



2023 Diversity, Equity & Inclusion Report

**Ziff
Davis**



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Certain statements in this presentation are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to numerous assumptions, risks and uncertainties that could cause actual results to differ materially from those described in those statements. These forward-looking statements are based on management’s expectations or beliefs as of April 16, 2024 (“Release Date”). Readers should carefully review the risk factors set forth in our most recent Annual Report on Form 10-K filed by us with the Securities and Exchange Commission (“SEC”) and the other reports we file from time to time with the SEC. We undertake no obligation to revise or publicly release any updates to such statements based on future information or actual results. Such forward-looking statements address the following subjects, among others:

- Future operating results
- Ability to acquire businesses on acceptable terms and integrate and recognize synergies from acquired businesses
- Deployment of cash and investment balances to grow the company
- Subscriber growth, retention, usage levels, and average revenue per account
- Digital Media and Cybersecurity and Martech growth
- International growth
- New products, services, features, and technologies
- Corporate spending including stock repurchases
- Intellectual property and related licensing revenues
- Liquidity and ability to repay or refinance indebtedness
- Systems capacity, coverage, reliability, and security
- Regulatory developments and taxes

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Divested Businesses

Unless otherwise specified, all financial data and operating metrics presented herein for Ziff Davis are presented giving effect to the February 2021 divestiture of the Voice assets in the United Kingdom, as well as the September 2021 sale of the Company’s B2B Backup businesses, together, (the “Divested Businesses”), and the separation of Consensus Cloud Solutions, Inc. (“Consensus”) as described in the Form 10 filed by Consensus with the Securities and Exchange Commission, as if they had occurred prior to the periods presented.



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All of us within Ziff Davis bring unique experiences and backgrounds that combine to spark new ideas and broaden our understanding of the world.

”

We are proud to share Ziff Davis' 2023 Diversity, Equity & Inclusion (DEI) Report, detailing the ongoing efforts at our company to ensure that Ziff Davis remains broadly representative and inclusive.

All of us within Ziff Davis bring unique experiences and backgrounds that combine to spark new ideas and broaden our understanding of the world. Our communities and audiences benefit from the range of perspectives and spirit of innovation we bring to our work.

We have a powerful array of company programs and initiatives designed to foster belonging, equity, and respect. We owe their success to our employees, who actively participate and power the positive impact we make in the communities in which we live and work. They make Ziff Davis a company where all can feel welcome.

We are committed to continuing our efforts to drive positive change through the work we do and the actions we take. We invite you to explore the 2023 Ziff Davis DEI Report to learn more about our ongoing initiatives and the valuable impact we're making.

Vivek Shah
Chief Executive Officer

Where We Are Today

As a digital media and internet company that provides content and tools to millions worldwide, our values and organization must reflect the diversity of our users. Over the past four years, we have continued to improve diversity of representation across gender, race, and ethnicity, yet there is still progress to be made in these areas. Our improvement in race/ethnicity representation is reflected throughout the workforce, management, and senior leadership in 2023. We continue to prioritize hiring and developing the best, diverse talent, providing us with a wide range of perspectives, experiences, and ideas that foster innovation and drive the company's success.

In 2023, internal mobility and professional development remained primary areas of focus. We 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. We plan to expand our reporting to include additional categories based on data collected via our Inclusion Survey to measure the employee experience with our DEI initiatives.

2023 Key Statistics Across Ziff Davis¹

27%

of corporate leadership² roles were held by people of color

vs. 20% in 2022

33%

of senior leadership were women

vs. 30% in 2022

28%

of all managers were people of color

vs. 25% in 2022

55%

of all hires were women

vs. 58% in 2022

¹ Though our Diversity, Equity, and Inclusion efforts have a global reach, this report focuses on our U.S. employee population within the 2023 calendar year. For comparison, some sections also include data from the 2022 calendar year.

² Corporate leadership consists of our CEO and the senior executives who report directly to him.



Diverse Workforce



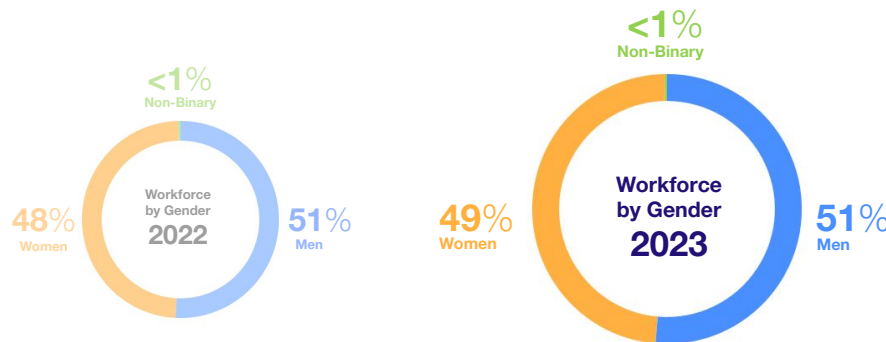
Workforce & Managers Representation by Gender



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 four years, the proportion of men and women at Ziff Davis has steadily moved towards parity: the percentage of women shifted to **49%** in 2023 from **48%** in 2022.

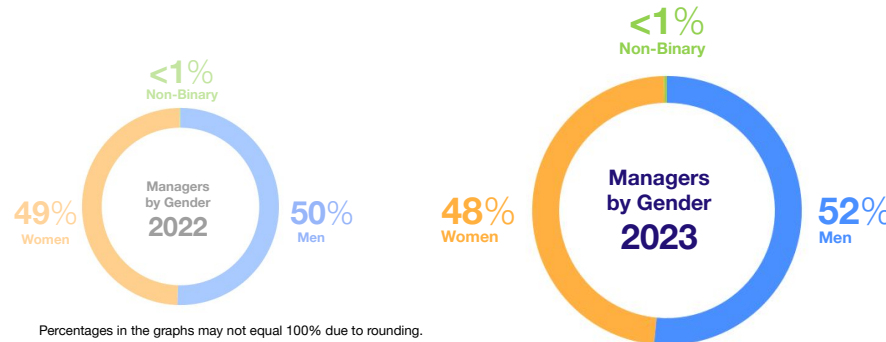


Percentages in the graphs may not equal 100% due to rounding.

Manager Representation by Gender

In 2023, the percentage of women who are managers shifted to **48%** from **49%** in 2022.

We aim to increase the percentage of women who are managers by providing leadership development through our expanded mentorship program, which now offers multiple opportunities for all employees to develop leadership skills.



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

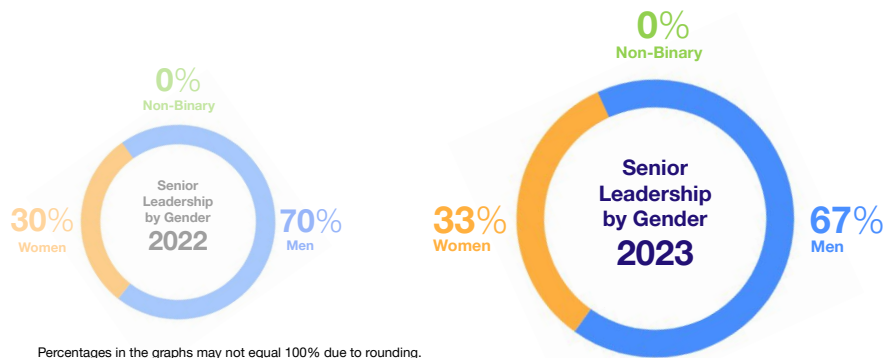


Senior Leadership Representation by Gender

The percentage of women in senior leadership increased to **33%** in 2023 from **30%** in 2022. We plan to continue our efforts to recruit, promote, and retain women, especially at the senior leadership level.

