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Differences make us stronger. They enable us to have a more expansive view and understanding of the communities we serve. They allow for breakthroughs and innovation. They empower us to be adaptable to change.

J2 Global unequivocally embraces the business and societal imperative to have a diverse and inclusive organization. It has been a fundamental priority, and this Diversity Report demonstrates some of the progress we’ve made and the important work that still needs to be done. We need to be responsible for our own workforce and leadership diversity and leverage our power and platforms to educate and influence our audiences and partners around the world.

We need to be impatient, force action and be unwilling to compromise in our pursuit of diversity, equity and inclusion.

Vivek Shah
Chief Executive Officer
Diversity, equity and inclusion matter to us at J2 Global, and we believe that “Doing is Greater Than Talking.”

We are taking actions today to build and sustain a global employee population that mirrors the diverse communities we serve around the world.
As a media and technology organization that provides digital tools and information to millions worldwide, it’s imperative that our values and organization reflect the diversity of our users. We are committed to:

**Developing a diverse workforce.**
Inclusion and representation are core tenets in how we operate and how we hire. We are actively working to expand the diversity of our workforce.

**Countering lingering effects of prior bias.**
We will examine our practices and processes to ensure that they are in line with our values.

Discrimination and systemic racism have produced profound inequities in economic opportunities. We will seek to counter these forces to create opportunities for all.

**Building an environment in which all feel welcome.**
We will use all tools at our disposal to provide equity, access and opportunity at all levels of the company.

**Being transparent.**
We believe that providing data, tracking our progress and holding ourselves accountable are essential to achieving our goals. We will examine and publish our diversity statistics every year.

While this report is focused on our workforce, our efforts are not limited to our employees. As described in the Education & Philanthropy section, we will continue to champion diversity, equity and inclusion both within and beyond our organization.
Where We Are Now

While we’re proud of the progress we’ve made to date, we recognize that we have a long way to go. The data presented here reflects our progress on diversity and inclusion among our U.S. workforce, which represents the majority of our global employee base. We will expand future versions of this report to include our entire global workforce.

We’ve opted to present ethnic and racial identity and gender identity as the measures of diversity in this report. We recognize that there are many more facets of diversity that are important to us and to our employees. We will expand on the measures of diversity as we present future reports.

Key Statistics Across J2 U.S.

38% of all new hires in the last 18 months are people of color

44% of all new hires in the last 18 months are women

31% of all senior leadership* roles are held by women

22% of all management** roles are held by people of color

*Senior leadership is defined as employees with the title of director or above who are 2 reporting lines from Corporate Leadership.

**Management roles are defined as those that have one or more employees reporting to them.
Workforce Representation

The data below represents the J2 U.S. workforce as of July 2020. Ethnicity reflects the EEO-1 categories required by U.S. government reports, which we recognize are not perfect. We have not included non-binary segmentation in this first report due to technical limitations of our current system. J2 will be adding more granular self-identification options for gender identity and expression with the next release of this data.

Race Representation at J2 U.S.

“"I am filled with pride to be part of an organization that addresses inequality and injustice. I can’t express enough how meaningful and how powerful it is for many of us to see the actions taken to implement change. It takes a great leadership to take a stance to create change.”"

Cheryl Daniel
Sr. Inside Sales Rep, Campaigner
J2 U.S. Employees’ Race & Ethnicity Representation

- **White**: 38% Men, 28% Women
- **Asian**: 9% Men, 7% Women
- **Hispanic/Latino**: 6% Men, 5% Women
- **Black**: 3% Men, 2% Women
- **Native Hawaiian & Other Pacific Islander**: 1% Men, 0% Women
- **Native American**: <1% Men, <1% Women
- **Two or More Races**: 2% Men, 1% Women

Percentages in the graphs may not equal 100% due to rounding.
J2 U.S. Employees’ Race & Ethnicity Representation by Gender

J2 U.S. Male Population by Race/Ethnicity
- 64% White
- 15% Asian
- 11% Hispanic/Latino
- 3% Two or More Races
- 1% Native Hawaiian & Other Pacific Islander
- 6% Black

J2 U.S. Female Population by Race/Ethnicity
- 67% White
- 16% Asian
- 11% Hispanic/Latino
- 4% Two or More Races
- <1% Native Hawaiian & Other Pacific Islander
- 2% Black

Percentages in the graphs may not equal 100% due to rounding.
J2 U.S. Gender Representation

Among J2 employees in the U.S., 41% identify as Female and 59% as Male. That ratio is the same among managers.
Managers are defined as those employees who have one or more employees reporting to them.

