



ON24

2022

Sustainability  
Report

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# About ON24

ON24 is on a mission to re-imagine how companies engage, understand and build relationships with their audience in a digital world. Through our leading sales and marketing platform for digital engagement, businesses use our portfolio of webinar, virtual event, and content experiences to drive engagement and generate first-party data, delivering revenue growth across the enterprise – from demand generation to customer success to partner enablement.

ON24 powers digital engagement for industry-leading customers worldwide, including 3 of the 5 largest global technology companies, 3 of the 6 largest US banks, 3 of the 5 largest global healthcare companies, and 3 of the 5 largest global industrial manufacturers, enabling organizations to reach millions of professionals a month for billions of engagement minutes per year with all the first-party data being captured, generated and integrated from one place.

ON24 is headquartered in San Francisco with global offices in North America, EMEA, and APAC.

**\$152.6**

Million, 2022 revenue

**640**

Employees

**1,990**

Global customer base

**200K+**

Digital experiences / Year<sup>(5)</sup>

**2B+**

Engagement minutes/ Year<sup>(5)</sup>

**~40M**

Attendees / Year<sup>(5)</sup>

## Our vision

- **Impact matters:** We are dedicated to making sustainable and equitable choices that leave an impact we can be proud of. ON24 technologies help reduce the need for people to travel to in-person conferences and physical customer locations to conduct their business.
- **Sustainability:** We aim to minimize our environmental footprint by operating in energy efficient offices, purchasing energy efficient equipment, and partnering with suppliers that share our commitment to sustainable practices.
- **Social impact:** We value building a diverse team and fostering an inclusive culture. Respecting human rights is a fundamental value of ON24.
- **Responsible governance:** We are committed to ethical business practices and good corporate governance for the long-term success of our company and investors.

## Our core values

We believe our technology, people and culture are a key differentiator and competitive advantage. Making ON24 an organization in which we all want to work will allow us to continue to attract top talent, innovate, and deliver excellence to our customers. We do this by providing competitive compensation and benefits as well as opportunities for professional growth, challenging work, and fun in the workplace. We encourage our team members to share their feedback on what we can do better. Our culture is focused on customer success with a core belief that every ON24 team member has a customer, either internal or external. We also seek to promote an environment of candor, mutual respect, teamwork, innovation, humility, and giving back to the communities where we have employees, customers, and partners.

# Our approach to sustainability

We are dedicated to making sustainable and equitable choices that leave an impact that we can be proud of. Our technologies help reduce the need for people to travel to in-person conferences and physical customer locations to conduct their business.

We are committed to fostering a sustainable business that benefits our customers, employees, investors, and communities. We are guided in our decision-making and in our disclosures by our stakeholders and third-party frameworks, including the Sustainability Accounting Standards Board (SASB) Software & IT Services standard.

Our executive team has leadership responsibility for setting our environmental, social, and governance-related strategy and goals. Operational responsibility resides with different function leads, such as our VP of Global HR & Facilities for our human capital and diversity program and our Chief Technology Officer for data security. Our internal Environmental Working Group, which includes senior managers from various departments, assesses and monitors our environmental goals and impacts.

## **About this report**

This report highlights our commitment to sustainability and provides information on our programs, policies, oversight, governance, and performance around the issues material to our company and our stakeholders. Unless otherwise specifically stated, this report covers ON24's performance and disclosures in the fiscal year ending December 31, 2022.

This report was prepared using guidance from the Task Force on Climate-Related Financial Disclosure (TCFD) and Sustainability Accounting Standards Board's (SASB) Technology & Communications – Software & IT Services sector Standard.

# Product impact

ON24 brings people together virtually, allowing companies to reduce business travel and subsequent carbon emissions.

Our platform enables our clients to easily create, scale, and personalize engaging webinars, virtual events, and multimedia content experiences without the need to leave their homes.



# Our people

## Diversity, equity, and inclusion

Diversity, equity, and inclusion (DEI) are integral to ON24's mission. At ON24, we are committed to creating an inclusive environment for all our employees. We strive to build a team of talented and collaborative employees who bring a diversity of backgrounds, skills, and experiences to the organization. This diversity makes us more creative, innovative, and customer-centric. Perhaps even more importantly, we must also have an inclusive workplace where everyone feels welcome to express their ideas to truly realize the benefit of this diversity.

