zoominfo

Sustainability Report 2023

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Forward-Looking Statements and Materiality Disclaimer

This report contains "forward-looking statements" within the meaning of the federal securities laws. Forward-looking statements include all statements that are not historical facts. In some cases, you can identify these forward-looking statements by the use of words such as "anticipate", "believe", "can", "continue", "could", "estimate", "expect", "forecast", "goal", "intend", "may", "might", "objective", "outlook", "plan", "potential", "predict", "projection", "seek", "should", "target", "trend", "will", "would" or the negative version of these words or other comparable words. These forward-looking statements include, but are not limited to, any statements regarding our plans for growth, and customer or market growth, including our estimated total addressable market ("TAM"). Such forward-looking statements are subject to various risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include but are not limited to those described under "Risk Factors" in our most recent Annual Report on Form 10-K or subsequent filings with the Securities and Exchange Commission ("SEC"). Such factors may be updated from time to time in ZoomInfo's periodic filings with the SEC, which are accessible on the SEC's website at www.sec.gov. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that include such filings. We undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law. Inclusion of information in this report, including any discussion, analysis, or assessment of "material", "significant", "key", or similarly described information is not an indication that we deem such information to be material to an investment decision related to our securities. The significance of this information should not be read as necessarily rising to the level of materiality used for purposes of complying with or reporting pursuant to U.S. federal securities laws and regulations, even if we use the words "material" or "materiality" in this report.

Letter From Our CEO

Henry Schuck
Founder and CEO

Our Mission
To modernize go-to-market for all.

Business leaders today face many challenges, but one towers above the rest — how to grow our businesses in a resilient, sustainable way.

Companies in every sector and vertical are under tremendous pressure to drive meaningful revenue growth. It's no longer enough, however, for companies to pursue that growth at any cost.

It is our responsibility as leaders to ensure our businesses thrive alongside the communities in which we live. We have a duty to reduce our environmental impact wherever possible to leave a safe, healthy world to our children. We should lead by example and be bold in our pursuit of lasting, sustainable growth.

Growth isn't a buzzword at ZoomInfo — it's a foundational pillar of our mission and culture. We expect every single employee to bring a growth-oriented mindset to their work, and that relentless focus is central to every aspect of our operations. We have learned that true progress is steady and incremental, which is why continuous, ongoing improvement is a fundamental part of how we work as a business and how we grow as individuals.

Another key factor in our success is a willingness to lean into difficulty and rise to a challenge. Time and again, our teams have delivered remarkable results under intensely demanding conditions, a proven track record of resilience and dedication that inspires and impresses me. Cultivating that kind of culture requires both long-term vision and unwavering resolve from everyone, and I'm encouraged to see the ways ZoomInfo has grown and improved during the past year.

In the 12 months since the publication of our last Sustainability Report, ZoomInfo has invested millions of dollars not only in product research and development, but also in improving the sustainability and efficiency of our processes. We are constantly applying the lessons we've learned during the past year to inform our ambitious plans for the future, and how ZoomInfo can continue to innovate and adapt in a rapidly changing world.

ZoomInfo has been helping companies grow for almost 20 years, and I couldn't be more excited to continue building a thriving, sustainable future together over the next 12 months and beyond. I'm proud of the work we have done, and the results are encouraging — but there is still much more to do.

Let's tackle that important work together.

Company Values

Be Relentless

We will be relentless: when we deliver value to clients; when we compete; when we run into difficult problems. We will outpace and outcompete our competition. We are smart, clever, and resourceful in everything we do. Competing with us for the same customers will be a daunting experience.

Be Entrepreneurs

Entrepreneurs hustle, move fast, take ownership, they have autonomy, and make decisions. They are accountable, but they do not operate in fear, they aren't afraid to fail. They are resilient, resourceful, and solutions-oriented - even when conditions say otherwise. We will entrust, and expect, our leadership and our teams to operate as entrepreneurs.

Be a Team

We can't win if we act like a random assortment of siloed groups. We are one team, working together to win. We collaborate and lean in to help each other.

Be Experts

Winning for our customers requires that we understand them deeply. Winning for our business requires us to be experts in our domain areas. Great companies solve complex and costly problems for their customers - you can't do this without being an expert in your customers' day to day workflow. We will demand this level of customer and business expertise from everyone at the company.

Be Innovators

Innovating is who we are, it is how we have gotten here. But not just with our product and how we define what GTM means for the future. We innovate to be leaner and more efficient in the way we operate, we will find ways to drive outcomes no one thought were possible - from marketing and lead generation to legal, finance, and procurement. Through innovation, we will set a new standard for how great companies operate with discipline.

About ZoomInfo

ZoomInfo is a leading go-to-market platform that helps businesses successfully find, acquire, and grow customers.

Our innovative approach combines data and technology to connect companies with their best prospects exactly when they're ready to buy. Our unified platform offers unmatched insights backed by data that align sales and marketing teams around one single source of truth. By streamlining their go-to-market process, our customers work more efficiently, increase productivity, and ultimately grow faster. ZoomInfo is the key to winning in any environment and reaching a company's growth potential.

Financial and Business Profile

Revenue

$1.24B

2023 Revenue

Total

>3,500

Employees

Growth

13%

2023 YoY Revenue Growth

Profitability

40%

2023 Adj. Operating Income Margin[2]

Cash Flow

$463M

2023 Unlevered Free Cash Flow[2]

Retention

87%

2023 Net Revenue Retention Rate[3]

Customer Profile

Total

>35,000

Paying Customers[1]

Invested

1,820

Customers w/ >100k ACV[1]

Leaders

62%

Percentage of the Fortune 100 that are customers[1]

1. As of or through December 31, 2023 as applicable
2. GAAP to non-GAAP reconciliations available in the non-GAAP reconciliations section of our Fourth Quarter and Full-Year 2023 Financial Results press release available on ir.zoominfo.com
3. Net revenue retention is a metric that we calculate based on customers of ZoomInfo at the beginning of the twelve-month period, and is calculated as: (a) the total annual contract value ("ACV") for those customers at the end of the end of the twelve-month period, divided by (b) the total ACV for those customers at the beginning of the twelve-month period.

ZoomInfo Overview

ZoomInfo is the go-to-market platform to find, acquire, and grow customers. Our unified platform spans four core products and an array of specialized applications.

SalesOS

SalesOS empowers frontline GTM teams to achieve ambitious goals with unparalleled efficiency. With powerful buyer intent data, key contact tracking, and unmatched technographic and firmographic data, sales teams spend less time prospecting and convert opportunities faster.

SalesOS's sophisticated intelligence tools allow managers to coach frontline sellers more effectively, and our powerful generative AI features help sales professionals automate administrative work, giving them time to focus on what really matters — helping our customers drive revenue.

OperationsOS & DaaS

OperationsOS and Data-as-a-Service give customers flexible access to the data and data management capabilities that power ZoomInfo's platform.

These solutions work with major cloud data platforms and offer a broad range of specialized tools for ops professionals, including lead-to-account matching, as well as powerful enrichment, routing, and email verification capabilities.

MarketingOS

MarketingOS offers marketing professionals everything they need to identify new audiences, increase conversions, and maximize ROI in account-based marketing (ABM) campaigns.

MarketingOS offers insight-driven orchestration and personalized engagement across multiple channels, including display and social advertising, email, and more. Our ABM tools allow marketers to target existing customers more effectively, and our form enrichment and abandoned form tracking features help marketers drive greater value from every lead.

TalentOS

TalentOS enables talent acquisition and human resource professionals to identify, attract, and retain the very best people in their industries.

Incorporating a range of tools, from recruitment intelligence and automation functionality to talent engagement and employee branding, TalentOS gives talent acquisition professionals a single platform to manage the entire recruitment and onboarding process.

More Revenue and Increased Operational Efficiency With ZoomInfo

ZoomInfo drives efficiency for customers by connecting companies with their best prospects exactly when they're ready to buy.

Traditional B2B sales and marketing activities are inefficient and rely on substantial face-to-face engagement, often necessitating carbon-intensive travel. ZoomInfo customers use data and insights to identify prospective customers, engaging them at the right time and via the right channel, driving a vastly more efficient go-to-market motion that consumes fewer resources, while delivering better outcomes.

The Results are In:

Our customers have spoken (some 7,000 of them) — with ZoomInfo they save time, drive efficiency and deliver more revenue. ZoomInfo customers bring in 32% more revenue, increase their marketing pipelines by 1.5x, almost double their quota attainment, and close deals up to 37% larger.

Growth	Efficiency	Savings
32% Increase in Revenue	50% time saved on low value tasks	81% use fewer workflow tools

Our Customers say it best:

"ZoomInfo is the best, most accurate lead gen tool our team has ever used."

"I love ZoomInfo and it is vital to my job and performance on a daily basis!"

"If ZoomInfo was taken away I would resign from my role."

Learn More →

Guiding Principles

Our guiding principles are informed by the triple bottom line accounting framework, with a commitment to profit, people, and the planet. We believe our investments in each allow us to contribute to positive change in the world while efficiently driving financial performance.

Profit

We are Efficient

Key operational initiatives
- Efficiently drive growth, profitability, and free cash flow generation
- Be efficient stewards of shareholder capital

SDG: 9

People

We are Fair

Key operational initiatives
- Attract, hire, and train, a diverse employee population while enabling them to thrive
- Maintain gender and race pay parity
- Give back to our community

SDG: 3, 5, 8, 10, 16

Planet

We are Green

Key operational initiatives
- Prioritize renewable energy
- Offset emissions through RECs and carbon credits

SDG: 7, 12, 13

2023 Highlights

Social

- Met gender and race pay parity standards.
- Signed the California Equal Pay Pledge.
- Signed the Anti-Defamation League Pledge to combat anti-Semitism.
- Advanced employee development programs.
- Created a new employee resource group advocating for Jewish colleagues and their allies.