As of 2021, 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 remain too small to identify trends.

Senior leadership is defined as employees with the title of director or above who are two reporting lines from corporate leadership.

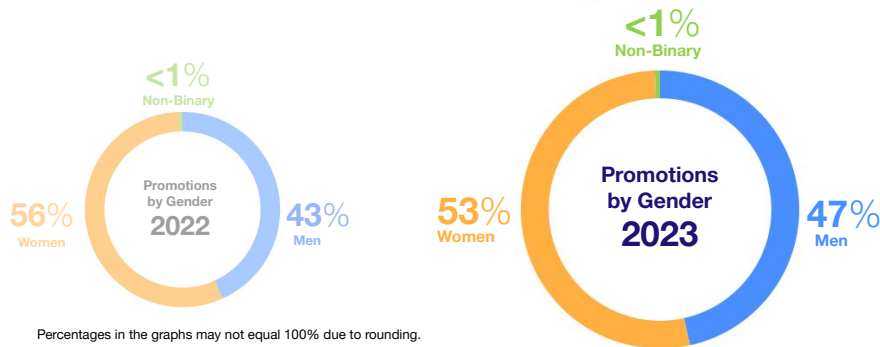


Percentages in the graphs may not equal 100% due to rounding.

Promotions by Gender

In 2023, the percentage of promotions for women decreased to **53%** in 2023 from **56%** in 2022.

We continue to be proud of our promotion rate and hope to see an increase in the number of promotions among women at all levels of the organization as we continue to emphasize and concentrate our efforts on professional development and internal mobility.



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

Turnover & Hiring by Gender

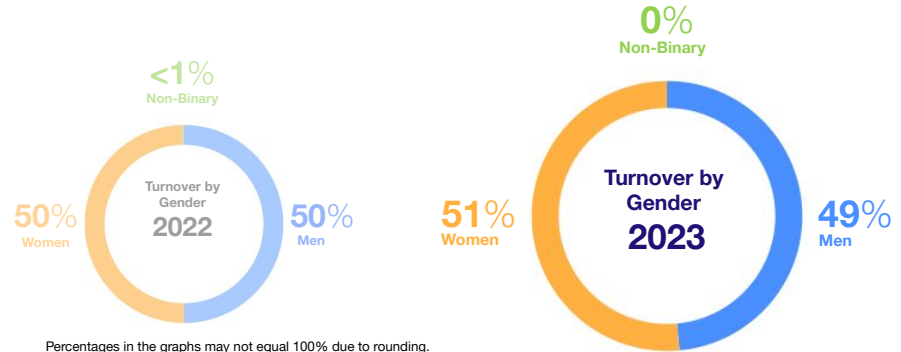


Turnover by Gender

The percentage of turnover that affected women shifted to **51%** in 2023 from **50%** in 2022.

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

We aim to amplify and promote the Elevate Women+ ERG as a resource for community building and strengthening networks for women, non-binary employees, and allies.

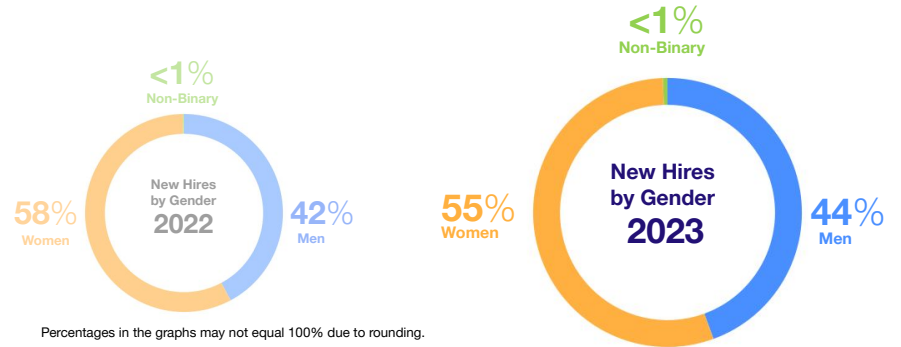


Percentages in the graphs may not equal 100% due to rounding.

New Hires by Gender

We continue to be proud of the rate of women new hires across the organization. The percentage of women hired decreased to **55%** in 2023 from **58%** in 2022.

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.

Diversity Hiring Initiatives for Gender Equity



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 careers 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.

In 2023, we posted five roles that led to one ReStart hire and plan to continue this program's expansion to provide returners with the proper tools and support to reignite their careers as we work to increase the number of women in hiring, promotions, and senior leadership.



“

Engaging in the employee programs has provided me safe spaces for personal and professional growth as well as broadening my network by fostering great connections across the company. Serving on Elevate Women+ ERG's team has given me a sense of purpose, and hopefully contributes to the greater goal of equality.

”



Stacy G.

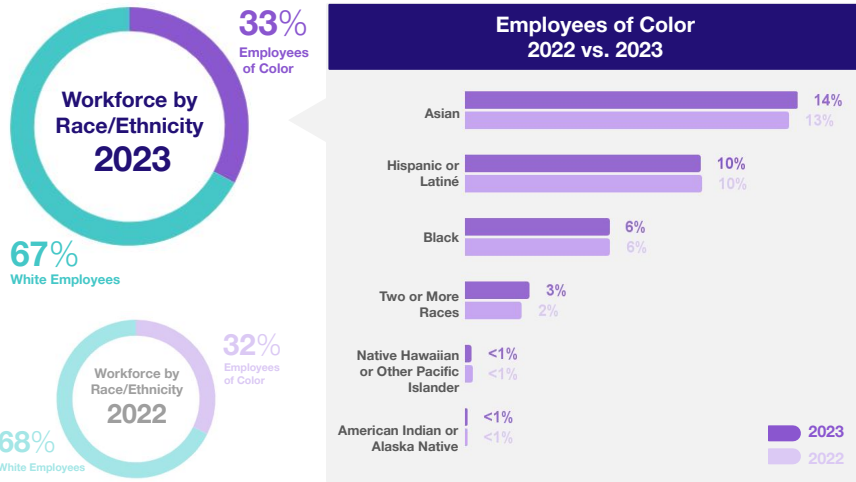
*Senior Designer, Operations
ERG Leadership
MedPage Today*

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 increased slightly (**33%** in 2023 from **32%** in 2022). We will continue to refine our strategy to not only expand the number of POC hires, but also retain and promote them to create an inclusive workplace for employees at all levels of Ziff Davis.

