



# 2024 Diversity, Equity & Inclusion Report

**Ziff  
Davis**

Diverse  
Workforce

Accountable  
Leadership

Engaged &  
Inclusive  
Culture

Building a  
Better World

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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, particularly those regarding our 2025 financial guidance. These forward-looking statements are based on management’s current expectations or beliefs as of May 12, 2025 (“Release Date”) and are subject to numerous assumptions, risks, and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These factors and uncertainties include, among other items: the Company’s ability to grow advertising, licensing, and subscription revenues, profitability, and cash flows, particularly in light of an uncertain U.S. or worldwide economy, including the possibility of economic downturn or recession; the Company’s ability to make interest and debt payments; the Company’s ability to identify, close, and successfully transition acquisitions; customer growth and retention; the Company’s ability to create compelling content; our reliance on third-party platforms; the threat of content piracy and developments related to artificial intelligence; increased competition and rapid technological changes; variability of the Company’s revenue based on changing conditions in particular industries and the economy generally; protection of the Company’s proprietary technology or infringement by the Company of intellectual property of others; the risk of losing critical third-party vendors or key personnel; the risks associated with fraudulent activity, system failure, or a security breach; risks related to our ability to adhere to our internal controls and procedures; the risk of adverse changes in the U.S. or international regulatory environments, including but not limited to the imposition or increase of taxes or regulatory-related fees; the risks related to supply chain disruptions, inflationary conditions, and rising interest rates; the risk of liability for legal and other claims; and the numerous other factors set forth in the Company’s filings with the Securities and Exchange Commission (“SEC”). For a more detailed description of the risk factors and uncertainties affecting the Company, refer to our most recent Annual Report on Form 10-K and the other reports filed by the Company from time-to-time with the SEC, each of which is available at [www.sec.gov](http://www.sec.gov). The forward-looking statements provided in this presentation, including those regarding our 2025 financial guidance, are based on limited information available to the Company as of the Release Date and are subject to change. Although management’s expectations may change after the Release Date, the Company undertakes no obligation to revise or update these statements.

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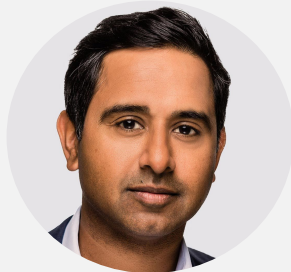
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We use these non-GAAP financial measures for financial and operational decision making and as a means to evaluate period-to-period comparisons. We believe that these non-GAAP financial measures provide meaningful supplemental information regarding our performance and liquidity by excluding certain items that may not be indicative of our recurring core business operating results or, in certain cases, may be non-cash in nature. We believe that both management and investors benefit from referring to these non-GAAP financial measures in assessing our performance and when planning, forecasting, and analyzing future periods. These non-GAAP financial measures also facilitate management’s internal comparisons to our historical performance and liquidity. We believe these non-GAAP financial measures are useful to investors both because (1) they allow for greater transparency with respect to key metrics used by management in its financial and operational decision-making, (2) certain measures are used to determine the amount of annual incentive compensation paid to our named executive officers, and (3) they are used by the analyst community to help them analyze the health of our business.



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***We strive at Ziff Davis to ensure that our hiring and promotion processes are accessible and fair, and seek to be transparent by sharing the data contained in this report.***

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At Ziff Davis, Diversity, Equity, and Inclusion (DEI) has always been about fairness, equal opportunity, and belonging. DEI enables us to attract and retain the best talent, regardless of background or circumstances, while enabling our thousands of employees worldwide to thrive. Our company's intellectual capital is strengthened by the diverse knowledge and expertise our employees bring.

Because we serve a vast and broad audience of readers and consumers, it's crucial that we maximize our reach, impact, and appeal with an employee base that reflects this diversity.

We strive at Ziff Davis to ensure that our hiring and promotion processes are accessible and fair, and seek to be transparent by sharing the data contained in this report. Reports like this one help us to attract and recruit the best talent who believe they can thrive and excel inside of the company and actively contribute to positive outcomes for our stakeholders.

As you explore this year's DEI Report, you'll learn about the programs and initiatives that help improve and advance our business. I thank Ziff Davis employees and partners for their continued dedication and participation in these important efforts, which are vital to our company's success and delivering value to our shareholders.

**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 audience we strive to reach. Over the past five years, we have continued to improve representation to grow our business, yet there is still progress to be made in these areas. Our DEI strategies are overseen by our Board of Directors and the Board's Environmental, Social and Governance Committee, and we continue to prioritize hiring and developing the best talent, providing us with a wide range of perspectives, experiences, and ideas that foster innovation and drive the company's success.

In 2024, internal mobility and professional development remained the primary areas of focus. We made progress in other key areas, like representation from our colleagues across the organization, by introducing an updated approach to our DEI council.

## 2024 Key Statistics Across Ziff Davis<sup>1</sup>

**38%**

of corporate  
leadership<sup>2</sup> roles  
were held by women

vs. 36% in 2023

**38%**

of senior leadership  
were women

vs. 33% in 2023

**33%**

of all promotions  
were people  
of color

vs. 30% in 2023

**27%**

of all managers  
were people of color

vs. 28% in 2023

<sup>1</sup> Though our Diversity, Equity, and Inclusion efforts have a global reach, this report focuses on our U.S. employee population within the 2024 calendar year. For comparison, some sections also include data from the 2023 calendar year.

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

# In This Report

In 2024, we took a thoughtful and strategic approach to continue to evaluate and refine our existing Diversity, Equity, and Inclusion (DEI) initiatives at Ziff Davis and explore new opportunities to fuel future growth and progress. We focused on strengthening the foundation of our DEI initiatives, ensuring they are impactful, inclusive, and aligned with our values.

As part of this effort, we assessed our current programs, identifying areas where we can make meaningful improvements. We listened to the voices of our employees, gathering valuable feedback that allowed us to enhance our efforts and ensure they are more impactful than ever before.

Looking ahead, we will focus on identifying new opportunities to further expand our DEI initiatives, recognizing the importance of evolving to meet the needs of a diverse workforce to reach diverse audiences. As we move forward, we are excited about the progress we've made so far and the opportunities that lie ahead. At Ziff Davis, we remain dedicated to creating an environment where everyone feels valued, respected, and empowered to succeed.

## What's new:

In addition to fostering our existing programs and initiatives, we grew our DEI initiatives by adding:

- A new Interfaith ERG for colleagues of all faiths and beliefs
- New partnerships with Out in Tech and POCIT
- Additional countries for the Employee Assistance Fund eligibility
- PERIOD.org media pledge through a partnership with the Elevate ERG
- Reimagining our DEI council to better meet the needs of our global employee base

# Diverse Workforce

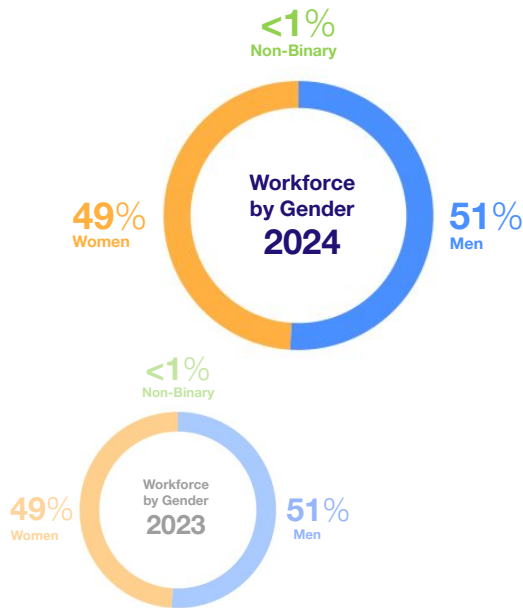


# Representation by Gender



## Workforce Representation by Gender

Over the past four years, the proportion of men and women at Ziff Davis has moved towards parity: the percentage of women remained at **49%** in 2024.



