



Sustainability Report 2022

DATE

February 2023

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Forward-Looking Statements and Materiality Disclaimer

This report contains “forward-looking statements” within the meaning of the federal securities laws. Forward-looking statements include all statements that are not historical facts. In some cases, you can identify these forward-looking statements by the use of words such as “anticipate,” “believe,” “can,” “continue,” “could,” “estimate,” “expect,” “forecast,” “goal,” “intend,” “may,” “might,” “objective,” “outlook,” “plan,” “potential,” “predict,” “projection,” “seek,” “should,” “target,” “trend,” “will,” “would” or the negative version of these words or other comparable words. These forward-looking statements include, but are not limited to, any statements regarding our plans for growth, and customer or market growth, including our estimated total addressable market (“TAM”). Such forward-looking statements are subject to various risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include but are not limited to those described under “Risk Factors” in our most recent Annual Report on Form 10-K or subsequent filings with the Securities and Exchange Commission (“SEC”). Such factors may be updated from time to time in ZoomInfo’s periodic filings with the SEC, which are accessible on the SEC’s website at www.sec.gov. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that include such filings. We undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law. Inclusion of information in this report, including any discussion, analysis, or assessment of “material,” “significant,” “key,” or similarly described information is not an indication that we deem such information to be material to an investment decision related to our securities. The significance of this information should not be read as necessarily rising to the level of materiality used for purposes of complying with or reporting pursuant to U.S. federal securities laws and regulations, even if we use the words “material” or “materiality” in this report.

For purposes of this report, the following definition of TAM is applied:

1. We calculated our TAM at IPO by estimating the total number of companies by employee size for companies with 1,000 or more employees (enterprise), companies with 100 to 999 employees (mid-market), and companies with 10 to 99 employees (SMBs) and applying the ACV to each respective company using internally generated data of actual customer spend by company size. The aggregate calculated value represents our estimated TAM. Data for numbers of companies by employee count is from our ZoomInfo platform that we have identified as relevant prospects for our platform. The ACV applied to the specifically identified number of companies by employee size is calculated by leveraging internal company data on current customer spend, which is concentrated on sales and marketing use cases today. For our companies with 1,000 or more employees, we have applied the average ACV of our top quartile of customers with 1,000 or more employees, who we believe have achieved broader implementation of our platform across their organizations. For companies with 100 to 999 employees and companies with 10 to 99 employees, we have applied an average ACV based on current spend for our customers in these bands.
2. We estimate our TAM today with the same methodology as per footnote 1 above with the following changes: 1) SMBs sized based on companies 25 to 99 employees, 2) ACV excludes Engage, Everstring and Recruiter as those TAMs are being calculated separately and 3) applying North America and International ACV to applicable company counts by assuming 45% of North America ACV for International enterprise and 75% of North America ACV for mid-market and SMBs.
3. Conversation Intelligence assumes 40% of ACV as per footnote 2 for enterprise, and 100% of ACV as per footnote 2 for mid-market and SMBs; Engage assumes 25% of ACV as per footnote 2 for enterprise, mid-market and SMBs; Data Management assumes 33% of ACV as per footnote 2 for enterprise and mid-market only; Recruiter assumes \$100K ACV for enterprise (50 reps x \$2,000 / rep), \$8K ACV for mid-market (4 reps x \$2,000 / rep), \$2K ACV for SMBs (2 reps x \$2,000 / rep); Chat assumes 25% of ACV as per footnote 2 for enterprise, mid-market and SMBs.
4. Company counts based on ZoomInfo platform as of 5/13/2021; ACV values as of 3/31/2021.

Letter From Our CEO



**Henry
Schuck**

Founder and CEO

At ZoomInfo, our mission is to unlock the growth potential of businesses and professionals. We do that with a go-to-market platform that helps companies find, acquire, and grow customers.

We believe that data is the great equalizer, and that the future of business growth is insight-driven, personal, and tech-enabled. We think the most successful, sustainable, and best-run companies will harness data and insights to find their next customers, engage with them through targeted experiences, and leverage automation to reach their revenue potential.

At ZoomInfo, we focus on being efficient, which drives a leading combination of revenue growth and profitability at scale. This focus on efficiency also enables us to use fewer natural resources as we grow, and our effective and efficient go-to-market platform empowers our customers to use fewer resources as well.

While we take pride in making an immediate and lasting impact on our customers' success, we know that truly fulfilling our mission is a long-term commitment. That's why we ask our colleagues to come to work committed to getting 1% better every day — aiming for continuous, steady improvement, all with a bigger goal in mind. We have succeeded in building a leading software company because of the value we deliver to customers and the culture we have created around continuous improvement.

This core belief, and our commitment to making it a reality in our daily work, is why we can offer new employees rapid career advancement at ZoomInfo — regardless of their personal background or who is already in their network. We're proud that this commitment has resulted in career mobility that is about two-and-a-half times better than that of our peers in the SaaS sector. When our colleagues grow in their careers, and when we grow as a company, all of our stakeholders benefit, including the communities where our employees live and work. This year, ZoomInfo and its employees donated more than \$1 million in support of local non-profits and educational institutions.

Furthermore, as a signatory of the United Nations Global Compact (UNGC), ZoomInfo is committed to the UNGC's Ten Principles and supports progress on the United Nations Sustainable Development Goals.

We realize we have more work ahead to live up to our potential, and that challenge energizes us as we strive to continuously improve. Thank you for joining us on this journey.

A handwritten signature in black ink, appearing to read "Henry Schuck". The signature is fluid and cursive.

OUR MISSION

**To unlock the
growth potential
of businesses and
professionals**

Company Values

At ZoomInfo, we are invested in the success of our customers, employees, and communities. Our programs focus on unlocking potential by ensuring everyone has the tools, resources, and support they need. We place a strong emphasis on diversity, equity, and inclusion, and look to our six company values to guide us.

We Define New Possibles.

We like to feel uncomfortable in our jobs; this means we try new things. We are firm believers in innovation and are willing to take calculated risks. Inspiration comes from all functions of our organization to improve processes and create change. As long as you're working hard, you'll find people here to help you get better, to challenge you, and to collaborate with you. Every day we look beyond what is possible and define a new possible instead.

We Are Difference Makers.

We push ourselves to be better, to get better, to be the best. We believe that the seven most detrimental words that a company can believe in are "that's the way it's always been done." Every day we strive to be 1% better. We work hard to be the industry leader by making a difference for our customers and we work hard as a business to do good for the communities that we operate in. We want to be the best place to work and the best place to be a customer.

We Are One Team, One Dream.

We work well together; the phrase "that's not my job" does not exist in our culture. We are collaborative and inclusive when bringing people and ideas together. We will not waste your time on non-value adds. If what you are doing does not add to our company growth or bottom line – stop doing it. We don't have any interest in wasting your talent by burning cycles on bad processes. We recognize often and celebrate our successes.

We Get Stuff Done.

We strive to make data-based decisions and are not paralyzed by perpetual analysis. We work with bias toward action, delivering results that are good enough as we test, execute, learn, adjust, and repeat. We aim high, not slowing down, knowing that iterating toward our goal makes us the market leader. Paper shuffling is not in our DNA.

Our Bar Is High.

We anticipate our customers' needs before our customers know what they want. We don't stop when they buy our software. Our engineering, data, and product teams work furiously to improve our platform based on customer feedback. Our work ethic doesn't end with our customer; we embed these same behaviors in how we work with each other. It shows in the way we respect each other's time, produce top-notch deliverables, and meet deadlines. We know that each of our actions matters and that our determination will drive results. We are a passionate team that builds an unforgettable experience for each customer and for each other.

We Are Fanatics About Our Customers' Success.

We're constantly thinking about our customers — who they are, what drives them, what they need, and what they want. We anticipate their needs and strive to exceed their expectations at every turn. Our goal is to drive real, game-changing value for each and every customer.

About ZoomInfo

ZoomInfo is a leading go-to-market intelligence platform for sales, marketing, operations, and recruiting teams.

Our cloud-based RevOS platform provides highly accurate and comprehensive information on the organizations and business professionals they target, as well as the software to engage with them. This “360-degree view” enables sellers and marketers to shorten sales cycles and increase win rates by delivering the right message, to the right person, at the right time.

