



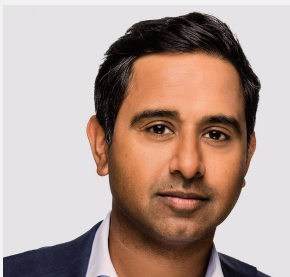
2022 Diversity, Equity & Inclusion Report

**Ziff
Davis**



Contents

Letter from Our CEO	3	Accountable Leadership	17
Where We Are Today	4	Corporate Leadership & Governance	18
Our Framework for Sustainable DEI Progress	5	DEI Council	19
Diverse Workforce	6	Engaged & Inclusive Culture	20
Workforce & Managers by Gender	7	Listening to Our Employees & Amplifying Their Voices	21
Senior Leadership & Promotions by Gender	8	Career Development	23
Turnover & Hiring by Gender	9	Mentorship Program	24
Diversity Hiring Initiatives for Gender Equity	10	Employee Support	25
Workforce & Managers by Race/Ethnicity	11	Inclusive Culture in Practice	29
Senior Leadership & Promotions by Race/Ethnicity	12	Building Community through Employee Resource Groups (ERGs)	30
Turnover & Hiring by Race/Ethnicity	13	Building a Better World	38
Diversity Hiring Initiatives for Racial Equity	14	Supporting Our Communities	39
Intersectional Workforce Representation	15	Volunteer Initiatives	45
Intersectional Leadership Representation	16	Fostering Opportunity	46
		Human Rights & Ethics	47



“

The experiences and worldviews our employees bring with them to work contribute to our biggest breakthroughs and deepen our understanding of the communities and audiences we serve.

”

We are proud to share Ziff Davis' 2022 Diversity, Equity & Inclusion (DEI) Report, which reflects our company's and employees' ongoing actions dedicated to fostering a workplace in which all can thrive.

We see firsthand how our differences make us stronger at Ziff Davis. The experiences and worldviews our employees bring with them to work contribute to our biggest breakthroughs and deepen our understanding of the communities and audiences we serve.

Our employees drive positive change at Ziff Davis. Their innovative ideas and widespread participation in company programs and initiatives ensure a sense of belonging at our company.

The work to create a more representative Ziff Davis continues. We thank our employees for their many contributions as they continue to speak up, step up, and take action. We will continue to act with urgency to do more and better.

Vivek Shah

Chief Executive Officer

Where We Are Today

As a digital media and internet company that provides content and tools to millions worldwide, it's imperative that our values and organization reflect the diversity of our users. For the past three years, we have continued to improve diversity of representation, notably gender, with room for improvement in race/ethnicity. Our improvement in gender representation is reflected in our pipeline, new hires, and promotions. We continue to make progress in hiring and developing the best, diverse talent, providing us a wide range of perspectives, experiences, and ideas that foster innovation and drive the company's success.

In 2022, primary areas of focus were internal mobility and professional development. Notably, more women and people of color (POC) were promoted in 2022 compared to 2021. We have also made progress in other key areas, such as through continued refinement of our self-identification reporting systems for gender and 2SLGBTQIA+ identity, while gender and race/ethnicity remain our primary strategic DEI priorities. Next year, we plan to expand our reporting to more categories.

2022 Key Statistics Across Ziff Davis*

58%

of all hires were women

vs. 53% in 2021

56%

of all promotions were women

vs. 52% in 2021

31%

of all promotions were people of color

vs. 30% in 2021

29%

of senior leadership** roles were held by women of color

vs. 28% in 2021

**Though our Diversity, Equity, and Inclusion efforts have a global reach, this report focuses on our U.S. employee population within the 2022 calendar year. For comparison, some sections also include data from the 2021 calendar year.*

***Senior leadership is defined as employees with the title of director or above who are two reporting lines from corporate leadership. Corporate leadership is comprised of our CEO and the senior executives who report directly to him.*

Our Framework for Sustainable DEI Progress



Diverse Workforce



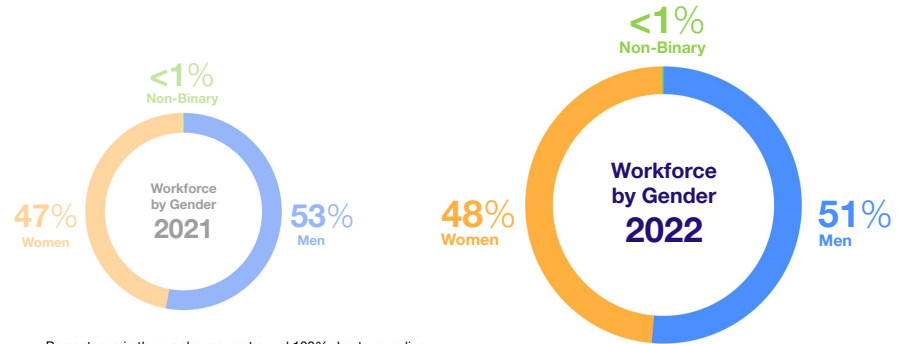
Workforce & Managers Representation by Gender



Total Workforce Representation by Gender

Until 2021, the categories we used for self-identification by gender reflected the categories used for EEO-1 reporting to the U.S. government. We expanded our gender self-identification options in 2021 to include “non-binary” and “prefer not to say.”

Over the past three years, the proportion of men and women at Ziff Davis has steadily moved towards parity: the percentage of women shifted from **47%** in 2021 to **48%** in 2022. This is a reflection of the success of our recruitment efforts and the inclusive reputation of our company.

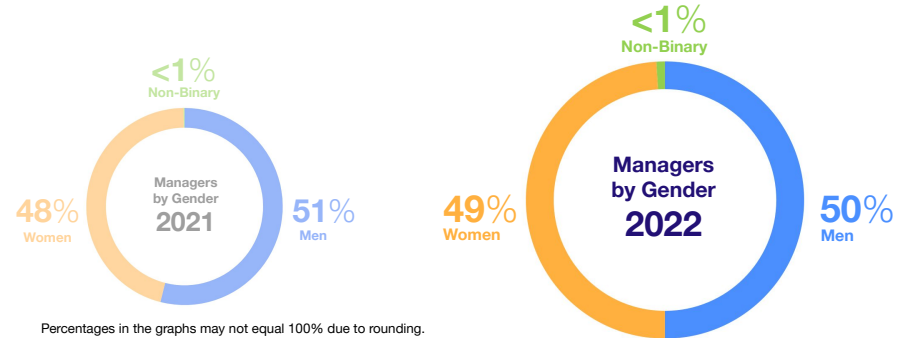


Percentages in the graphs may not equal 100% due to rounding.

Manager Representation by Gender

From 2021 to 2022, the percentage of women who are managers increased from **48%** to **49%**, which means that individual contributors were promoted to more senior roles, which increases the amount of women positioned to ascend to senior management.

We aim to continue this progress through sustained efforts to increase the percentage of women who are managers in years to come.



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

A Manager is defined as an employee having one or more direct reports, who is not a senior leader.

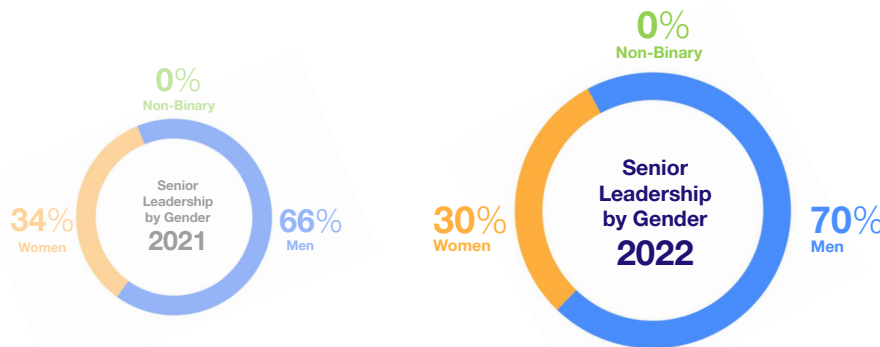
Senior Leadership & Promotions by Gender



Senior Leadership Representation by Gender

The percentage of women in senior leadership shifted from **34%** in 2021 to **30%** in 2022. We plan to increase our efforts to recruit, promote, and retain women, especially at the senior leadership level.

As of 2021, in an effort to be an industry leader in inclusive reporting, we began reporting on the percentage of our workforce that identifies as non-binary, but the numbers are currently too small to identify trends.

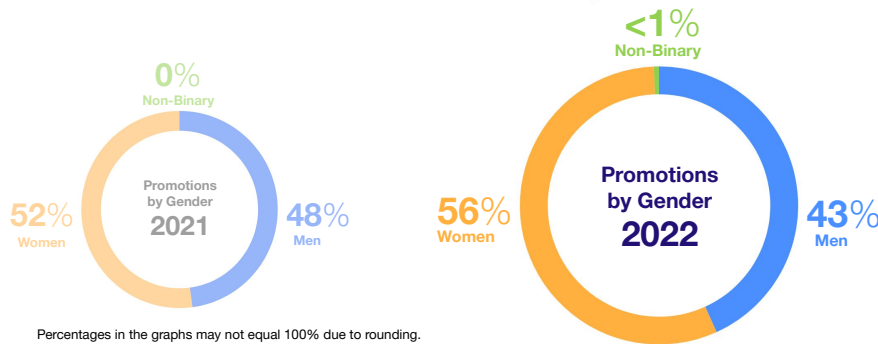


Percentages in the graphs may not equal 100% due to rounding.