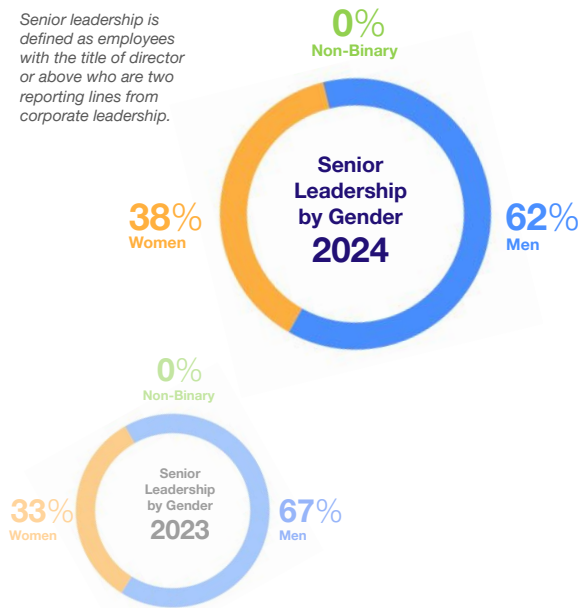
## Manager Representation by Gender

In 2024, the percentage of women who were managers remained at **48%**.



## Senior Leader Representation by Gender

The percentage of women in senior leadership increased to **38%** in 2024 from **33%** in 2023.



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

# Promotions, Turnover & Hiring by Gender



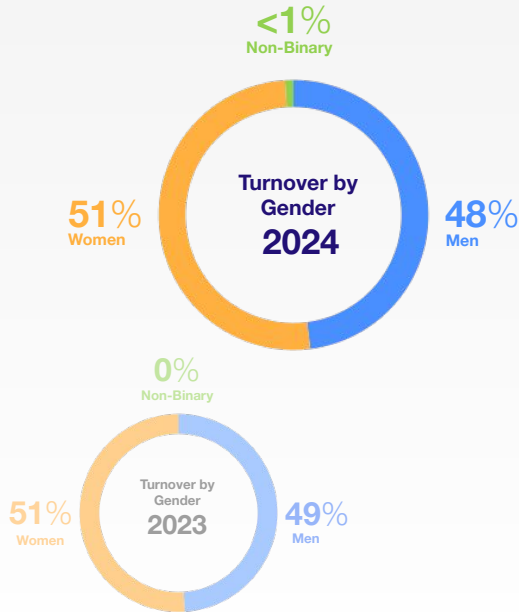
## Promotions by Gender

In 2024, the percentage of promotions for women increased slightly to **54%** from **53%** in 2023.



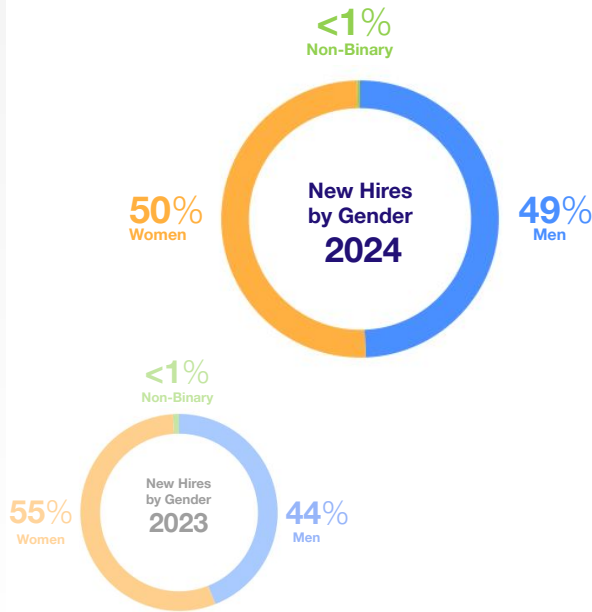
## Turnover by Gender

There was no change in the percentage of turnover that affected women which remained at **51%** in 2023 and 2024.



## New Hires by Gender

The percentage of women hired decreased to **50%** in 2024 from **55%** in 2023.



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

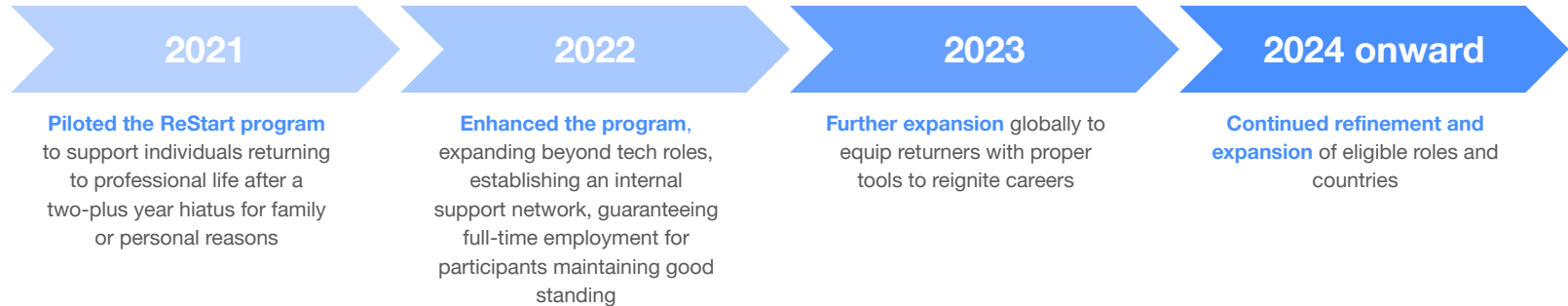




## ReStart Program

Ziff Davis is dedicated to our employees' professional development. 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 technology roles. 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.

