

J2 Global 2020 Annual Diversity Report



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“We need to be impatient, force action and be unwilling to compromise in our pursuit of diversity, equity and inclusion.”

Differences make us stronger. They enable us to have a more expansive view and understanding of the communities we serve. They allow for breakthroughs and innovation. They empower us to be adaptable to change.

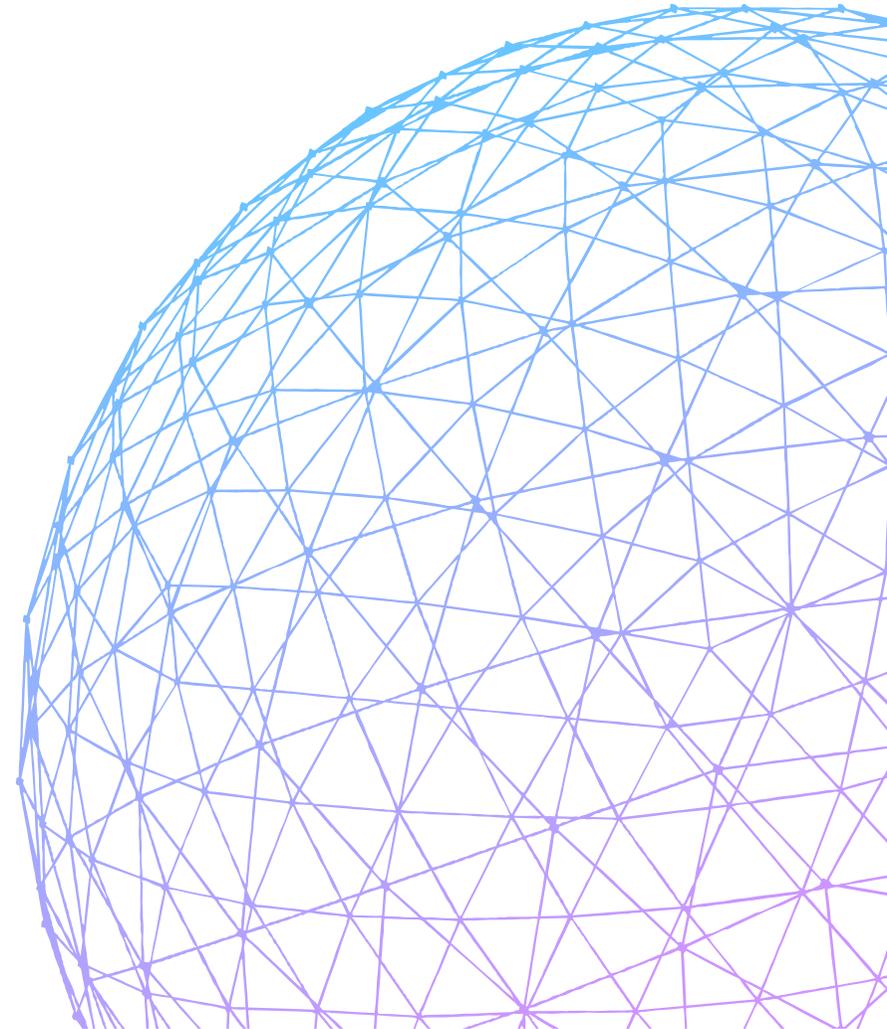
J2 Global unequivocally embraces the business and societal imperative to have a diverse and inclusive organization. It has been a fundamental priority, and this Diversity Report demonstrates some of the progress we’ve made and the important work that still needs to be done. We need to be responsible for our own workforce and leadership diversity and leverage our power and platforms to educate and influence our audiences and partners around the world.

We need to be impatient, force action and be unwilling to compromise in our pursuit of diversity, equity and inclusion. Thank you for playing an important role in this journey.

Vivek Shah
Chief Executive Officer

Diversity, equity and inclusion matter to us at J2 Global, and we believe that **“Doing is Greater Than Talking.”**

We are taking actions today to build and sustain a global employee population that mirrors the diverse communities we serve around the world.



As a media and technology organization that provides digital tools and information to millions worldwide, it's imperative that our values and organization reflect the diversity of our users. We are committed to:

Developing a diverse workforce.

Inclusion and representation are core tenets in how we operate and how we hire. We are actively working to expand the diversity of our workforce.

Countering lingering effects of prior bias.

We will examine our practices and processes to ensure that they are in line with our values.

Discrimination and systemic racism have produced profound inequities in economic opportunities. We will seek to counter these forces to create opportunities for all.

Building an environment in which all feel welcome.

We will use all tools at our disposal to provide equity, access and opportunity at all levels of the company.

Being transparent.

We believe that providing data, tracking our progress and holding ourselves accountable are essential to achieving our goals. We will examine and publish our diversity statistics every year.

While this report is focused on our workforce, our efforts are not limited to our employees. As described in the Education & Philanthropy section, we will continue to champion diversity, equity and inclusion both within and beyond our organization.

Where We Are Now

While we're proud of the progress we've made to date, we recognize that we have a long way to go. The data presented here reflects our progress on diversity and inclusion among our U.S. workforce, which represents the majority of our global employee base. We will expand future versions of this report to include our entire global workforce.