Founded

2007

IPO

June 2020

Financial Profile

Revenue

\$1,207M

Annualized Q4 2022 Revenue

Business Profile

Total

>3,500

Employees

Customer Profile

Total

>30,000

Paying Customers⁽²⁾

Growth

36%

Q4 2022 YoY Revenue Growth

TAM

\$100bn

Estimated TAM⁽¹⁾

Large

1,926

Customers w/ >100k ACV⁽²⁾

Profitability

42%

Q4 2022 Adj. Operating
Income Margin⁽⁶⁾

Retention

104%

FY 2022 Net Revenue Retention
Rate⁽³⁾⁽⁵⁾

Cash Flow

\$456M

2022 Unlevered Free Cash Flow⁽⁶⁾

Efficiency

>10x





LTV/CAC⁽²⁾⁽⁴⁾

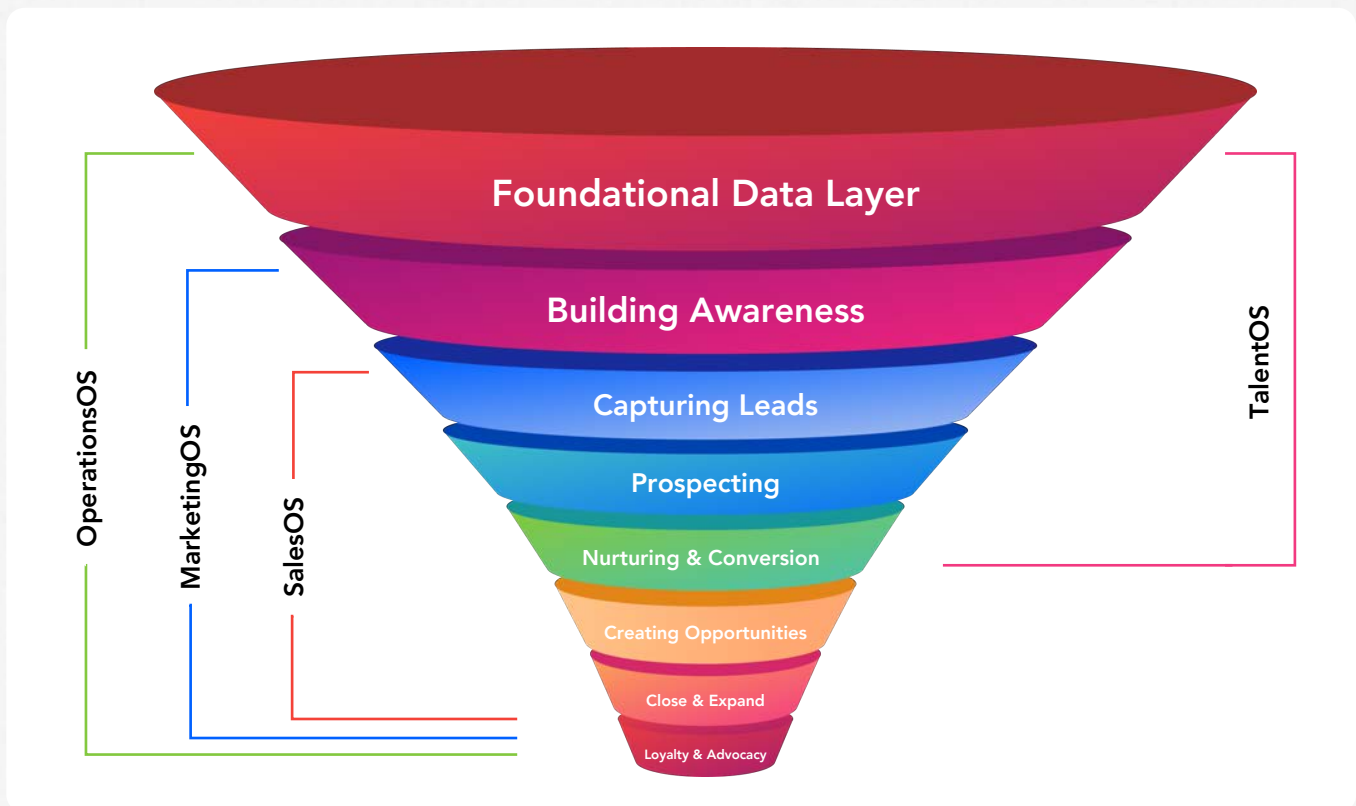
1. Company estimates, as described on p. 2 herein
2. As of or through December 31, 2022 as applicable
3. For the trailing twelve month period ended December 31, 2022
4. “LTV” is average lifetime value expected from a customer. “CAC” is our average customer acquisition cost
5. Net revenue retention is an annual metric that we calculate based on customers of ZoomInfo at the beginning of the year, and is calculated as: (a) the total ACV for those customers at the end of the year, divided by (b) the total ACV for those customers at the beginning of the year.
6. GAAP to non-GAAP reconciliations available in the non-GAAP reconciliations section of our [Q4 2022 Investor Overview and Financial Results](#) presentation.

RevOS: Platform Overview

In 2022, we further integrated our products and launched RevOS, a platform for sales, marketing, operations, and recruiting teams. RevOS is built around the most comprehensive business-to-business data in the world, and delivers insights, software, and integrations needed by businesses and professionals to achieve their growth potential in a new insight-driven era of digital selling. RevOS features a unified login and administration experience, with all applications launched and managed from a single dashboard to give users at-a-glance information regarding their campaigns. Users can switch between applications effortlessly, allowing for seamless workflows between RevOS applications.

[Learn More →](#)

 <ul style="list-style-type: none"> Sales Intelligence Buyer Intent Data Key Contact Tracking Conversation Intelligence Pipeline Forecasting Sales Engagement Website Chat 	 <ul style="list-style-type: none"> Display and Social Advertising Account-Based Marketing Website Chat Form Enrichment Abandoned Form Tracking Audience Solutions 	 <ul style="list-style-type: none"> Data-as-a-Service Data Quality Management Lead-to-Account Matching Enrichment Routing Email Verification 	 <ul style="list-style-type: none"> Recruitment Intelligence Recruitment Automation Talent Engagement Talent Pool Management Employer Branding Recruitment Marketing
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RevOS: Reshaping Go-To-Market

Increased Operational Efficiency

ZoomInfo supports efficient markets through facilitating and optimizing matchmaking between the providers of business-to-business goods and services, and the buyers of those goods and services. In general, advertising alone is not an efficient go-to-market strategy for business-to-business sellers, because so many products and services are specific to the nature of the buyer. Thus, efficient direct marketing is of paramount importance so that both sellers and buyers of business-to-business goods and services have a means of finding one another. Seventy percent of marketers have reported decreased spend and greater efficiencies due to ZoomInfo providing better data and insights leading to more accurate targeting. The benefits of this are substantial; our research indicates that business-to-business transactions represent approximately two-thirds of the economy, dwarfing consumer spending.

Digital Transformation

[Boston Consulting Group](#) found that companies that are successful in their digital transformation are nearly twice as likely as other organizations to see environmental, social, and governance goals as a key focus of their digital initiatives. Leveraging digital technologies like ZoomInfo can help companies systematically measure their growth, support data-driven decision-making, as well as help monitor and mitigate risk. Two-thirds of ZoomInfo customers agree that implementing solutions from ZoomInfo has helped speed up their digital transformation.

Increased Frontline Productivity

ZoomInfo helps drive tangible productivity benefits, allowing users to spend less time on low-value manual tasks and more time to focus on the things that truly matter, such as building strong customer relationships.

On average, sales development reps saved 17 hours per week and account executives saved 8 hours per week on manual tasks thanks to ZoomInfo. Downstream impacts include faster sales cycles, higher win rates, higher quota attainment, and more engaged employees as they deliver on more meaningful and impactful work.

Equal Market Access

ZoomInfo promotes equal access to markets and effective competition by reducing barriers to entry, especially for small businesses. Such companies are at a disadvantage compared with large enterprises that can afford not only customer market research, but also well-connected sales executives. ZoomInfo levels the playing field by providing the same level of market access to all its customers.

Lower Carbon Intensity

ZoomInfo reduces the carbon intensity of its customers. Traditional sales and marketing activities have been inefficient in their targeting and rely on substantial face-to-face engagement. Indirect activities waste resources and often necessitate carbon-intensive modes of travel such as driving and flying. ZoomInfo customers use data to identify customers who are in-market to buy their products and services, and to then target those prospective customers digitally.