- Received Numerous Workplace Awards.
- Donated platform access and partnered with employees to contribute more than $1.5 million to worthy organizations positively impacting the communities where our employees live and work.
- Created the ZoomInfo foundation to further our charitable giving and community enrichment activities.

Governance

- Introduced diversity as a factor in evaluating candidates for the board of directors.
- Expanded our global privacy re-notification campaign, more than doubling the number of re-notifications.

- Launched Enterprise Risk Management Program.
- Returned capital to shareholders through two share repurchase authorizations approved by the Board of Directors — repurchasing 22.6 million shares in 2023.

Environment

- Reduced our gross and net emissions per $1 million of revenue by 27% and 46%, respectively.
- Introduced sustainability criteria when making facilities decisions with respect to new leases.

- Invested in a safer climate and a more sustainable world through the retirement of 1,500 verified emission reductions, saving 1,500 metric tons of CO_2 emissions from being released into the atmosphere.

# Social

Diversity, Equity, & Inclusion Strategy

ZoomInfo's diversity, equity, and inclusion mission is to provide an environment in which all employees can thrive. We believe that diversity promotes innovation through the power of multiple points of view. Our strategy focuses on six core components, including accountability and transparency, representation, development and growth, belonging, equitable pay, and giving back.


Accountability and Transparency

Ensure we are focused on the topics most important to our diverse employees, regularly solicit feedback on diversity, equity, and inclusion efforts, and take action as appropriate. Report diversity metrics on a quarterly basis to employees and the Board of Directors.

Representation

Increase representation by dedicating resources to sourcing, building a diverse talent network, and engaging diverse candidates.

Development and Growth

Prioritize leadership development, provide internal and/or external coaching, mentoring, and training.

Support quarterly educational events led by Employee Resource Groups (ERGs) with an annual budget to support existing and new offerings.

Belonging

Drive an inclusive workplace that encourages collaboration and fairness. Continue to enhance benefits to support equality and inclusion in the workplace. Support and promote Employee Resource Groups (ERGs) creating a space to celebrate differences, through discussion, education, and events, ensuring everyone feels included.

Equitable Pay

Analyze and review pay compa-ratios (+/- 5%) and stock awards quarterly with the compensation committee to ensure internal equity.

Give Back

Continue fundraising and philanthropy efforts, focusing on raising money for charities that promote diversity and have a meaningful impact on the communities we work and live in.

DEI Strategy

Workforce Diversity

Company

Employee Demographics by Gender

<1%
33%
66%

- Male
- Female
- Not Specified

Employee Demographics by Age

3% 6%
9%
31%
51%

- 25 years or younger
- 26 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 years or older
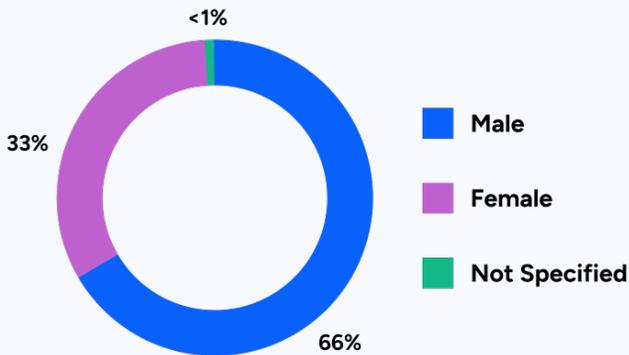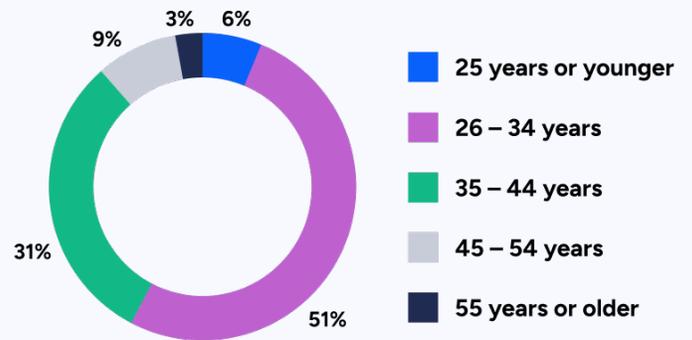
Employee Demographics by Location

2% <1%
12%
12%
74%

- North America
- Middle East
- Asia
- Europe
- Australia

Employee Demographics by Race

4% 3% 1% <1%
4%
5%
14%
68%

US Only
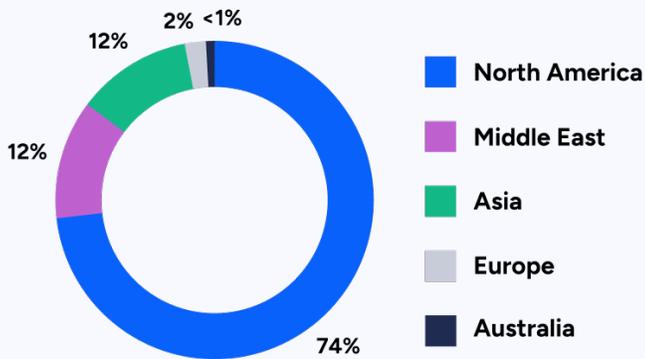
- White
- Asian
- Hispanic or Latinx
- Not Specified
- Black or African American
- Two or more races (Not Hispanic or Latinx)
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
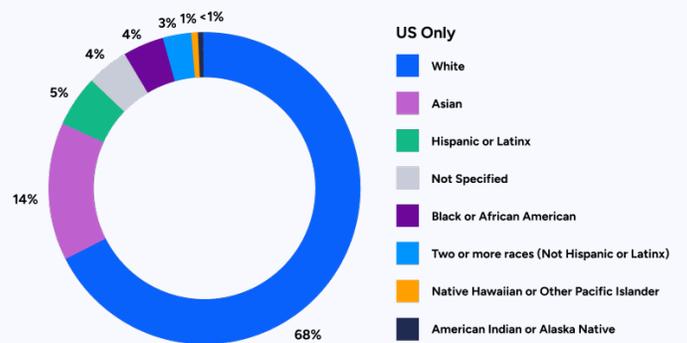
Leadership Diversity

Executive

Executive Demographics by Gender

28%

72%

■ Male
■ Female

### Executive Demographics by Race

5%

16%

79%

US Only

■ White
■ Asian
■ Not Specified
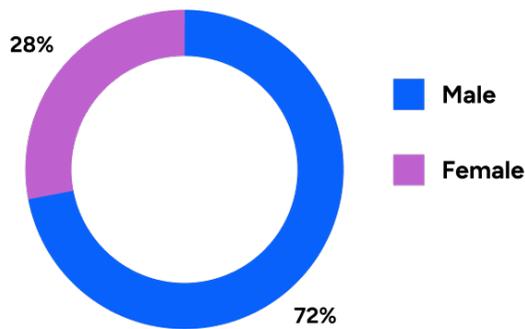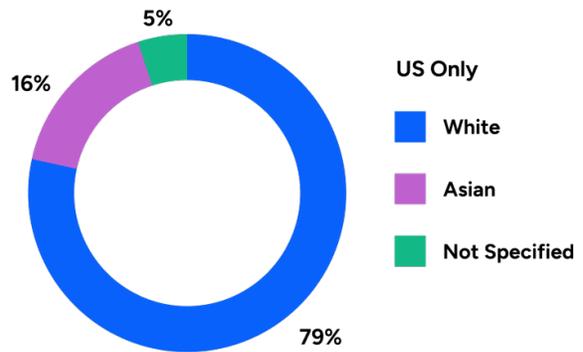
*Executive is defined as persons holding a vice president role or above.

Management

Management Demographics by Gender

32%

68%

■ Male
■ Female

Management Demographics by Race

<1%
<1%
2% 3%
3%
5%

17%

69%

US Only

■ White
■ Asian
■ Hispanic or Latinx
■ Not Specified
■ Black or African American
■ Two or More Races (Not Hispanic or Latinx)
■ American Indian or Alaska Native
■ Native Hawaiian or Other Pacific Islander
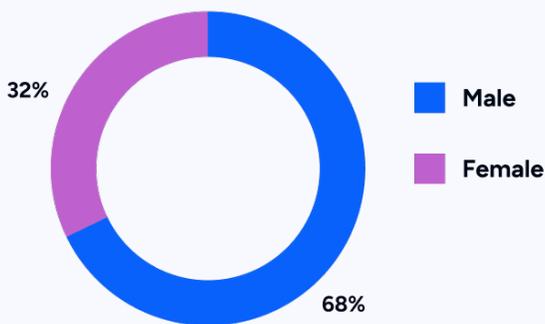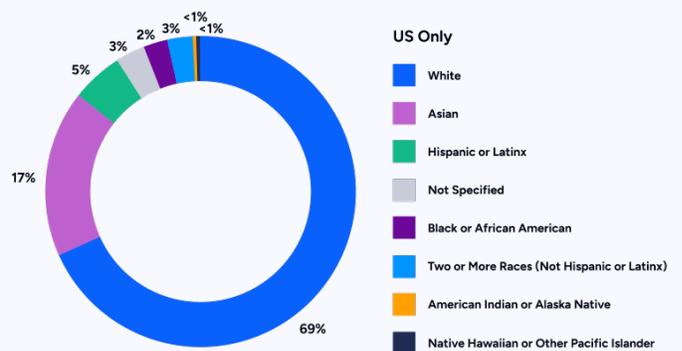
*Management is defined as persons holding a managerial role that is below a vice president role.