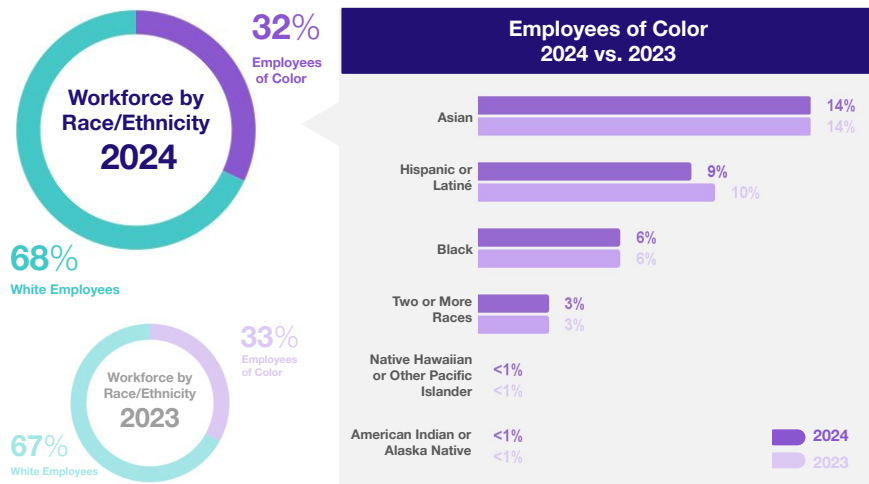


# Workforce & Managers Representation by Race/Ethnicity



## Total Workforce Representation by Race/Ethnicity

The percentage of people of color (POC) employees at Ziff Davis decreased slightly (**32%** in 2024 from **33%** in 2023). Employees who identify as Hispanic or Latiné decreased, and there were no differences among other employees of color.

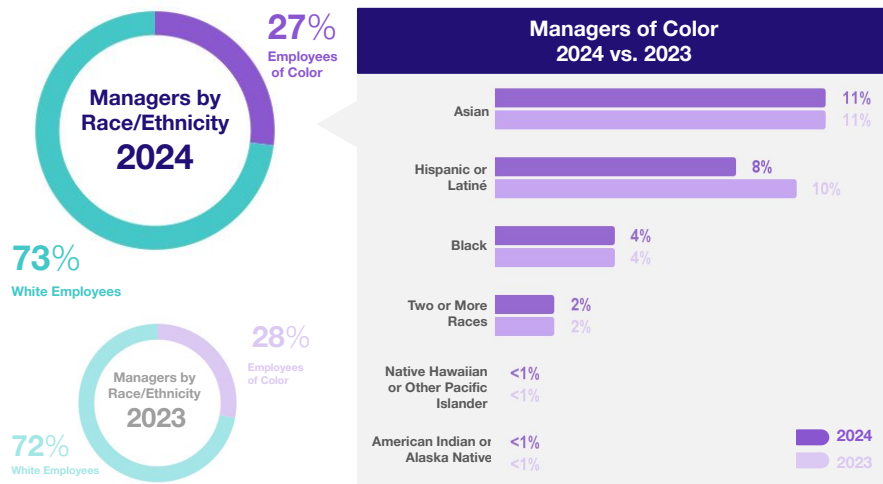


Percentages in the graphs may not equal 100% due to rounding.

## Manager Representation by Race/Ethnicity

The percentage of managers who identify as POC decreased slightly (**27%** in 2024 from **28%** in 2023), with a slight decrease in Hispanic or Latiné employees.

*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.

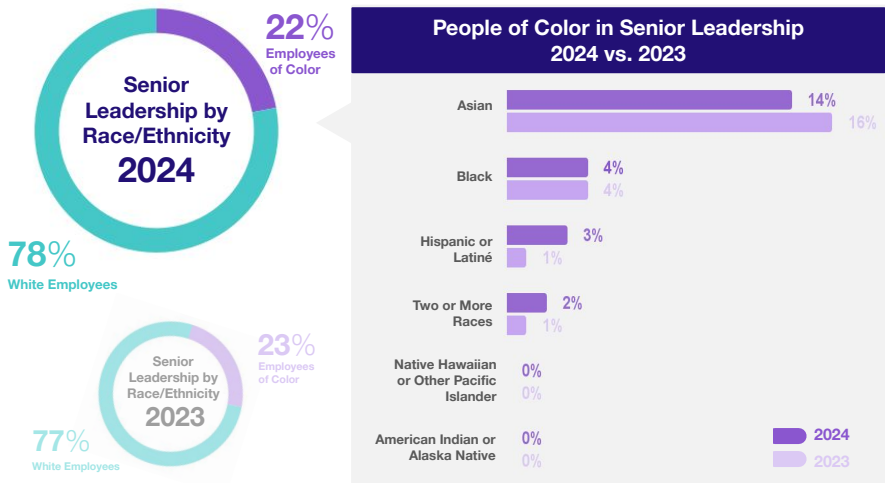
# Senior Leadership & Promotions by Race/Ethnicity



## Senior Leadership Representation by Race/Ethnicity

The percentage of POC in senior leadership decreased slightly (**22%** in 2024 from **23%** in 2023) – the percentage of senior leaders who identify as Asian decreased, while the percentage of senior leaders who identify as Hispanic or Latiné or as two or more races increased.

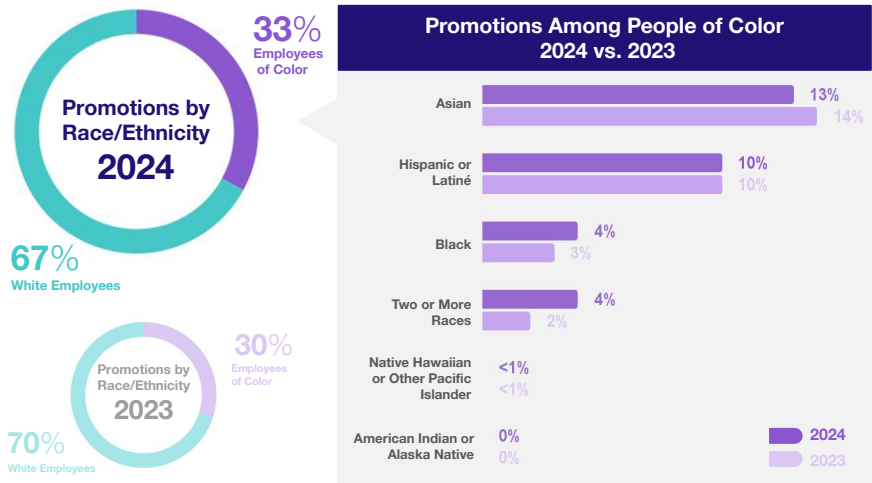
*Senior leadership is defined as employees with the title of director or above who are two reporting lines from corporate leadership.*



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

## Promotions by Race/Ethnicity

The percentage of promotions for employees identifying as POC increased (**33%** in 2024 from **30%** in 2023). The percentage of promotions for Asian employees decreased, while the percentage of senior leaders who identify as Black or as two or more races increased.