We've opted to present ethnic and racial identity and gender identity as the measures of diversity in this report. We recognize that there are many more facets of diversity that are important to us and to our employees. We will expand on the measures of diversity as we present future reports.



Key Statistics Across J2 U.S.

38%

of all new hires in the last 18 months are people of color

vs. 33% of employees as of January 2019

44%

of all new hires in the last 18 months are women

vs. 40% of employees as of January 2019

31%

of all senior leadership* roles are held by women

compared to 41% of women at J2 Global U.S.

22%

of all management** roles are held by people of color

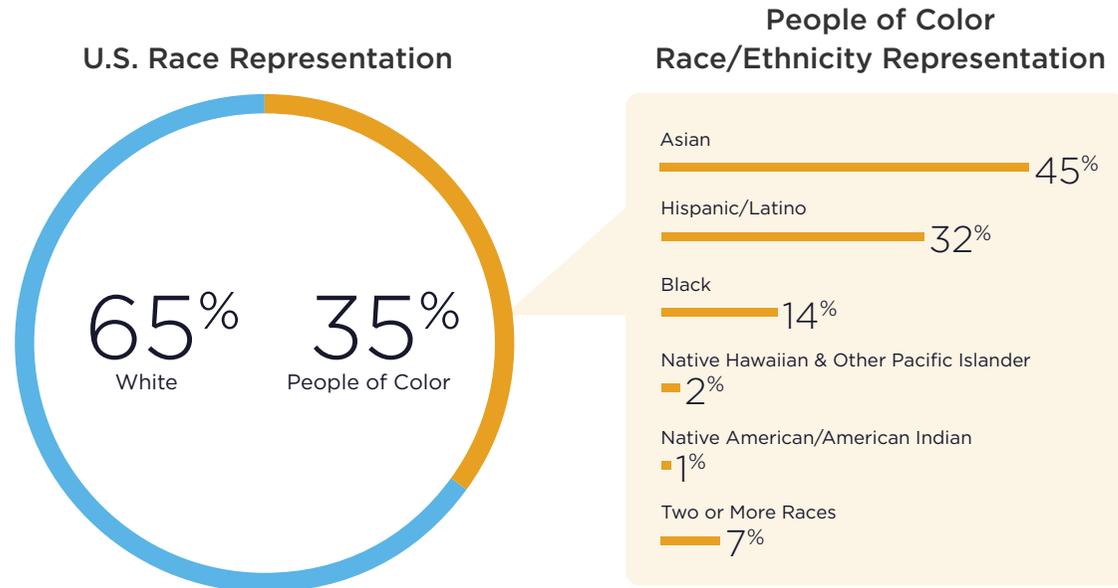
*Senior leadership is defined as employees with the title of director or above who are 2 reporting lines from Corporate Leadership.

**Management roles are defined as those that have one or more employees reporting to them.

Workforce Representation

The data below represents the J2 U.S. workforce as of July 2020. Ethnicity reflects the EEO-1 categories required by U.S. government reports, which we recognize are not perfect. We have not included non-binary segmentation in this first report due to technical limitations of our current system. J2 will be adding more granular self-identification options for gender identity and expression with the next release of this data.

Race Representation at J2 U.S.

