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Pride E-Learning

LGBT+ Training Materials

Diversity & Inclusion Pride@Mercari



Hi everyone! This e-learning is going to be centered on concepts surrounding the LGBT+ community.



Help you better understand the LGBT+ community and promote D&I

Our goal today is to help you better understand the LGBT+ community and promote Diversity & Inclusion.

Pop Quiz!

Let's start with a pop quiz!



- What's the difference between **sex**, **gender**, and **sexual orientation**?
- Why does this **matter** for your company?

What's the difference between sex, gender, and sexual orientation?
And why does this matter for your company?

We hope that this e-learning course will provide you with enough insight to answer these questions.

The LGBT+ Acronym

Let's start with the LGBT+ acronym, which is used to refer to sexual and gender diversity.

| The LGBT+ Acronym

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Lesbian
Gay
Bisexual
Transgender
Queer/Questioning
Intersex
Asexual
Ally
+

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There are many versions of the acronym.

A longer version is LGBTQIAA. It stands for: Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Intersex, Asexual, and Ally.

We use the plus sign to represent those who are part of the community, but for whom the acronym does not accurately capture or reflect their orientation and/or identity.

But what do these words actually mean?

Are they all different sexual orientations?

Actually, no.

| The LGBT+ Acronym

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Lesbian

Gay

Bisexual

Transgender

Queer/Questioning

Intersex

Asexual

Ally

+

**Biological
Sex**

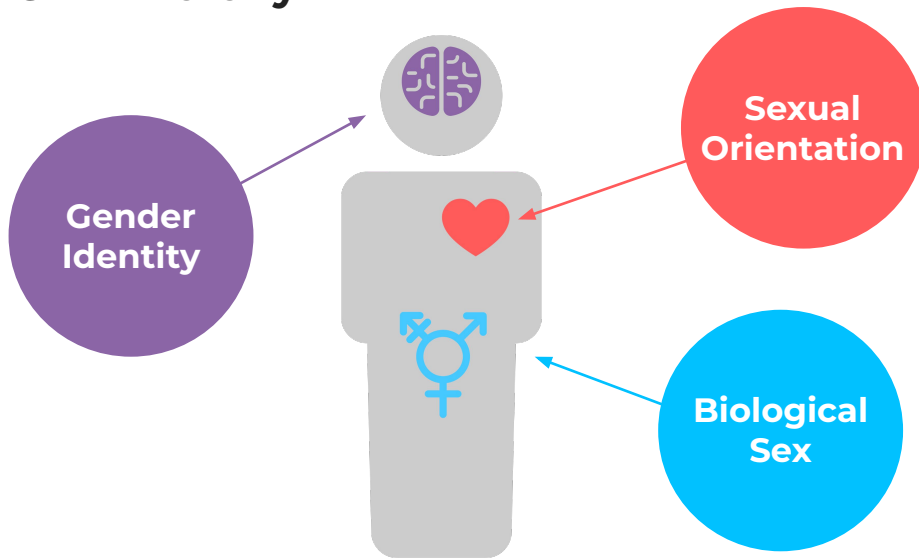
**Gender
Identity**

**Sexual
Orientation**

To understand this, first we need to clarify 3 concepts: biological sex, gender identity, and sexual orientation.

| The LGBT+ Acronym

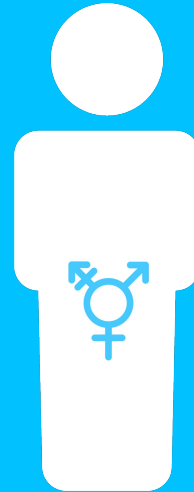
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These are different concepts, each of which is viewed as a spectrum, and can be used to understand anyone's sexuality. Let's look at them in more detail.

