



Accessibility Plan Progress Report

Stingray Group Inc.

May 30, 2025

1. General

The Accessible Canada Act (**the “ACA”**), enacted in 2019, charts a course for a barrier-free Canada by January 1, 2040. This legislation establishes requirements for federally regulated entities, including those in the broadcasting sector overseen by the Canadian Radio-television and Telecommunications Commission (**“CRTC”**). Stingray Group Inc. (**“Stingray”**), as such an entity, is deeply committed to accessibility, championing the principle that everyone, regardless of ability, should enjoy equal access to our services and applications. Our Accessibility Plan (**the “Plan”**), introduced in June 2023, was developed in alignment with the ACA’s core principles. It focuses on resolving usability issues that can negatively affect people with disabilities and on embedding inclusive design and testing practices to prevent new barriers. This year’s Progress Report highlights Stingray’s dedicated efforts to advance accessibility through inclusive communication, equitable hiring and promotion practices, and comprehensive 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:

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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, 97 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

Enhancing accessibility and dismantling barriers for individuals with disabilities has remained a persistent focus for our organization in the last year. This commitment is evident in the continuous improvement of our physical spaces, where facility upgrades are designed to boost building accessibility and foster a more inclusive atmosphere for both employees and visitors. Furthermore, our dedication to accessibility and usability is demonstrated through ongoing efforts to integrate and refine innovative IT solutions, which offer meaningful support to people with disabilities. Finally, we continued to grow our national partnership with MentorAbility Canada and the Canadian Association for Supported Employment hosting mentorships, training opportunities, and participating on the Abilities at Work Advisory Committee.

4. Areas of Accessibility

Progress by Area:

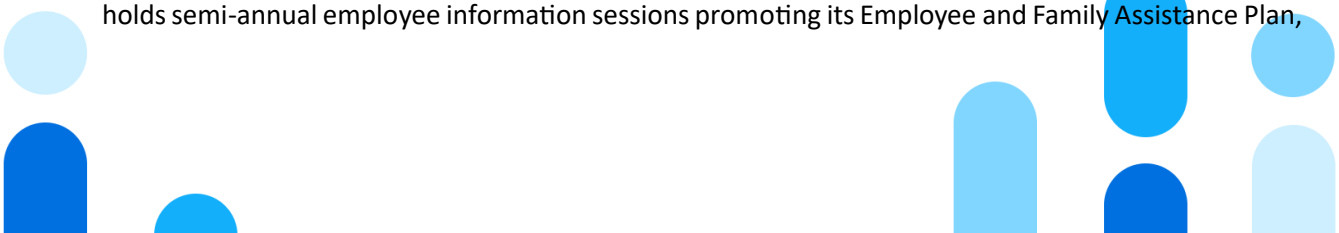
Below is an overview of Stingray's advancements in carrying out its Accessibility Plan, including efforts to identify and eliminate existing barriers, as well as to prevent the emergence of new ones across the following areas:

(a) Employment

A core tenet at Stingray is the cultivation of an inclusive work environment, achieved by embedding non-discriminatory principles throughout every facet of employment. We are actively working to champion diversity within our recruitment, retention, and career advancement frameworks, alongside our efforts to ensure a universally accessible setting for all team members. Our commitment to a diverse workforce serves a dual purpose: it contributes to a vibrant internal culture and supports our broader business objectives.

Stingray requires all employees to fill out a mandatory self-identification form, which allows us to have a better understanding of our population and ensure we put all necessary effort into fostering a diverse workforce.

Stingray continues to offer a comprehensive extended medical insurance plan, including access to a telehealth platform to promote wellness and support our employees with disabilities. Stingray Radio holds semi-annual employee information sessions promoting its Employee and Family Assistance Plan,



which provides free and confidential support to all employees and their families including mental and physical health and wellness programs.

In addition, in early 2025, we organized a workshop on stress management. Hosted by Dialogue at our offices, this workshop was open to all employees and provided practical strategies to support mental health in the workplace.

We also launched a Manager Assistant Program (“MAP”) with TELUS Health, granting managers access to 24/7 counseling in-person, online or by phone, ensuring that all managers can access services via their preferred or required medium. Managers also have the option of referring their employees to the program, further extending the benefit and support to employees in need. Services include relational coaching, legal and financial counseling, and crisis management.

Stingray’s continued implementation of new IT technologies, discussed in section (c) below, continues to provide innovative solutions for its employees who live with disabilities to overcome barriers and thrive in their day-to-day work.

