Medallia

2024-2025 Global Impact Report

Chairman of the Board Letter

MIKE LIPPS
Medallia, Chairman of
the Board

This year has truly been transformative for Medallia. From announcing new products to increasing our focus on social, environmental, and governance initiatives, our people have shown incredible resolve, creativity, and innovative spirit.

In February, we gathered more than 1,500 attendees from iconic brands for the experience industry's flagship event in Las Vegas. There, we announced four groundbreaking generative AI technologies that will fundamentally change how organizations can deliver on their promises to their customers and employees. And we didn't stop there: We also announced our aggressive, all-hands-on-deck commitment to get to net zero by 2040.

As a result of tireless efforts from Medallians around the world, I am proud to note Medallia obtained the Committed Badge from EcoVadis — as well as furthering our commitment to transparency in our ESG progress by participating in the Carbon Disclosure Project.

Of course, Medallia has also faced the same challenges seen throughout the technology industry. The economy remains unstable. The future feels uncertain for many. And as exciting as it is, generative AI both solves and creates business problems.

Yet, through their commitment to each other, and the world around us, our people are at the forefront of addressing these challenges. When we launched our new generative AI solutions, we also launched an AI Moderation Council to ensure we maintain ethical, responsible, safe, and inclusive use of AI for our experience products. We also formed an AI Advisory Board with customer and partner members to create open space for the exchange of learnings, challenges, and best practices to ensure our commitment to the responsible and ethical use of AI.

This report celebrates our global community, showcases how Medallians live our values, and demonstrates the profound impact that Medallia initiatives have on people and environments around the world. Together, along with the portfolio of companies under Thoma Bravo, we are setting the foundation for a brighter, more sustainable future.

MIKE LIPPS
Medallia, Chairman of the Board

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About This Report

We are excited to share our fourth Global Impact Report with you. This report seeks to identify and understand the environmental, social, and governance (ESG) factors that impact our organization and conversely how we impact the environment and society around us. Launched in May 2021, Medallia's ESG program highlights our progress to date in our annual Global Impact Report.

This report has been prepared in accordance with the Sustainability Accounting Standards Board's (SASB) **Software & IT Services Sector Standard**, version 2023-12. The reporting period is fiscal year 2024, which covers February 1, 2023 to January 31, 2024, unless otherwise noted.

To successfully deliver against our purpose as a business that can and should be a force for good, we must remain focused on innovation, hard work, and serving others. It also means leading with our values in our products, and in how we treat people and the planet we share. To this end, Medallia is dedicated to leaving the world better than we found it, and to creating powerful products and delivering services that empower others to do the same. We welcome your thoughts and questions at **esg@medallia.com**.

SAFE HARBOR

This Global Impact Report contains forward-looking statements that are based on our current plans, considerations, and determinations regarding environmental, social, and governance matters (ESG) relating to Medallia. These forward-looking statements include, for example, the quotations of management and current strategies, and reflect management's best judgment based on factors currently known, and involve risks and uncertainties. Many of these factors relate to matters that are beyond our control and are changing rapidly. Significant variation from the assumptions underlying our forward-looking statements could cause our actual results set forth in this Global Impact Report to vary, and the impact could be significant. All forward-looking statements in this Global Impact Report are based on information available to us as of the date hereof. We undertake no obligation, and do not intend, to update the information contained in this Global Impact Report, except as required by law.

About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer- and employee-aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment.

In 2021, Medallia was acquired by Thoma Bravo, one of the largest software investors in the world. Becoming a private company has allowed Medallia to benefit from Thoma Bravo's operating capabilities, capital support, and deep sector expertise. This milestone in Medallia's history underscores our commitment to constant innovation, expansion, and value creation. ESG continues to be a growing part of Thoma Bravo.

Medallia

Founded: **2001**

Global Headquarters: **Pleasanton, California**

Number of Employees: **2,000+**

Number of Customers: **2,600+**

"Thoma Bravo is dedicated to ensuring our firm and portfolio companies are thoughtful about their impact on society. Medallia has been a fantastic example of this, and we are excited for their growing commitment to ESG.

DONNA BEBB
Head of ESG at Thoma Bravo

Our Purpose: We empower organizations to deliver on their promises, so they feel the love!

Our Vision: To create a world where organizations are loved by their customers and employees.

Medallia Core Values

At Medallia, we empower exceptional people to create extraordinary experiences together.

Every day we work to create an environment that drives professional growth, connected to the success of the business.

We foster a culture of excellence, inclusivity, and respect - we live by our values.

Bring your whole self.

Embrace a Growth Mindset

Do What You Say

Relentlessly Create Customer Value

Value People

Fight to Win

"At Medallia, our values shape everything we do. Living our values is key to creating a culture of excellence, inclusivity, and respect."

STEFANIE WITTNER
Chief Human Resources Officer

At a Glance

Committed to Net-zero by 2040.

Invested in Wind Power to avoid 6,000 tCO2e.

Achieved Fair Pay Workplace Certification for the 2nd year.

Obtained 100% on the Corporate Equality Index for our 6th year.

17.8% of Medallians in the US are under-represented minorities.

Built Leadership Essentials and Leadership Experience programs for people managers.

Established Board Governance for further accountability.

Instituted AI Governance for responsible usage of AI product innovation.

Embedded Product Accessibility across the entire product lifecycle.

Committed Badge from EcoVadis, scoring 12.5% higher than 2023.

1

Social Impact

We seek to be a company that does the right thing, and in doing so, to have a positive impact on our employees, customers, and the broader communities in which they live and work. We are dedicated to cultivating an open, inclusive, and collaborative environment where employees can not only do their best work but also be proud of their workplace. We do so by striving to create an equitable internal environment and a more equitable society externally — through listening, understanding, and addressing the unique needs of different communities, including those we know are typically underserved and underrepresented.

Employee Experience

OUR VISION
We embed Medallia's award-winning technology throughout the employee journey to continuously listen, take action on feedback, and hold ourselves accountable in fostering an inclusive community where employees are engaged and empowered. We amplify our practice throughout the industry to help organizations create a culture that values every person and every experience.

OUR APPROACH TO LISTENING
Our active and passive approach to employee listening allows us to have a consistent pulse on what employees are feeling and what they need to be successful. We have developed a regular rhythm where we ask employees to share feedback and ideas with us twice annually and during key moments (including recruiting, onboarding, enablement trainings), while still allowing them to share feedback with us anytime through our Always On Programs: Anytime Feedback and Ask ELT (Executive Leadership Team) Anytime. These programs allow an avenue for two-way communication between our leaders and employees. In Anytime Feedback, employees can share feedback directly with our executive leadership, allowing employees to surface any topic to the executive level. To foster transparency, our employees can ask our Executive Leadership team a question using Ask ELT Anytime, providing an open-door policy between our leaders and employees. Additionally, all Ask ELT Anytime Q&As are available to employees in real-time in our Voice of Medallia platform.

Our employees have a voice and trust us with their feedback. Their trust is demonstrated in our response rates which regularly exceed industry standards.

RECRUIT	GROW	ENABLE	ENGAGE	SEPARATE
Candidate	Onboarding	Training	Engagement	Exit
		Technology	Pulse	

Anytime Feedback

Ask ELT Anytime

FY24 KEY METRICS:
78% Engagement Survey response rate

72% of employees agree with "Medallia is a great place to work"

75% of employees agree with "My work is meaningful"

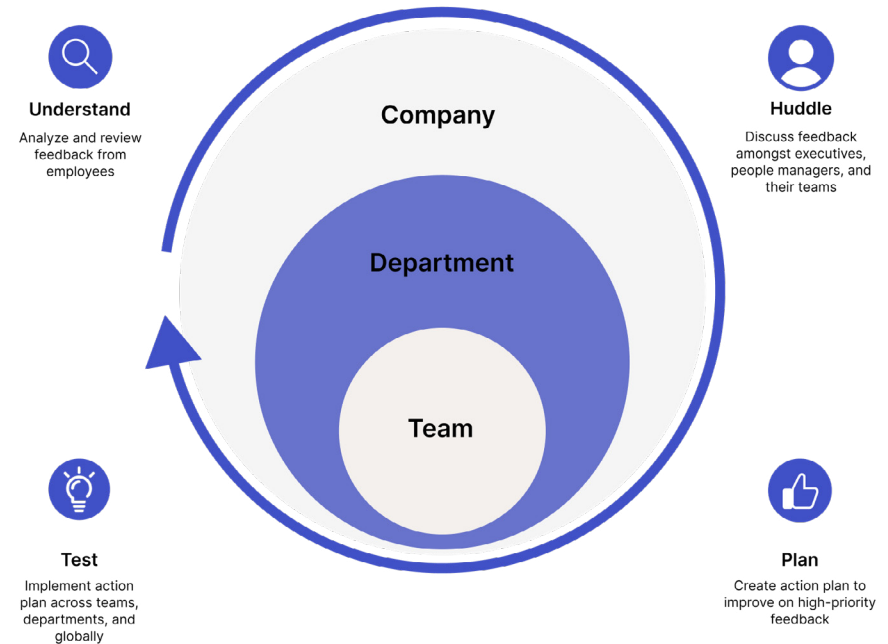**69%** of employees agree with "I feel like I belong at Medallia"

Employee Experience

OUR APPROACH TO UNDERSTANDING

To understand employee feedback we take advantage of Medallia's advanced analytics capabilities. Medallia's reporting intelligently routes feedback to those who are most equipped to take action. Our reporting takes the guesswork out by using artificial intelligence to surface key themes, strengths, and opportunities to help us understand where we need to focus to improve the experience for our employees.

