/LiveRamp

2025

Environmental, Sustainability, and Governance (ESG) Report

Contents

Scott Howe
CEO

Customers, colleagues, partners, and shareholders:

We are pleased to present our fifth annual Environmental, Sustainability, and Governance (ESG) Report. This report details the policies and practices that underscore our dedication to strong corporate governance, social responsibility, and sustainable growth. It aims to provide our stakeholders with a transparent view of LiveRamp's performance and serves as a vital instrument for both accountability and ongoing enhancement.

At the heart of LiveRamp's operations is the core value, **"Above all, we do what's right."** We aim to generate long-term value for all stakeholders, including investors, customers, employees, and the broader community. Our approach to sustainability is comprehensive, encompassing the environmental and social impacts of our decisions and ensuring our governance practices are transparent and accountable.

Fiscal year 2025 marked significant progress in our ESG initiatives, particularly in fostering an inclusive workplace and empowering our customers to utilize data more efficiently. This was also a robust year financially, with double-digit revenue growth for the third consecutive year and record-high cash flow. While we are pleased with these achievements, we acknowledge that there is always more work to be done.

We extend our gratitude to our employees, partners, customers, and shareholders for their continued support and collaboration in our sustainability journey. Our combined efforts are crucial in creating a better future.

Warmest regards,

Scott Howe

About LiveRamp

LiveRamp is a leading data collaboration technology company, empowering marketers and media owners to deliver and measure marketing performance everywhere it matters.

LiveRamp's data collaboration network seamlessly unites data across advertisers, platforms, publishers, data providers, and commerce media networks—unlocking deep insights, delivering transformational consumer experiences, and driving measurable growth.

Built on a foundation of strict neutrality, interoperability, and global scale, LiveRamp enables organizations to maximize the value of their data while accelerating innovation. Trusted by many of the world's leading brands, retailers, financial services providers, and healthcare innovators, LiveRamp is helping shape the future of responsible data collaboration in an AI-driven, outcomes-focused world where advertisers reach intended audiences and consumers receive more relevant advertising messages.

Business overview

$746 million in annual revenue

1,300+ associates

Global presence in 11 countries

840 direct subscription customers

We have scaled our business by delivering enterprise-wide value to our customers. As a leading data collaboration platform for the world's most innovative companies, LiveRamp is uniquely positioned in the marketplace with:

The Right Foundation

We protect client and consumer trust with high standards for privacy, security, data ethics, and excellence in foundation identity to provide the most vivid and dynamic view of consumers.

Flexible Collaboration

We help companies unlock the widest range of use cases with complete flexibility to collaborate in any cloud or across clouds – wherever data lives.

Premier Global Ecosystem

Our clients can plug into the industry's most expansive, data-rich network of 500+ partners for incomparable scale and reach.

Business overview

Our data collaboration platform provides cloud-first capabilities and privacy enhancing technologies that allow our customers to collaborate responsibly with data in four key areas:

Live/Identity

Build critical enterprise identity infrastructure with a consistent identity framework and clear identity rules that protect privacy and align with business priorities. Leverage the industry's most robust, continuously learning knowledge base to create the most accurate, connected customer view possible.

Live/Access

Expand the value of first-party data, deepen customer understanding, and reach new audiences with LiveRamp's dynamic marketplace for buying and selling trusted third-party data and unlimited opportunities for new second-party data collaborations.

Live/Connectivity

Connect data to reach customers wherever they are with RampID – the most durable, privacy-centric identifier for connecting the digital and martech ecosystem. Reach authenticated audiences at scale and deliver personalized experiences everywhere it matters - across browsers, mobile devices, and CTV.

Live/Insights

Fuel innovation with cutting-edge clean room technology, user-friendly controls, leading privacy-enhancing technologies, and groundbreaking capabilities in measurement, analytics, and AI.

Our guiding values

At LiveRamp, we believe in our own exceptionalism. We don't aspire to be good or even great – we endeavor 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 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 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 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 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 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.