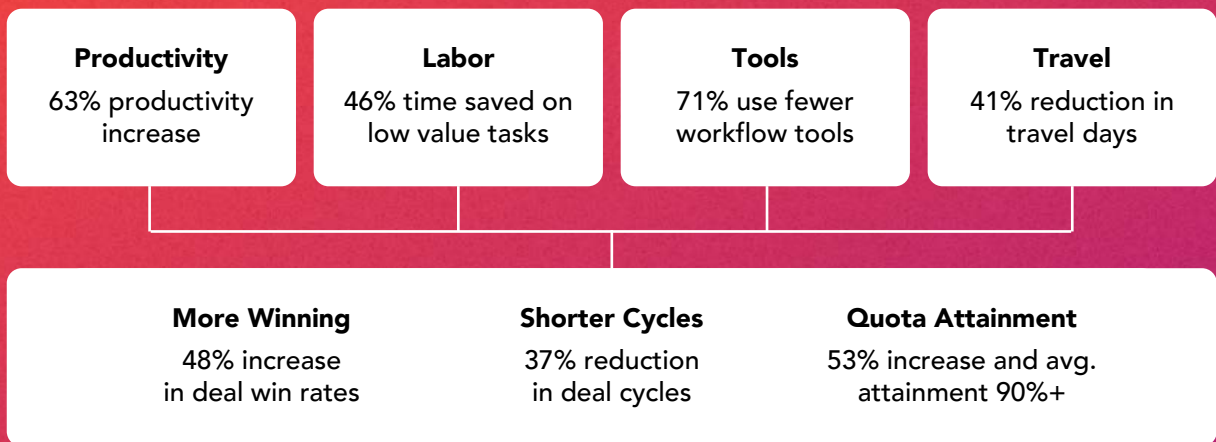
Diversified Talent

ZoomInfo supports the ability to work everywhere. This broadens and diversifies the pool of highly talented individuals, in non-traditional markets, who could undertake sales and marketing activities. ZoomInfo not only enables a more equitable work experience, but also allows recruiters to more easily find and hire diverse talent through its expansive global database.



RevOS Users Reported

In 2022, we surveyed over 4,300 ZoomInfo users to understand what impact our tools and data have on their day-to-day productivity.



[Learn More →](#)

Report Highlights

In 2022, we expanded and re-organized our Sustainability Committee by adding dedicated ESG resources, designating the Chief Financial Officer as executive sponsor, and codifying Board of Directors oversight as part of the Audit Committee charter. We believe this structure provides better oversight and the resources necessary to drive change that is impactful to ZoomInfo and its stakeholders. This second Sustainability Report reflects a dedication to provide transparency and to report on the ESG metrics and practices that contribute to our long-term growth and success. We look forward to continuing the ESG conversation with our customers, employees, investors, and communities.

Together in 2022 we:

Social

- ✓ Signed the United Nations Global Compact
- ✓ Met gender and race pay parity standards
- ✓ Exceeded \$1,000,000 in company and employee donations
- ✓ Launched an employee stock purchase plan
- ✓ Developed products to support customer DEI transparency and recruitment
- ✓ Launched the Latin Diversity Network
An employee resource group that supports Latin/Hispanic professional development
- ✓ Promoted employee development through individual and diversity leadership plans
- ✓ Provided employee ESG retirement investment options
- ✓ Received numerous workplace awards
Including Top Workplaces USA, Most Admired Companies, and Customer Award

Governance

- ✓ Formalized Board of Directors Sustainability program oversight
- ✓ Increased Board of Directors' diversity (Gender)
- ✓ Launched privacy re-notification campaign
- ✓ Implemented additional governance policies
- ✓ Standardized ESG reporting frameworks
- ✓ Earned the TRUSTe Enterprise Privacy Seal
- ✓ Earned ISO 27701 certification
- ✓ Joined SAFECODE security sharing nonprofit

Environment

- ✓ Committed to Scope 1 and 2 carbon neutrality by 2025
- ✓ Reported carbon emissions
- ✓ Prioritized cloud vendors based on carbon impact

Social Responsibility



Diversity, Equity, & Inclusion Strategy

ZoomInfo’s diversity, equity, and inclusion mission is to provide an environment for all employees to thrive. We believe that diversity promotes innovation through the power of multiple points of view. Our strategy focuses on six core components including accountability and transparency, representation, development and growth, belonging, equitable pay, and giving back.



Workforce Diversity

We believe that diversity in our workforce enables us to provide the best experience to our customers. Diversity of ideas and backgrounds helps us to be more innovative and creative, which will drive growth and success over the long term.

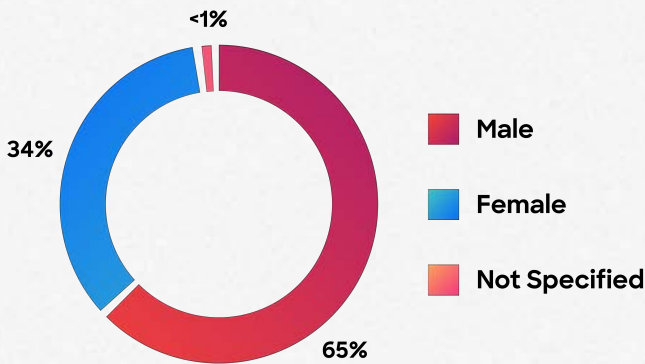
We measure the diversity of our workforce across a number of dimensions, including gender, age, location, and racial background.

It is also important to measure diversity in management and executive positions to help foster that creativity, and provide a welcoming environment for all employees.

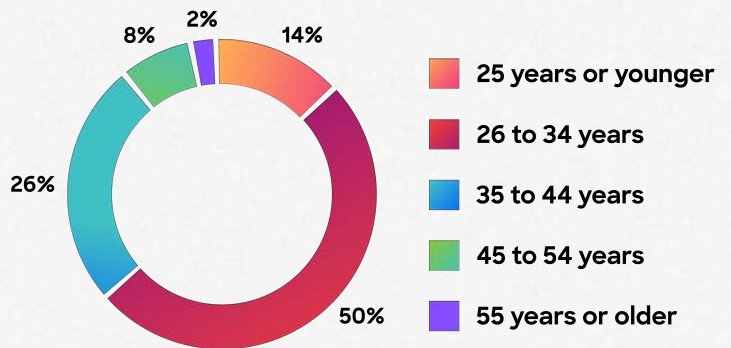
In 2021, we implemented programs to recruit more racially diverse candidates. This resulted in increased diversity at the executive, management, and company level in 2021 and again in 2022.