ON24 is an Equal Opportunity Employer and does not discriminate on the basis of actual or perceived race (including hair texture and protective hair styles), color, national origin, ethnicity, ancestry, sex (which includes pregnancy; childbirth; breastfeeding; and medical conditions related to pregnancy, childbirth, or breastfeeding), gender, gender identity and gender expression, religion, religious creed, disability (mental or physical) including HIV and AIDS, medical condition (cancer and genetic characteristics), genetic information, age (40 and over), marital status (including registered domestic partnership status), sexual orientation, military or veteran status, denial of family and medical care leave, or any other characteristic protected by federal, state, or local law. Our management team is committed to this approach and equitable treatment in all aspects of employment, including with respect to recruitment, hiring, placement, opportunities, promotion, transfer, training, compensation, benefits, and employee activities

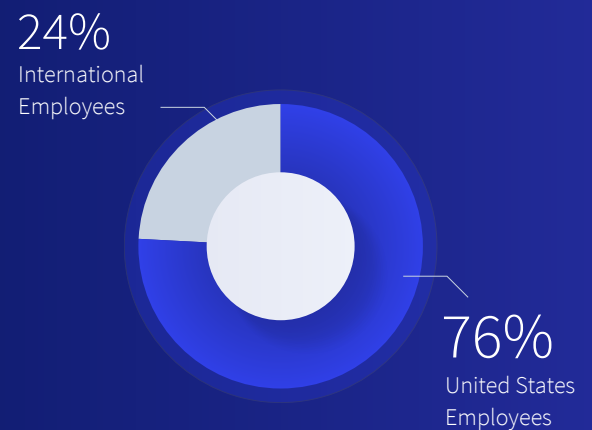
## Recruitment, training & engagement

We are always looking for talented, passionate people who share our vision of helping businesses make engagement more human and actionable.

We have a talent recruitment plan that considers the needs of each department. All positions are considered by the respective department heads and receive final approval from our Financial Planning and Analysis team. This process is reviewed internally at least quarterly.

Training offered to our employees is decentralized at the department level to best suit the needs of the individual employee and respective department. Regulatory and compliance training is centralized and organized by our respective Legal, Human Resources, and Information Security departments. To support our employees' development, we undertake annual reviews that assess performance.

For any grievances, we have a formal process as described in our employee handbook.



# Employee benefits

ON24 strives to create an environment for all employees to do their best work. We provide benefits designed to meet the evolving needs of our employees – tailored for each location. We strive to provide a work-life balance model for our employees. Examples of some of these benefits include:



## Flexible and remote work arrangements

ON24 prides itself on being a digital-first company. Most ON24 employees have the option to request where they work, subject to corporate and operational requirements.

## Employee stock purchase plan and equity incentive plan

ON24 offers an Employee Stock Purchase Plan (ESPP) to all full-time employees, subject to terms and conditions, in addition to an Equity Incentive Plan (EIP).

## Pension

ON24 offers employees the option to participate in a pension plan.

## Time off policies

ON24 offers paid company holidays, wellness days, and a flexible PTO policy.

## Healthcare

ON24 offers healthcare programs.

## Parental leave

ON24 offers paid parental leave to employees.

## Commuter benefits

ON24 allows US employees to set aside pre-tax dollars for qualified commuter expenses incurred during the plan year.

## Employee assistance programs

ON24 employees can receive emotional support, financial counseling, and legal guidance through our Employee Assistance Program (EAP).

# Employee experience

ON24 uses our intranet as our primary channel to keep employees informed about what's happening at our offices around the globe. We also communicate through regular all-hands company meetings and monthly HR newsletters.

At ON24, we appreciate our employees and want them to know it. Our Above & Beyond Award program enables our employees to acknowledge their colleagues for outstanding service.



# Our environment

We are committed to operating efficiently, sustainably, and responsibly, as laid out in our [Environmental Policy](#), which outlines our commitments to further environmental and sustainability efforts, inside and outside our company. We continuously seek to minimize the environmental impact of operating our offices through emissions reductions, energy savings, waste reduction, and water conservation efforts in partnership with building management. In all our global offices, we actively promote recycling and composting. Our CEO and internal Environmental Working Group, which includes senior managers from various departments, assess and monitor our environmental goals and impacts annually.

