

**Ziff
Davis**

**2021 Annual
Diversity Report**



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“Our employees embrace our commitment to diversity, equity, and inclusion. We applaud their efforts in encouraging a workplace where everyone belongs.”

We continue to embrace our mantra that “Doing Is Greater Than Talking” as we build upon the progress we have made through our diversity initiatives and programs to build a better and stronger Ziff Davis.

As I’ve said, differences make us stronger. They enable us to have a more expansive view and understanding of the communities we serve. They allow for breakthroughs and innovation. They empower us to be adaptable to change.

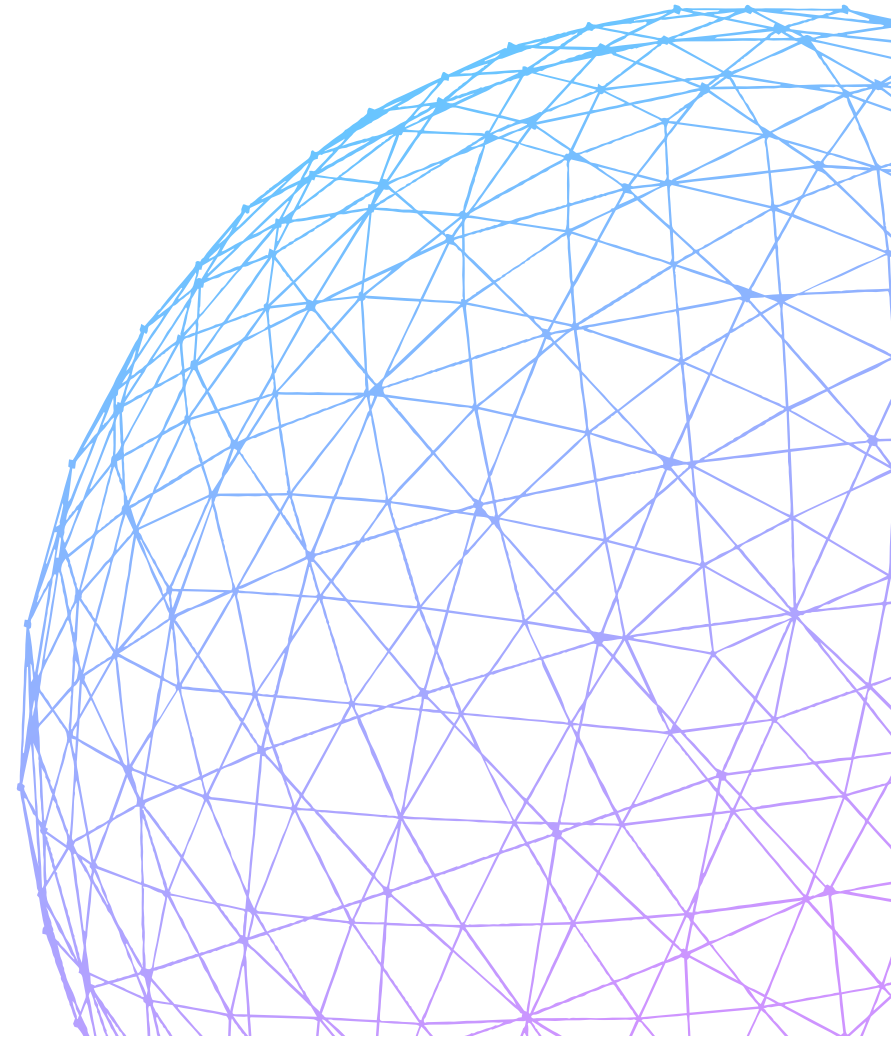
Our employees embrace our commitment to diversity, equity, and inclusion, getting involved at all levels of our organization — speaking up, stepping up, taking action. We applaud their efforts and are proud of the progress we have made in encouraging a workplace where everyone belongs. This Diversity Report highlights that progress, as well as where we need to act with more urgency. There is still much work to do and we are all accountable for continued improvement.

I want to thank all of my colleagues at Ziff Davis for their commitment, focus, and full support of this essential effort.

Vivek Shah
Chief Executive Officer

“Doing Is Greater Than Talking”

is the call to action that unites our diversity, equity, and inclusion efforts across Ziff Davis. By bringing our employees together in community, amplifying their voices, and clarifying our hiring, engagement, education, and giving efforts, we continue to work toward a diverse workforce where all feel that they belong and can learn and build great careers.



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

Developing a diverse workforce.

We are proud to have improved representation for women across our organization, including within senior leadership, over the last year. We continue actively working to enhance diversity within our workforce.

Countering bias with education and innovation.

Through education programs including Anti-Racism & Allyship manager training and an extensive 2SLGBTQIA+* mental health & allyship webinar, we are equipping our employees with tools to fight bias and take action against it. This year, we will continue to audit and improve practices and processes to ensure that they embody our values.

Building an environment in which all feel welcome.

We are listening to, empowering, and working alongside our employees to sustain a global culture where all can belong through our DEI Council and Employee Resource Groups.

Being transparent.

We believe that providing data, tracking our progress, listening to our employees, and holding ourselves accountable are essential to achieving our goals. We will continue to examine and publish our diversity and engagement statistics annually, both in this report and in our [ESG \(Environmental, Social and Governance\) Report](#).

All data included in this report reflects the 2021 calendar year period, and where comparisons are made, the 2020 calendar year. This report also reflects our updated re-branding from J2 Global to Ziff Davis after the spin-off of our cloud fax business into a new publicly listed business called Consensus. This report, like the last, focuses not only on our employees, but the communities we serve and work within. We continue to champion diversity, equity, and inclusion both within and beyond our organization.

Where We Are Today

While our representation data in this year's report reveals key improvements, particularly in the category of gender, we have work ahead of us to improve diversity in race/ethnicity. Once again this year, the data represented in the demographic segments of this report reflects our U.S. employee population, though our diversity & inclusion efforts are global. We have focused on gender identity and race/ethnicity as measures of diversity in this year's report. We have added greater granularity to our reporting systems for self-identification of gender outside the binary and 2SLGBTQIA+ status, and we aspire to expand our reporting to more categories next year.



Key Statistics Across Ziff Davis

36%

of new hires were people of color

vs. 34% in 2020

53%

of our hires over the last 12 months were women

vs. 49% in 2020

34%

of senior leadership* roles are held by women

vs. 30% in 2020

23%

of management** roles are held by people of color

vs. 22% in 2020

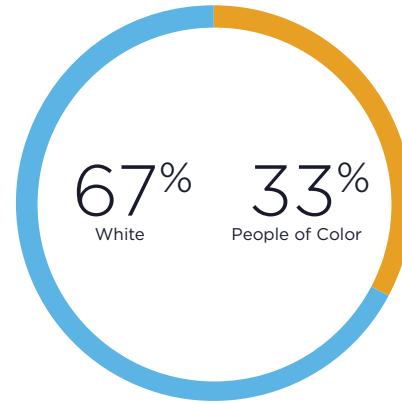
*Senior leadership is defined as employees with the title of director or above who are two reporting lines from corporate leadership. Corporate leadership comprises our CEO and the senior executives who report directly to him.

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

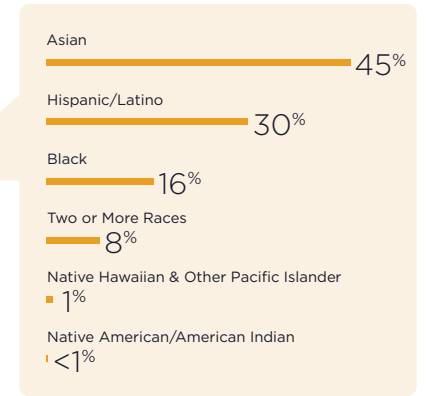
Workforce Representation

The data shown in this report represents the Ziff Davis U.S. workforce as of December 31, 2021. Race/ethnicity groups reflect the EEO-1 categories required by U.S. government reports, which we recognize are not perfect because the available options are not inclusive of all options for a person to identify. For example, when selecting two or more races, you're not able to specify which races. Employees can self-select as non-binary or "prefer not to say" when representing their gender identity - in our first round of self-identification, less than 1% of our employees identified as non-binary, and less than 1% of our employees selected "prefer not to say." Our employee base's proportion of men and women moved closer to parity this year - from 56% men/44% women in 2020, to 53% men/47% women in 2021. We continue to focus on making progress in race representation, with 68% white/32% people of color in 2020 compared to 67% white/33% people of color in 2021.