OUR APPROACH TO TAKING ACTION ON FEEDBACK

We believe in taking action on feedback at all levels of the organization. Medallia's products support action planning by allowing you to provide individualized support through closed-loop feedback, as well as tackle pervasive themes in feedback using Medallia Action Intelligence. We are big believers in bringing our employees into problem-solving. Our employees have great ideas, and we often tap into their wisdom to make sure we take action on things that will have the biggest impact on their experience. Employee ideas have inspired many great improvements to the employee experience including global mental health days, our sabbatical program, and improvements to our parental leave policy.

Understand
Analyze and review feedback from employees

Huddle
Discuss feedback amongst executives, people managers, and their teams

Company

Department

Team

Test
Implement action plan across teams, departments, and globally

Plan
Create action plan to improve on high-priority feedback

BEST PLACES TO WORK AWARDS

Through our commitment to creating a seamless employee experience, with people at the center of everything we do, Medallia has been recognized as an employer of choice.

Best Company
OUTLOOK
2023

Best Company
GLOBAL CULTURE
2023

Best Company
CAREER GROWTH
2023

Best CEOS for
WOMEN
2023

Best Teams
SALES
2023

Best Teams
PRODUCT & DESIGN
2023

Best Company
HAPPINESS
2024

Best Company
WORK-LIFE BALANCE
2024

Best Company
PERKS & BENEFITS
2024

Medallia.org

We are committed to helping create a world where everyone has a voice. Our social impact arm, Medallia.org, helps us make that happen by partnering with mission-driven organizations serving the most vulnerable.

OUR STORY

In 2017, a few passionate Medallians started Medallia.org to fuel their calling for giving back. They saw a desire within their fellow Medallians to support their communities more, and since then, this force has expanded to include Medallians across departments, levels, and around the world.

In 2019, **Medallia joined Pledge 1%** (a global coalition of companies dedicated to giving back) to set up Medallia.org and embed social impact into our DNA, leveraging our superpowers — product, people, and capital powers — for social good.

PRODUCT

We make our products more accessible for nonprofits working to solve the world's biggest problems, and we're proud to have over 10 nonprofit customers.

PEOPLE

We make employee volunteerism and fundraising easier than ever through streamlined policies and processes. These include three days of Volunteer Time Off per calendar year.

CAPITAL

We offer monetary support to nonprofits focused on diversity and inclusion, as well as those providing frontline relief during emergencies. We **partnered with Tides Foundation**, a leader in corporate philanthropic strategy and management, to launch our Medallia.org Fund.

PLEDGE
1%
pledge1percent.org
PROUD MEMBER

Our Global Week of Giving

We partnered with Alaya by Benevity in 2021 to provide our employees all of our volunteering and fundraising opportunities in a one-stop-shop platform. We provide these opportunities all year round, including during our annual Global Week of Giving (GWG), a week dedicated to giving back across our global footprint.

During our 2023 GWG, 200+ Medallians volunteered 600+ hours (17% more hours than in 2022) and donated $20,000 with their dollars and time across 9 countries. Medallians engaged during GWG — through skill-based volunteering, donating, and fundraising. Out of the Medallians who participated in GWG:

- **83% reported feeling a sense of pride working for Medallia.**
- **88% felt closer to their fellow Medallians.**
- **86% stated GWG helped them feel a sense of belonging at Medallia.**

Their impact was vast, from designing Donor Experience surveys, facilitating mock interviews to help caregivers return to the workforce, and serving meals to combat hunger across seven metropolitan areas.

Medallians in Toronto volunteer to help provide employment opportunities for those facing poverty.

Our Impact

In fiscal year 2024, we have donated approximately $600k in volunteer hours and funding to support over 50 nonprofits globally. Medallians worldwide accomplished this by volunteering over one thousand hours and donating & sponsoring organizations impacting our local communities.

In addition, participation in our social impact initiatives is positively associated with employee retention, where we saw that **rates of attrition were 79% lower for employees who volunteered or donated compared to those who did not.***

"

"At WiT ERG, we are driven to make a lasting impact. That is why we decided to sponsor Geek Girls LatAm, which operates across Latin America. Our pioneering mentoring program and our grant not only helped provide STEAM education for girls & women, but also connected them with mentors for inspiration and growth. This experience touched everyone who participated as well as myself."

AÍDA SANCHO LÓPEZ
Product Manager at Medallia

"

Our partnership with Medallia has been a fantastic evolution, as we work together in helping create more equitable experiences and pathways into technology. We are so grateful for Medallia's consistent support with their product, people expertise, and sponsorship — which has all been critical to help us level the playing field for Black and Brown female entrepreneurs.

OMI BELL
CEO and Founder of Black Girl Ventures

*This analysis compared the percentage of departed employees among those who participated in our social impact initiatives and those who did not from February 1, 2023 to January 31, 2024 (FY24).

Our Strategic Focus on Marginalized Communities

While we empower Medallians to give back to any cause they are passionate about, we ensure every strategic initiative is focused on supporting marginalized communities that are typically underrepresented in business. As a company that values every experience, we're committed to helping create more equitable experiences across technology, healthcare, and education. That is why we have already taken action in the following ways:

PRODUCT
The U.S. Department of Veteran Affairs (VA) is using Medallia to route crisis alerts, specifically for suicide and homelessness, to provide early intervention for Veterans in need within minutes. Taking lessons from the VA, we are deploying this technology to help our customers listen, monitor, and act upon signals from their own customers and employees who indicate a crisis.

PEOPLE
We partner with nonprofits like Geek Girls LatAm and their STEAM program to help mentor LatinX girls and women into technology careers.

CAPITAL
We continue to be a Bronze Sponsor of The Trevor Project, the world's largest suicide prevention and mental health organization for LGBTQ young people. Our Black-at-Medallia Employee Resource Group also supported racial justice nonprofits through our Juneteenth grant. In fiscal year 2024, we deepened our relationship with Young Black Leadership Alliance, TL Hale Foundation, and Black Girl Ventures to help create more diverse pipelines into the technology industry.

Diversity, Equity, Inclusion, and Belonging

At Medallia, our goal is to personalize every experience, ensuring all employees feel valued and respected regardless of race, sex, religion, gender identity/expression, socioeconomic background, or any other identifying classification. That is why we founded our Diversity, Equity, Inclusion, and Belonging (DEIB) practice in 2016 dedicated to creating a workplace that honors differences, fosters equity, and encourages collaboration. We seek to embed these pillars of DEIB into every aspect of the business, as we believe that diversity and inclusion are key drivers of innovation and success.

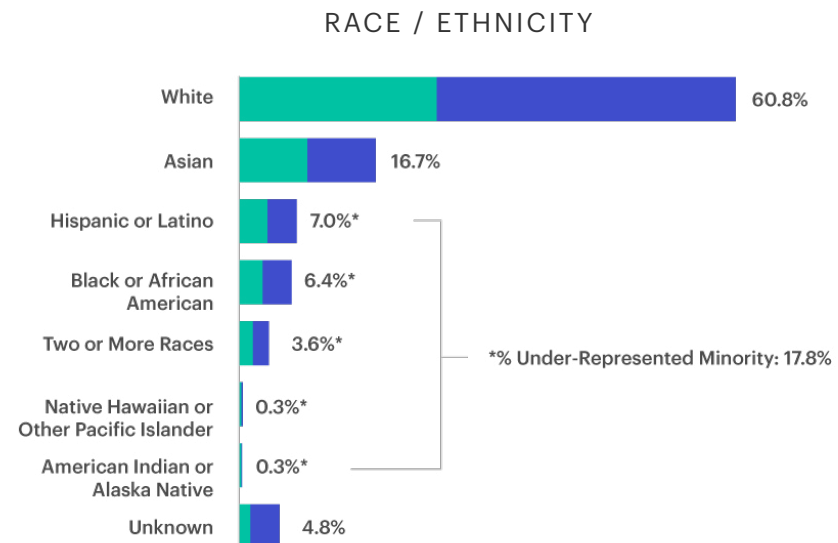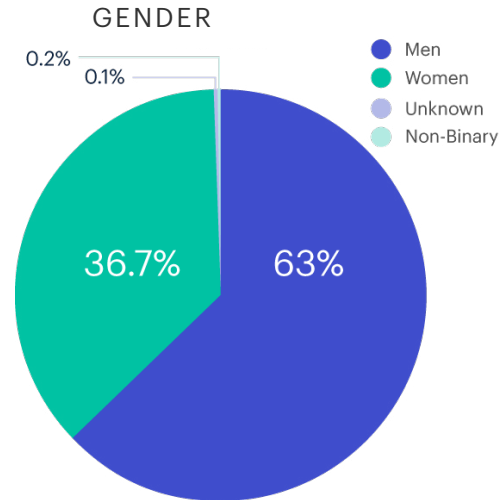*Medallians volunteering to help communities in Boston have access to nutritious food.*

Workforce Diversity

We publish our diversity data to be transparent about where we are today, and to hold ourselves accountable to making progress on improving workforce representation. We are committed to ensuring the population of our company better reflects society, including key focuses on underrepresented racial and ethnic minorities, as well as women in leadership and technical roles.