Compensation and Benefits

We reward success with competitive compensation, annual bonuses based on both company and personal performance, majority participation in our equity incentive plan, employee stock purchase plans (ESPP), matched retirement plans at 50% of the first 7% contributed, unlimited paid time off, paid parental leave and support, home buying cash back programs, pet insurance, and legal services. We also offer comprehensive health benefits, including free medical plans, mental health services, fertility care, gender reassignment coverage, employee assistance program counseling, and a wellness app.[1]

Transparent Compensation

ZoomInfo produces Total Rewards Statement for employees which provides easy-to-understand, fully transparent, and itemized compensation reporting to all employees. These statements are individualized to illustrate total compensation packages and investments made by ZoomInfo. These statements are refreshed annually or following a compensation event.

ESG Retirement Option

ZoomInfo incorporated an ESG retirement plan option into our employee benefit package. This optionality allows employees to choose products that better align with their values, to control their future, and to fuel the change they want in the world. We believe these options will support improved engagement, retention, recruitment, and plan participation, and further define ZoomInfo as an employer of choice.

Free Medical Plan

ZoomInfo offers employees a variety of medical plan options, with an enhanced set of high-quality and affordable offerings including a free-to-employee option so that everyone has the coverage they need.

Employee Stock Purchase Plan (ESPP)

The ESPP allows the use of after-tax payroll deductions to purchase company stock at a 10% discounted price. This creates another opportunity for employees to participate in the long-term growth and success of the company.

Product Spotlight: Fair Pay Report

ZoomInfo, through Comparably, provides title, location, work experience, and company size compensation transparency. These personalized estimates increase applications and promote fairness based on merit.

Learn More →

1) Certain benefits may vary by region

Pay Parity

We focus on pay parity and ensuring that individuals are paid fairly for any role regardless of gender, race, or cultural background. In 2023, ZoomInfo proudly joined the ranks of forward-thinking organizations by signing the California Equal Pay Pledge, publicly reaffirming our dedication to pay equity. This commitment aligns us with industry leaders who recognize the importance of equitable compensation — irrespective of gender or race — as a cornerstone of sustainable business practices.

Gender Benchmark Pay Ratios
Relative to Average Across ZoomInfo
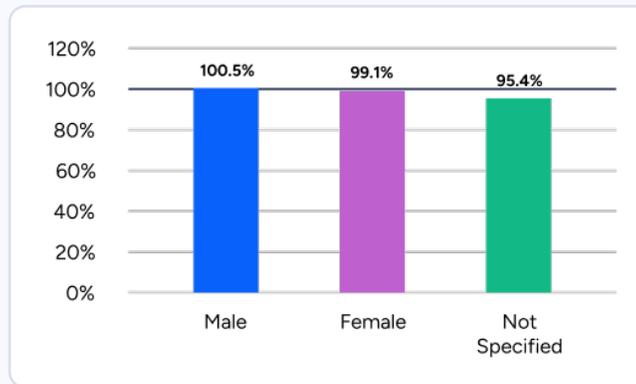
Race Benchmark Pay Ratios
Relative to Average Across ZoomInfo
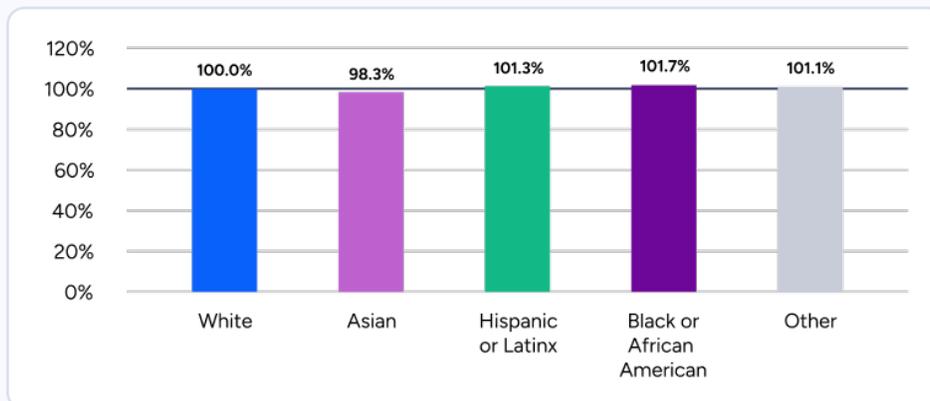
A Benchmark Pay Ratio of "100%" indicates an employee is paid at the midpoint salary range relative to the average of all ZoomInfo employees.

Source: Benchmark data from Aon/Radford

We employ globally recognized survey data to set a salary range for every role at ZoomInfo to ensure that we pay competitively relative to the market.

ZoomInclusion Employee Resource Groups

ZoomInclusion takes an active role in focusing on the equity, advancement, and empowerment of employees. Employee resource groups receive dedicated funding to host events, bring in speakers, and develop programs that help create a sense of belonging for all ZoomInfo employees. Over 25% of our team actively participates in one or more ZoomInclusion groups.

ZoomInfo Women's Initiative Network

Works to increase the representation and advancement of women in all roles at ZoomInfo through professional and personal development. The network is dedicated to motivating one another and giving women the courage to discuss and solve issues that impact them specifically. This environment also educates others and mobilizes advocacy company-wide.

Jews at ZoomInfo

Empowers ZoomInfo's Jewish employees by fostering mutual support and learning, provides a platform to advocate for important issues and celebrate significant events within the Jewish community, and cultivates strong connections between Jewish employees and their allies through educational and celebratory events.

ZoomInfo Pride

Fosters an environment that encourages positive diversity of lesbian, gay, bisexual, trans, queer, and + individuals. In doing so, this group furthers the advocacy, mentorship, and education of identifying individuals in the workplace with a focus and determination that all people understand the history, accomplishments, and talents of these communities.

ZoomInfo Military and Family

Connects and constructs relationships for past, present, and future service members of any global armed forces. This group provides resources, fellowship and military-themed events to improve company and community atmosphere. ZoomInfo Military and Family supports diversity and leads by example, in a group with mixed backgrounds but identical experiences.

Asian American and Pacific Islander (AAPI) Allyship Network

Celebrates Asian cultural diversity, raises awareness surrounding violence and discrimination faced by the AAPI community, and creates a safe space for AAPI employees to connect with each other and share their experiences.

Zoom in Color

Cultivates fresh ideas to build a pipeline to recruit, retain, and develop Black professionals. This space elevates the importance of community while celebrating our individuality. Zoom in Color builds confidence in our employees to inspire us all to live authentically and advance professionally.

Latin Diversity Network

Provides an uplifting and supportive environment for ZoomInfo's Latin/Hispanic employees to engage in professional development while discussing topics that affect the community.

ZI Caregivers

Provides support for employees who are caregivers, which can include parents, caregivers for the elderly, and other caregiving situations. The goal is to raise awareness of the challenges facing caregivers and advocate for solutions that can improve their well-being at ZoomInfo.

ZI Wellness

Creates a safe space to foster personal growth and meet personal needs by providing resources and breaking down the stigma surrounding mental, emotional, and physical health.

Employee Hiring

To grow sustainably, it is critical for ZoomInfo to attract, hire, and retain the best talent. We look to hire difference makers — people who will create and build products that drive game-changing value for our customers, people who will challenge the status quo and define new possibilities, and people who will drive progress and make everyone around them 1% better every day. We hire selectively and look for unique individuals who will be impactful and collaborative and want to help build the best software company in the world.

Data-Driven Recruiting

We continue to use leading-edge technology to make our recruiting and hiring processes more fair and equitable. Our redesigned recruitment process makes hiring more efficient, consistent, automated, and data-driven. Our improved hiring model is scalable to the needs of the business, and focuses on sourcing high-quality talent while providing a remarkable experience for our candidates and our hiring managers. We leverage validated assessments to ensure we are hiring people with the right competencies and traits that drive employee success at ZoomInfo. We identify those attributes that differentiate the great from the good and are committed to hiring talent who possess those qualities.

Reduced Inequality with Skill-Based Hiring

By focusing on hiring for competencies and skills, we can cast a wider net to attract more diverse candidates across the board. We are passionate about diversity, equity, and inclusion. We celebrate our differences as well as our common interests to help educate and unite us. Investing in diversity removes barriers, promotes ideas, and unlocks innovation that allows us to create best-in-class products and solutions for everyone. We are a destination for diverse talent where our team members can be their authentic selves every day and be rewarded for their successes and contributions based solely on their merit.

We believe in continuous process improvement and strive to get 1% better every day. We achieve this by removing roadblocks in the hiring process, ensuring we have an unbiased selection process, taking the time to truly uncover the best talent in the market

Product Spotlight: Diversity Recruitment

Diversity and inclusion filters in TalentOS help recruiters to increase the presence of diverse talent within a candidate search. Filters include highlighting candidates from Asian American, African American, and Latinx backgrounds along with female and veteran candidates.
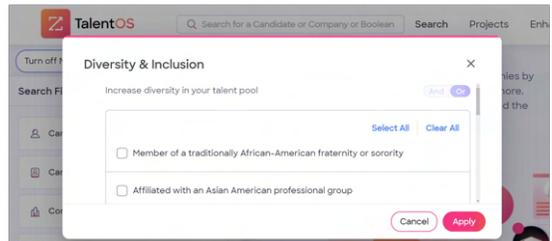
Learn More →

and by using data to drive our decisions. We will continue to hone our KPIs, focus on redefining our Employee Value Proposition, leverage data and technology to select people with the right competencies, and ensure that we are hiring the right people at the right time to deliver world-class products to our customers.

Champion Program

Our goal is to create a world-class onboarding experience that reflects our values and culture. Champions are new-hire onboarding mentors who exemplify ZoomInfo values and facilitate an opportunity to develop both personally and professionally through a less formal channel.