### J2 U.S. Management Representation

#### Management Breakdown

- **Individual Contributor**: 75%
- **Management**: 25%

### Management by Race/Ethnicity

- **White**: 78%
- **Asian**: 14%
- **Hispanic/Latino**: 4%
- **Black**: 1%
- **Native Hawaiian & Other Pacific Islander**: 1%
- **Native American/American Indian**: 0%
- **Two or More Races**: 2%
Hiring & Inclusivity

We analyzed how our hiring has evolved by comparing new hires over the last 18 months to employees as of January 2019.

The J2 Global workforce continues to become more representative as we hire new employees. Across all ethnic and racial backgrounds, J2 shows an increasing percentage of diverse hires over the last 18 months.

We are committed to improving on this going forward.

Over the last 18 months, 38% of new hires have been people of color while 33% of employees in January 2019 were people of color.

As a demonstration of our commitment, we have doubled the referral bonus in our U.S. Employee Referral Program when we hire a person of color referred by an employee.
J2 continues to make strides toward equal representation across genders. Employees who identify as women make up a higher percentage of the new hires over the last 18 months when compared to our current percentage of female employees.

Employee Gender as of January 2019 vs. New Hires from January 2019 – July 2020

- Women: 40% (Employees as of January 2019) vs. 44% (New Hires January 2019 – July 2020)
- Men: 60% (Employees as of January 2019) vs. 56% (New Hires January 2019 – July 2020)
Senior Leadership

Women in Senior Leadership Roles

- 20% Women of Color
- 80% White Women

Men in Senior Leadership Roles

- 15% Men of Color
- 85% White Men

Senior leadership is defined as employees with the title of director or above who are 2 reporting lines from Corporate Leadership.

Twenty percent of female-identifying employees in senior leadership roles at J2 are women of color. Fifteen percent of male-identifying employees in senior leadership roles are men of color.
### Senior Leadership Breakdown by Gender and Race

#### Women in Senior Leadership

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<tr>
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<tr>
<td>Asian</td>
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<tr>
<td>Hispanic/Latino</td>
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<tr>
<td>Native Hawaiian &amp; Other Pacific Islander</td>
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#### Men in Senior Leadership

<table>
<thead>
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<th>Race</th>
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<tr>
<td>White</td>
<td>85%</td>
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<tr>
<td>Asian</td>
<td>11%</td>
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<tr>
<td>Black</td>
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<td>Hispanic/Latino</td>
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<td>Native Hawaiian &amp; Other Pacific Islander</td>
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“Here, again after our recent COVID fundraising efforts, is concrete action, a commitment to contribute to positive change... J2’s commitment to driving meaningful change is important, life-affirming and resonates with crucial societal values.”

Geoff Inns  
EVP Global Revenue Ops & Managing Director–International, Ziff Davis
Diversity of New Senior Leadership Hires

We looked at new hires in senior leadership roles. Over the last 18 months, J2 has hired increasingly diverse employees into senior leadership roles when compared with existing employees in senior leadership roles as of January 2019.

“Keep setting the bar higher for other employers. Make people want better jobs, I am so proud to call J2 home.”

Breanne Farris
Scientific Affairs Manager, Prime® Education
Corporate Leadership & Board

We monitor the gender and racial/ethnic diversity of our nine-member corporate leadership team. Among them, women currently hold 22 percent of roles, and racially/ethnically diverse leaders also hold 22 percent of roles (including our CEO).

At the Board level, J2 Global has eight directors, of whom one is a woman and one is a person of color. Our Board recognizes the importance of diversity, in its ability to perform its fiduciary duties and best represent shareholders’ interests. The Board uses diversity as an important criteria when selecting new board members.
Education & Philanthropy

As part of our commitment to diversity, inclusion and equity, J2 Global and its businesses stand against systemic racism and continue to take action, contribute and donate our expertise and services to drive meaningful change both within and beyond our organization. To combat racism in the wider world, J2 and its businesses have committed to the below actions.