In order to ensure progress, we've instituted slating goals for talent acquisition. We report monthly on the diversity of our candidate pipeline, and provide training for interviewers and hiring managers on mitigating bias in the talent acquisition process. We've also expanded our investments in education, development, and community for all employees to ensure a rewarding environment. You can read more about all these programs below.

You can follow our journey on **our Diversity page**, where we share monthly updates about how our workforce demographics are changing over time.
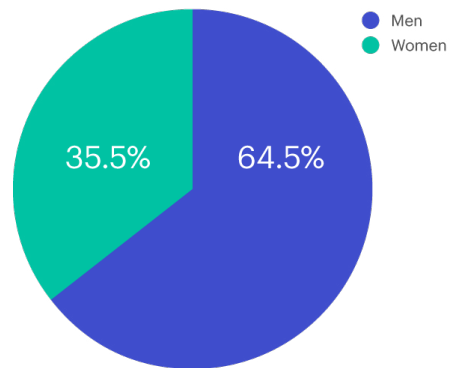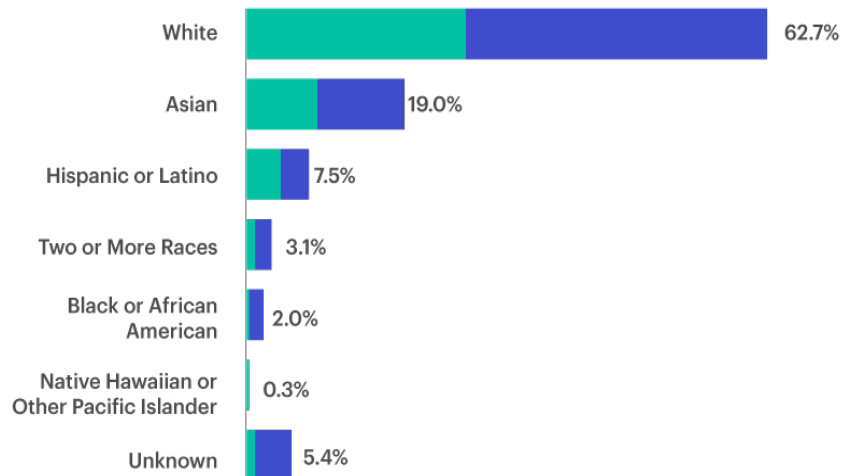
All Medallia

GENDER

- Men
- Women
- Unknown
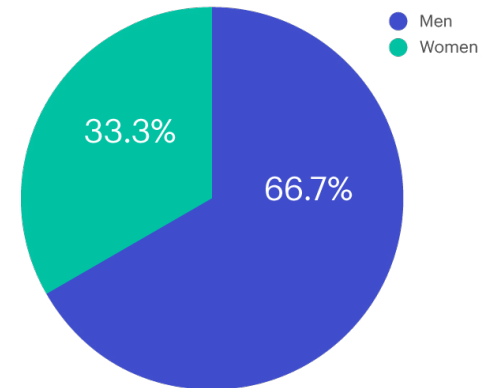- Non-Binary

0.2%
0.1%
36.7%
63%

RACE / ETHNICITY

White	60.8%
Asian	16.7%
Hispanic or Latino	7.0%*
Black or African American	6.4%*
Two or More Races	3.6%*
Native Hawaiian or Other Pacific Islander	0.3%*
American Indian or Alaska Native	0.3%*
Unknown	4.8%

*% Under-Represented Minority: 17.8%

Workforce Diversity

Leadership

GENDER

- Men
- Women

35.5%   64.5%

RACE / ETHNICITY

White	62.7%
Asian	19.0%
Hispanic or Latino	7.5%
Two or More Races	3.1%
Black or African American	2.0%
Native Hawaiian or Other Pacific Islander	0.3%
Unknown	5.4%

Executives

GENDER

- Men
- Women

33.3%   66.7%

RACE / ETHNICITY

White	66.7%
Asian	16.7%
Hispanic or Latino	8.3%
Native Hawaiian or Other Pacific Islander	8.3%
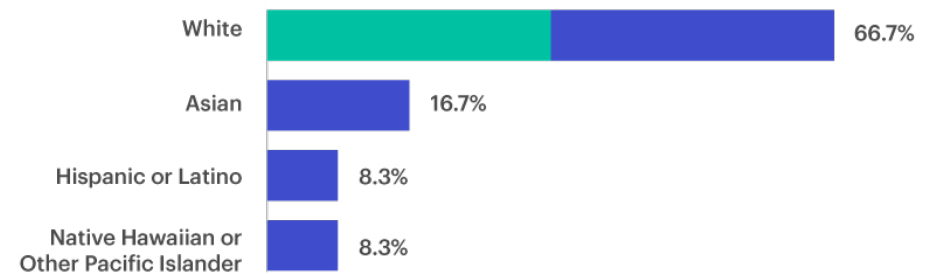
Education and Ongoing Dialogue

In order to promote an inclusive environment that fosters belonging and equity, we deliver meaningful interpersonal education and dialogue opportunities on DEIB topics to all Medallians. We offer an interactive on-demand eLearning solution that delivers impactful diversity, equity, and inclusion training to Medallians at any time, including courses, microlearnings, and an extensive library of resources. We also invest in global instructor-led training on topics including allyship skills, anti-racism, and managing unconscious bias for all Medallians. We have also embedded sessions around DEIB and inclusive leadership into our programs for managers and senior leaders.

We also put the development of our employees first by way of mentorship, coaching, Employee Resource Groups-led workshops, and an ongoing town hall series featuring industry and subject matter experts who focus on historically underrepresented groups. These powerful open forums create opportunities for Medallians to be in community with one another, sharing stories, unpacking learned behaviors, and building empathy while also learning from experts.

Our Communities

Our DEIB practice sponsors nine global and officially chartered Employee Resource Groups (ERGs). These Medallian-led communities support different under-represented social identities (e.g., ethnicity, gender, LBGTQ+) and life experiences (e.g., Veterans, parents and caregivers) and are open to all employees.

These communities are empowered to drive initiatives that include education, philanthropy, talent partnerships, mentoring, events, and community-building.

In 2022, we launched an Executive Sponsorship program for our global ERGs. Through this program, executives spend time each quarter with the community they sponsor for development, mentorship, and coaching. This builds on our ERG Leader Recognition program, introduced in 2021, designed to recognize and compensate our community leaders for their valuable contributions to our culture. Our ERGs are encouraged to give back through our ERG Nonprofit Partnership Program, which has fundraised over $450k to nonprofit partners selected by our ERGs.

We believe successful ERGs are only possible with continued investment. This is how we invest in our communities:

- Executive Sponsorship Program

- ERG Recognition Program for all ERG Leaders

- ERG Nonprofit Partnership Program

- Performance feedback for all ERG leaders provided by the DEIB team

Our Communities

Asian Pacific Islanders at Medallia

The mission of our API@Medallia ERG is to promote an equitable employee experience for our Asian Pacific Islanders community and allies through knowledge sharing and community outreach.

AWOS

Accessibility Without Stigma is committed to providing a supportive space focused on accessibility for people with disabilities, allyship, and education. Our goal is to empower and inspire those supportive of inclusive accessibility and their allies to embody excellence within the workforce and their communities.

BAM

Black at Medallia is focused on cultivating and elevating the Black experience at both Medallia and the communities we serve as a collective voice within the diversity strategy at Medallia. We empower Black voices through advancement, contribution, education, and outreach/partnership initiatives.

Unidos

Unidos Voices seeks to immerse Medallians with the Hispanic/Latinx community values while continuing to recruit and develop a diverse top talent pipeline.

Medley

As Medallia's cross functional Diversity Council, Medley's vision is an inclusive environment for Medallians of all backgrounds to participate fully and grow without constraints.

PAC

Parents and Caregivers at Medallia brings awareness to the balancing act of working parenthood while providing community and support to help parents integrate their work with family life.

Q-Field

Q-Field aims to create a safe space for LGBTQ+ Medallians and our allies to build community, exercise authenticity, and advocate for marginalized identities.

Vets@

Vets at Medallia is a community for all Veterans (U.S. and International) as well as anyone who has military family members or friends. Our goal is to give a voice and give back to members of the Veteran community by advocating for Veteran causes, recruiting, and giving back to the community.

Women@

Women at Medallia is dedicated to empowering and developing one another through education (and laughter!), with a focus on gender equality. Our goals include celebrating one another, fostering relationships across Medallia, creating a place of listening, support, and empowerment, and welcoming others from diverse communities (including outside of Medallia) to form connections and drive collaboration.

Commitment to Equal Pay

We are committed to creating a workplace culture that values and rewards our employees equally, and that is why we are dedicated to ongoing pay equity. We made our first public commitment to equal pay by signing the Glassdoor Equal Pay Pledge in 2017. In 2019, we became one of 13 inaugural signatories to the California Pay Equity Pledge. In 2023 and 2024, Medallia was awarded **Fair Pay Workplace ("FPW") Certification**, verifying our method and approach to creating sustainable fair pay in the workplace via review against trusted standards defined by an independent third party. We are proud to have no statistically significant differences in pay on the basis of gender, race, or the intersection of gender and race, for Medallians doing substantially similar work in both years. In 2024 we also received an approval of our Spain Equality Plan, which involved an audit not only of our pay practices, but also hiring, promotion, training and separations.

To fulfill these commitments, we partner with Syndio, a workplace equity platform specializing in pay and opportunity equity.