Over the past year, Stingray has grown its relationship with MentorAbility Canada, becoming a national partner. A national campaign was launched within Stingray’s Radio division to promote MentorAbility’s mandate of offering tailored, short-term mentoring opportunities (ranging from 1 hour to 1 day) that connect employers with individuals experiencing disabilities. In connection with MentorAbility’s hubs across Canada, this past year Stingray hosted mentoring sessions in New Brunswick, BC, and Newfoundland & Labrador, with plans in place for future mentorships in Ontario, Alberta and PEI. Stingray also offered all Radio employees training on how to be a mentor, disability awareness and etiquette, as well as best practices to ensure mentorships are positive, inclusive experiences for all involved.

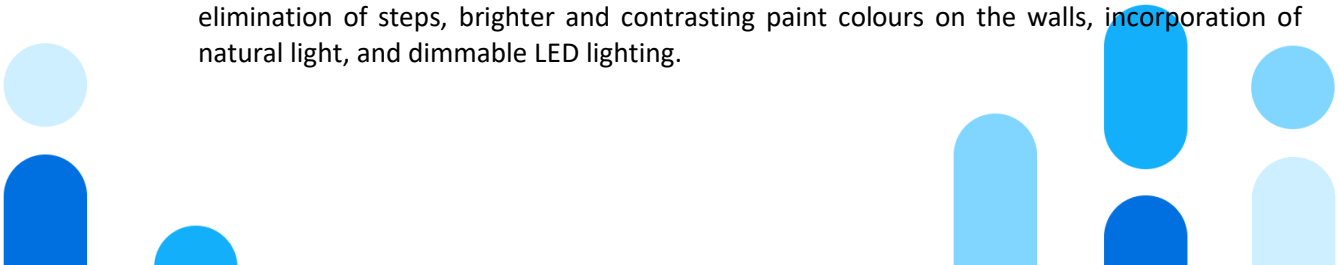
Stingray’s Senior Director of HR for Radio joined The Abilities at Work Advisory Team, a group of Canadian employers who convene monthly to exchange knowledge, network, and collaboratively develop solutions that enhance business success by improving accessibility in talent recruitment and retention processes. This has provided valuable learnings this year – particularly research presented by the Conference Board of Canada regarding disability disclosure in Canada - which informed changes to Stingray’s practices surrounding accommodations. Stingray’s HR team also attended Accessibility Canada’s webinar series for National Accessibility Week.

(b) The Built Environment

The Montreal headquarters, Toronto offices, and most satellite offices and facilities across provinces in Canada are accessible to employees and individuals with physical disabilities.

Stingray continues to improve the accessibility of its facilities, including the following updates this year:

- Initiation of a project to enhance accessibility at the Montreal headquarters including the planned installation of an elevator at the Prince Street entrance to improve access for people with mobility challenges.
- Significant renovations to our Edmonton operations which included widening of doorways, elimination of steps, brighter and contrasting paint colours on the walls, incorporation of natural light, and dimmable LED lighting.



- Updating its accommodation practices to remove red tape (ex: doctor's notes) for certain accommodation requests.
- Creating new workspaces to be used by employees who require a quiet space.
- Relocating our Sydney, NS operations to new offices that are 100% accessible to people with mobility challenges, the former location was not.
- Repaving outdoor pathways to ensure an even walking surface.
- Providing full at-home setups for employees requiring work-from-home accommodations.
- Replacing fluorescent lighting with LED daylight lighting which is less harmful to people with light sensitivity.
- Procuring and installing additional standing desk supports to better accommodate individual needs.

Accessibility considerations for both employees and visitors are consistently prioritized in the management of new property acquisitions, lease renewals, and space updates, with the project manager overseeing their integration into each phase of decision-making.

Stingray continues to provide employees alternate work areas including quiet working spaces and a small dedicated standing desk area which may be preferable for those who experience certain sensory and/or psychological conditions.

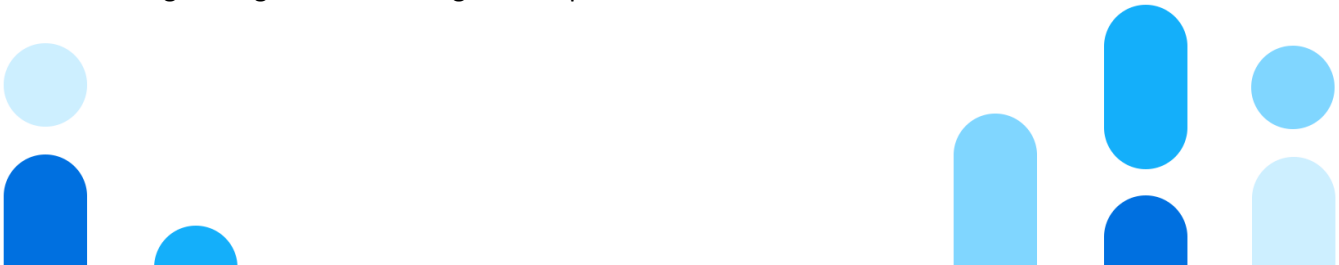
(c) Information and Communication Technologies (ICT)

Stingray's ongoing support for individuals with disabilities includes providing the adaptive and assistive tools necessary for effective computer use. In addition to specialized physical hardware accommodations such as alternative keyboards, adaptive mice, and large-format monitors, Stingray leverages the comprehensive suite of built-in accessibility features available across our workstations operating systems. Built-in features include visual accessibility tools such as display customization, color filters, and eye control navigation; hearing support through live captions and sound customization; mobility assistance via voice access commands and on-screen keyboards; and cognitive aids including Focus Assist and Immersive Reader.