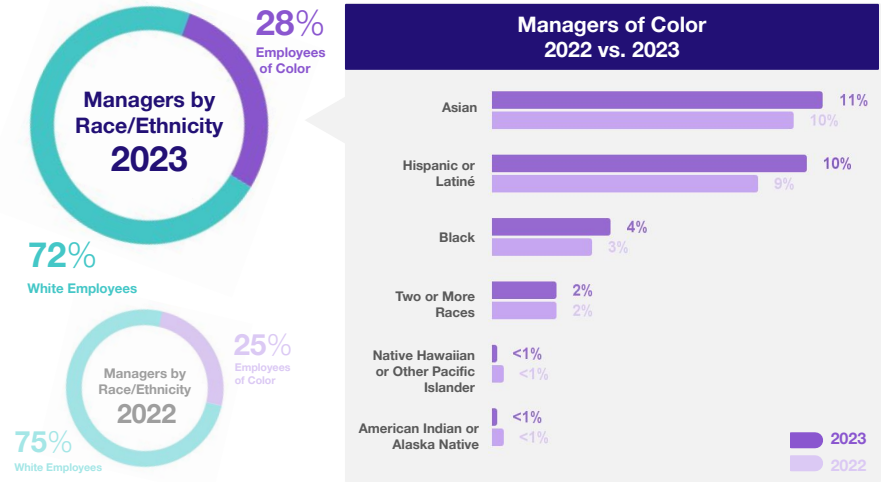


Percentages in the graphs may not equal 100% due to rounding.

Manager Representation by Race/Ethnicity

The percentage of managers who identify as POC increased (**28%** in 2023 from **25%** in 2022). We hope to see this trend continue in the years to come through senior leadership.

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.

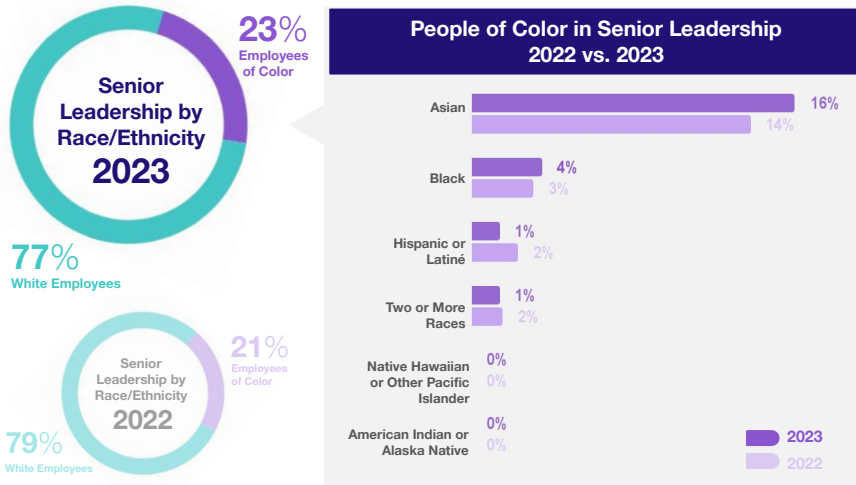
Senior Leadership & Promotions by Race/Ethnicity



Senior Leadership Representation by Race/Ethnicity

The percentage of POC in senior leadership increased over the past two years (**23%** in 2023 from **21%** in 2022) – the percentage of senior leaders who identify as Asian and Black increased, while the percentage of senior leaders who identify as Latiné or as two or more races decreased.

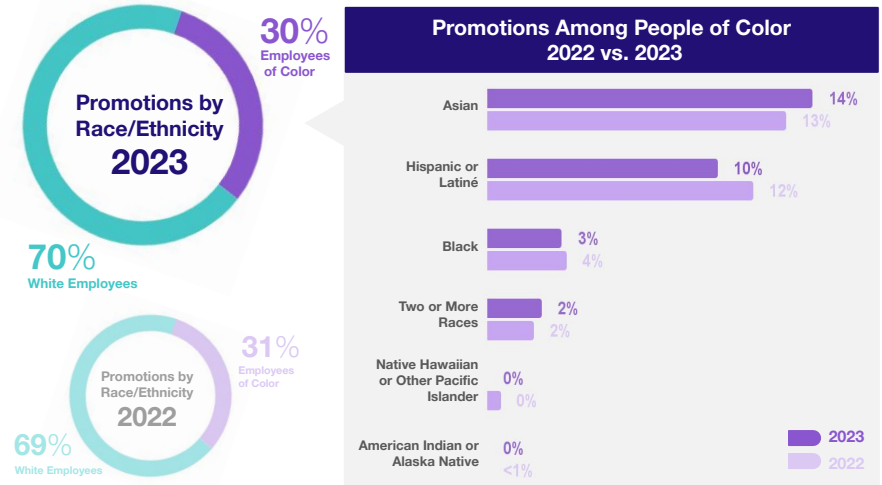
Senior leadership is defined as employees with the title of director or above who are two reporting lines from corporate leadership.



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

Promotions by Race/Ethnicity

The percentage of promotions for employees identifying as POC decreased slightly (**30%** in 2023 from **31%** in 2022). We hope to see an increase as we continue to prioritize professional development and internal mobility.



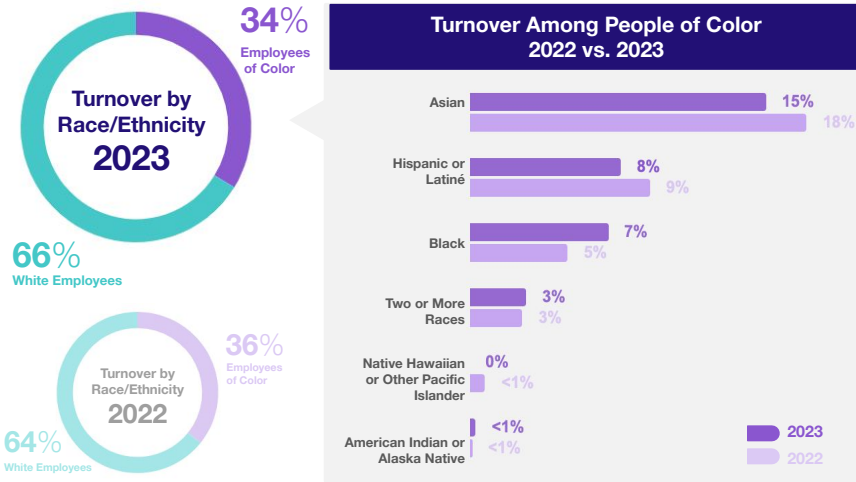
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Turnover & Hiring by Race/Ethnicity



Turnover by Race/Ethnicity

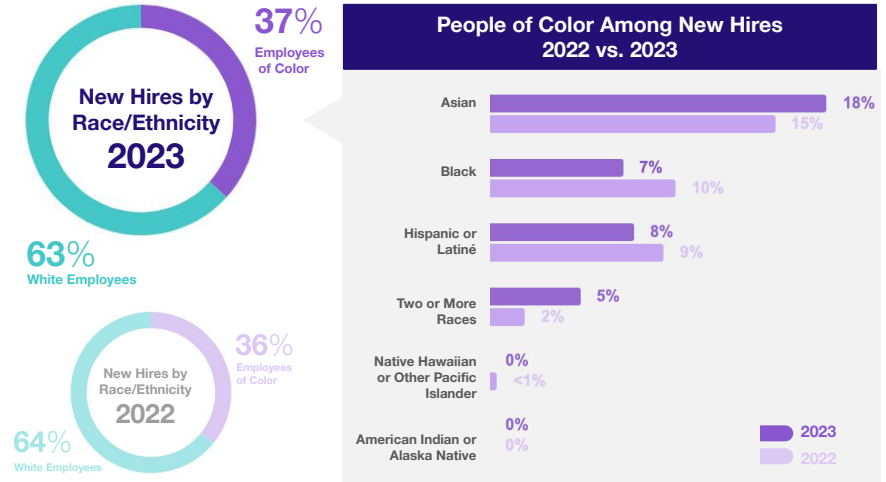
Turnover among employees of color has decreased to **34%** from **36%** over the past year. Our efforts remain focused on recruitment and promotion of POC employees, as well as cultivating a culture of inclusivity that enables everyone to stay and thrive at Ziff Davis.