Employee Training

We define new possibles not only for our customers, but also our employees. Our talent mission is to ensure the best and brightest people choose to be part of ZoomInfo, and most importantly, choose to build a rewarding career here. ZoomInfo has established a rich learning, performance, and engagement ecosystem. Each year, we deliver a series of trainings and activities, including:

- Pre-hire boot camps for recent graduates to elevate their skills before they enter the workplace.

- Security awareness and data privacy trainings to ensure we live up to our rigorous commitment to data privacy and data security.

- A robust, 90-day onboarding program that helps employees integrate seamlessly into the company, their functional area, and their team. Our program includes orientation sessions, training opportunities, technical boot camps, roundtables, self-service onboarding hubs, and enrichment activities.

- Allyship, inclusion, and cultural sensitivity trainings that promote a sense of belonging and empowerment, particularly to address systemic biases and equity issues across diverse populations.

- Anti-harassment training to ensure a welcoming workplace.

- A diverse toolbox of validated behavioral and performance measurement tools, like 360s and psychometric tools that help employees better understand their behaviors, skills, and growth areas at key inflection points throughout their career.

- A thoughtful and relevant performance management program that includes formal goal-setting, individual development planning, and annual reviews. We have elevated our commitment to individual development plans for all employees and quadrupled participation across the organization. As part of this strategy, we have adopted systems that better track and support performance and goal-setting.

- A thoughtful talent and succession planning program, including 9-Box assessments with a rigorous commitment to performance calibrations.

- A strong commitment to career development, including organizational, functional area, and role-based competencies; guidance for navigating vertical and lateral career acceleration, and programs that support effective coaching conversations between employees and their managers.

- A deep catalog of soft skills training programs and resources that ensure our employees can easily find the right opportunities, tools, and approaches at the right time.

- A comprehensive catalog of self-service videos and modules with thousands of titles, including over 40 trainings from Harvard Business Publishing, and topics encompassing technical mastery, communication, teaming, leadership, and soft skills.

- An employee development tech stack, including a strong learning management system and internet presence.

- A thoughtful, stepwise leadership development program that supports a broad audience of individual contributors, emerging managers, functional leaders, and executives. This includes trainings, roundtable discussions, and peer learning opportunities spanning multiple levels.

- Ample access to professional third-party coaches and expert industry mentors.

- Multiple programs that strengthen engagement, retention, and opportunities in the leadership pipeline for women and diverse populations, like our Women in Leadership networking events and the McKinsey Connected Leadership Academy.

- Ongoing engagement surveys, focus groups, and pulse checks with companion initiatives that ensure our employees feel heard and have a say in ongoing improvements.

3,651
Leadership development hours

6,663
New hire onboarding hours

84,837
Self-paced training videos

Core Leadership Training

Repeatedly identifying and developing the best leaders in the world is critical to ZoomInfo's success. Our structured leadership programs work to inspire transformational leaders whose focus is to promote growth and help every member succeed in executing our shared vision.

Core Leadership Program Roadmap

01 Emerging Leaders Program

Target Audience: Individual contributors looking to build leadership skills and awareness.

The Emerging Leaders program seeks to accelerate the development of employees without direct reports by providing them with fundamental leadership skills, self-awareness, influence, communication, and a strong peer network. This will help high performing employees understand if management is the right career track for their aspirations.

The program consists of live sessions, self-paced learning, projects, and shared group experiences.

02 New Manager Boot Camp

Target Audience: New team leads and managers looking to understand basic responsibilities.

New Manager Boot Camp provides a focused exploration of fundamental managerial roles and responsibilities. This program offers important information on ZI policies and procedures, and global employment law.

The program consists of live sessions.

03 Manager Accelerator Program

Target Audience: Team leads and managers (w/ 6+ months of experience) looking to elevate leadership skills.

The Manager Accelerator program develops existing managers' capabilities to be effective leaders and arms them with a leadership tool kit, insights, assessment strategies, and a peer network.

The program consists of live sessions, self-paced learning, assignments, and shared group experiences.

06 Breakthrough Leadership Program

Target Audience: Directors and above seeking to cultivate an enterprise leadership mindset.

The Breakthrough Leadership program builds on key attitudes, skills, and behaviors required of enterprise leaders, as well as facilitates structured real-world audits of their team's competence and motivation.

The program consists of live sessions and projects.

05 Better Up Leadership Coaching Program

Target Audience: Directors, senior directors, and vice presidents looking for professional coaching.

The Better Up Leadership Coaching program offers leaders the opportunity to work with a certified coach on their personal and professional development.

The program consists of 1:1 sessions, self-paced learning, and assignments.

04 GrowthSpace Mentoring Program

Target Audience: Team leads, managers, and senior managers looking for mentorship.

GrowthSpace is a 1:1 manager mentoring program supporting managers' personal and professional development targets (such as leadership development; communication; core management skills; productivity; client management; career planning; sales, marketing, and product management; and customer success) to improve their core competencies.

The program consists of 1:1 sessions.

Supplemental Leadership Training

Supporting Leadership Programs

+

Leadership Lounge: Individual Contributor

Target Audience: Any employee looking for direct interaction with the leadership team.

This grouping of the Leadership Lounge is an informal networking series that connects individual contributors with ZoomInfo leaders and peers.

The program consists of live sessions hosted by one leader with 5-10 employees from all functions. There is no set agenda and no canned questions, just 60 minutes of real people and real talk.

+

Leadership Lounge: Manager Roundtable

Target Audience: Managers and above looking to contribute to meaningful leadership dialogue.

This grouping of Leadership Lounge is an informal networking series that connects managers with ZoomInfo leaders and peers.

The program consists of live sessions hosted by one leader with 5-10 employees from all functions. There is no set agenda and no canned questions, just 60 minutes of real people and real talk.

+

Finance Leadership Program

Target Audience: New college graduates.

This full-time program is designed to provide finance and accounting graduates with cross-functional experience to accelerate career development. Participants complete rotational assignments, providing an opportunity to cultivate analytical skills while building relationships with leadership.

The program lasts a total of 24 months. Upon completion, candidates will be offered an opportunity in one of the areas in which they participated.

Diversity Leadership Program

+

McKinsey Connected Leaders Academy

Target Audience: Individual contributors through senior managers that self-identify as Black, Asian, or Hispanic-Latinx seeking support and connection for diversity in leadership.

The program is designed for high-performing, early- to mid-career managers who have been in their roles for at least four to six months, and aspire to take the challenging leap into senior leadership or improve their professional and organizational capabilities.

The program consists of live sessions and self-paced learning.

Career Mobility

Our internal career mobility process is designed to recognize areas of employee success and reward them with additional responsibility. Most career paths are defined throughout the organization and advancement is achieved by meeting specific performance criteria. We believe that this transparent and growth-oriented approach distills skills, increases stability, boosts retention, encourages cross-pollination, and maintains a vital competitive culture.

>2x the career mobility of our SaaS peers

*Mobility is measured as vertical or horizontal movement between jobs
*Source: Benchmark data from Mercer

In our sales organization, the majority of new hires are recent college graduates in their first or second job. We believe in recognizing success and promoting internally, with over half of our account executives moving through our internal development programs within one year.

ZoomInfo can grow fast because of this hiring escalator model. We reinvest and compound these go-to-market efficiency gains to generate even more efficiency.

New Employee (Inbound SDR) → **Certification to Senior Outbound SDR (8–12 months)**

SDR Management

Account Executive

Account Management

MarketingOS

OperationsOS

… and more.
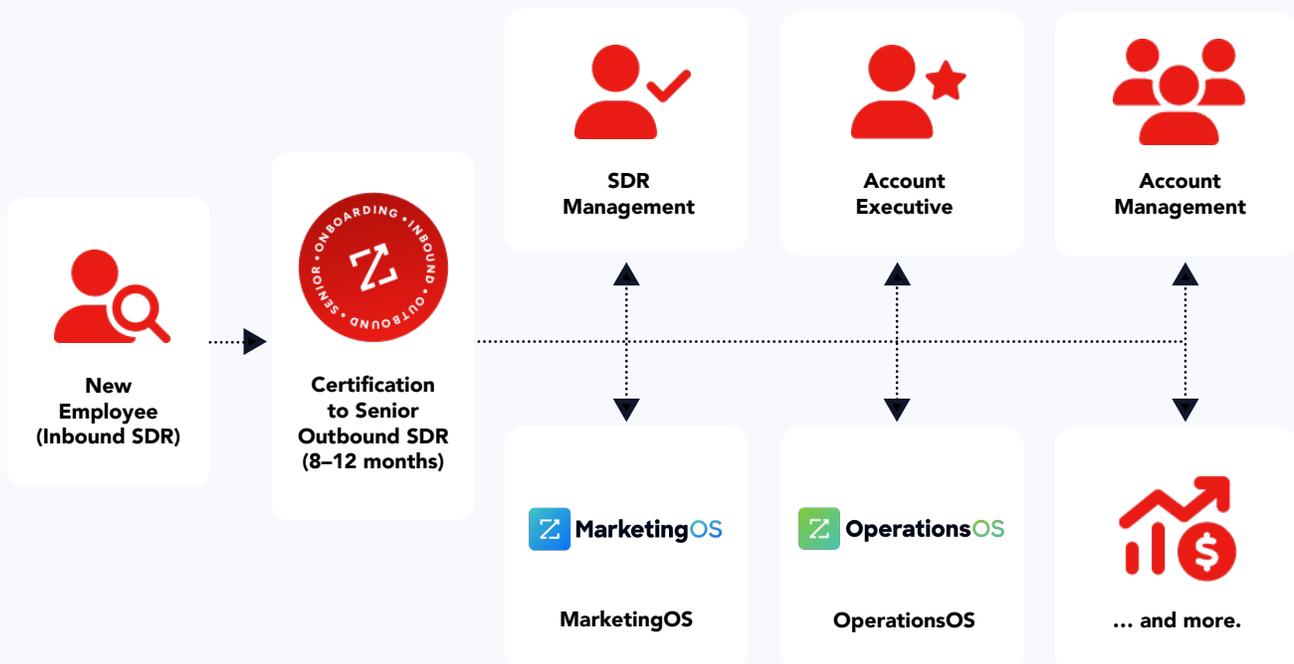
Community Involvement

ZoomInfo funds employee resource groups to host educational and philanthropic events to promote an inclusive workplace and community, while providing opportunities for employees to volunteer time to causes they are passionate about. The company also supports the community by donating platform access to non-profits and universities, and through its annual fundraising drive that it has hosted for more than a decade. Fundraising drive proceeds are raised by employees working in teams for the benefit of local youth- and family-focused nonprofit organizations. In aggregate, donated platform access and company and employee donations totaled more than $1.5 million in 2023.