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 annually on ESG topics 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 2025 fiscal year, from April 1, 2024 to March 31, 2025.
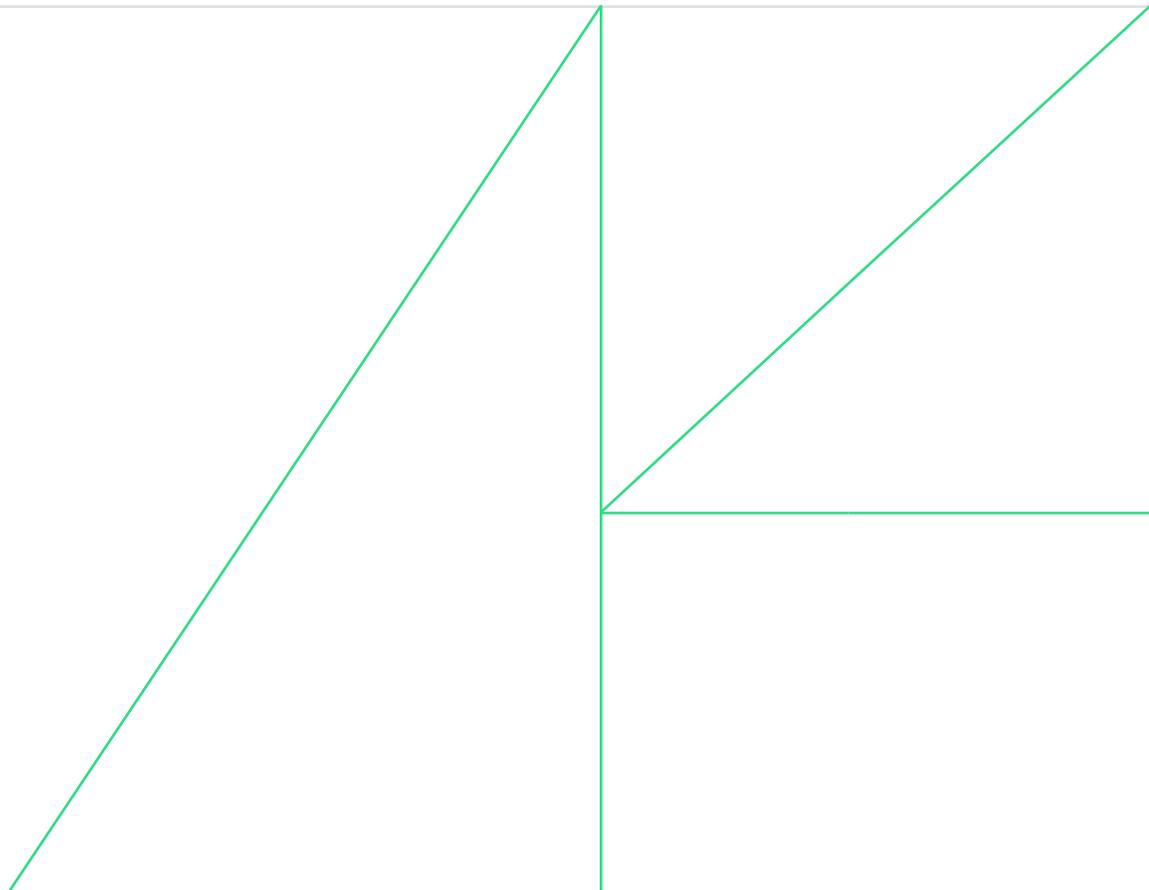
Our customers

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 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 that don't comply with data protection laws and the instructions of our customers and partners.

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 standards for ethical practices. We also have a strong focus on providing transparency and choice to consumers through consumer rights requests – such as opt outs, deletions, and access 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 industry leading best practices to guide our program, which is 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 incident

- Integrating with risk and compliance stakeholders at enterprise and division levels

Training

All employees 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 also subject to our training. Role-specific training, such as HIPAA training for our healthcare workforce and secure development training for our engineering team, is also given. We also conduct incident response tabletop exercises with department leaders.

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 quarterly meetings. There is also a Security Action Committee of executives that meets quarterly to discuss security risks and initiatives.

Continuous monitoring and testing

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.

Data ethics—privacy and security

External audits
In addition to internal audits, LiveRamp undergoes external audits and assessments for security:
- SOC 2 Type II
- ISO 27001, 27017, 27018 (EU)
- Security Maturity Assessment
- 150+ client security assessments per year
- Third-party penetration testing

LiveRamp is also assessed extensively by potential and current clients. In calendar 2024, we had 5 full audits by our clients and completed, to satisfaction, 775 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

Leaning, development and engagement

Recognition

Attracting and retaining talent

LiveRamp employs more than 1,300 people worldwide, enriching our team and customers with a wide range of relevant industry, technical, and linguistic backgrounds.