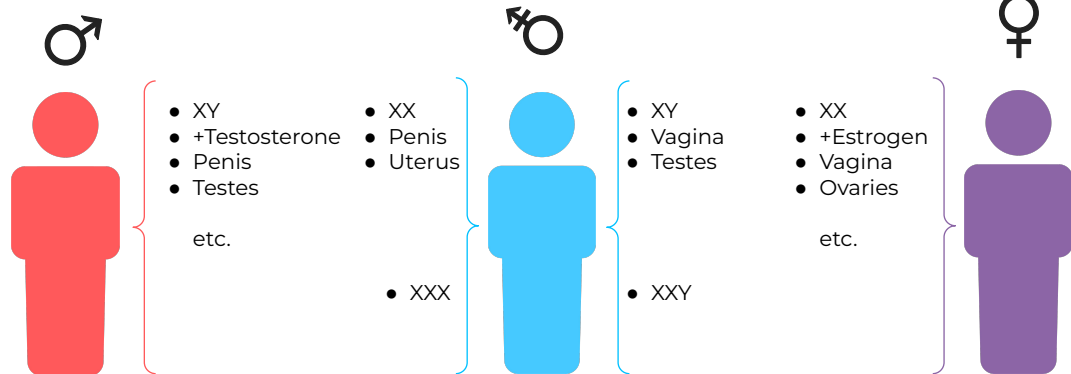
Biological Sex

The anatomical, genetic, or physical attributes of a person.



Biological sex refers to the anatomical, genetic, or physical attributes of a person.

Biological Sex



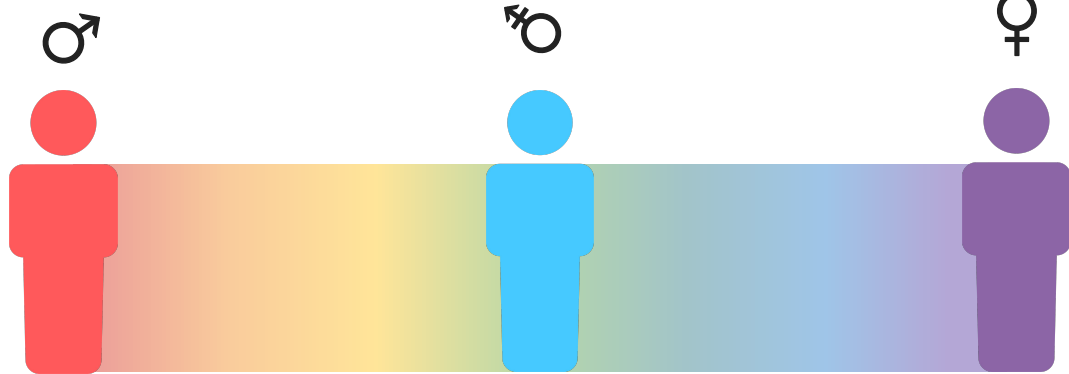
Differences in Sex Development (DSD) (Intersex)

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People tend to see biological sex as either male or female, but some people have combinations of genitalia, internal anatomy, and sex chromosomes that don't fit into the typical male/female dichotomy. This is referred to as "differences in sex development", or "DSDs", sometimes also known as "intersex".

A lot of people don't even know that they live with a DSD, or even live their whole lives without ever finding out at all.

Biological Sex



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Sex can be considered a **spectrum**

Biological sex is considered a spectrum when seeing sex as a combination of hormones, chromosomes, and other attributes as a whole.

There can be many combinations of hormones, chromosomes, and other sexual attributes, so if we think of it as a whole, we can say that biological sex is a spectrum.

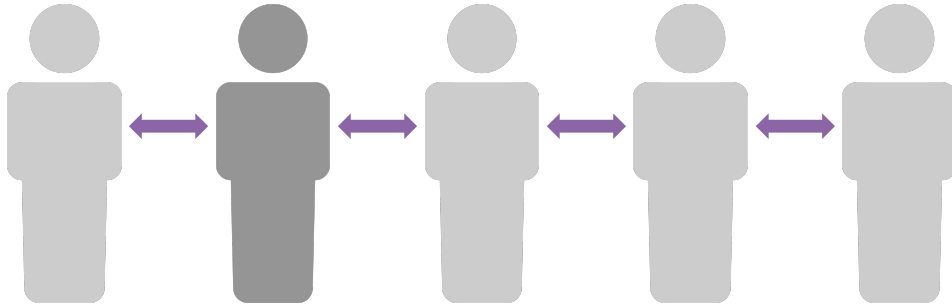
Gender

The range of characteristics/roles associated with masculinity or femininity or otherwise.