Stingray regularly updates these systems to incorporate the latest accessibility innovations, ensuring our workplace technology remains inclusive and accessible to all employees regardless of ability.

Our video conferencing platforms feature built-in accessibility tools that enable inclusive remote collaboration for all participants, including those with hearing impairments or language differences. While some employees already have access to the transcript feature, Stingray will not hesitate to purchase additional licenses for any employee who requires this accommodation.

In early 2025, Stingray began actively monitoring and preparing for the rollout of new accessibility features in Windows 11 and macOS, including enhanced eye control navigation, AI-powered voice recognition improvements, and expanded sign language support in video conferencing. We are committed to implementing these advancements as soon as they become available, further strengthening our inclusive digital workplace.



As part of our ongoing efforts to enhance digital accessibility, we introduced the Personal Email Assistant, SweetPea- an intelligent tool designed to streamline email management. By automatically processing, sorting, and filtering out non-essential messages, SweetPea significantly reduces cognitive load and digital "noise." This creates a more focused and manageable communication environment, which is especially helpful for employees who are sensitive to information overload or who experience difficulties processing large volumes of information. SweetPea complements our broader accessibility strategy by supporting clearer, more efficient digital interactions for all users.

In addition, we continue to leverage Sonata, our in-house developed AI assistant, quickly became an essential tool for simplifying access to information, automating tasks, and improving interaction with our enterprise systems. With its conversational interface and intelligent search capabilities, Sonata aims to eliminate barriers and make Stingray's digital work environment more intuitive, efficient, and accessible for all employees, unique needs.

Sonata boosts productivity while also playing a pivotal role in fostering an accessible workplace. It offers features such as text-to-speech, speech-to-text, language translation, and routine task automation, helping employees with diverse needs fully engage with their work. Sonata further supports document accessibility through alternative formats and enhances virtual meetings with features like live captioning, ensuring participation for employees with hearing impairments.

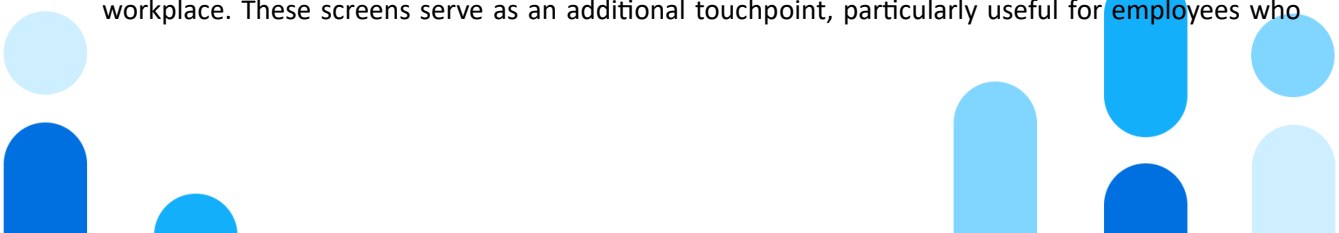
The customizable interface of Sonata accommodates individual preferences for visibility and interaction, further enhancing usability for people with various accessibility needs. Its compatibility with a wide range of assistive technologies ensures that all employees can benefit from its features, promoting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

Over the past year, our efforts have centered on enhancing and expanding the accessibility of Sonata's capabilities. Deeper integration with key platforms such as Confluence, Tableau, SharePoint, and Jira has made Sonata's assistance more readily available within employees' daily workflows. This streamlined access not only improves efficiency but also reduces the need to navigate multiple systems—an important advancement for employees who may face barriers when using traditional digital interfaces. These ongoing improvements are designed to foster a more inclusive and supportive digital environment for all team members.

Looking ahead, improvements to Sonata will continue to enhance its effectiveness, further supporting employees who may encounter obstacles with traditional systems or information retrieval.