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

New Hires by Race/Ethnicity

The percentage of POC in new hires increased to **37%** from **36%** over the past year. This reflects our goal to not only expand the number of POC hires, but retain and promote POC, 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 of incoming candidates. This strategy will ensure steady gains over time, rather than quick fixes. We made a concerted effort in 2023 on several diversity hiring initiatives that successfully increased the number of POC in the pipeline, namely through:

- Allocating **\$1 million** to hire POC freelancers and activating **100%** of this budget by year-end
- Continuing our annual eight-week summer internship program with the City University of New York Craig Newmark Graduate School of Journalism to attract diverse talent
- Employee Referral Program which pays a double bonus to an employee when a person of color they refer is hired
- Attending the **AFROTECH** Conference, the largest Black professional conference for the technology and internet sectors, to support the community as well as building 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.



“

Working with a team of diverse and intelligent teammates has been amazing! I simply do not feel like work is just another day of work. Being a part of and aware of cultural celebrations and traditions has broadened my insight on the world as a whole. Crazy thing is I've learned geography so much better than when I was introduced to it in middle school! I love it here!

”



Timeka G.

HR Business Partner
ERG Leadership
Ziff Tech Group

Intersectional Workforce & Manager Representation



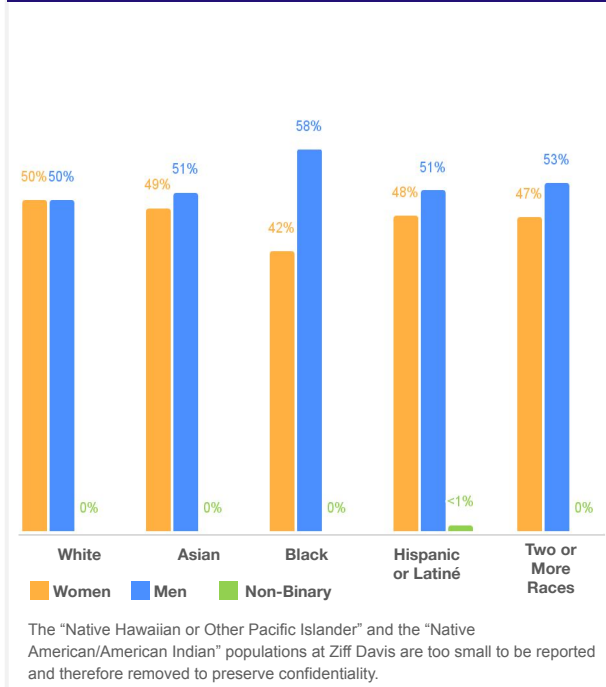
Race/Ethnicity and Gender in Total Workforce Representation in 2023

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. Therefore, Ziff Davis is taking an intersectional approach to increasing representation among our workforce.

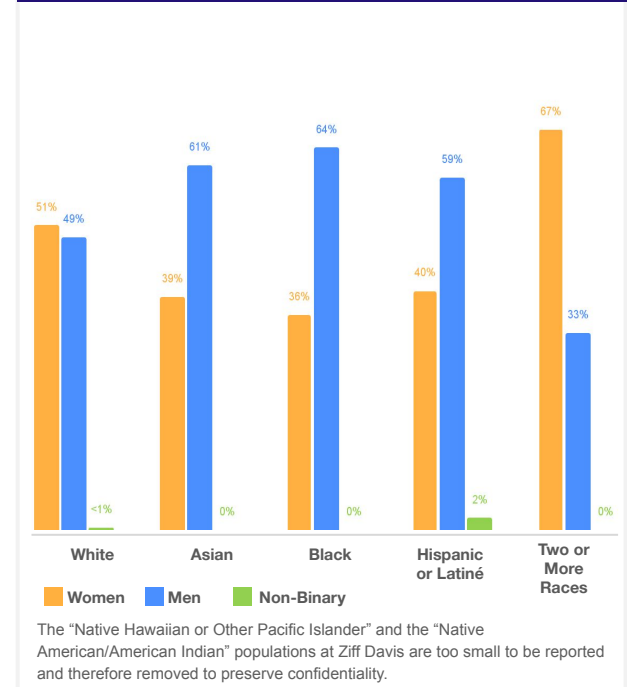
In 2023, the intersectional breakdown of our employees by gender and race/ethnicity demonstrated relative gender parity among White, Asian, and Hispanic or Latiné employees.

At the manager level, representation is at or beyond gender parity for White employees and employees of two or more races. Achieving parity in other categories of race/ethnicity will require more work ahead.

Workforce Representation by Race/Ethnicity and Gender in 2023



Managers by Race/Ethnicity and Gender in 2023



Intersectional Senior Leadership & Hiring Representation



Race/Ethnicity and Gender in Leadership in 2023

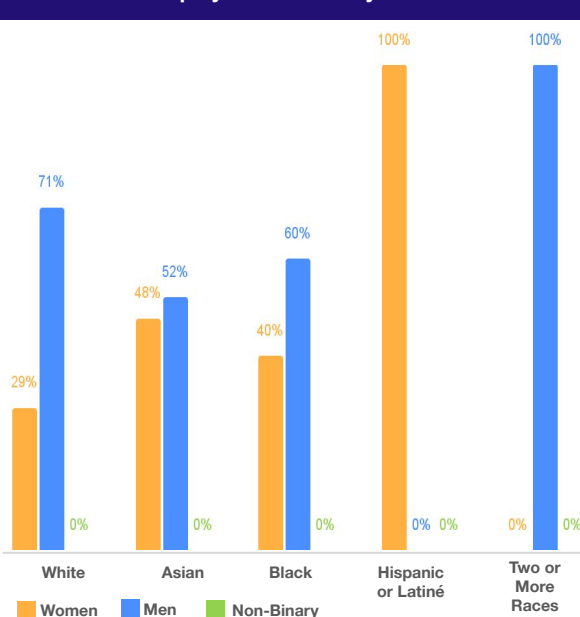
The intersectional breakdown of the senior leadership level representation is at or beyond gender parity for Hispanic/Latiné employees.

For new hires, representation is at or beyond gender parity for White, Asian, and employees of two or more races.

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 current women leaders.