As we do with our customers, we encourage virtual interactions and eliminate unnecessary business travel, when possible, to reduce our environmental impact. ON24 aspires to comply with, and where applicable, exceed all guidelines and regulations.

## Data center & infrastructure

We've chosen to partner with Google and Microsoft Azure as our cloud service platform providers because their commitments to sustainability will ultimately help us further reduce our carbon footprint. Google became the first major company to be carbon neutral and was the first company to achieve 100% renewable energy. They have [pledged to](#) run on carbon-free energy at all their data centers by 2030. Microsoft Azure has [committed to](#) use 100% renewable energy by 2025, be water positive by 2030, and obtain a zero-waste certification by 2030.

We've also chosen to utilize data centers that share our goal of minimizing our impact on the environment. Our EU-based

data center uses 100% renewable energy, and one of our U.S.-based data centers is in a LEED Gold rated building, using 53% renewable energy and 87% carbon-free energy.

We use energy-efficient IT equipment and prefer to invest in products that carry reputable certifications or labels such as Energy Star. We also responsibly dispose of our IT equipment through providers who have R2, e-Stewards, or other recognized certifications for environmentally sound electronic waste disposal.

As per the guideline set by the Basel Convention, we do not ship any e-waste to foreign countries. Additionally, we do not generally produce hazardous waste in operations except for e-waste.

## Offices & sustainable sourcing

ON24 aims to lease office space with high environmental standards. Our company headquarters in San Francisco at [50 Beale Street](#) is LEED Platinum rated. Our office space at [210 Pentonville Road](#) in London has an EPC energy rating of A. Our office space in Sydney at [309 Kent Street](#) achieved a 5.5-star NABERS energy rating and a 5.0-star NABERS water rating.

As we do not operate our own data centers, our direct energy and water use and related emissions are from our office-based operations. For our San Francisco headquarters, which represents approximately 60% of our office footprint by area in 2022, we monitor our natural gas, electricity, and water usage. Additionally, for our next two largest offices by size, representing approximately 32% of our square footage, Charlotte and London, we monitor our electricity usage.

We are reducing business waste by removing our reliance on paper and other single-use products in our premises and by choosing sustainable office supplies—such as those with certifications from the Forest Stewardship Council or the Staples Eco-IDTM—wherever possible.

We have eliminated single-use plastic cups and utensils from ON24’s offices and instead offer access to compostable and reusable kitchen supplies. Just as importantly, we are encouraging our teams to recycle paper, glass, hard plastic, aluminum, tin cans, and cardboard and to reject plastic bottles in favor of refills from our on-site water coolers.

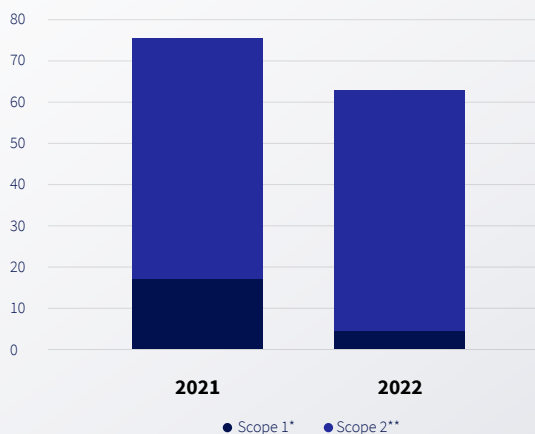
### Travel & events

Our employees live and work around the globe. For employees that choose to work in an office, they can take advantage of ON24’s Commuter Benefit Plan, which makes taking public transportation to work the more attractive and cost-effective option.

All of our offices are located near key stations and public transportation hubs, and many of our offices provide end-of-trip amenities like secure bike storage, showers, and locker rooms.

We work hard to keep events more sustainable by conserving resources, reducing waste, and encouraging our attendees to do the same. Employees are encouraged to reduce nonessential business travel through the use of technologies such as video conferencing.