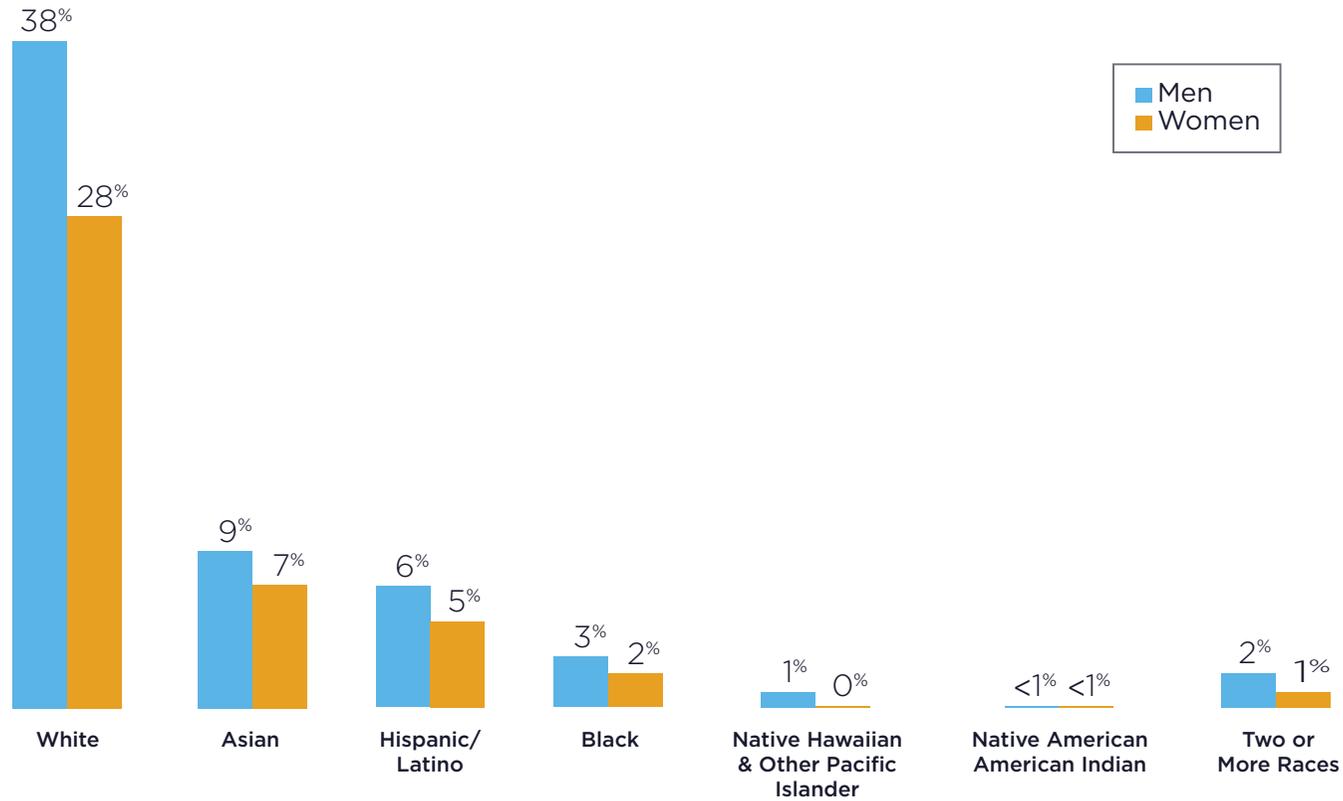


“I am filled with pride to be part of an organization that addresses inequality and injustice. I can’t express enough how meaningful and how powerful it is for many of us to see the actions taken to implement change. It takes a great leadership to take a stance to create change.”



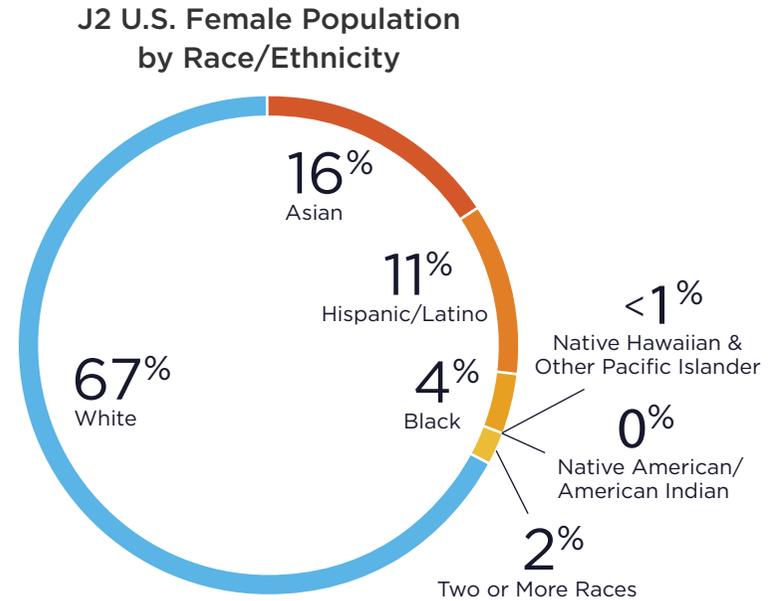
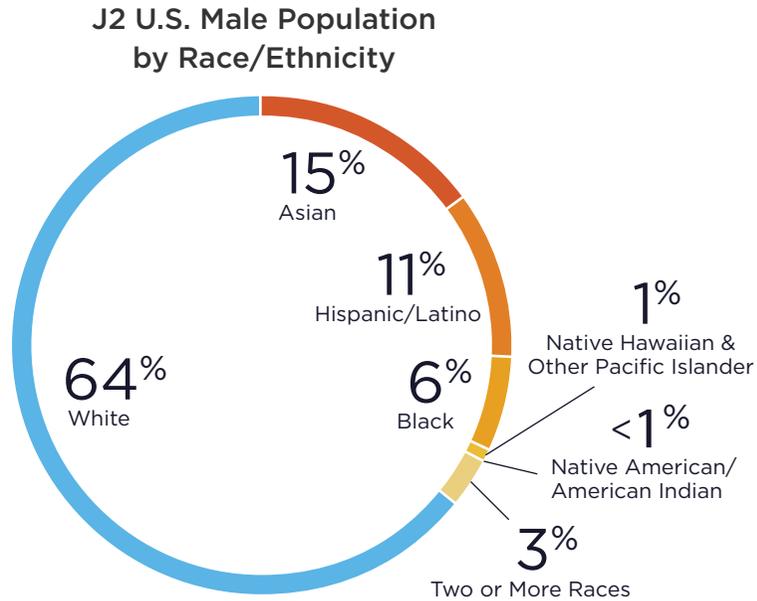
Cheryl Daniel
Sr. Inside Sales Rep,
Campaigner

