

Medallia

2023 Global Impact Report



CEO Letter



JOE TYRRELL
President and CEO

What I love about Medallia is how passionate and purposeful our people are. That was one of the first things I noticed when I joined the company in February. Since then, I've seen how driven, open, and inclusive they are. I've also seen what happens when their expertise is combined with our leading technology: We have the incredible ability to help companies better understand their employees and customers and deliver more meaningful experiences to them.

I joined Medallia because I wanted to work with a company making a difference — not only with our customers, but in our communities and the world we live in.

We are in the business of helping companies build personal connections with their customers and employees. I believe with the depth of our data, artificial intelligence-powered technology, and our people's domain expertise, we can do that at a far greater scale moving forward. But I want to ensure we are also building deeper connections with our own people and our communities along the way. I am excited about the progress Medallia has made since publishing its first Global Impact Report in 2021, and know we can and will do more.

Although this report focuses on the initiatives that happened before I joined, I fully support and am committed to these efforts. I've been impressed from the start to see that our dedication to social justice and sustainability is not performative. The team is

actively engaged in setting meaningful diversity and environmental goals, aiding a vast number of under-resourced and vulnerable communities, and donating our platform to our non-profit partners. We aspire to create a future where every individual, regardless of their background, can thrive.

We also cannot operate and build solutions in a vacuum: diversity and representation are essential pillars for building better solutions. As we tackle the next big opportunities in artificial intelligence and personalization, we can only achieve greatness if we proactively combat the industry's implicit biases.

I am proud to be the CEO of Medallia, and look forward to shaping a more positive future alongside this inspiring team.

A handwritten signature in black ink, appearing to read 'Joe Tyrrell'. The signature is fluid and cursive, with a large initial 'J' and 'T'.

JOE TYRRELL
CEO of Medallia
September 2023

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About This Report

We are excited to share our third 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 shape and impact the environment and society around us. Launched in May 2021, Medallia's ESG program highlights our progress to date in our third 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 2018-10. The reporting period is fiscal year 2023, which covers February 1, 2022 to January 31, 2023, 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 solutions, and in how we treat people and the planet we share. To this end, we at Medallia are 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, current strategies, and the impacts of COVID-19 on our business, 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

COMPANY BACKGROUND

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: 2,660

Number of Customers: 2,100+

Implementation Rate: 100%

Number of Experience Signals Analyzed: 60 Billion

"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 Mission - Our mission is to help organizations create a culture that values every person and every experience.

Our Vision - Our vision is to help the world's leading brands personalize every experience.



Medallia Core Values

HELPING PEOPLE BE THE BEST AT WHAT THEY DO:

We believe that every experience is a memory that can last a lifetime. Whether had by employees or customers, experiences shape the way people feel about your company. Experiences also greatly influence how likely people are to advocate, contribute, and stay. That's why we're committed to helping organizations create a culture that values every person and every experience — a commitment shared by everyone who joins our team.



Every Experience Matters



Always Be Innovating



Fiercely Customer First



Trust and Respect



All Belong Here



Talent is Everywhere



Success from Sustainability

“We believe in assuming best intentions, giving the benefit of the doubt, treating people fairly, and most of all, in doing the right thing.”

JOE TYRRELL
President and CEO

At a Glance



EMPLOYEE EXPERIENCE: Medallia prioritizes a seamless employee experience and our employees trust us with their feedback, which has earned us multiple recognitions as an employer of choice.



SUPPLIER DIVERSITY: Medallia has surpassed our Supplier Diversity goals by achieving **18.4% of addressable spend with certified diverse suppliers** in FY2023.



MEDALLIA.ORG: In fiscal year 2023, we donated over **\$1.1M to support 50+ nonprofits globally** by increasing employee volunteerism by 60% and fundraising by 111% since September 2021.



FAMILY BUILDING: Medallia supports employees through parenthood — including financial support for fertility, adoption, surrogacy, and egg freezing, and **24 weeks paid leave for birthing parents and 12 weeks for non-birthing parents.**



OUR COMMUNITIES: To support our Employee Resource Groups, we provide an annual budget for education, philanthropy, and community-building, as well as a **robust Executive Sponsorship program** tied to executive bonus plans.



ENVIRONMENTAL IMPACT: In 2023, Medallia measured our carbon footprint for the first time, with **baseline emissions of 33,792 tCO2e** and goals to identify reduction opportunities and track progress annually.



COMMITMENT TO EQUAL PAY: Medallia has achieved the **Fair Pay Workplace Certification**, which means there are no statistically significant pay differences based on gender, race, or their intersection.



DATA PRIVACY: Medallia prioritizes security and privacy, holding certifications in ISO 27001, ISO 27017, ISO 27018, ISO 27701, HITRUST, FSQS, FedRAMP High authorization, and maintaining HIPAA compliance.