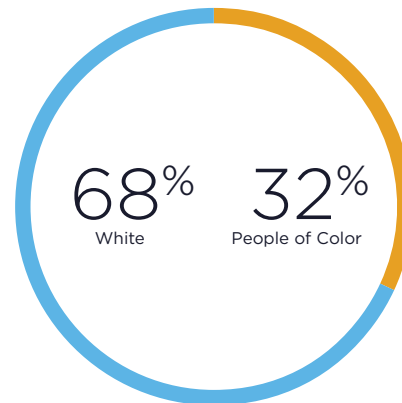
Race/Ethnicity Representation 2021



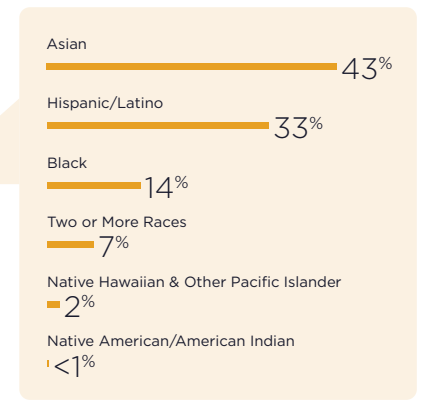
People of Color Race/Ethnicity Representation



Race/Ethnicity Representation 2020

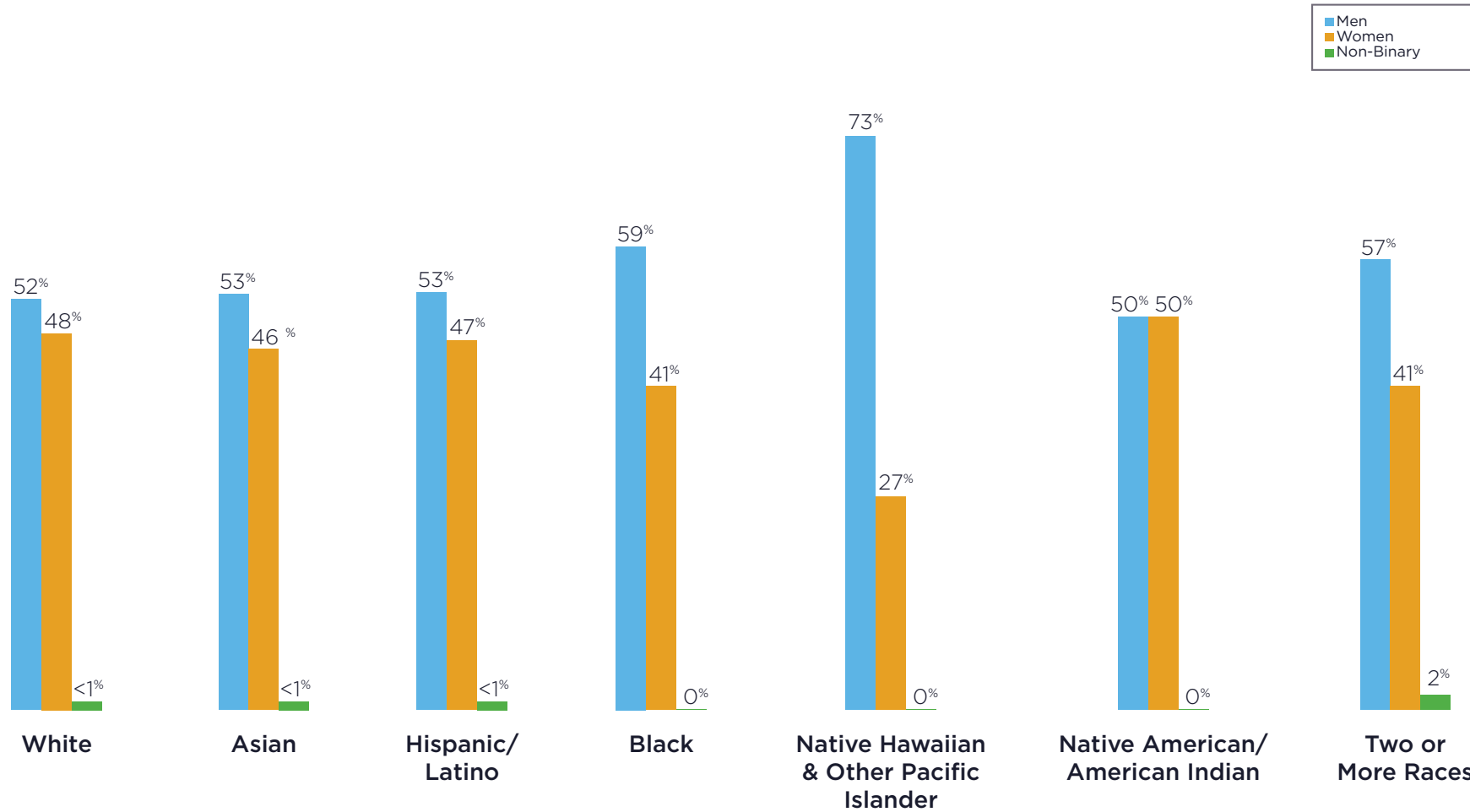


People of Color Race/Ethnicity Representation



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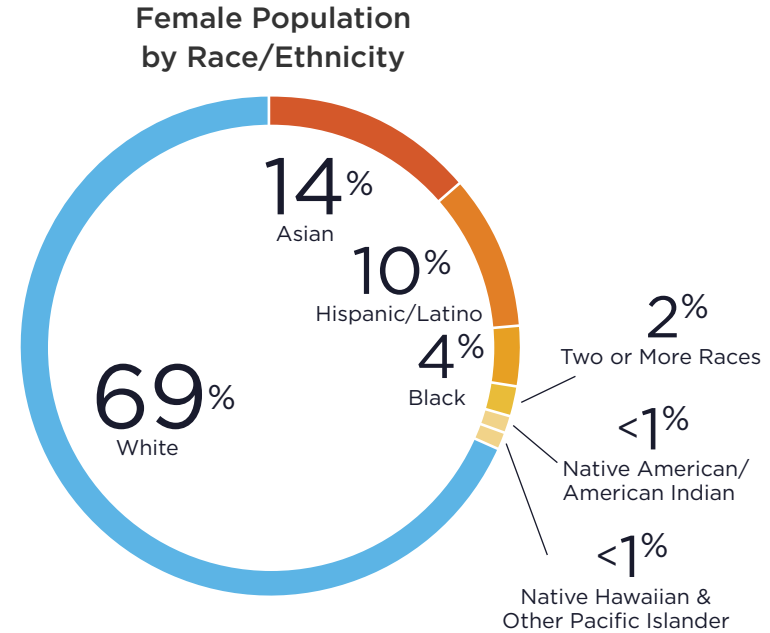
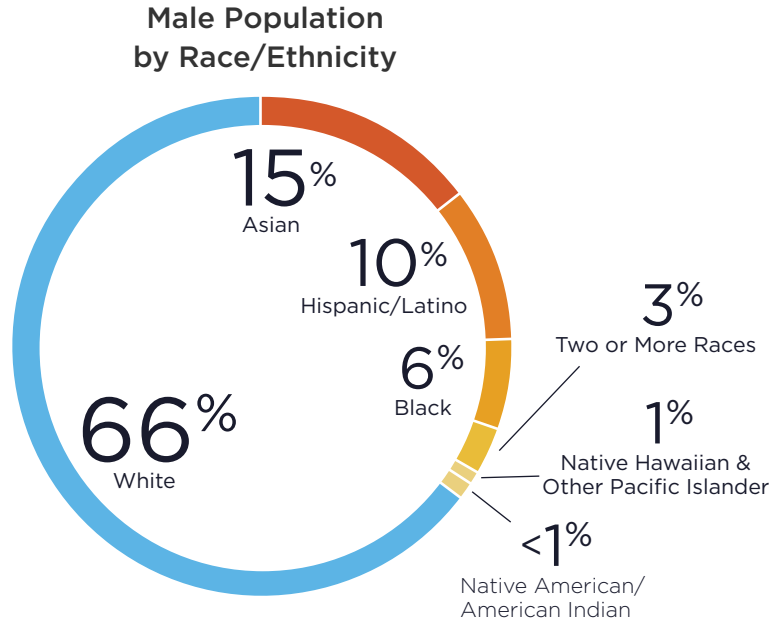
Race/Ethnicity by Gender