While the pay gap and equal pay analysis both deal with pay disparity at work, they are not the same issue.

- The pay gap (unadjusted gap) is a measure of the difference between groups' average earnings across an organization as a whole, over a fixed time period, regardless of role or seniority. Even if an employer has an effective equal pay policy, it could still have a gender pay gap, e.g. if the majority of women are employed in lower-paid jobs.

- Equal pay (adjusted gap) means that people performing equal work, or work of equal value, must receive equal pay, contractual terms, benefits, bonuses, reward schemes, pension payments, etc.

Commitment to Equal Pay

The gaps from our March 2024 Fair Pay Workplace certification analysis are as follows*:

	Unadjusted Mean Gap	Unadjusted Median Gap	Adjusted
Gender Gap	-2.36%	-14.65%	1.4%
Race Gap (White vs Non-White)	0.31%	0.79%	1.2%
Race x Gender 1	5.98%	3.07%	3.2%
Race x Gender 2	6.08%	3.37%	4.6%

We are proud to announce that we saw improvements in the majority of the adjusted gaps when compared to the previous year. Race x Gender analysis 1 compares the pay of women of color (WOC) to white men, and Race x Gender analysis 2 compares the pay of WOC to all other employees (i.e., white women and men of color). Taken together, these analyses test the composite effect of being non-white and non-male.

These analyses have been reviewed and certified by an independent third party, and demonstrate that, when accounting for role, seniority, and location, there are not statistically significant differences in pay on the basis of gender, race, or the intersection of gender and race.

This analysis considers the gross annual base salary of all full time employees who have shared their demographic information, globally for gender, and in the US for race.

Corporate Benchmarking and Commitments

As part of our efforts to ensure a fair and equitable environment for all, we participate in the **Human Rights Campaign Foundation's** Corporate Equality Index (CEI), a national benchmarking tool on corporate policies and practices pertinent to lesbian, gay, bisexual, transgender, and queer employees. Since 2018 and for the sixth consecutive year, we have earned a perfect score on the CEI and the honor of being named one of the Best Places to Work for LGBTQ Equality.

Additionally, we're proud to work with customers who share our values. In 2021, Medallia signed on to the McDonald's Mutual Commitment to Diversity, Equity, and Inclusion. By signing the pledge, we have committed to an annual survey to share our progress towards a more equitable future through a DEI strategy inclusive of aspirational representational goals, education & training, and diverse supplier spend and partnerships.

In 2019, we became a member of **CEO Action for Diversity & Inclusion**, the largest CEO-driven business commitment to advance diversity and inclusion in the workplace. By signing the CEO Action pledge, former CEO Leslie Stretch committed Medallia to support an open dialogue on diversity and inclusion, implement and expand unconscious bias education, and share best known successful (and unsuccessful) actions.

Lastly, we were recognized by Newsweek as one of **America's Greatest Workplaces for Diversity 2023**.

Supplier Diversity

Medallia works to create mutually beneficial business relationships with diverse suppliers that strengthen the communities in which we operate. We are committed to the inclusion of small, minority-owned, women-owned, disadvantaged/disabled, Veteran-owned, and LGBTQA businesses for the purchase of goods and services and supporting our customers in achieving their own corporate diversity goals.

Our Diversity Policy was developed in collaboration with supplier diversity experts and is reported on an annual basis. We track and report Tier 1 certified diverse suppliers in the United States and monitor activity with these suppliers against internal goals. Our goal is to reach 15% of addressable spend with certified diverse suppliers, and as of fiscal year 2024, we have achieved 13.7%.

Medallia's Procurement Department and their business partners are strongly recommended to identify and include diverse suppliers in the procurement process when new sourcing events occur. Diverse suppliers that are competitively priced, reliable, and aligned with our strategic business model should be considered as one of the finalists. Any exceptions to Procurement's recommendation to award the new business to a diverse supplier who meets the criteria must be approved by the CEO.

To support this effort, Medallia's Procurement Department works with organizations such as DeltaPoint Partners to identify and engage certified diverse suppliers.

"Epodium, Inc. is a proud, minority and veteran owned, supplier/partner of Medallia. Our partnership with Medallia has provided us with a significant opportunity to thrive. Having a trusted partner in Medallia, has provided us with internal opportunities for our people and expands our reach as a company. We are grateful for the opportunities that Medallia has given us and we greatly value the relationship."

Romi Randhawa
Founder & CEO, Epodium

Total Rewards & Benefits

TOTAL REWARDS

Our Total Rewards framework is designed to ensure that each component attracts, motivates, and retains high-performing employees. We use benchmark data from compensation surveys and partner with specialist consultants to understand the local benefits market, enabling us to design locally competitive packages in each of our locations. We also received the Fair Pay Workplace Certification in 2024 (learn more on pages 22-23).

BENEFITS

Our benefit packages aim to encourage employees to bring their whole selves to work by focusing on the wellbeing pillars of mental, physical, and financial health. We are committed to providing equitable access to benefits and resources to support our workforce.

Core programs include health care*, retirement plans*, life and disability insurances, comprehensive mental health support, and family formation. We provide all employees with support in their fertility and pregnancy journey, and offer generous paid leave for new parents or similar leaves provided for by law. We also offer additional paid leave for Medallians who experience pregnancy loss, whether physically or as a partner. Medallia has a history of supporting flexible working. Under our temporary remote working policy, Medallians may work outside of their country of employment for up to 90 days per year, in locations where they hold the right to work.

Additionally, we are committed to accommodating employees and candidates with religious or disability-related needs through personalized support, ensuring they have the necessary resources and adjustments to thrive in their roles.

*where locally prevalent.

Prioritizing Employee Wellness

In addition to our core programs, we provide comprehensive care for overall employee wellness. We are proud to offer programs that both nurture and support employees and their families through Modern Health (a global platform of therapists, coaches, and extensive digital content), Maven, and our Employee Assistance Program. These programs are available to employees and dependents, 24/7. We also provide a virtual fitness benefit, encouraging employees to remain physically active.

Employees can access a global network of clinical therapists and ICF-certified coaches that are specialized providers in supporting employees and their families using evidence-based therapies across topics such as anxiety, depression, and life transitions. Employees and dependents can meet 1:1 with a therapist coach or message their therapist or coach at any time. If matched with a provider, the average time to the first available appointment is less than one day. In addition, employees have unlimited access to their digital content, online courses, and their live group sessions (Circles) that are created and led by clinical therapists. Modern Health's curated network of expert coaches and therapists can help in every step of one's journey towards their wellness goals.

For those who are navigating the family building journey, Medallia has partnered with Maven to provide holistic end-to-end care for every path to parenthood. Maven is available at no cost to employees and partners who are pursuing fertility treatment, egg freezing, pregnancy, postpartum, early pediatrics, or returning to work. To support Medallians from the very start of their parenting journey, Maven Wallet is available, giving employees access to up to $10,000 (lifetime maximum) for expenses related to fertility, adoption, surrogacy, and egg freezing.

Our providers offer regular live and on-demand webinars and free podcasts. Regular topics include:

- Promoting inclusion in the workplace
- Healing communities
- Allyship across identities
- Taking care of your family and yourself
- Journey of parenting
- Creating space for discussion on mental health
- Stress and burnout
- Connecting mind and body for healthier living
- Navigating global crises
- Supporting women's mental health
- LGBTQIA+ and family building
- Psychological Safety trainings

Growth and Development

Feedback sits at the heart of our products, our employee experience, and everything we do. We are proud of the diverse pool of talent we have at Medallia and our goal is to support them to reach their full potential. We believe that a continuous feedback and coaching philosophy drives enhanced performance, greater transparency, and better results. We have the following programs to support our employees to grow their careers at Medallia.

QUARTERLY CHECK-IN PERFORMANCE REVIEWS:
In order for Medallians to accelerate their performance and grow professionally, we believe in the power of providing real-time, continuous feedback and coaching combined with formalized touchpoints throughout the year via quarterly check-ins, leading up to the Annual Performance Review conversations.

CAREER PATHS:
A tool to guide Medallians in development conversations with their managers, and help provide clarity around core competencies, role expectations, and responsibilities.

INTERNAL MOBILITY:
We strongly support internal mobility opportunities for our employees. Promotions and internal transfers are evaluated based on individual achievements and business needs. In order to ensure all promotions are fair and equitable, clear assessment guidelines are established and reviewed among key stakeholders to ensure consistency across the organization. Additionally, leaders are encouraged to offer stretch assignments to employees who wish to develop new or different skill sets through training and on-the-job learning experiences. We have created and internally published career paths for specific roles and job levels for a majority of the roles within the organization to set clear expectations around competencies and required proficiencies for each role. We encourage employees to create formal career development plans and hold regular career aspiration conversations with their managers, and also offer formal mentorship opportunities as another resource for continued growth.

Growth and Development

MENTOR CONNECT:
The program is designed to highlight the skills and experiences of Medallians who are willing to be mentors, so prospective mentees can identify people to connect with based on their interests and needs. Mentors provide guidance, share insights, and offer support to their mentees to help mentees identify and work towards their goals.

NEW HIRE ORIENTATION:
A program designed to integrate new employees into the organization effectively. It aims to familiarize them with the company culture, mission, vision, values, and policies. This program is crucial in setting the tone for a positive work environment and ensuring new hires are set up for success and feel welcomed, informed, and supported to contribute to the organization's success.