J2 U.S. Employees' Race & Ethnicity Representation



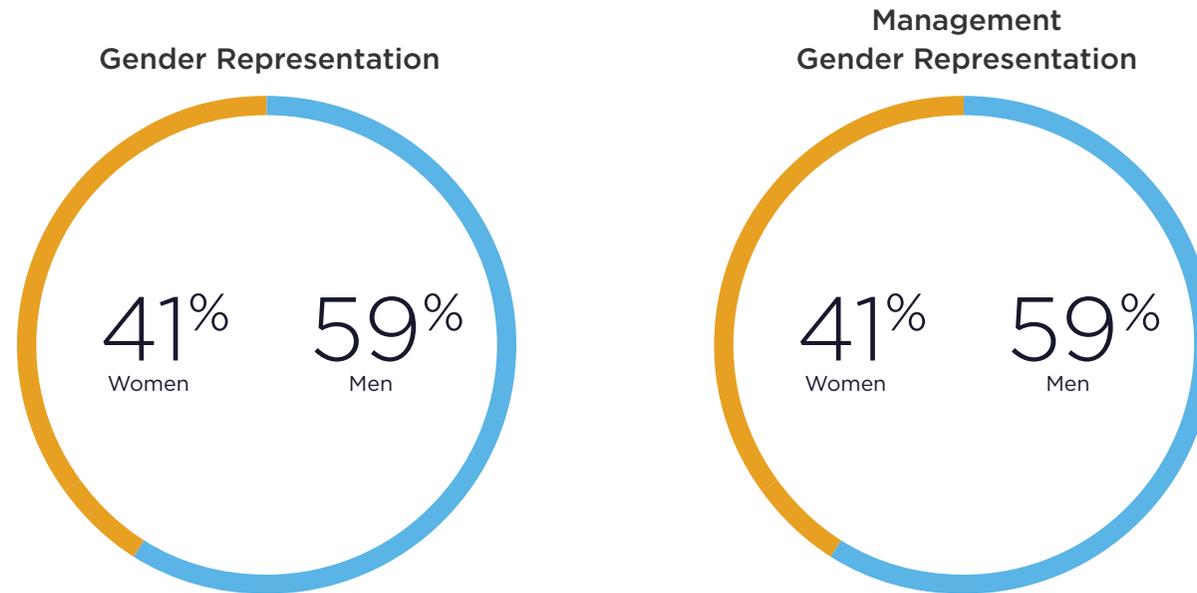
Percentages in the graphs may not equal 100% due to rounding.

J2 U.S. Employees' Race & Ethnicity Representation by Gender



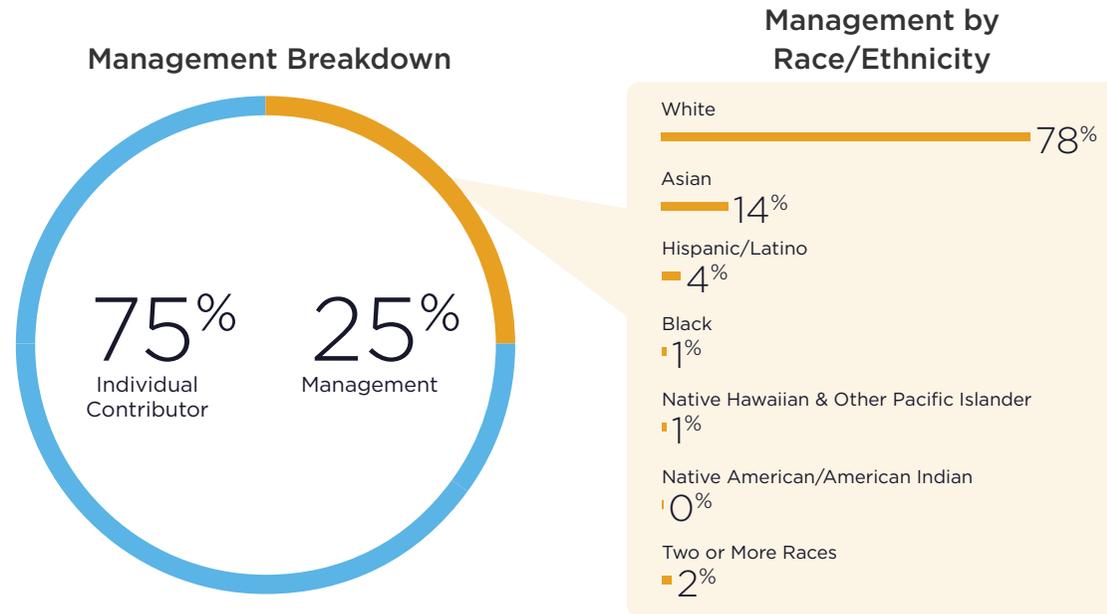
Percentages in the graphs may not equal 100% due to rounding.

J2 U.S. Gender Representation



Among J2 employees in the U.S., 41% identify as Female and 59% as Male. That ratio is the same among managers.

J2 U.S. Management Representation



Managers are defined as those employees who have one or more employees reporting to them.

Hiring & Inclusivity

We analyzed how our hiring has evolved by comparing new hires over the last 18 months to employees as of January 2019.