Next is gender.

Gender is a sociological concept that refers to how someone is perceived by society. It does not refer to their body, but to the range of characteristics associated with masculinity or femininity or otherwise, and to the role that they play in society.

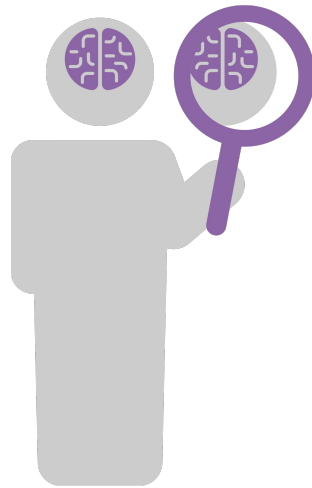


Gender **doesn't depend** on people's bodies

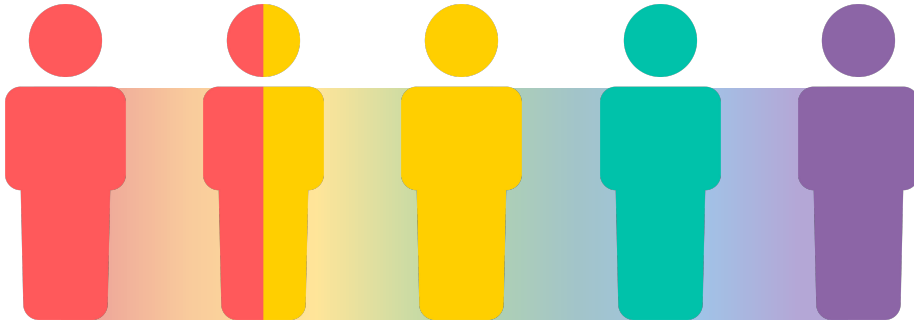
Let me be blunt, so you get my point: Imagine that someone had an accident and injured their genitals. They wouldn't "stop" being a man or woman, would they? This is because their gender, the way they interact with the rest of society, doesn't depend on their body.

Gender identity is

a person's own sense of
their gender.



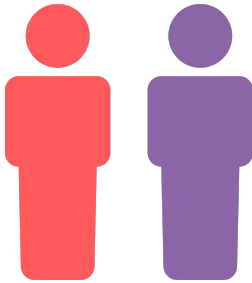
Since gender is subjective and not necessarily related to someone's body, different people can have different ideas of their own gender.
Gender identity is a person's own sense of their gender.



Gender identity is considered a **spectrum**

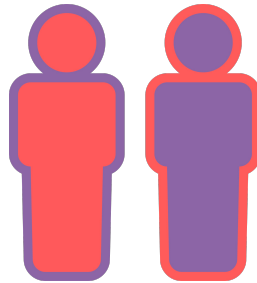
Some people identify as a man, a woman, both, neither, or somewhere in the middle, for example.
Gender identity is considered a spectrum.

Cisgender



Biological sex (body) **matches**
gender identity

Transgender



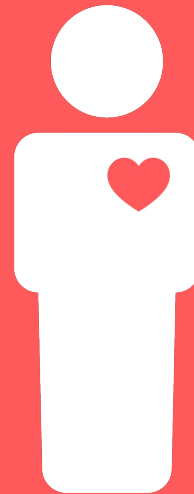
Biological sex (body) **doesn't match**
gender identity

Generally speaking, someone's gender identity can either match their sex assigned at birth or not.

Someone whose gender identity is the same as their sex assigned at birth is referred to as a cisgender person. And someone whose gender identity is different from their sex assigned at birth is referred to as a transgender person.