Company

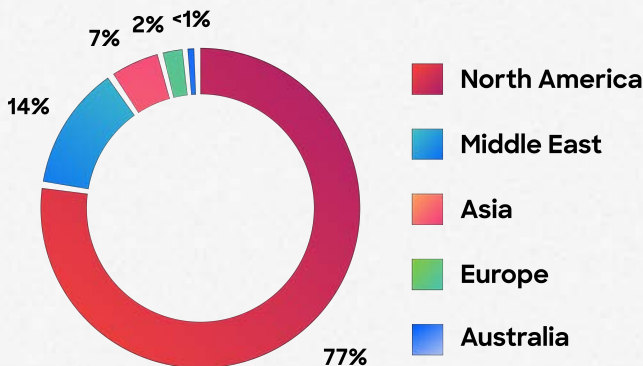
Employee Demographics by Gender



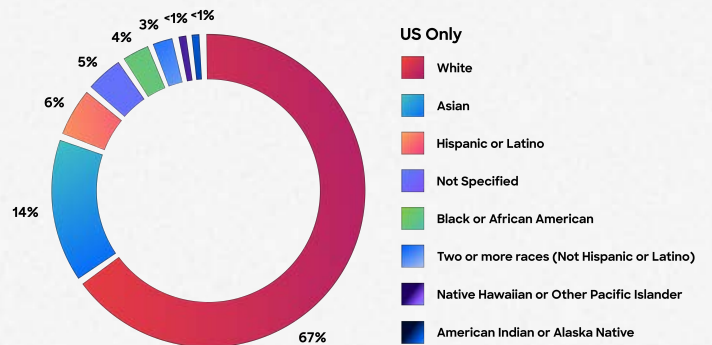
Employee Demographics by Age



Employee Demographics by Location



Employee Demographics by Race

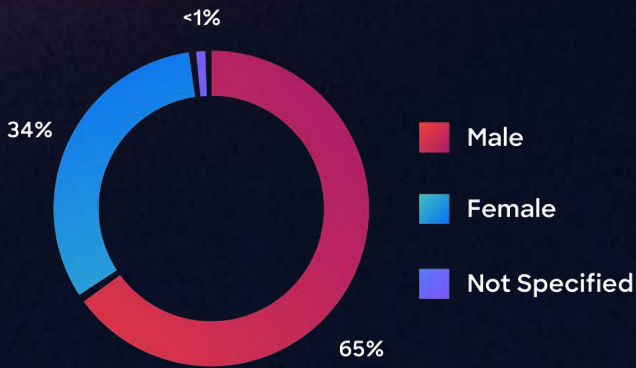


In 2022, minority representation increased by **more than 3%**

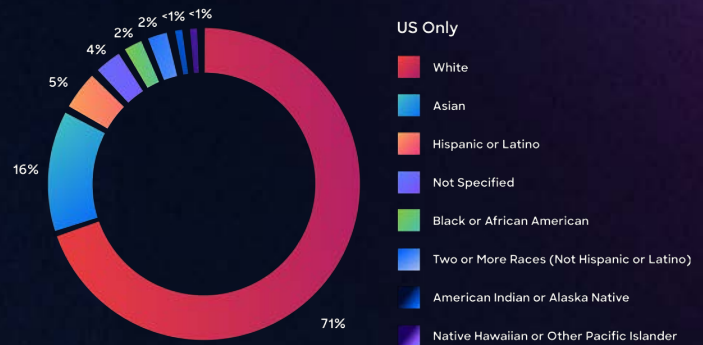
Leadership Diversity

Management

Management Demographics by Gender



Management Demographics by Race

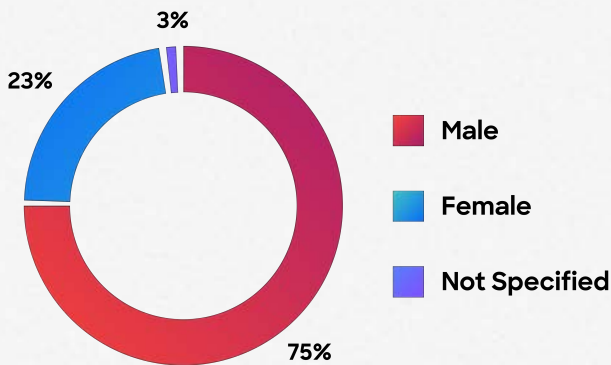


In 2022, minority representation increased by **more than 5%**

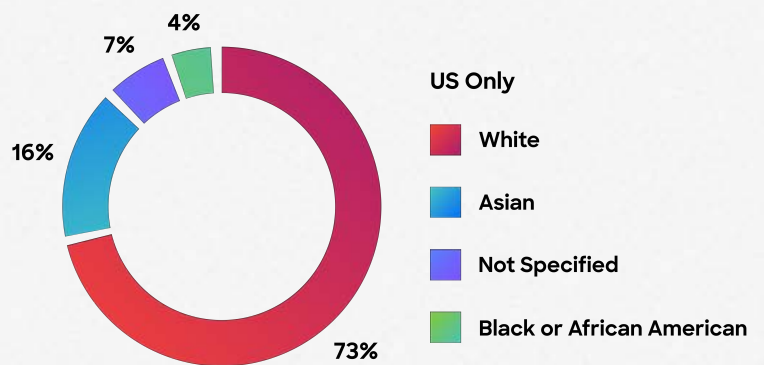
*Management is defined as persons holding a managerial role that is below a vice president role.

Executive

Executive Demographics by Gender



Executive Demographics by Race



In 2022, minority representation increased by **more than 2%**

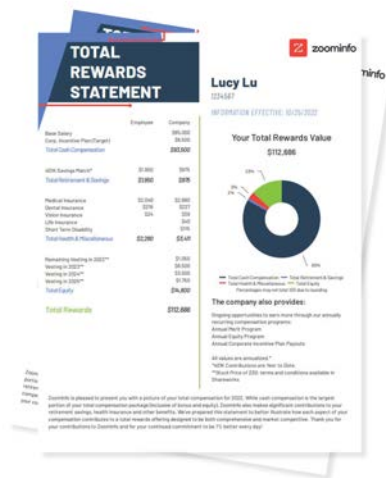
*Executive is defined as persons holding a vice president role or above.

Compensation and Benefits

We reward success with competitive compensation, annual bonuses based on both company and personal performance, 100% participation stock equity plans, employee stock purchase plans (ESPP), matched retirement plans at 50% of the first 7% contributed, unlimited paid time off, paid parental leave and support, home buying cash back programs, pet insurance, and legal services. We also offer comprehensive health benefits, including free medical plans, mental health, fertility, gender reassignment coverage, employee assistance program counseling, and a wellness app.

Transparent Compensation

In 2022, ZoomInfo launched a Total Rewards Statement program which provides easy-to-understand, fully transparent, and itemized compensation reporting to all employees. These statements are individualized to illustrate total compensation packages and investments made by ZoomInfo. These statements are refreshed annually or following a compensation event.



Free Medical Plan

In 2022, we re-evaluated our medical plan offerings and introduced an enhanced set of high-quality and affordable offerings including a free-to-employee option so that everyone has the coverage they need.

Employee Stock Purchase Plan

In 2022, we launched an optional ESPP. The ESPP allows the use of after-tax payroll deductions to purchase company stock at a 10% discounted price. This creates another opportunity for employees to participate in the long-term growth and success of the company.

ESG Retirement Option

In 2022, we provided greater flexibility to our employees by incorporating an ESG retirement plan option into our employee benefit package. This optionality allows employees to choose products that better align with their values, to control their future, and to fuel the change they want in the world. We believe these options will support improved engagement, retention, recruitment, and plan participation, and further define ZoomInfo as an employer of choice.

Product Spotlight: Fair Pay Report

ZoomInfo, through Comparably, provides title, location, work experience, and company size compensation transparency. These personalized estimates increase applications, promote fairness based on merit, and support people typically underrepresented and underpaid to get a leg up.



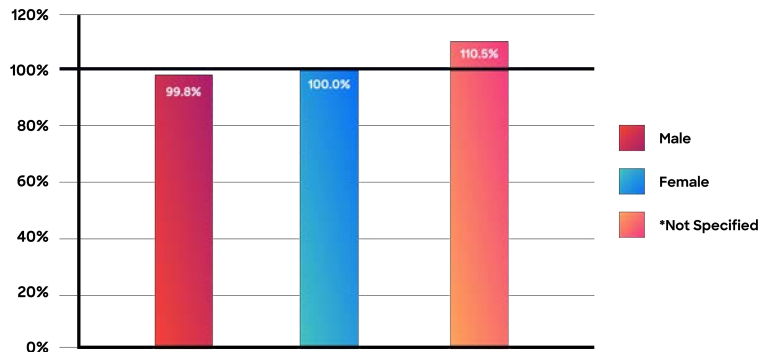
[Learn More →](#)

Pay Parity

We proactively focus on paying employees fairly and ensuring that individuals are paid equivalently for any role regardless of gender, race, or cultural background. We aim to ensure that men, women, and non-binary employees are paid similarly on average for the same job and are within five percent of each other relative to the benchmark. Likewise, we aim to ensure that employees from all races are also paid similarly on average for the same job and are within five percent of each other relative to the benchmark.

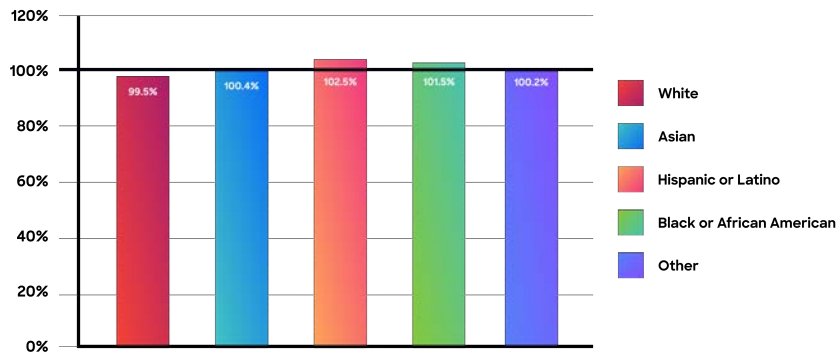
We employ globally recognized survey data to set a salary range for every role at ZoomInfo to ensure that we pay competitively relative to the market. We assess the salaries of every employee relative to the benchmark, which is set at the midpoint of the range for their role.

Gender Benchmark Pay Ratios Relative to Average Across ZoomInfo



*Higher variability impacted by sample size

Race Benchmark Pay Ratios Relative to Average Across ZoomInfo



A Benchmark Pay Ratio of "100%" indicates an employee is paid at the midpoint salary range relative to the average of all ZoomInfo employees.

Source: Benchmark data from Aon/Radford

Additionally, ZoomInfo offers restricted stock units through our Annual Equity Planning, with award amounts determined based on individual performance.