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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:

At Medallia we value every person and every experience. 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 measure the employee experience and engagement on an ongoing basis. We have developed a regular rhythm where we ask employees to share feedback and ideas with us quarterly and during key moments, while still allowing them to share feedback with us anytime through our Anytime Feedback program. We value transparency and our employees can ask our CEO a question using our Ask Joe Anytime survey. Our CEO, Joe Tyrrell, answers every question and the Q&A is available to all employees in real time. Our employees have a voice and trust us with their feedback. Their trust is demonstrated in our response rates which regularly exceed industry standards.



FY24 KEY METRICS:

- 84% Engagement Survey response rate
- 77% of employees agree with “Medallia is a great place to work”
- 78% of employees agree with “My work is meaningful”
- 71% 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.

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.





Medallia.org

We are committed to helping create a world where everyone has a voice. Our social and civic 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 amplify the impact of those already doing so. 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 bring the transformative power of our product into the hands of social impact organizations working to solve the world's biggest problems. We are also a member of [#ImpactCloud](#), a coalition of cloud companies committed to enabling nonprofit digital capacity at scale.

PEOPLE

We make employee volunteerism and fundraising easier than ever through streamlined policies and processes, and a dedicated Medallia.org Team to support in making giving-back opportunities come to life. These include three days of Volunteer Time Off per calendar year and Voting Time Off to support Medallians who are unable to vote outside normal working hours.

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%



Our Global Week of Giving

As we became a remote-first company, we innovated to ensure we could continue our community support through our hybrid opportunities. That is why 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. In addition, we adjusted our annual 2022 Global Week of Giving (GWG), a week dedicated to giving back across our global offices, to have both in-person and virtual opportunities.

During our 2022 GWG, 200+ Medallians volunteered 500+ hours and donated \$20,000 with their dollars and time across 9 countries. Medallians engaged during GWG — through skill-based volunteering, donating, fundraising, and purpose challenges (day-to-day actions to promote sustainability and wellbeing). Out of the Medallians who participated in GWG:

- **96% reported feeling a sense of pride working for Medallia.**
- **97% felt more connected to Medallia's values.**
- **94% felt closer to their fellow Medallians.**
- **90% stated GWG helped them feel a sense of belonging at Medallia.**

Their impact was vast, from helping redesign surveys to help Black and Brown female entrepreneurs get more access to capital, to providing resume feedback to LatinX professionals, to supporting underserved communities with hot and healthy meals.



Medallians volunteer to help dispose of waste sustainably across Mexico City.

Our Global Week of Giving

All this has helped us increase our employee volunteerism by 60%, fundraising by 111%, and countries impacted by 288% since September 2021*. Participation in our social impact initiatives is positively associated with employee engagement and retention:

- **Engagement:** Our employee survey, Voice of Medallia (VoM), showed higher scores for all VoM engagement outcomes among Medallians who volunteer and donate compared to all employees. Feelings of belonging were also significantly greater among employees who participated in our social impact initiatives.**
- **Retention:** Rates of attrition were 32% lower among employees who participate in our social impact initiatives compared to those who did not.***



Medallians in Twin Cities, MN help prepare dinner for families with seriously-ill or injured children.

*Alaya by Benevity was fully implemented in September 2021. This analysis compared our hours volunteered and amount fundraised in USD monthly by Medallians in FY21 (February '20 - January '21, before implementation) vs. September '21 - June '22 (after implementation).

**This analysis compared our VoM results on January '21 for Medallians who volunteered or donated compared to all Medallians. VoM engagement outcomes include "Medallia is a great place to work," "I plan to be with Medallia this time next year," "I trust Leslie and his leadership team," "My work is meaningful," and "I feel like I belong at Medallia."

***This analysis compared the percentage of departed employees among those who participated in our social impact initiatives and those who did not from September 27, 2021 to July 11, 2022.

Our Impact

In fiscal year 2023, we have donated **\$1.1M in product-value, volunteer hours, and funding to support over 50 nonprofits** globally. Medallians worldwide accomplished this by donating our best-in-class technology, volunteering over one thousand hours, and donating & sponsoring organizations impacting our local communities.

// As the pandemic rapidly increased the needs for our services, Code for America partnered with Medallia to build out the infrastructure to help more low-income and underserved communities get access to services such as the Supplemental Nutrition Assistance Program (SNAP), unemployment (EDD) and free tax filings. Medallia allowed us to listen to our clients and employees to ensure this rapid scale was implemented with empathy.



ELENA FORTUNA
Director of Client Success at [Code for America](#)



// As an Afghan-American, the recent events in Afghanistan have deeply impacted me so I am immensely grateful to be a part of Medallia, a company that demonstrates unwavering support for real-world issues. Together with Afghan Refugee Relief, we raised awareness and provided vital support for those seeking a fresh start. This initiative holds a special place in my heart, and I'm honored to work with compassionate individuals who share my passion for making a difference.