LiveRamp aspires to make it safe and easy for companies to use data effectively, and needs brilliant people to make it happen. We believe that brilliance exists everywhere and we accept applications from candidates from less-traditional backgrounds and locations, including those without formal higher education credentials. Rather than focus on "pedigree," we are more interested in how people approach problems, how they collaborate with others to reach goals, and how quickly they learn when presented with new information. We strive to make LiveRamp an inclusive, collaborative environment where exceptional talent is nurtured and championed and everyone can bring their full selves to work. Our people solve important problems and work collaboratively with our customers to power their success.

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.

We ensure that our hiring practices support a diverse workforce, specifically in these areas:

Inclusive Hiring Practices

- **Training:** All U.S.-based recruiters, hiring managers, and interviewers are trained on unconscious bias and inclusive interviewing techniques.

- **Diverse Job Posting:** Positions are advertised on a variety of diversity-focused job boards, seeking to attract a wider range of applicants from different backgrounds and experiences.

Structured Recruitment Process

- **Job Descriptions:** The job descriptions are crafted using inclusive, non-gendered language that focuses solely on bona fide role requirements. This practice helps to avoid deterring women and underrepresented talent from applying.

- **Candidate Slate:** Before extending offers, LiveRamp aims to slate more than one candidate at the final stage, ensuring opportunities are given to multiple qualified candidates.

- **Interview Panel Diversity:** Interview panels are composed with diversity in mind to provide varied perspectives during the evaluation process.

Evaluation and Decision-Making

- **Standardized Evaluation Criteria:** The process utilizes standardized scoring rubrics with clear guidelines for each rating. Interviewers are equipped with predetermined elements being evaluated, which discourages subjective assessments based on "fit" criteria.

- **Monitoring and Feedback:** Interviewers are reminded to submit clear, specific, and objective feedback related to a candidate's ability to perform required tasks. This feedback plays a crucial role in making informed hiring decisions.

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 deserve the most comprehensive health, well-being, and financial programs available to be their best self. 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 was launched in FY22 and gives LiveRampers a stipend of $2,500 (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 for U.S.-based employees.

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

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

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

Attracting and retaining talent

In the U.S.:

Flexible PTO enables employees to achieve work/life balance and bring their BEST SELF to work

A hybrid workplace providing employees select opportunities to work from home

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

Best Self Pass gives U.S. LiveRampers the opportunity to be reimbursed up to $1,250 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 program gives employees the opportunity to purchase LiveRamp stock at a 15% discount every six months.

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

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

- Medical, dental, and vision healthcare plan
- Pre-tax flexible spending accounts in the U.S.
- Mental health support
- Health savings account in the U.S.
- Group term life and AD&D insurance
- Voluntary life insurance
- Long-term care/whole life insurance
- Short- and long-term disability plan
- Family and medical leave
- U.S. 401(k) 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
- Non Qualified Deferred Compensation Plan for U.S. Directors and Above
- Monthly subsidy of $75 for commuter and/or parking expenses in the U.S.
- Accident insurance, critical illness insurance, and hospital indemnity insurance
- Breast milk shipping
- Leaves of absence (maternity disability, parental bonding leave, short-term disability, military leave, personal leave, bereavement)

Learning, development and engagement

Learning

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 training includes content like the onRAMP New Hire Experience 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. In FY25, we had 207 new hires complete 1.75 hours of Data Ethics training per person, while 1,089 LiveRampers completed a 1.00 hour long similar refresher course. All told, LiveRampers completed a total of 1,451 hours of Data Ethics training.

We believe that employees own their careers and have the ultimate say in how they choose to develop themselves. Through our Learning Perks program, All full- and part-time, regular employees are eligible for up to $2,500 reimbursement for:

- Conferences
- Trainings
- Courses
- Workshops
- Seminars
- Subscriptions
- Degree Program
- Tuition loan reimbursement*
- Books, supplies, or resources
- Professional development experiences (e.g external coaching)

Learning, development and engagement

In an effort to better ensure that the feedback of our employees is taken into account and acted upon, we introduced a new approach to strengthening our culture and building on the theme of **accountability** at every level of the organization. The aim of this program is to improve on areas where our employee survey results have historically remained flat by focusing on **one area** on which to improve. Accountability cuts across multiple disciplines and supports progress towards our top focus areas: leadership, action-taking, and decision-making.