Sexual Orientation

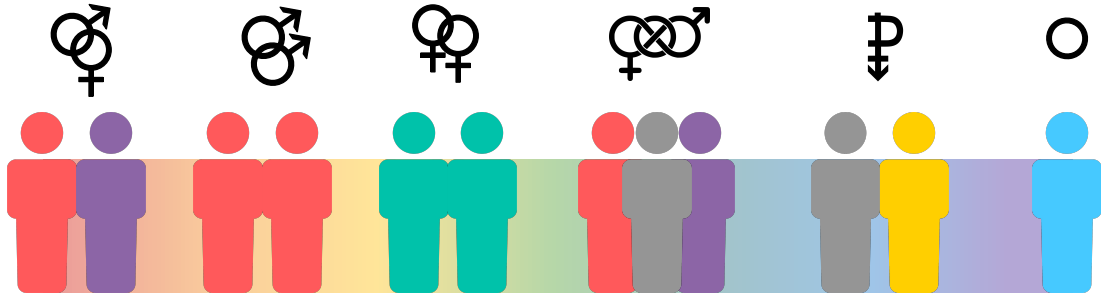
The gender(s) someone is sexually or romantically attracted to.



Sexual orientation refers to the gender (or genders) an individual is sexually or romantically attracted to. It is not related to the person's biological sex nor to their gender identity.

Sexual Orientation

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Sexual orientation is considered a **spectrum**

A person can be attracted to a different gender, the same gender, 2 or more genders, or any gender, or not feel sexual attraction at all. Sexual orientation is considered a spectrum.

Recap

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LGBT+

Sexual and gender
diversity



Biological Sex

The person's body



Gender Identity

The person's own sense of their gender



Sexual Orientation

The gender(s) the person is attracted to

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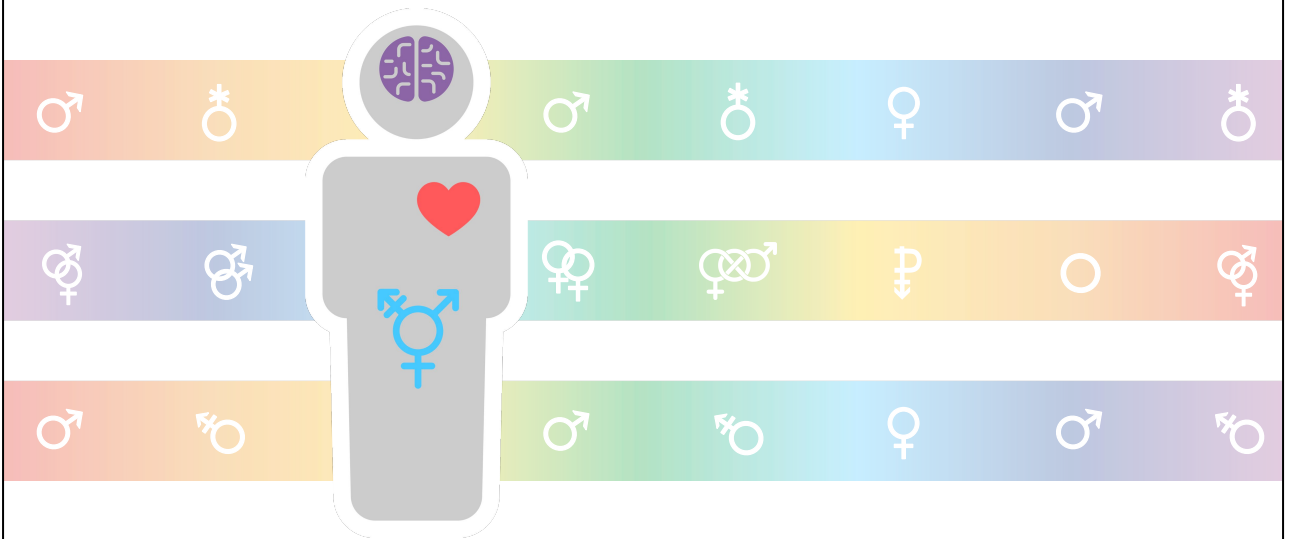
So, to recap:

- The LGBT+ acronym is used to refer to sexual and gender diversity.
- Biological sex refers to physical characteristics such as genitalia and sex chromosomes.
- Gender identity refers to how people view themselves.
- And sexual orientation refers to the gender (or genders) that people are attracted to.

