

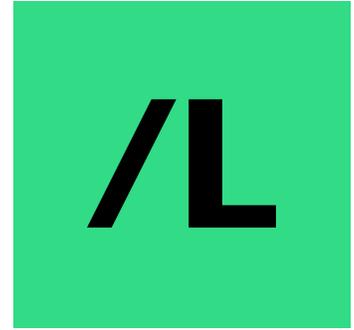


/LiveRamp

2023

Environmental, Sustainability, and Governance (ESG) Report

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Scott Howe
Chief Executive Officer

Customers, colleagues, partners, and shareholders:

We are pleased to publish our third annual Environmental, Sustainability, and Governance (ESG) Report. This report outlines standards that reflect our commitment to responsible business practices, social consciousness, and sustainable development, and lets stakeholders track our performance and ultimately hold us accountable for continuous improvement.

We recognize that our stakeholders—including investors, customers, employees, and the wider community—expect LiveRamp to operate in a way that creates long-term value for all. This means taking a holistic approach to sustainability, considering the environmental and social impact of our decisions, and ensuring our governance practices are transparent and accountable. This practice is consistent with one of our core values, **“Above all, we do what’s right.”**

We are proud of the progress we have made in advancing our ESG initiatives, particularly creating a workplace where all people can thrive and helping our customers better use their data with minimal impact on the environment. But we also recognize that there is more work to be done, including more rigorous goal setting and better communication around our ESG initiatives. We are committed to continuous improvement and will use this report as a tool to monitor and measure our progress.

I want to thank our employees, partners, customers, and shareholders for their ongoing support and collaboration in our sustainability journey. Working together, we can make a difference and create a better future.

Scott Howe

A handwritten signature in black ink, appearing to read "Scott Howe", written over a thin horizontal line.

About LiveRamp

Business overview

Our guiding values

Our approach to sustainability

About this report

LiveRamp is the data collaboration platform of choice for the world's most innovative companies.

A groundbreaking leader in data ethics and foundational identity, LiveRamp is setting the new standard for building a connected customer view with unmatched clarity and context while protecting precious brand and consumer trust. LiveRamp offers complete flexibility to collaborate in or across clouds—wherever data lives—to support the widest range of data collaboration use cases within organizations, between brands, and across its premier global network of top-quality partners.

Hundreds of global innovators, from iconic consumer brands and tech giants to retailers, financial services institutions, and health care leaders turn to LiveRamp to build enduring brand and business value by deepening customer engagement and loyalty, activating new partnerships, and maximizing the value of their first-party data while staying on the forefront of rapidly evolving compliance and privacy requirements.

The numbers below reflect LiveRamp's growth across revenue, size, geography, and overall business through fiscal year 2023.



\$597 million
revenue

1,300+
associates

Global presence
in 11 countries

900+ direct
customers

We attribute much of this growth to LiveRamp’s ability to deliver enterprise-wide value to our customers. As the data collaboration platform of choice for the world’s most innovative companies, LiveRamp is uniquely positioned in the marketplace with:

The right foundation

Protect trust with high standards for privacy, security, data ethics, and groundbreaking leadership in foundational identity.

Flexible collaboration

Unlock the widest range of use cases with complete flexibility to collaborate in any cloud or across clouds—wherever data lives.

Premier global ecosystem

Plug into the industry’s most expansive, data-rich network of 500+ partners for incomparable scale and reach.

Our next-generation data collaboration platform drives innovation through cloud-first capabilities and privacy-enhancing technologies that allow customers to collaborate responsibly with data in four key areas:



Access

Foster collaborative ecosystems across first-, second-, and third-party data



Manage

Enhance your data strategy and data foundation



Activate

Connect data seamlessly to the world’s most useful destinations



Analyze

Make it simple to extract value from data

Business overview

Under this framework, we serve our customers with solutions that deliver enduring brand and business value for the entire enterprise, such as:



Building out a robust customer data strategy.



Creating a unified, enterprise-wide customer view with foundational identity.



Maximizing marketing impact and innovation across the digital ecosystem.



Powering strategic advertising decisions with comprehensive cross-screen measurement and analytics.



Unlocking the brand-building power of media networks.

Our guiding values

At LiveRamp, we believe in our own exceptionalism. We don't aspire to be good or even great—we hustle to be the absolute best in all we do. We hire exceptional people, challenge them to accomplish exceptional things, and win exceptional results for our customers. We do this through six guiding principles:

Above all, we do what's right

We embrace debate in the search for truth. We prioritize long-term value over personal ambitions.

We say what we mean and do what we say

We combine candor with kindness, and we hold ourselves accountable for setting and achieving big, scary goals.

We respect people and time

We believe that exceptional results are achieved by exceptional people, and we believe that exceptional people possess high character, in addition to high intellect—there's no tolerance for selfishness. We also respect time (both ours and our customers') by automating and optimizing wherever possible.

We love our customers

Our customers are our reason for being. We seek to understand the world first through their eyes, recognizing that their success means our success. What does winning mean to our customers? What keeps them up at night? How can we help? These are the essential questions we are laser-focused on solving.

We empower people

We believe that people perform best when given power and freedom, and we respect the judgment of those closest to the work. We trust our people to do the right thing and avoid unnecessary rules and bureaucracy.

We get stuff done

We prioritize progress over perfection. We give grace for errors of action, provided we learn and get better. We always surface our challenges.



About LiveRamp /

Our approach to sustainability

At LiveRamp, we believe the responsible use of data has many benefits to society. Making meaningful connections can transform humanity, and as a company, we do not sit apart from society. We believe that investing in our employees and the communities where we do business is foundational to building an exceptional corporate culture and driving long-term business success. Our number one company value is, **Above All, We Do What's Right**. This mindset extends across all areas of our business. We are committed to enabling data to be safely and securely used anywhere it's needed, advancing innovation, and empowering people to create a better and more sustainable future for us all.

Our approach to sustainability

Our Board of Directors has an active role in the company's overall strategies—including sustainability—and regularly reviews our data privacy, security, and human capital strategies. The Audit/Finance Committee reviews the company's policies quarterly with respect to data ethics, IT security, and cybersecurity. The Governance/Nominating Committee reviews and reports to the full board at least semi-annually with regard to ESG matters of corporate responsibility and sustainability, including potential long- and short-term trends and impacts to the company's business.

The company's management team—subject to oversight by the board—structures, monitors, and adjusts our policies on data privacy, data security, and human capital. Each year, senior management reviews our long-range business plans. These plans consider long-term sustainability implications and the ability to meet customer needs related to sustainability issues.

