

Gender Equality Plan





1. Preamble

Easelink acknowledges that gender equality is a fundamental human right and an essential building block for a sustainable society. We are committed to fighting any form of discrimination, prejudice, and inequality based on gender. This plan is a call for collaboration, solidarity, and decisive actions. Together, we will do our best to manage the challenges of gender inequality and create a future where everyone can reach their full potential, regardless of gender, gender identity, or sexual orientation.

2. Introduction and current situation

Easelink was founded in 2016 and is now a company with over 45 employees and two locations in Graz, as well as a business office in Beijing, China. Easelink develops an automated, conductive charging technology for electric vehicles called Matrix Charging. The departments within the company are divided as follows:

- Management with 100% male representation
- Commercial with 50% female representation and 50% male representation
- Project Management with 100% male representation
- Engineering with 3,55% female representation and 96,55% male representation

3. Context

The company focuses heavily on engineering and technology. Many studies, including those by [Statistics Austria](#), highlight the gender disparity in these fields, particularly in university degrees. In the academic year 2022/23, only 29,9% of graduates from public universities in Austria's engineering sector were women.

4. Goals and Vision

Until the next Gender Equality Plan, by end of 2026, the company establishes the following objectives:

- Organizational commitment
- Increased gender balance in teams, leadership, decision-making & recruitment
- Zero-tolerance culture towards gender-based prejudices, disadvantages, violence and harassment
- Promotion of a healthy work-life balance



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5. Action Plan

Goal	Action	Timeline
Organizational commitment	<ol style="list-style-type: none">1. Official adoption of the gender equality plan by leadership.2. Establish the Easelink gender equality group (EGEG) to drive data, insights and plan development.3. Integration of gender equality into company values.4. Define and set up reporting and KPIs.	<ol style="list-style-type: none">1. Established2. Established3. Established4. Q4/2025
Increased gender balance in teams, leadership, decision-making & recruitment	<ol style="list-style-type: none">1. Targeted recruitment via women-focused platforms & women in tech networking activities.2. Conduct exit interviews and surveys to identify gender-specific reasons for leaving.3. Design gender-inclusive job ads.4. Train leaders and decision-makers on gender equality and unconscious bias.	<ol style="list-style-type: none">1. Q1/20262. Ongoing3. Ongoing4. Q1/2026
Zero-tolerance culture towards gender-based prejudices, disadvantages, violence and harassment	<ol style="list-style-type: none">1. Raise awareness through employee trainings and workshops.2. Communicate clear expectations and guidelines for behavior.3. Implement EU-Whistleblower-Directive.4. Continuously promote cooperation with Instahelp.	<ol style="list-style-type: none">1. Q2/20262. Q2/20263. Q4/20254. Ongoing
Promotion of a healthy work-life balance	<ol style="list-style-type: none">1. Encourage flexitime and home office options.2. Organize family-inclusive company events.3. Support individual part-time, leave models and parental leave.	<ol style="list-style-type: none">1. Established2. Established3. Ongoing

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09/2025

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