SOPHIE HOSSEIN
Global DEIB Communications & Brand Lead 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



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 and identities 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, education, and humanitarian aid. 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 Generating Genius and their "Black Women into Tech" program to help mentor Black female university students in the UK interested in technology careers. In addition, we sponsored [Black Girl Venture's first ever technology-pitch competition](#) and Medallia volunteers helped redesign their Alumni survey experience — to help Black and Brown women founders get more access to financial and social capital.

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. We also continued our annual Juneteenth grants, which are grants selected by our Black-at-Medallia Employee Resource Group to support racial justice nonprofits. In fiscal year 2023, we deepened our relationship with [Young Black Leadership Alliance, Generating Genius, and Black Girl Ventures](#) to help create more diverse pipelines into the technology industry.

We will continue to foster industry-leading partnerships, leverage our grants and technology, and learn alongside our technology peers to further our commitment to equity.



Diversity, Equity, Inclusion, and Belonging

Everyone brings different life experiences to the table, and we embrace them all. It makes us a stronger, smarter company. We encourage people to bring their whole selves to work each day, which is why we founded our Diversity, Equity, Inclusion, and Belonging (DEIB) practice in 2016.

The DEIB team's mission is to confront inequality and take action to combat the systemic barriers that have plagued the tech industry. We do this by creating a culture where everyone is seen, heard, and respected in every part of our business — internally and externally. We seek to ensure that all people who interact with Medallia understand that we are a product to serve everyone.

“We help some of the most recognizable brands in the world engage their diverse base of customers, patients, guests, students, and partners. We accomplish this by embracing diversity ourselves, enabling us to tap into a wider range of perspectives, ideas, and experiences that empower us to better serve our customers, our people, and drive innovation.”

JOE TYRRELL

CEO, Medallia



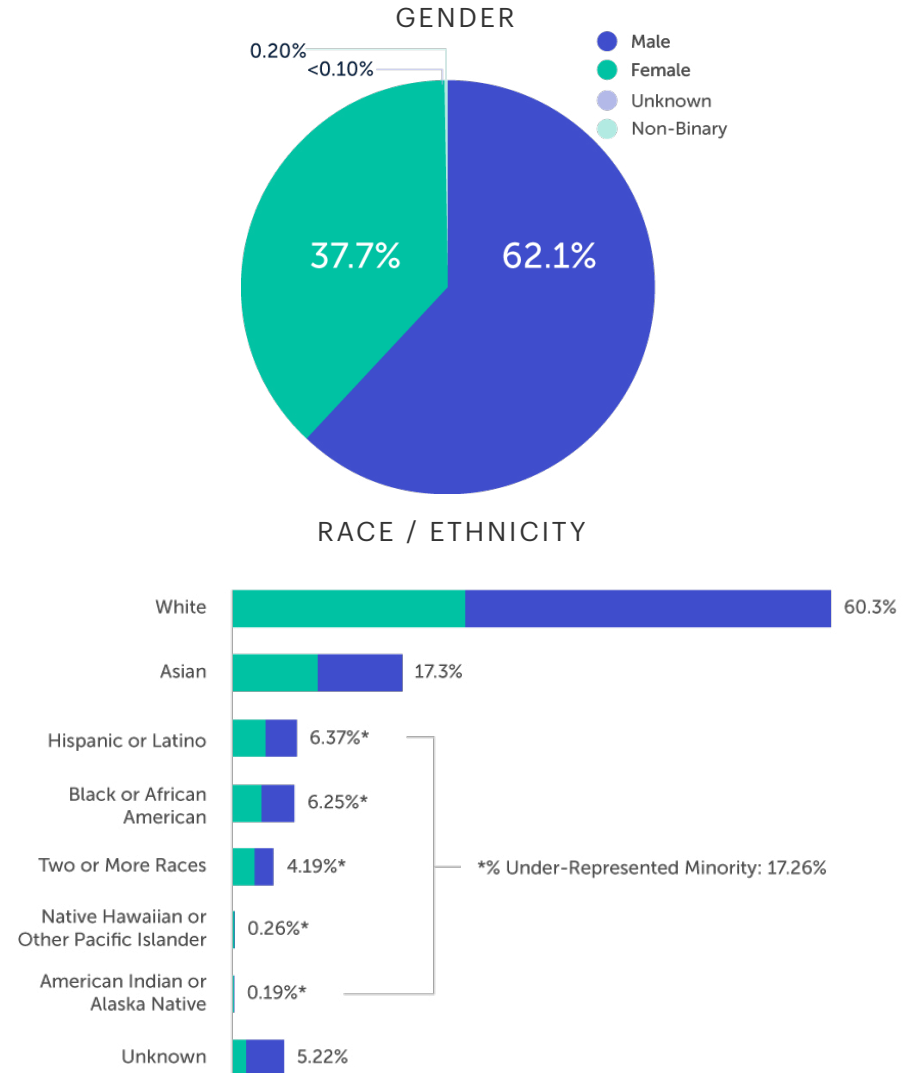
Workforce Diversity

We publish our diversity data to be transparent about where we are today, and to hold ourselves accountable to our representation goals. In 2020, we set forth clear progressive goals to grow our Black employee population in the United States to reflect U.S. Census data by 2023. We have been making progress toward these goals, exceeding our first two years' goals of 3% and 6% Black employees in the US by February 2021 and February 2022, respectively. However, we did not reach our third goal of 13% in 2023 due to a few factors: [our hiring plan, attrition, and acquisitions](#). We are taking learnings from this and will continue to do so as we set new goals. We also seek to increase representation of women and underrepresented minorities in leadership roles. We are committed to ensuring the population of our company better reflects society.