A Culture of Paying It Forward: Cradles to Crayons and ZoomInfo

Every single day, all over the United States, millions of families struggle to provide essential necessities for their children, including nutritious food and warm clothing.

Nationwide, as many as two in five children live at or beneath the federal poverty guidelines, resulting in malnutrition, poorer educational outcomes, and a long list of barriers to upward social mobility.

Newton, Mass.-based Cradles to Crayons has been working tirelessly to provide support for struggling families across the Bay State since 2002, and has since expanded its operations to the Philadelphia, Chicagoland, and New York City metropolitan areas.

Cradles to Crayons became a ZoomInfo customer in 2021. Many of our employees were touched by the organization's mission to help children across Massachusetts and beyond. With ZoomInfo offices located just a few miles away, our employees saw a unique opportunity to make an immediate, tangible impact in our community, including Matt Rohr, one of our revenue enablement managers.

"It seemed like a great fit, and an easy way to consistently give back," Matt says. "I have a personal belief that, as I become more successful and am blessed with the life ZoomInfo has provided me, giving back in this way feels like a responsibility, and one that I'm glad to fulfill."

Matt's attitude of paying it forward aligns perfectly with ZoomInfo's approach to corporate philanthropy.

Hundreds of ZoomInfo employees volunteer thousands of collective labor hours with Cradles to Crayons and other organizations helping to meet urgent needs in their communities every month.

Our employees have created dedicated Employee Resource Groups (ERGs) to advocate for important causes such as racial and economic justice, the civil rights of marginalized groups including the LGBTQI+ communities, support for veterans returning from active duty, and other vital philanthropic work.

As of 2023, one in four ZoomInfo employees were involved with at least one ERG, and more than $50,000 has been allocated to support ZoomInfo's ERGs in the coming year.

Matt continues to volunteer with Cradles to Crayons at least once per month, and hopes his work will inspire others to reach out and help their communities however they can.

"It still blows my mind that one in three children in Massachusetts suffers from clothing insecurity, and that the number increases to one in two children in the Boston area," Matt says. "If I can help reduce that number and make a positive change in our communities, it will be all worthwhile."

Employee Experience & Recognition

We are focused on creating personalized experiences that strengthen individual, team, and company performance. We start with our brand, company values, and culture and align experiences to our employees' journey.

Workplace Awards

In 2023, we were honored to receive various awards celebrating our workplace, culture, diversity, and teams.

Employee Experience Survey

At ZoomInfo, we regularly survey our employees to anonymously capture their feedback and provide opportunities to critique their workplace. We believe listening builds trust, reduces misunderstanding, enhances productivity, and allows us to use data to make the best decisions for all.

I would strongly recommend ZoomInfo to friends and family as a great place to work
71%

I have meaningful discussions with my manager about my career development
72%

My work gives me a feeling of pride
78%

At ZoomInfo, everyone can succeed and realize their full potential, no matter their age, background, gender, race, religion, or other characteristic
78%

I feel supported in my efforts to adapt to organizational changes
79%

*2023 Employee Experience Survey

Product Spotlight: Best Company Awards

At ZoomInfo, we believe that transparency in business drives progress, increases customer and employee satisfaction, and results in stronger growth.

Through Comparably, we bring workplace cultural transparency to everyone through real employee insights into company leadership, compensation, team, environment, and outlook.

Best Company CULTURE 2024

Best Company for WOMEN 2024

Best Company for DIVERSITY 2024

Best Company HAPPINESS 2024

Learn More →

Governance

Financial Sustainability

Structural Competitive Advantage

By focusing on efficiency across the organization, ZoomInfo has consistently delivered a combination of growth and profitability. We believe that efficient businesses are able to deliver superior financial returns over the long term while generating value to the customer, value to the community, and being good stewards of shareholder capital.

Growth and Profitability
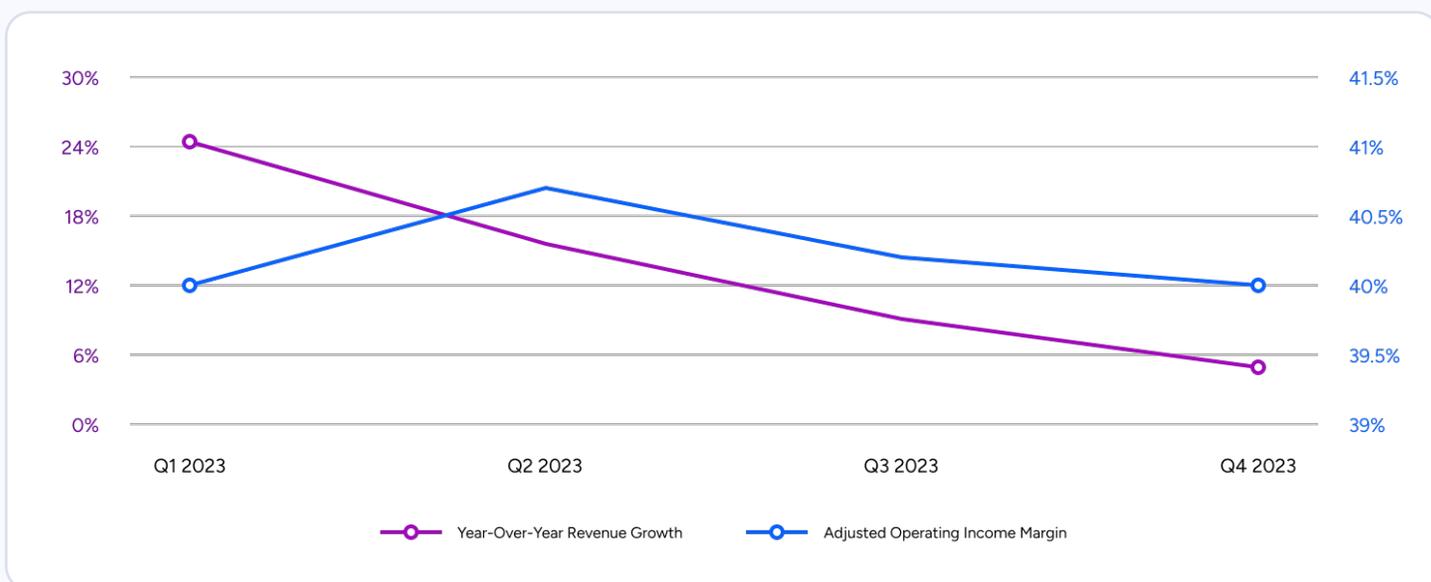
Capital Allocation

We have used cash to fund acquisitions — expanding our platform and driving value for our customers, as well as opportunistically repurchasing and retiring shares of ZoomInfo common stock.

In 2023, the board of directors unanimously authorized two share repurchase programs, and the company repurchased $400 million in ZoomInfo common stock, representing 22.6 million shares, more than 5% of the company's issued and outstanding shares.

Privacy and Trust

Simon McDougall
Chief Compliance Officer

ZoomInfo is a privacy-first company, just like any company that processes data should be. This gives confidence both to our customers who use our data, and to the contacts in our database who want to understand how we use their information.

This ongoing commitment became even more relevant in 2023, as the rapid progression of generative AI put the spotlight on how data is collected and used. Trust is fundamental to good business, and needs to be earned through consistent high standards and continual improvement in a fast-moving world.

The fundamentals of ZoomInfo's approach to privacy and control remain unchanged; in addition to complying with local regulations wherever we operate, we seek to apply the same high standards globally, which means we often exceed local regulatory requirements. This approach is reflected in our notice program, where every new contact is sent a clear notification as soon as possible, and in our opt-out program, where we process the large majority of opt-out requests automatically and within a few hours, with other requests being dealt with manually in a few days.

In 2023, we launched our Enterprise Risk Management Program to promote consistency, coordination and completeness in our risk management activities. As a result, we have clarified and formalized risk ownership in the business, expanded and documented our controls, and made our governance more explainable. This will help us continue to improve our risk management practice and support our growth.

We have also evolved our policies, controls and guidance to accommodate the new challenges of generative AI. We support our Data Ethics Policy with our Data Advisory Board, a cross-disciplinary group that advises ZoomInfo on novel or complex data handling questions; and our engineers and risk management experts worked together to iterate on guidance

in AI development and usage, supporting our existing policies and keeping up with the rapid rate of innovation in this space. We are now aligning our governance framework with the NIST AI Risk Management Framework, which is emerging as a credible third-party standard.

As the market leader in our sector, we also seek to raise standards throughout the industry. We founded the Business Information Coalition to bring together our peers and competitors to jointly educate, advocate, and share best practices. In 2023, ZoomInfo led a coalition effort to bring members of the BIC to Washington, D.C. to brief federal lawmakers on the importance of crafting privacy legislation that differentiates sensitive personal information from business information that professionals use every day for commerce.