Employee Experience

We are focused on creating personalized experiences that strengthen individual, team, and company performance. We start with our brand, company values, and culture and align experiences to our employees' journey. Our work revolves around the following three focus areas:

Employee communication is how we keep the team informed about what's happening. Our intranet (ZSpace) is our primary channel, but we also communicate through quarterly all-hands company meetings, Weekly Win emails, the Weekly Download newsletter, and Data Drop email updates.

Employee engagement is how we monitor the pulse of our workforce. Engagement is primarily measured through the use of surveys, focus groups, and pilots to test out ideas. We also appreciate our employees and want them to know it. We have quarterly Zoomie Awards and a daily Kudos system to recognize team members.

Employee journey is how we positively impact the moments that matter. It's personalized, unique, and focused on success. We know our employees have fruitful personal lives and we work to prioritize the right balance.



Great Place to Work

Our focus on our employees has led to our sixth consecutive year of Great Place to Work certification.

Employee Appreciation Day

In 2022, ZoomInfo observed its first Employee Appreciation Day, designed to give thanks to employees and recognize their accomplishments without worrying about emails piling up.

Employee Experience Survey

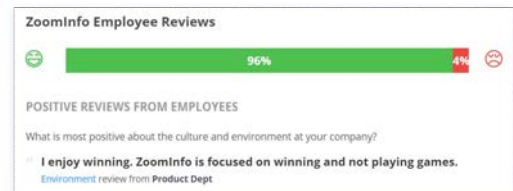
At ZoomInfo, we regularly survey our employees to anonymously capture their feedback and provide opportunities to critique their workplace. We believe listening builds trust, reduces misunderstanding, enhances productivity, and allows us to use data to make the best decisions for all.



*2022 Great Place to Work Survey

Product Spotlight: Employee Reviews

At ZoomInfo, we believe that transparency in business drives progress, increases customer and employee satisfaction, and results in stronger growth. We solicit employees' reviews of their companies and make them public.



[Learn More →](#)

ZoomInclusion Employee Resource Groups

The mission of ZoomInclusion is to create a sense of belonging for all employees. ZoomInclusion takes an active role in focusing on the equity, advancement, and empowerment of underrepresented communities. Over 25% of our team actively participates in one or more ZoomInclusion group.

ZoomInfo Women's Initiative Network

Works to increase the representation and advancement of women in all roles at ZoomInfo through professional and personal development. The network is dedicated to motivating one another and creating a space that gives women the courage to discuss and solve issues that impact them specifically. This environment also educates others and mobilizes advocacy company-wide.

Latin Diversity Network

Provides an uplifting and supportive environment for ZoomInfo's Latin/Hispanic employees to engage in professional development while discussing topics that affect the community.

Zoom in Color

Cultivates fresh ideas to build a pipeline to recruit, retain, and develop Black professionals. This space elevates the importance of community while celebrating our individuality. Zoom in Color builds confidence in our employees to inspire us all to live authentically and advance professionally.

Asian American and Pacific Islander (AAPI) Allyship Network

Celebrates Asian cultural diversity, raises awareness surrounding violence and discrimination currently faced by the AAPI community, and creates a safe space for AAPI employees to connect with each other and share their experiences.

ZoomInfo Pride

Fosters an environment that encourages positive diversity of lesbian, gay, bisexual, trans, queer, and + individuals. In doing so, this group furthers the advocacy, mentorship, and education of identifying individuals in the workplace with a focus and determination that all people understand the history, accomplishments, and talents of these communities.

ZI Zulu Mike Foxtrot

Connects and constructs relationships for past, present, and future service members of any global armed forces. This group provides resources, fellowship and military-themed events to improve company and community atmosphere. ZoomInfo Military and Family supports diversity and leads by example, in a group with mixed backgrounds but identical experiences.

ZI Caregivers

Provides support for employees who are caregivers, which can include parents, people who take care of elderly relatives, and other caregiving situations. The goal is to raise awareness of the challenges facing caregivers and advocate for solutions that can help improve their well-being at ZoomInfo.

ZI Wellness

Creates a safe space for personal growth and to have personal needs met by providing resources and breaking down the stigma surrounding mental, emotional, and physical health.

Employee Hiring

To grow sustainably, it is critical for ZoomInfo to attract, hire, and retain the best talent. We look to hire difference makers — people who will create and build products that drive game-changing value for our customers, people who will challenge the status quo and define new possibilities, and people who will drive progress and make everyone around them 1% better every day. We hire selectively and look for unique individuals who will be impactful and collaborative and want to help build the best software company in the world.

Data-Driven Recruiting

In 2022, we increased our use of leading-edge technology to make our recruiting and hiring processes more fair and equitable. First, we've redesigned our entire hiring process to make it more efficient, consistent, automated, and data-driven. We've built a model that is scalable to the needs of the business and focuses on sourcing high-quality talent while providing a remarkable experience for our candidates and our hiring managers. We leverage validated assessments to ensure we are hiring people with the right competencies and traits that drive employee success at ZoomInfo. We identify those attributes that differentiate the great from the good and are committed to hiring talent who possess those qualities.

Reduced Inequality with Skill-Based Hiring

By focusing on hiring for competencies and skills, we can cast a wider net to attract more diverse candidates across the board. We are passionate about diversity, equity, and inclusion. We celebrate our differences as well as our common interests to help educate and unite us. Investing in diversity removes barriers, promotes ideas, and unlocks innovation that allows us to build and create best-in-class products and solutions for everyone. We are a destination for diverse talent where our team members can be their authentic selves every day and be rewarded for their successes and contributions based solely on their merit.

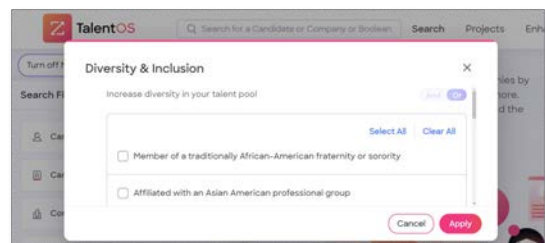
We believe in continuous process improvement and strive to get 1% better every day. We achieved this by removing roadblocks in the process, ensuring we have an unbiased selection process, taking the time to truly uncover the best talent in the market and by using data to drive our decisions. In 2023, we will continue to hone our KPIs, focus on redefining our Employee Value Proposition, leverage data and technology to select people with the right competencies, and ensure that we are hiring the right people at the right time to deliver world-class products to our customers.

Champion Program

Our goal is to create a world-class onboarding experience that reflects our values and culture. Champions are new-hire onboarding mentors who exemplify ZoomInfo values and facilitate an opportunity to develop both personally and professionally through a less formal channel.

Product Spotlight: Diversity Recruitment

Diversity and inclusion filters in TalentOS help recruiters to increase the presence of diverse talent within a candidate search. Filters include highlighting candidates from Asian American, African American, and LatinX backgrounds along with female and veteran candidates.



[Learn More →](#)

Employee Training

We define new possibilities not only for our customers, but also our employees. Our talent mission is to ensure the best and brightest people choose to be part of ZoomInfo, and most importantly, choose to build a rewarding career here. ZoomInfo has established a rich learning, performance, and engagement ecosystem. Each year, we deliver a series of trainings and activities, including:

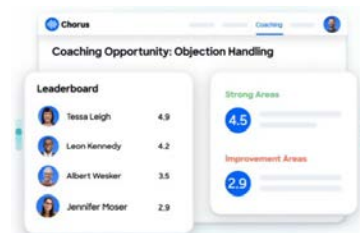
- Pre-hire boot camps for recent graduates to elevate their skills before they enter the workplace.
- Security awareness and data privacy trainings to ensure we live up to our rigorous commitment to data privacy and data security.
- A robust, 90-day onboarding program that helps employees integrate seamlessly into the company, their functional area, and their intact team. Our program includes orientation sessions, training opportunities, technical boot camps, roundtables, self-service onboarding hubs, and enrichment activities.
- Allyship, inclusion, and cultural sensitivity trainings that promote a sense of belonging and empowerment, particularly to address systemic biases and equity issues across diverse populations.
- Anti-harassment training to ensure a welcoming workplace.
- A diverse toolbox of validated behavioral and performance measurement tools, like 360s and psychometric tools that help employees better understand their behaviors, skills, and growth areas at key inflection points throughout their career.
- A thoughtful and relevant performance management program that includes formal goal-setting, individual development planning, and annual reviews. In 2022, we elevated our commitment to individual development plans for all employees and quadrupled participation across the organization. As part of this strategy, we adopted systems that better track and support performance and growth goal setting.
- A thoughtful talent planning and succession planning program, including 9-Box assessments with a rigorous commitment to performance calibrations.
- A strong commitment to career development, including organizational, functional area, and role-based competencies; guidance for navigating vertical and lateral career acceleration, and programs that support effective coaching conversations between employees and their managers.
- A deep catalog of soft skills training programs and resources that ensure our employees can easily find the right opportunities, tools, and approaches at the right time.
- A comprehensive catalog of self-service videos and modules with thousands of titles, including over 40 trainings from Harvard Business Publishing, and topics encompassing technical, communication, teaming, leadership, and soft skills.
- An employee development tech stack, including a strong learning management system and internet presence.
- A thoughtful, stepwise leadership development program that supports a broad audience of individual contributors, emerging managers, functional leaders, and executives. This includes trainings, roundtable discussions, and peer learning opportunities spanning multiple levels.
- Ample access to professional third-party coaches and expert industry mentors.
- Multiple programs that strengthen engagement, retention, and opportunities in the leadership pipeline for women and diverse populations, like our Women in Leadership networking events and the McKinsey Connected Leadership Academy.
- Ongoing engagement surveys, focus groups, and pulse checks with companion initiatives that ensure our employees feel heard and have a say in ongoing improvements.

