

# VICTORIA'S SECRET & CO.

## Celebrating Hispanic Heritage Month

September 15, 2022

In celebration of the Hispanic Heritage month and Hispanic and Latinx community, we are focusing on *crecer* or growth. Throughout the month, we'll be spotlighting leaders, entrepreneurs, mentors, figures, and voices that are driving advancement and writing the next chapter of their history. Growing also means celebrating intersectionality within the Latinx community and being inclusive and open to other viewpoints.

A growth mindset allows us to see the potential in all people and provide the strength to say proudly "Estamos aquí!" ... "We are here!"

### HOW WE'RE CELEBRATING INTERNALLY

#### CONEXIÓN, OUR ASSOCIATE RESOURCE GROUP

Internally our associate resource group, Conexión, for associates who identify as Hispanic and Latinx and their allies will be hosting a variety of events throughout the month centered on the theme of *crecer* or growth.

Conexión's mission is to provide an inclusive associate network that celebrates the Latino culture and grows associates through leadership and professional development.

#### SPOTLIGHTING OUR HISPANIC & LATINX LEADERS

We're thrilled to welcome Jacqueline Hernandez, a member of our VS&Co Board of Directors, and other community leaders to host an internal discussion and series of roundtables exploring the intersections of their cultural identities, career paths, impacts and contributions to our business.

#### ESTABLISHING A PARTNERSHIP WITH HISPANICS INSPIRING STUDENTS' PERFORMANCE & ACHIEVEMENTS

We're also starting a partnership with nonprofit organization, Hispanics Inspiring Students' Performance & Achievements (HISPA). HISPA's goal is to motivate Latino students to discover their potential and ignite the desire to embrace education and achieve success.

We will be donating \$50,000 to fully fund mentorship programming in at least three New Jersey and New York schools for one year to help further their mission. We will also work with them throughout the year to support programming and events, including HISPA Career Day and the HISPA Role Model program.

### HOW WE'RE CELEBRATING EXTERNALLY

#### REPRESENTING THE COMMUNITY WITHIN OUR CAMPAIGNS & SOCIAL PLATFORMS

We believe diversity, equity and inclusion makes us stronger and it's a part of everything we do. We pledge to welcome and celebrate every associate, partner and customer from all backgrounds, all abilities and all life stages – and excited to use the power of our platforms to create positive change. We'll be highlighting inspiring individuals, partners and leaders of this community like Camila Cabello who starred in our first-ever bilingual campaign and Denise Mercedes and Sofia Jirau who are just two individuals who we're proud to work with this month and beyond.

#### PINK CAMPUS REPRESENTATIVES

We'll also have and will continue to feature Hispanic and Latinx PINK campus reps as they share their stories and host giveaways from locally owned Hispanic businesses in their area.

#### GET TO KNOW OUR LATINX-FOUNDED BRANDS ON VS&CO-LAB

Through our VS&Co-Lab platform, we're partnering and amplifying a variety of women-owned and minority-owned businesses including Latinx-founded brands:

##### LEONISA

A Colombia-based global company created by Joaquin Eduardo Urrea and Julio Ernesto Urrea that offers innovative, high-end design solutions to enhance and express the intimate beauty of women.

##### AGUA BENDITA

Founded in Colombia by Catalina Álvarez and Mariana Hinstroza, the brand celebrates the country and its life, people, colors, flowers, diversity, wildlife, and joy for daily inspiration.

##### BAOBAB

A Colombian swimwear brand created in 2017 by Isabella Espinoza in Bogotá. It's passionate about sustainable innovation by taking plastic and fishing nets from the ocean and recycling them into elegant, iconic pieces.