Promotions by Gender

In 2022, as our hiring rate decreased, we increased our internal focus on gender parity in development and promotion. This helped shift the percentage of promotions for women from **52%** in 2021 to **56%** in 2022.

We hope to see a further increase in the number of promotions among women at all levels of the organization as we continue to emphasize and concentrate our efforts around professional development and internal mobility.



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

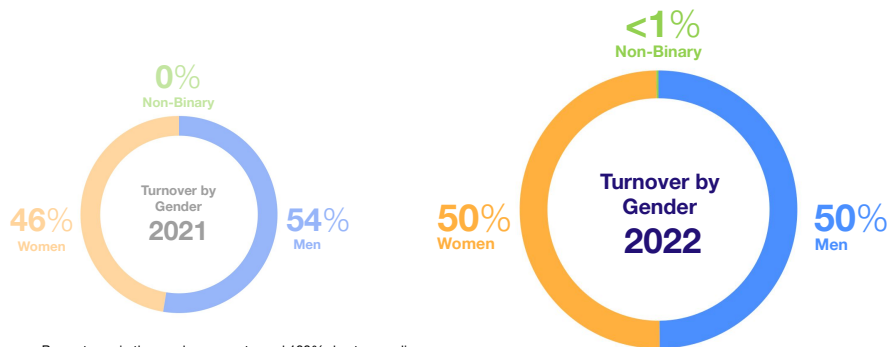
Turnover & Hiring by Gender



Turnover by Gender

The percentage of turnover that affected women shifted from **46%** in 2021 to **50%** in 2022.

We continue to focus on retention efforts in order to encourage women to remain with Ziff Davis in the long term.



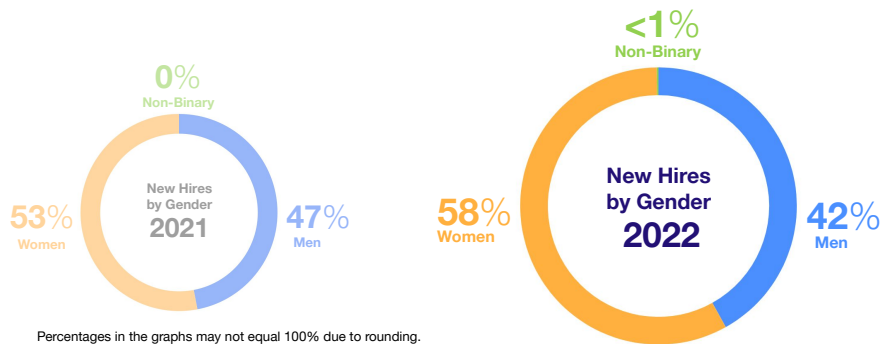
Percentages in the graphs may not equal 100% due to rounding.

New Hires by Gender

We continue to make progress on increasing gender parity within our pipeline.

The percentage of women hires shifted from **53%** in 2021 to **58%** in 2022, reflecting the success of our efforts to push for gender equity through recruiting.

We will continue to develop specific initiatives, such as our ReStart program, to achieve our goals around further gender diversity at all levels of our workforce.



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



Hiring Initiatives Focused on Gender

ReStart Program

Ziff Davis is dedicated to our employees' professional development. In 2021, we actioned this commitment by piloting ReStart, a 16-week paid returnship program. The ReStart program is designed to help jump-start the career of people who have taken two years off or more to either support their loved ones or meet other personal obligations.

Our pilot began with three technology roles, and all participants were women. During their 16 weeks, our returners had the opportunity to refresh their skills, strengthen their network, and be mentored while building up to the full responsibilities and duties of the identified position. Upon completion of the program, returners were converted to full-time employment in that position.

In 2022, we continued to improve this program by expanding it from technology roles to other functions, creating an internal support network for our returners, and guaranteeing full-time employment for all participants in good standing.

We plan to continue this program in order to provide returners with the proper tools and support to reignite their careers as we work to increase the number of women in senior leadership.

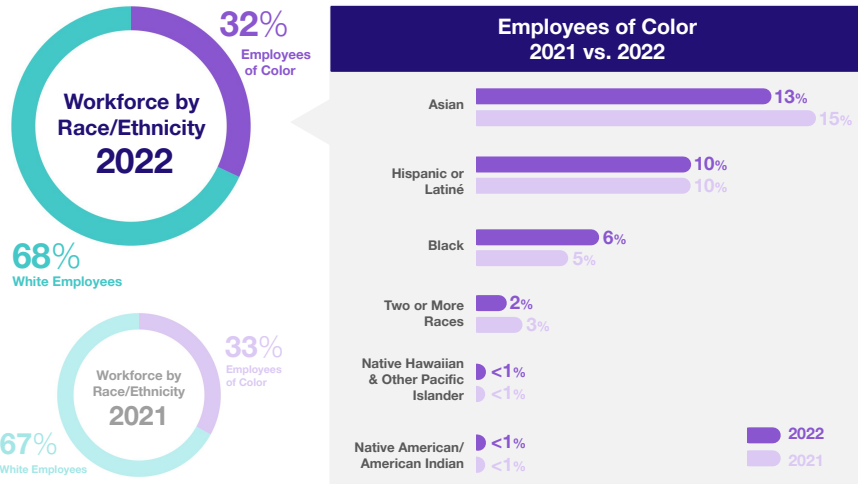


Workforce & Managers Representation by Race/Ethnicity



Total Workforce Representation by Race/Ethnicity

Over the past two years, the percentage of POC employees at Ziff Davis decreased slightly (from **33%** in 2021, to **32%** in 2022). We will continue to refine our strategy to not only to expand the number of POC hires, but also retain them, promote them, and create an inclusive workplace at all levels of Ziff Davis.

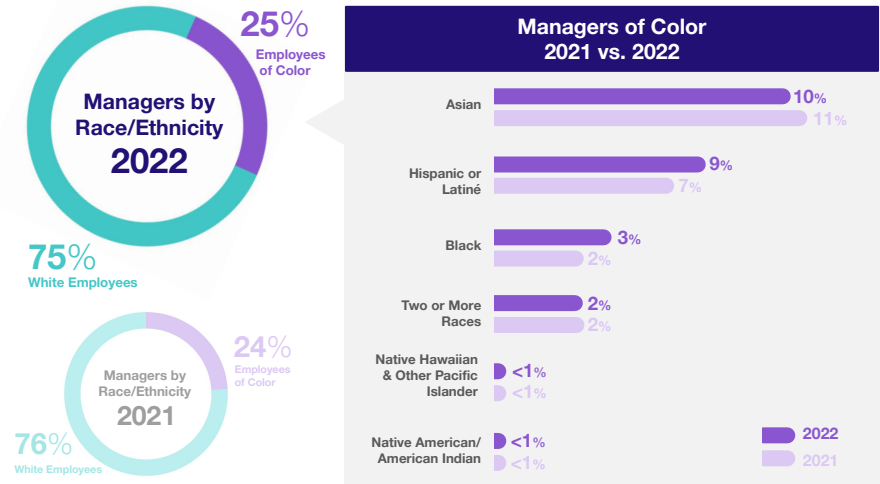


Percentages in the graphs may not equal 100% due to rounding.

Manager Representation by Race/Ethnicity

The percentage of managers who identify as POC was relatively flat from 2021 to 2022. Our strategy is holistic and focused on long-term gains. We aim to increase these numbers in the years to come across the total workforce representation.

A Manager is defined as an employee having one or more direct reports, who is not a senior leader.



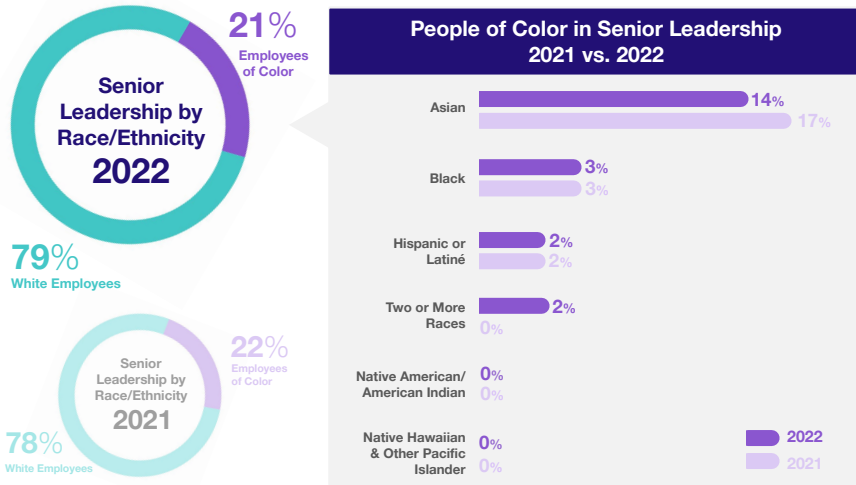
Percentages in the graphs may not equal 100% due to rounding.

