

DIVERSITY, EQUITY AND INCLUSION (DEI) INITIATIVE

Heartland believes varied perspectives and experiences contribute to the robustness of the Heartland Team and enhance the quality of services provided to clients. As a small employer, the number and frequency of open positions at the Firm can be limited but ensuring an equal and inclusive recruiting process for such roles is a primary goal for the Firm. In an effort to further this goal, Heartland is committed to increasing awareness of opportunities in the Milwaukee investment industry and believes this DEI Initiative will increase the pool of available candidates for such positions.

Annual Scholarship

Each year Heartland will work with Marquette University, UW Milwaukee and UW Madison to establish methods to assist underrepresented students who have expressed an interest in pursuing careers in investment management with attending programs at these Universities. Heartland will focus its initiatives on the AIM program at Marquette, IMCP at UW Milwaukee and ASAP at UW Madison. Depending on the University and available opportunities, this may include programmatic partnerships, scholarships and/or other activities to enhance the student experience at these institutions.

Mentoring Program

Heartland will assign a Team Member to serve as the mentor for each University. Among other things, the Team Member serving as a mentor will be expected to:

- Engage with the students at least quarterly through informal discussions, lunches and invitations to relevant local events.
- Introduce the students to Team Members at Heartland and in the Milwaukee investment community, as appropriate.
- Assist with identifying other potential candidates for the Heartland initiative.
- Maintain an ongoing relationship with the Universities, including identifying other opportunities to expand this initiative.

Through these endeavors, we intend to increase the diversity of the talent pool in the investment industry. We believe this greater level of diversity earlier in the process will create more opportunity for underrepresented groups and build a stronger, more effective workplace for financial firms.