At an operating level, the following senior managers have ultimate responsibility for critical areas of our sustainability initiatives

Governance and ethics: Chief Ethics and Legal Officer

Data security: Chief Information Security Officer

Data privacy: General Counsel and Global Chief Data Ethics Officer

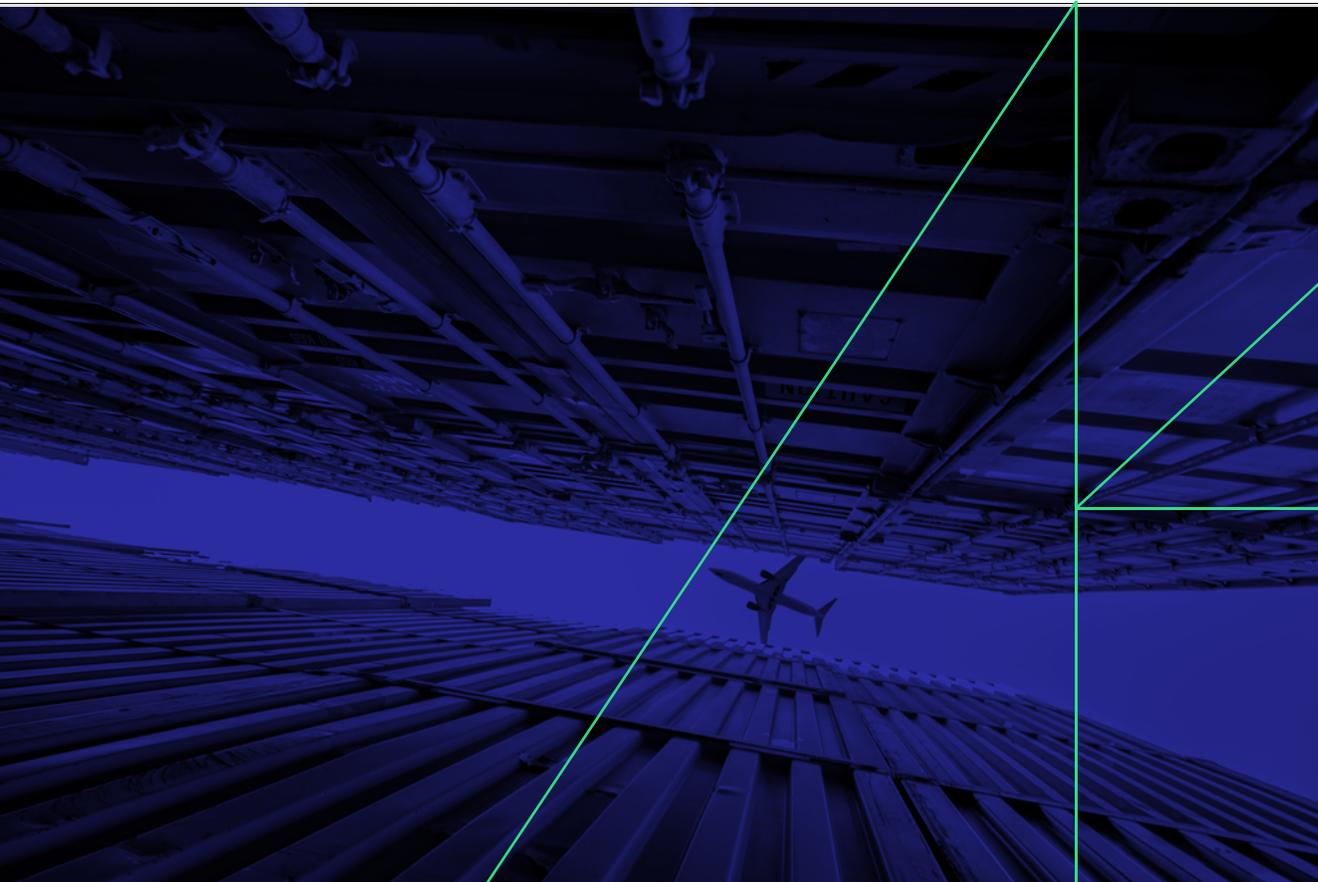
Human capital: Chief People and Culture Officer

Community: LiveRamp Leadership Team

About this report

We strive for clarity and transparency in all of our communications. Disclosures in this report are informed by stakeholder feedback along with reporting frameworks, including the Sustainability Accounting Standards Board (SASB) for the software and IT services standard. We look forward to obtaining feedback from our stakeholders and building on the initiatives outlined in this report as we continue to develop our practices and disclosures in the future.

Unless otherwise noted, this report covers LiveRamp’s global operations for the 2023 fiscal year, spanning April 1, 2022, to March 31, 2023.



Our customers

Data ethics—privacy and security

Data ethics—privacy and security

At LiveRamp, we believe that a culture of accountability is essential to success in a data-driven world—made more complicated by increasingly advanced uses of data—and is the only path to driving business value long term. Data privacy (known as data ethics at LiveRamp) and security are intertwined.

We believe that trust is the foundation of all relationships. To build the trust of those we serve, LiveRamp is committed to stewarding our data and our customers' data, putting consumer privacy first, and protecting our data systems from external threats. Ensuring that we safeguard and protect the data we are entrusted with from misuse or unauthorized access, as well as protecting the privacy of partners and customers, is critical to our success. **Through the application of data ethics, we are committed to diligently working to detect and prevent uses which are neither just nor fair, and ensuring that permitted uses of data create value for all stakeholders.**

Our world-class data ethics program, led by our Chief Data Ethics Officer, strives to lead the business and our partners and customers with policies and guidelines that ensure we operate in compliance with jurisdictional laws, co-regulation developed with industry self-regulatory groups, and our own rigorous standards for ethical practices. We also have a strong focus on honoring consumer requests.



We have a **permanent opt-out** option. When used, we incorporate LiveRamp's identity resolution technology to apply an opt out that minimizes the use of all identifiers found to be associated with the person from future online workflows.

Data ethics—privacy and security

We understand that protecting people's data is at the foundation of enabling our customers and partners to build exceptional experiences and relationships with their end customers. Led by our Chief Information Security Officer, we leverage our best-in-class security infrastructure and program, which are designed to reduce risk in alignment with business goals, by establishing and leading the execution of a comprehensive security strategy. Security protects the information and physical assets of LiveRamp by establishing and executing on a security framework (policies, standards, and processes). The security team works in collaboration with business leads to deeply understand business risks and changes, foster accountability for security, and strengthen the partnership between security and business leaders.