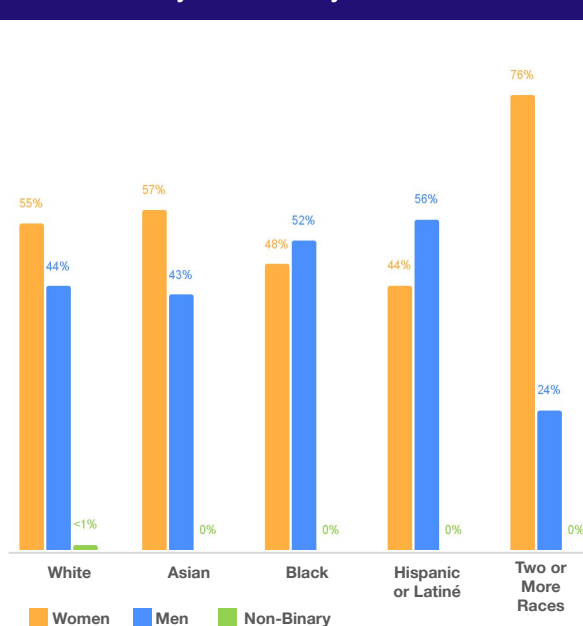
We will also continue to monitor this data and target specific areas of improvement to ensure that women in leadership have access to mentorship and sponsorship.

Senior Leadership by Race/Ethnicity and Gender in 2023



The "Native Hawaiian or 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.

New Hires by Race/Ethnicity and Gender in 2023



The "Native Hawaiian or 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

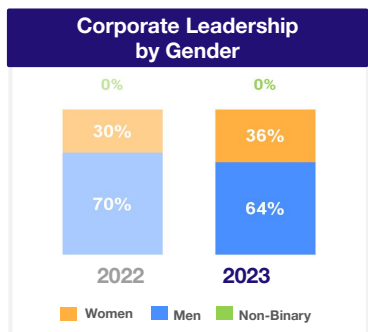




Corporate Diversity

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 **36%** of roles, and racially/ethnically diverse leaders, including our CEO, hold **27%** 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.

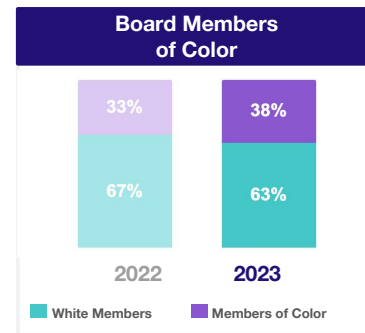
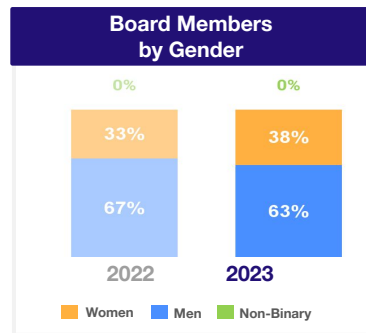
We have instituted best practices around DEI accountability by tying incentives to DEI goals for our corporate leadership team. This aspect of the bonus plan includes a hiring, retention, and leadership component based on the achievement of DEI goals.



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 2023, the Board was **38%** women and **38%** POC; in 2022 our Board of Directors was **33%** women and **33%** POC.





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.
- **Education & Training** develops an engaging framework to build on the foundation of training sessions like the Anti-racism & Allyship training, 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 temporarily as needed.

“

The impact I've witnessed among colleagues is inspiring. It's not merely about statistics or metrics; it's about the genuine sense of belonging that we've created. I've seen my peers find their voices, share unique perspectives, and contribute authentically to our collective success. The effect of these programs extends beyond professional growth; it touches the very fabric of our organization and it creates a wonderful tapestry of different cultures and experiences.

”



Li F.

*Director, Strategic Partnerships
DEI Council Member
ERG Leadership
Health eCareers*

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 2023 engagement survey, overall, the majority of Ziff Davis U.S. employees (**82%**) scored favorably (agree or strongly agree) to recommend Ziff Davis as an employer. This indicator is defined as the “Net Promoter Score (NPS).”

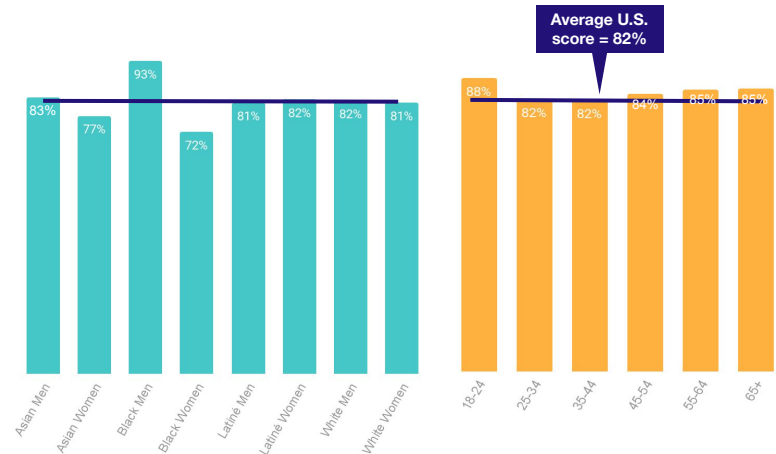
- **By gender:** Men are generally more likely than women to recommend Ziff Davis as an employer, scoring on par with the company average.
- **By race/ethnicity:** A majority of employees in every segment were likely to recommend Ziff Davis as an employer. Black men (**93%**) rated most likely, while Asian (**77%**) and Black women (**72%**) rated least likely, though still favorable.
- **By age:** Employees who are **18-24 years old** were most likely to recommend Ziff Davis (**88%**), while those who are **25-34** and **35-44 years old** also scored high, consistent with the company average.
- **Takeaways:** We are proud of our strong NPS score and will act on this feedback by increasingly promoting the programs Ziff Davis has designed to increase engagement among our employees, including our ERGs, charitable giving program, mentorship program, and career development opportunities.



I recommend Ziff Davis as a place to work.



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 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 (**71%**) agreed that they are able to make progress in their career and development goals at Ziff Davis. Here is the intersectional breakdown:

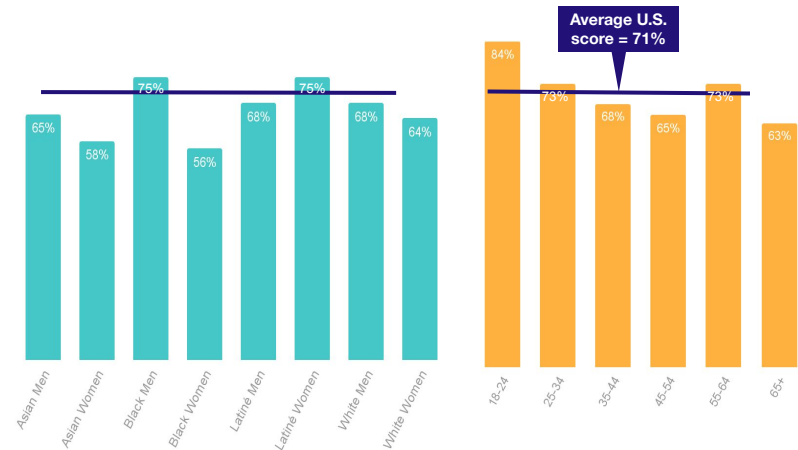
- **By race/ethnicity and gender:** Hispanic/Latiné women (**75%**) and Black men (**75%**) scored highest. Asian women (**58%**) and Black women (**56%**) scored lowest.
- **By age:** Employees **18-24 (84%) years old** scored highest. Employees **45-54 (65%)** and over **65 years old** scored lowest (**63%**).
- **Takeaways:** We see this as an opportunity to amplify and promote career development and internal mobility programs for all employees at Ziff Davis through 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.