Senior Leadership & Promotions by Race/Ethnicity



Senior Leadership Representation by Race/Ethnicity

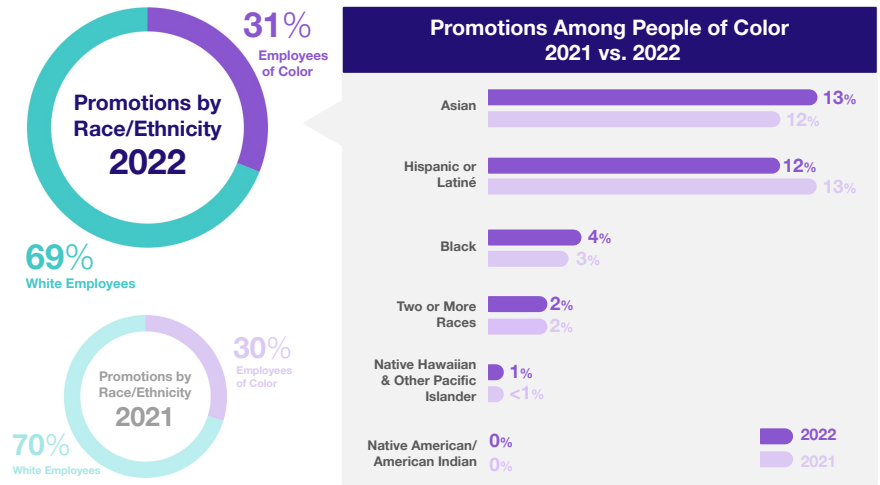
The percentage of POC in senior leadership decreased slightly over the past two years (from **22%** in 2021 to **21%** in 2022) – the percentage of senior leaders who identify as two or more races increased, while the percentage of senior leaders who identify as Asian decreased.



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

Promotions by Race/Ethnicity

As our hiring rate decreased in 2022, our focus on developing and promoting employees internally increased in turn. There was a small increase in the percentage of POC employees promoted from 2021 to 2022. We hope to see an even greater increase as we continue to prioritize professional development and internal mobility.



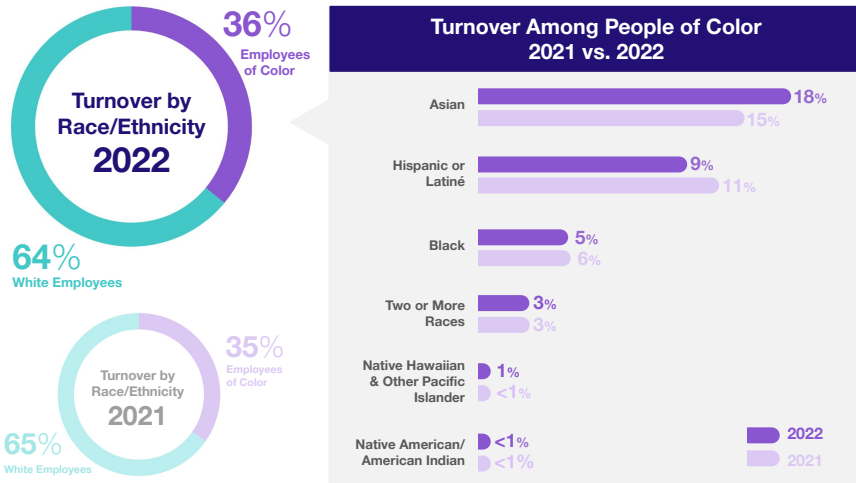
Percentages in the graphs may not equal 100% due to rounding.

Turnover & Hiring by Race/Ethnicity



Turnover by Race/Ethnicity

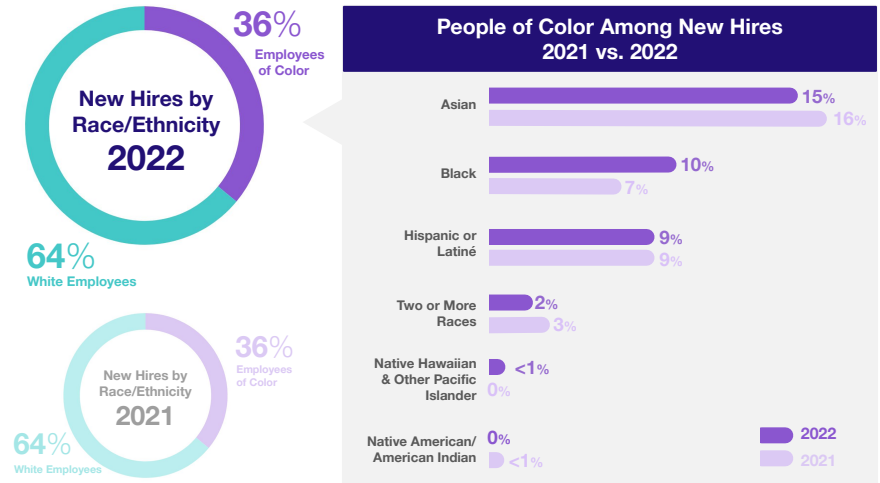
In turnover, the proportion of White employees to employees of color has stayed relatively flat year over year. Our efforts remain focused on recruitment and promotion of POC employees, as well as cultivating a culture of inclusivity that enables them to stay and thrive at Ziff Davis.



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

New Hires by Race/Ethnicity

The percentage of POC in new hires has remained flat for the past two years. This reflects our goal to not only expand the number of POC hires, but retain them, promote them, and create an inclusive workplace. Seeing results in all these areas requires a broad and long-term commitment. Strengthening our pipeline plays a large role in delivering on this commitment.



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

Diversity Hiring Initiatives for Racial Equity



Hiring Initiatives Focused on Race/Ethnicity

The first step in progress on race/ethnicity representation is to build and strengthen our pipeline. This strategy will ensure steady gains over time, rather than quick fixes. We made a concerted effort in 2022 on several diversity hiring initiatives that successfully increased the number of POC in the pipeline, namely by:

- Committing **\$1 million** to hire POC freelancers. We activated **100%** of this budget by year-end.
- Partnering with organizations such as the **Professional Diversity Network** to proactively seek talent from a variety of backgrounds and identities.
- Launching an eight-week summer internship program with the City of New York Craig Newmark Graduate School of Journalism to attract diverse talent. In 2022, **60%** of program participants transitioned into positions at the company.
- Serving as a sponsor of the 2022 **AFROTECH** Conference, the largest Black professional conference for the technology and internet sectors, to support the community as well as build our network and our pipeline.

We also post open roles on job boards with organizations that serve individuals who identify as people of color including the National Association of Hispanic Journalists, the National Association of Black Journalists, the Asian American Journalists Association, the Native American Journalists Association, the Association of LGBTQ Journalists, the South Asian Journalists Association, and Writers of Color.



Intersectional Workforce Representation

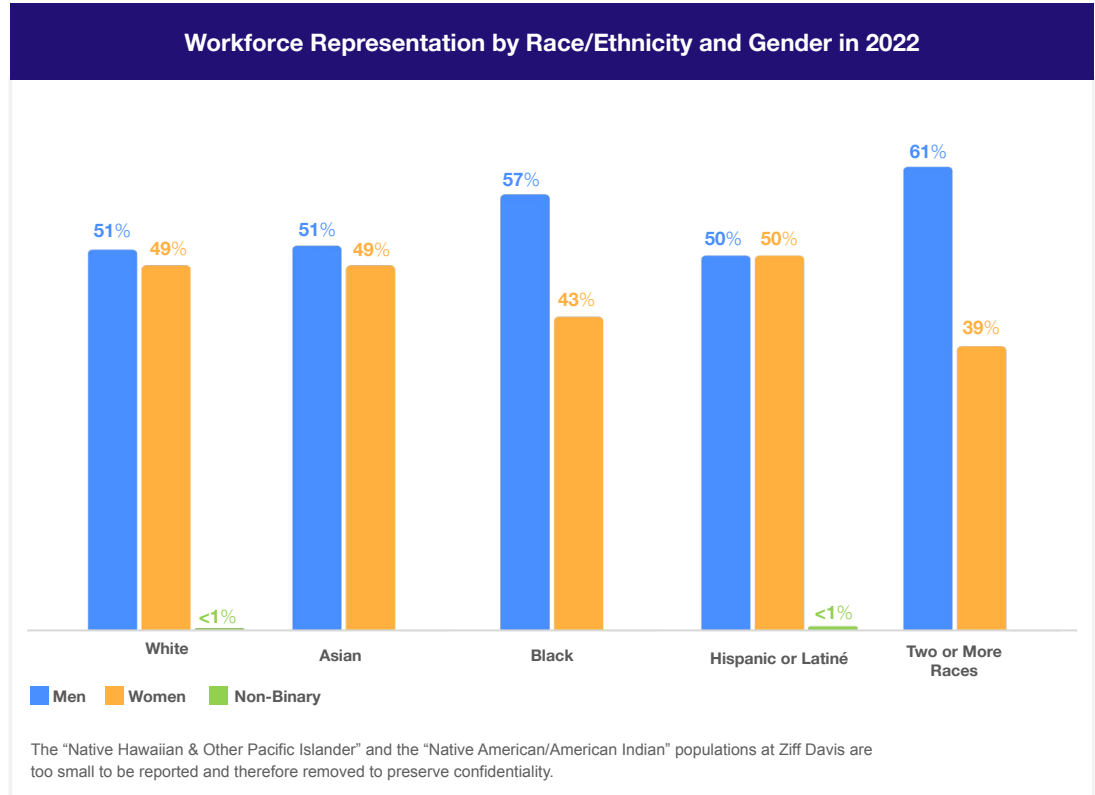


Race/Ethnicity and Gender in Total Workforce Representation in 2022

Social identities work on multiple levels, resulting in unique experiences, opportunities, and barriers for each person. We all have multiple intersecting identities and our experiences of these identities are interlinked with each other. Hence, Ziff Davis is taking an intersectional approach to increasing representation among our workforce.