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

Race/Ethnicity Representation by Gender

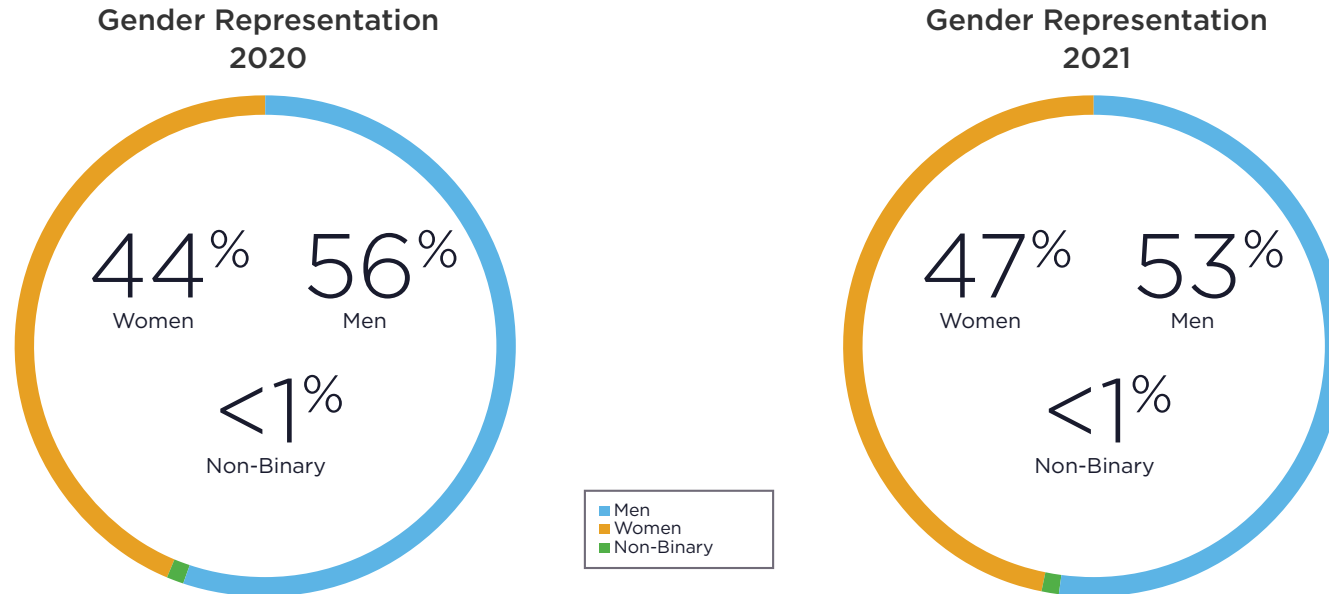
While we added reporting on non-binary employees, the percentage of employees who self-identified as non-binary was less than 1%, therefore this group is not visualized in this slide.



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

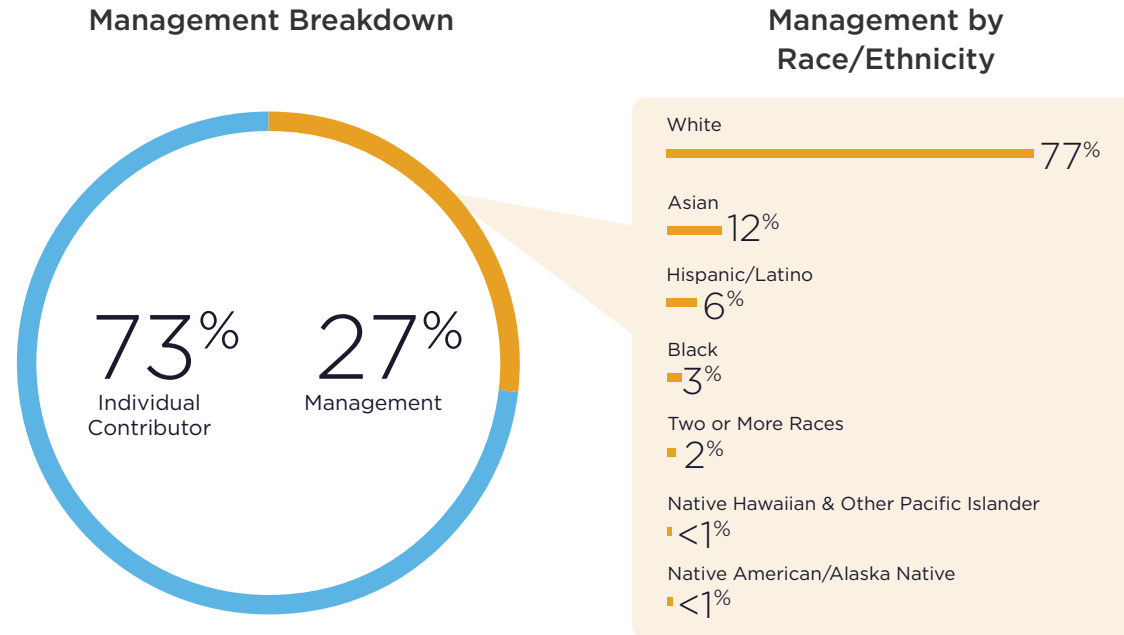
Gender Representation

The proportion of our workforce who are women increased by 3% over the last year. We also introduced the opportunity for employees to either self-identify as non-binary, or to opt not to disclose their gender.



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

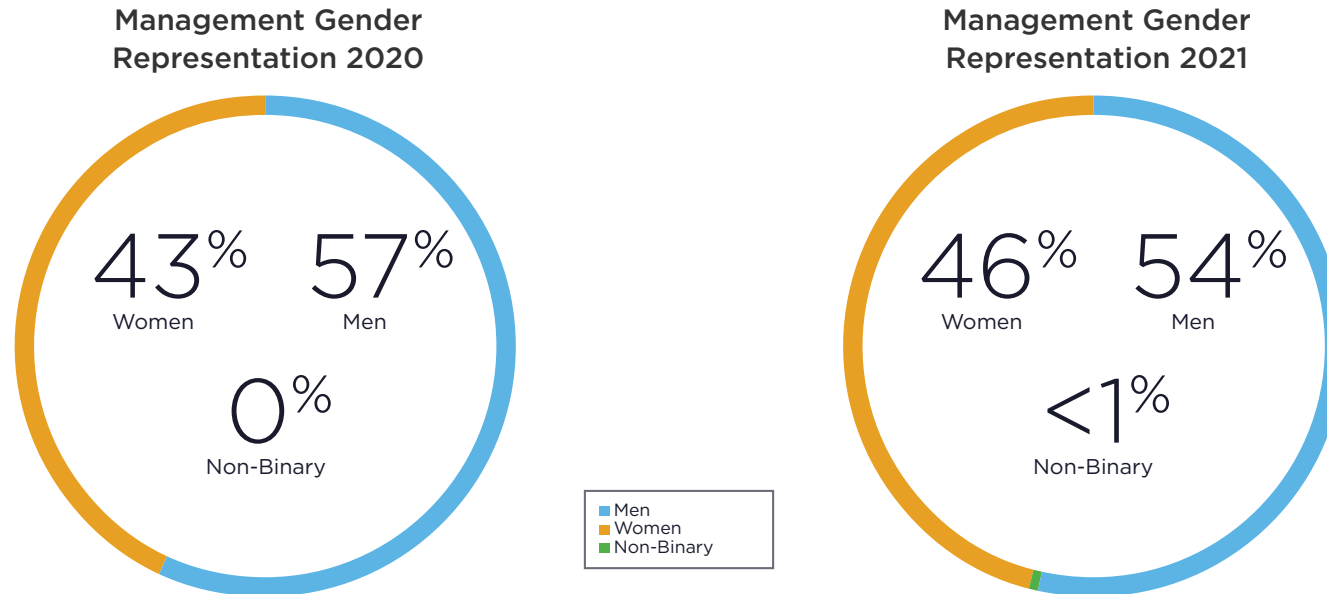
Race/Ethnicity Representation Within Management*



**Management is defined as those employees who have one or more employees reporting to them.*

Management* Gender Representation

The proportion of women in our management population increased by 3% over the prior year.