Growth and Development

To support learning and development of our employees, we offer

- A tuition assistance program for all full-time employees globally.

- Our Professional Services employees have designated learning days every quarter to ensure that they can intentionally take time to focus on their professional development. We also partner with external vendors to provide additional professional development content.

We believe effective people management can help boost retention, employee engagement, and organizational effectiveness. Therefore, we offer the following learning and development support for our people managers in their roles.

- **Leadership Essentials:** A five-part program designed to provide Medallia's people managers with the strategies, skills, and resources to build, coach, and lead high-performing teams. Each module focuses on providing our leaders with a combination of key concepts on the topic, scenarios to enable knowledge sharing, and tools and resources to navigate the various stages of the Medallia employee lifecycle.

- **Career Paths for People Managers:** A robust tool to guide people managers in development conversations with their teams, and help provide clarity around core competencies, roles expectations, responsibilities, and professional development opportunities.

- **The Leadership Experience:** A holistic nine month development program for senior leaders designed with an objective to help them gain deeper self-awareness to navigate organizational complexity, boost personal resilience, and increase team engagement.

2

Environmental Impact

We are committed to minimizing the impact of our activities on the environment.

We consider environmental consequences across our products and services. As we continue to grow, we hold a special interest in ensuring our new and existing spaces remain committed to preserving our planet.

Ultimately, we look at our environmental impact just as we do our software — as an aspect of business in which we must strive for continuous improvement.

Our Net Zero Goal

Medallia is committed to achieving **net-zero greenhouse gas (GHG) emissions by 2040**, a target that is the first of its kind in the Experience industry. We are dedicated to honoring the environmental goals of our customers and partners by reducing our own emissions and in turn, helping them reduce theirs.

To help us achieve net-zero, we also **committed to setting near-term science based GHG emissions targets through the Science Based Target initiative (SBTi)** by the end of 2026 — joining more than 4,000 companies globally helping to create a zero-emissions economy grounded in climate science.

Medallians volunteered to help green spaces across London stay clean and safe for everyone.

Our Greenhouse Gas Footprint

In 2023, Medallia partnered with Watershed, an enterprise sustainability platform, to measure our greenhouse gas footprint annually — so we can track and disclose our progress year over year, identify opportunities to meaningfully reduce our footprint, and set our reduction goals.

We are using FY24 as our reliable baseline year, measuring our comprehensive Scope 1, 2, and 3 in accordance with applicable standards from the GHG Protocol and leveraging the global emissions factor database called CEDA. Our measurements include direct emissions from our offices, mostly from natural gas consumption and refrigerant leaks (Scope 1), emissions tied to purchased electricity and heating at our data centers and offices (Scope 2), and all other emissions of Medallia operations purchased, including emissions from our suppliers, business travel, and employee commuting (Scope 3)*. The majority of our changes from FY24 and FY23 footprint is due to the methodology change, as we leveraged a global CEDA database for FY24 for greater accuracy while we utilized a US-based USEEIO database in FY23.

Net emissions* by Greenhouse Gas (GHG) Scope

0.4%

6.2%

93.0%

32,200
tCO$_2$e

- **Scope 3:** 30,069 tCO$_2$e
- **Scope 2:** 2,009 tCO$_2$e
- **Scope 1:** 121 tCO$_2$e
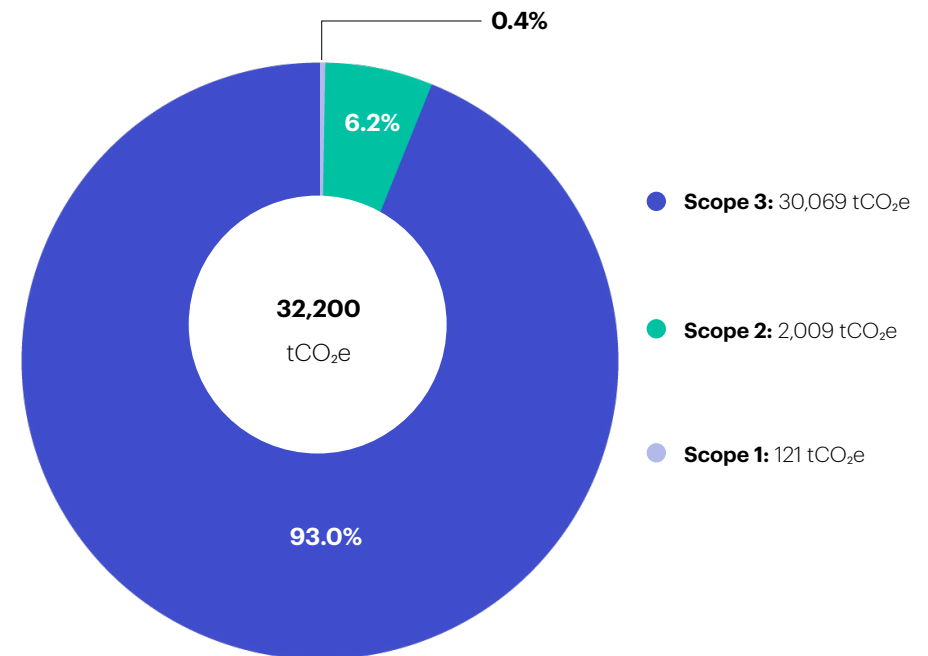
*To calculate most of our scope 3 emissions, we use spend as a proxy, except for when we receive actual emissions data from vendors.

Our Carbon Footprint

In addition, the biggest drivers of our emissions in FY24 were in the below 3 categories.** Our top 10 suppliers, who produce 36% of our total emissions, also fall into these categories.

- Goods & services: vendors for internal operations including for professional services & consulting, business software, and computer equipment.

- Business travel: including accommodations, flights, and rented vehicles.

- Data centers: electricity to operate these centers.

Goods & Services	59.3%
Travel	11.1%
Data Centers	9.8%
Cloud	8.9%
Employees	5.0%
Offices	3.6%
Marketing	2.2%
Waste	0.1%
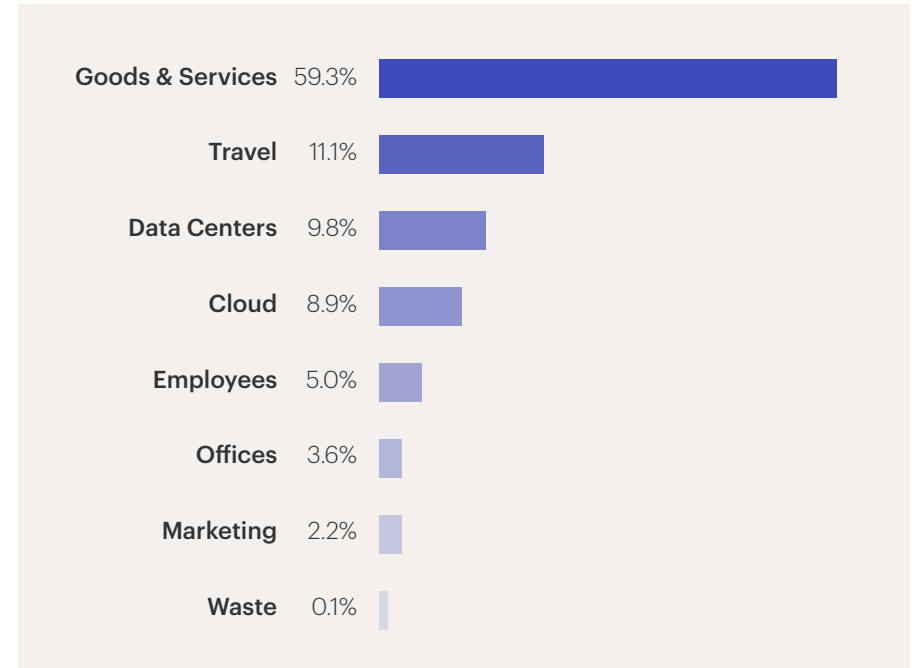
**Other categories were: Cloud, which included cloud spend and electricity. Employees, which included commuting, home offices, and waste. Offices, which included electricity, natural gas, refrigerants, energy use, construction and other services in offices. Marketing, which included advertising and publishing. And Waste, which is calculated using landfill and recycling estimates based on our in-office employees.

Strategies to Reduce Emissions

Efficient Cloud Operations

Our software cloud is managed by modern orchestration frameworks and containerization technologies that separate the application tier from the underlying infrastructure. This allows for flexibility while maximizing resource utilization of available hardware. This is unlike traditional setups where servers are typically dedicated to perform single functions.

Our infrastructure-as-a-service providers combined with our orchestration technologies allow us to scale capacity on demand for peak workloads and then scale it back down, thus releasing them for other use or simply powering them off when not needed.

To reduce waste, we dual purpose our standby hardware by running all our research and development workloads on them. This ensures we are not running any idle capacity that is wasting power and cooling in any data center.

In addition, we minimize travel-related carbon footprint by leveraging "remote hands" services for day-to-day activities in our data centers. Travel only happens when it's absolutely necessary. Our standardized blueprint is replicated in every data center we operate within. By taking an infrastructure-as-code approach, data center hardware is automatically bootstrapped or upgraded to desired specs without the need to be physically present.