The security program aligns strategies to business goals by:

- Developing, implementing, and enforcing the cybersecurity framework
- Continuously monitoring and assessing security processes and systems
- Detecting and responding appropriately to security incidents
- Taking appropriate steps to prevent the occurrence or recurrence of any such incidents
- Integrating with risk and compliance stakeholders at enterprise and division levels



Data ethics—privacy and security



Training

All employees—in the U.S. and worldwide—including executives, product development teams, sales staff, and client teams under our LiveRamp Global Privacy Education and Certification program, are required to complete data ethics and cybersecurity training, both as new hires and on an annual basis. Contractors who have access to our systems that contain personal information are subject to our training starting in 2023. Role-specific training, such as HIPAA training for our health care workforce and high-level security training for our developers, is also given. We also conduct incident response tabletop exercises with department leaders and developer security training covering OWASP Top 10, which is one of many security frameworks.



Additional oversight

In addition to our Chief Data Ethics Officer and Chief Information Security Officer, LiveRamp has an executive-level committee that oversees our enterprise risk-management program that ensures senior management and board oversight for data ethics, security, and internal audits. This committee reports directly to the Audit Committee of the Board of Directors at all of their meetings. There is also a Security Action Committee of executives that meets quarterly to discuss security risks and initiatives.



Internal audits

LiveRamp has made significant investments in software and tools that allow us to better monitor and assess our systems. The security of the data on our systems is assessed continuously, including performing regular penetration testing.

Our customers /

Data ethics—privacy and security



External audits

In addition to internal audits, LiveRamp uses external audit firms and external certifications for security:

- SOC 2 Type 2
- ISO 27001, 27017, 27018 (EU)
- 150+ client security assessments per year
- Third-party penetration testing

LiveRamp is also assessed extensively by potential and current clients. In 2022, we had ten full audits by our clients and completed to satisfaction almost 300 client surveys.

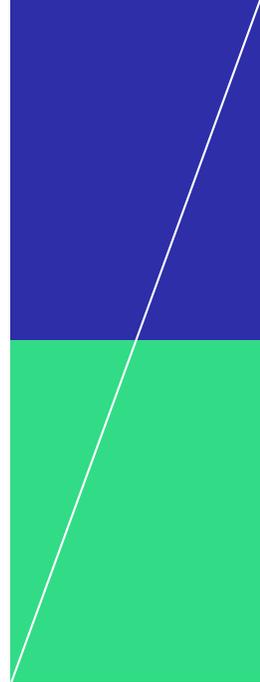


External standards

LiveRamp delivers privacy-conscious solutions that honor the regulations and best practices of leading associations, including the Digital Advertising Alliance (DAA) and AppChoices programs, the Interactive Advertising Bureau (IAB), the Data & Marketing Association (DMA), the Advertising Research Foundation (ARF), NIST 800-53, NIST CSF, ISO 27001, ISO 27017, ISO 27018, SOC 2, and HIPAA.

Our people

Attracting and retaining talent
Training, development, and engagement
Recognition



Our people /

Attracting and retaining talent

We attract and retain employees with learning and development opportunities that support career growth and advancement opportunities; employee engagement initiatives that foster a strong, inclusive company culture; inclusive benefit programs; and competitive and fair compensation.

We assess our human capital opportunities and needs on a continuous basis and focus on building the individual capabilities of our employees to facilitate achieving the overall goals of our organization as well as the employee's career aspirations. We aggregate and analyze critical human capital metrics, including employee engagement and retention, to monitor the success of our strategy and make adjustments accordingly.

With our focus on diversity, inclusion, and belonging, we make sure we have inclusive hiring practices that support a diverse workforce by requiring our U.S.-based recruiters, hiring managers, and interviewers to be trained on unconscious bias and inclusive interviewing. Our recruiters source from varied methods, and all positions are posted in a variety of diversity-focused job boards. We also have recruiting partnerships with a range of higher education institutions, including Historically Black Colleges and Universities (HBCUs). In 2021, we implemented a new strategy to help us feed our early talent pipeline by hosting hack-a-thons at numerous colleges, including Howard University, to identify potential new hires. We also updated our hiring process in order to be able to offer jobs within 72 hours of meeting a candidate, which has assisted us in being able to hire the best talent. In 2022, we made a generous donation to the National Society of Black Engineers to support the future pipeline of diverse engineers.

Attracting and retaining talent

Total rewards

Our compensation programs are designed to be market competitive and internally equitable to attract, retain, motivate, and reward a high-performance workforce.

LiveRampers are exceptional and deserve the most comprehensive health, well-being, and financial programs available to live their best lives. Our goal is to help them be the best they can be, not only at work, but in their personal lives as well. We offer all full-time employees industry-leading benefits, including:

Globally:



Learning Perks is a new program launched in FY22 that gives LiveRampers a stipend of \$2,500 USD (or local equivalent in the region's currency) per year for personal and professional development. It can also be used to pay off student loans.



Our partnership with Carrot Fertility helps make fertility and family-forming care accessible and affordable to all, including adoption assistance.



Business travelers' insurance/assistance. Our partner, International SOS, provides resources for LiveRampers traveling internationally on company business to feel safe and secure, including physicians, multilingual coordinators, and more.

Attracting and retaining talent

In the U.S.:



Flexible PTO enables employees to achieve work/life balance.



The Global Employee Assistance Program provides up to 12 free therapy sessions to support emotional health and well-being.



Back-up child and elder care through Bright Horizons offers LiveRamp families high-quality care for children and adults/elders when plans change.



Pet insurance is available for those with feathered, furry, or scaled family members.



A remote-friendly workplace enables employees to choose when and where they work.



Flex Perks gives U.S. LiveRampers the opportunity to be reimbursed up to \$1,500 USD per year for expenses incurred against a variety of well-being options, from museum memberships to fitness classes.



Employee stock purchase plan (ESPP) is available to full-time U.S. employees at select times of the year. Our ESPP gives the opportunity to purchase LiveRamp stock at a 15% discount every six months.



Pre-tax flexible spending accounts in the U.S.