**Management is defined as those employees who have one or more employees reporting to them.*

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

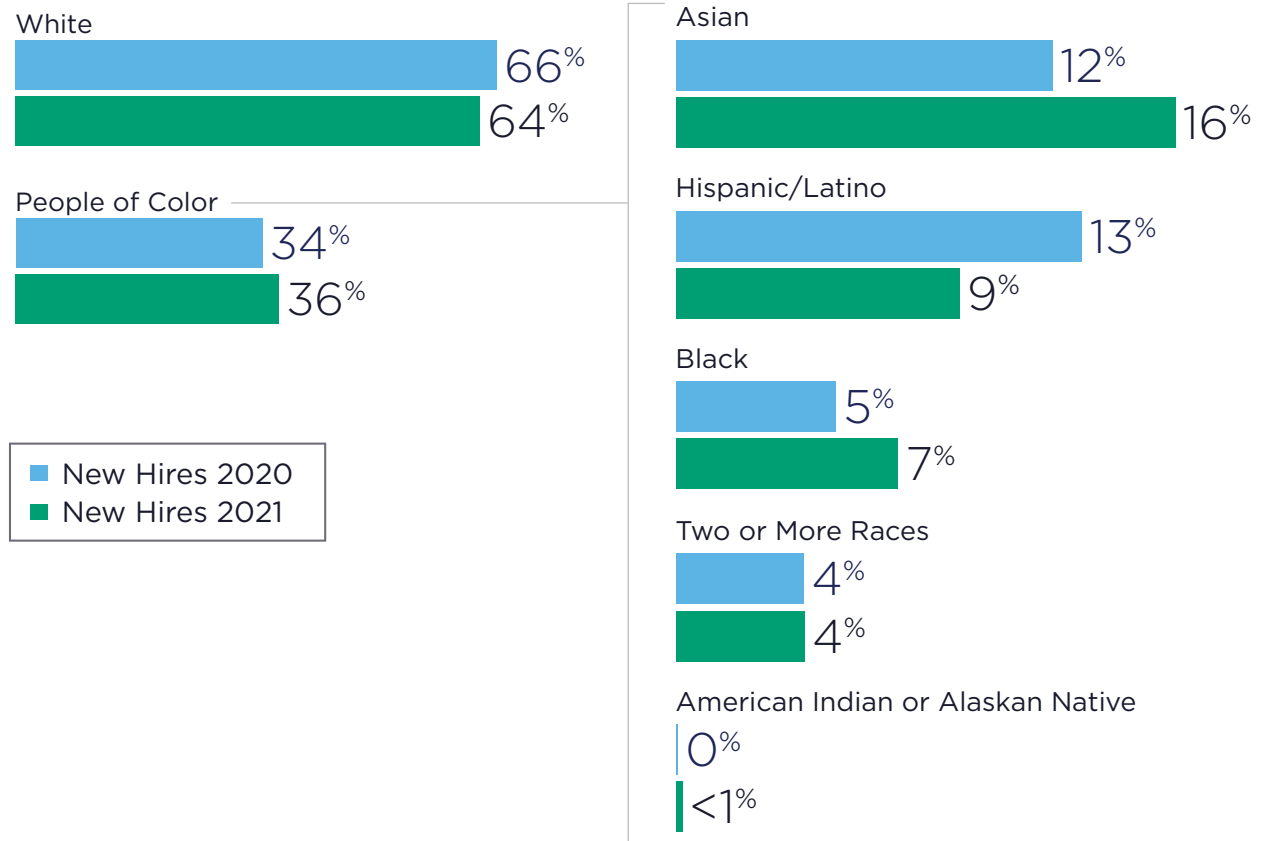
Hiring & Inclusivity

As a primary indicator of how representation within our organization is changing, we analyzed new hire data, by both gender and ethnicity.

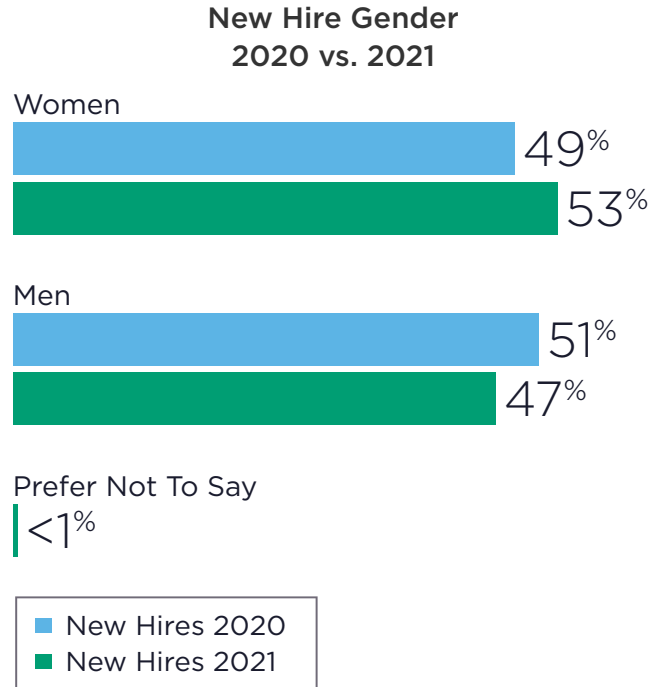
We are dedicated to achieving a more diverse mix of employees from all racial/ethnic groups. Thanks to our focus and efforts, we hired more people of color over the last year, specifically Black and Asian employees.

We plan to promote utilization of our Employee Referral Program this year, which pays a double bonus to an employee when a person of color they refer is hired, and we are working with our Employee Resource Groups to identify organizations and hiring partners to enhance our recruiting efforts.

New Hires Race/Ethnicity
2020 vs. 2021



We work to ensure a workplace where opportunities are equally available for people of all genders. Over the last year, we increased the proportion of our new hires who are women by 4%.



Diversity Hiring Initiatives

To increase diversity across our workforce, in 2020 we doubled the referral bonus paid to employees when we hire a person of color they recommend. In 2021, 30% of our hires who came to Ziff Davis through referrals were people of color, and 36% of hires since the program's inception. In 2022, we will enhance our employee referral program globally, with communication campaigns and engagement elements to encourage even more employee referrals. We're working to develop an internship program that will further help us attract diverse candidates, maintain an inclusive workforce, and foster diversity for the long term within the organization.

Today, we partner with organizations including the Professional Diversity Network to proactively seek talent from a variety of backgrounds and identities. Additionally, some roles within the Ziff Davis family of brands will be posted to job boards with the Asian American Journalists Association, the Association of LGBTQ Journalists (NLGJA), the National Association of Black Journalists, the National Association of Hispanic Journalists, the Native American Journalists Association, the South Asian Journalists Association (SAJA), and Writers of Color.

Ziff Davis is a member of Internet Infrastructure Coalition (i2Coalition), a group of leading companies in the internet infrastructure industry. In 2021, Ziff Davis joined a working group for i2Coalition's Diversity & Inclusion Initiative (DII), which is focused on achieving greater inclusion within the industry's technology workforce. The DII advises and partners with existing, like-minded policy, education and workplace advocacy groups to support and educate member companies on policies and best practices to broaden the technology workforce.

“For the first time, we have a place to know our colleagues across the continents and candidly share our stories: How we live, how we struggle, and how we support each other. It is personally enriching.”



Sen Deng
Vice President,
Everyday Health Group
VP, Asian ERG

ReStart Returnship Program

In 2021, we piloted ReStart, a 16-week paid returnship program to help jump-start the careers of people who have taken off two years or more, either to support their loved ones, or due to personal obligations. These 16 weeks provided our returners with the opportunity to brush up 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, participants were evaluated and successfully converted to full-time employment in that position.

After the success of the ReStart pilot program, we are expanding the program to other functions in 2022 with some changes, including an internal support network for our restarters and full-time employment during their participation in the program.

At Ziff Davis, we are dedicated to our employees' professional development and have enhanced the returnship program to provide returners with the proper tools and support to reignite their careers. ReStart launched in 2021 with three roles in Technology, and the program will be expanded to additional functions this year.

“My mother was fired for being pregnant with me. While that’s no longer a legal action for any company to take, it’s still true that a decision to raise a family is often a decision to pause or even abandon one’s career goals. With ReStart, it’s our intention to provide a welcoming and encouraging environment to caregivers who are ready to return to their careers.”



Joey Fortuna
Chief Technology Officer,
Ziff Davis
Co-Founder of ReStart Program

Internal Mobility

Our Global Engagement Survey early in 2021 revealed that almost half of our employees didn't know where to find career opportunities within our company. At the same time, according to exit interviews, the most prevalent reason someone leaves the company is for a new career opportunity. To encourage employees to find their next career opportunity within Ziff Davis, we launched a global internal mobility initiative, to make it easier for our employees to apply — and be considered first — for positions across the Ziff Davis family of brands. Our philosophy behind this program, which we continue to affirm with leadership and hiring managers, includes the following:

- Hiring managers should look at internal candidates' skills and ability to grow and learn, not just their current experience.
- Our internal employees bring with them the certainty of knowing the company and having proven they can be successful at Ziff Davis. This should be given extra weight when comparing against external candidates.
- The goal of this program is to retain and develop talented employees at Ziff Davis, which benefits our employees and the company as a whole.

“I strongly believe that a company is most resilient and innovative when it is open and welcoming to all. Ziff Davis' commitment to diversity, equity, and inclusion underscores this belief. Ziff Davis is at its best when opportunity is a universally shared experience.”