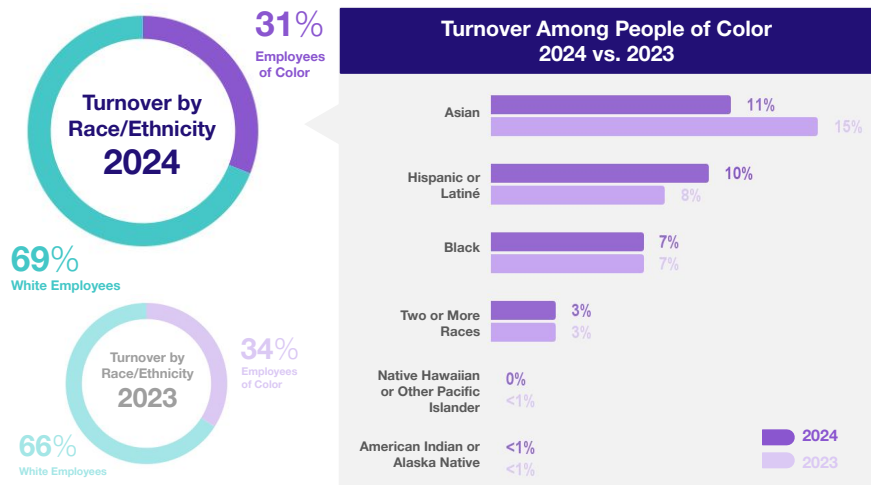
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# Turnover & Hiring by Race/Ethnicity



## Turnover by Race/Ethnicity

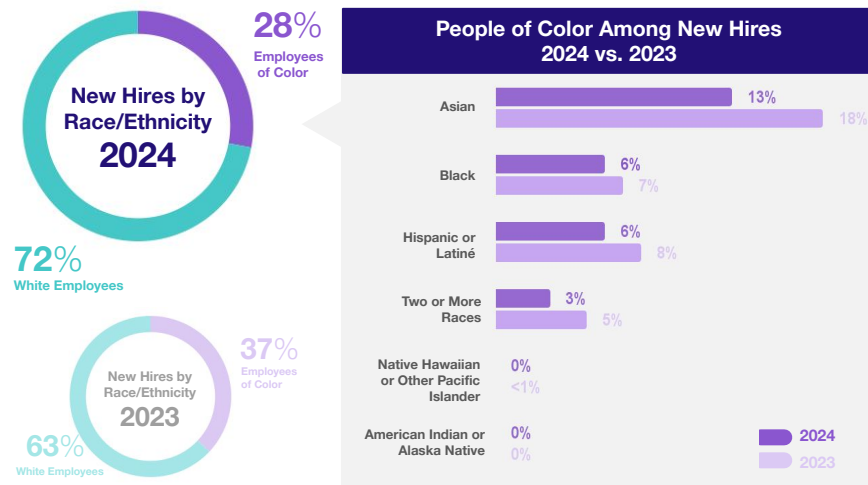
Turnover among people of color has decreased to **31%** from **34%** over the past year. The decrease was reflected among Asian and Native Hawaiian or Other Pacific Islander employees along with an increase for Hispanic or Latiné employees.



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

## New Hires by Race/Ethnicity

The percentage of POC in new hires decreased to **28%** from **37%** over the past year, and this decrease was across Asian, Black, Hispanic or Latiné, Native Hawaiian or Other Pacific Islander, and employees of two or more races.



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

# Diversity Hiring Initiatives



The first step in hiring the best talent is to build and strengthen our pipeline of incoming candidates. This strategy seeks to ensure steady gains over time, rather than quick fixes. We made a concerted effort on several diversity hiring initiatives that successfully increased diversity within in the pipeline, namely through:

- 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
- 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
- Establishing partnerships with **Out in Tech** and **POCIT** job boards
- 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.

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*I'm proud to work for a company that not only believes in diversity, equity, and inclusion but actively invests in it. Through intentional initiatives, meaningful conversations, and ongoing support, Ziff Davis strives to foster a culture where employees feel valued, heard, and empowered. The commitment to building a strong sense of community and providing resources that enable us to bring our authentic selves to work makes a real difference. It's inspiring to be part of a workplace that doesn't just talk about DEI but prioritizes it as a core value, creating opportunities for growth, connection, and belonging for all.*

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**Jessica P.**

Manager, DEI & HR Programs  
ERG & Mentorship Programs  
Ziff Davis



# Intersectional Workforce & Manager Representation



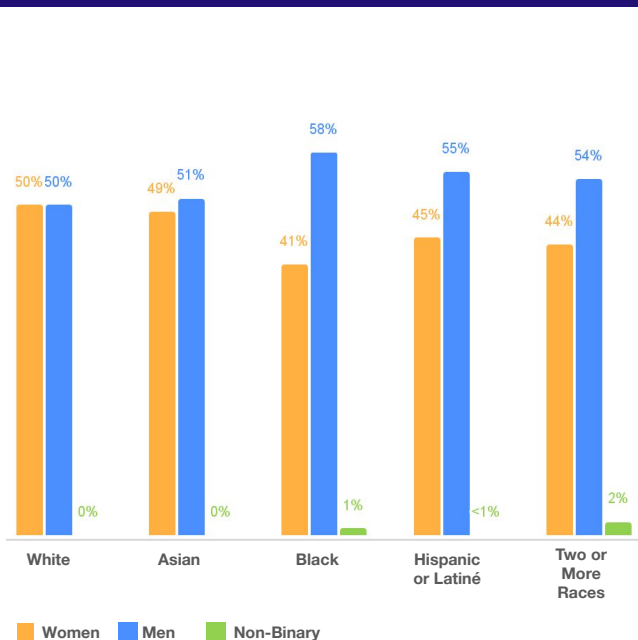
Social identities work on multiple levels, resulting in unique experiences for each person. We all have multiple intersecting identities, and our experiences of these identities are interlinked with each other.

In 2024, the intersectional breakdown of our employees by gender and race/ethnicity demonstrated relative gender parity among White, and Asian employees.

At the manager level, representation is at or beyond gender parity for American Indian or Alaska Native employees and employees of two or more races.

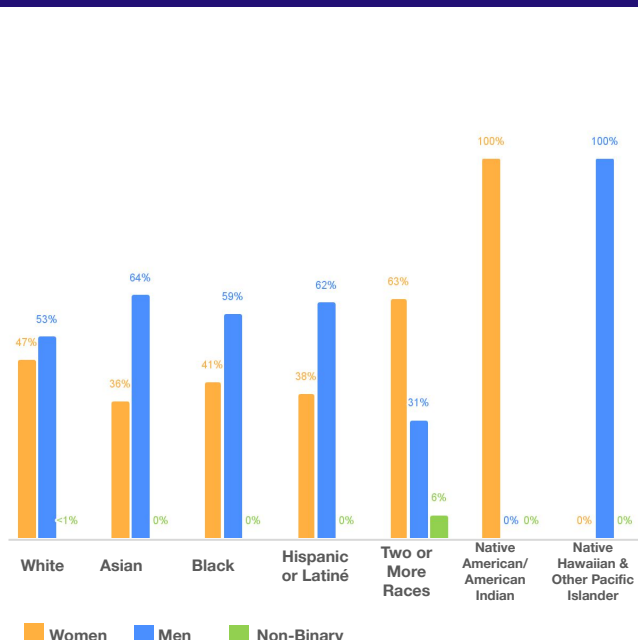
*A Manager is defined as an employee having one or more direct reports, who is not a senior leader.*

## Workforce Representation by Race/Ethnicity & Gender in 2024



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.