(c.1) Communication, other than ICT

Stingray continues to use a range of communication channels to keep our employees informed and engaged. Whether through email updates or in-person events such as town halls, we make certain that our communication methods are accessible to everyone. A consistent part of this effort is including alternative text for images, which aids individuals with visual impairments. In addition, important updates and announcements are regularly displayed on large digital screens located on each floor, helping to ensure that information is visible, timely, and accessible throughout the workplace. These screens serve as an additional touchpoint, particularly useful for employees who



may miss emails or prefer visual communication. Together, these practices reflect Stingray's broader commitment to inclusion—creating an environment where all employees can stay informed, feel supported, and fully participate in the workplace community.

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

Stingray actively fosters an accessible workplace, consistent with our Accessibility Plan. We provide individualized support, including necessary assistive technologies and ergonomic equipment, tailored to the specific needs of employees with disabilities. Our strategy for enhanced accessibility includes establishing a new procurement policy. Though the formal policy is still in development, it is founded on key tenets which Stingray has already incorporated into its procurement practices: integrating accessibility from the start for equal utility and barrier-free design, comprehensive lifecycle accessibility checks, and engaging stakeholders. This approach ensures our procurement decisions actively foster universal accessibility.

(e) The Design and Delivery of Programs and Services

Operating as a global music company, Stingray's products and services are primarily audio (Stingray Music) or audio-visual (such as short-form music videos, long-form concerts and documentaries, and karaoke). For its audio-visual products, Stingray provides closed captioning to support customers with hearing impairments. As mentioned last year, many of Stingray's distribution platforms in Canada, the United States, and Europe already require closed captioning for all audio-visual content.

Stingray has maintained its commitment to reviewing and optimizing its digital offerings, including web and mobile applications, to remove existing barriers and prevent the creation of new ones. We continue to welcome customer feedback and direct consultation with stakeholders to identify and address any remaining accessibility barriers.

This year, Stingray has also begun developing in-car products. On platforms such as Android Automotive OS (AAOS), our applications support the accessibility features provided by the operating system by default, ensuring an inclusive experience for all users.

(f) Transportation

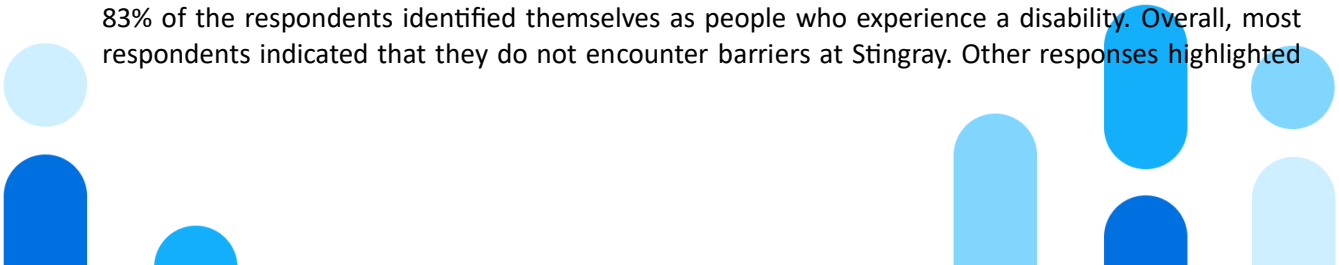
Stingray does not provide direct transportation services. We do, however, maintain a program that partially covers the monthly cost of public transit passes for our team members.

5. Consultations

Stingray once again formally sought feedback from its employees who experience disability through an anonymous employee survey of the Radio division. The survey focused on two main questions:

- What, if any, barriers do you encounter in your employment with Stingray?
- What suggestions, if any, do you have that would improve accessibility at Stingray for people experiencing a disability?

83% of the respondents identified themselves as people who experience a disability. Overall, most respondents indicated that they do not encounter barriers at Stingray. Other responses highlighted



some opportunities to continue to promote awareness and best practices with respect to:

- Understanding “invisible disabilities” including hearing loss and chronic fatigue
- Tailoring written communication to be accessible for people with dyslexia (concise, point form)

Stingray continues to engage all permanent employees through anonymous bi-weekly pulse surveys, providing a confidential platform for staff to share suggestions, communicate with managers and HR, and respond to questions on topics such as employee engagement, safety, discrimination, and inclusivity.

6. Feedback

Stingray continues to use a range of communication channels to keep our employees informed and engaged. Whether through email updates or in-person events such as town halls, we make certain that our communication methods are accessible to everyone. A consistent part of this effort includes alternative text for images, which aids individuals with visual impairments.

Throughout the recent year, Stingray noted no submissions of comments or concerns via its public feedback avenues pertaining to the Accessibility Plan, its rollout, or any impediments individuals met while engaging with the organization.

7. Conclusion

Across the organization, Stingray's dedication to improving accessibility and eliminating barriers remains steadfast. Looking ahead, we will continue to introduce inventive measures and improvements that drive our accessibility goals, further solidifying our commitment to a universally supportive environment where everyone can thrive.