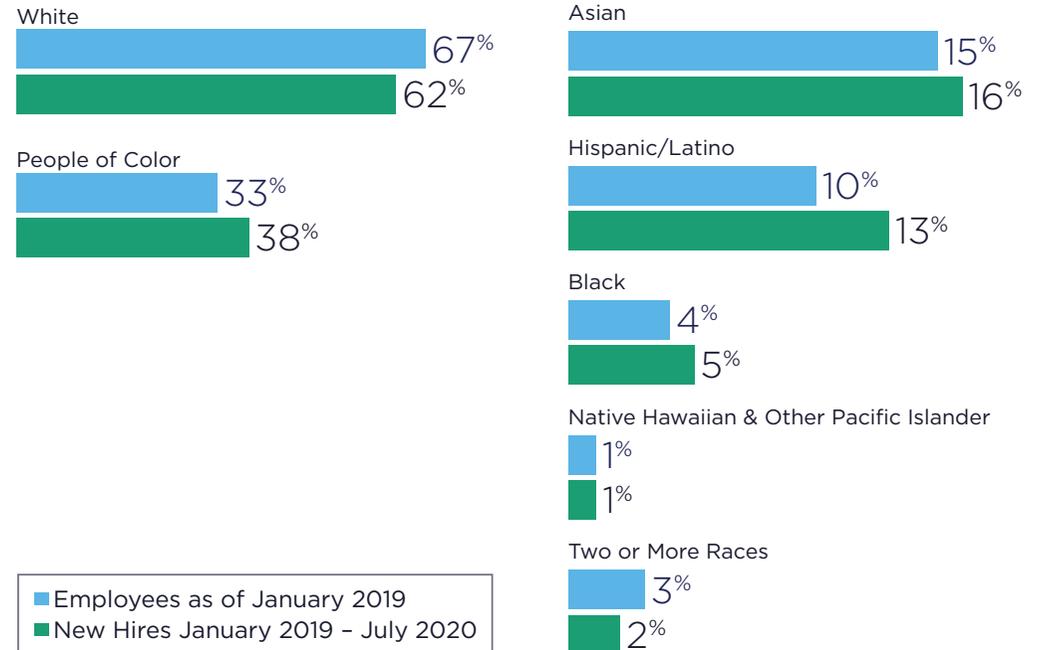
The J2 Global workforce continues to become more representative as we hire new employees. Across all ethnic and racial backgrounds, J2 shows an increasing percentage of diverse hires over the last 18 months.

We are committed to improving on this going forward.

Over the last 18 months, 38% of new hires have been people of color while 33% of employees in January 2019 were people of color.

As a demonstration of our commitment, we have doubled the referral bonus in our U.S. Employee Referral Program when we hire a person of color referred by an employee.

Employee Race/Ethnicity as of January 2019 vs. New Hires from January 2019 – July 2020



J2 continues to make strides toward equal representation across genders. Employees who identify as women make up a higher percentage of the new hires over the last 18 months when compared to our current percentage of female employees.

Employee Gender as of January 2019 vs. New Hires from January 2019 - July 2020

Women



Men



■ Employees as of January 2019
■ New Hires January 2019 - July 2020

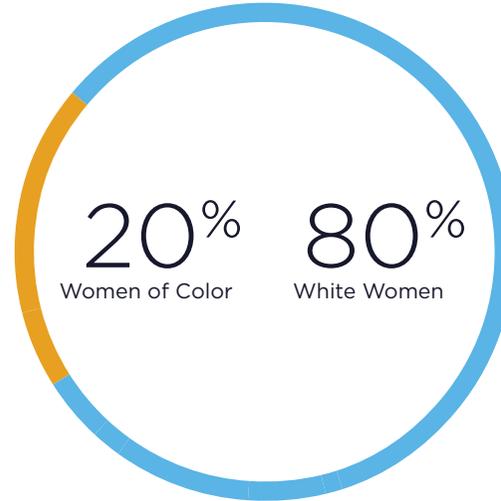


31%

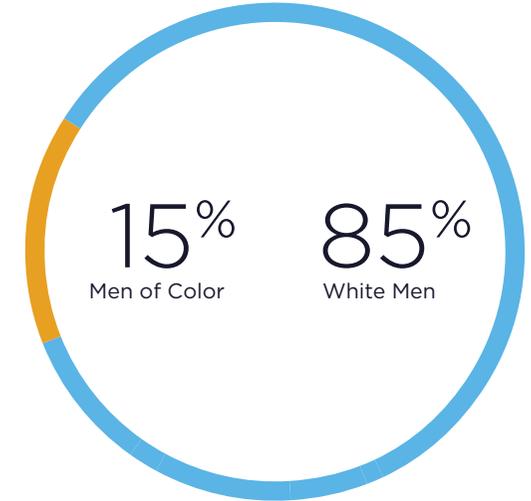
of people in senior leadership roles are women

Senior Leadership

Women in Senior Leadership Roles



Men in Senior Leadership Roles

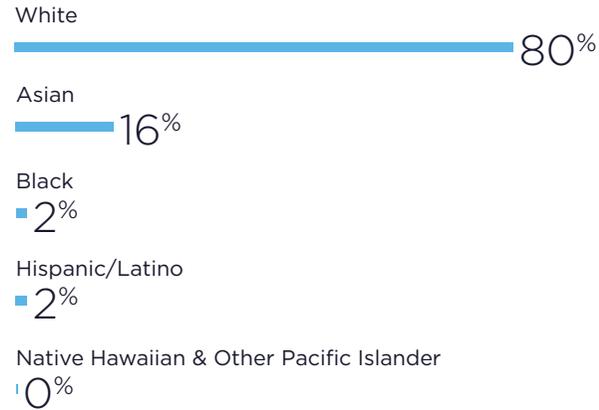


Senior leadership is defined as employees with the title of director or above who are 2 reporting lines from Corporate Leadership

Twenty percent of female-identifying employees in senior leadership roles at J2 are women of color. Fifteen percent of male-identifying employees in senior leadership roles are men of color.