With the aim to involve employees and create solutions to issues from the bottom up, each business organization has nominated and selected **accountability champions — leaders for this initiative across teams who will help drive accountability within their organizations.** These accountability champions have held focus groups within their business organizations from which thematic issues will be identified and addressed.

Additionally, we've changed our cadence for employee engagement surveys. Instead of the two broader annual surveys that were conducted in the past, we are moving to **short quarterly pulse surveys** (3-4 questions), culminating in a comprehensive **annual survey** (expected to launch in June 2026). We believe the quick, more frequent surveys will allow us to more quickly respond to what we learn and to more adeptly address any employee concerns.

Learning, development and engagement

Development

All employees are expected to participate in an annual career conversation with their manager, as well as a quarterly check-in. 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. In 2024, we introduced the Lattice talent management software platform to improve the employee experience related to performance enablement, to create greater connection between goal setting and employee performance, and to create career-long continuity by memorializing all performance-related conversations and actions.

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 to all employees globally an anonymous people survey annually as well as a shorter "pulse" survey quarterly. We are happy to report that our most recent annual survey had an 81% response rate. We take the feedback seriously so we can address any concerns that employees raise.

We are delighted to share that we scored no less than 88% favorability across:

- Inclusive environment (90%)
- Satisfaction with direct manager (88%)

We are also delighted to share that we scored greater than 87% favorability across LiveRamp in the following categories:

- Respectful treatment (87%)
- Direct manager's leadership skills (87%)

88%+

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

Recognition

Since 2016, LiveRamp has proudly certified as a Great Place to Work every year, an ongoing reflection of our deep commitment to fostering an inclusive, supportive, and high-performing workplace.

LiveRamp has been certified by Fair Pay Workplace (FPW), backed by Syndio, for its effort to create sustainable fair pay in the workplace. FPW certification is based upon a transparent and trusted set of rules and standards of measurement, built by leading independent industry experts across academia, law, and business, to differentiate organizations dedicated to meaningful pay equity. LiveRamp worked with Fair Pay Workplace for review and independent verification of the steps it is taking to achieve true and equal pay across gender, race, and the intersection of gender and race as they relate to equal work.

Culture of belonging

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 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 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 to our culture of 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 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.

Our team and company do not sit apart from society

As part of these efforts, in 2021 we introduced a framework for our culture of belonging:

Workforce

- ✓ Lay the foundation for culture of belonging
- ✓ Enable all LiveRampers to thrive
- ✓ Diversify our workforce and leadership

Product and customers

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

Community

- ✓ Leverage our financial assets to advance culture of belonging
- ✓ Serve the community
- ✓ Inspire the next generation of technology leaders

Culture of belonging /

Workforce

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

If anybody knows about the power of data and how it can inform decisions, it's LiveRamp. Learning this and partnering with other organizations and institutions to make positive changes for inside and outside our four walls was the clear answer for us.

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.

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.

Workforce

Currently, we have six BERGs and one community:

AAPI@LiveRamp

Sauce - LiveRamp's Asian Pacific Islander and Desi American (APIDA) Network. This BERG mixes a variety of people and cultures to create the ultimate sauce.

Equal@LiveRamp

Equal - Our LGBTQ+ community committed to building a welcome and inclusive workplace and championing cultural transformation within LiveRamp.

SOMOS@LiveRamp

SOMOS - Connecting the Latinx community and their allies at LiveRamp.

BADGE@LiveRamp

Badge - Black & Afro-Descendant Group for Empowerment. Uplifting the African American community & beyond.

Multinational Organization Supporting An Inclusive Culture

MOSAIC - Multinational Organisation Supporting An Inclusive Culture. This BERG is for LiveRampers in our European offices to share, celebrate, and educate each other about their cultures, identities, and life experiences.

Women@LiveRamp

Women@ - Fosters a supportive & collaborative environment where all employees can come learn, share best practices & grow an internal community dedicated to ensuring the representation of women.

Tribe - Our Interfaith community focusing on the different ways religion brings people together.

Workforce

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

Women@LiveRamp is a vibrant community that is dedicated to celebrating the diversity of women's experiences and the intersectionality of their identities. In FY25, Women@ continued their 'Women Making A Difference' series focusing on panels within a variety of topics and professions including AI, Engineering, Finance, and Sports. Women@ also continues to build and create community through happy hours, career mobility workshops, and empowerment sessions.