### CO2 Emissions (metric tons)



### Metrics and targets

We monitor our energy usage and related carbon emissions at our largest offices (we do not operate data centers). We do not currently have any carbon goals. Our London office is supplied by 100% renewable energy.

#### Energy use (kwh)

	2021***	2022
Natural gas*	92,072	21,437
Electricity**	313,475	330,423
Total	405,347	351,860

#### CO<sub>2</sub> emissions (metric tons)

	2021	2022
Scope 1*	17	4
Scope 2 - Market-based**	57	58
Total	73	62

Note: \*Natural gas usage is only available for our San Francisco HQ, and our London office does not use natural gas, which represents 71% of our office footprint by square feet.

\*\*Electricity usage is available for our San Francisco, Charlotte, and London offices, 92% of our office footprint by square feet.

\*\*\* Electricity usage and emissions data updated to reflect enhanced reporting from our landlords.

# Our integrity

We are committed to ethical business practices and good corporate governance for the long-term success of our company and stakeholders.

Our Compliance Team, composed of our heads of Legal, Human Resources, and Finance, has responsibility for our business ethics programs and compliance. Our Board of Directors maintains oversight via its Audit Committee.

All employees, at hire and on an annual basis, are presented with our **Code of Business Conduct & Ethics** (Code) and are expected to internalize it and affirmatively indicate their acknowledgement of its importance. We deliver annual training on the Code and on additional topics including insider trading, security awareness, privacy and data protection, and anti-corruption as well as bi-annual training on harassment prevention.

ON24 is committed to conducting business in an ethical and honest manner and implementing and enforcing policies and procedures to prevent bribery and corruption. For more information, please see our **Anti-Bribery & Anti-Corruption Policy**.

ON24 maintains a globally accessible whistleblower hotline through which anyone can anonymously report any concerns they may have about misdeeds or ethical issues. The telephone hotline is available in local languages and can be accessed in English or Japanese in our Code. Discrimination, retaliation, or harassment of any kind is strictly prohibited. Any issues raised are logged in our compliance database

where they are assessed, assigned for investigation, and tracked until resolved.

## Privacy & data protection

At ON24, privacy and data protection are top priorities. The data we process from our clients is focused on business-related information such as a person's workplace, job title, and email – the kind of information you would find on a business card, email signature block, or company webpage. We do not process sensitive personal information or special categories of data from our clients.

ON24 takes comprehensive technical and security measures to protect its infrastructure, network, and applications. While for obvious reasons the precise nature of our technical and security measures is confidential, a brief outline of our commitment to security of personal data is found in our **Online Privacy Policy** and **Platform Privacy Policy**.

Our team of legal and information security professionals is tasked with maintaining compliance with policies, processing opt-outs, supporting clients, and monitoring emerging legislation locally, nationally, and internationally. Our General Counsel and Senior Privacy & Commercial Counsel, EMEA provide oversight for privacy and data protection matters on a worldwide basis, and our Chief Information Officer and Director of Information Security provide oversight for data security matters for all our operations.

We have a multitude of layered controls in place to maintain confidentiality, integrity, and availability of systems, data, and services based on the COSO framework. We have High Availability architecture with redundancy designed into each service layer, and we use enterprise-grade DDoS protection. We work with independent third-party auditors to perform SOC 2 Type II audits and external annual penetration testing against the ON24 platform. Our facilities are connected to multiple diverse Tier 1 internet backbones for redundancy.

An integral part of data protection also requires building and fostering a culture of security and privacy awareness. All ON24 employees and contractors with access to our systems are required to agree to security policies to obtain access to ON24's systems and must take part in privacy and data protection and security awareness training during onboarding and on an annual basis thereafter.

We are committed to helping our customers comply with the GDPR, the CCPA and CPRA, and other applicable privacy and data protection laws.