Michael Pepe
SVP and General Manager,
The Moz Group
Executive Sponsor, Mezcla

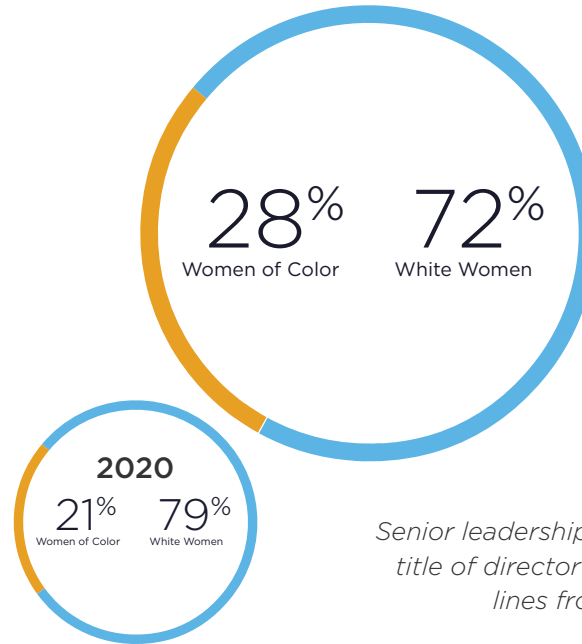
34%

of people in senior leadership roles are women

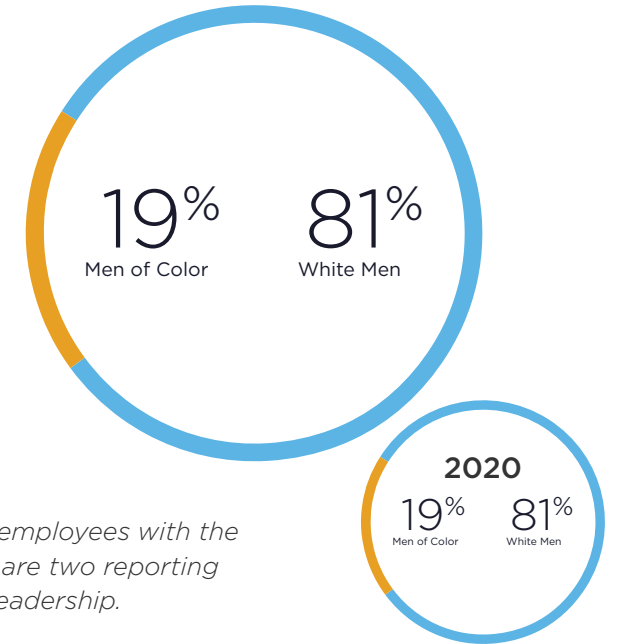
vs. 30% in 2020

Senior Leadership

Women in Senior Leadership Roles



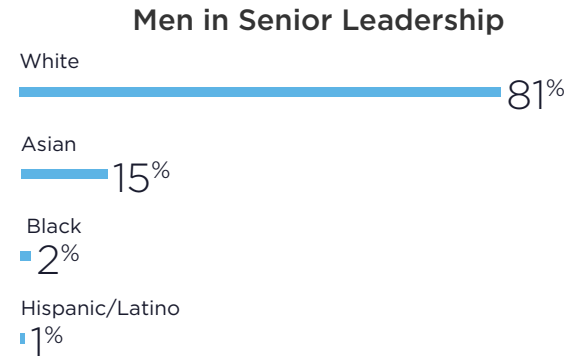
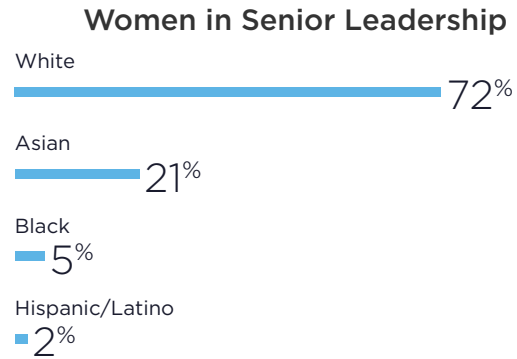
Men in Senior Leadership Roles



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

We are proud to have increased the proportion of women of color in senior leadership roles by 7% over the last year. We will continue to strive toward greater representation of people of color within senior leadership.

Senior Leadership Breakdown by Gender and Race/Ethnicity



“As a first-generation immigrant and Woman of Color who is passionate about diversity in leadership roles, I am proud of the strides we are making, the transparency of the leadership team on where we need to do better, and continual effort on doing rather than simply talking.”



Shivani York
Chief Operating Officer,
Ookla
DEI Council Member
Co-VP, Women’s Leadership Program
Co-Founder of ReStart Program

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

Diversity of New Senior Leadership Hires

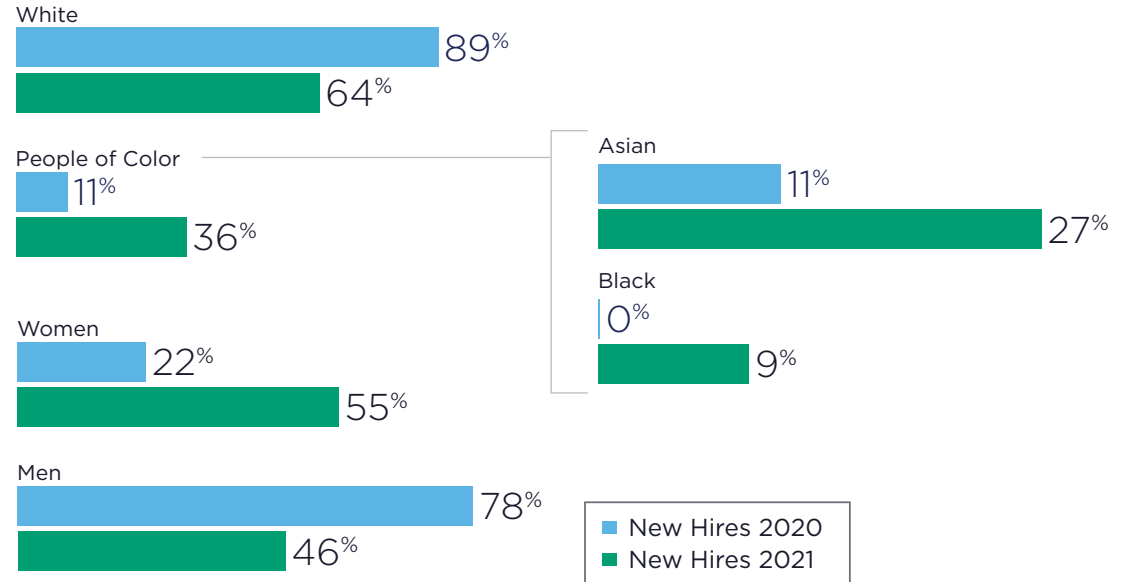
Senior leadership at Ziff Davis, defined as employees with the title of director or above who are two reporting lines from corporate leadership, are approximately the top 6% senior most roles in our population. They are responsible and accountable for leading teams and making decisions that direct strategies and drive business success within our portfolio. Representation of people of color among new hires in senior leadership positions grew by 25% this year, from 11% to 36%. We also increased representation of Asian senior leaders by 16%, and Black senior leaders by 9%.

“I’m proud of Everyday Health’s #BlackHealthFacts Knowledge Movement! Our Changemakers Series launched on MLK Day and more is planned for 2022. The commitment to these valuable campaigns comes directly from Ziff Davis’ Doing>Talking initiative.”



Arefa Cassoobhoy, MD, MPH
Chief Medical Editor, VP of Medical Affairs,
Everyday Health Group

Senior Leadership New Hires Race/Ethnicity and Gender
2020 vs. 2021

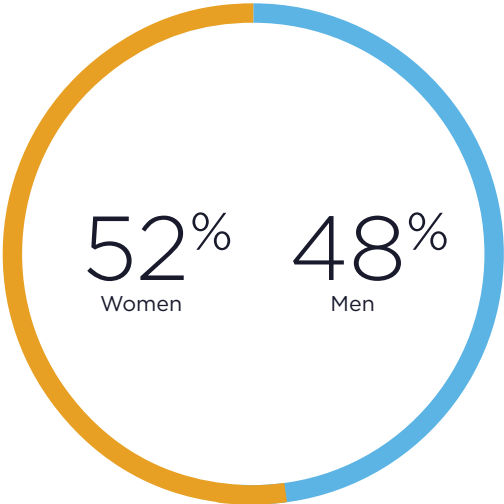


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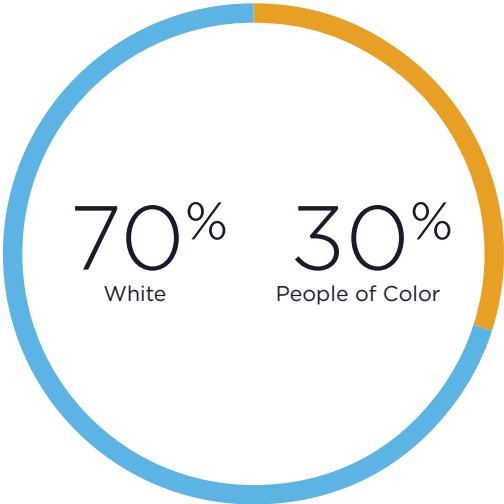
Diversity of Promotions

In order to investigate how leadership opportunities, career development, and compensation are distributed within our organization, this year we analyzed our promotion data. We were excited to learn that women received a majority of promotions this year. We have room to grow in how promotions are distributed among people of color. Among people of color who were promoted last year, Hispanic/Latino and Asian employees were promoted most frequently.