These benefits are in addition to the U.S. and global benefits listed above:

- Medical, dental, and vision health care plans
- Mental health support
- Health savings account
- Group term life and AD&D insurance
- Voluntary life insurance
- Long-term care/whole life insurance
- Short- and long-term disability plans
- Family and medical leave
- Retirement savings plan with 100% employer match up to 6% of compensation, also available to part-time employees and interns, plus the ability to make after-tax contributions and in-plan Roth conversions
- Monthly subsidy of \$75 for commuter and/or parking expenses
- Accident insurance and critical illness insurance
- Breast milk shipping
- Leaves of absence (maternity disability, parental bonding leave, short-term disability, military leave, personal leave, bereavement)

Training, development, and engagement



Training

We see career development as the process of developing the skills and mindsets needed to meet short- and long-term career goals, and we are committed to ensuring every LiveRamp employee has access to career development resources and support. LiveRamp offers both general and function-specific training programs to support our global workforce to develop the skills and mindsets needed to meet their goals.

Our general trainings include content like the onRAMP New Hire Experience (newly revamped to better align with our distributed workforce in 2021) and LiveRamp University to educate LiveRampers (and customers) on our products. We have function-specific programs in place for our sales, product, and engineering teams and we also offer a wide variety of on-demand content via our global LiveRamp Learning Hub.

We know that our culture comes from the top down, so we also offer extensive leadership training. All people managers participate in our Manager Essentials program within their first three months as a manager at LiveRamp. This four-part series helps managers understand their role, the associated responsibilities and expectations, the compensation structure at LiveRamp, labor laws, and how to guide the development of direct reports.

Our Leading@LiveRamp signature leadership development program is also offered globally to all people managers within their first year as a manager at the company. This six-month program builds empowered leaders who deliver consistency, quality, and exceptionality across the management community.

Training, development, and engagement

Development

All employees are expected to participate in an annual career conversation with their manager, as well as quarterly check-ins. In 2023, we introduced a new performance enablement process to ensure better goal alignment on the corporate, leader, department, and individual levels. The process is also intended to capture goal progress and subsequent feedback in a central repository to help drive a more transparent culture. Additionally, we have introduced a new individual development initiative, “Best Self Plan,” where we are encouraging employees to put together a personal development goal that they would like to focus on for fiscal 2024.

Engagement

We know that to keep our people happy, they need to feel supported and heard. In addition to regular one-on-one meetings and quarterly manager check-ins, LiveRamp administers an anonymous people survey twice a year that is sent to all employees globally. We are happy to report that our most recent survey had an 89% response rate. We take the feedback seriously so we can address any concerns that are raised.

We are delighted to share that we scored greater than 90% favorability across LiveRamp in the following categories:

1. Inclusive environment
2. Satisfaction with direct manager

We are also delighted to share that we scored greater than 80% favorability across LiveRamp in the following categories:

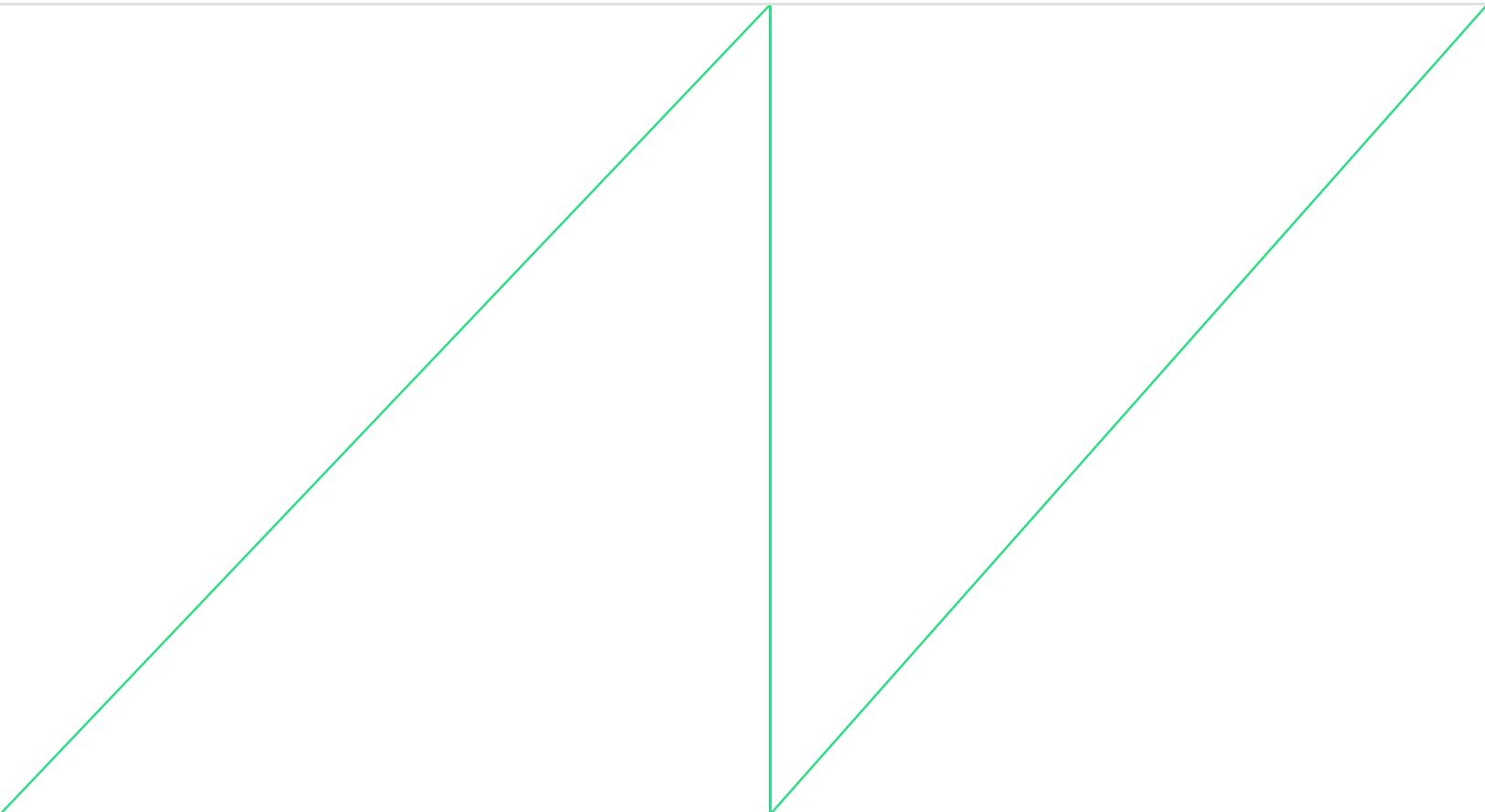
1. Respectful treatment
2. Direct manager's leadership skills

90% +

favorability score with employees for inclusive environment and satisfaction with direct manager.