Strategies to Reduce Emissions

Medallia's Data Centers

We do not own and operate our own data centers. We partner with best-in-class secure, green data center providers. We rent co-located space and power from these providers to host our hardware and software platform. Co-location strategy helps build economies of scale since we add to the multiplier effect with several companies running in that data center also having similar green initiatives. Data center providers are able to innovate faster and pass on the benefits to all their tenants at the same time. We also leverage infrastructure-as-a-service cloud providers for some of our technology offerings worldwide. Our primary partners in this space take sustainability and corporate social impact seriously and are committed to renewable energy use. That is why 42% of our co-located data centers have ISO 14001 environmental management certification.

Please refer to our primary data center providers' ESG reports for further details:

Medallia's Data Centers
[Equinix's ESG Report](#)
[Oracle Cloud's ESG Report](#)
[Digital Realty's ESG Report](#)

Strategies to Reduce Emissions

Recycling Hardware

We partner with certified agencies that follow secure logistics and extend the productivity and useful life of technology through redeployment, remarketing, and charitable donation programs. Our recycling partners follow rigorous processes, third-party audits, and their own global compliance policies to forward proper material handling and environmental stewardship. They employ secure, responsible, no-landfill recycling. Electronic equipment is converted to reusable components or commodity-grade materials for reuse in new products.

For example, all of our employees use laptop computers, which consume less energy than desktop computers and minimize the need to print paper for meetings. We have a recycling program for older laptops, where older laptops still in working condition are donated to communities in need. This means we keep usable technology in the hands of those who can put it to use, and we keep potentially hazardous materials out of the world's landfills.

Renewable Energy

We ensure that our primary data center and infrastructure-as-a-service partners are publicly committed to the use of 100% renewable energy while deploying best-in-class data center energy efficiency technologies, innovations, and strategies for reducing energy consumption. That is why 71% of our emissions from data centers are from renewable energy sources.

Medallia has also **participated in a virtual power purchase agreement**, which will re-power a previously decommissioned wind farm in Texas, adding renewable energy in a state that largely relies on coal and gas. The wind project is expected to avoid 800 pounds of CO_2 per MWh of power generation. Cumulatively, Medallia's five-year commitment will avoid over 6,000 tonnes of CO_2e, equivalent to over 15 million car miles driven, and cover 70% of Medallia's 2023 North American carbon footprint.

Medallia Offices

All of our global office space is leased. Our corporate headquarters in Pleasanton, California is LEED Platinum and Energy Star certified. We strive to maintain a low carbon footprint and implement sustainable practices across all locations. For example, all of our priority sites (office locations that account for more than 60% of our full-time employees as of FY23) have LED lighting, HVAC operational control, Green Building certifications, bike parking and showers, and EV charging stations.

Strategies to Reduce Emissions

Transportation
We are proud to offer a flexible-work environment. We provided the flexibility for employees to choose whether they work from home or use a local office space on a daily basis. Further contributing to our efforts of maintaining a low carbon footprint, we choose office spaces close to public transportation options, which allow many of our employees to commute in a sustainable manner.

Office Waste and Paper Reduction
We implement composting programs whenever possible to minimize the environmental effects of our organic waste, and we offer recycling in all of our global offices. We ensure that the majority of our paper office supplies are made from recycled or recyclable materials. We also aim to digitize as much of our operations as possible to reduce paper — including converting HR wet signatures for employment documents across the EU into electronic signature processes.

Environmental Training & Policy
We provide Environmental Training required for all Medallians that outlines our Environmental Policy and ways that employees can reduce their own environmental footprint while they're working remotely and in the office. The training covers ways to reduce, reuse, and recycle in areas of food, energy, waste, water, transportation, and wellbeing.

Spotlight on Experience Conference

To bring together CX and EX leaders, Medallia is proud to host our annual user conference, Experience. For our latest Experience '24 in Las Vegas, we embedded sustainability throughout by

- Announcing our net-zero by 2040 commitment.

- Hosting a Birds of Feather networking session on ESG strategy.

- Encouraging attendees to reduce, reuse, and recycle onsite through digital signage and communications.

- Supplying only reusable SWAG, pins, and lanyards to minimize waste.

- Providing guidance to conference sponsors to reduce their footprint at onsite booths.

Reporting Transparency

A key part of our ESG strategy is our commitment to reporting transparency for our stakeholders. That is why Medallia has proudly submitted to these ESG disclosures:

- **EcoVadis** is an internationally-recognized ESG rating platform. For our 2024 scorecard, we increased our score by 13% from the prior year. In addition, we were awarded with the Committed Badge to highlight our consistent dedication to ESG. To obtain our full scorecard, please request within EcoVadis using our company name "MEDALLIA INC".

- **Carbon Disclosure Project** is the gold-standard for measuring environmental performance. We have submitted to CDP for our requesting customers for two years in a row in 2023 and 2024.

- **Streamlined Energy and Carbon Reporting (SECR)** allows us to provide Medallia's energy and GHG data in the UK.

LOOKING AHEAD
We remain dedicated to tracking and reducing our environmental impact by developing a robust climate strategy. Looking ahead, we are focused on:

- Developing our near-term reduction targets for validation by the Science Based Targets initiative.

- Measuring our fiscal year 2025 emissions, so we further identify our climate related risks and opportunities.

3

Governance Impact

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Effective corporate governance is essential for long-term value creation. Our corporate values also provide the foundation for our approach to governance — ensuring we uphold ethical business practices, hold ourselves accountable, and foster a culture of integrity.

Board and Leadership Accountability

Corporate Governance Practices

Board Independence

- Majority independent Board
- All committees are fully independent

Additional Board and Committee Practices

- Risk oversight (we have a clear Code of Business Conduct and Ethics, see page 48 of this report)
- No employment agreements with named Board members

ESG Oversight

Our management has created and implemented an organization-specific approach to ESG that is rooted in corporate strategy and the company's performance.

Board	Review key ESG topics as raised by Leadership Oversight Committee	
Leadership Oversight Committee	Approves overall priorities and direction; surfaces key issues to the board as needed (at least once annually)	Chief Executive Officer, Chief Legal Officer, Chief People Officer, Chief Financial Officer
Steering Committee	Establishes and implements ESG strategy	Leaders in DEIB, Social Impact, Sustainability, and Benefits
Working Group	Collaborates with the Steering Committee to embed ESG across respective departments	Working team including Security and Privacy, Procurement, Engineering, Legal, Learning & Development, Employee Experience, Workplace Services, Product Accessibility, and Health and Safety

Data Privacy and Security

We treat security and privacy as top priorities in all aspects of how we do business, from how we build our products, to how we design our organization, to how we protect our physical and digital assets. Our Information Security Management System (ISMS) is built around the ISO 27001 standard. Our product offers enterprise-grade security features and controls that are required to operate by the highly regulated and security- and privacy-conscious industries that our customers serve.

We have a vendor risk management program where we assess the security and privacy posture of our vendors. We classify our vendors based on the type of data they store or process for Medallia and we assess their security and privacy posture accordingly. All tier 1 vendors are assessed annually.

Security and privacy are also part of our culture. All employees are required to complete security awareness and privacy training upon hire and again annually. We also offer specialized training and awareness programs for different teams. For example, our Security Champions program has empowered technical teams for the past four years to nominate members (all engineering teams are required to nominate one), to go through an extensive three- to six-month secure engineering program. We also routinely publish awareness notifications to the company and hold awareness events with competitions and prizes. Our security program is routinely audited not only by many of our customers, but also against some of the most stringent industry benchmarks. We hold certifications in ISO 27001, ISO 27017, ISO 27018, ISO 27701, HITRUST, and FedRAMP High authorization. We are also HIPAA-compliant. We are measured annually in order to retain these certifications. Finally, each year we complete a SOC 2 Type II audit and issue a report to our customers.

We embrace privacy as a human right and don't sell personal data. We support the world's best brands to configure customer experience programs that champion privacy as a core feature, allowing companies to collect feedback without fear that rights will be violated. Our privacy features fully embrace the requirements of major regulatory frameworks such as GDPR and CBPR/PRP. Our platform allows customers to handle data subject requests, privacy rights, and privacy elements on the platform suchas data masking.

Our Board is regularly updated on our security and privacy programs as needed. Topics discussed with the Board may include updates on material changes to our privacy policy and our data protection agreements, and status updates on table top exercises within Medallia to discuss, review, and prepare for privacy and cybersecurity issues.

For additional information, please refer to the **Privacy Policy** and **Data Security and Compliance** sections of our website.

Crisis Management and Business Continuity

Medallia has a Crisis Management Plan that ensures there is a focused framework that enables quick and appropriate responses during a potential crisis. This plan enables Medallia to provide transparent and timely communications with all stakeholders, mitigate potential negative impacts on our revenue, operations, or reputation while maintaining our brand and credibility despite a crisis situation and resuming normal business operations as safely, quickly, and efficiently as possible.

In addition, Medallia annually reviews our Business Continuity and Disaster Recovery procedure. This procedure enables Medallia to plan the recovery of critical business functions in the event of disruption to information processing facilities and clearly outlines responsibilities, chain of command workflows, scenarios and recovery processes for each facility.

AI Governance

With the rapid introduction and development of widely available AI at Medallia, we have taken steps towards AI Governance to ensure our products and internal use of AI are aligned with best practices and compliant with the ever-evolving legal landscape.

We recognize that generative and traditional AI offer significant benefits to our products and teams, while also creating potential risks (including inaccurate results, biased output, security vulnerabilities, intellectual property and privacy concerns). That is why we have implemented an AI Governance Policy that sets the principles and limits for AI use and development at Medallia. This policy determines the mission statement and guiding principles for the use and development of AI at Medallia and defines the acceptable use of third-party AI systems within the company.