In order to ensure progress toward these goals, we've instituted slating goals for talent acquisition, and report monthly on the diversity of our candidate pipeline. We also invest in talent partnerships to help ensure we're connecting with talent from all backgrounds, 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.

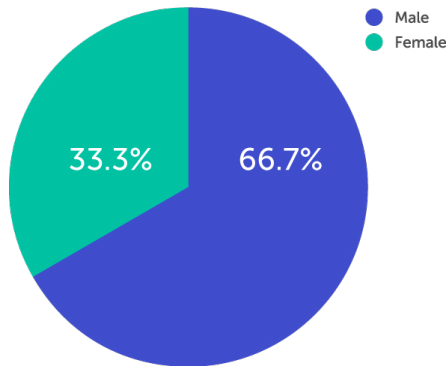
You can follow our journey on [our Diversity page](#), where we share monthly updates about how our workforce demographics are changing over time.

All Medallia

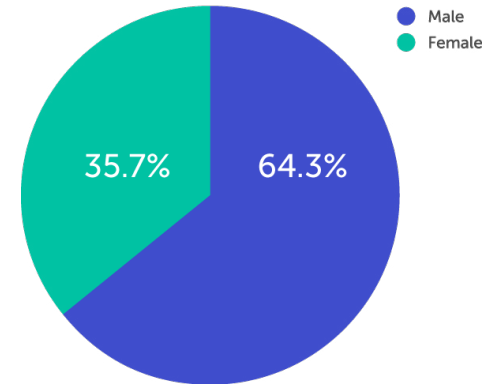


Workforce Diversity

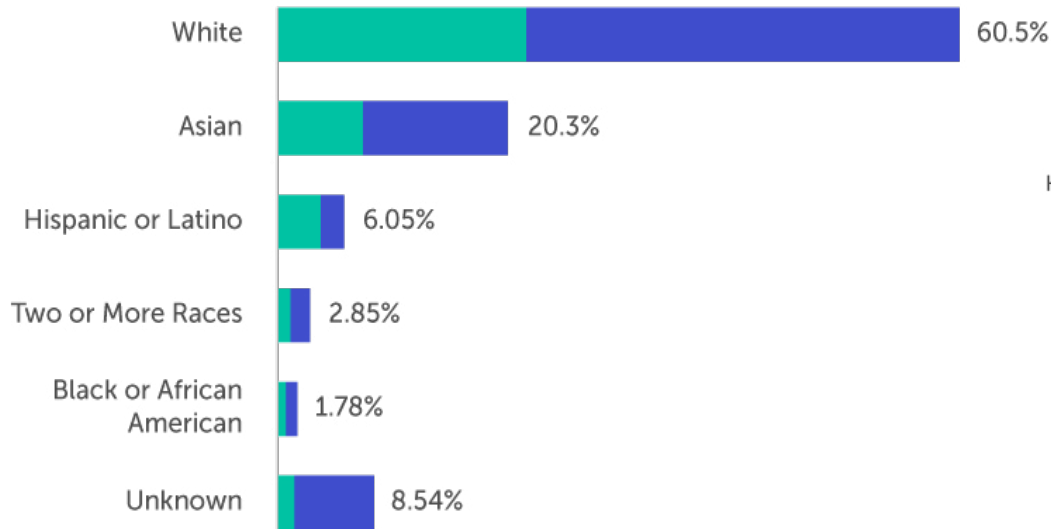
Gender: Leadership



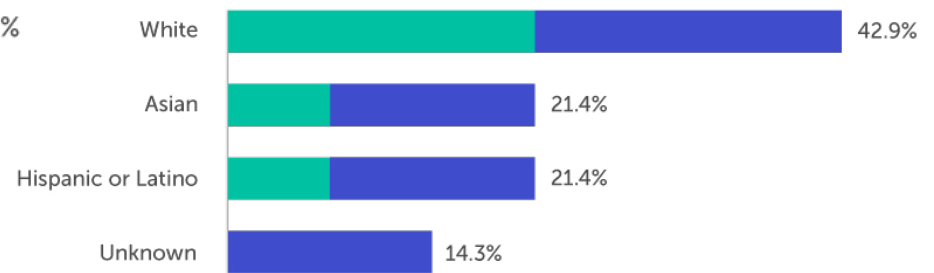
Gender: Executives



RACE / ETHNICITY



RACE / ETHNICITY



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, which includes courses, microlearning, 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 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 left out 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 on topics that may feel uncomfortable.