## Managers by Race/Ethnicity & Gender in 2024



# Intersectional Senior Leadership & Hiring Representation



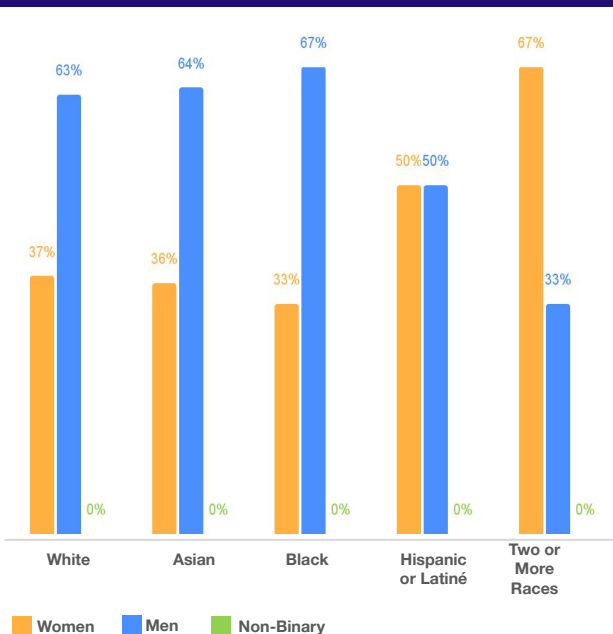
The intersectional breakdown of the senior leadership level representation is at or beyond gender parity for Hispanic or Latiné and employees of two or more races.

For new hires, representation is at or beyond gender parity for White, Asian, Black and American Indian or Alaska Native employees.

These trends mark an incremental change from last year in these categories.

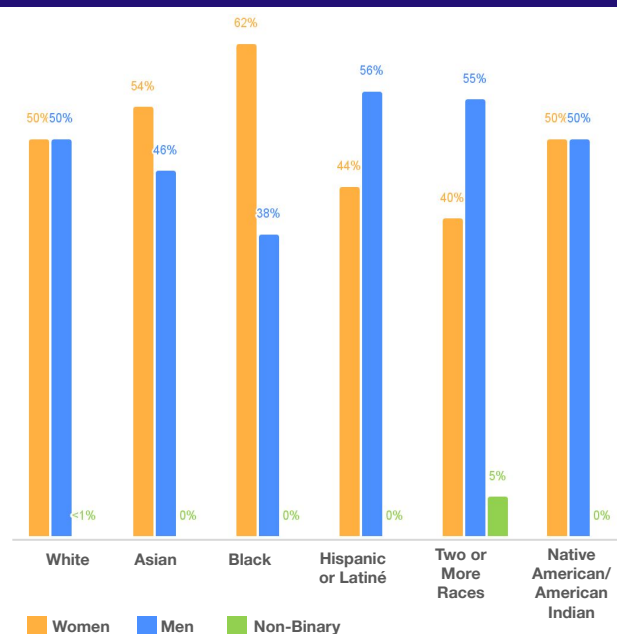
*Senior leadership is defined as employees with the title of director or above who are two reporting lines from corporate leadership.*

## Senior Leadership by Race/Ethnicity & Gender in 2024



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 & Gender in 2024



# Accountable Leadership

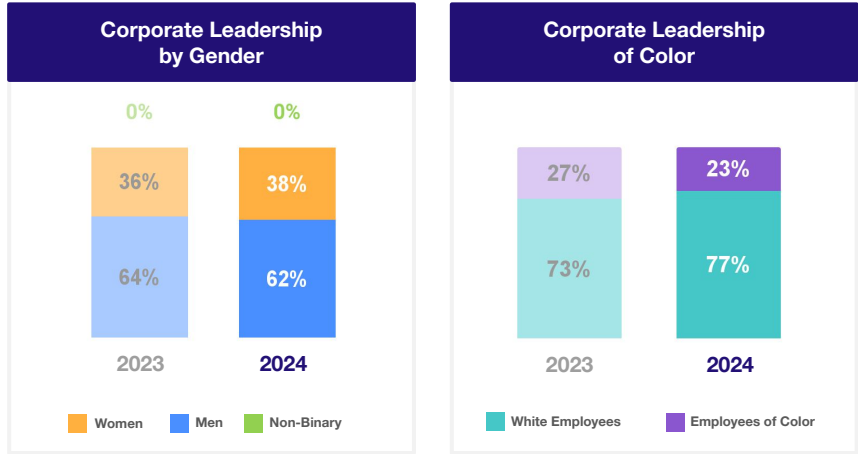




## Corporate Diversity

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**.

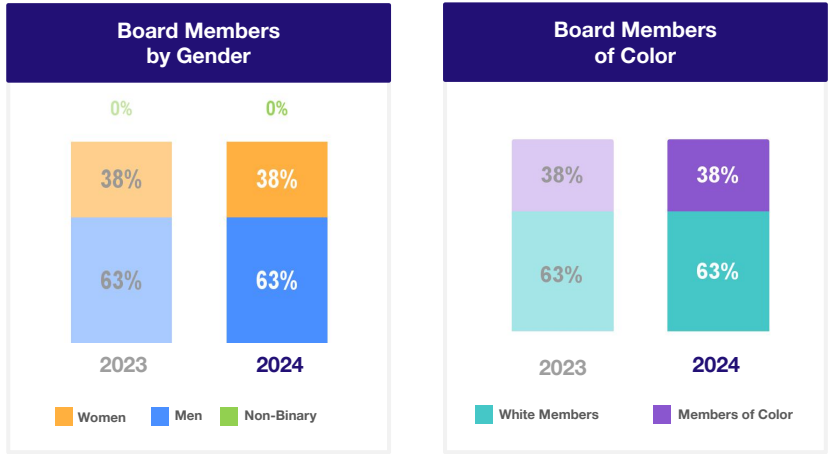
Women currently hold **38%** of roles, and individuals who identify as people of color, including our CEO, hold **23%** of roles.



## 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.

There were no changes in the representation of women and POC on our Board last year – in 2024, the Board remains **38%** women and **38%** POC.



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



Our DEI Council is a diverse group of employees who:

- Develop recommendations for the company across recruiting, belonging, and employee development.
- Take direct action in partnership with HR teams by supporting DEI.
- Identify new ways to use our platforms to further equality of opportunity for all.

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.

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 that learnings remain top of mind.
- **Recruiting** establishes partnerships with diversity job boards and aids HR teams in hiring diverse talent.

In response to employee feedback from our engagement and inclusion surveys, the council will be divided into two regional councils to better meet the needs of our global employee base:

- **Americas**, which will focus on Canada, Mexico, and the United States
- **APAC & EMEA** will focus on employees in Asia-Pacific and Europe, the Middle East, and Africa

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*I have really enjoyed getting the opportunity to be a part of the DEI Council. I feel fortunate to have been involved with the council since its inception, and it's been incredible to witness the growth over the years and to see the success of the programming. From launching employee resource groups, advising on DEI programming throughout Ziff Davis and launching company wide training, it's been a truly fulfilling experience. I am excited to continue and cannot wait to see what the future holds!*

”



**Amber D.**

Senior Manager, HR  
DEI Council Member  
Everyday Health Group



# Engaged & Inclusive Culture



# Listening to Our Employees & Amplifying Their Voices



## Net Promoter Score (NPS)

On our 2024 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).”