117,645

Number of employee hours invested in training in 2022

Product Spotlight: Conversation Intelligence

At ZoomInfo, we believe that effective coaching is a pillar of success and, with Chorus conversational intelligence, we learn from real customer interactions, track quantifiable improvements, and work as a team to get 1% better every day.



[Learn More →](#)

Core Leadership Training

Repeatedly identifying and developing the best leaders in the world is critical to ZoomInfo's success. Our structured leadership programs work to inspire transformational leaders whose focus is to promote growth and help every member succeed in executing our shared vision.

Core Leadership Program Roadmap

01.

Emerging Leaders Program

Target Audience: Individual contributors looking to build leadership skills and awareness.

The Emerging Leaders program seeks to accelerate the development of employees without direct reports by providing them with fundamental leadership skills, self-awareness, influence, communication, and a strong peer network. This will help high performing employees understand if management is the right career track for their aspirations.

The program consists of live sessions, self-paced learning, projects, and shared group experiences.

02.

New Manager Boot Camp

Target Audience: New team leads and managers looking to understand basic responsibilities.

New Manager Boot Camp provides a focused exploration of fundamental managerial roles and responsibilities. This program offers important information on ZI policies and procedures, and global employment law.

The program consists of live sessions.

03.

Manager Accelerator Program

Target Audience: Team leads and managers (w/ 6+ months of experience) looking to elevate leadership skills.

The Manager Accelerator program develops existing managers' capabilities to be effective leaders and arms them with a leadership tool kit, insights, assessment strategies, and a peer network.

The program consists of live sessions, self-paced learning, assignments, and shared group experiences.

06.

Breakthrough Leadership Program

Target Audience: Directors and above looking to elevate enterprise leadership mindset.

The Breakthrough Leadership program builds on key attitudes, skills, and behaviors required of enterprise leaders, as well as facilitates structured real-world audits of their team's competence and motivation.

The program consists of live sessions and projects.

05.

Better Up Leadership Coaching Program

Target Audience: Directors, senior directors, and vice presidents looking for professional coaching.

The Better Up Leadership Coaching program offers leaders the opportunity to work with a certified coach on their personal and professional development.

The program consists of 1:1 sessions, self-paced learning, and assignments.

04.

GrowthSpace Mentoring Program

Target Audience: Team leads, managers & senior managers looking for mentorship.

GrowthSpace is a 1:1 manager mentoring program supporting managers' personal and professional development targets (e.g., leadership development, communication, core management skills, productivity, client management, career planning, sales, marketing, product management, customer success) to improve their core competencies.

The program consists of 1:1 sessions.

Supplemental Leadership Training

Supporting Leadership Programs



Leadership Lounge: Individual Contributor

Target Audience: Any employee looking for direct interaction with the leadership team.

This grouping of the Leadership Lounge is an informal networking series that connects individual contributors with ZoomInfo leaders and peers.

The program consists of live sessions hosted by one leader with 5-10 employees from all functions. There's no set agenda and no canned questions, just 60 minutes of real people and real talk.



Leadership Lounge: Manager Roundtable

Target Audience: Managers and above looking to contribute to meaningful leadership dialogue.

This grouping of Leadership Lounge is an informal networking series that connects managers with ZoomInfo leaders and peers.

The program consists of live sessions hosted by one leader with 5-10 employees from all functions. There's no set agenda and no canned questions, just 60 minutes of real people and real talk.



Finance Leadership Program

Target Audience: New college graduates.

This full-time program is designed to provide finance and accounting graduates with cross-functional experience to accelerate career development. Participants complete rotational assignments, providing an opportunity to cultivate analytical skills while building relationships with leadership.

The program lasts a total of 24 months. Upon completion, candidates will be offered an opportunity in one of the areas in which they participated.

Diversity Leadership Program



McKinsey Connected Leaders Academy

Target Audience: Individual contributors through senior managers that self-identify as Black, Asian, or Hispanic-Latino seeking support and connection for diversity in leadership.

The program is designed for high-performing early-to mid-career managers, who have been in their roles for at least four to six months, aspiring to take the challenging leap into senior leadership looking to improve their professional and organizational capabilities.

The program consists of live sessions and self-paced learning.

Career Mobility

Our internal career mobility process is designed to recognize areas of employee success and reward them with additional responsibility. Most career paths are defined throughout the organization and advancement is achieved by meeting specific performance criteria. We believe that this transparent and growth-oriented approach distills skills, increases stability, boosts retention, encourages cross-pollination, and maintains a vital competitive culture.

~2.5x

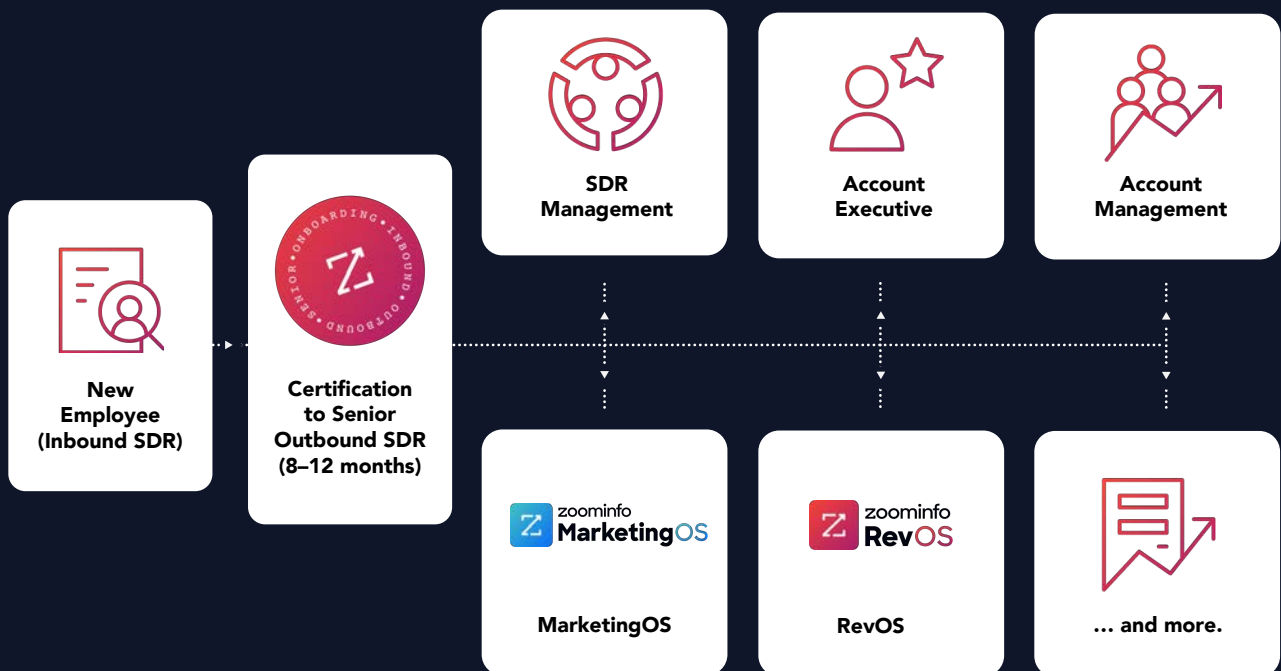
the career mobility of our SaaS peers

*Mobility is measured as vertical or horizontal movement between jobs

*Source: Benchmark data from Mercer

In our sales organization, the majority of new hires are recent college graduates in their first or second job. We believe in recognizing success and promoting internally, with over half of our account executives moving through our internal development programs within one year.