Overall, the kind of data we process, and what we use it for, has not changed, and is still relatively low-risk. We seek to connect business professionals to other business professionals to discuss business. The data we provide is the kind you might see on a business card, email signature block, resume, or company webpage – we are not building detailed profiles with hundreds of data points, and we have no interest in people's private lives. But we are successful by maintaining high standards, both in how accurate and actionable our data is, and in giving customers and other stakeholders confidence that the data is collected and used responsibly. These themes will remain constant in the rapidly changing world.

Going forward, our commitment to privacy, data ethics, responsible AI and good governance will be unwavering. We understand that the trust of our customers, contacts, and other stakeholders must be earned, and we will continue to lead from the front.

S.McD

Privacy and Trust

ZoomInfo is founded on our customers' trust in our data. Collecting data is central to all businesses, and it's our job to be ethical stewards of the data we hold and process. We are focused on business information, such as a person's workplace, job title, email, and phone number — the kind of information you would find on a business card, email signature block, resume, or company webpage. We don't collect sensitive private information. Many privacy laws expressly exempt business contact information or are drafted to only regulate personal consumer data in a household capacity, but we apply the same high standards to all the data we process.

Learn More →

>73M
privacy notices were delivered in 2023

>90%
of our total emailable universe have been provided notice

Privacy First

Privacy is core to our platform. ZoomInfo is setting the industry standard for the ethical handling of business-to-business data. We provide customers with access to helpful tools that give them compliance assurance and control over their information.

Transparency

We send privacy notifications to every addressable contact in our database, detailing their rights to access, request, or correct their information. We also offer contacts the ability to opt out entirely using our self-serve privacy center, supported by a full-time team that ensures all requests are fulfilled. In 2023, we expanded our global re-notification campaign to individuals in the database, more than doubling the number of re-notifications delivered, prioritized by age and quality of record.

Email Deliverability

We have implemented and actively manage best-in-class infrastructure and protocols to facilitate sending privacy notices that meet or exceed industry standards and best practices for deploying privacy notices.

Integrity

Our company-wide privacy policies and practices have been certified under TrustArc's Enterprise Privacy and Data Governance Practices. We have also achieved CCPA and GDPR validations from TrustArc. Our ISO 27701 certification assures our stakeholders that processes are in place to protect their data and personal information. Finally, we are also certified under the EU-U.S. and Swiss-US Data Privacy Frameworks, including the UK Extension to the EU-U.S. Data Privacy Framework, and we are a registered data broker in California and Vermont, as well as any other state in which it is required.

Dedicated Privacy Team

Our team of legal and privacy professionals is tasked with expanding compliance with policies, providing notifications to people in our database, processing opt-outs, supporting customers, and monitoring emerging legislation locally, nationally, and internationally.

Privacy Leadership

Improvements to our industry benefit us because our customers gain confidence and use our services more. Additionally, promoting high standards in the industry benefits our customers, the economy, and society overall.

Enterprise Risk Management (ERM) & Assurance

ZoomInfo's ERM Program supports the structured and holistic management of its enterprise risks. In 2023, the Program developed ZoomInfo's Risk Appetite Statement, refined ZoomInfo's Risk Universe, and worked with internal risk owners to develop detailed risk assessments. The ERM Team continues to support risk owners in ongoing control improvements, and conducts ongoing monitoring to assess the presence, design, efficacy, and maturation of those controls. As a complement, ZoomInfo's Assurance Team undertakes discretionary reviews, combining the execution of its annual program of assurance work with ad hoc reviews as the need arises. The combination of ZoomInfo's ERM and Assurance work provides assurance to stakeholders regarding controls, as well as strengthening the overall risk culture at the firm.

Industry Advocate Spotlight: Business Information Coalition

ZoomInfo founded and leads the Business Information Coalition, bringing together like-minded companies to advocate for strong and meaningful protections for consumer privacy, while balancing the needs of businesses to use non-sensitive information for B2B communications. The coalition enables companies to share best practices and legislative intelligence, as well as pool resources to advocate as a unified industry voice to state and federal lawmakers.

Cybersecurity Strategy

ZoomInfo's cybersecurity framework and operational model support business growth that builds trust and provides peace of mind to our customers. Our proactive strategies work to anticipate future requirements or potential threats, and our reactive strategies work to contain and address unforeseen challenges.

Cybersecurity Framework

Risk Visibility & Control

Provide risk owners and relevant stakeholders with the necessary visibility for making risk-based decisions.

Empowerment & Automation

Enable employees to efficiently embed security in their daily operations and set operational foundations aligned with business objectives.

Security Assurance

Translate our cyber defense efforts with security assurance that will support efforts to build trust with customers and investors.

Thought Leadership

Reduce security barriers during the sales process by positioning ZoomInfo as a thought leader in the cybersecurity domain.

Cybersecurity Operational Model

Identification & Enrichment

Prevention & Containment

Maturity Metrics & Risk Visibility

Incident & Breach Readiness

Identification	Enrichment	Prevention & Containment (Tools)	Prevention & Containment (People)	Incident & Breach Readiness	Maturity Metrics & Risk Governance
Environmental Monitoring	Threat Intelligence	Identity & Access Management	Job Specific Training	Business Continuity Management	Continuous Transformation Measurements
Architecture Reviews	Insider Reporting	Data Leakage Prevention	Communication & Awareness	Disaster Recovery	Executive Visibility
Automatic Tools	Crowd Sourcing (Internal)	Perimeter Security	Remediation Guidance	Communication Plan	Asset Owners Visibility
Penetration Tests		Cloud Security	Technical Standards	Response Process & Negotiation Skills	Board of Directors Visibility
			Security Tools Accessibility	Cyber Insurance	

Our cybersecurity strategy is to focus on the following domains:

Product Security

Integrating security early in the product development process as an essential component of the System Development Life Cycle.

Data Governance

Ensure data confidentiality and integrity through policy oversight for client-derived data while supporting governance, management, and data loss detection events.

Identity & Access Management

Develop a strong Access Control Methodology to oversee and enforce access provisioning, modifications, auditing (Insider Threat), and removal.

Breach Readiness

Minimize the business impact of a security breach in order to maintain secure business operations, limit the effects on our customers, and mitigate damage to our brand.

Information Security

Data Sources

We collect data through four primary methods. First, we programmatically extract information from publicly available sources such as websites, press releases, and news articles. Second, we have a data training lab of researchers who manually gather and update information through internet and telephone research and train our data-collection algorithms. Third, we have a contributory network that allows our Community Edition customers to share business contacts with us. Customers contribute data so that we can research and verify their contacts and improve the quality of the database for all our users, and our free version users exchange contacts for limited access to our platform. And, fourth, through partnerships with common data providers.

Learn More →

Data Protection

ZoomInfo is a highly security-minded organization committed to protecting our information and our Customer information from both intentional and unintentional misuse. In this spirit, ZoomInfo has implemented a robust Information Security Management System ("ISMS") that meets the strict guidelines of the ISO 27001 Standard. Our organization is also proud to have expanded our ISO certifications to include ISO 27701 for Privacy and ISO 27017 for Cloud Security. ZoomInfo has earned the AICPA's SOC 2 attestation regarding the security, availability, and confidentiality controls around our services. Additionally, ZoomInfo demonstrated compliance with the Cloud Security Alliance organization (CSA) industry-recognized security requirements by registering ZoomInfo with the CSA STAR program.

Learn More →

Security Team

ZoomInfo's Cyber Security team is comprised of a diverse group of security veterans with experience managing all facets of information risk including, but not limited to, Application Security, Data Governance, Security Engineering, Security Processes and Services, Secure Software Development (S-SDLC), Governance Risk and Compliance (GRC), Risk Management, Cyber Threat Intelligence, Breach Readiness, Cyber Defense Center for monitoring (CDC), Offensive Security, and Security Awareness.

The wide range of competencies within the Cyber Security Team and effective operational model, together with strong executive management engagement, ensure security is integrated with every part of our business.

ZoomInfo also maintains meaningful working relationships with academia to help gauge the security climate and identify effective methods for skill development and information sharing.

Cybersecurity Steering Committee

Our Cybersecurity Steering Committee is structured to enhance executive oversight and governance. The committee and its subcommittees allow senior business leaders to make more time-sensitive, risk-based decisions in how security manifests within the organization.

zoominfo.com

Board of Directors Structure

Our Board of Directors is responsible for overseeing strategic planning and monitoring risk exposure. The Board of Directors allocates governance control across four committees: 1) Audit, 2) Compensation, 3) Nominating and Corporate Governance, and 4) Privacy, Security, and Technology. The Audit Committee and Privacy, Security, and Technology Committee meet at least quarterly. The Compensation Committee and Nominating and Corporate Governance Committee meet periodically as circumstances dictate. Select responsibilities are listed below.

Audit Committee

- Overseeing the quality and integrity of financial statements, reporting processes, and audits;
- Overseeing compliance with legal and regulatory requirements applicable to financial statements and processes;
- Monitoring the independent registered public accounting firm's qualifications, performance and independence;
- Reviewing performance of the Company's internal audit function;
- Overseeing risk assessment and management, particularly with respect to financial risk exposure;
- Overseeing environmental, social, and governance ("ESG") related strategy, policies, practices, risk assessment and management, and public disclosures.

Learn More →

Compensation Committee

- Establishing and reviewing the overall compensation philosophy of the Company;
- Reviewing and approving corporate goals and objectives relevant to Chief Executive Officer and other executive officers' compensation, including annual performance objectives and performance evaluations;
- Reviewing and approving, or recommending to the Board of Directors, the Company's equity-based plans, incentive compensation plans, and administering the plans;
- Monitoring the Company's regulatory compliance with respect to compensation matters;
- Overseeing the preparation of the Company's executive compensation disclosure.