Senior Leadership Breakdown by Gender and Race

Women in Senior Leadership



Men in Senior Leadership



“Here, again after our recent COVID fundraising efforts, is concrete action, a commitment to contribute to positive change... J2’s commitment to driving meaningful change is important, life-affirming and resonates with crucial societal values.”



Geoff Inns

EVP Global Revenue Ops & Managing Director-International, Ziff Davis

Diversity of New Senior Leadership Hires

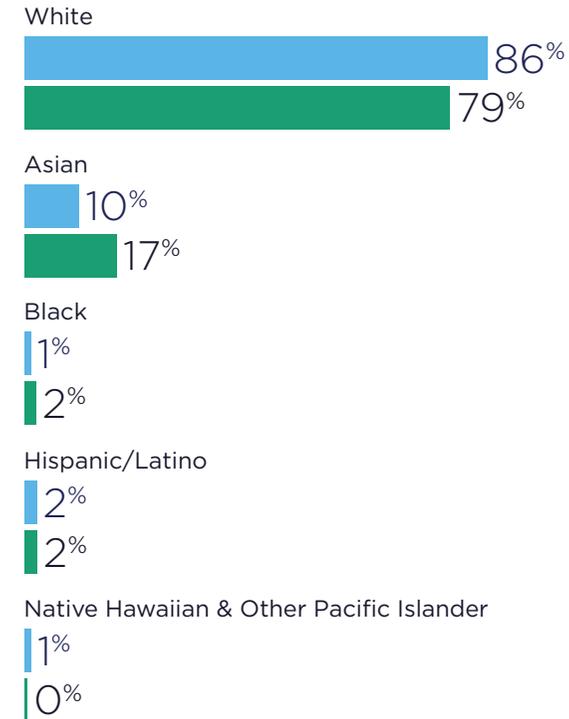
We looked at new hires in senior leadership roles. Over the last 18 months, J2 has hired increasingly diverse employees into senior leadership roles when compared with existing employees in senior leadership roles as of January 2019.

“Keep setting the bar higher for other employers. Make people want better jobs, I am so proud to call J2 home.”



Breanne Farris
Scientific Affairs Manager,
Prime® Education

Race/Ethnicity of Senior Leadership



■ Senior Leadership (As of January 2019)
■ Senior Leadership New Hires

44%

of corporate leadership roles
are held by women and
racially/ethnically diverse leaders

Corporate Leadership & Board

We monitor the gender and racial/ethnic diversity of our nine-member corporate leadership team. Among them, women currently hold 22 percent of roles, and racially/ethnically diverse leaders also hold 22 percent of roles (including our CEO).

At the Board level, J2 Global has eight directors, of whom one is a woman and one is a person of color. Our Board recognizes the importance of diversity, in its ability to perform its fiduciary duties and best represent shareholders' interests. The Board uses diversity as an important criteria when selecting new board members.