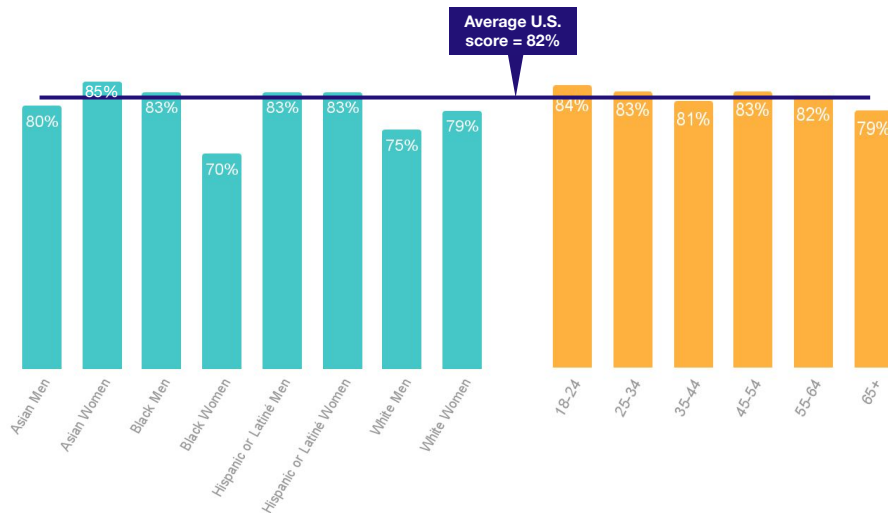
- **By gender and race/ethnicity:** A majority of employees in every segment were likely to recommend Ziff Davis as an employer. Asian women (**85%**) rated most likely, while White men (**75%**) and Black women (**70%**) rated least likely, though still favorable.
- **By age:** Employees who are **18-24 years old** were most likely to recommend Ziff Davis (**84%**), while those who are **65+** (**79%**) rated least likely, though still favorable.
- **Takeaways:** We are proud of our strong NPS score and will act on this feedback by continuing to promote the programs Ziff Davis 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 (70%) agreed that they can make progress in their career and development goals at Ziff Davis. Here is the intersectional breakdown:

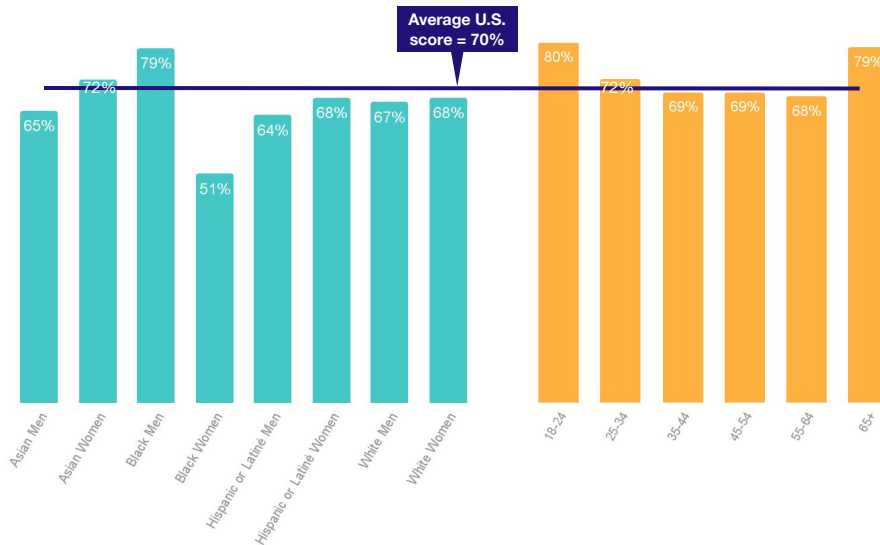
- **By race/ethnicity and gender:** Asian women (72%) and Black men (79%) scored highest. Black women (51%) scored lowest.
- **By age:** Employees 18-24 (80%) years old and employees over 65 (79%) years old scored highest. Employees 45-54 (69%) and 55-64 (68%) scored lowest (63%).
- **Takeaways:** We 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 participants grow their careers while learning from experienced colleagues. Inspired by our ERGs, 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.

The Mentorloop platform allows for the flexibility our program requires to meet the diverse needs 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 publishing a quarterly newsletter with mentoring resources, program metrics, and mentoring all stars.
- Ensuring participants receive the best match by optimizing the Mentorloop algorithmic matching system and promoting other match options like self-matching and group loops.
- Working closely with the Mentorloop team to share user experience feedback to enhance the platform features.

**400+ employees**  
globally paired in the  
platform

**250+ relationships**  
created in 2024

Mentoring  
Quality Score is  
**4.5 out of 5**

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



**Awarded “Most  
Impactful  
Mentoring  
Program” by  
Mentorloop for  
3 Consecutive  
Years!**



## Continued Emphasis on Employee Well-Being

Ziff Davis is proud of our benefits package, and in 2024, Ziff Davis paid **80%** of health insurance premiums for covered U.S. employees.

### Health Insurance Coverage

Ziff Davis offers comprehensive health insurance coverage consisting of multiple medical plans. In 2024, 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.

### Flexible Time Off

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 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 U.K. Each year, we assess our employee distribution in the service of extending this benefit to more employees across our global locations.

### Paid Family Leave

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 and this benefit remained accessible to employees in 2024.

### ZD Be Well Program

The ZD Be Well program offered U.S.-based employees multiple wellness programs in 2024, including company-sponsored memberships to **Cleo**, **Calm** and, **Loselt!** and a wide variety of wellness webinars, activities, and challenges. We offer a **Fitness Reimbursement** program for eligible employees based in the U.S. and in select countries, which provides employees with up to \$300 or the local equivalent in reimbursement per calendar year.

### Travel & Lodging Reimbursement

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 2024.



# Employee Support



Ziff Davis embodies what it means to be one team, rallying around our peers in their time of need. The **Employee Assistance Fund (EAF)** is 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 the 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.

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.

2021

The Ziff Davis EAF, in partnership with America's Charities, is established to support employees in India and the U.S., with English and Hindi translations on the application site.

2022

The EAF expanded to cover employees in Canada and added a French translation to the application site. We also hosted our first webinar for all employees to learn about this important benefit in times of financial need.

2023

The EAF expanded eligibility to cover employees in the U.K., Ireland, France, Finland, Australia, Mexico, the Philippines, and eligible taxes in countries outside of the U.S., providing equity to our international colleagues.

2024

The EAF expanded eligibility once more to cover employees in Denmark, Spain, Sweden, and the UAE, and a Spanish translation to the application site, a change that covers more than 99% of employees.

# Employee Support



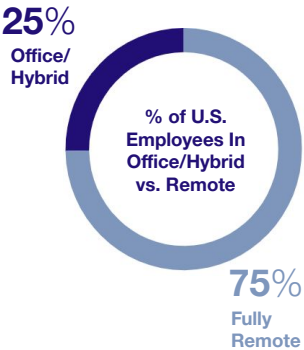
We launched the **Work From Anywhere** program during the COVID-19 pandemic to prioritize the safety of our employees and their families. We've since transitioned to remote work globally.