In 2022, the intersectional breakdown of our employees by gender and race/ethnicity demonstrated relative gender parity among White, Asian, and Hispanic or Latiné employees.

Achieving parity in other categories of race/ethnicity, Black and multiracial, will require more work ahead.



Intersectional Leadership Representation



Race/Ethnicity and Gender in Leadership in 2022

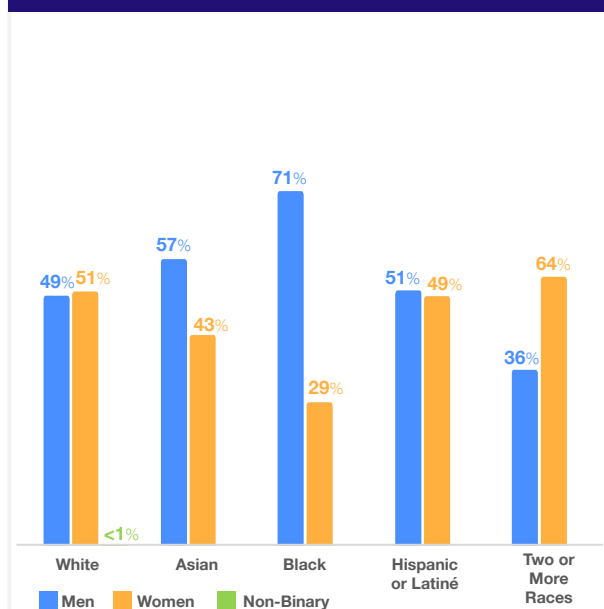
The intersectional breakdown of our employees by gender and race/ethnicity at the manager level shows women are represented at or beyond parity for those who identify as White or Two or More Races.

At the senior leadership level representation is at or beyond gender parity for Black and Hispanic/Latiné employees.

To make meaningful and sustainable progress toward gender parity, we will continue to focus on two broad goals: (1) hiring and promoting more women into leadership roles and (2) retaining our existing women leaders.

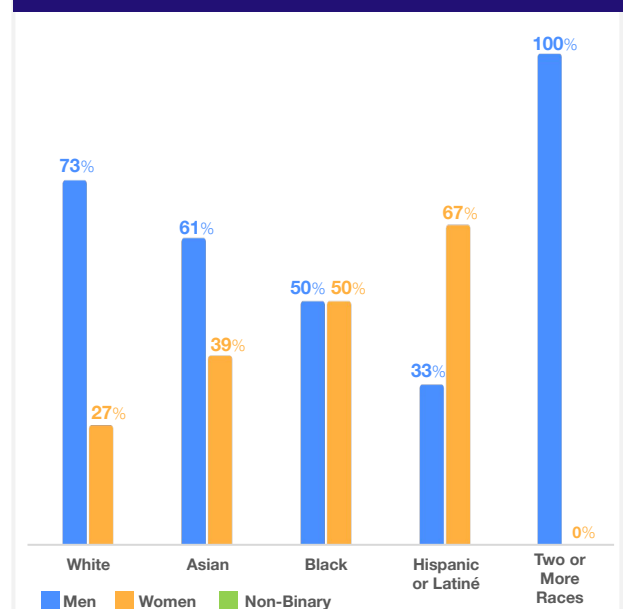
We will also continue to monitor this data and target specific areas of improvement to ensure that women in leadership have access to mentorship and sponsorship.

Managers by Race/Ethnicity and Gender in 2022



The "Native Hawaiian & Other Pacific Islander" and the "Native American/American Indian" populations at Ziff Davis are too small to be reported and therefore removed to preserve confidentiality.

Senior Leadership by Race/Ethnicity and Gender in 2022



The "Native Hawaiian & Other Pacific Islander" and the "Native American/American Indian" populations at Ziff Davis are too small to be reported and therefore removed to preserve confidentiality.

Accountable Leadership





Corporate Diversity

We continue to monitor and report on the gender and racial/ethnic diversity of our corporate leadership team, defined as our **CEO and his direct reports**. On this team, women currently hold **30%** of roles, and racially/ethnically diverse leaders, including our CEO, hold **20%** of roles. Parity in gender and race/ethnicity remain long-term goals for our corporate leadership team. We aim to focus on recruiting diverse candidates as roles become available or the team expands.

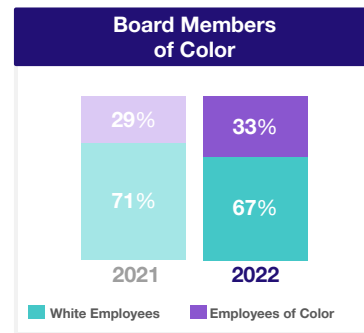
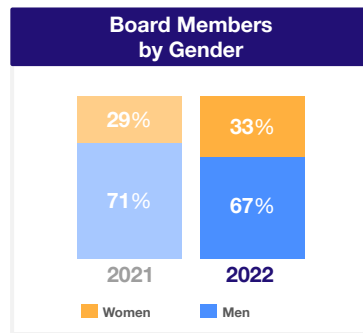
We have instituted best practices around DEI accountability by tying incentives to DEI goals for our corporate leadership team. This aspect of the bonus plan includes a hiring, retention, and leadership component based on the achievement of DEI targets.



Board of Directors

DEI is critical throughout our company, and responsibility for oversight starts at the top. Our Board of Directors oversees DEI with at least one meeting a year to review performance and progress.

Representation of women and POC improved on our Board last year – in 2021 our Board of Directors was **29%** women and **29%** POC; in 2022, the Board was **33%** women and **33%** POC. Since 2021, we have opened voluntary self-identification for 2SLGBTQIA+ status to both our corporate leadership team and our Board of Directors. We will report on the findings in future reports, once we gather validated data on the composition of these groups.





DEI Council

Our DEI Council is a diverse group of employees who:

- Develop recommendations for the company across employee recruiting, mentorship, and advancement
- Take direct action in partnership with HR teams by supporting DEI committees
- Identify new ways to use our platforms to further racial equity

Sponsored by the CEO and Chief Human Resources Officer, the DEI Council meets monthly to provide opportunities for open, supportive conversation and feedback, even on difficult topics. Meeting outcomes are shared with division presidents and HR leads each month.

The DEI Council is made up of four committees:

- **Benchmarking** identifies impactful benchmarking index opportunities to measure our impact against other companies and drive change (e.g., HRC Corporate Equality Index).
- **Community Partnerships** identifies organizations to support and build meaningful relationships with to amplify these organizations (e.g., NAACP media).
- **Education & Training** develops an engaging framework to build on the foundation of trainings like the Anti-racism & Allyship, with prompts and activities to ensure learnings remain top of mind.
- **Recruiting** establishes partnerships with diversity job boards, creates programming to increase diverse hiring, and aids HR teams in hiring diverse talent.

Additional committees are created on a temporary basis as needed.



Participating in initiatives like the DEI Council has given me the opportunity to connect with coworkers from so many different orgs that I would not normally have a reason to see or speak to in my day-to-day role. Finding community at work can also be difficult, so I particularly value ERGs and their ability to provide that space, even if it's as simple as a fun Slack channel.



Lauren W. C.
Manager, Customer Success
DEI Council Member
Ziff Media Group

Engaged & Inclusive Culture



Listening to Our Employees & Amplifying Their Voices



Net Promoter Score (NPS)

We work alongside our employees to sustain a global culture where all belong. On our 2022 engagement survey, overall, the majority of Ziff Davis U.S. employees (**80%**) scored favorably (agree or strongly agree) to recommend Ziff Davis as an employer. This indicator is defined as “Net Promoter Score (NPS).”

- **By gender:** Women are generally more likely to recommend Ziff Davis as an employer than men. Women scored slightly above or on par with the company average across all race and ethnicity categories.
- **By race/ethnicity:** A majority of employees in every segment was likely to recommend Ziff Davis as an employer. Black and Hispanic/Latiné women rated most likely (**82-85%**), while Black and Asian men (**74-77%**) rated least likely.
- This year we expanded our engagement survey analysis beyond our main strategic priorities, to include factors such as **age**. Employees who are **65+ years old** were most likely to recommend Ziff Davis (**93%**) while those who are **35-44 years old** scored the least likely (**80%**).
- **Takeaways:** We will act on this feedback by increasingly promoting the programs Ziff Davis has designed to increase engagement among our employees: our ERGs, charitable giving program, mentorship program, and opportunities for career development.



I recommend Ziff Davis as an employer.



Engagement Survey: Percentage Points Above/Below Average



Listening to Our Employees & Amplifying Their Voices



Growth and Development

We ensure our employees are well-positioned to be successful and engaged by enabling internal mobility. We provide an environment that encourages our employees to own their own careers. We build our company with the best people and place them on teams that will set them up for long-term growth and success.