Our Communities

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

The purpose of holding space for ERGs and fully supporting them is to recognize that every experience matters while acknowledging that not all experiences are the same. We believe in creating an environment where everyone belongs, and our ERGs help drive this value.

These communities are empowered with an annual budget to drive initiatives that include education, philanthropy, talent partnerships, mentoring, events, and community-building. Our ERGs are encouraged to give back through Medallia's Employee Resource Group Gift Matching program, where each ERG partners with a nonprofit of their choice. Since its inception in 2019, Medallia has fundraised over \$450k to our ERG nonprofit partners.

In 2022, we launched an Executive Sponsorship program for our global ERGs. This program is tied to our executive bonus plan. 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.

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
- Annual Budget
- ERG Gift Matching Program
- Performance feedback for all ERG leaders provided by the DEIB team
- Annual week celebrating our communities, called emERGe week

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.



WIT

Women in Tech's mission is to support and connect women in tech at Medallia to each other and with the broader community. We support recruiting, engage with youth and knowledge share through events, conferences, and volunteering. We also empower our members by providing grant opportunities to explore further education for career growth.



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.

Our Communities

emERGE Week

Medallia's inaugural, and now annual, internal summit that focuses solely on our communities. Our goal is to not only celebrate the ERGs, but also uplift and empower our communities with increased visibility, support, and member engagement globally. Think Medallia meets spirit week, with a family reunion vibe! During this incredibly moving and impactful week, our ERGs host events, ranging from executive fireside chats, cooking classes, trivia, TED-style talks, and nonprofit fireside chats, to networking and so much more. A truly transformative week that brings people together with the amazing communities we have here at Medallia, while promoting global awareness and engagement.



Our Partnerships

We believe that talent is everywhere. That's why we partner with nonprofits and public benefit corporations that focus on connecting companies with great talent from a variety of backgrounds. We proudly partner with:

AFROTECH™

[AfroTech](#) is the definitive conference that brings leaders in technology and business together to exchange ideas and build a strong Black tech community.



[Black Marketers Association of America](#) (BMAA) is a national organization developed to connect Black Marketers with one another. They are dedicated to helping you build your skillset, empower you to start and build your business and help you expand your professional network.



[BreakLine](#) is an education and employment company that builds an affordable path to compelling careers for high potential individuals, including Veterans, women, and underrepresented minorities.



[Lesbians Who Tech & Allies](#) is the largest LGBTQ professional community in the world — committed to visibility, intersectionality, and changing the face of technology and most importantly, the only organization that centers on LGBTQ women, women of color, and non-binary leaders.



[The National Association of Women Sales Professionals](#) is the largest, most diverse collection of women in the B2B sales profession. Since 2016, they have established themselves as the leading organization invested in supporting women in sales roles.



[Techqueria](#) is a nonprofit that serves the largest global community of Latinx professionals in tech. Their mission is to empower Latinx professionals with the resources and support that they need to further their careers and become leaders in the tech industry.

Commitment to Equal Pay

At Medallia, 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, Medallia was awarded [Fair Pay Workplace \(“FPW”\) Certification](#) for the first time, 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 2023 we also published our second UK Gender Pay Gap report, and we are pleased to report that compared to 2020-21, our overall median and mean hourly pay gap in 2021-22 has decreased, while female representation has increased.

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.



BACKED BY SYNDIO



Commitment to Equal Pay

The gaps from our April 2023 Fair Pay Workplace certification analysis are as follows:

	Unadjusted Mean Gap	Unadjusted Median Gap	Adjusted
Gender Gap	0.76%	-9.09%	3.5%
Race Gap (White vs Non-White)	-0.86%	-0.85%	2.1%
Race x Gender 1	4.96%	1.93%	5.6%
Race x Gender 2	4.37%	3.24%	3.9%

We are unable to make a direct comparison to our 2022 analysis, as in 2023 we aligned our methods to align with the trusted and transparent rules and standards defined by Fair Pay Workplace. We also report for the first time on our analyses to understand the intersection of race and gender. 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.

*Footnote: 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 fifth 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.



CEO **ACT!ON FOR
DIVERSITY & INCLUSION**

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.

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 2023, we have achieved 18.4%.

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.

Medallia partners with Social Imprints to source items used for the Global Onboarding program. Social Imprints provides higher paying professional jobs, job training, and support services to at-risk adults who demonstrate a desire for more. They have one of the largest networks of diverse, women, and minority-owned vendor networks in the promotional products industry. Social imprints has also recently committed to a sustainability initiative and helps its customers in meeting sustainable development goals (SDGs).

**SOCIAL
IMPRINTS**
BRAND WITH PURPOSE



Total Rewards & Benefits

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 2023 (learn more on pages 24-25).

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. Our aim is to enable our Medallians to be their authentic selves and foster a culture that values diversity and inclusivity — their success in the workplace is our success as an organization.