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 regardless of 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:

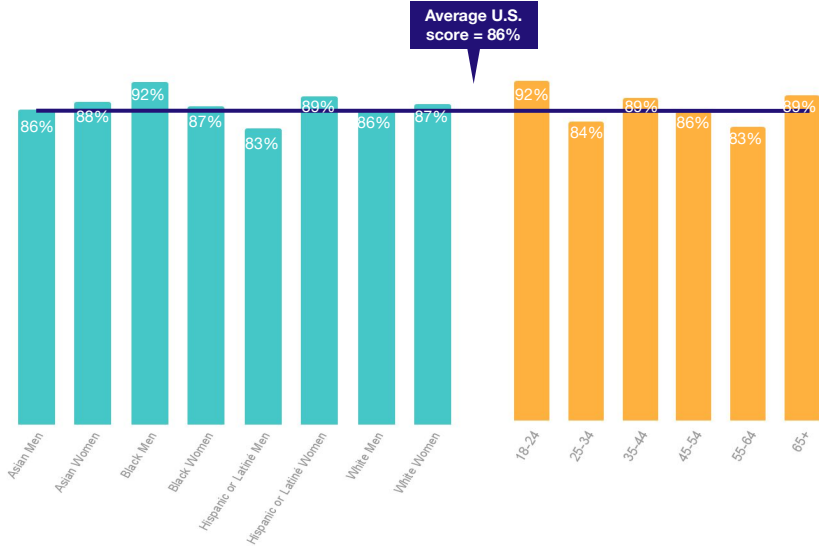
- **75%** of U.S. employees use the benefit
- **86%** of U.S. employees reported feeling supported around flexible work



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



Engagement Survey: Percentage Points Above/Below Average





## 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.

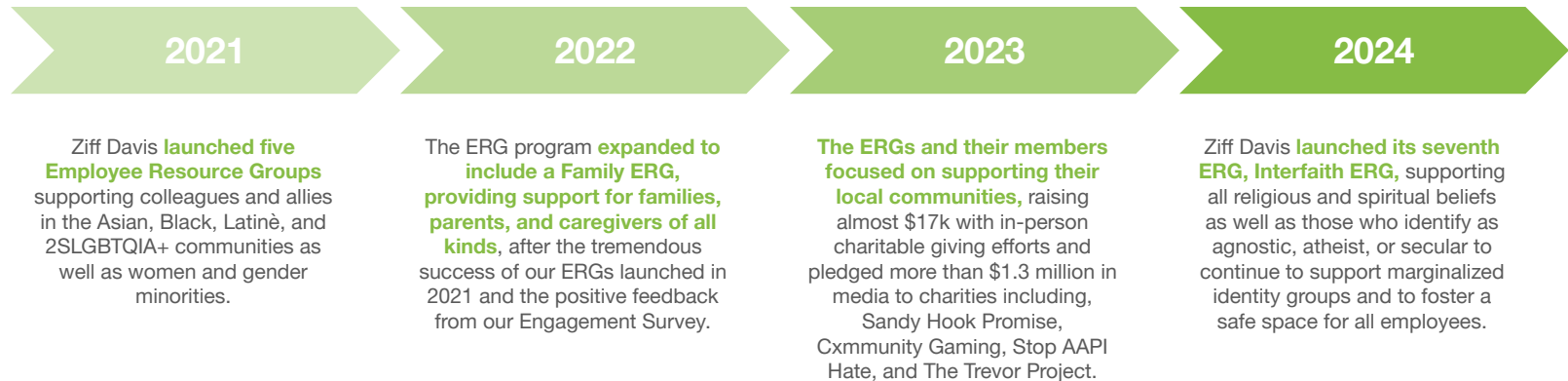
Ziff Davis is also committed to fostering business environments in which open, honest communication is the expectation, not the exception. In situations when employees, vendors, or other partners wish to place an anonymous report, we encourage them to utilize our confidential, independent toll-free line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



# Building Community through Employee Resource Groups (ERGs)



It's the mission of the **Ziff Davis Global Employee Resource Groups (ERGs)** 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 encouraged to join, we take action together to better our communities.



# Building Community through Employee Resource Groups (ERGs)



*Our ERGs build rich internal communities based on shared identity, culture, values, and allyship – amplifying the needs and concerns of their groups – and taking action to create impactful change that helps all employees to succeed and thrive.*

## ERG 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.



### Member Engagement:

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



### Community Outreach:

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



## 2024 ERG Milestones

11

Intersectional partnerships

\$8k

Raised for nonprofit organizations

90+

ERG events hosted

900+

ERG global members

# 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. **All employees are welcome to join and participate in any of our ERGs.**

## Meet our ERG Executive Sponsors



**Karen O.**  
Chief of Staff



**Joey F.**  
CTO



**Michelle D.**  
Chief Human Resources Officer



**Yael P.**  
President, Gaming & Entertainment



**Stephen B.**  
President, Connectivity



**Rebecca W.**  
SVP, Corporate Communications



**Dan S.**  
President, Everyday Health Group

# NEW: Interfaith ERG

**Our unified mission** is to cultivate an inclusive environment where colleagues of all faiths and beliefs can freely express themselves without fear of judgment. We seek to foster understanding, respect, and collaboration among diverse backgrounds through dialogue, education, and community engagement. We aim to bridge differences, promote peace, and celebrate our beliefs - ultimately advancing positive change for all. Our commitment to meaningful conversations ensures everyone feels valued, supported, and empowered to bring their whole selves to work.



“

Our Interfaith Employee Resource Group is crucial in fostering a workplace where individuals from all backgrounds feel valued and supported. By embracing and celebrating the wide range of faiths, beliefs, and spiritual practices of our employees, we create a space for open dialogue, mutual understanding, and growth. By fostering open dialogue and mutual understanding, the Interfaith Employee Resource Group strengthens our sense of community and enhances our commitment to respecting and honoring the unique perspectives that drive innovation and connection across our organization.

”



**Michelle D.**  
Chief Human Resources Officer  
ERG Executive Sponsor  
Ziff Davis

“

One of the great things about working with the Interfaith ERG is learning about how we can come together as ZD employees to give to charitable causes that we can all support.

”



**John B.**  
Senior Manager, Analytics  
ERG Leadership  
Everyday Health

“

The Interfaith ERG has been so helpful to me, as I have enjoyed learning details about other religions across the world. The knowledge I've gained helps me to understand and love others better.

”



**Angie S.**  
Executive Assistant  
Technology & Shopping

## Notable Events:

- Interfaith ERG Kickoff
- Queer Youth of Faith Event (in collab w/ Prism)
- High Holiday Traditions
- Humanity First Service Project Presentation



# Asian ERG

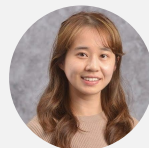
**Our mission** is to create an inclusive and safe environment that promotes and celebrates Asian heritage at Ziff Davis. We focus on relevant issues, share cultural insights, foster professional development, and educate allies to advocate for change.