Learn More →

Nominating and Corporate Governance Committee

- Identifying individuals qualified to become directors, and selecting, or recommending director nominees for the next annual meeting of stockholders or to fill vacancies or newly created directorships that may occur between such meetings;
- Developing and recommending to the Board of Directors a set of corporate governance principles;
- Overseeing and approving the management continuity planning process;
- Recommending members of the Board of Directors to serve on committees and evaluating the functions and performance of such committees;
- Otherwise taking a leadership role in shaping the corporate governance of the Company.

Learn More →

Privacy, Security, and Technology Committee

- Monitoring the Company's global data privacy and security practices with respect to applicable regulations and requirements;
- Monitoring the quality and effectiveness of the Company's information security framework, including capabilities, policies, and controls, and methods for identifying, assessing, and mitigating information and cybersecurity risks, and assessing the effectiveness of the Company's management of information security-related risks;
- Reviewing the Company's technology and innovation strategy and approach, including the impact on the Company's performance, growth, and competitive position, and monitoring performance against its technology functionality and availability goals.

Learn More →

Additional information on our Board of Directors structure and governance can be found on our investor relations website.

**Learn More →**

Board of Directors Composition

Our Board of Directors is made up of experienced and diverse executives from technical leadership backgrounds across the software, privacy, finance, and legal industries.

Learn More →

	Audit Committee	Compensation Committee	Nominating and Corporate Governance Committee	Privacy, Security, and Technology Committee
Todd Crockett			Member	
Mitesh Dhruv	Chairperson			
Keith Enright	Member			Chairperson
Ashley Evans		Member		
Alison Gleeson			Member	
Mark Mader	Member			
Patrick McCarter		Member	Chairperson	Member
Henry Schuck ★				
Randall Winn		Chairperson		Member

Chairperson · Member · ★ Chairman of the Board

Board of Directors Demographics by Gender

2
7

■ Male
■ Female

Board of Directors Demographics by Age

1
2
6

■ 35 – 44 years
■ 45 – 54 years
■ 55 – 64 years
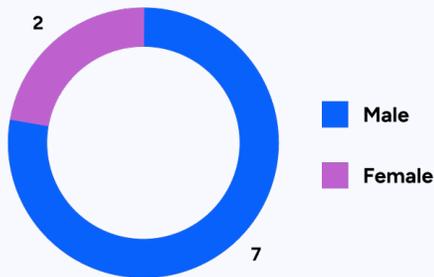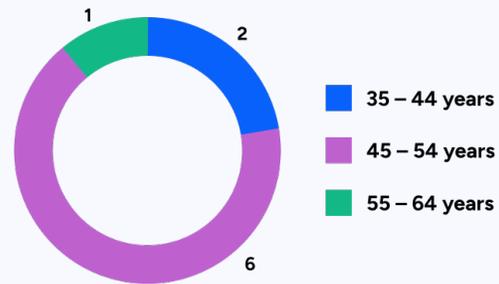
Board of Directors Demographics by Tenure

1
3
3
2

■ 0 – 2 Years
■ 3 – 5 Years
■ 6 - 8 Years
■ More than 8 Years
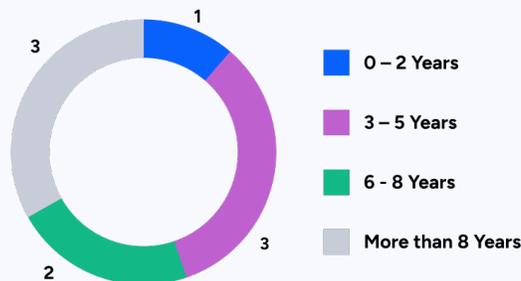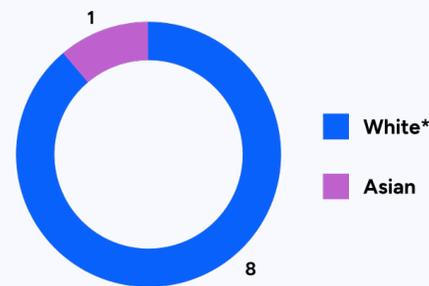
Approximate affiliate tenure of non-employee directors as of 12/31/2023

Board of Directors Demographics by Race

1
8

■ White*
■ Asian

*based on the information provided in the company's proxy statement as of March 29, 2023. Includes one director of Middle Eastern descent

Business Ethics

Integrity, honesty, and sound judgment are fundamental to our reputation and success. Our Code of Business Conduct and Ethics requires all employees to maintain the highest ethical standards in every aspect of their business dealings and seek to avoid even the appearance of improper behavior.

Learn More →

Corporate Governance Guidelines

ZoomInfo's corporate governance guidelines describe the principles and practices that the Board of Directors is expected to follow in carrying out its responsibilities.

Learn More →

Human Rights Policy

ZoomInfo is committed to business practices that are ethical and responsible and standards of conduct that respect and uphold global human rights. We respect and support international principles aimed at protecting and promoting human rights.

Learn More →

Environmental Policy

ZoomInfo is committed to sustainable business practices and will respond to environmental challenges, promote environmental responsibility, and support the development and diffusion of environmentally friendly technologies.

Learn More →

Anti-Bribery and Anti-Corruption

ZoomInfo prohibits all bribes, kickbacks, or other similar payments in any form, either directly or indirectly, to or for anyone for the purpose of obtaining or retaining business or obtaining any other favorable action.

Learn More →

Whistleblower Policy

ZoomInfo has established procedures for the receipt, retention, investigation, and treatment of complaints and concerns regarding accounting, internal accounting controls, auditing, and other legal and regulatory matters. All reports are promptly reviewed.

Learn More →

Supplier Code of Conduct

ZoomInfo outlines expectations and guidelines with respect to responsible sourcing, including our commitments to human rights, the environment, health and safety, business ethics, and the development of a diverse and sustainable supply chain.

Learn More →

Environmental

Efficiency

Efficiency

ZoomInfo's platform drives an efficient go-to-market motion, which reduces the tools required to go-to-market and saves time on low-level tasks, while delivering better outcomes for customers. Customer report that they are 64% more productive using ZoomInfo, saving 8.3 hours a week on low level manual tasks, using fewer tools, while on average reporting a 32% increase in revenue.

Committed to Carbon Neutrality

We are committed to increasing efficiency and driving to a global target of 100% Scope 1 and 2 carbon-neutrality by 2025. We intend to achieve this goal by shifting our operations to renewable energy sources and offsetting the remaining carbon balance. In 2023, we started offsetting our carbon impact, preventing 1,500 metric tons of CO2 from entering the atmosphere through the purchase of carbon credits related to a Gold Standard Certified project generating electrical power using wind energy in India.[1]

Cloud Computing

We seek to leverage hyper-scale cloud providers, prioritizing data centers powered by renewable energy to operate the majority of our platform globally. As of December 31, 2023, approximately 92% of our cloud footprint was carbon-neutral.

Facilities

With 12 offices throughout the United States, Canada, Israel, United Kingdom, and India, 81% of our square footage is "Silver" or better Leadership in Energy and Environmental Design (LEED) certified. LEED certification is an important component in the selection and validation of future sites.

Conservation

Globally, we have gone paperless. A near-zero paper office limits deforestation, saves resources, improves transparency, and increases security. Additionally, we partner to keep machines out of landfills. The majority of our used electronics are repurposed to provide for those who would not otherwise have access, which helps close the digital divide.

1) Gold Standard Project ID 4962, generating electrical power using wind energy through the operation of Wind Electric Generators (WEG's). The total installed capacity of the project activity is 50MW comprising 25 Gamesa wind turbines of 2000kW capacity each. Project led by Orange Bercha Wind Power Pvt LTD. Certified SDG Impacts 7: Affordable and Clean Energy; SDG 8: Decent Work and Economic Growth; SDG 13: Climate Action

Greenhouse Gas Emissions

In 2023, ZoomInfo continued on its path to strategically reducing its carbon footprint following the prior year's inaugural comprehensive carbon reporting. Quantifying our emission targets has aided in addressing the operational steps required to reduce the size of ZoomInfo's environmental footprint.

ZoomInfo categorizes our annual gross emissions as Scope 1, Scope 2, and Scope 3 in alignment with the Greenhouse Gas Protocol.

Emission Category	Gross MTCO2e	Percentage Carbon Neutral	Net MTCO2e
Scope 1	0	—%	0
Scope 2 (Location-Based)			
Leased Facilities	1,228	—%	1,228
Scope 2 (Market-Based)			
Leased Facilities	1,228	61%	478
Scope 3			
Cloud Computing	565	92%	48
Business Travel	2,039	37%	1,289
Total			
Location-Based	**3,832**	**33%**	**2,565**
Market-Based	**3,832**	**53%**	**1,815**
(Market) MTCO2e / FY23 Revenue (M)[1]	**3.09**		**1.46**

Scope 1 emissions are direct emissions from owned or controlled sources.

Scope 2 emissions are indirect emissions from the generation of purchased energy. We record our leased facilities as Scope 2 emissions. Location-based is calculated using average emission factors of the electricity grid where the energy was consumed.

Scope 3 emissions are indirect emissions (not included in scope 2) that occur in the value chain. We record our cloud computing and business travel as scope 3 emissions.

Leased Facilities

Includes electricity provided by the facility and prorated based on our percentage of square footage occupied.

Cloud Computing

Includes vendor reported Scope 1 and Scope 2 emissions across the company's hosting infrastructure partners.

Business Travel

Includes vendor reported Scope 1, Scope 2, and Scope 3 emissions.

1. Company FY23 Revenue (M) of $1,239.5

Initiatives

Initiatives

We are constantly striving to get better. These initiatives are part of our ESG journey, and we believe our investments in each area allow us to contribute to positive change in the world while efficiently driving financial performance.

Together, we will:

Social

Short-term
(2023 – 2024)

- Donate platform access, resources, and time to organizations that help make the communities where our employees live and work better.