### Human rights & supply chain

We are committed to engaging in business practices to combat slavery and human trafficking, and we are committed to ensuring transparency within our business. For more information on ON24's commitment to protecting human

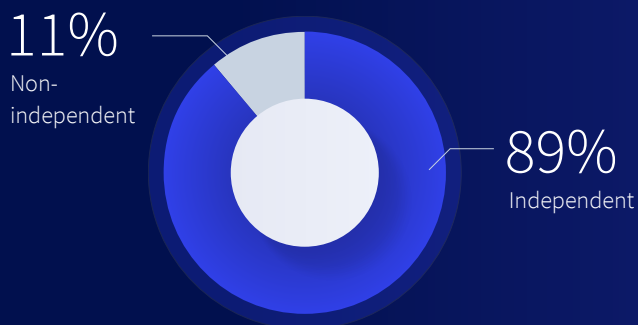
rights, please see our [Modern Slavery Statement](#) and our [Human Rights Policy](#), which outline our commitments to practices and policies that support dignity and respect for all.

Our [Vendor Code of Conduct](#) sets forth the minimum standards ON24 expects from our suppliers of goods and services, including standards for labor, the environment, and data security. ON24 values honesty, transparency, fair treatment, and respect for the law and expects vendors to reinforce our values by operating in compliance with the principles.

### Corporate governance<sup>1</sup>

As an established group of industry leaders, ON24's Board of Directors (Board) brings valuable expertise to help propel ON24's success. Our Board and our Nominating and Corporate Governance Committee believe the skills, qualities, attributes, and experience of our directors provide us with business acumen and a diverse range of perspectives to engage each other and management to effectively address our evolving needs and represent the best interests of our stockholders. To that end, we are proud to have 56% of our Board identify as either a woman or person of color. In addition, our nine-person Board consists of eight independent directors. Additional information on our corporate governance is available on our [Investor Relations](#) page.

#### Independent board members



#### Board of director demographics



# SASB index

The table below provides ON24’s disclosures aligned with the recommended metrics for the Sustainability Accounting Standards Board (SASB) Technology & Communications – Software & IT Services Standard. All data represents full-year 2022 information as of December 31, 2022.

Accounting Metric	Code	Disclosure
<b>ENVIRONMENTAL FOOTPRINT OF HARDWARE INFRASTRUCTURE</b>		
(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	TC-SI-130a.1	(1) 351,860 kwh (2) 94% (3) 28% Note: natural gas usage is only available for our San Francisco HQ, and our London office does not use natural gas, which represents 71% of our office footprint by square feet. Electricity usage is available for our San Francisco, Charlotte, and London offices, 9 2% of our office footprint by square feet.
(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	TC-SI-130a.2	Not reported
Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-SI-130a.3	We do not operate our own data centers. Please see the Environment section for more information on our relevant programs and selection of cloud computing providers that support our environmental ambition.

## DATA PRIVACY & FREEDOM OF EXPRESSION

Description of policies and practices relating to behavioral advertising and user privacy	TC-SI-220a.1	For details, please see the Data Privacy & Security section of this report, our Online Privacy Policy, and our <a href="#">Platform Privacy Policy</a> .
Number of users whose information is used for secondary purposes	TC-SI-220a.2	Not reported
Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-SI-220a.3	Not reported
(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	TC-SI-220a.4	Not reported
List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	TC-SI-220a.5	Not reported

## DATA SECURITY

(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	TC-SI-230a.1	Not reported
Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-SI-230a.2	For details, please see the Data Privacy & Security section of this report.

## RECRUITING & MANAGING A GLOBAL, DIVERSE & SKILLED WORKFORCE

Percentage of employees that are (1) foreign nationals and (2) located offshore	TC-SI-330a.1	We have 640 full-time employees. Of these employees, 487 are based in the United States and 153 (24%) are based in international locations.
Employee engagement as a percentage	TC-SI-330a.2	Not reported
Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	TC-SI-330a.3	Not reported

## INTELLECTUAL PROPERTY PROTECTION & COMPETITIVE BEHAVIOR

Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	TC-SI-520a.1	Not reported
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## MANAGING SYSTEMIC RISKS FROM TECHNOLOGY DISRUPTIONS

Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	TC-SI-550a.1	Not reported
Description of business continuity risks related to disruptions of operations	TC-SI-550a.2	For details, please see our 10-K.