“

*The Asian ERG at Ziff Davis has been an incredible source of belonging and growth, providing a safe space to connect with inspiring people and develop valuable skills. Stepping into a leadership role within this vibrant community has been one of my best decisions, allowing me to contribute to a mission that deeply resonates with me. I'm truly grateful for the journey and the positive impact it's had on my personal and professional life.*

”



**Min W.**  
Research Associate  
ERG Leadership  
Castle Connolly US

## Notable Events:

- AAPI Heritage Month Trivia
- Bollywood Workout Class
- Chuseok, Diwali, Holi, and Lunar New Year Celebrations
- Leadership Journey Series
- Spread AAPI Love With Stop AAPI Hate



# 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.



“

*Black@ZD has created a welcoming space for genuine dialogue and professional growth. It's an incredible opportunity to network and an uplifting way to close the week. This ERG has connected me with other colleagues from diverse backgrounds, allowing us to share common experiences as people of color while also learning from each other's unique journeys.*

”



**Alex S.**

Sr. HR Coordinator  
Everyday Health Group

## Notable Events:

- AFROTECH Conference
- Black History Month Programming
- Juneteenth Programming
- Path to Progress Series
- State of the Culture & For the Culture Fridays
- Virtual Boom Box

# 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.



“

*Employee programs here at Ziff Davis have enriched both my personal and professional life in a multitude of ways, from developing new relationships with amazing people outside of my business unit to catapulting me into my dream career. These programs provide support, inspiration, and innovation and are integral to the success of not only the organization but to all employees who participate.*

”



**Catherine C.**

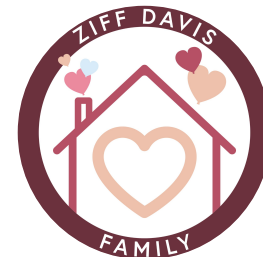
Associate Director, Sustainability  
ERG Leadership  
Ziff Davis

## Notable Events:

- Breast Cancer Walk
- Establish a Personal Brand as a Thought Leader
- International Women's Day Programming
- Vision Board Workshop
- Networking Socials
- Racial Disparities in Menstrual Health
- Speed Mentoring
- Women's History Month

# Family ERG

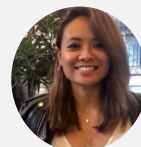
**Our mission** is to provide a community space that supports families at Ziff Davis to make our work life more compatible with our family life. We take an inclusive view in defining a family and believe traditional and non-traditional family structures can thrive when the family unit contributes to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



“

*When I came back from maternity leave, the Family ERG provided the support I needed in the workplace. It made me feel less isolated and gave me a sense of community during a time when adjusting to my new identity and managing postpartum anxieties felt especially challenging. They continue to be a safe space to ask other parents for parental advice.*

”



**Lisafe C.**

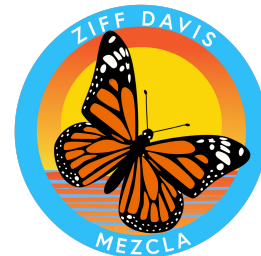
Senior Product Manager  
ERG Leadership  
P&P US

## Notable Events:

- Ask Us Anything Series
- Fostering Futures: A Dialogue on Adoption and Foster Care with the Dave Thomas Foundation
- Caregiver resources & family planning benefits overview
- Family Day (Take Your Kid to Work Day)
- Healthy Family Meals with Family ERG and ZD Be Well
- Gingerbread House Contest

# 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.”



“

*Employee programs like our ERGs have been a cornerstone of my journey—not just professionally, but personally. They've created space for real connection, growth, and healing. Being part of this work has grounded me in purpose; it's reminded me why representation, inclusion, and shared voices matter. I've seen colleagues across Ziff Davis step into their power, find belonging, and even reimagine what leadership looks like because of these programs and communities. For me, it's not just an initiative—it's a lifeline, a mirror, and a movement.*

”



**Alex C.**

**Sr. Manager, HR Operations**  
**ERG Leadership**  
**Consumer Tech**

## Notable Events:

- Ahorrand con RetailMeNot!
- Cafecito y Chisme Socials
- Career Consejos Series
- Cocinando con Mama
- Loteria Happy Hour With Mezcla
- 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 an ally and Events Lead for PRISM, I've witnessed the power of community in action. These programs spark essential conversations, foster belonging, and celebrate the full spectrum of identity. Being part of PRISM has been a transformative experience, allowing me to contribute to a culture of inclusivity and continuous learning.*

”



**Inci A.**  
Sales Team Lead  
ERG Leadership  
SMTP.com

## Notable Events:

- Igniting Unity: A Fireside Chat for International Day Against Homophobia, Biphobia, and Transphobia
- Monthly Kiki Socials
- Pride Month & 2SLGBTQIA+ History Month Programming
- Trevor Care Suicide Prevention
- A Night of Entertainment and Giving for Bruce House
- Queer Youth of Faith

# 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 live 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 2024 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 Exceptional 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.

# Supporting Our Communities



**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 2024, Humble raised **\$12.4 million across 4,500 charities** focused on diverse causes ranging from health & well-being, crisis & disaster relief, equity & inclusion, quality education, climate change, and sustainability.

*Humble*

**Xperience Studios is a nonprofit that uplifts underrepresented game developers through mentorship, funding, and visibility programs.**

Their new XP Fund, launched with Humble Bundle's support in 2024, provides grants and resources to indie developers at various stages of their projects.

Specifically, funds raised by the Humble community last year are enabling Xperience to **award grants to four developers or studios and sponsor 25 game developers to attend industry conferences.**

**Building on the success of Humble's Black Game Developer Fund, which supported over 40 games in four years**, this partnership continues the mission of fostering equity and opportunity in the gaming industry.





# Supporting Our Communities



In 2024, Ziff Davis **pledged more than \$1.4 million** in media to charities, including Sandy Hook Promise, Cxmmunity Gaming, Stop AAPI Hate, The Trevor Project, and PERIOD.org, through partnerships with our Asian, Black@ZD, Elevate, Family, and Prism ERGs.



# Supporting Our Communities



Ziff Davis and our employees are committed to positively impacting the communities in which 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 includes:

- **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**.
- **ZD Cares Ambassadors** engage employees in supporting our global charitable giving and volunteering initiatives. This group strengthens regional programs, partners with ERGs and business units, increases employee participation through storytelling, and creates localized opportunities while supporting content and marketing efforts.



Over **\$190,000** given in employee donations and Ziff Davis matches in 2024.



**2,000 hours** volunteered by employees in 2024.



*By joining hands with Memphis Union Mission, we're not just serving meals but also contributing to a brighter future for those in need within our community. Let's continue to find opportunities to serve and uplift those around us, for it's through such acts of kindness that we create a more compassionate and inclusive world.*



**Shnika G.**  
QA Data Analyst II



## Volunteer Initiatives Across Our Brands

- **Ziff Davis Shopping** volunteered at North Austin animal shelter, learning about their pet food pantry, TNR services, foster program, and anniversary fundraiser while assisting with various shelter tasks.
- In San Francisco, the **IGN** team members gathered to clean up trash around Pacifica State Beach. The Los Angeles team volunteered to clear trash at Ocean Park in Santa Monica. In Australia, teams organized their own cleanups in neighborhoods, parks, and more.
- The **Moz Team** volunteered with A Loving Spoonful, a non-profit that provides free meals for those living with HIV and co-existing illness, helping make 267 meals for their local kitchen.
- **Everyday Health Group** volunteered at Bideawee Animal Rescue in Chelsea, NY, helping with organizational tasks and animal care while experiencing the shelter's loving environment. Bideawee operates three NY locations and welcomes volunteers, fosters, and donations for their well-cared-for animals.





## 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.



For the 4th year, Ziff Davis received a score of 100 on the Human Rights Campaign Foundation's (HRCF) 2025 Corporate Equality Index, the nation's foremost benchmarking survey and report measuring corporate policies and practices related to LGBTQ+ workplace equality. Ziff Davis joins the 765 U.S. businesses that will be honored with HRCF's Equality 100 Award as Leaders in LGBTQ+ Workplace Inclusion.

# Doing is greater than talking.

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