These three are not the same thing and are independent from each other.

Recap

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And since each of these is a spectrum, that means that there are many possible combinations to ultimately define who we are and who we are attracted to.

Why This Matters: Mercari's Case

Now, you might be wondering: "Why does this matter for my company?"
Let's take a look at Mercari's example.

| Why This Matters

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► Mercari's Case

**Headquarters in
Tokyo, Japan**

**Importance for
Everyone in the
Company**

**Support for the
LGBT+
Community**

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There are three main reasons why this matters to everyone working at Mercari.

| Why This Matters

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► Mercari's Case

**Headquarters in
Tokyo, Japan**

**Importance for
Everyone in the
Company**

**Support for the
LGBT+
Community**

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First, because Mercari's headquarters are in Tokyo, Japan.

| Headquarters in Tokyo, Japan

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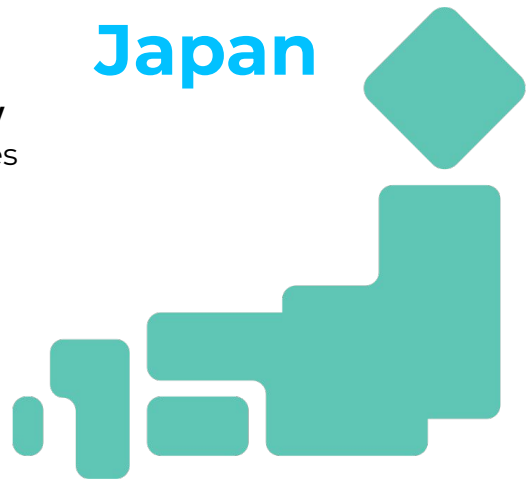
(Mercari's Case)

Equal Employment Opportunity Law

- Sexual harassment applies in cases where both individuals are of the same sex/gender

Power Harassment Prevention Law

- Recognizes SOGI harassment
- Includes **outing** others



In Japan, sexual harassment rules apply regardless of whether the individuals involved are the same or different sex or gender. Similarly, power harassment policies recognize SOGI harassment, which is harassment based on Sexual Orientation and Gender Identity. This includes outing someone, which refers to disclosing a person's sexual orientation or gender identity without their consent.

| Headquarters in Tokyo, Japan

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(Mercari's Case)

- Ordinance **prohibiting discrimination** against LGBT+ individuals
- Same-sex partnerships

Tokyo



Additionally, the city of Tokyo clearly supports LGBT+ individuals, prohibiting discrimination against them and allowing same-sex partnerships.

Why This Matters

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► Mercari's Case

Headquarters in
Tokyo, Japan

Importance for
Everyone in the
Company

Support for the
LGBT+
Community

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Second, because it affects everyone in the company.

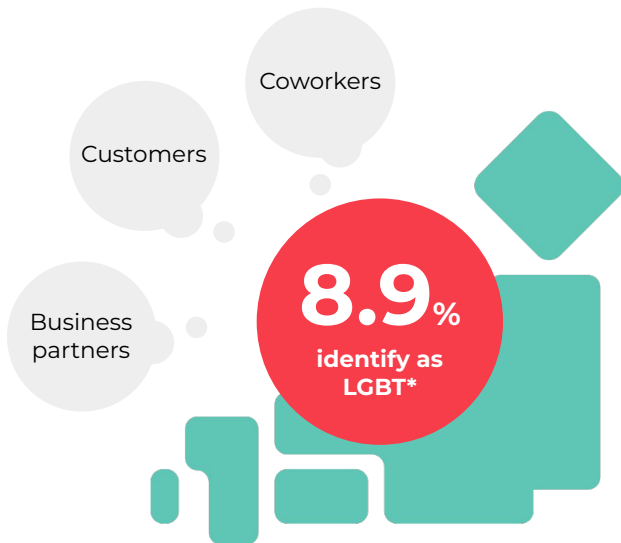
| Importance for Everyone in the Company

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(Mercari's Case)

Business relations

- Always treat others with respect



*Source: Dentsu Diversity Lab, ["LGBTQ+ Survey 2020"](#)

The way you treat LGBT+ people can affect your business relations. It is estimated that 8.9% of Japan's population identifies as LGBT+. For a company in Japan, that means 8.9% of your coworkers, of your customers, and of your business partners. You should be mindful of this, and remember to always treat others with respect.