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. In FY25, this group focused on Virtual and in-person community connections celebrating a variety of cultural events like Eid Al Adha, Fete National, Pride, and Oktoberfest.

Mentorship

Our Women@ BERG continues to spearhead an enterprise-wide mentorship program. This mentorship program has a mission to guide up-and-coming LiveRampers, support diverse career paths and knowledge-sharing, and expand their knowledge for professional, personal, and career development. The goals of the program intend to support the growth and development for both mentor and mentee. The mentee can learn valuable knowledge from the mentor's expertise, past mistakes, and competencies to be strengthened in specific areas. Mentees have the opportunity to establish valuable connections with higher level employees. This program allows for a safe space for women to find their purpose, achieve their professional goals, and grow in their role and knowledge.
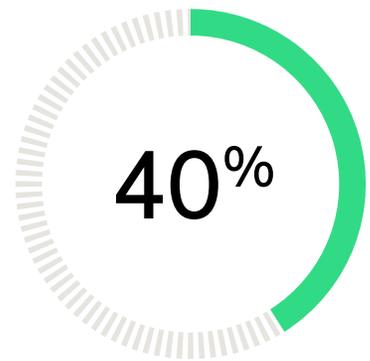
Workforce

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

41%
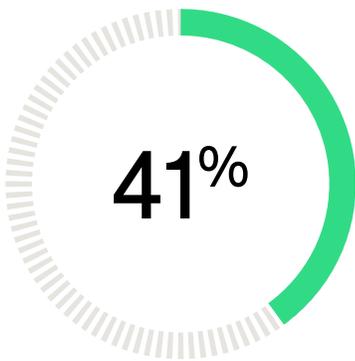
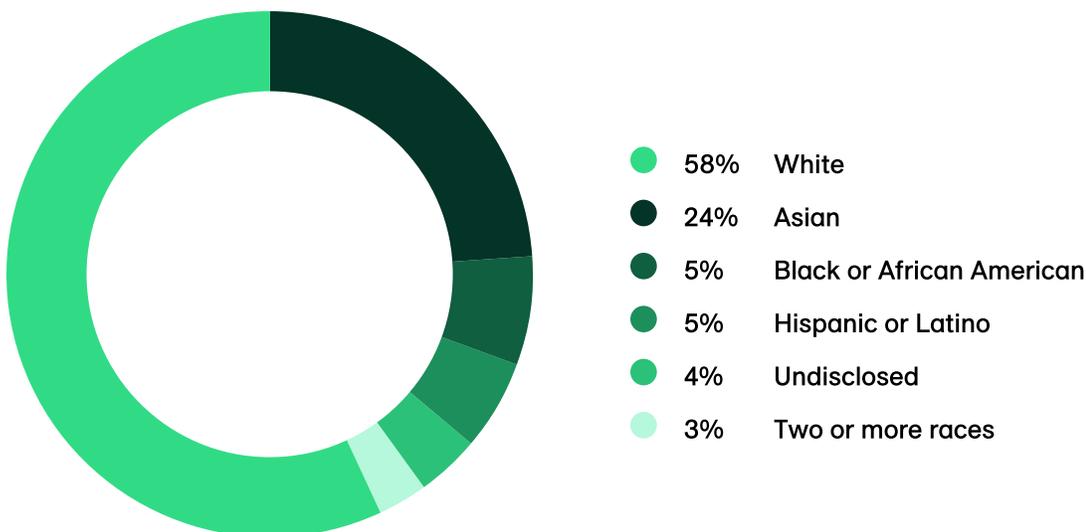41% of LiveRamp's U.S. workforce identifies as female

14%
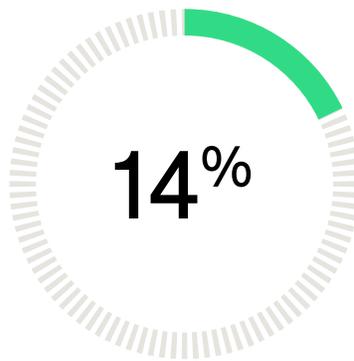
14% of LiveRamp's U.S. workforce identifies as under-represented racial background

40%

40% of LiveRamp's global leaders identify as female

US Team Demographics

- 58% White
- 24% Asian
- 5% Black or African American
- 5% Hispanic or Latino
- 4% Undisclosed
- 3% Two or more races