Recognition

Since 2016, LiveRamp has either qualified for or been certified as a Best Place to Work. Additionally, LiveRamp has been listed among the 100 Best Companies to Work for by Fortune every year since 2018. Recently, LiveRamp was proud to be recognized as a Great Place to Work in 2022. We strive to not just earn these accolades, but also to push the boundaries of what we know we are capable of as guardians of [diversity, inclusion, and belonging](#).



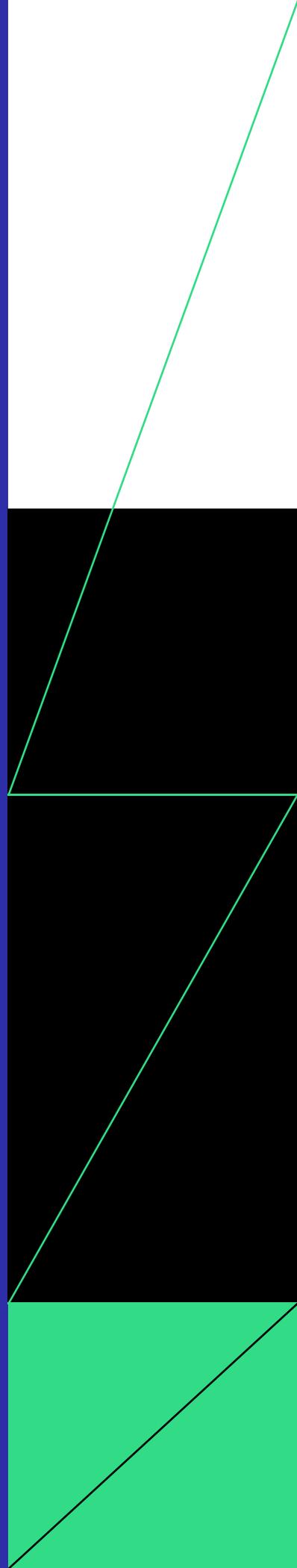
Diversity, inclusion, and belonging (DIB)

Our team and company do not sit apart from society

Workforce

Product and customers

Community



Our team and company do not sit apart from society

Issues of equity, inclusion, and belonging are as relevant at LiveRamp as they are in the broader communities and industries in which we work. That's why our team's diversity, inclusion, and belonging efforts are a cornerstone of our innovative culture. We approach this work with focus, humility, and a growth mindset. By ensuring we maintain an emphasis on creating a work environment where all are welcome and can thrive, we'll catalyze our progress toward being an exceptional company and building an equitable future for all.

At LiveRamp, we believe there are three core pillars of diversity, inclusion, and belonging:



Workforce

To ensure we are a place where all can thrive, with a focus on those from underrepresented backgrounds.



Products and customers

To build products for customers of all backgrounds and capabilities, reducing inequities and serving a wider variety of business needs.



Community

To enable people to use their time, talent, and treasure to benefit the external places we live and work.

These pillars reflect the intricate relationship of diversity, inclusion, and belonging—both internally and externally. To be effective, we believe all three must work together harmoniously for an environment that is equal parts diverse, encouraging, and accepting. Creating a welcoming and inclusive workplace where colleagues feel a sense of belonging leads to better outcomes for our employees and business.

As part of these efforts, in 2021 we introduced our DIB five-year commitments that include:

Workforce

- ✔ Lay the groundwork for DIB
- ✔ Enable all LiveRampers to thrive
- ✔ Diversify our workforce and leadership

Product and customers

- ✔ Advance equitable product development
- ✔ Contribute to industry-wide impact
- ✔ Mobilize our product and people

Community

- ✔ Leverage our financial assets to advance equity and inclusion
- ✔ Serve the community
- ✔ Inspire the next generation of technology leaders



Diversity, inclusion, and belonging /

Workforce

At LiveRamp, every employee is a guardian of DIB.

We believe that individuals do their best when they not only bring their full selves to work, but feel as though they truly belong. By ensuring we maintain an emphasis on creating a work environment where all are welcome and can thrive, we'll catalyze our progress toward being an exceptional company and building an equitable future for all.

Workforce

Our vision is that every talent program and benefit for LiveRamp employees recognizes and reinforces the value of inclusion, divergent thinking, and creative perspectives, aspiring to create equitable systems for all LiveRampers to thrive. We make sure that our efforts are working via LiveRamp's biannual people survey.

We seek out brilliant people from all backgrounds to add to our culture. Our recruiting efforts are focused heavily on this strategy, and we developed partnerships with organizations that serve underrepresented groups from which we could hire.

In 2022, we sponsored two organizations that expanded access to the technology industry for Black technologists and engineers: The National Society of Black Engineers (NSBE) and BLK Men in Tech (BMiT). As we assessed where we had room for growth in diversity, inclusion, and belonging, the percentage, visibility, and leadership opportunities for Black male LiveRampers was a key area for improvement, resulting in our \$300,000 investment into initiatives to support our commitment to an equitable workforce.

BMiT is a 501(c)(3) nonprofit organization that provides access, resources, and community for Black men within or interested in entering the tech industry. They focus on philanthropic initiatives supporting the next generation of technology leaders. LiveRamp's \$250,000 investment into the organization resulted in the following initiatives:

- A 15% increase in Black male employees at LiveRamp in our most recent fiscal year
- The launch of the annual THRIVE Conference in Fort Lauderdale, Florida, where LiveRamp was a presenting sponsor
- The creation of Cyber S.P.A.C.E., an innovation hub located on the campus of Florida Memorial University, a Historically Black College/ University, to develop a talent pipeline into technology

Through our partnership with BMiT, we were able to hire top talent across product, engineering, marketing, sales, and human resources, while increasing our impact in the community beyond the talent at LiveRamp.

- Of the 2.5 million Black and African Americans enrolled in college, approximately 1.7% are studying engineering, even less in STEM
- 26% of Black STEM majors drop out of college
- Of those who make it into the field, only 77,000 are Black in comparison to the 1.92 million who make up all other ethnicities and races
- The technology industry only includes 4% of Black employees in the workforce

Diversity, inclusion, and belonging /

Workforce

If anybody knows about the power of data and how it can inform decisions, LiveRamp does. Learning this and partnering with other organizations, universities, and institutions to make positive changes in this realm was the clear answer for us.

In addition, all U.S. LiveRampers are required to complete unconscious bias and diversity awareness training annually. As a company, we have active participation from senior leaders and employees for events like San Francisco Pride, and we encourage attendance and involvement in events that support diversity.