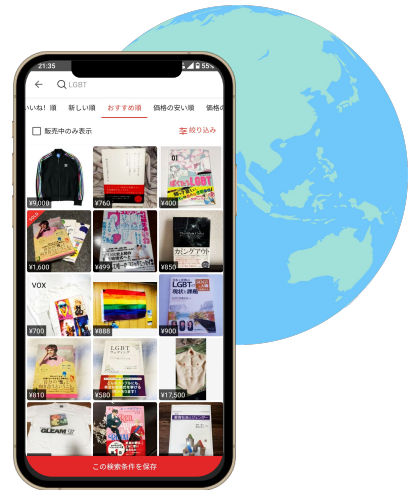
Importance for Everyone in the Company

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(Mercari's Case)

Going global

- Global LGBT+ consumers
- Global LGBT+ laws
 - Worldwide investors
 - ESG
 - Support for business trips



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Mercari teaches employees that, for the company to go global, its products need to take diverse users into account. Users want to see themselves reflected in the products they use, so we need to include diversity if we want to reach consumers on a global scale.

At the same time, we need to be aware of global LGBT+ laws in order to make better investment decisions, have more impact on society, and consider the safety of our LGBT+ employees. For instance, if a business trip to a country with anti-LGBT+ laws is required, LGBT+ employees at Mercari should be consulted and supported in their choice to go or not.

| Importance for Everyone in the Company

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(Mercari's Case)

Inclusive teams make **better**
decisions up to 87% of the time*

Improved productivity

- Psychological safety
- Talent attraction/retention



*Forbes "[Diversity + Inclusion = Better Decision Making At Work](#)".
White Paper [here](#).

Understanding LGBT+ issues is also important because it is crucial to providing an inclusive environment.

Inclusive teams feel psychologically safer, they are more productive, and their team members are more motivated and likely to keep working with us.

| Why This Matters

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► Mercari's Case

Headquarters in
Tokyo, Japan

Importance for
Everyone in the
Company

Support for the
LGBT+
Community

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Lastly, this matters for Mercari because it supports the LGBT+ community.

| Support for the LGBT+ Community

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(Mercari's Case)

Internal regulations

- Sexual, power, and SOGI harassment policies

Equal benefits for LGBT+ employees

- **Merci Box**
 - Nursing care and childcare leave
 - Childbirth leave/allowance
 - Support for fertility treatments
 - Congratulatory leave/money
 - Relocation allowance

and more!



Mercari has regulations such as sexual, power, and SOGI harassment policies that everyone working at the company must follow. Also, Mercari strives to make all the benefits that the company provides inclusive of LGBT+ employees and their partners.

| Support for the LGBT+ Community

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(Mercari's Case)

Mercari supports the LGBT+ community

- Pride@Mercari Community
- D&I initiatives
- LGBT+ Help Desk



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Mercari openly supports the LGBT+ community and has teams dedicated to improving the level of inclusion within the company.

**Let's look at the questions from the
beginning one more time!**

Alright, let's look at the questions from the beginning one more time.

| Now you know these answers!

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- What's the difference between **sex**, **gender**, and **sexual orientation**?
- Why does this **matter** for your company?

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I'm sure you know the answers to these now.

We must respect sexual and gender diversity



We've gone over a lot of concepts today, so you don't need to remember everything.

The most important thing to remember is that from a business ethics and social responsibility perspective, we must respect sexual and gender diversity.

Thank you!

Diversity & Inclusion

Pride@Mercari

Thank you for taking the first step toward this by taking this course.

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