Most U.S. employees (62%) agreed that they know where to find career opportunities at Ziff Davis. Here is the intersectional breakdown:

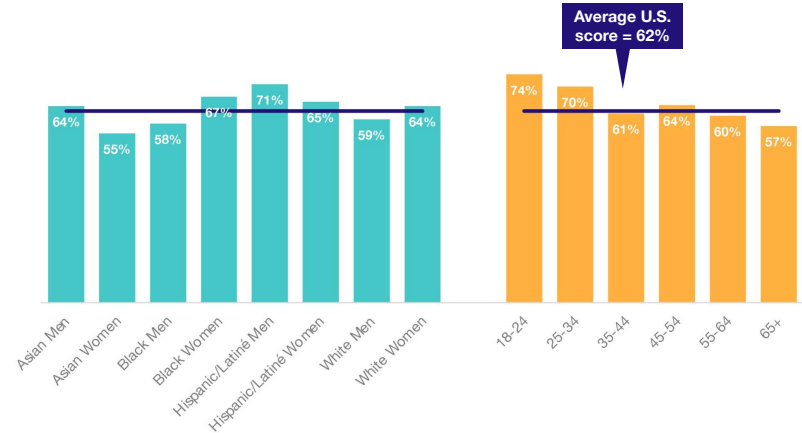
- **By race/ethnicity and gender:** Hispanic/Latiné men (71%) and Black women (67%) scored highest. Asian women (55%), Black men (58%), and White men (59%) scored lowest.
- **By age:** Employees 18-34 years old (74%) scored highest. Employees over 65 years old scored lowest (57%).
- **Takeaways:** We see this as an opportunity to amplify and promote career development and internal mobility programs for all employees at Ziff Davis.



If/When I am interested in new career opportunities here, I know where to find them.



Engagement Survey: Percentage Points Above/Below Average





Employee Education and Career Development

Ziff Davis recognizes the need to develop and maintain a skilled and engaged workforce to power our future growth and innovation. We are committed to providing training and education that help employees develop skills and leadership abilities so they can advance within the company and achieve their personal career goals. We equip our employees with tools to mitigate bias and take action against it, through required education programs, such as trainings in diversity and inclusion and managing bias.

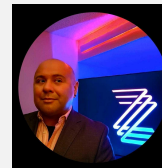
Programs for training and leadership development at our individual business units include:

- **Everyday Health Group** offers Manager Toolkit Training and Laser Coaching for Managers.
- **Humble Bundle** offers several leadership essentials trainings and recently implemented the biannual 9-Box Performance Management tool to identify leadership potential and inform succession planning.
- **Moz Group** offers training for new managers.
- **Ookla** offers annual manager training: Coaching Through Conflict, Leading Through Challenging Times, and Sharing Responsibility in Career Development.
- **Spiceworks** offers several manager training courses.
- **Ziff Media Group** offers Inclusive Leadership and Behavioral Interviewing Competency training to hiring managers.

“

Collaborating and establishing the foundation for DEI spaces allowed me to exercise decision-making and leadership skills. Having these spaces allows people to exhibit and practice skills that will be needed in their careers while at the same time creating a culture of inclusion. These programs build people up and create pathways of upward mobility and recognition within the company.

”



Joel G.
Business Intelligence Manager
Ziff Media Group

Mentorship Program



The Ziff Davis Mentorship Program was established to help its participants grow their careers while learning from experienced colleagues. Inspired by employee feedback and the importance of career development, participants in this program share advice, guidance, and experience to help build trust and relationships through these mentoring connections.

Our platform, Mentorloop, matches mentors to mentees by compatibility in profiles and goals.

In this one-on-one program, mentors and mentees at all levels meet regularly to set goals and work together to achieve them. Relationships between the members often continue beyond the established timeframe.

We explore growth opportunities and prepare for the future together with the Mentorship Ambassadors, who:

- Promote the program within their business units and on Ziff Davis social platforms
- Drive engagement by sharing and creating resources and intentional communication during quarterly sign-up periods
- Manage the Mentorloop platform and respond to requests
- Improve user experience by evaluating the success of the program each quarter and implementing changes
- Ensure participants receive the best match by reviewing Mentorloop's algorithmic matching system

582 employees
globally paired in the
platform

662 relationships
created in 2022

Mentoring
Quality Score is
4.7 out of 5
*(12% higher than the
industry average of 4.2)*

Participant Post-
Meeting Survey Score
of **4.9 out of 5 (98%)**



**Awarded “Most
Impactful
Mentoring
Program” by
Mentorloop!**



Continued Emphasis on Employee Well-Being

Ziff Davis is proud of our benefits package and honored to be recognized by Mogul as one of the top 100 companies with inclusive benefits. In 2022, Ziff Davis paid **83%** of health insurance premiums for covered U.S. employees.

- Ziff Davis offers comprehensive health insurance coverage with up to four choices in medical plans. In 2022, our programs also included matching contributions in our Health Savings Accounts, low deductibles on both primary and mental health care, **100%** free telemedicine services (including mental health for employees who participate in select medical plans) and concierge support for employee benefits-related questions.
- In 2022, Ziff Davis introduced a new travel and lodging reimbursement benefit for employees in the U.S. who cannot access covered health care services in their area.
- Ziff Davis' Wellness Your Way program offered U.S.-based employees a choice of multiple wellness programs in 2022, including free memberships to Calm and Noom, Gympass access, and a wide variety of free wellness webinars, activities, and challenges. We offer a Fitness Membership Reimbursement program in some segments of the company, which provides employees with up to \$300 in reimbursement per calendar year.
- Ziff Davis encourages our employees to take time off based on their individual needs, offered through a combination of paid vacation days, sick time, and personal days. Our Flexible Time Off policy enables all full-time and part-time employees to take time off without designating how their time will be used. This benefit is available to all eligible employees based in the U.S., Canada, Ireland, and the UK. The company is working to extend this benefit to employees in our other locations around the world.





Parental Leave Policy

All full-time Ziff Davis employees worldwide are provided with generous parental leave policies, including 16 weeks of paid parental leave for those who give birth and 10 weeks of paid parental leave for all other expecting parents through birth, adoption, or foster placement. Our partner in the U.S., Maven, provides employees who are expecting or planning a family with support around-the-clock at every stage of their journey.

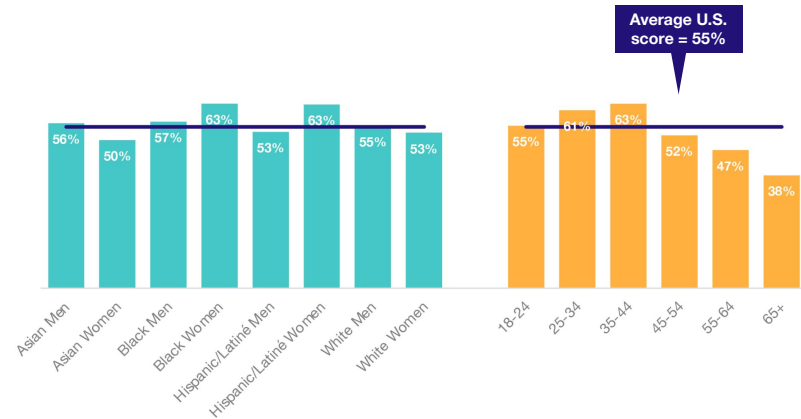
- **By race/ethnicity and gender intersectionally:** Black women (63%) and Hispanic/Latiné women (63%) scored highest when asked about the ability for the Ziff Davis parental policy to support their needs to care for or have children, while Asian women (50%) scored lowest.
- **By age:** Employees between **25-44 years old** scored higher than other age groups and believe that the parental leave policy will support their need should they decide to have or care for a(nother) child.
- **Takeaways:** The employees in the age demographic most likely to utilize the policy are also most likely to believe that the policy will support their needs. Populations typically underserved by workplace caregiving policies, such as Black and Hispanic/Latiné women, were also more likely than other demographics to believe that the Ziff Davis parental leave policy would support their needs.



Should I have or care for a(nother) child, the parental leave policy supports my needs.



Engagement Survey: Percentage Points Above/Below Average



Average U.S. score = 55%

Employee Support



Work From Anywhere is Popular and Productive

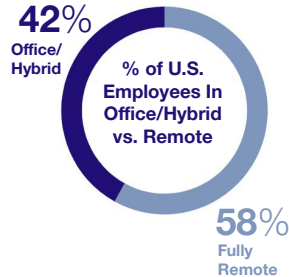
In 2020, we pivoted to remote work for everyone to keep our employees and their families safe. Feedback from individuals across the globe showed us that people valued this new way of working — and we listened.

In 2021, we celebrated the success of our teams' ability to collaborate, connect, and drive results for our brands from anywhere by launching the Work From Anywhere program.

This program continues to give both current employees and new hires the flexibility to be location neutral.

Roles can be located anywhere that Ziff Davis has a presence, with company approval. Salaries remain the same no matter where employees are located or choose to move. If an employee relocates, salaries are not adjusted.