I am able to make progress in my career and development goals at Ziff Davis



Engagement Survey: Percentage Points Above/Below Average



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, gives our program flexibility to meet the diverse needs and preferences of participants by offering multiple matching options, including group loops (mentoring groups), auto-matching, and self-matching.

In our 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 continue to evolve the program by:

- Monitoring our MQS (mentoring quality score) and requesting feedback from participants to improve the user experience.
- Driving engagement by releasing a quarterly newsletter with resources, data points, and testimonials from our participants.
- Ensuring participants receive the best match by reviewing drafts from Mentorloop's algorithmic matching system and promoting other match options like self-matching.
- Working closely with the Mentorloop team by sharing feedback on our user's experience to enhance platform features.

638 employees
globally paired in the
platform

528 relationships
created in 2023

Mentoring
Quality Score is
4.6 out of 5

Participant Post-
Meeting Survey Score
of **4.8 out of 5 (96%)**



**Awarded “Most
Impactful
Mentoring
Program” by
Mentorloop in
2023 and 2022!**



Continued Emphasis on Employee Well-Being

Ziff Davis is proud of our benefits package and in 2023, 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 2023, 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 healthcare services in their area and this benefit remains accessible to employees in 2023.
- The Ziff Davis Wellness Your Way program offered U.S.-based employees multiple wellness programs in 2023, including free memberships to Calm and Loselt!, and a wide variety of free wellness webinars, activities, and challenges. We offer a Fitness Membership Reimbursement program for eligible employees based in the U.S. and in select countries 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 full-time employees to take time off. This benefit is available to all eligible employees based in the U.S., Canada, Ireland, and the U.K. Each year, we evaluate our employee distribution to consider extending this benefit to additional employees across our global locations.
- In 2023, Paid Family Leave was introduced for U.S. full-time employees, giving employees four weeks of paid time off to care for a seriously ill family member.



90S STRETCH CLASS



BOLLYWOOD WORKOUT

Wellness Your Way & Asian ERG





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.

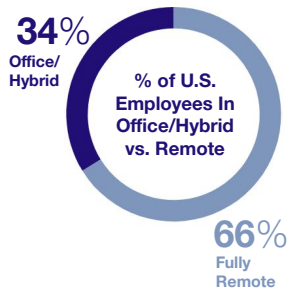
In 2021, we celebrated the success of our teams' ability to collaborate, connect, and drive results for our brands from anywhere by launching the Work From Anywhere program.

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 manager 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:

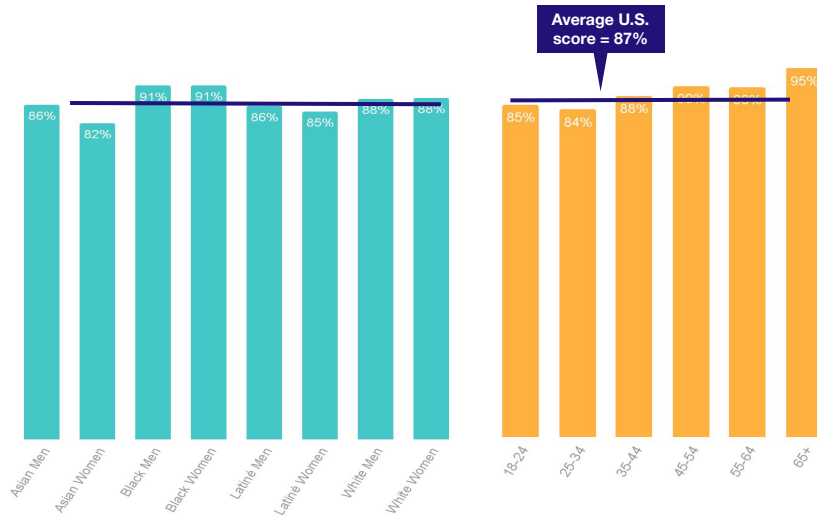
- **66%** of U.S. employees use the benefit
- **87%** of U.S. employees reported feeling supported around flexible work



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 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.

In 2023, the Employee Assistance Fund expanded eligibility to cover more than 98% of employees in the U.S., India, Canada, the U.K., Ireland, France, Finland, Australia, Mexico, and the Philippines with plans for further expansion. Ziff Davis also covers taxes in countries outside of the U.S., providing equity to our international colleagues.

The Employee Assistance Fund has been incorporated into our ZD Cares Program to emphasize our dedication to both our local communities and the colleagues within them. Further details about this program are provided later in this report.

“

Providing assistance through the Employee Assistance Fund (EAF) is something I have felt passionately about since the 2021 ice storm in Texas where many of my colleagues and neighbors were in need. The EAF is such a positive benefit for colleagues experiencing unexpected financial hardships. It allows them to get what they need, anonymously and without judgment of their situation.

”



Samantha M.
DEI & HR Programs Manager
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:

- We are expanding our **Employee Resource Group** program to include an **Interfaith ERG**, which will focus on creating an inclusive environment that recognizes and respects a wide array of religious affiliations.
- **Through in-person fundraising** efforts, our ERGs and their members **raised almost \$17k to support** their local communities.
- Collectively, our ERGs hosted **over 100 events** to engage our global teams and we have **over 800 members**.

Our ERGs are built on 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, and discussion forums to support members and foster connections within Ziff Davis.

“

Employee Resource Groups (ERGs) mean a lot to me and my colleagues. They help us break out of our daily routines and see beyond just our own jobs. ERGs bring us together across different brands, letting us take on leadership roles and make friends from all over the world. Personally, I've had almost too much fun hosting colleagues in Austin and even going to concerts with some who flew in! It's cool to see how ERGs bring us closer and make work more fun and supportive.

”



Ashley P.

*SVP, Human Resources
Ziff Tech Group*

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.



“

As a member of the Asian ERG leadership team and a DEI member, I am able to share my Asian heritage and culture with my colleagues and celebrate Asian festivals with them. The ERG and DEI teams provide a bias-free space to voice, contribute, advocate, and learn how we can truly create a safe space where people from varied backgrounds and cultures come together to share their values with us. The impact enables me and our teams to have the conviction and belief that Ookla - Ziff Davis is a truly inclusive company.

”



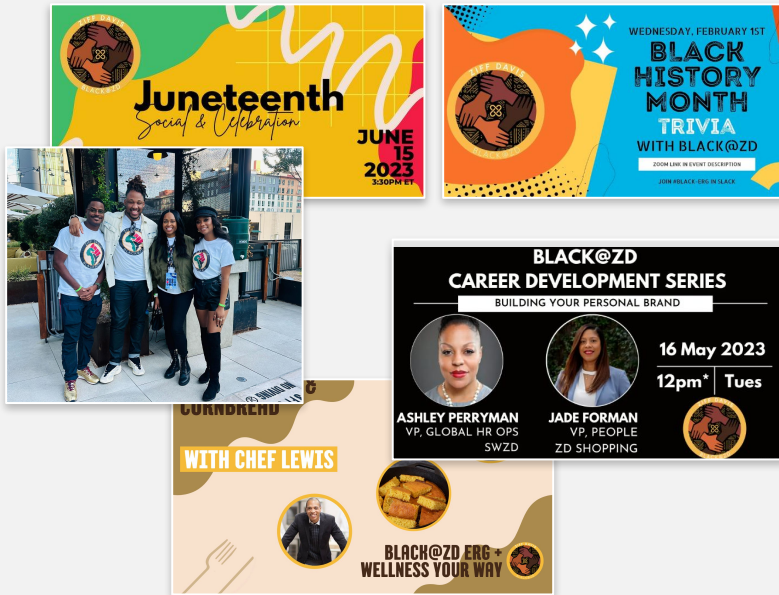
Alekhya P.
Senior Product Manager
ERG Leadership
Ookla

Notable Events:

- AAPI Heritage Month Trivia
- Bollywood Workout Class
- Chuseok, Diwali, Holi, and Lunar New Year Celebrations
- Leadership Journey Series
- Storytelling Through Food

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.