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, promoted, during annual pay review process, and any other events that may warrant a pay change. It is determined based on role, geography, job family, years of industry-related experience, performance, and tenure. When a discrepancy might be identified, we address it. LiveRamp also uses an independent, third party consultant, Syndio, to conduct an annual pay equity review that analyzes our pay ranges across different job specialties, levels, and locations and ensures that our pay practices align with our philosophy. We continue to enhance our internal processes and metrics to proactively address pay discrepancies and train our managers on how to ensure pay decisions are free from bias. With Syndio's evaluation, our adjusted mean pay gap for women is 99 cents for every dollar earned by men, and the adjusted mean pay gap for people of color is $1.01 for every dollar earned by white employees.

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 belonging 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. Belonging is woven into LiveRamp's product offering - including our identity-based solutions. Some examples of how we have implemented belonging 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.

Product and customers
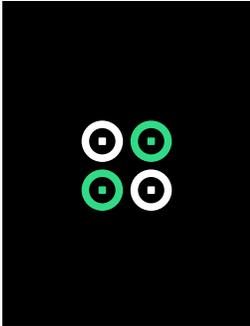
Supplier diversity and inclusion

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 also are a member Western Regional Minority Supplier Development Council (**wrmsdc.org**) the leading local organization promoting minority businesses for west coast headquartered companies.

We are currently working to build out a supplier diversity and inclusion program with requirements both internally and externally. We hope to launch in the near future 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 our culture of belonging 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 FY25, we raised approximately $300,000 for over 349 causes and organizations.

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Cares

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

Environmental sustainability

Overview

Scope 1 and 2 carbon emissions

Overview

We are still at the beginning of our environmental sustainability journey, but have made progress recently with the measurement of scope 1 and 2 carbon emissions, which are disclosed again this year.

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 environmentally-conscious criteria. For example, 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 (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 have a goal of reaching net-zero carbon emission across its operations and value chain 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 started measuring and disclosing our scope 1 and 2 carbon emissions last year, but we recognize there is more work to be done. We look forward to sharing new initiatives in the future, such as disclosing additional KPIs, updating our policies and setting science-based targets.

As our journey progresses, we are committed to transparency regarding our environmental sustainability through public disclosures and via our website.

Scope 1 and 2 carbon emissions

Energy emissions by scope (% tCO2e)

435 tCO2e
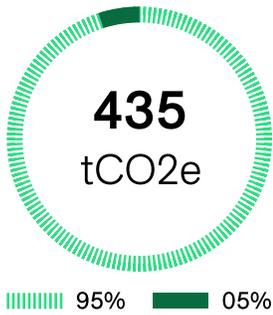
	LiveRamp Inc tCO2e	Per employee tCO2e/employee
🟩 Scope 1	21tCO2e	< 0.1t/employee
🟩 Scope 2	414tCO2e	0.3t/employee

GHG Protocol Emission Categories Included:

Scope 1: Emission Category 1.4 - Fugitive Emissions

Scope 2: Emission Category 2.1 - Electricity-related indirect emissions

|||||| 95%   ▬▬ 05%

Focus on Scope 1

Energy emissions by sub-category (% tCO2e)

21 tCO2e 100%

Refrigerant leaks (air conditioners)
2% of total

What is included in this category?
CO2 emissions from intentional or unintentional releases during the use of refrigeration and air conditioning equipment.

Focus on Scope 2

Energy emissions by sub-category (% tCO2e)

414 tCO2e 100%

Electricity | Scope 2
44% of total

What is included in this category?
CO2 emissions from the generation of purchased electricity that is consumed in its owned or controlled equipment or operations.

Methodology

1. Emissions calculated using activity data, by multiplying a quantity by an emission factor.

2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.6, eGRID 2022, Greenly 1.0, IEA 2023, IEA 2024

3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

How we operate

Ethics and compliance

Why sustainability matters

Ethics and compliance

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 can be found in relevant policies and in the Employee Handbook, which each LiveRamper 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.

Ethics and compliance

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 a complaint.

The independent ethics hotline reports are automatically directed to the Chief Ethics and Legal Officer, the head of Risk and Internal Audit, and the 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.

The internal reporting tool, which can be used anonymously, sends a report automatically to the HR Legal team for review.

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.

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