Our partners include:



BERGs:



AAPI@LiveRamp



BADGE@LiveRamp



Equal@LiveRamp



SOMOS@LiveRamp



Women@LiveRamp



Multinational
Organization
Supporting An
Inclusive Culture

COMMUNITIES:



Community-ability



Community/military



GreenRamp

All employees at LiveRamp are empowered to engage in opportunities supporting the causes and communities they care about the most. Business employee resource groups (BERGs) are voluntary, employee-led groups that foster a workplace where employees of all identities can experience belonging. They receive dedicated funding and offer personal and professional development opportunities. Each also has an executive sponsor who works in service of the group's goals and mentors each BERG's leadership team. In the past year, the leadership of these groups has grown and diversified greatly. Additionally, we have informal online communities where LiveRampers can share and discuss common interests. Currently, we have six BERGs and three communities:

Diversity, inclusion, and belonging /

Workforce

Some programs of note that were spearheaded by our BERGs include:

Women@LiveRamp and the DIB team held a variety of events to engage female leaders, promote wellness, and build community through both virtual and in-person events. Cloud leaders shared how to be a successful leader in a highly technical, male-dominated industry, and a guest media consultant gave a masterclass on being bold in business with tips on avoiding self-censorship, taking risks, and being assertive communicators at work.

Badge@LiveRamp focused on building the community of members and allies by hosting events and programs that created opportunities for education and networking. A key event was the "Cultivating Black Leaders" webinar with senior leaders, along with the chief people officer, who candidly shared her journey of tests and trials to get to success.

MOSAIC, our group focused on building a supportive and inclusive culture for our European and APAC offices, creates a space for global employees to feel empowered to share, celebrate, and educate each other about their culture, identity, and life experiences. FY23 showed much success for MOSAIC with signature events like Mardi Gras, where member participation resulted in a \$2,500 donation to the charities they were supporting, along with Women's History Month events like BINGO and a movie night with a special viewing of "Happening." Engagements like these have created inclusion and a space for members and allies to belong.

Mentorship

We are proud to share that at the beginning of 2023, LiveRamp, through the hard work of the Women@ BERG, we launched an expanded version of our mentorship program to include male mentors! The mentoring program will continue to grow these efforts so that we can open the program up to the entire company. The mission is to guide up-and-coming LiveRampers by supporting their diverse career paths and empowering them to own their careers.

17% of the mentors are men

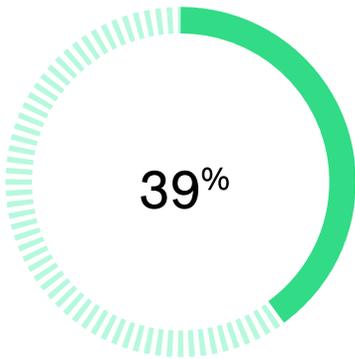
27% of the mentors are VP level and above

"This program is about people understanding their own strengths and mapping their own paths. If someone has a passion for a certain area but does not have expertise in that area, this lets them build that road map."

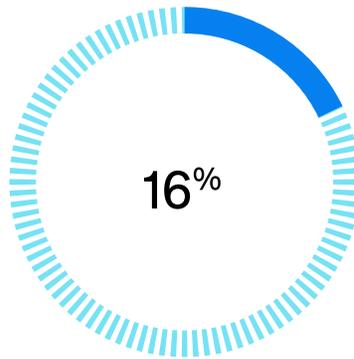
Stephanie Nigh, Senior Director, Head of Global Infrastructure & Operations and Co-Founder of the mentorship program

Workforce

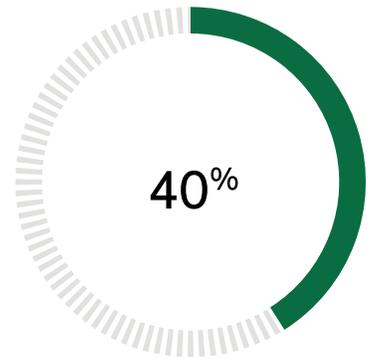
Diversifying our workforce across levels is of high importance, and our goal is to increase representation.