ZoomInfo can grow fast because of this hiring escalator model. We reinvest and compound these go-to-market efficiency gains to generate even more efficiency.



Philanthropic Contributions

We believe that with success comes responsibility – to our customers, our employees, and our communities. When we do well, we have an obligation to do good.

ZoomInfo has sponsored an annual fundraising drive for more than a decade. Proceeds are raised by employees working in teams for the benefit of local youth- and family-focused nonprofit organizations. In 2022, the company raised over \$400,000, which was distributed to 12 organizations across five countries.

[Learn More →](#)

Additionally, the company funds Employee Resource Groups with more than \$50,000 annually to host educational, charitable, and philanthropic events to promote an inclusive workplace and community.

Nonprofit Support

In 2022, ZoomInfo also supported the community by donating more than \$600,000 in platform licenses to numerous nonprofits and universities.

Customer Spotlight: Avalon Gardens - Changing Lives through Youth Rehabilitation

Avalon Organic Gardens & Ecovillage, one of the world's largest and longest-standing EcoVillages, serves the public as a model of agricultural stewardship and supports an at-risk youth Personality Integration Rehabilitation Program (PIRP).

The PIRP works to rehabilitate through counseling, agriculture and animal husbandry training, spiritual encouragement, and self-mastery through service to others. Participants receive basic education and job training as needed for the completion of a high school equivalency certificate, as well as valuable skills to compete in the job market.

To support their mission Avalon Gardens needed access to a robust pool of potential donors. In partnership with ZoomInfo, Avalon Gardens can continue their important work of building a global model of holistic sustainability and provide a second chance at childhood to those in their PIRP.

"It was important to find another avenue to reach out to potential benefactors on a larger scale. As the PIRP continues to grow, so does the list of required equipment and resources to maintain the program and keep the lights on," explained ShaRu White, PIRP Development Coordinator at Avalon Gardens.

In partnership with ZoomInfo, Avalon Gardens is able to continue their important work of building a global model of holistic sustainability and provide a second chance at childhood to those in their PIRP.

"Having access to ZoomInfo has been a real door-opener, as it has provided contact information to decision-makers at companies that manufacture products our farm and ranch need. Since bringing on ZoomInfo, donations have increased by more than 50%," explained White.

[Learn More →](#)

Recognition

At ZoomInfo, we build each other up and celebrate together. We have channels specifically dedicated to calling out great performers in real time, and the CEO frequently sends all-employee communications to recognize these achievements. Two distinct recognition programs celebrate achievements on a daily and quarterly basis.

“Kudos” is our intranet-based recognition program that enables our employees to give a public shoutout to a colleague at any time.

Our Zoomie Awards recognize three outstanding performers in each major department at our quarterly all-hands meetings.

Product Spotlight: Best Company Awards

At ZoomInfo, we believe that transparency in business drives progress, increases customer and employee satisfaction, and results in stronger growth.

Through Comparably, we bring workplace cultural transparency to everyone through real employee insights into company leadership, compensation, team, environment, and outlook.



[Learn More →](#)

Workplace Awards

In 2022, we were honored to receive numerous awards celebrating our workplace, culture, diversity, and teams.



*2022 Comparably Best Company awards excluded due to ZoomInfo acquisition of Comparably

Governance Responsibility



Financial Sustainability

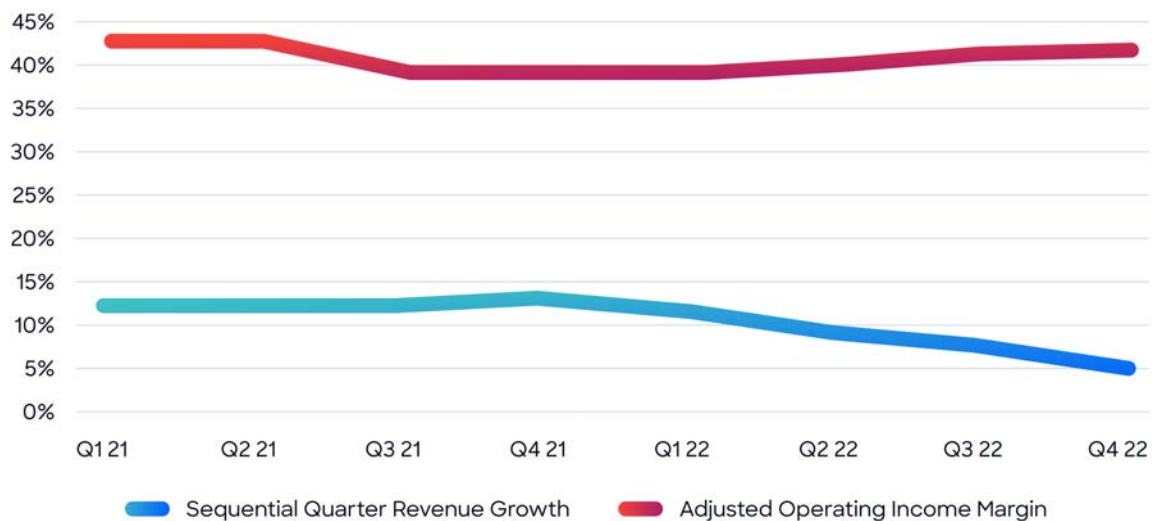
ZoomInfo delivers a combination of growth and profitability. The company was co-founded by our CEO, Henry Schuck, in his law school dorm room on a personal credit card loan of \$25,000. Had the money run out the business would have been over. That bedrock ethos of efficient growth is a core tenet that supports all departments of ZoomInfo.

Structural Competitive Advantage

We believe that sustainable businesses deliver financial returns in both the short and long term. They generate value to the customer, value to the community, and are good stewards of the environment.

ZoomInfo’s platform, RevOS, generates near-immediate value, resulting in efficiency across sales, marketing, operations, and recruiting. We are the alpha user of our own platform, which enables our own go-to-market efficiency and creates a virtuous feedback loop of reduced costs and agile R&D development. As a result, we have delivered a sustainable combination of high growth and profitability since our founding.

Growth and Profitability



Capital Allocation

ZoomInfo is committed to prudent capital management and will focus on re-investing capital to drive sustainable growth. Historically, we have used cash to fund acquisitions that compliment our offerings and drive additional value for customers.

Privacy and Control



**Simon
McDougall**

Chief Compliance Officer

ZoomInfo is a privacy-first company, just like any company that processes data should be. This gives confidence both to our customers who use our data, and to the contacts in our database who want to understand how we use their information.

ZoomInfo offers many benefits: we support the economy by connecting business professionals with new suppliers of goods and services, and we help businesses grow more efficiently, which enables them to be more profitable and to reduce their carbon intensity.

Compared to many data companies, our operations are relatively low risk. We seek to connect business professionals to other business professionals to discuss business. The data we provide is the kind you might see on a business card, email signature block, resume, or company webpage – we are not building detailed profiles with hundreds of data points, and we have no interest in people’s private lives.

At the same time, much of the information we collect is about individuals, and operating at a level of speed, scale, and accuracy necessitates high standards of governance. We understand that not all business professionals want to be contacted and that there are many regulations around the world that govern how we handle data.

In addition to complying with local regulations wherever we operate, we seek to apply the same high standards globally, which means we often exceed local regulatory requirements. This global approach is reflected in our notice program. Every new contact is sent a clear notification as soon as possible, whether required by law or not. In 2022, we commissioned and published an independent third-party report that confirmed we use best-in-class infrastructure and protocols to facilitate sending privacy notices via email, which exceeds the privacy efforts of most Fortune 500 companies.

Likewise, we strive to make it as easy as possible for contacts to own and update their profile or opt-out of our database if they wish. We process the large majority of opt-out requests automatically, meaning opt-out data is removed from our database within a few hours. These efforts are supported by a dedicated full-time team that ensures any requests we find harder to match are fulfilled quickly.

As the market leader in our sector, we also seek to raise standards throughout the industry. We founded the Business Information Coalition, to bring together our peers and competitors to jointly educate, advocate, and share best practices. In 2022, we supported the development of the Business Information Coalition’s groundbreaking [guidance on European business-to-business marketing](#). We continue to support the Business Contact Preference Registry, which seeks to provide a platform for business-to-business data companies to share, with permission, opt-out requests from contacts.