Education & Philanthropy

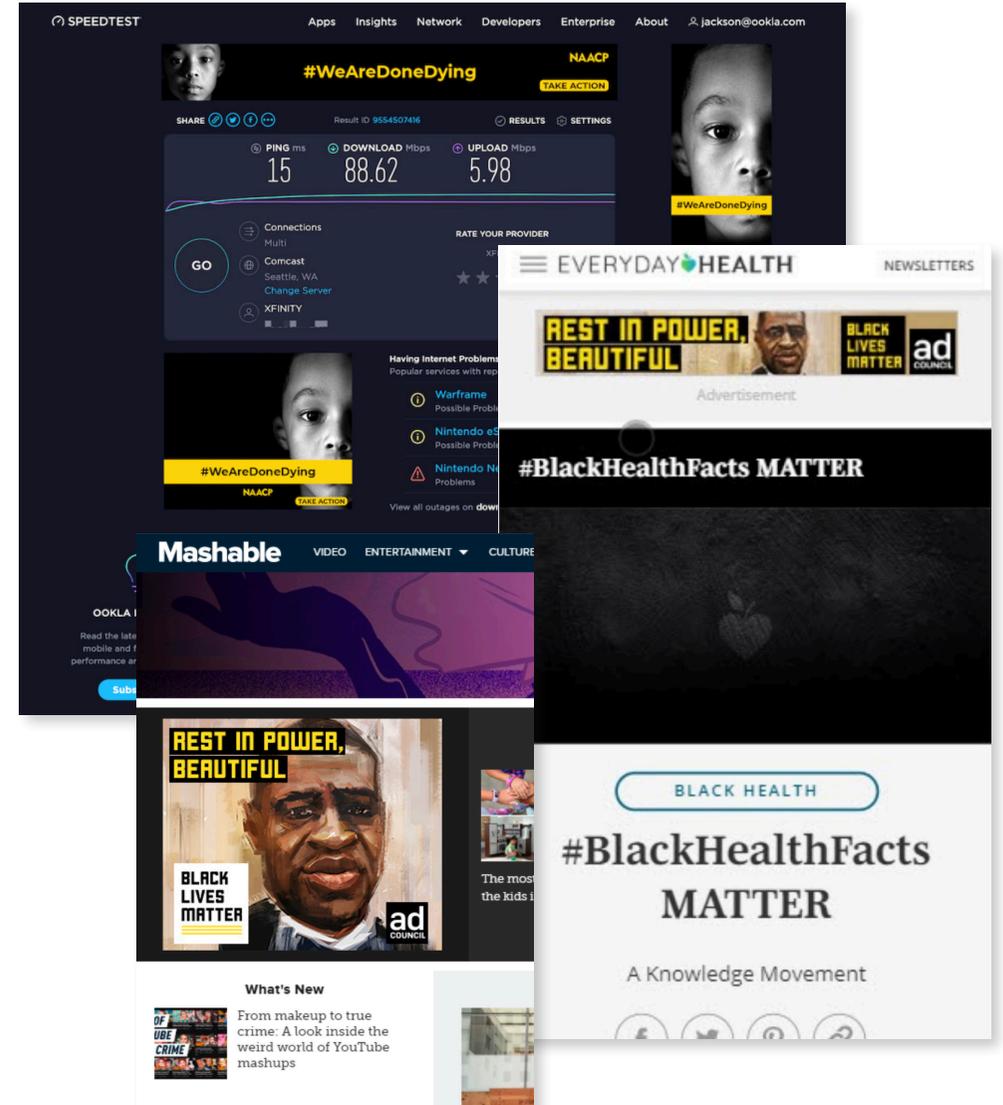
As part of our commitment to diversity, inclusion and equity, J2 Global and its businesses stand against systemic racism and continue to take action, contribute and donate our expertise and services to drive meaningful change both within and beyond our organization. To combat racism in the wider world, J2 and its businesses have committed to the below actions.

Raising our audiences' awareness of systemic racism and actions they can take to stop it.

J2 Global properties reach more than 180 million people a year. Because Black lives matter, J2 is donating \$5 million worth of advertising across its media properties to promote messages from the NAACP, The Ad Council and other organizations that support the Black community.

Financial support for charities working to combat racism.

- The [Humble Bundle](#) community raised nearly \$4.4 million, with over 130,000 Fight for Racial Justice Bundles sold, for organizations including the NAACP Legal Defense Fund, Race Forward and The Bail Project.
- [IGN](#) used its platform to raise money for charity in support of The Bail Project during its Summer of Gaming virtual event.



Supporting Black-owned businesses.

Humble Bundle has launched the Black Game Developer Fund, a \$1 million annual program focused on supporting Black game developers, helping publish games with funding, production and marketing support via Humble's publishing label, Humble Games.

Increasing the voice of people of color on our sites.

\$1 million of the annual freelance editorial budgets across J2's media properties are now earmarked for people of color.

“I have goosebumps knowing I get to be part of a team that uses their platform to speak out and take action for what is good and right.”



Krista McCourt
Creative Services Manager,
Health eCareers

Using our content and technology platforms to fight racism.

- Launched this year, [Ookla For Good](#) contributes Ookla's data, insights and expertise to research institutions, humanitarian nonprofits, NGOs and local governments to help improve lives through more reliable internet access.
- Ziff Media Group launched AMPLIFY across its properties, with content focused on racial equality, spotlighting Black-owned businesses, and providing resources in support of Black Lives Matter and racial justice. Learn more at: [Mashable](#), [AskMen](#), [PCMag](#) and [Offers.com](#).
- Everyday Health launched the [Black Health Facts](#) resource center, an ongoing virtual conversation between its audience and editorial team about recognizing and overcoming racial barriers to health and wellness in the U.S.
- For its 6th-annual [#BumpDay](#), [What to Expect](#) launched a social media advocacy campaign to raise awareness of the need for better, more accessible maternal healthcare in the U.S. and around the world. This year's coverage focuses on women who feel the greatest impact from U.S. maternal healthcare disparities — Black and American Indian moms — and explores how the coronavirus pandemic is worsening maternal outcomes for these underserved populations.

What's Next

We want J2 Global to represent the entire United States, not a subset of the United States. This report provides a baseline of data from which we will continue to grow and improve in closing representation gaps within our population. In the coming months and years, we will hold ourselves accountable for more representative data and a maturing Diversity, Equity and Inclusion program to support our entire organization.



“Civil rights activism is a great deal for me and I’m really happy to see that our company cares as much as I do.”



Emilio Faria
Software Engineer,
Ookla

In the spirit of “**Doing is Greater than Talking**,” here are the actions that we are taking to support diversity, equality, inclusion and opportunity:

Next Steps

- Oversight matters: J2 Global’s Board has prioritized diversity, equality and inclusion in its activities and future board composition.
- Formulation of the J2 Diversity Council, a cross-functional employee group to advise J2 on new programs and initiatives to drive recruiting and advancement of women and people of color.
- Reporting annually on demographics, adding more reporting internally to measure promotions, raises, etc. in various populations, and allowing voluntary self-selection for LGBTQ+.
- Launching additional employee resource groups.

