

Supplier Diversity

Valassis' Supplier Diversity Program utilizes communication and outreach to provide access, growth, and development opportunities to minority, women-owned, veteran-owned, LGBT and small businesses. At Valassis, we respect and embrace differences of all kinds and this includes our supplier base.

About Our Program
Ethics and Standards
In the Community
Growing Supplier Diversity
Participation Requirements
Minority Classifications

About Our Program

The business landscape is ever changing. Diverse suppliers bring creativity, innovation and diverse ideas to the table. We believe a company that aligns itself with this changing marketplace is a socially responsible company, and a socially responsible company has more value.

Valassis is partnering with diverse suppliers — ultimately strengthening our innovation and capabilities. We're able to reap the benefits of innovation, drive and creativity — all of which thrive in a diverse environment.

Program Vision Statement

To promote innovative and inclusive supplier partnerships that reflect the diverse communities in which we do business.

Program Mission Statement

Valassis is committed to strategic development of a sustainable and diverse supplier network. Our program will facilitate opportunities for suppliers that provide the most competitive value while demonstrating the highest ethical standards.

Ethics and Standards

Associates may not accept gifts or gratuities from a customer, vendor or supplier that could be perceived to influence the recipient's sound business judgment, favorable treatment or to gain an unfair or improper advantage. Associates must avoid even the appearance of making business decisions based on gifts received through these relationships.

The exchange of business courtesies, including reasonable meals and entertainment consistent with social and business custom is permissible. Good judgment should be exercised when offering or accepting meals, entertainment and other gratuities, including gifts from vendors to avoid any improper influence or the appearance

of a conflict.



The Company understands that a small token of goodwill may be exchanged between the company and its suppliers and/or vendors. Gifts of nominal value may be given or accepted if it is common business courtesy, such as a coffee cup, pens or a similar token. Gift value should not exceed \$50.00 USD.

In the Community

Our Supplier Diversity Program reflects the diverse population we serve and helps us better understand and anticipate a diverse consumer's needs. And as this consumer base continues to grow, the need to contract with diverse suppliers does, too.

Growing Supplier Diversity

We seek to create sustainable, mutually beneficial relationships with diverse suppliers. Our objective is to build a program that results in an increase of diversity spend and provides a strong foundation for continued growth.

Working with a diverse supplier network aligns our company with the increasingly diverse market we operate in, giving Valassis an edge as a well-rounded competitor. Our clients have placed significant importance on their Supplier Diversity Programs and see the value in like-minded companies. This is not only a socially responsible endeavor, but it strikes a strategic alliance with our clients.

Participation Requirements

To be eligible for our Supplier Diversity Program, a company must provide certification as a minority, woman, small business or veteran-owned business.

We will not accept self-certification, and as such we encourage prospective suppliers to obtain certification from one of the following council or agencies:

Minority Owned Businesses

- [National Minority Supplier Development Council](#)
- [Michigan Minority Business Development Council](#)

Women Owned Businesses

- [Women's Business Enterprise National Council](#)

Small Business Owners

Small Disadvantaged Business (CCR certification)

HUBZone Small Business (CCR Certification)



- [Small Business Council \(includes HUBZone & Small Disadvantaged\)](#)

Lesbian, Gay, Bi-Sexual, Transgender Owned Businesses

- [National Gay & Lesbian Chamber of Commerce](#)

Veteran Owned Businesses

- [Department of Veteran Affairs](#)

Minority Classifications

Minority Owned Businesses (MBE)

At least 51% unconditionally owned by one or more minority individual or groups(s); or, in the case of a publicly owned business, at least 51% of the stock of which is owned by one or more minority groups, and whose management and daily business operations are controlled by one or more of those individuals.

- **Black Americans:** Persons having origins in black racial groups of Africa
- **Hispanic Americans:** All persons of Mexican, Puerto Rican, Cuban, South or Central American, Caribbean, and other Spanish culture or origin
- **Native Americans:** Persons having origins in any of the original people of North American or Hawaiian Islands
- **Asian Pacific Americans:** Persons having origins in Asia or Indian subcontinent

Women Business Enterprise (WBE)

At least 51% owned by one or more women; or, in the case of publicly owned businesses, at least 51% of the stock of which is owned by one or more women; and whose management and daily business operations are controlled by one or more women.

Small Business

Independently owned and operated, is organized for profit, and is not dominant in its field. Standard eligibility is based on the average number of employees for the preceding 12 months or on sales volume averaged over a 3-year period. Visit sba.gov for a list of these requirements.

Lesbian, Gay, Bi-Sexual, Transgender Business (LGBT)

At least 51% owned, operated, managed, and controlled by one or more individuals who are LGBT; or in the case of a publicly owned business, at least 51% of the stock of which is owned by one or more LGBT individuals; and whose management and daily business operations are controlled by one or more LGBT individuals.

Veteran Owned

At least 51% owned, managed and controlled by one or more veterans.

Small Disadvantaged Business (SDB)

At least 51% owned by one or more individuals who are both socially and economically disadvantaged, or in the case of any publically owned business, at least 51% of the stock of which is owned by one or more such individuals and if the company's management and daily business is controlled by one or more such individuals.

HUBZone Small Business

Meets the SBA's requirement for small business, and operates/employs people in Historically Underutilized Business Zones (HUBZones). At least 51% owned and controlled by citizens of the U.S. The firm's principal office must be in a HUBZone and 35% of the firm's total workforce must reside in a HUBZone.

Are you a Tier 1 or Tier 2 Supplier?

- Tier 1: (Prime Supplier) Submits invoices directly to the Corporation
- Tier 2: (Subcontractor) Submits invoices to the prime supplier. The prime supplier is required to report this to the Corporation - can be filed quarterly