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 a minimum of 24 weeks fully paid leave for birthing parents and a minimum of 12 weeks leave for non-birthing parents in all locations. We also offer 2 weeks of 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.

*where locally prevalent



Prioritizing Employee Mental Health & Wellbeing

Medallia recognizes the challenges employees can face when having to balance work and life responsibilities and how essential it is to have comprehensive care for mental health and overall wellbeing. 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 are specialized providers in supporting parents and caregivers 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 and courses, and their live group sessions (Circles) that are led by clinical therapists. Modern Health's curated network of expert coaches and therapists can help in every step of one's journey towards 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 max.) for expenses related to fertility, adoption, surrogacy, and egg freezing.

Our providers offer regular live and on-demand webinars and free podcasts. Recent 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



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 year-end review conversations.

CAREER LADDERS:

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 ladders 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

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 at Medallia 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.
- **Managing@Medallia:** A program designed to provide Medallia's new People Managers an overview of the Medallian lifecycle, role expectations, and resources available to support them in their journey as Medallia people leaders.
- **Career Ladders:** 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.



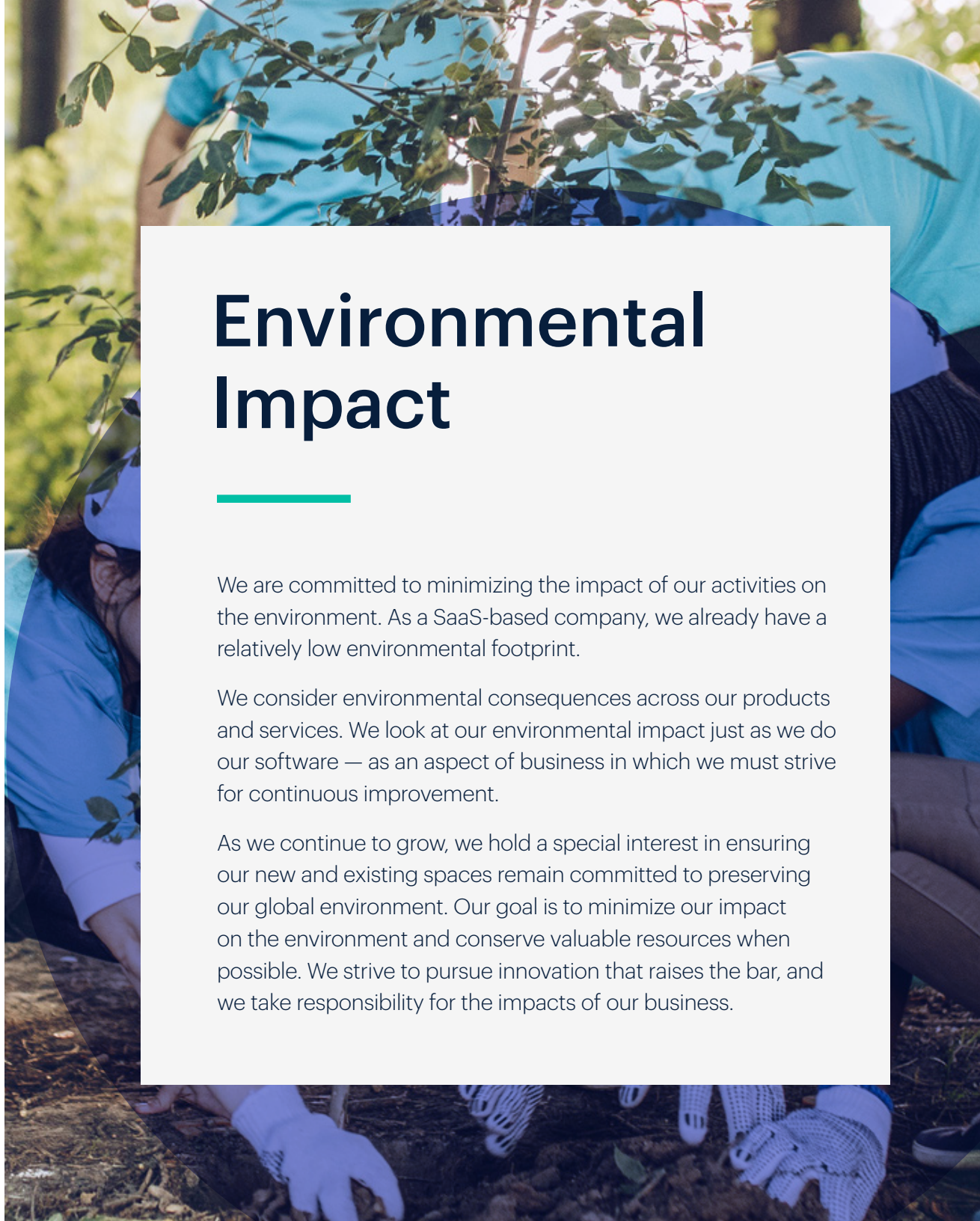
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Environmental Impact

We are committed to minimizing the impact of our activities on the environment. As a SaaS-based company, we already have a relatively low environmental footprint.