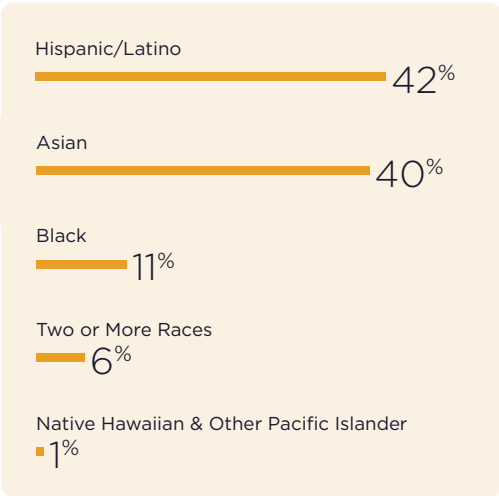
Promotions by Gender



Promotions by Race/Ethnicity



Promotions among People of Color, by Race/Ethnicity



33%

of corporate leadership roles
are held by women

22%

of corporate leadership roles
are held by people of color

Corporate Leadership

Today, we report on gender and racial/ethnic diversity of our 10-person corporate leadership team – our CEO and the senior executives who report directly to him. On this team, women currently hold 33% of roles, and racially/ethnically diverse leaders hold 22% of roles (including our CEO).

Diversity, equity, and inclusion (DEI) is critical throughout our company, and responsibility for oversight starts at the top. Our Board of Directors oversees diversity with at least one meeting a year to review diversity performance and progress. This year, we added non-financial DEI targets, based on internal talent goals, to the annual compensation plans of executives with substantial hiring oversight.

Board of Directors

Representation of women and people of color improved on our six-member Board this year - last year our Board of Directors were 12.5% female and 12.5% people of color; currently, the Board is 33% female and 33% people of color.

This year, we will offer voluntary self-identification of 2SLGBTQIA+ status to both our corporate leadership team and our Board of Directors, and we will report on our findings.

33%

of Board roles
are held by women

33%

of Board roles are held
by people of color

Board of Directors data as of May 10, 2022.

Continued Employee Support

Ziff Davis responded swiftly to the COVID-19 pandemic, keeping our employees' health and safety as our top priority. We quickly pivoted working arrangements, communicated frequently with our global population, and remained agile as our employees' needs shifted. As a company, we took the following actions:

Based on our Work From Home success, we launched Work From Anywhere

In our new WFH environment, as many employees changed their location to stay safe, be closer to family, or simply live in a new city, our teams were collaborating, connecting, and accomplishing great results for our brands; as a result, we decided to provide this flexibility permanently moving forward.

We announced that any role, pending manager approval, could be located anywhere, and we would not change salaries based on new locations if employees relocated to a new home city of their choice. We are now truly location neutral for both our current employees and our new hires.

Unlimited sick time for any COVID-19-related care and recovery

Recognizing the changing needs of our employees and empowering them to take the time they needed to rest, restore, and care for themselves and their families, we eliminated limits on sick days for any employees recovering from or caring for family members recovering from COVID-19. This policy extended to days following COVID-19 vaccinations for employees who were experiencing side effects post-vaccine.

An increased focus on mental health care

We expanded the free education and care resources we provide to our employees. We made a meditation and mental health care app available to all, and we provided Zoom yoga classes, at no cost to employees. We also premiered a Mental Health Education series, delivering live and recorded global webinars on topics of fatigue and burnout, and building resilience. Next up in the series is a webinar on mental health stigma and resilience in varying communities, with a focus on intersectionality.

"I find it unacceptable that systemic barriers persist today, and many already facing social and economic disadvantages have been impacted disproportionately from the pandemic. I believe it is our responsibility to help eliminate these structural inequities within our lifetimes through unwavering and relentless action within our company and communities."



Thomas Le
VP, Corporate Development,
Ziff Davis
DEI Council Member

Taking Action to Support India

As COVID-19 surged throughout India in the first half of 2021, we moved quickly to support our own employees there, as well as the communities they lived in. We began with the establishment of an employee assistance fund with a \$25K USD donation and a company match of all employee donations (to date, \$41K USD has been raised by 168 employees), and we organized a community vaccination drive in our Pune office.

The drive provided 588 vaccinations to our employees, in-house staff, and family members of employees, and in partnership with local social workers, Mahatma Gandhi School Pune NGO and Spherule Foundation NGO, over 3,800 vaccinations were given to underprivileged residents of the Pune community. Additional rounds of vaccinations occurred in August and September of 2021, and we are staying aligned with local government in Pune as guidelines emerge for subsequent shots, to determine next steps.



ZIFF DAVIS PERFORMANCE MARKETING

SPREAD THE WORD NOT THE VIRUS

ZDPM Vaccination Drive



ZIFF DAVIS PERFORMANCE MARKETING

Vaccination for all is a collective goal.

CORONA VIRUS COVID-19 VACCINE

Education & Philanthropy

Ziff Davis and its businesses continue to stand against racism and discrimination. We remain committed to action, via our financial and technological resources, the collective voice across our platforms, and the education and empowerment of our employees to care for themselves and make change in their own lives and communities.

Raising Awareness, Fostering Opportunity

- Taking part in the #BankBlack movement, [we deposited \\$10M in Black-owned banks and credit unions](#). Our deposits at Hope Credit Union, Harbor Bank of Maryland, Broadway Federal Bank, and Carver Federal Savings Bank were intended to allow these institutions to originate additional loans that will foster economic opportunity within underserved Black communities.
- Across many of our brand sites, our 3-year \$6M ad campaign with NAACP continues, and the Ad Council received \$1M in donated media from Ziff Davis for cause-related campaigns.
- Accompanying a statement condemning widespread hate, racism, and violence against Asian American and Pacific Islanders, we donated to Stop AAPI Hate, an organization that formed in response to the alarming escalation in xenophobia and bigotry.

BLACK HEALTH

Mental Health: Elevating Voices to Fight Stigma and Build Trust

It's never been clearer that prioritizing our mental health is a must, but for many Black Americans, social and structural systemic factors have been barriers to getting mental health care. In our second year of #BlackHealthFacts, which we launched on Juneteenth 2020, we examine these issues to raise awareness and help influence change.

NAACP
ADVOCACY HAS ONE DIRECTION, FORWARD.

CONVERSATIONS ON RACE IN AMERICA

NEVER FORGE GEORGE BREXIT

VISIT [NAACP.ORG/FORWARD](#)
#NAACP

Educating Our Employees, Giving Back to Our Communities

- Seeking greater depth and specificity in our employee education on DEI topics, we partnered with a consultancy and delivered live, interactive Anti-Racism & Allyship Training sessions for our U.S. managers. We look forward to expanding this learning program further over the next year.
- Our engagement and benefits surveys and feedback from our DEI Council highlighted the impact that the COVID-19 pandemic and today's world made on our employees' mental health. In addition to our Mental Health Webinar series, in partnership with Prism, our 2SLGBTQIA+ ERG, we presented two webinars during Pride season: an educational webinar entitled "Uplifting LGBTQIA+ Mental Health," which covered topics of sexual orientation, gender identity, self-care, and actionable tips for working in allyship, and a fireside chat with two psychiatrists specializing in 2SLGBTQIA+ care, focused on "un-gaslighting yourself," the impact of COVID-19 on the mental health of the 2SLGBTQIA+ community, and gender-neutral parenting.



- Ziff Davis is committed to supporting our employees worldwide and positively impacting the communities around us. In 2021, due to widespread employee requests for a giving and volunteering opportunity, we launched Ziff Davis Cares — our volunteering program, which, in partnership with our Volunteer Time Off (VTO) policy, empowers our employees to give back — whether it's to make a difference in the lives of others, help the environment, or help those less fortunate or without a voice. Employees are given 16 hours of Volunteer Time Off to volunteer with the organization(s) of their choice. With our new Ziff Davis Cares 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 initiative works hand in hand with volunteering initiatives that have been present within some of our business units for years, streamlining sign-ups, amplifying events, and raising awareness of opportunities to give back. We expanded our Ziff Davis Cares program to include charitable giving, “Dollars for Doers” volunteer rewards, and an employee matching program, in October 2021.



Using Our Platforms for Good

- Everyday Health Group's [#BlackHealthFacts: A Resource Center for the Knowledge Movement](#) recently celebrated its one-year anniversary with a campaign focused on mental health, featuring Dr. Patrice Harris, Medical Editor in Chief at Large. Topics of this video campaign include Fighting Stigma, Building Trust, Finding a Doctor that Fits, The Strong Black Woman Concept, Maternal Depression/Health/Mortality, and Self Care.
- Since the launch of the Amplify series, Ziff Media Group has added 2SLGBTQIA+, Latinx, and AAPI Hubs to join the Black-Owned Businesses Hub. We deployed seven email campaigns and published 13 articles through Offers.com highlighting businesses owned by minorities and to celebrate observance of AAPI Heritage, Pride, Black History, and Hispanic Heritage Months. We've added new functionality to our internal tool, Trident, to quickly create new merchant families which feature diverse merchant groups and enable the stores to quickly populate their individual Amplify pages.
- Ookla for Good launched partnerships with the World Bank, International Monetary Fund (IMF), Organisation for Economic Co-operation and Development (OECD), and numerous academic institutions and local governments to help create positive change through better connectivity for people around the world. In addition, [Ookla's Open Data Initiative](#) launched to support those working to elevate conversations about internet speeds, inequity, and accessibility worldwide. Learn more about the latest from Ookla for Good [here](#).