Raising our audiences' awareness of systemic racism and actions they can take to stop it.

J2 Global properties reach more than 180 million people a year. Because Black lives matter, J2 is donating $5 million worth of advertising across its media properties to promote messages from the NAACP, The Ad Council and other organizations that support the Black community.

Financial support for charities working to combat racism.

- The **Humble Bundle** community raised nearly $4.4 million, with over 130,000 Fight for Racial Justice Bundles sold, for organizations including the NAACP Legal Defense Fund, Race Forward and The Bail Project.
- **IGN** used its platform to raise money for charity in support of The Bail Project during its Summer of Gaming virtual event.
Supporting Black-owned businesses.
Humble Bundle has launched the Black Game Developer Fund, a $1 million annual program focused on supporting Black game developers, helping publish games with funding, production and marketing support via Humble’s publishing label, Humble Games.

Increasing the voice of people of color on our sites.
$1 million of the annual freelance editorial budgets across J2’s media properties are now earmarked for people of color.

“I have goosebumps knowing I get to be part of a team that uses their platform to speak out and take action for what is good and right.”

Krista McCourt
Creative Services Manager, Health eCareers

Using our content and technology platforms to fight racism.

- Launched this year, Ookla For Good contributes Ookla’s data, insights and expertise to research institutions, humanitarian nonprofits, NGOs and local governments to help improve lives through more reliable internet access.
- Ziff Media Group launched AMPLIFY across its properties, with content focused on racial equality, spotlighting Black-owned businesses, and providing resources in support of Black Lives Matter and racial justice. Learn more at: Mashable, AskMen, PCMag and Offers.com.
- Everyday Health launched the Black Health Facts resource center, an ongoing virtual conversation between its audience and editorial team about recognizing and overcoming racial barriers to health and wellness in the U.S.
- For its 6th-annual #BumpDay, What to Expect launched a social media advocacy campaign to raise awareness of the need for better, more accessible maternal healthcare in the U.S. and around the world. This year’s coverage focuses on women who feel the greatest impact from U.S. maternal healthcare disparities — Black and American Indian moms — and explores how the coronavirus pandemic is worsening maternal outcomes for these underserved populations.
What’s Next

We want J2 Global to represent the entire United States, not a subset of the United States. This report provides a baseline of data from which we will continue to grow and improve in closing representation gaps within our population. In the coming months and years, we will hold ourselves accountable for more representative data and a maturing Diversity, Equity and Inclusion program to support our entire organization.

“Civil rights activism is a great deal for me and I’m really happy to see that our company cares as much as I do.”

Emilio Faria
Software Engineer, Ookla
In the spirit of “Doing is Greater than Talking,” here are the actions that we are taking to support diversity, equality, inclusion and opportunity:

**Next Steps**
- Oversight matters: J2 Global’s Board has prioritized diversity, equality and inclusion in its activities and future board composition.
- Formulation of the J2 Diversity Council, a cross-functional employee group to advise J2 on new programs and initiatives to drive recruiting and advancement of women and people of color.
- Reporting annually on demographics, adding more reporting internally to measure promotions, raises, etc. in various populations, and allowing voluntary self-selection for LGBTQ+.
- Launching additional employee resource groups.

**Employee Education**
- Engaging a consultant to develop deeper training for employees, especially around anti-racism and allyship.
- Creating specific, inclusive communication and educational resources in support of mental health and addressing stigma with the help of representation from minority groups.

**Hiring Initiatives**
- Building out initiatives to proactively diversify our talent pipeline.
- Adding conscious inclusion practices to recruiting and interview processes.
- Training all hiring managers on anti-bias interviewing techniques.
- Launching a 2021 internship program to attract diverse candidates, maintain an inclusive workforce and secure diversity for the long term within the organization.
- Doubling the referral bonus in our U.S. Employee Referral Program paid to employees when we hire a person of color they recommend.

**Communication & Partnerships**
- Create a dedicated channel for active listening and employee feedback on diversity issues.
- Create a channel for news and updates on diversity strategy and initiatives.
- Develop regular, ongoing relationships with external partner organizations.