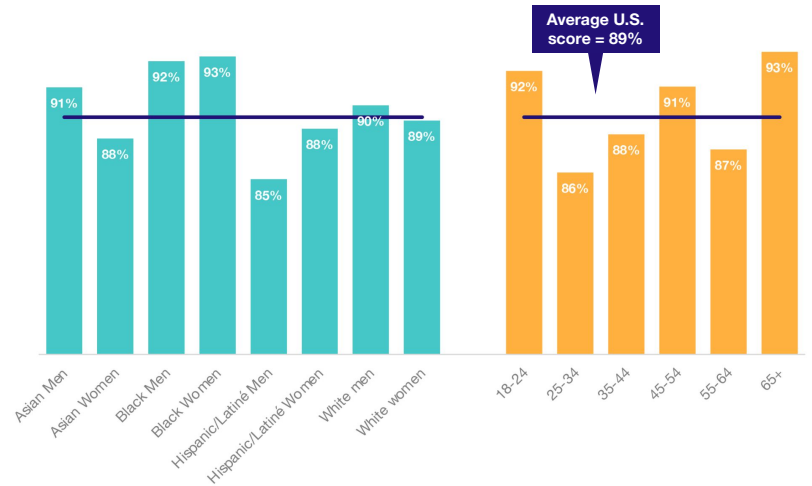
Two data points reflect the success of this program: how many U.S. employees use the benefit (**58%**) and how many U.S. employees reported feeling supported around flexible work (**89%**).



We are supported if we choose to make use of flexible working arrangements.



Engagement Survey: Percentage Points Above/Below Average





Employee Assistance Fund

Ziff Davis embodies what it really means to be one team, rallying around our peers in their time of need.

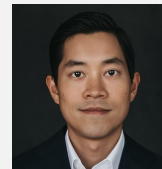
In 2021, Ziff Davis established its **Employee Assistance Fund** as a program to help employees worldwide cope with unexpected financial hardships that place undue stress on them and their families. The Fund provides approved applicants with the means to help them recover more quickly from unexpected financial hardship. This applies to employees who are affected both by federally qualified natural or other disasters, as well as by personal hardships.

Ziff Davis contracted with America's Charities, a nonprofit 501(c)(3) organization based in Virginia, to administer and manage its Employee Assistance Fund. This partnership allowed us to quickly start and scale up the program. In addition, it provides an objective third party to review applications, conduct necessary follow-ups, approve grants, and make recommendations. America's Charities helps employees recover more quickly, and maintains full privacy and confidentiality by fielding all employee questions.

“

Being a member of our company's DEI Council, I fully appreciate that a productive DEI strategy doesn't just happen – it's planned, executed, and continuously improved upon. At its core, DEI is about getting the workplace to truly reflect the world we live in. What is especially compelling about this mission: it's a win-win. A diverse, equitable, and inclusive workplace isn't just good for society, it's good for business as more diverse companies tend to outperform in innovation and profitability.

”



Thomas L.

*VP, Corporate Development
DEI Council Member
Ziff Davis*



Code of Business Conduct and Ethics

Ziff Davis provides equal employment opportunities to all qualified persons. We have an Anti-Harassment Policy and Complaint Procedure in compliance with all applicable federal, state, and local anti-discrimination and harassment laws and regulations. It is our policy to recruit, hire, transfer, promote, and compensate employees based on qualifications, ability, and merit and without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, marital status, citizenship, genetic information, or any other characteristic protected by law.

We are committed to maintaining a safe and professional work environment for all employees, and our general employment and workplace safety policies for full-time employees are managed at the corporate level.

Our Global Workplace Safety Policy strictly prohibits any workplace violence, including threatening or abusive conduct by or against employees. We comply with all applicable laws and regulations governing workplace safety, including workers' compensation requirements.

Ziff Davis is also committed to fostering business environments in which open, honest communication is the expectation, not the exception. In situations when employees, vendors, or other partners wish to place an anonymous report, we encourage them to utilize our confidential, independent toll-free line and website hosted by our third-party provider, EthicsPoint.



Building Community through Employee Resource Groups (ERGs)



The Ziff Davis Employee Resource Group (ERG) program consists of groups led by employees, mentored by executive sponsors at the Vice President level or above across the company, and supported by our Global DEI & HR Programs team.

Our ERGs build rich internal communities based on shared identity, culture, and values – amplifying the needs and concerns of their groups in open conversation with Ziff Davis senior leadership – and taking action to create impactful change.



“ Mission Statement

It's the mission of the Ziff Davis Global Employee Resource Groups to promote and sustain safe, open, diverse, and inclusive workspaces where all individuals can thrive. We join together based on shared identities and interests, to build connections through networking and mentorship, share thoughts, ideas, and concerns, educate our global workforce, and increase avenues for growth and development. Through our ERGs, which all are welcome to join, we take action together to better our communities. ”

Building Community through Employee Resource Groups (ERGs)



ERG Pillars and Wins

Wins:

- Over the last year, we expanded our **Employee Resource Group** program to add the **Family ERG**, which focuses on caregivers and family members of all kinds.
- We awarded and recognized the ERG leaders for their achievements in 2021 through our annual recognition program.
- Collectively, our ERGs hosted **over 100 events** to engage our global teams.

Our ERGs are built on these four pillars:

Intersectionality:

ERGs collaborate with another ERG on an intersecting topic or theme for at least one event annually to understand the collective impact of multiple, overlapping aspects of identity.

Education:

Programming around observances, holidays, and events to increase awareness of topics related to the ERG focus.

Community Outreach:

Volunteering activities, event sponsorships, promotion via Ziff Davis media channels to build meaningful relationships with our local community.

Member Engagement:

Social events, career development opportunities, discussion forums to support members and foster connections within Ziff Davis.

“

Ziff Davis' culture is one where action speaks louder than words. Lots of companies promote DEI, but we take it to the next level here to ensure our culture is inclusive. For me, that shines through with the DEI Council and ERGs, and I've appreciated the opportunity to be part of both as they support building a sense of belonging so everyone can be their authentic selves at work.

”



Kamini T.
Chief of Staff
VP, Social Impact
Humble Bundle

Asian ERG

Our mission is to create an inclusive and safe environment that promotes and celebrates Asian heritage at Ziff Davis. We focus on relevant issues, share cultural insights, foster professional development, and educate allies to advocate for change.



“

To me the ERGs are an outlet to connect with people of different backgrounds all across the company. It makes me feel empowered knowing there are other people with similar backgrounds to mine paving the way! I wanted to be an ERG leader to help empower others and share my culture and experiences with others and learn about other cultures and shared experiences. I am proud to work for a company that puts resources into having great programs that elevate comradery and allows the employees to share their personal passion for their culture and community with others.

”



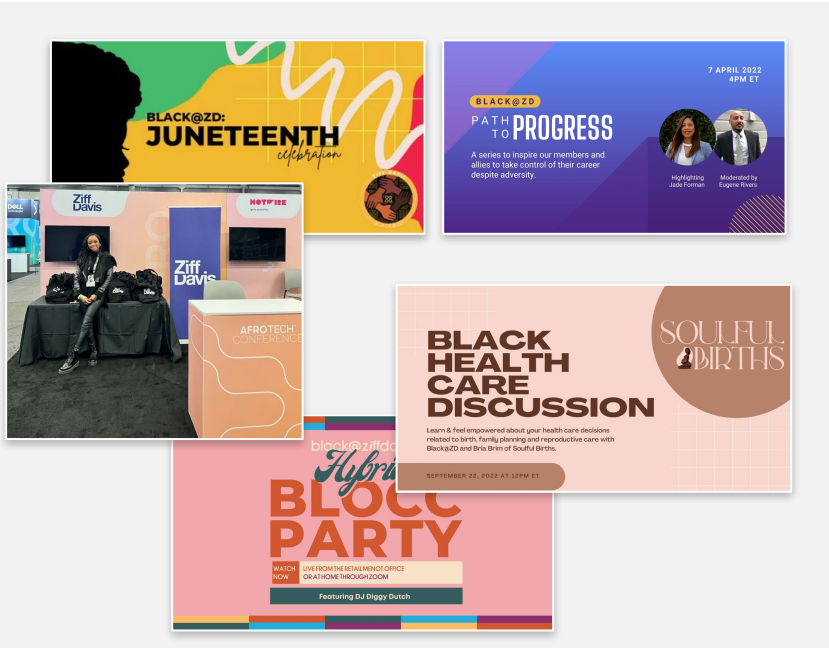
Jazmin G.
Senior Merchandising Associate
Ziff Media Group

Notable Events:

- Lunar New Year Celebrations
- Leadership Journey Series
- AAPI Heritage Month Trivia
- Asian Culture Do's & Don'ts
- Holi Celebration
- AAPI Heritage Month

Black@ZD

Our mission is to promote and advocate for the success and growth of the Ziff Davis Black employee community through early recruitment, mentorship, and inter-company community development.



“

I was uncomfortable showcasing my natural kinky hair in the workplace for a long time. Ziff Davis' Diversity, Equity, and Inclusion program creates a safe, supportive environment that helps me feel included, not judged, valuable, and free to show up as my authentic self every day.

