to BPoC talents: we care about you, you are welcome here," confirmed Allie Bangura, Co-Founder and Managing Director of ADAN Impact.

In terms of communication, ADAN Impact places particular emphasis on its own social media channels that are followed by BPoC potentials from all over Europe. This way,



ADAN Impact supports Deutsche Bank to reach out to its community and creates direct touchpoints between the company and potential applicants. Job offers from Deutsche Bank are now also available on the ADAN Careers platform, which is aimed exclusively at Black and People of Color.

To complement these recruitment activities, ADAN Impact organizes recruitment events with Deutsche Bank. There, the ADAN community is invited to get to know the company in person and to network – the basis for a subsequent application and employment.

A Tried and Tested Partnership

The partnership between Deutsche Bank and ADAN Impact has started with the ADAN Career Day: ADAN organizes the annual career fair in Frankfurt, Germany, and has created a platform where BPoC talents can quickly and easily network with companies and each other. Deutsche Bank has already participated in the previous two ADAN Career Days and will also take part in the ADAN Career Day 2024 on April 19, 2024.

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About ADAN Impact

ADAN Impact GmbH is a social business that empowers corporations and organisations to attract, retain and grow BPoC talent. The goal: to increase diversity in companies and unleash the potential of the BPoC community. To this end, ADAN Impact supports its clients in strategically implementing measures for diversity, equity and inclusion. ADAN Impact draws on many years of experience and a growing network of BPoC talent: In 2021, Alhaji Allie Bangura and Jonas Tesfai founded the company out of ADAN e.V., the Afro-diasporic academic network for BPoC students and professionals. Part of ADAN Impact's turnover funds the non-profit work of ADAN e.V.

More information: adan-impact.com

About Deutsche Bank

Deutsche Bank offers a wide range of financial services from payment transactions, lending, investment consultancy and asset management to a focused capital market business. It provides services to private clients, medium-sized enterprises, corporations, the



public sector and institutional investors. Deutsche Bank is the leading bank in Germany with strong European roots and a global network.

About ADAN e.V.

The network "ADAN", short for Afro-diasporic academic network, was founded in 2014 by an initiative of young, ambitious students with African roots in Frankfurt am Main. Their goal: to promote diversity in German society and make it more visible. Today, the network has over 600 members and continues to grow. The ADAN is an inclusive network of Afro-German and Africa-interested students, professionals, trainees and academics who want to spread a differentiated image of the African continent, Africans and Afro-Germans.

More information: ada-netzwerk.com