39% of LiveRamp's U.S. workforce identify as female

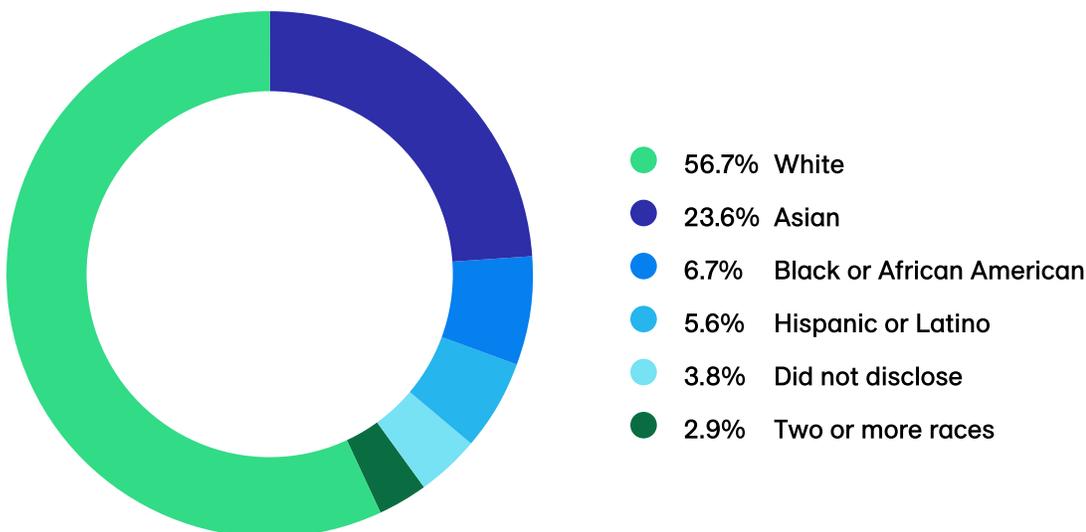


16% of our U.S. team identifies with an underrepresented racial background



40% of global people leaders identify as female

U.S. team demographics



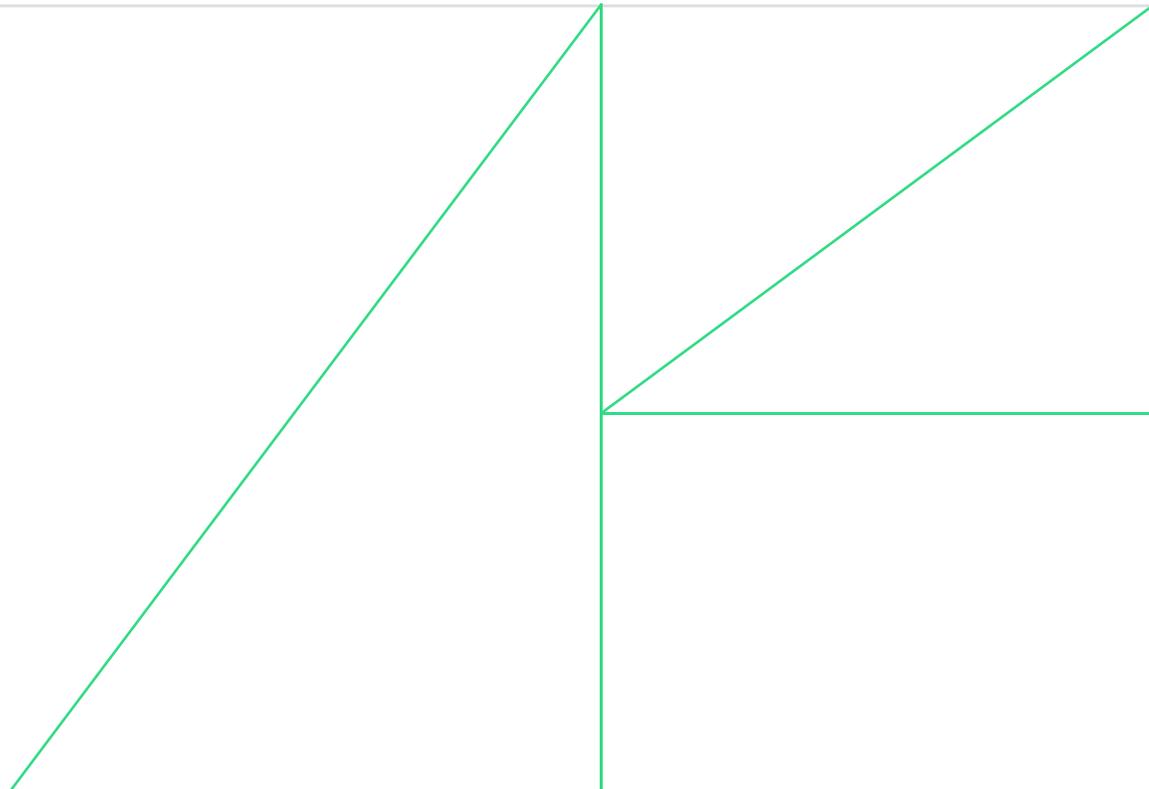
Workforce

Pay equity and pay transparency

LiveRamp is committed to the principle of equal pay for equal work and seeks to ensure that our employees are paid equitably. Pay equity is reviewed when an employee is hired or promoted and is part of our annual pay review process. It is determined according to business unit, role, geography, years of industry-related experience, performance, and tenure. Where a discrepancy might be identified, we address it.

LiveRamp also uses a third-party resource to conduct an annual review of our pay levels across similar job families, levels, and locations to ensure that there is not just internal equality, but that our pay scales also meet or exceed market rates. We continue to enhance our internal processes and metrics to proactively address pay discrepancies and educate our managers on how to ensure pay decisions are free from bias. We also implemented internal governance controls to review pay decisions quarterly to ensure consistent and equitable treatment across all functions and locations.

LiveRamp is in compliance with federal, state, and local pay transparency laws. We understand that pay transparency makes space for open dialogue on pay and performance.



Product and customers

Extending DIB efforts to product development and how we service customers is a social responsibility with implications on the bottom line. We recognize that inclusive workplaces produce better business outcomes. By bringing a more diverse group of voices and feedback to our data connectivity platform, the product itself has improved and will serve a larger customer base more accurately. DIB is woven into LiveRamp's product offering—including our identity-based solutions. Some examples of how we have implemented DIB into our product offerings include rethinking exclusionary terminology associated with products; making products accessible to all, especially people with varying capabilities; and enforcing policies to prohibit clients from using services to discriminate once the product is presented outside of the organization. We also strive to contribute to our industry-wide impact by elevating the voices and presence of underrepresented leaders at LiveRamp-sponsored events and accelerating the impact of social sector organizations through our **Data for Good** and **Partners for Good** programs.





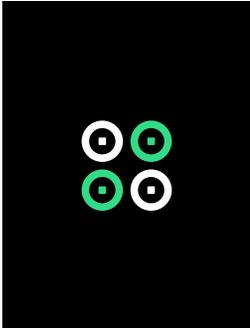
Data for Good

In addition to powering better customer experiences, we believe that data, when harnessed for good, can be used to solve some of society's biggest challenges and shape our world for the better. As part of the Data for Good program launched in 2019, we partner on a pro-bono basis with companies that leverage data for social good.



Partners for Good

Connections have the power to change the world. We strive to make meaningful connections with partners and customers to unleash a wave of innovation and amplify awareness for a variety of causes. Our voice and position at the intersection of marketing, data, and technology allows for greater visibility of philanthropic efforts. Examples of organizations we partner with are Alliant, which recently expanded its support of nonprofit organizations' efforts at discounted pricing with exclusive nonprofit variables for analytic solutions, and ShareThis, which donates 20% of proceeds generated from the activation of any Data for Good audience segment, including animal welfare, social justice, and climate change, to a rotating selection of nonprofit organizations that align with these causes.



Supplier diversity and inclusion

As part of our ongoing business operations, LiveRamp embraces the opportunity to be an equitable consumer. We recognize the institutionalized bias and inequities that permeate our society and therefore must be influencers of change and uphold fiscal integrity through sourcing to an innovative and diverse supplier base. LiveRamp is a customer of choice for businesses owned by historically excluded groups, and we enable their success by ensuring representation through opportunity, fairness, and mutually beneficial partnerships.

LiveRamp is an active member of tech:SCALE (techscale.org), a nonprofit organization with the mission to help diverse suppliers become strategic supply chain partners to the technology industry. We work with many diverse suppliers, sourcing multiple products and services from Shi International Corp., a minority woman-owned business enterprise, and Dew Software Inc., a minority-owned business enterprise. We are currently working to build out a supplier diversity and inclusion program with requirements both internally and externally. We hope to launch in FY24 so we can continue to invite more diverse suppliers to the table and diversify our spend. We look forward to sharing more information and metrics about our program in the near future.