”



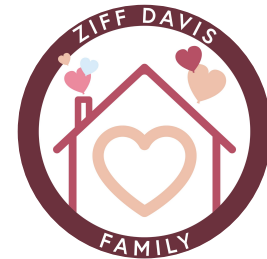
Yolanda W.
Director of Quality Assurance
Ooka

Notable Events:

- Path to Progress Series
- Monthly Socials
- MLK Day of Service
- Black Healthcare Discussion
- Black History Month
- Juneteenth
- AFROTECH Conference

Family ERG

Our mission is to provide a community space that supports families at Ziff Davis to make our work life more compatible with our family life. We take an inclusive view in defining a family and believe traditional and non-traditional family structures can thrive when the family unit contributes to the well-being of each individual.



“

With me being so new to Ziff Davis (here less than six months), the employee groups with the activities have been instrumental to me meeting new people. I have participated in so many fun events from a thankful bingo to a holiday party. I've even won prizes (extra perk). The groups are an amazing way for new hires to feel more at home.

”



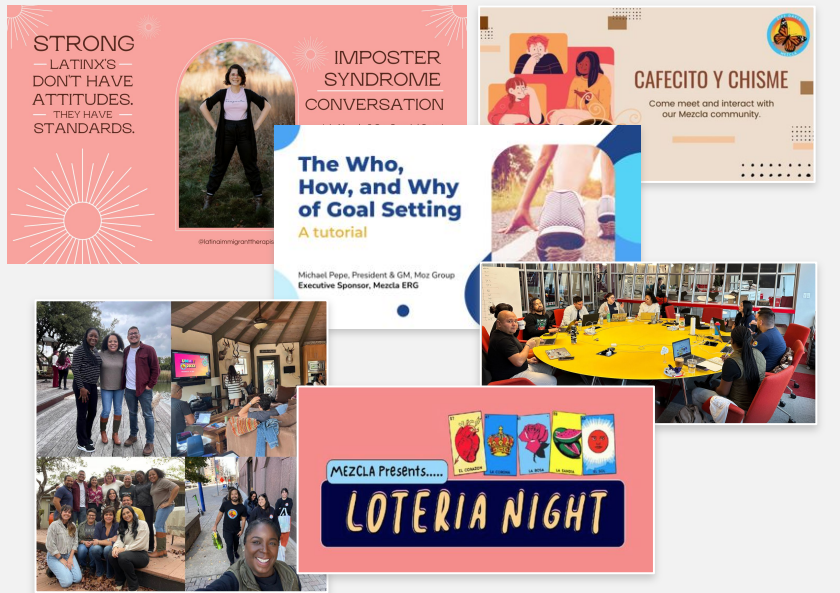
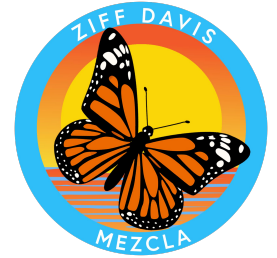
Adriana D.
Senior Product Manager
Health eCareers

Notable Events:

- Parenting in a Tech World featuring Titania Jordan
- For Caregivers: Why Put on Your Own Oxygen Mask on First?
- Tax Q&A for Adult Caregivers
- Autism Awareness Month
- Preparing for and Returning from Parental Leave - Panel Discussion
- Family Planning

MEZCLA (Hispanic and Latinx/é)

Our mission is to increase the connections of our community of Hispanic and Latinx/é team members within Ziff Davis and provide our community with a safe space to come together. We aim to leverage professional development opportunities, personal growth, and networking within “nuestra comunidad.”



“

As a member of the leadership team for the Mezcla ERG, I've had the pleasure of not only meeting other Hispanic colleagues across Ziff Davis, but I've also been able to get to know them on a personal level, which has been a great bonus. One of the projects I worked on that brought me the most joy was collecting content from our group for our weekly newsletters published during Hispanic Heritage Month. I learned a lot from them, and they helped pique a continued interest in exploring what Hispanic culture has to offer.

”



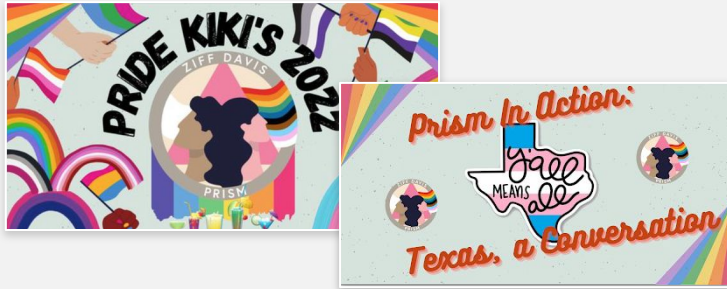
Sabrina R.
Engagement Specialist
Ziff Media Group

Notable Events:

- Career Consejos
- Impact of Gentrification Conversation
- Loteria!
- Cafecito y Chisme socials
- Latinitas Lunch ‘n’ Learn
- Hispanic Heritage Month Programming

Prism (2SLGBTQIA+)

Our mission is to be the global convener, thought leader, and catalyst actively working to achieve a workplace of equality and belonging - supporting the 2SLGBTQIA+ community within Ziff Davis, to thrive in their careers and lives while having a greater impact in our communities. The Prism ERG strives to create an environment where employees are encouraged and empowered to be their true, authentic selves.



WE CREATE SPACE

A live panel discussion with
**Eva Echo, Shiva Raichandani,
Tate Smith and Mark Travis Rivera.**

Exploring Trans, Non-Binary and Gender-Non-Conforming Identities.



“

Being involved in Prism is being a part of a group of like-minded individuals that strive to create an environment where employees are encouraged and empowered to be their true, authentic selves. This allows for true creativity and us to be our best at and outside of work!

”



Colin P.
Global Partner Channel Manager
Prism Co-President
Campaigner

Notable Events:

- Trans Day of Visibility Panel
- Managing Yourself & Others for Success
- Why do we still need Pride? LGBTQ+ Rights, Inclusion and Allyship
- Monthly Kiki Socials
- Pride Month
- LGBTQ+ History Month

Women's Leadership Program

Our mission is to support and empower women through networking, information sharing, career development opportunities, and informing policy changes.



WLP PRESENTS

WOMEN'S REPRODUCTIVE HEALTH CONVERSATION

The recent overturning of Roe V. Wade has created a massive political and societal shift throughout the United States and has deeply affected women and families immediately after the decision.

In this session, WLP hosts a discussion around the medical facts and impact of the Roe V. Wade change and hear from Ziff Davis HR on the benefits available to our employees as well as how to get involved with advocating for reproductive rights.

WLP x Ellevest Presents

Values-Driven Personal Finance

Our final session with Ellevest, a financial company for women, by women, will help you determine what your core values are, so they can guide your financial decisions.

Limited to 100 attendees.



“

I'm proud of our ERGs, all of which create an inclusive environment for every employee at Ziff Davis. At WLP, we've developed a strong connection through our common causes and interests. This community fosters personal and professional growth and has become an amazing resource for our members across the globe. The safe space we've created allows all members to express ideas, support each other, and further enhance our positive work environment. I am honored to be the executive sponsor and humbled to see firsthand this group, led by our incredible colleagues, flourish.



Michelle D.

Chief Human Resources Officer
WLP Executive Sponsor
Ziff Davis

”

Notable Events:

- Career Pathways
- Powerful Language
- Vision Board Workshop
- Networking Socials
- Women's History Month
- Women's Reproductive Health
- Values-Driven Personal Finance
- International Women's Day

Building a Better World





Using Our Platforms for Good

Ziff Davis continues to champion diversity, equity, and inclusion both within and beyond our organization. This report, like the last, focuses on our employees as well as the communities within which we serve and work. Our brands lead innovative programs to support charitable organizations and nonprofits focused on important issues that affect our communities, including education, food insecurity, health, and the environment. We use our digital media and internet platforms to provide valuable resources and tools to help individuals and organizations that work to improve the lives of vulnerable people, in addition to financial support.

Everyday Health Group had several campaigns and awards in 2022. **BabyCenter**, part of Everyday Health Group Pregnancy & Parenting, won a Digital Health Award for the creation of the Early Learning Toolkit for Hearing First, a nonprofit that supports families and professionals on the Listening and Spoken Language (LSL) journey. This toolkit provides parents with resources for every step of the journey.



Everyday Health Group also continued its work on **#BlackHealthFacts**. Since June 2020, this initiative has been raising awareness of healthcare inequities among Black Americans, as well as the racism and bias within communities and institutions that have led to these disparities. In June 2022, **Black Joy** was added to highlight how joy helps people heal from generations of racial trauma and pain.

Ookla, the global leader in network intelligence and connectivity insights, provides its services free of charge through the **Ookla for Good** initiative to organizations around the world that seek to improve people's lives through internet accessibility.



Their partners include the Inter-American Development Bank, World Bank, International Monetary Fund, United Nations Development Programme, Organisation for Economic Co-operation and Development, University of California at Santa Barbara, Data Science Institute at the University of Chicago, Mapbox, and University of Oxford.



Using Our Platforms for Good

Humble Bundle, a digital storefront with game, software, and book content, donates a portion of proceeds from the vast majority of transactions to charitable organizations. In 2022, Humble Bundle helped raise funds for charities focused on diverse causes ranging from climate change, health, and education to anti-discrimination, disaster relief, and racial equity. These 2022 campaigns include:

Humble

Humble Bundle raised over \$20 million with its **Stand With Ukraine** bundle. The proceeds supported humanitarian efforts in Ukraine and Europe through the organizations Razom for Ukraine, International Rescue Committee, International Medical Corps, and Direct Relief. Additionally, Ziff Davis donated to UNICEF and DataArt to support humanitarian efforts in Ukraine, and Moz Group helped its Ukraine-based consultants evacuate to Poland and raised funds for financial support.



