

Be Yourself

Diversity and Inclusion Statement BeFrank



BeYourself

Our vision on diversity and inclusion is simple: we want everyone to feel welcome and be themselves. Whoever you are, whatever your background or beliefs may be. We treat each other as equals, stay connected, give everyone the same opportunities to develop and contribute.

Our core values are personal, easy and future-oriented. Diversity and inclusion make us stronger as a team and as an organisation. When you feel seen and appreciated, you can bring out the best in yourself. You can see this in the way we interact with one another. Our culture is open and people-centred. Together, we create an environment where your talent can flourish. We enjoy working together on our mission: bringing pensions closer, so that everyone can make their own choices for their future.

Diversity

We are all different, yet we all belong to the same group BeFrankers. We may differ from one another, but we share the same passion: making BeFrank a success and delivering the best product and service to our customers and participants.

Inclusion

Everyone belongs, no one is excluded, and everyone has equal access to the same opportunities. We are curious about one another, open to one another, and receptive to different ideas and ways of doing things. You feel valued and appreciated for who you are. When you feel that you belong, you are able to bring out the very best in yourself.

BeCulture

The BeFrank culture is characterised by openness and a strong sense of working towards a common goal. The word cloud below was created by all BeFrankers and captures our culture in a number of key words. BeFrankers describe the culture as inclusive, a place where you can be yourself, and where there is a strong sense of togetherness and involvement.

As part of our employee satisfaction survey, we ask questions every year about inclusion and equality. This helps us understand how we are performing and where there is room for improvement. We strive for a culture that is open, accessible and welcoming. A culture where we look out for one another and treat each other with respect. One team, one mission.



Culture word cloud created by all BeFrankers in January 2026.



Organizational structure

At present, BeFrank consists of a team of 170 employees. This group includes both employees directly employed by BeFrank and external professionals. Among our internal employees, the male-to-female ratio is 57% to 43%. The average age is 38.5 years. At the time of writing, BeFrank has 18 managers, consisting of 9 women and 9 men. Within the Management Team, the composition is 2 men and 3 women.

Each year, an analysis is conducted to assess pay levels for men and women within BeFrank. The conclusion at the end of 2025 was that any differences were minimal; in some teams, women earned slightly more on average than men. Based on these findings, BeFrank concluded that no changes to its HR or recruitment policies were necessary to improve equality. Naturally, we will continue to monitor these ratios to ensure that this balanced distribution is maintained.

What we do in practice: a few examples

First and foremost, BeFrank has a culture in which diversity and inclusion fit naturally. We value and protect what we have built together. Examples of how we nurture our culture include maintaining an HR policy that puts people first and aims to positively surprise employees, being open and honest, involving everyone, and inviting everyone to participate. Everyone is treated equally and has access to the same opportunities. Participation in informal events is always voluntary.

In addition, we take further steps to strengthen diversity and inclusion. Below are some examples:

Recruitment

Our goal is inclusive recruitment. Motivation and suitability always come first. Through Textmetrics, we review our vacancy texts for inclusiveness. In addition, the following statement is included in every vacancy: "Everyone belongs at BeFrank! We believe in the power of an inclusive working environment where you can be 100% yourself. That is why we welcome anyone with the drive to renew the pensions industry to apply and join us." All vacancies, including those initially opened internally, are shared with the entire BeFrank organisation. Everyone has the opportunity to apply and express their interest. We then meet with all candidates whose CV and motivation provide sufficient grounds for further discussion.

D&I coaches

BeFrank has Diversity & Inclusion Coaches who, alongside their regular roles, help ensure that everyone feels included at BeFrank. They do this by organising activities such as energisers, workshops and talks on diversity and inclusion topics.

NN Pride, Woman in Leadership Network and NN Young Professionals

Through our parent company, NN Group, we are connected to NN Pride, the Women in Leadership Network and NN Young Professionals. These three networks bring together people from a wide variety of backgrounds. NN Pride is open to everyone and focuses on events related to authenticity, networking and awareness of LGBTQ+ topics. Women in Leadership is intended for women and anyone who identifies with or feels connected to this community. Its focus is on female empowerment and increasing opportunities for female talent within the organisation. NN Young Professionals is open to all employees under the age of 35, regardless of role or background. The network encourages social connection and personal development.



Complaints procedure for inappropriate behaviour

As a subsidiary, BeFrank adheres to the NN Group Code of Conduct. One aspect of this Code concerns how we treat one another and others. In addition, BeFrank has its own supplementary policy: the Complaints Procedure for Inappropriate Behaviour. This procedure is designed to provide clarity about the options available for raising concerns regarding inappropriate behaviour within BeFrank and how management deals with complaints about experienced or observed inappropriate behaviour. A safe working environment is essential for a healthy organisation. This means that BeFrankers should be able to work in a safe environment and treat one another with respect.

No one size fits all

At BeFrank, we take individual preferences and needs into account. One example is our BeFlexible scheme, which sets out our approach to hybrid working. BeFlexible allows employees, within agreed frameworks, to find the balance in their working environment that best suits their individual needs. We also consider individual preferences during informal events such as outings, dinners and gift-giving. This includes dietary requirements, food preferences and drink preferences. We always ask about these in advance so that no one feels uncomfortable or excluded.

Office environment

For neurodivergent individuals, the brain functions differently from what is often considered the norm. Well-known examples include autism, ADHD and dyslexia. This can influence what employees consider a comfortable working environment and how they perform their work. At BeFrank, we want people with different needs and preferences to feel welcome and safe. The design of our office reflects this by offering a variety of workspaces, including open workstations, phone booths, quiet rooms, enclosed focus spaces and semi-open workspaces. In addition, a low-stimulation room has been created for employees who need a place to temporarily withdraw from the working environment. This space is intended to provide peace and quiet. The office is also fully accessible for employees with physical disabilities.

Development

Everyone at BeFrank has equal access to internal training programmes, knowledge platforms and opportunities to attend external courses, training programmes and educational programmes. All BeFrankers follow the same onboarding programme when they join the company: the BeAcademy. This onboarding programme lasts approximately one month and consists of roughly one session per day, delivered by colleagues. The aim of the BeAcademy is to help new colleagues understand how BeFrank works, the key processes and systems we use, what each team does, and, above all, to experience the BeFrank spirit and culture!

Personal Celebration Day

Each year, you receive one personal celebration day. You can use it for any special occasion that matters to you. Whether that means spending a day in nature, celebrating your own birthday or your child's birthday, observing Eid al-Fitr, or marking another meaningful event. As long as it is something that makes you happy.

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