

## EVERYDAY HEALTH, INC.

### OPEN DOOR POLICY FOR REPORTING COMPLAINTS REGARDING ACCOUNTING AND AUDITING MATTERS

#### STATEMENT OF POLICY

Everyday Health, Inc. (the “*Company*”) is committed to providing a workplace conducive to open discussion of our business practices and is committed to complying with the laws and regulations to which we are subject. Accordingly, the Company will not tolerate conduct that is in violation of such laws and regulations. In accordance with the provisions of this Open Door Policy for Reporting Complaints Regarding Accounting and Auditing Matters (this “*Policy*”), each Company employee, including employees of our subsidiaries, is encouraged to promptly report a good faith complaint regarding accounting or auditing matters. Employees who file reports or provide information without a good faith, reasonable belief in the truth and accuracy of such information are not protected by this Policy and are subject to disciplinary action. Any other third party, such as vendors, customers, stockholders or competitors also may report, under the procedures provided in this Policy, a good faith complaint regarding accounting or auditing matters. To facilitate the reporting of complaints regarding accounting or auditing matters, the Audit Committee of our Board of Directors (the “*Audit Committee*”) has established procedures for (i) the receipt, retention and treatment of complaints regarding accounting, internal accounting controls, or auditing matters (“*Accounting Matters*”) and (ii) the confidential, anonymous submission by Company employees of concerns regarding questionable accounting or auditing matters. This Policy is a supplement to the Code of Business Conduct and Ethics (the “*Code*”) and should be read in conjunction with the Code.

#### Scope of Matters Covered by Policy

This Policy covers complaints relating to Accounting Matters, including, without limitation, the following types of conduct:

- fraud, deliberate error or gross negligence or recklessness in the preparation, evaluation, review or audit of any financial statements of the Company;
- fraud, deliberate error or gross negligence or recklessness in the recording and maintaining of financial records of the Company;
- deficiencies in, or noncompliance with, the Company’s internal accounting controls;
- misrepresentations or false statements to management, regulators, the Company’s outside independent auditors or others by a senior officer, accountant or other employee regarding a matter contained in the financial records, financial reports or audit reports of the Company; or

- deviation from full and fair reporting of the Company's results or financial condition.

## **POLICY OF NON-RETALIATION**

It is the Company's policy to comply with all applicable laws that protect our employees (including the employees of our subsidiaries) against unlawful discrimination or retaliation by us or our agents as a result of their lawfully reporting information regarding, or their participation in, investigations involving Accounting Matters. If any employee believes he or she has been subjected to any harassment, threat, demotion, discharge, discrimination or retaliation by the Company or its agents for reporting complaints regarding Accounting Matters in accordance with this Policy, he or she may file a complaint with our Compliance Officer or Human Resources Manager. If it is determined that an employee has experienced an improper employment action in violation of this Policy, then we will endeavor to take prompt, appropriate corrective action.

## **COMPLIANCE OFFICER**

The Audit Committee has appointed a Compliance Officer who is responsible for administering this Policy. Our Compliance Officer is Alan Shapiro, the Company's General Counsel, who may be reached at (646) 728-9715 or [ashapiro@everydayhealthinc.com](mailto:ashapiro@everydayhealthinc.com). The Compliance Officer is responsible for receiving and reviewing and then investigating (under the direction and oversight of the Audit Committee) complaints under this Policy. If an employee has a complaint regarding an Accounting Matter, he or she should report such matter to the Compliance Officer. If the suspected violation involves the Compliance Officer, the employee should instead report the suspected violation to the Chairman of the Company's Audit Committee.

## **PROCEDURE FOR ANONYMOUS REPORTING OF COMPLAINTS**

We have also established a procedure under which employee complaints regarding Accounting Matters may be reported anonymously. Employees may anonymously report these concerns by (i) calling our compliance hotline at (888) 331-6518; (ii) submitting the complaint via [everydayhealth.ethicspoint.com](http://everydayhealth.ethicspoint.com); or (iii) delivering the complaint via regular mail to the Compliance Officer at 345 Hudson Street, 16th Floor, New York, NY 10014. The complaint procedure is specifically designed so that employees have a mechanism that allows the employee to bypass a supervisor he or she believes is engaged in prohibited conduct under this Policy. Anonymous reports should be factual, instead of speculative or conclusory, and should contain as much specific information as possible to allow the Compliance Officer and other persons investigating the report to adequately assess the nature, extent and urgency of the investigation.

## **PROCEDURES FOR RECEIVING AND INVESTIGATING COMPLAINTS**

Upon receipt of a complaint, the Compliance Officer will determine whether the information alleged in the complaint pertains to an Accounting Matter. Complaints that do not

pertain to an Accounting Matter will be addressed by the Compliance Officer or other appropriate person designated by the Compliance Officer. The Audit Committee shall be notified promptly of all complaints determined to pertain to an Accounting Matter and shall determine the planned course of action with respect to the complaint, including determining that an adequate basis exists for commencing an investigation. The Compliance Officer will then appoint one or more internal and/or external investigators to promptly and fully investigate each viable claim under the direction and oversight of the Audit Committee or such other persons or committees of the Board of Directors as the Audit Committee determines to be appropriate under the circumstances. The Compliance Officer will confidentially inform the reporting person (if his or her identity is known) that the complaint has been received and provide him or her with the name of, and contact information for, the investigator assigned to the claim.

Confidentiality of the employee submitting the complaint will be maintained to the fullest extent possible, consistent with the need to conduct an adequate investigation. In the course of any investigation, the Company may find it necessary to share information with others on a “need to know” basis. If the investigation confirms that a violation has occurred, the Company will promptly take appropriate corrective action with respect to the persons involved, including discipline up to and including termination, and, in appropriate circumstances, referral to governmental authorities, and will also take appropriate steps to correct and remedy any violation.

#### **RETENTION OF COMPLAINTS**

The Compliance Officer will maintain a log of all complaints, tracking their receipt, investigation and resolution, and shall prepare a periodic summary report thereof for each member of the Audit Committee. Each member of the Audit Committee and, at the discretion of the Compliance Officer, other personnel involved in the investigation of complaints, shall have access to the log. Copies of the log and all documents obtained or created in connection with any investigation will be maintained by the Compliance Officer, as reasonably necessary and in compliance with any established document retention policy.