Humble Bundle's **Black Game Developer Fund (BGDF)** supports and empowers Black game developers and helps increase diversity in the gaming industry. Through an annual \$1 million investment, it provides mentorship and resources, financial support for the development of games, and a community for Black game developers. Now in year three, the BGDF has supported over 30 development teams across the globe.



Supporting Our Communities



Partnerships and Community

In 2022, approximately **\$2.5 million** in ad space was pledged via our Employee Resource Groups to nonprofits aligned with their mission. These organizations include Stop AAPI Hate and The Trevor Project.

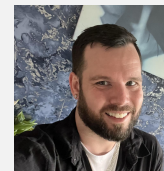
Ziff Davis properties also ran *pro bono* ads for NAACP and Sandy Hook Promise, a nonprofit supporting programs and policies to prevent individuals from committing gun violence.



“

DEI in the workplace goes beyond training modules, mentorship programs, and new policies. Equitable employers create diverse and inclusive workplaces where employees share unique perspectives, respect one another's individual needs, and reach their full potential without barriers....Being involved with and leading Prism means I am at the forefront of this; Ziff Davis really lives and breathes the “Doing is Greater than Talking” mantra.

”



Alex C.
Director, Global Support
Prism Co-President
VIPRE Group

Supporting Our Communities



ZD Cares

Ziff Davis and our employees are committed to having a positive impact on the communities where we live and work. We volunteer with local organizations making a difference through the ZD Cares program that consists of:

- **Volunteer Time Off**, a policy that gives full-time employees 16 hours and part-time employees eight hours of annual paid time off to volunteer with organizations of their choice.
- Charitable giving, including an **employee matching gift program** and the “**Dollars for Doers**” program that gives employees donation dollars for every hour they volunteer their time.

Through our charitable giving platform, employees can organize their own events and sign up for others – virtual or in-person – to volunteer on their own or with their colleagues. This global platform helps amplify events and streamline sign-ups for volunteering initiatives. Many have been present within our business units for years. The platform also raises awareness of opportunities for employees to donate their time and talents to organizations that help our local communities.



Over **\$200,000** given in employee donations and Ziff Davis matches in 2022.



1,300 hours volunteered by employees in 2022.





ZD Cares Ambassadors

As part of ZD Cares, we launched an Ambassador program to engage employees in supporting the global charitable giving and volunteering program. This group:

- Builds a stronger regionalized/international corporate program that aligns with the passions and nuances of each region
- Creates partnerships with ERGs, other business units, and interest groups
- Works and partners with local causes
- Deepens and increases employee participation in our corporate initiative
- Helps share positive impact stories with the rest of the company
- Provides more localized giving and volunteering opportunities
- Creates giving and volunteering opportunities
- Helps with content creation and marketing of our program





Utilizing Dollars for Doers to Support Charitable Organizations

Since 2021, the ZD Cares Dollars for Doers program has been giving employees donation dollars for every hour they volunteer their time. In 2022, over half of U.S. employees (51%) expressed a desire to utilize this program.

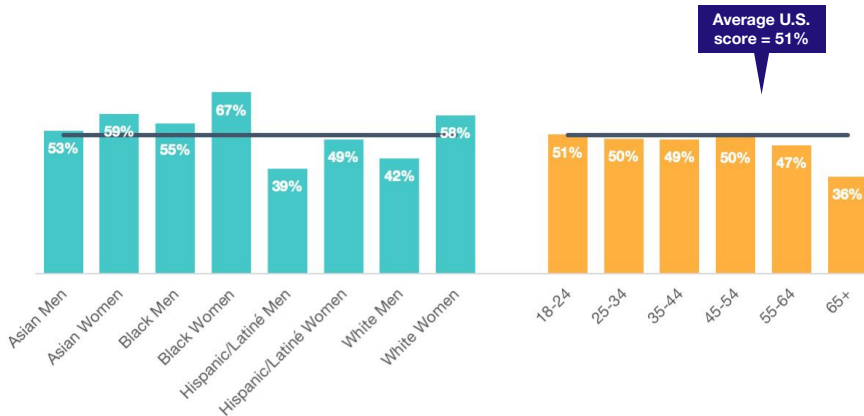
- **By gender:** Women were more interested than men in utilizing Dollars for Doers and the company match to support charitable organizations.
- **Intersectionally by race/ethnicity and gender:** Black women were the most interested (67%), while Hispanic/Latiné men were the least interested (39%).
- **By age:** Employees who are 55+ years of age indicated less interest than younger age groups.
- **Takeaway:** We will continue our efforts to increase engagement in populations that have shown less interest by leveraging our ZD Cares Ambassadors to inspire others to participate.



I plan to utilize Dollars for Doers and the company match, totaling \$500, to support the charitable organizations I am most passionate about.



Engagement Survey: Percentage Points Above/Below Average



Average U.S. score = 51%



Volunteer Initiatives Across Our Brands

- **Everyday Health Group** recorded over 80 walking hours by volunteers with our second annual Promise Walk for Preeclampsia via the Preeclampsia Foundation.
- The **VIPRE** Client Success Team volunteered at Hope Villages of America, whose mission is to support neighbors facing hunger, homelessness, domestic violence, or a lack of basic needs.
- **MedPage Today** sales team members used volunteer hours to support a local nonprofit, MANNA Food Bank in Asheville, whose mission is to end food insecurity in Western North Carolina. The team helped bag apples for local families and schools.
- **Ziff Media Group** and **Spiceworks** in Austin, Texas volunteered to help build homes for families in need with the Austin chapter of Habitat for Humanity.

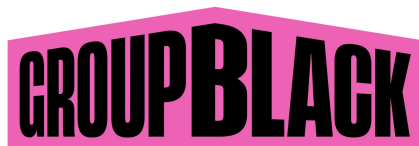




Group Black Partnership

In 2022, we formed a strategic partnership with **Group Black**, a first-of-its-kind media collective and accelerator with a mission to dramatically transform the face of media ownership and investment. The company is building one of the largest collectives of Black-owned media and diverse creators. As part of this partnership, Ziff Davis CEO Vivek Shah joined the Group Black board. We will continue to work with Group Black to promote diverse voices and support Black-owned businesses across the media and advertising industry.

In addition to making a strategic investment in Group Black, our partnership created “**Group Black Amplify**,” through which Ziff Davis and Group Black collaborate to create, amplify, and monetize content across our media brands. The partnership funds and provides new exposure for Group Black’s collective of Black-owned content creators on our editorial platforms, also providing ad inventory to Group Black to help support the deployment of advertising investments from Group Black’s brand and advertising partners.



In 2022, Ziff Davis announced a major partnership with Group Black to amplify Black voices and Black-owned media. It was the first time in my professional career where my work directly aligned with a Black media company on a mass scale. While Black professionals are no stranger to working in media, it’s an exciting time where Black owned creators and media are invested in and provided resources for success. As I continue my time with Ziff Davis, I hope to see more growth for Group Black and its network.



Eugene R.
Director, Sponsorships & Partnerships
Black@ZD Co-President
IGN



Human Rights Initiatives

Ziff Davis' Code of Business Conduct and Ethics expresses our commitment to stand against discrimination in all its forms, including on the basis of race and sexual orientation. We are committed to supporting racial equity by promoting our DEI values through our platforms and utilizing our financial and technological resources in our local communities.



Ziff Davis became a member of the **Business Coalition for the Equality Act**, a coalition of more than 500 U.S.-based companies organized by the Human Rights Campaign (HRC), to support the passage of federal legislation that would provide the same basic protections to 2SLGBTQIA+ people as are provided to other protected groups under federal law.

Don't Ban Equality.

Ziff Davis joined **Don't Ban Equality**, a group of companies who advocate for unrestricted access to comprehensive reproductive care.

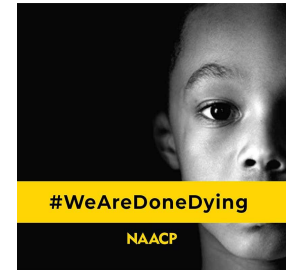


HUMAN RIGHTS CAMPAIGN®

Ziff Davis demonstrated our support for equal rights and protections for 2SLGBTQIA+ people by becoming a signatory to the **Human Rights Campaign's (HRC)** Business Statement on Anti-LGBTQ State Legislation and their Respect for Marriage Act Letter to the U.S. Senate.

CEOs for Gun Safety

Ziff Davis CEO Vivek Shah joined **CEOs for Gun Safety**, a coalition of CEOs who believe gun violence in the U.S. is not inevitable and urge elected officials to help prevent it.



Across many of our brand sites, our \$6 million ad campaign with **NAACP** continues.

Doing is greater than talking.

Providing data, tracking our progress, listening to our employees, and holding ourselves accountable are essential to achieving our goals.

We will continue to examine and publish our diversity and engagement statistics annually, both in this report and in our Environmental, Social and Governance (ESG) Report.