Community

At LiveRamp, we believe DIB extends beyond the workplace. LiveRamp is focused on data-centric initiatives with the power to positively impact underserved communities. LiveRampers support countless organizations, and we help amplify our collective impact through annual donation matching and by publicizing unique volunteer opportunities. We have several programs, including LiveRamp Cares, to support the interests of LiveRampers and activate their passion, talent, and time to make impactful change in our communities.

LiveRamp Cares mobilizes our people, products, and ecosystem to take action for the good of humanity. By leveraging the technology and people across our company and ecosystem, we can build better connections for a better future. We do this by donating our technology, investing in our employees and the causes that matter most to them, raising the profiles of our clients and partners, and supporting data-centric initiatives. We believe we can make a difference by putting our time, talent, and treasure to work to positively impact underserved communities. In FY23, we raised funds for over 300 organizations.

As global citizens who want to make an impact, and as people who believe in doing what's right, LiveRampers raised over \$300,000 for organizations worldwide.



/LiveRamp Cares

LiveRamp Cares is our philanthropic program and tool supporting employees who volunteer or donate to 501(c)(3) nonprofits, contributing to the important causes that matter most to LiveRampers.

Environmental sustainability

The background consists of three horizontal bands: a black band at the top, a blue band in the middle, and a white band at the bottom. A thin, light blue diagonal line runs from the bottom-left corner towards the top-right corner, crossing all three horizontal bands.

We are still at the beginning of our environmental sustainability journey, but are well on our way to identifying and implementing best practices for our industry.

LiveRamp has made great progress in advancing employee awareness of environmental sustainability. An internal community resource group, GreenRamp, was formed in early 2022 to create a forum for sharing sustainability commitments and climate change awareness and to promote environmental advocacy.

GreenRamp is focused on:

- 1** Education through discussions via Slack and with campaigns to encourage LiveRampers to be more green conscious.
- 2** Commitments LiveRamp can make around its own environmental impact.
- 3** Contributions LiveRamp can make to organizations already doing the work in our communities.

Environmental sustainability /

LiveRamp's current sustainability efforts span several areas. As we do not own any of our buildings, when leasing and building out real estate, we prioritize green buildings that are centrally located and commuter-friendly, and incorporate sustainable elements throughout all aspects of the design and construction process. The scorecard we use to evaluate our real estate decisions includes environmental criteria. We have recycling and composting programs in all of our global offices, energy and resource conservation programs, and public transportation support programs.

Most importantly, we transitioned the vast majority (currently about 90%) of our data hosting to the cloud. This significantly reduces our physical data center footprint. We purposely selected Google Cloud as our provider of choice, as they are currently carbon neutral with a goal of running on carbon-free energy by 2030. LiveRamp continues to make a positive impact on carbon emissions as an industry leader in federated learning and distributed data collaboration use cases, allowing us to enable privacy-enhancing technology without requiring underlying data to move or be consolidated. As a result, we have been able to reduce data storage requirements and overall energy consumption through these advanced technologies.

We are looking forward to sharing many new initiatives in the future, as LiveRamp is committed to the following goals:

- 1** Sharing our sustainability vision and respective policies for the next five years.
- 2** Implementing a dashboard that represents key data points, including tracking of scope 1, 2, and 3 carbon emissions and KPIs for environmental sustainability in line with standard reporting metrics.
- 3** A focus on responsible energy management, reduction of carbon emissions, efficient use of water, and reduction of waste entering landfills.

We also are looking to set science-based targets in the near future. As our journey progresses, we are committed to transparency regarding our environmental sustainability through public disclosures and via our website.

How we operate

Ethics and compliance

Why sustainability matters

LiveRamp has a steadfast commitment to maintaining the highest standards of business and professional conduct and compliance. A consistent effort to uphold strong values and make the right choices in how we conduct business is critical to earning the trust of our customers and other stakeholders.

Ethics and compliance

LiveRamp's commitment to doing the right thing for the right reasons remains constant. It is the cornerstone of our company's success. Our [Codes of Ethics](#), which are posted on the LiveRamp website and can be found in relevant policies and in the Employee Handbook—which each LiveRampers receives when joining—contain guidelines for conducting business with the highest ethical standards. LiveRampers are expected to become familiar with these policies. They are to be used as a road map for when employees are unsure which decision or action is appropriate in tough situations. These policies, combined with LiveRamp's core values and guidance from LiveRamp leaders and human resources employees, help LiveRampers choose the right course of action day to day.

Our Chief Ethics and Legal Officer has managerial responsibility for our anti-corruption and business ethics programs. We maintain established programs to assess and address risk areas for corruption, such as conflicts of interest and bribery. We also set out our principles for the protection of human rights, including anti-discrimination and anti-harassment, diversity, and health and safety.

Whistleblower program

LiveRamp is committed to an environment where open, honest communication is the expectation, not the exception. Open communication is a hallmark of the LiveRamp culture: anyone who suspects unethical or inappropriate behavior is encouraged to use internal reporting channels or our independent ethics hotline without fear of retaliation. As detailed in our code of ethics, confidential reports can be made directly to our HR or legal departments, or through our anonymous, third-party-operated reporting service, which is available 24 hours a day, seven days a week, 365 days a year. Employees, contractors, suppliers, and community members can submit a report online or call toll-free from anywhere in the world. LiveRamp strictly prohibits reprisals or retaliation against anyone who, in good faith, files an ethics complaint.

The hotline reports are automatically directed to the Chief Legal Officer and Chair of the Audit Committee of the Board. Suspected violations of our Codes of Ethics or company policies are brought to the attention of our Chief Ethics and Legal Officer (or the Chief Financial Officer if the complaint is related to financial, accounting, or auditing matters). All allegations are investigated and tracked until resolved, and appropriate action is taken based on the findings. Material issues involving a violation of regulation, law, or the Codes of Ethics are reported to the Board's Audit Committee. The Chief Ethics and Legal Officer provides annual compliance updates to the Board of Directors and interim reports to the Audit Committee throughout the year.

Why sustainability matters

As LiveRamp works to create a positive impact on the world and the communities that surround us, we recognize that doing what's right goes beyond our workplace. We're proud to have an ecosystem of partners, customers, and employees who have agreed to walk with us on this journey of humble improvement, working to better the workplace and the world for the greater good.

LiveRamp continues to look forward to how we can foster change that matters. Doing more with data is only the beginning.

/LiveRamp

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