Long-term
(2024+)

- Formalize Corporate Social Responsibility framework (2025 strategic plan)

Governance

Short-term
(2023 – 2024)

- Further align pay for performance, increasing the number of executives, and the portion of their compensation that is connected to company performance.

Long-term
(2024+)

- Increase Board of Directors diversity

Environment

Short-term
(2023 – 2024)

- Begin offsetting the carbon impact of our operations

Long-term
(2024+)

- Achieve Scope 1 and 2 carbon neutrality by 2025
- Increase facilities' LEED square footage

Appendix

Sustainability at ZoomInfo

Identification

We cataloged a comprehensive list of sustainability materiality topics based on a review of internal and external sources, including:

- Our corporate mission, values, business model, strategic plan, policies, charters, and sustainability strategy;

- ESG reporting frameworks, including the Sustainability Accounting Standards Board (SASB), Task Force on Climate-Related Financial Disclosure (TCFD), UN Global Compact (UNGC), and the UN Sustainable Development Goals (UN SDGs);

- ESG rating agency methodologies;

- ESG materiality topics identified by our software industry peers;

- ESG materiality topics identified by our shareholders; and

- Guidance from our executive leadership, sustainability committee leadership, and employees.

The environmental, social, and governance topics below are considered by management to be the most impactful to our long-term success and sustainability.

Social

- Community Engagement, Philanthropy, & Volunteerism
- Culture, Talent Attraction, Retention, & Development
- Customer Satisfaction & Relationship
- Diversity, Equity, & Inclusion
- Health, Safety, & Wellness
- Human Rights & Labor

Governance

- Corporate Efficiency
- Governance & Ethics
- Privacy & Data Security
- Product Governance, Innovation, & Technology
- Risk & Crisis Control
- Supply Chain Management

Environmental

- Energy & Emission
- Natural Resources

SASB Reporting Framework

Outlined below is how our existing disclosures and practices align with the recommended accounting metrics for the Sustainability Accounting Standards Board- Software & Information Technology Services Standard.

Topic	Accounting Metric	Code	Disclosure
Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	TC-SI-130a.1	(1)(3) 2023 Sustainability Report, page 36 (2) We do not disclose this metric or believe it to be material to our business.
Environmental Footprint of Hardware Infrastructure	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	TC-SI-130a.2	(1)(2) We do not disclose this metric or believe it to be material to our business.
Environmental Footprint of Hardware Infrastructure	Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-SI-130a.3	Environmental Policy 2023 Sustainability Report, page 35, 36
Data Privacy & Freedom of Expression	Description of policies and practices relating to behavioral advertising and user privacy	TC-SI-220a.1	Privacy Policy 2023 Sustainability Report, page 27, 28
Data Privacy & Freedom of Expression	Number of users whose information is used for secondary purposes	TC-SI-220a.2	We do not disclose this metric or believe it to be material to our business.
Data Privacy & Freedom of Expression	Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-SI-220a.3	We incurred no material monetary losses as a result of legal proceedings associated with user privacy in 2023.
Data Privacy & Freedom of Expression	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	TC-SI-220a.4	(1)(2)(3) We do not disclose this metrics or believe it to be material to our business.
Data Privacy & Freedom of Expression	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	TC-SI-220a.5	We do not disclose this metric or believe it to be material to our business.
Data Security	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	TC-SI-230a.1	(1)(2)(3) We do not disclose this metrics or believe it to be material to our business.
Data Security	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-SI-230a.2	Security Overview 2023 Sustainability Report, page 29, 30
Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of employees that are (1) foreign nationals and (2) located offshore	TC-SI-330a.1	(1) We do not disclose this metric or believe it to be material to our business. (2) 2023 Sustainability Report, page 13
Recruiting & Managing a Global, Diverse & Skilled Workforce	Employee engagement as a percentage	TC-SI-330a.2	2023 Sustainability Report, page 17
Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	TC-SI-330a.3	(1)(3) 2023 Sustainability Report, page 13, 14 (2) We do not disclose this metric or believe it to be material to our business.
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	TC-SI-520a.1	We incurred no material monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations in 2023.
Managing Systemic Risks from Technology Disruptions	Number of (1) performance issues; (2) service disruptions; and (3) total customer downtime	TC-SI-550a.1	(1)(2)(3) We do not disclose this metrics or believe it to be material to our business.
Managing Systemic Risks from Technology Disruptions	Description of business continuity risks related to disruptions of operations	TC-SI-550a.2	2023 10-K, Item 1A
Activity metrics	(1) Number of licenses or subscriptions, (2) percentage cloudbased	TC-SI-000.A	(1)(2) We do not disclose this metrics or believe it to be material to our business.
Activity metrics	(1) Data processing capacity, (2) percentage outsourced	TC-SI-000.B	(1)(2) We do not disclose this metric or believe it to be material to our business.
Activity metrics	(1) Amount of data storage, (2) percentage outsourced	TC-SI-000.C	(1)(2) We do not disclose this metric or believe it to be material to our business.

TCFD Reporting Framework

Outlined below is how our existing disclosures and practices align with the recommended disclosures per the Task Force on Climate-Related Financial Disclosure framework.

Topic	Recommended Disclosure	Disclosure
Governance	Describe the board's oversight of climate-related risks and opportunities.	Audit Committee Charter 2023 Sustainability Report, page 31
Governance	Describe management's role in assessing and managing climate-related risks and opportunities.	2023 Sustainability Report, page 35
Strategy	Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.	Environmental Policy 2023 Sustainability Report, page 35, 36, 38
Strategy	Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning.	Environmental Policy 2023 Sustainability Report, page 8, 10, 26, 35, 36, 38
Strategy	Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	Environmental Policy 2023 Sustainability Report, page 35, 36
Risk Management	Describe the organization's processes for identifying and assessing climate-related risks.	Environmental Policy Audit Committee Charter 2023 Sustainability Report, page 31
Risk Management	Describe the organization's processes for managing climate-related risks.	Environmental Policy Supplier Code of Conduct Audit Committee Charter 2023 Sustainability Report, page 9, 10, 31, 35
Risk Management	Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management.	Environmental Policy Audit Committee Charter 2023 Sustainability Report, page 31
Metrics and Targets	Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	2023 Sustainability Report, page 8, 10, 35, 36, 38
Metrics and Targets	Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.	2023 Sustainability Report, page 36
Metrics and Targets	Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	2023 Sustainability Report, page 38

United Nations Global Compact

Outlined below is how our existing disclosures and practices align with the ten principles of the United Nations Global Compact.

Topic	Description	Disclosure
Human Rights	Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 12, 13, 14, 16, 17, 18, 19, 20, 21, 28, 33
Human Rights	Principle 2: make sure that they are not complicit in human rights abuses.	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 12, 13, 14, 16, 17, 18, 19, 20, 21, 28, 31, 33
Labor	Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 33
Labor	Principle 4: the elimination of all forms of forced and compulsory labor.	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 33
Labor	Principle 5: the effective abolition of child labor.	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 33
Labor	Principle 6: the elimination of discrimination in respect of employment and occupation.	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 10, 12, 13, 14, 16, 17, 18, 19, 20, 21, 23, 24, 33, 38
Environment	Principle 7: Businesses should support a precautionary approach to environmental challenges.	Environmental Policy Supplier Code of Conduct 2023 Sustainability Report, page 31, 33, 35, 36, 38
Environment	Principle 8: undertake initiatives to promote greater environmental responsibility.	Environmental Policy Supplier Code of Conduct 2023 Sustainability Report, page 9, 10, 31, 33, 35, 36, 38
Environment	Principle 9: encourage the development and diffusion of environmentally friendly technologies.	Environmental Policy Supplier Code of Conduct 2023 Sustainability Report, page 9, 10, 31, 33, 35, 36, 38
Anti-Corruption	Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	Code of Business Conduct and Ethics Anti-Bribery and Anti-Corruption Policy Supplier Code of Conduct Whistleblower Policy 2023 Sustainability Report, page 33

Sustainable Development Goals

Outlined below is how our existing disclosures and practices align with the the United Nations' Sustainable Development Goals (SDG).

Topic	Description	Disclosure
3 GOOD HEALTH AND WELL-BEING	SDG 3: Ensure healthy lives and promote well-being for all at all ages	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 15, 17, 24, 33
5 GENDER EQUALITY	SDG 5: Achieve gender equality and empower all women and girls	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 10, 12, 13, 14, 16, 17, 18, 19, 20, 21, 33
7 AFFORDABLE AND CLEAN ENERGY	SDG 7: Ensure access to affordable, reliable, sustainable and modern energy	Environmental Policy Supplier Code of Conduct 2023 Sustainability Report, page 10, 33, 35, 36, 38
8 DECENT WORK AND ECONOMIC GROWTH	SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Human Rights Policy 2023 Sustainability Report, page 8, 10, 12, 13, 14, 16, 17, 18, 19, 20, 21, 22, 33, 38
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	SDG 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation	Environmental Policy 2023 Sustainability Report, page 8, 10, 18, 29, 30, 33
10 REDUCED INEQUALITIES	SDG 10: Reduce inequality within and among countries	Human Rights Policy Supplier Code of Conduct 2023 Sustainability Report, page 10, 12, 13, 14, 16, 17, 18, 19, 20, 21, 33, 38
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	SDG 12: Ensure sustainable consumption and production patterns	Environmental Policy 2023 Sustainability Report, page 8, 10, 33, 35, 36, 38
13 CLIMATE ACTION	SDG 13: Take urgent action to combat climate change and its impacts	Environmental Policy 2023 Sustainability Report, page 8, 10, 35, 36, 38
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	Code of Business Conduct and Ethics 2023 Sustainability Report, page 31, 33, 38

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The 1% Difference

Small, consistent improvements over time can create remarkable change. We will work to get 1% better every day for our customers, employees, investors, and communities by creating a sustainable business.

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