## ACTIVITY METRIC

(1) Number of licenses or subscriptions, (2) percentage cloud-based	TC-SI-000.A	(1) >1,990 customers (2) 100%
(1) Data processing capacity, (2) percentage outsourced	TC-SI-000.B	Not reported
(1) Amount of data storage, (2) percentage outsourced	TC-SI-000.C	Not reported

# TCFD index

We are committed to providing transparency on our climate change risk management, governance, and performance. Our response to the Task Force on Climate-Related Financial Disclosures (TCFD) recommended disclosures is below.

## GOVERNANCE

Our senior management team and our internal Environmental Working Group are responsible for developing our environment programs. This includes our work to measure and reduce our greenhouse gas emissions. Our executive leadership is responsible for our risk management identification and mitigation, including climate-related risks such as extreme weather.

## STRATEGY

As a cloud-based software company, we do not expect climate change would have a significant impact to our business and financial performance. However, we do recognize that the direct and indirect impacts of climate change could negatively impact our business.

The occurrence of any catastrophic event, including extreme weather events that may be exacerbated by climate change, could result in lengthy interruptions in our service. Even with our disaster recovery arrangements, our service could be interrupted. If our systems were to fail or be negatively impacted as a result of a natural disaster or other catastrophic event, our ability to deliver our solutions to our customers would be impaired or we could lose critical data.

## RISK MANAGEMENT

Our senior leadership team and board of directors are very keen on managing and mitigating various risks to our business and financial performance, including climate change and other environmental risks.

## METRICS AND TARGETS

We monitor our energy usage and related carbon emissions at our largest offices (we do not operate data centers). We do not currently have any carbon goals. Our London office is supplied by 100% renewable energy.

Energy use (kwh)	2021***	2022	CO <sub>2</sub> emissions (metric tons)	2021	2022
Natural gas*	92,072	21,437	Scope 1*	17	4
Electricity**	313,475	330,423	Scope 2 - Market-based**	57	58
Total	405,347	351,860	Total Scope 1+2	73	62

Note: \*Natural gas usage is only available for our San Francisco HQ, and our London office does not use natural gas, which represents 71% of our office footprint by square feet. \*\*Electricity usage is available for our San Francisco, Charlotte, and London offices, 92% of our office footprint by square feet. \*\*\* Electricity usage and emissions data updated to reflect enhanced reporting from our landlords.





| ON24, Inc.

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| Corporate Responsibility

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If you have any questions regarding the Sustainability Report, please contact us at [compliance@on24.com](mailto:compliance@on24.com).

| July 2023

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**Disclaimers:** Readers are cautioned that certain statements made by ON24, Inc (ON24) relating to environmental, social, and governance (ESG) matters, including those included on their corporate responsibility webpage or sustainability report (such statements, “ESG Statements”), may constitute “forward-looking statements” under applicable securities law. In some cases, such statements can be identified by words such as: “expect,” “convert,” “believe,” “plan,” “future,” “may,” “should,” “will,” and similar references to future periods. Forward-looking statements include express or implied statements regarding ON24’s ability to achieve its business strategies, growth, or other future events or conditions. Such statements are based on ON24’s current beliefs, expectations, and assumptions about future events or conditions, which are subject to inherent risks and uncertainties, including the risks and uncertainties discussed in the filings ON24 makes from time to time with the Securities and Exchange Commission. Actual results may differ materially from those indicated in forward-looking statements, and you should not place undue reliance on them. All statements are based only on information currently available to ON24 and speak only as of the date they are made. Except as required by law, ON24 undertakes no obligation to update any such statement.

The inclusion or absence of information in ON24’s ESG Statements should not be construed to represent any belief regarding the materiality or financial impact of that information.

ESG Statements may be based on expectations and assumptions that are necessarily uncertain and may be prone to error or subject to misinterpretation given the long timelines involved and the lack of an established single approach to identifying, measuring, and reporting on many ESG matters. Calculations, statistics, and certain facts included in ESG Statements may be based on third-party information, current estimates, assumptions, and projections and therefore subject to change. ON24’s ESG Statements have not been externally assured or verified by independent third parties.

ON24’s ESG Statements may contain links to other internet sites or references to third parties. Such links or references are not incorporated by reference into the applicable ESG Statement and ON24 cannot provide any assurance as to their accuracy. These ESG Statements represent current ON24 policy and intent and are not intended to create legal rights or obligations.