Our ERGs play a crucial role in fostering an environment where diversity is not just acknowledged but celebrated wholeheartedly. They provide a safe space where our voices are heard, valued, and amplified. Additionally, these groups facilitate meaningful conversations, advocate for inclusivity, and promote equity within our organization. By steering the Black@ZD ERG, I have not only been able to make a significant contribution to our company culture but also empowered to build lasting relationships and drive positive change within our community.



Dominique H.

Manager, Global HR Programs
Black@ZD Co-President
Ookla

Notable Events:

- AFROTECH Conference
- Black History Month
- Juneteenth
- Leveraging Employee Benefits to Build Wealth
- Path to Progress Series
- Monthly Socials

Elevate Women+ ERG

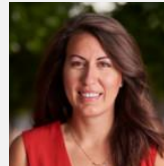


Our mission is to celebrate our unique contributions, champion professional and personal growth, and cultivate experiences in which all employees can thrive. Elevate is committed to fostering an inclusive and impactful community by providing an empowering forum for gender equity discussions, industry education, networking, and career development opportunities.



“

I was so excited when I joined the company three years ago and learned there was a women's ERG. I knew immediately I wanted to be more deeply involved and joined the leadership team as the Communications Lead. Being able to meet with and learn from inspiring women across the entire landscape of the company has been very important for my personal and professional growth. Now as the co-president, I want every woman who works at ZD to join our community. Our programs help uplift one another and give a safe space to workshop issues women still face in the workplace.



Christine B.

Director, B2B Marketing
Elevate Co-President
Health eCareers

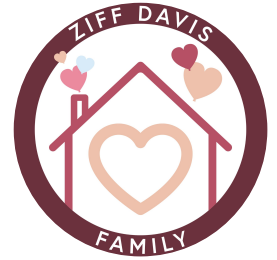
”

Notable Events:

- Breast Cancer Walk
- Exceptional Women in Medicine
- Guided Giving Bra Drive
- International Women's Day Programming
- Vision Board Workshop
- Networking Socials
- Speed Mentoring
- Women's History Month

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.



“

Becoming a parent is one of the hardest things I've ever done. The first few months and years can be incredibly isolating. It has been such a blessing to know that I'm not alone at my work. I'm so thankful for the support and camaraderie. I have a community of people who understand the tears and the laughter. It's a judgment-free support system that makes me feel like I can be myself at work.

”

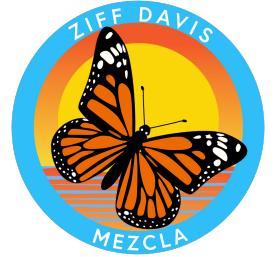


Dylan B.
MLR Manager
ERG Leadership
Everyday Health Professional

Notable Events:

- Gun Violence Discussion
- Identity Theft Protection & Self-Help
- College Financial Planning
- Autism Awareness Month
- Step Parenting Discussion
- Caregiver resources & family planning benefits overview
- Virtual Holiday Story Time

Mezcla (Hispanic and Latiné)



Our mission is to increase the connections of our community of Hispanic and Latiné 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.”



“

For me, ERGs are about creating close connections to people and cultures I wouldn't ordinarily get to experience during the workday. I participated in meaningful work that highlighted the strength of Hispanic culture. I traveled to different Ziff Davis offices around the U.S. and Canada, and I made lifelong friends. We're connected by our passion for diversity and equality. Another big perk to ERGs is the opportunity to learn about other Ziff Davis business units, and that opens up career options that might not have been there without the ERGs.

”



Christy C.

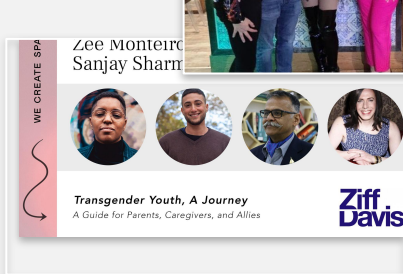
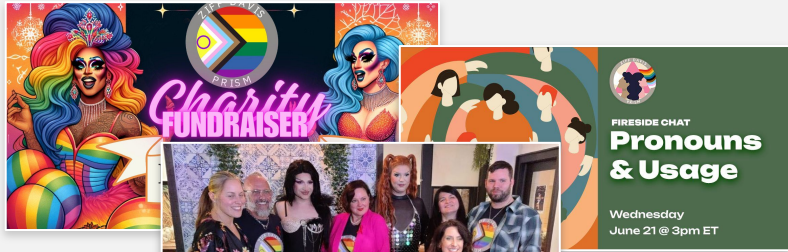
*Director, Platform Operations
Mezcla Co-President
Ziff Shopping*

Notable Events:

- Navigating Career Setbacks
- Harnessing Hispanic Consumer Power
- Financial Literacy Workshop
- Cafecito y Chisme socials
- Hispanic Heritage Month Programming

Prism (2SLGBTQIA+)

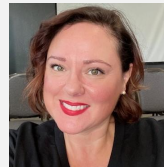
Our mission is to be the global convener, thought leader, and catalyst actively working to achieve a workplace of equality and belonging - supporting the 2SLGBTQIA+ community within Ziff Davis, to thrive in their careers and lives while having a greater impact in our communities. The Prism ERG strives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



“

As part of the Event Leadership team, I've had the distinct privilege of engaging with every member. Witnessing the positive transformation in individuals who benefit from the openness and safety of our group has been truly rewarding. In addition to forging valuable network connections, I've also formed lifelong friendships.

”



Season H.
Senior Client Success Manager
Prism Co-President
ThreatTrack USA

Notable Events:

- Bruce House & OutYouth Fundraisers
- Pronouns & Usage Fireside Chat
- Transgender Youth, A Journey: A Guide for Parents, Caregivers, and Allies
- Monthly Kiki Socials
- Pride Month
- 2SLGBTQIA+ History Month

Building a Better World



Supporting Our Communities



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 improve the lives of vulnerable people, in addition to financial support.

Everyday Health Group's inclusive campaigns and awards in 2023 included the launch of Castle Connolly's Top Black Doctors list. **Castle Connolly's Top Doctors** lists also featured the Top Hispanic & Latino, AAPI, 2SLGBTQIA+, and Women in Medicine.



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 2023, **Black Joy** highlighted people who are working to change that and who are inspiring other Black Americans to find joy in the outdoors.