We consider environmental consequences across our products and services. 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.

As we continue to grow, we hold a special interest in ensuring our new and existing spaces remain committed to preserving our global environment. Our goal is to minimize our impact on the environment and conserve valuable resources when possible. We strive to pursue innovation that raises the bar, and we take responsibility for the impacts of our business.



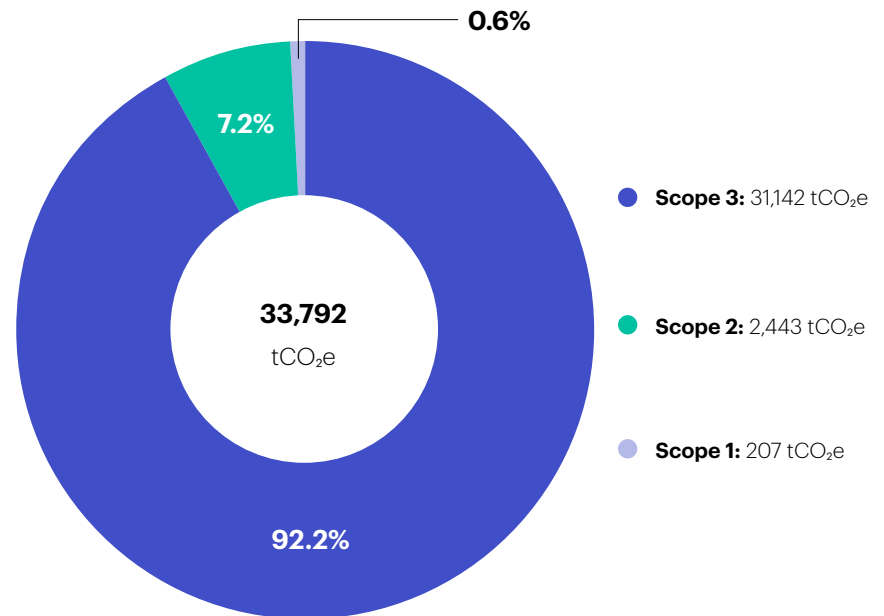
Our Carbon Footprint



Medallia partnered with Watershed, an enterprise climate platform, to measure our carbon footprint for the first time in 2023. Our plan is to annually measure our footprint so we can track and disclose our progress year over year, identify opportunities to meaningfully reduce our footprint, and set our future climate targets.

We are using FY23 as our reliable baseline year, measuring our comprehensive Scope 1, 2, and 3 in accordance with applicable standards from the GHG Protocol. 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).

Net emissions* by Greenhouse Gas (GHG) Scope

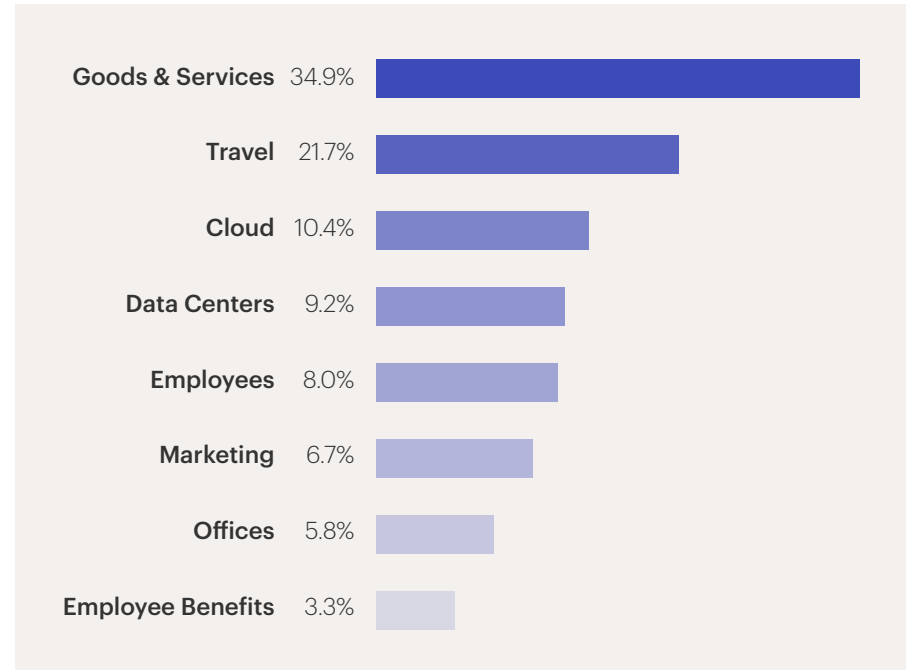


*Footnote: To calculate most of our scope 3 emissions, we use spend as a proxy, except for when we receive actual emissions data from vendors.

