

## **Hirslanden receives the Swiss LGBTI Label: A visible sign of active diversity**

**The Hirslanden Group has been awarded the prestigious Swiss LGBTI Label. This certification recognises companies that are demonstrably committed to equality for LGBTI people (lesbian, gay, bi, trans, intersex) and have an open, inclusive working culture.**

'We are delighted to receive this award – it underscores our ongoing commitment to diversity, equity and inclusion,' says Judith Coulson-Geissmann, CoE Lead of DEI & Wellbeing at Hirslanden. 'The certification sends a clear signal both internally and externally that at Hirslanden, we create an environment where tolerance and inclusion are practised and all employees have the opportunity to be their authentic selves.'

### **Diversity as part of the corporate culture**

A Group-wide DEI strategy (diversity, equity and inclusion) was established at Hirslanden in 2019 and further developed at the end of 2024. The Swiss LGBTI Label is a milestone in this development.

Among other things, the label jury praised the wide range of measures taken to promote equity and visibility, including gender-neutral workwear, the inclusive use of language in communication, internal awareness training and the presence of a stand at Zurich Pride 2025.

### **A strong signal for everyone**

With the Swiss LGBTI Label, Hirslanden demonstrates its visible commitment to equal opportunities – regardless of sexual orientation, gender identity or family type. The award not only recognises what has been achieved so far but also works as an incentive to further anchor the topic of diversity at all levels.