

ACTIVISION**BLIZZARD™**

UK Call of Duty Endowment Launch

8 September 2017

Q&A

Q. What is the Call of Duty Endowment?

- The Call of Duty Endowment is a US-based charitable fund that provides grants to help veterans find high quality employment.
- The Endowment is a non-profit, private foundation founded in 2009 by Bobby Kotick, the CEO of Activision Blizzard, the maker of the Call of Duty game series. It is co-chaired by General James L. Jones, former NATO Commander and National Security Advisor to President Barack Obama and is led by Dan Goldenberg, a veteran and captain in the U.S. Navy Reserve.
- The organization holds Platinum Status with GuideStar, the highest recognition given to charities for impact and transparency. To date, the Endowment has funded the placement of more than 37,000 veterans.
- The Endowment will help military veterans in the UK by supporting British military charities that have passed its renown Seal of Distinction vetting in partnership with Deloitte. UK Seal of Distinction winners will be announced in the coming months. The award comes with a £23,000 unrestricted grant and the opportunity to apply for significantly larger funding levels.

Q. Why have you chosen to expand to the UK?

- Britain's military veterans often struggle to find high-quality jobs that take advantage of their education, skills and experience.
- Those of working age (between 16 and 64) are less likely to be employed than the general population aged 16-64 (60% vs 72%), more likely to be unemployed (8% vs 5%) and more likely to be economically inactive (32% vs 22%).
- There is also an issue on the demand side, where misconceptions or a lack of information have held back the number of UK businesses that have even considered taking on veterans.
- We are confident that our support can have a positive impact and contribute towards efforts to shift perceptions and educate businesses about the key strengths veterans offer, as highlighted by organisations that have employed them.

Do you feel initiatives like this have as much resonance in the UK as they do in America?

- While there are of course differences between British and American societies, both have a long military tradition and are home to fantastic charities that do important work with former service members.
- And as in the US, there is much more that can be done to ensure British veterans can find meaningful, high-quality work after they leave service. However, since Britain does not have a dedicated Veterans Administration, the relative need may be even greater.
- Coupled with a high demand for veteran employment services, the opportunity to grow the capacity of high performing organisations which have done so much to prepare veterans for the British job market, made the UK an obvious place to expand the Endowment's mission.

Q. You have a new Call of Duty game coming out – isn't this just a PR stunt?

- The Call of Duty Endowment borrows the name from our well-known game franchise to drive awareness about, and support for, the veteran employment cause, but that's really the extent of the connection and this announcement is in no way linked to our latest game release.
- The Endowment was established to identify and fund best-in-class organisations to place 25,000 veterans in jobs by the end of 2018. That goal was met two years early, and has subsequently and ambitiously been revised to placing 50,000 veterans into high-quality jobs by 2019.
- Providing more than £19 million pounds in funding and other support to best-in-class non-profit organisations, the program has placed more than 37,000 U.S. veterans into full-time jobs with an average 2016 starting salary of £42,000. As a result, the Endowment has helped veterans capture over £1.3 billion in first year salaries and demonstrated the value of veterans in the civilian workplace to companies across the U.S.

Q. Will proceeds from the sale of digital items in the UK directly support UK veterans

- Proceeds received by Activision, as a result of sales of these digital items to UK consumers, will go towards endowment programmes dedicated to finding veterans high quality work.



Q. Will the UK effort be linked to how well the business is doing in the UK? Will it have staff here?

- We currently have no plans to set up a separate charitable organisation registered in the UK or to run the Endowment from here.

Q. The US advisory board is a long list of highly-esteemed individuals. Will there be something similar in the UK?

- We are working to establish a UK advisory team, comprised of individuals with equally impressive military and non-military backgrounds. That process is ongoing and we hope to announce who has been appointed to it soon.