Medallia is deeply committed to ensuring that AI will be adopted responsibly, only after balancing associated benefits and risks, and in accordance with our AI Governance Policy and applicable laws, regulations and best practices.

Medallia has also created an internal AI Moderation Council and an external AI Advisory Board. The AI Moderation Council is tasked with overseeing the implementation and continuous improvement of our artificial intelligence-driven initiatives. The council plays a crucial role in refining moderation policies, addressing emerging challenges, and promoting a compliant, healthy and constructive digital space for everyone. We have carefully selected a diverse group of experts from various departments to form part of the AI Moderation Council, bringing together a wealth of knowledge and perspectives. Their collective efforts help us stay at the forefront of responsible AI usage and contribute to the positive culture we aim to foster within our organization.

In addition, the external AI Advisory Board enhances our governance by incorporating insights from our customers and partners. This group of thought leaders is crucial in establishing guiding principles, fostering discussion of best practices, and identifying challenges essential to developing responsible and ethical AI solutions.

Product Accessibility

Medallia has a dedicated Accessibility Team led by a certified International Association of Accessibility Professionals (IAAP) Web Accessibility Specialist (WAS) to ensure our software is usable by people with disabilities. Overall, we follow WCAG 2.2 Level AA success criteria in order to meet applicable laws, such as the American Disabilities Act of 1990, as amended, Section 508 of the Rehabilitation Act of 1973, as amended, the Accessibility requirements for ICT products and services in Europe regulations (EN 301 549), and the Laws of several other countries. Our surveys are constructed to improve visibility and support assistive technologies for customers who have blindness, low vision, limited movement, and limited cognition, language or learning.

We embed accessibility into our full product lifecycle by:

- Including accessibility as part of our initial designs.

- Leveraging a design system library for all new features and centralized component library that have been vetted by a third party vendor for accessibility.

- Having quality assurance to ensure any fixed and new features meet accessibility requirements.

- Prioritizing accessibility issues with the product managers and engineers that have the highest impact on people with disabilities for our product roadmap.

- Enabling our customers to customize our products to further adjust accessibility of our products, such as font and color customization and alternative texts.

- Providing trainings, "Product Design - Introduction to Web Accessibility" and "Product & Engineering - Introduction to Automated Accessibility Training", "Introduction to Digital Accessibility Laws and the Web Content Accessibility Guidelines (WCAG)", and "Accessibility Compliance Report (ACR also called a VPAT)", open for all Medallians.

Ethics and Compliance

Every Medallian is responsible for upholding our high ethical standards and complying with all relevant laws and regulations. Our culture of compliance is supported by Medallians who are dedicated to:

- Cultivating a culture of integrity

- Establishing proper standards and controls

- Creating awareness of and advising on ethics and compliance issues

- Developing and implementing relevant and accessible training materials

- Continuous risk spotting and assessment, including through data analysis

- Conducting independent investigations into ethics and compliance violations

- Monitoring ethics and compliance issues and, where appropriate, reporting to regulatory authorities

- Remediating ethics and compliance gaps and violations

Code of Business Conduct and Ethics

Medallia has a **Code of Business Conduct and Ethics** that applies to all of our employees, officers, and directors, including our Chief Executive Officer, Chief Financial Officer, and other executive and senior officers. Our Code of Business Conduct and Ethics includes standards that are designed to deter wrongdoing and to promote, among other things:

- Honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships
- Full, fair, accurate, timely, and understandable disclosure in reports and documents that we file with, or submit to, the government and in other public communications
- Compliance with applicable governmental laws, rules, and regulations
- The prompt internal reporting of violations of the code to appropriate persons
- Accountability for adherence to the code

Our Code of Business Conduct and Ethics includes an enforcement mechanism designed to ensure prompt and consistent enforcement of the code, protection for persons reporting questionable behavior, clear and objective standards for compliance, and a fair process by which to determine violations.

The full text of our Code of Business Conduct and Ethics is posted on the **Corporate Governance— Governance Documents** portion of our website. We intend to disclose future amendments to, or waivers of, our Code of Business Conduct and Ethics, at the same location on our website.

Our compliance expectations apply to all Medallians, and to our suppliers and contractors, and extend to the highest levels of the company.

We have an open door policy and anonymous reporting hotline, and all Medallians are encouraged to raise issues, ask questions, and report concerns. We take seriously the obligation to investigate and remediate these reports.

Code of Business Conduct and Ethics for Partners and Suppliers

Partners and Suppliers

Our partners and suppliers are also expected to review, understand, and comply with the policies set forth in our **Code of Business Conduct and Ethics for Partners and Suppliers**. This code of conduct should be viewed as the minimum standards we expect from our partner and supplier community and is not intended to reduce, replace, or limit any other legal or contractual obligations that they may otherwise have, including that they may have to Medallia.

We are firmly committed to providing a healthy and safe work environment in which all individuals are treated with respect and dignity, without regard to race, religion, skin color, sex, pregnancy, national origin, age, physical or mental disability, military or covered-Veteran status, marital status, sexual orientation, family medical leave, gender identity, or any other classification protected by applicable law. Every individual has the right to work in a professional atmosphere that is free of violence and bullying, that promotes equal employment opportunities,

and where discriminatory practices, including harassment, are prohibited. We require suppliers to promote policies and practices that prohibit violence, bullying, discrimination, and harassment consistent with our Code of Business Conduct and Ethics for Suppliers and Partners and applicable local law.

Partners and suppliers must also uphold the human rights of workers, and to treat them with dignity and respect as understood by the local and international community. Partners and suppliers are prohibited from engaging in human trafficking, slavery, servitude, forced or compulsory labor, forced child labor, and all other trafficking-related activities. Partners and suppliers must comply with applicable labor and employment laws, rules, and regulations. For more information about our Modern Slavery Statement, please see **here**.

Our Policies and Training

Policies

We have various policies in place that support a positive workplace culture and legal compliance. Upon hire and on an as-needed basis thereafter, all Medallians are required to review and acknowledge internal policies and procedures. Our employee handbook(s), and Code of Conduct are examples of policies that provide a guide to Medallians so they know their rights and responsibilities, the expectations for a healthy and safe environment, and how to access company resources.

The Good Medallian Training Program

Medallia delivers the Good Medallian training which helps employees understand their legal obligations, identify potential compliance risks, and make ethical decisions that align with the organization's values. Training is important in the workplace for many reasons, including skill development, employee satisfaction, compliance with legal requirements, workplace safety, and adaptability. By providing comprehensive training programs, Medallia can improve job performance, increase job satisfaction and retention, reduce the risk of legal or financial consequences, promote workplace safety, and foster adaptability to change. Our Good Medallian training program consists of three courses:

- Code of Conduct
- Preventing Harassment and Discrimination
- Anti-Corruption and Bribery

The Good Medallian training is assigned to all Medallians upon hire and thereafter on an annual basis. Any US-based Medallian who is promoted from an individual contributor position to a supervisor position is also required to complete a supervisor-specific course on preventing workplace harassment. In addition, any Medallian who has a location change will also be required to take the corresponding training to that new location. We regularly audit for training completion to ensure our employees have the tools and knowledge to successfully fulfill the responsibilities of their role in a way that aligns with our Code of Conduct.

For a comprehensive overview of all training provided at Medallia, please refer to the Training table under Appendix (on page 55).

We Listen

We have dedicated resources within our People and Culture Team focused on addressing workplace concerns and fostering a healthy and inclusive working environment for all Medallians. We have a variety of easily accessible reporting channels available, including an online form, to ensure everyone's voice is heard. We are committed to promptly investigating and addressing any concerns reported.

Appendix

Sustainability Accounting Standards Board (SASB) Index

This report has been prepared in accordance with the Sustainability Accounting Standards Board's (SASB) Software & IT Services Sector Standard, version 2023-12. The reporting period is fiscal year 2024, which covers February 1, 2023 to January 31, 2024 unless otherwise noted.

CODE	METRIC	RESPONSE
Environmental Footprint of Hardware Infrastructure		
TC-SI-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	**(1) Total energy consumed = 45,204 GJ** The footprint includes some emissions with units that could not be converted to energy consumption in GJ: - 25 kg of R-410a fugitive emissions - 0.1 kg of R-134a fugitive emissions **(2) Percentage grid electricity = 97%** This metric is computed by dividing: Total purchased electricity (43,765 GJ) by Total energy consumption (45,204 GJ). The grid electricity total includes all purchased electricity consumption except for renewable energy explicitly indicated in your footprint as generated on-site. The footprint includes some emissions with units that could not be converted to energy consumption in GJ: - 25 kg of R-410a fugitive emissions - 0.1 kg of R-134a fugitive emissions **(3) Percentage renewable energy = 57%** This metric is computed by dividing: Total renewable energy consumption (25,912 GJ) by Total energy consumption (45,204 GJ). Renewable energy consumption is a sum of: - Total renewable Scope 1 energy (0 GJ) - Total renewable Scope 2 energy (25,912 GJ) The footprint includes some emissions with units that could not be converted to energy consumption in GJ: - 25 kg of R-410a fugitive emissions - 0.1 kg of R-134a fugitive emissions
TC-SI-130a.2	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	We do not have this information.
TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	We are partnering with Watershed, a leading climate platform, to identify a meaningful climate strategy.
Data Privacy and Freedom of Expression		
TC-SI-220a.1	Description of policies and practices relating to targeted advertising and user privacy	Please refer to our **Privacy Policy**.
TC-SI-220a.2	Number of users whose information is used for secondary purposes	Please refer to our **Privacy Policy**.
TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	No material monetary losses as a result of legal proceedings associated with user privacy.
TC-SI-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Medallia does not publicly report this information as it is confidential.