Our Carbon Footprint

In addition, the biggest drivers of our emissions in FY23 were in the below 3 categories. Our top 10 suppliers, who produced 34% of our total emissions, also fall in 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.



**Other categories were: Cloud, which included cloud spend and electricity. Employees, which included commuting, home offices, and waste. Marketing, which included advertising and publishing. Offices, which included electricity, natural gas, refrigerants, energy use, construction and other services in offices. And Employee Benefits, which included internal benefit platforms.

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. Colocation 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 100% renewable energy use.

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, employee sale, 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 Commitments

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 69% of our emissions from data centers are from renewable energy sources.



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 remote-first environment. When we reopened our offices, 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 green manner.



Office Equipment, Recycling, Composting, and Supplies

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.



Climate Justice Nonprofit Partnerships

In 2022, Medallia granted [\\$50,000 to three environmental nonprofits](#), selected by Medallians globally. These partnerships help us keep a pulse on what's most important in climate justice, specifically for marginalized communities most impacted by climate change. We are proud to support:

- **Communities for a Better Environment's** mission to build people's power in California's communities of color and low income communities to achieve environmental health and justice.
- **ReforestArg's** goal is for everyone to be part of the restoration of the degraded native forests across Argentina.
- **Indigenous Environmental Network** provides an informational clearinghouse, organizes collaborative campaigns to impact policy, and builds the capacity of tribal communities.

COMMUNITIES
FOR A BETTER
ENVIRONMENT
established 1978



Looking Ahead

We remain dedicated to tracking and reducing our environmental impact by developing a robust climate strategy and working to set targets in the future. This will help us to improve our energy efficiency, as well as reduce our greenhouse gas emissions. Looking ahead, we are focused on:

- Developing our climate strategy, evaluating levers such as clean power, supplier engagement, and corporate travel.
- Measuring our fiscal year 2024 emissions, so we can start to identify year over year differences for key risks and opportunities.
- Continuing our reporting transparency for our stakeholders, as Medallia submitted to Ecovadis (internationally-recognized ESG rating platform) and Carbon Disclosure Project (gold-standard for Environmental reporting) in 2023. We will also report to UK Streamlined Energy and Carbon Reporting (SECR) this year, and evaluate further opportunities for transparency.



3

Governance Impact

Effective corporate governance is essential for long-term value creation. Our corporate values also provide the foundation for our approach to governance.

Diversity and inclusion are values embedded in our culture and fundamental to our business. We believe that a Board composed of directors with diverse backgrounds, experiences, perspectives, and viewpoints improves the dialogue and decision-making in the boardroom and contributes to overall Board effectiveness. The members of our Board bring a variety of backgrounds, qualifications, skills, and experiences. We believe our Board is uniquely positioned to effectively guide and oversee our strategy, operations, and growth in the experience management space.



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 46 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.



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.

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, FSQS (Financial Services Qualification System), 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, CBPR/PRP, and CCPA. Our platform allows customers to handle data subject requests, privacy rights, and privacy elements on the platform such as 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.



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. All material vendors are reviewed and audited on a regular basis, at least once a year.

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 an employee handbook and/or our Global Code of Business Conduct and Ethics and Global Anti-Corruption Policy. Our employee handbook and our policies 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

Our Good Medallian training program is our way of promoting certain Medallia policies to our global workforce. It is our way of maintaining the highest standards of workplace conduct across our workforce. 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. We regularly audit for training completion to ensure our employees have tools and knowledge to successfully fulfill the responsibilities of their role in a way that aligns to our Code of Conduct.

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 2018-10. The reporting period is fiscal year 2023, which covers February 1, 2022 to January 31, 2023 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	<p>Total energy consumed = 49,833 GJ The footprint includes some emissions with units that could not be converted to energy consumption in GJ: - 32 kg of Refrigerant equipment leaks (r-410a) - 0.2 kg of Refrigerant equipment leaks (r-134a)</p> <p>Percentage grid electricity = 47% Percentage renewable electricity = 48%</p>
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 behavioral 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	We are not aware of any countries which subject Medallia to monitoring, blocking, content filtering or censoring of data. As of the publication of this report, Medallia has not received any National Security Letters or FISA court orders, and we have not been subject to any gag order by a FISA court.
Data Security		
TC-SI-230a.1	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (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 .

Sustainability Accounting Standards Board (SASB) Index

CODE	METRIC	RESPONSE
Recruiting and Managing a Global, Diverse and Skilled Workforce		
TC-SI-330a.1	Percentage of employees that are (1) foreign nationals and (2) located offshore	As of January 31, 2023, we had 2,797 employees globally of which 1,553 were located in the United States and 1,244 were international employees or 56% were in the US and 44% were internationally.
TC-SI-330a.2	Employee engagement as a percentage	Medallia's engagement score for the last fiscal year shows that 43.7% of our workforce is engaged or highly engaged.
TC-SI-330a.3	Percentage of gender and racial/ ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	We do not have this information
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.

Thank You!

esg@medallia.com

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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