#BlackHealthFacts

Centuries of systemic racism and oppression of Black Americans have impacted every aspect of their lives, including their health. Our growing collection of #BlackHealthFacts provides the foundational knowledge for the movement of change.

[View All Facts >](#)



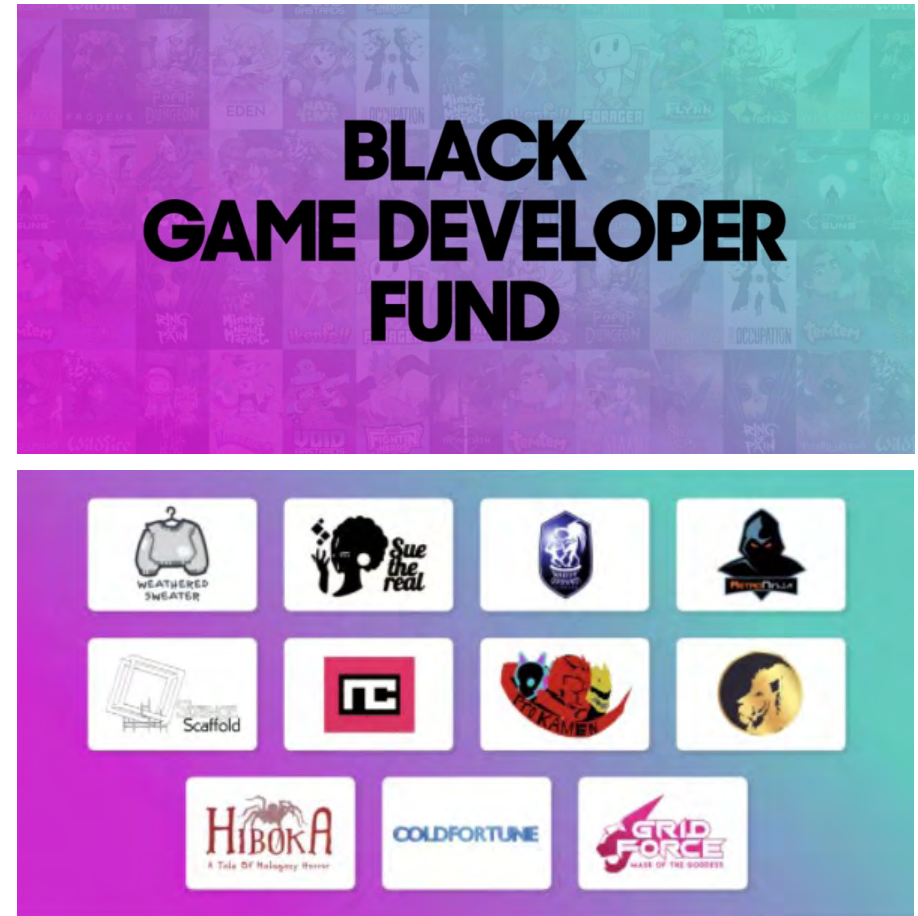
*Pictured:
Patrice Harris, MD,
psychiatrist and
Everyday Health's
Medical Editor in Chief,
and Arefa Cassoobhoy,
MD, MPH, Chief Medical
Editor and VP, Medical
Affairs, Everyday Health*

- **Humble Bundle’s Black Game Developer Fund** (BGDF) builds on Humble’s mission of uniting communities for good through gaming with a \$1M annual investment fund meant to empower and help achieve racial equity within game development. To make the most impact, Humble Games is focused on helping to fund these independent projects to get them off the ground or into their next phase of development. So far, 25 Black independent developers and their teams have been signed onto BGDF. The teams span the world from Uganda to Brazil to London to Montreal to Vermont to California. Each game represents an opportunity to showcase unique voices, visions, and stories that are seldom heard or given a chance in the industry.
- We committed a \$1M budget dedicated to freelancers who are people of color. Since its creation, between IGN and Ziff Media Group, we have activated approximately \$700K of this budget.

“I’m proud to be a part of Ziff Davis because the company takes meaningful action to make a difference with diversity, equity, and inclusion. Having a company culture where everyone can show up as their authentic selves and discuss important issues in an honest and compassionate way is critical and significant.”



Hillari Mohler
Director of Special Projects,
Ookla



Building Community through Employee Resource Groups (ERGs)

Over the last year, we expanded our Women's Leadership Program to global membership, and we launched four new ERGs: our Asian ERG, Black @ ZD, Mezcla (Latinx community), and Prism (2SLGBTQIA+ community). These groups are led by employee volunteers, overseen and mentored by Executive Sponsors (VP+ level executives across Ziff Davis), and supported by our Global DEI & HR Programs team. Our ERGs are building 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. We awarded and recognized the ERG leaders for their achievements in 2021 through our annual recognition program.



ERG Mission Statement:

It is the mission of the Ziff Davis 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.

“I am proud to be a part of the Ziff Davis DEI initiatives. Being one of the Co-Presidents of the Asian ERG, the community we’ve built so far has been amazing and I’m excited to see it continue to grow. For this community we want to make sure we provide a safe space where everyone has a voice and can be heard without judgment.”



Anne Jung
Director of Sales Operations & Events,
IGN
Co-President, The Asian ERG



Asian ERG

Our mission is to create an inclusive, 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.

Current and upcoming events and initiatives:

Meet & Mingles, Book Club, Trivia and Happy Hour, Safe Space Listening Forum, and monthly newsletter with member spotlights

“My mission within the Diversity, Equity, and Inclusion space is to ensure all voices are welcomed, heard and actioned. Working as co-lead and co-chair for many of our Employee Resource Groups and DEI Chairs has further enabled me to do that and support our employees of all backgrounds, perspectives, and lived experiences.”



Samantha McWilliams
DEI & Employee Programs Specialist,
Ziff Davis
Co-President, Black @ ZD ERG

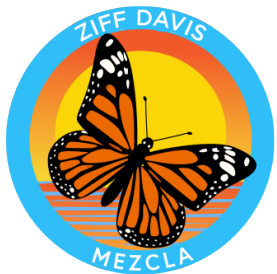


Black @ ZD

The mission of the Black @ ZD ERG is to promote and advocate for the success and growth of Ziff Davis’ Black employee community through early recruitment, mentorship, and intercompany community development. The Black @ ZD ERG is open to all Ziff Davis employees.

Current and upcoming events and initiatives:

Meet & Mingles, priorities in recruitment, mentorship, and community. Our goals are to provide support for applicants and new hires across each Ziff Davis division, build a mentorship program for both incoming and current BIPOC employees, and build our internal Black @ ZD ERG community through social and professional events.



Mezcla (Latinx)

Mezcla's mission is to increase the connections of our community of Hispanic/Latin team members within Ziff Davis and provide our community with a safe place where we can leverage professional development opportunities, personal growth, networking within nuestra comunidad, learn of/about cultural events to celebrate our Latinidad, and expand our knowledge of each others' culture, foods, music...Juntos somos mejor!

Current and upcoming events and initiatives:

New member mixers, speaker series, online gaming group, weekly coffee chats ("Cafecito y Chisme"), interactive workshops/classes (like "Piccles Game Night"), and community outreach opportunities.



Prism (2SLGBTQIA+)

The Prism ERG is 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 achieving a greater impact in our local communities and the wider world. The Prism ERG strives to create an environment where employees are encouraged and empowered to be their true, authentic selves.

Current and upcoming events and initiatives:

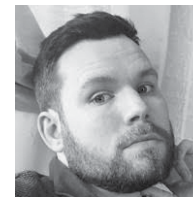
Charity partnerships (Human Rights Campaign and The Trevor Project), collaboration with HR on HRC Corporate Equality Index, internal community building, mental health and wellbeing, Pride event series (weekly happy hours, "Uplifting LGBTQIA+ Mental Health" webinar, activism webinar, Digital Pride Parade and trivia) and creating a more inclusive workspace through internal policy work (for example, evaluating our insurance benefits).

"I'm proud to be a part of Ziff Davis' initiative that centers my Latin identity and celebrates unique parts of me. Within Mezcla, we build relationships, help each other, and learn & grow together. These DEI efforts have given us, as Latinx folks, the space to connect across brands and enable us to realize in real-time the company's commitment to developing, serving, and elevating our community in meaningful ways."