Employee Education

- Engaging a consultant to develop deeper training for employees, especially around anti-racism and allyship.
- Creating specific, inclusive communication and educational resources in support of mental health and addressing stigma with the help of representation from minority groups.

Hiring Initiatives

- Building out initiatives to proactively diversify our talent pipeline.
- Adding conscious inclusion practices to recruiting and interview processes.
- Training all hiring managers on anti-bias interviewing techniques.
- Launching a 2021 internship program to attract diverse candidates, maintain an inclusive workforce and secure diversity for the long term within the organization.
- Doubling the referral bonus in our U.S. Employee Referral Program paid to employees when we hire a person of color they recommend.

Communication & Partnerships

- Create a dedicated channel for active listening and employee feedback on diversity issues.
- Create a channel for news and updates on diversity strategy and initiatives.
- Develop regular, ongoing relationships with external partner organizations.

Appendix

(Updated 3/25/21)

Number of female employees in J2's U.S. workforce

As of July 2019, J2 Global had a total of 699 female employees in its then 1,774-person U.S. workforce, representing **39.4%** of its total U.S. workforce at the time. As of July 2020, J2 Global had a total of 889 female employees in its then 2,146-person U.S. workforce, representing **41.3%** of its total U.S. workforce at the time, **with the number of female employees within J2 Global's U.S. workforce increasing 27.2% from the prior year.**



■ Female U.S. employees as of July 2019
■ Female U.S. employees as of July 2020



■ People of color as of July 2019
■ People of color as of July 2020

Number of people of color in J2's U.S. workforce

As of July 2019, J2 Global had a total of 588 people of color (defined as all except White non-Hispanic) in its then 1,774-person U.S. workforce, representing **33.1%** of its U.S. workforce at the time. As of July 2020, J2 Global had a total of 743 people of color in its then 2,146-person U.S. workforce, representing **34.6%** of its total U.S. workforce at the time. **This represents a 26.3% increase in people of color among J2 Global U.S. employees from mid-2019 to mid-2020.**



■ Female U.S. senior management as of July 2019
 ■ Female U.S. senior management as of July 2020

Number of female employees on J2’s U.S. senior management team

As of July 2019, there were 30 female employees on J2 Global’s then 121-person U.S. senior management team, representing **24.8%** of the U.S. senior management team at the time. As of July 2020, there were 49 female employees on J2 Global’s then 158-person U.S. senior management team, representing **31%** of the U.S. senior management at the time, **with the number of female employees within U.S. senior management increasing by 63.3% from the prior year.**

Number of female employees on J2’s executive team

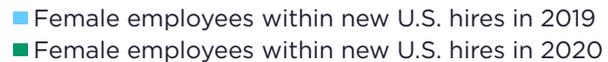
J2 Global defines “executive management” as those employees who head a function or division and report directly to J2’s CEO. In **July 2019**, J2 added 1 female to its then 8-person executive management team, increasing the representation of female employees within the team from **12.5%** to **22.2%**--a **77.6% increase**. J2 continues to consider diversity an important criteria when making executive management hires.

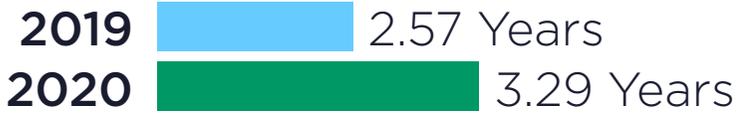


■ Female executive management as of July 2019
 ■ Female executive management as of July 2020

Number of female employees among J2 U.S. new hires

In calendar year **2019**, J2 Global hired 196 female employees among its 479 new U.S. hires (excluding those who joined via acquisition), which represented **40.9%** of its new hires that calendar year. In calendar year **2020**, J2 Global hired 166 female employees among its 329 new U.S. hires (excluding those who joined via acquisition), which represented **50.5%** of its new U.S. hires that calendar year. **From 2019 to 2020, the percentage of female employees among new U.S. hires at J2 Global (excluding those who joined via acquisition) went from 40.9% to 50.5%, a 23.5% increase in the representation of female employees within new U.S. hires (excluding those who joined via acquisition).**





■ Average years of employment in 2019
■ Average years of employment in 2020

Average years of employment for J2 U.S. female employees

As of July 2019, the average years employed by the company for female U.S. employees was **2.57** years. As of July 2020, the average years employed by the company for female U.S. employees was **3.29** years.

This represents a 28% increase in average years of employment among female J2 Global U.S. employees from mid-2019 to mid-2020.

Average years of employment for J2 U.S. male employees

As of July 2019, the average years employed by the company for male U.S. employees was **3.14** years. As of July 2020, the average years employed by the company for male U.S. employees was **3.92** years.

This represents a 24.8% increase in average years of employment among male J2 Global U.S. employees from mid-2019 to mid-2020.



■ Average years of employment in 2019
■ Average years of employment in 2020