TC-SI-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Per Medallia's standard Master Services Agreement Section 14.g Export Compliance: Customer will comply with the export control and economic sanctions laws and regulations of the United States and other applicable jurisdictions. Consistent with that obligation, Customer will not make Medallia Products available to any person or entity that is: (i) located in a country that is subject to a U.S. government embargo, (ii) on a U.S. government list of prohibited or restricted parties, or (iii) engaged in activities directly or indirectly related to the proliferation of weapons of mass destruction. https://ofac.treasury.gov/sanctions-programs-and-country-information Several countries impose government-required monitoring, blocking, content filtering, or censoring on Software-as-a-Service (SaaS) products or internet services, often under the guise of cybersecurity, national security, or public interest protection. These restrictions can impact SaaS providers by limiting the types of services that can be offered, monitoring user activity, or filtering specific types of content. Some notable countries with such regulations include: 1. China Great Firewall of China: Extensive internet censorship and monitoring. SaaS providers often need to comply with strict data localization and government oversight rules. Content filtering: Blocks access to content deemed politically sensitive or inappropriate (e.g., Google, Facebook, YouTube, and many SaaS products). Local partnerships: Foreign SaaS providers often need to partner with local companies and host data within China. 2. Russia Sovereign Internet Law: Allows the government to monitor internet traffic and censor content. Requires data to be stored locally and gives the government control over internet traffic routing. Content filtering and blocking: The government blocks content it considers extremist, illegal, or harmful to national security. 3. India Intermediary Guidelines and Digital Media Ethics Code: Requires companies to proactively monitor and remove content that violates local laws or is deemed harmful. Data localization laws: Requires companies to store certain types of data, such as financial and personal data, within India. 4. Iran National Information Network (NIN): Heavily restricts access to global internet services and replaces them with domestic alternatives. Content censorship and filtering: Blocks many foreign SaaS services and content related to politics, social issues, and human rights. 5. Turkey Internet Law No. 5651: Allows the government to block websites or services that violate local laws or are deemed to threaten public order. Monitoring and content removal: Companies must comply with takedown requests and provide user data to authorities.

| TC-SI-220a.5 | List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring | 6. United Arab Emirates (UAE)
Telecommunications Regulatory Authority (TRA): Actively censors content related to political dissent, religion, and social norms.
Monitoring and blocking: SaaS services, especially those with messaging or VoIP features, often face restrictions or require local licensing to operate.

7. Saudi Arabia
Censorship of social and political content: The government blocks content that violates social or political norms, including media related to dissent, criticism of the government, or moral issues.
Data localization: Increasing requirements for storing data locally.

8. Vietnam
Cybersecurity Law: Requires internet and SaaS providers to store user data locally and allows the government to monitor and censor online activity.
Content filtering: Blocks content that is critical of the government or that is considered to threaten national security.

9. Egypt
Anti-Cyber and Information Technology Crimes Law: Allows authorities to block websites and services deemed harmful to national security or public morals.
Content censorship: SaaS providers face restrictions, especially on political content or content related to human rights.

10. Pakistan
Pakistan Telecommunications Authority (PTA): Enforces content filtering and censorship laws to block services that are deemed harmful to public order or against Islamic principles.
Monitoring and blocking: The government actively blocks services related to dissent, pornography, or content violating religious or cultural norms.

11. Cuba
Government-controlled internet access: Restricts access to many foreign services, including SaaS, for political and economic reasons.
Content monitoring: The government heavily monitors internet usage and censors content related to political dissent or criticism of the government.

12. North Korea
Complete isolation: Most global SaaS services are not accessible to the general population, and internet access is highly restricted and monitored by the government.
Government-run intranet: The country operates a closed-off intranet for citizens with limited access to global information.

13. Bahrain
Telecommunications Law: Gives the government the power to monitor and censor content, particularly regarding political and religious issues.
Blocking and filtering: Political dissent and criticism of the monarchy are heavily censored.

These regulations can pose challenges for SaaS companies by requiring compliance with local laws, government monitoring, or content filtering. Many countries require local data storage or limit access to services that do not comply with their legal frameworks. |

	Data Security	
TC-SI-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	Medallia does not publicly report this information.
TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cyber security standards	Security certifications are renewed annually, SOC 2 reports are run annually and shared on an as needed basis. Security and privacy risks are reviewed with the board annually and executive steering team quarterly. For more information, please see **Data Privacy Protection**.

CODE	METRIC	RESPONSE
	Recruiting and Managing a Global, Diverse and Skilled Workforce	
TC-SI-330a.1	Percentage of employees that require a work visa	By January 31, 2024, 7% of our global employees required a working visa.
TC-SI-330a.2	Employee engagement as a percentage	Medallia's FY24 engagement survey shows that 72% of employees agree or strongly agree that Medallia is a great place to work.
TC-SI-330a.3	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees, and (d) all other employees	Clarifications: Executive management: People Manager & VP and up Non-Executive management: People Manager & Below VP Technical Employees: CTO, Product & IT

Gender - Global

Category	Female	Male	N/A
(a) Executive management	33%	67%	
(b) Non-Executive management	36%	64%	
(c) Technical employees	20%	80%	0%
(d) All other employees	45%	55%	

Ethnicity - US Only
"Majority" means White and Asian.
"Minority" are all other ethnicities.

Category	Majority	Minority	N/A
(a) Executive management	77%	18%	5%
(b) Non-Executive management	83%	11%	6%
(c) Technical employees	77%	13%	10%
(d) All other employees	76%	22%	3%

Disability - US Only

Category	Disability	Non-Disability	N/A
(a) Executive management	6%	70%	24%
(b) Non-Executive management	6%	78%	16%
(c) Technical employees	9%	64%	27%
(d) All other employees	11%	73%	16%

	Intellectual Property Protection and Competitive Behavior	
TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti- competitive behavior regulations	No material monetary losses as a result of legal proceedings associated with anti- competitive behavior regulations.
	Managing Systemic Risks from Technology Disruptions	
TC-SI-550a.1	Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	Medallia does not publicly report this information.
TC-SI-550a.2	Description of business continuity risks related to disruptions of operations	Medallia manages business continuity risk as part of ongoing security audits, however, these items are not publicly reported.

Additional Data

Trainings in 2023

Below table outlines a comprehensive overview of required training for all Medallians in calendar year 2023.

Required Training	Topics Included	Number of Training Sessions Provided*	Number of Completions*	Completion Rate*
Good Medallian Training - Code of Conduct	• Conflicts of Interest • Diversity Equity Inclusion & Belonging • Workplace Safety • Environmental Training • Protecting Company Information • Financial Integrity • Legal Integrity • Duty to Report	2339	2222	95%
Good Medallian Training - Preventing Harassment and Discrimination	• Building Positive Workplaces • Developing Awareness and Recognizing Discrimination • Cultivating Attitudes and Identifying Harassment • Taking Action Against Retaliation • Exploring Identity and Allyship • Maintaining Positive Workplaces • Leading Workplaces Resistant to Harassment & Discrimination	2354	2236	95%

Good Medallian Training - Anti-corruption and Bribery	• Anti-Corruption • Anti-Bribery • Third Parties, Reporting Concerns • Reviewing Anti-Corruption and Bribery Policy & Global Travel and Expense Policy	2339	2222	95%
Security Training	• Phishing • Password management • Smishing • Malware • Virus • Social engineering	2414	2317	96%
Privacy Training	• Privacy concepts • GDPR • HIPAA	2414	2279	94%

* "Number of training sessions provided" outlines the number of training sessions assigned to employees. "Number of completions" outlines the number of Medallians who finished the training. "Completion rate" is the percentage of Medallians who finished the training in calendar year 2023.

Below table outlines a comprehensive overview of skills-related training provided at Medallia in Fiscal Year 2024 (Feb 1, 2023 - Jan 31, 2024)

Skills Training	Topics Included	Scope	Number of courses**	Number of participants**
Product Training	Detailed courses on our products, features, and services provided.	Skills training for Professional Services, Customer Success, and other client-facing departments.	381	625
Sales Enablement	• Sales Methodology • Sales Onboarding • Sales Product • Sales Tools • Sales Process • Ongoing Sales Training	Skills training for Sales Department	35	533
Leadership Essentials	• Foundational Leadership • Coaching Strategies • Attraction & Recruitment Strategies • Creating a Culture of Success • Engagement Strategies	Skills training provided for people managers	20	163
Interview Training (OK to Hire, OK to Interview)	Unbiased interviewing skills for interviewers and hiring managers	Optional for all Medallians	2	45

** "Number of courses" is the number of courses or modules in that skills training. "Number of participants" is the number of Medallians who participated in that skills training in fiscal year 2024.

Ethics Rates in FY24

- Number of whistleblower cases reported and their topic (e.g. corruption, bribery, anti competition) = 0

- Number of confirmed ethics incidents/breaches = 0

- Number of confirmed data security breaches = 0

Thank You!

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About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit **www.medallia.com**.

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