Ookla, a 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, a digital storefront with game, software, and book content, donates a portion of proceeds from the vast majority of transactions to charitable organizations. In 2023, Humble helped raise funds for charities focused on diverse causes ranging from health & well-being, crisis & disaster relief, equity & inclusion, quality education, climate change, and sustainability. These 2023 campaigns include:

Humble

Humble raised nearly \$3.7 million in one week for three organizations, **Direct Relief**, **International Medical Corps**, and **Save the Children** – these organizations were rushing to bring aid to Türkiye and Syria following the aftermath of the disastrous earthquakes.



Humble'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 four, the BGDF has supported over 40 funded gaming projects across the globe.



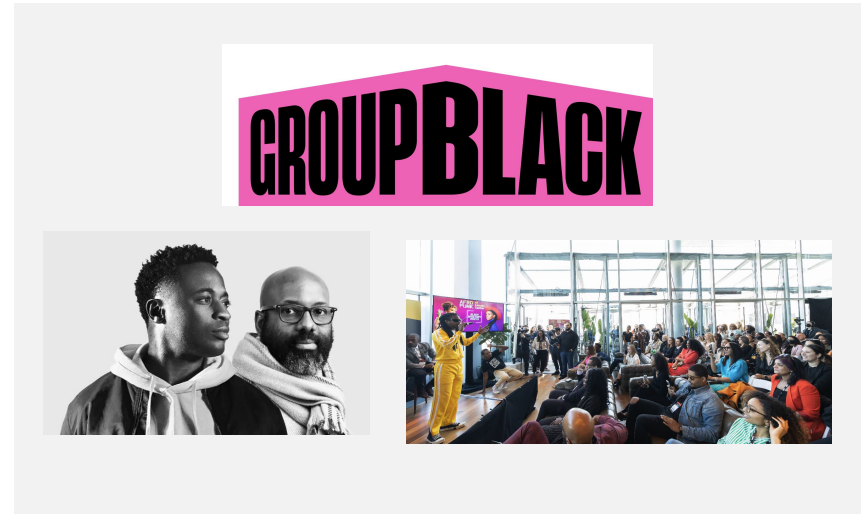
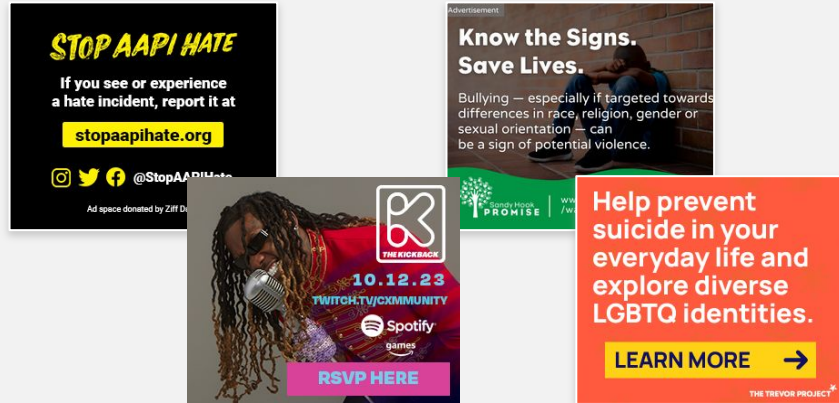
Supporting Our Communities



Partnerships and Community

In 2023, Ziff Davis **pledged more than \$1.3 million** in media to charities including Sandy Hook Promise, Cxmmunity Gaming, Stop AAPI Hate, and The Trevor Project, through partnerships with our Family, Black@ZD, Asian, and Prism ERGs.

Ziff Davis has been a strategic partner and investor in **Group Black** since 2022. The partnership funds and provides exposure for Group Black's collective of Black-owned content creators on Ziff Davis editorial platforms and provides advertising inventory to Group Black to help support the deployment of advertising investments from Group Black's brand and advertising partners.



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. Through our global 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 initiatives 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.

We volunteer with organizations making a difference via our ZD Cares program, which 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 rebranded as “**Donations by Doing**,” gives employees donation dollars for every hour they volunteer their time.
- Employees experiencing unexpected financial hardship resulting from the impact of federally qualified, natural and other disasters as well as other personal hardships may qualify for relief from our **Employee Assistance Fund**.



Over **\$300,000** given in employee donations and Ziff Davis matches in 2023.



2,000+ hours volunteered by employees in 2023.



Habitat for Humanity build days are by far one of the most rewarding experiences to volunteer for. You see actual walls go up, lawns being laid out, tangible work that you can feel proud of taking part in at the end of the day.



Sabrina R.

*Engagement Specialist
ZD Cares Ambassador
ERG Leadership
Ziff Shopping*

Supporting Our Communities



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 by partnering with local causes.
- Creates partnerships with ERGs, business units, and interest groups.
- Deepens and increases employee participation in our corporate initiative by sharing positive impact stories.
- Creates localized giving and volunteering opportunities.
- Assists with content creation and marketing of our program.



“

Being a ZD Cares ambassador has not only provided me with the opportunity to actively contribute to initiatives that make a tangible difference in our community, but it has also enriched my personal growth journey and has given me the chance to make some amazing new connections along the way.

”



Nishita N.
Customer Success Manager
ZD Cares Ambassador
Campaigner



Volunteer Initiatives Across Our Brands

- **Ookla** and **Ziff Davis Shopping**, sponsored and volunteered during the 2023 CodeCrew Hackathon, a three-day event providing opportunities for students to show off their mobile app development skills and work on a real-world project to benefit our community.
- **IGN** volunteered at the San Francisco Marin Food Bank Pop Up Pantry, distributing fresh food to over 250 people in the community.
- During National Volunteer Month, our **Ziff Davis Tech** and **Ziff Davis Shopping** groups in Austin, New York, and London, volunteered for the Austin Humane Society, Coalition for the Homeless, Euston Foodbank, and GirlStart.
- For their 2023 Volunteer Day, **Castle Connolly** volunteered with the Afya Foundation, sorting vital medical supplies, shipped to Maui and Ukraine. Remote team members joined the effort by creating heartfelt cards for Project Smile AZ.
- The **Moz Group** in Vancouver, Ottawa, and Raleigh participated in volunteer events working with their local community food bank in sorting recent food donations and packing/distributing food packages for senior citizens.
- The **Pregnancy & Parenting** team adopted a military family of eight living in Buffalo, NY through Soldiers' Angels and purchased gifts for the seven children from their wish list, wrapped presents, and included a grocery gift card for the family to put towards their holiday meal.

“

I've been so lucky to work with so many passionate people who also care about and are a part of the 2SLGBTQIA+ community. From volunteering their time to highlight queer voices on staff through features, charity-driven partnerships, and IGN social cards, to writing original features that uplift and showcase queer voices, we've created some wonderful content for our audiences and staff to connect with and celebrate. Last year, I was proud to be honored alongside Jessie Wade and Jada Griffin in GGP Honors 2023 (Gay Gaming Professionals award ceremony)—granted to only the top Diversity, Equity, Inclusion, and Belonging professionals and organizations in the Games Industry. I can't wait to see what positive impacts we can make for the queer community in 2024!

”



Lindsey S.

Director, Audience
Development & Commerce
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 remain steadfast in our commitment 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 that advocate for unrestricted access to comprehensive reproductive care.



Ziff Davis demonstrated our support for equal rights and protections for 2SLGBTQIA+ people by becoming a signatory to the **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.

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