Ashley Perryman
VP, Human Resources,
Spiceworks
Co-President, Mezcla ERG

"The ERGs, specifically Prism, seeing the community it is building across Ziff Davis and the positive impact that it is having for the people and myself is hard to explain, creating space for people to come together to celebrate their success and raise concerns. We are already seeing the impact of this to the business - prompting us to really look at ourselves as an organisation and ensuring we stick to the DOING > TALKING Principle."



Alex M. Clark
Technical Support Manager,
VIPRE
Co-President, Prism ERG

“It is truly an honor to lead a group at Ziff Davis that focuses on the recognition, growth, and support of women in the workplace and outside of it. It is important and rewarding to be able to focus on the contributions of women throughout the organization and open further doors for them via conversations, networking, access, and education.”



Christyn Murdocco
VP Sales,
IGN
President, Women’s Leadership Program



Women’s Leadership Program

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

Current and upcoming events and initiatives:
“Leadership and Your Thumbprint” workshop, speed mentoring, book club, self-care event, networking events with other ERGs on various conversation topics (i.e. Pride month in conjunction with Prism), monthly newsletter with news, education, and resources.

A graphic with a light brown background. At the top, it says "Building on Past Success" in large, bold, dark blue letters. Below that, a list of events is shown in orange and dark blue text: "Speed Mentoring", "Camp Girl Boss Mentoring", "Imposter Syndrome Panel", "Guest Speakers", "New Year, New Workplace", "Park Cleanup", "International Women's Day Celebration", and "North Carolina Women's Summit". At the bottom, it says "And Much More to Come!" in bold orange letters. The bottom of the graphic features stylized silhouettes of four women's heads in various colors (yellow, red, black, orange).

Building on Past Success

Speed Mentoring Camp Girl Boss Mentoring
Imposter Syndrome Panel **Guest Speakers**
New Year, New Workplace **Park Cleanup**
International Women's Day Celebration
North Carolina Women's Summit

And Much More to Come!

Listening to Our Employees; Amplifying Their Voices

DEI Council

Our DEI Council is a diverse group of employees who develop recommendations for the company across employee recruiting, mentorship, and advancement, take direct action in partnership with HR teams by supporting Committees on DEI initiatives, and identify new ways to use our platforms to further racial equality. The Council meets monthly and follows a model of safe-space facilitation to provide opportunities for open, supportive conversation and feedback, even on topics that can be difficult to discuss in the workplace. Sponsored by the CEO and Chief Human Resources Officer, agendas are set in collaboration with those executives, and outcomes of each meeting are shared with division presidents and HR leads each month.

“As a founding member of the Ziff Davis DEI Council, I am thankful for the DEI advances we have made over the past year and the commitment Ziff Davis has towards recognizing the need for equity and inclusion. The support and investment provided to us to help create an employee-led organization of purpose and passion has made many accomplishments possible over the last year.”



Li Felsen

Account Executive in Sales,
Health eCareers

DEI Council Member

Co-President, Mezcla ERG

Reporting systems to monitor and sustain employee safety, transparency, and engagement

Ziff Davis completed its second annual Global Employee Engagement Survey in Q1 of 2022, with 72% of our global community participating in the survey, with excellent representation across Ziff Davis' geographic locations and business units. Our overall engagement score was 72 out of a possible 100, showing employees' confidence in the culture and environment that they and Ziff Davis' leadership have co-created. 82% of employees recommend Ziff Davis as an employer. We shared all survey results company-wide, and provided high-level plans for upcoming initiatives inspired by employees' feedback. Ziff Davis is committed to continuing to survey our employees annually.

Ziff Davis earned a top score on the Human Rights Campaign Foundation's annual Corporate Equality Index and was named one of the “Best Places to Work for LGBTQ+ Employees.” In 2021, Ziff Davis joined more than 400 U.S.-based companies as a member of the Human Rights Campaign's Business Coalition for the Equality Act 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.

Ziff Davis is also committed to fostering business environments in which open, honest communications are the expectation, not the exception. In situations in which employees, vendors, or other partners wish to place an anonymous report in confidence, we encourage them to utilize our anonymous, independent hotlines hosted by our third-party provider, EthicsPoint.

What's Next—Our Commitments

Our Diversity, Equity, and Inclusion program at Ziff Davis has matured significantly over the last year; we honored our commitments in last year's report, and we are excited to build upon our progress thus far. We acknowledge the need for significant improvements in our representative data, especially in the category of racial/ethnic identity. As we continue to grow our programs, we will take action to address those improvements specifically. Please read on to see what's next for our Diversity, Equity, and Inclusion program.

“Both within Everyday Health Pro and in communities, I strive to actively support the development of leaders with a specific focus on bringing an individual's whole self fully online so our world gets the benefit of all they have to offer. The opportunity to participate as a leader in DEI initiatives allows me to further bring this work to life to help support the amazing team members within my Ziff Davis family.”



Anna Walz
Group Vice President,
Everyday Health Professional
DEI Council Member
Co-VP, Women's Leadership Program



Our work continues – these are the actions we have in progress and in development for the next year in Diversity, Equality, and Inclusion:

Oversight, Strategy, and Support

- Continuing to diversify our Board of Directors – today our Board is approximately one-third women and one-third people of color; we commit to inviting 2SLGBTQIA+ and ethnicity self-identification of Board members and seeking Board members from a variety of backgrounds and areas of expertise.
- DEI Council succession planning – with the Council’s guidance and oversight, we’ll set a process for replacing open seats, including self-nomination and Council nominations to open up new opportunities for participation and leadership.
- Pushing our Human Resources Information System vendor for a wider variety of reporting and self-identification capabilities – in July of 2021, ADP added a new category outside the gender binary for self-identification. While this is a step in the right direction, there is progress to be made in reporting on self-identification for 2SLGBTQIA+ identity and a wider variety of gender options. We will continue to encourage this and other vendors to update their settings to better represent our employees.
- Auditing our gender-affirming medical care options and making changes for wider coverage – today, our gender-affirming care options vary by location and provider. We are taking a look at our providers, and we’ll determine actions we can take to provide more equitable coverage for transgender and non-binary employees and any employee who needs gender-affirming care.

Employee Education and Career Development

- Expanding our live, interactive Anti-Racism & Allyship Training program to non-managers.
- Amplifying the voices and lived experiences of our employees as we release new education – we’ll empower a committee of our Diversity Council to review and advise on changes and launch communications for all new annual employee training modules and module updates.
- Embedding our new internal mobility program into our culture – training hiring managers on the philosophy and process, expanding our internal job board, and continuing to review internal candidates first when roles open anywhere in the company.
- Working together to develop careers through mentorship – a cross-ERG mentoring committee will develop a mentoring program framework. We’re growing the framework to build a global program for employees based on the success of the pilot, launched at the beginning of 2022.

Hiring Initiatives

- Designing and launching live, collaborative Inclusive Hiring workshops with Epiq Consulting for all of our talent teams, auditing our recruiting processes, learning and implementing best practices to transform our processes in each of our divisions.
- Continuing to refine our work and establish new partnerships with diversity job boards and other sources, to make a greater hiring impact from these partnerships.
- Expanding our reach to a wider pipeline of candidates – A Council Networking committee will host at least one live virtual event, targeting individual candidates and campus and networking groups that align with the identity groups of our ERGs (Asian, Black, Latinx, 2SLGBTQIA+, and Women). Additionally, some roles within the Ziff Davis family of brands will be posted to job boards with the Asian American Journalists Association, the Association of LGBTQ Journalists (NLGJA), the National Association of Black Journalists, the National Association of Hispanic Journalists, the Native American Journalists Association, the South Asian Journalists Association (SAJA), and Writers of Color.
- Implementing a fuller framework around our Employee Referral Program – additional program elements and tracking will encourage and recognize engagement.
- Broadening our ReStart Returnship program into functions beyond technical roles and roles outside of the U.S.
- We paused our internship launch in 2020/2021; we hope to launch our first company-wide internship class in 2022.

Partnerships and Community

- Expanding the ways we give back: In Fall of 2021, we added charitable giving and corporate matching to our Ziff Davis Cares program via Benevity. Volunteers are now rewarded with “dollars for doers” – funds they can donate to a nonprofit on the platform.
- Amplifying our collective volunteering impact – we’ll hold Ziff Davis Cares Days of Service, on which all employees will be encouraged to volunteer, via organized team events, or on their own.
- Using our platforms to power our partners – each of our ERGs will select charitable organization partners, to which they can donate up to \$1M in pro bono advertising. Additionally, each ERG will host at least two volunteer opportunities with partner organizations that align with their group’s goals and priorities.
- Deepening our relationship with the Human Rights Campaign – We will continue to explore volunteering and giving opportunities with the Human Rights Campaign, after receiving a perfect score on the HRC’s 2022 Corporate Equality Index, being named one of the “Best Places to Work for LGBTQ+ Employees,” and joining their Business Coalition for the Equality Act.
- Incorporating diversity into our procurement and supplier processes, in partnership with our Head of Sustainability and our Operations team.