Going forward, we will continue to invest in privacy, data ethics, and good governance. We understand that the trust of our customers, contacts, and other stakeholders must be earned, and we will continue to lead from the front.

A handwritten signature in black ink, appearing to read 'S. McDougall'. The signature is stylized and fluid, written in a cursive-like style.

Data Privacy

ZoomInfo is founded on our customers' trust in our data. Collecting data is central to all businesses, and it's our job to be ethical stewards of the data we hold and process. We are focused on business information, such as a person's workplace, job title, email, and phone number — the kind of information you would find on a business card, email signature block, resume, or company webpage. We don't collect sensitive private information. Many privacy laws expressly make exempt business contact information or are drafted to only regulate personal consumer data in a household capacity, but we apply the same high standards to all the data we process.

[Learn More →](#)

>70M

privacy notices were delivered in 2022

>90%

of our total emailable universe have been provided notice

<0.25%

average opt-out rate for 2022

Privacy First

Privacy is core to our platform. ZoomInfo is setting the industry standard for the ethical handling of business-to-business data. We provide customers with access to helpful tools that give them compliance assurance and control over their information.

Transparency

We send privacy notifications to every addressable contact in our database, detailing their rights to access, request, or correct their information. We also offer contacts the ability to opt out entirely using our self-serve privacy center, supported by a full-time team that ensures all requests are fulfilled. In 2022, we launched a global re-notification campaign to individuals in the database, prioritizing by age and quality of record.

Email Deliverability

We have implemented and actively manage best-in-class infrastructure and protocols to facilitate sending privacy notices that meets or exceed industry standards and best practices for deploying privacy notices. Our email deliverability is audited by third parties.

Integrity

Our firmwide privacy policy and practices have been certified under TrustArc's Enterprise Privacy and Data Governance Practices. We have also achieved CCPA and GDPR validation certifications from TrustArc. Our ISO 27701 certification assures our stakeholders that processes are in place to protect their data and personal information. Finally, we are also certified under EU-U.S. and Swiss-U.S. Privacy Shield Frameworks and we are a registered data broker in California and Vermont.

Dedicated Privacy Team

Our team of legal and privacy professionals is tasked with expanding compliance with policies, providing notification to people in our database, processing opt-outs, supporting customers, and monitoring emerging legislation locally, nationally, and internationally.

Privacy Leadership

Improvements to our industry benefit us because our customers gain confidence and use our services more. Additionally, promoting high standards in the industry benefits our customers, the economy, and society overall.

Industry Advocate Spotlight: Business Contact Preference Registry

ZoomInfo's Business Contact Preference Registry provides a global database of opt-out requests to other business-to-business data providers, meaning that one opt-out to ZoomInfo supports the contact being opted-out of similar services.

[Learn More →](#)

Industry Advocate Spotlight: Business Information Coalition

ZoomInfo founded the Business Information Coalition, convening our peers and competitors to share best practices and develop an industry voice that can better explain how our industry works to the public, press, and policymakers.

Cybersecurity Strategy

ZoomInfo’s cybersecurity framework and operational model support business growth that builds trust and provides peace of mind to our customers. Our proactive strategies work to anticipate future requirements or potential threats and our reactive strategies work to contain and address unforeseen challenges.

Cybersecurity Framework

Risk Visibility & Control

Provide risk owners and relevant stakeholders with the necessary visibility for making risk-based decisions.

Empowerment & Automation

Enable employees to efficiently embed security in their daily operations and set operational foundations aligned with business objectives.

Security Assurance

Translate our cyber defense efforts with security assurance that will support the efforts to build trust with customers and investors.

Thought Leadership

Reduce security barriers during the sales process by positioning ZoomInfo as a thought leader in the cybersecurity domain.

Cybersecurity Operational Model



Identification	Enrichment	Prevention & Containment (Tools)	Prevention & Containment (People)	Incident & Breach Readiness	Maturity Metrics & Risk Governance
Environmental Monitoring	Threat Intelligence	Identity & Access Management	Job Specific Training	Business Continuity Management	Continuous Transformation Measurements
Architecture Reviews	Insider Reporting	Data Leakage Prevention	Communication & Awareness	Disaster Recovery	Executive Visibility
Automatic Tools	Crowd Sourcing (Internally)	Perimeter Security	Remediation Guidance	Communication Plan	Asset Owners Visibility
Penetration Tests		Cloud Security	Technical Standards	Response Process & Negotiation Skills	Board of Directors Visibility
			Security Tools Accessibility	Cyber Insurance	

During 2022, we re-focused our cybersecurity strategy and have defined our security strategy for the next two years to focus on the following domains:

Product Security

Integrate security to all layers of our products and services.

Data Governance

Be in control over our data.

Identity & Access Management

Control access to our data assets.

Breach Readiness

Rapid and in compliance response to potential breaches.

Information Security

Data Sources

We collect data through four primary methods. First, we programmatically extract information from publicly available sources such as websites, press releases, and news articles. Second, we have a data training lab of researchers who manually gather and update information through internet and telephone research and train our data-collection algorithms. Third, we have a contributory network that allows our Community Edition customers to share business contacts with us. Customers contribute data so that we can research and verify their contacts and improve the quality of the database for all our users and our free version users exchange contacts for limited access to our platform. And, fourth, through partnerships with common data providers.

[Learn More →](#)

Data Protection

ZoomInfo is a security-first organization, committed to protecting our information from intentional or unintentional misuse. This includes customer, partner, vendor, and other third-party information.

In this spirit, ZoomInfo is proud to have implemented a robust Information Security Management System (“ISMS”) that meets the strict guidelines of the ISO 27001/27701 standards. We have also earned AICPA’s SOC2 attestation regarding the security, availability, and confidentiality controls around our services. Our ISMS includes within it the Risk Management program formally based on the ISO 31000 Risk Management Framework.

[Learn More →](#)



Security Team

Our information security team manages multiple layer of risk, including compliance, risk management, cybersecurity operations center, security engineering, and offensive security.

Members of our team hold a number of certifications, including Certified Information Systems Security Professional (CISSP), Certified Information Systems Management (CISM) and Certified Information Systems Auditor (CISA). Many also have relevant military experience related to information security.

Cybersecurity Steering Committee

In 2022, we restructured our Cybersecurity Steering Committee to enhance executive oversight and governance. The structure of the committee and its sub-committees allow senior business leaders to make more time-sensitive risk-based decisions and to scale the program.

Partner Spotlight: SAFECode Security Sharing Nonprofit

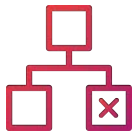
In 2022, we joined some of the world’s largest, best-known technology companies in the SAFECode network, where we contribute to security and privacy strategies to learn from each other. The group works in collaboration to prevent cybersecurity attacks, close vulnerabilities, and solve technical challenges.

[Learn More →](#)

Corporate Structure

Shareholder-First Corporate Governance

In 2021, our Board of Directors unanimously approved, and the company completed, changing the corporate structure. We eliminated super-voting stock and moved to a single-stock class, which provides all shareholders with one vote for each share. Now all shareholders have equal voting rights.



**Simplified
Corporate
Structure**



**Eliminated
Super-Voting
Stock**



**Increased M&A
Flexibility**



**Beneficial Tax
Treatment and
Increased
Cash Flow**



**Broader Index
Ownership
Potential**



**Reduced
Reporting
Complexity**

[Learn More →](#)

Board of Directors Structure

Our Board of Directors is responsible for overseeing strategic planning and monitoring risk exposure. The Board of Directors allocates governance control across four committees: 1) Audit, 2) Compensation, 3) Nominating and Corporate Governance, and 4) Privacy, Security, and Technology. The Audit Committee and Privacy, Security, and Technology Committee meet at least quarterly. The Compensation Committee and Nominating and Corporate Governance Committee meet periodically as circumstances dictate. Select responsibilities are listed below.

Audit Committee

- Overseeing the quality and integrity of financial statements, reporting processes, and audits;
- Overseeing compliance with legal and regulatory requirements applicable to financial statements and processes;
- Monitoring the independent registered public accounting firm’s qualifications, performance and independence;
- Reviewing performance of the Company’s internal audit function;
- Overseeing risk assessment and management, particularly with respect to financial risk exposure;
- Overseeing environmental, social, and governance (“ESG”) related strategy, policies, practices, risk assessment and management, and public disclosures.

[Learn More →](#)

Compensation Committee

- Establishing and reviewing the overall compensation philosophy of the Company;
- Reviewing and approving corporate goals and objectives relevant to Chief Executive Officer and other executive officers’ compensation, including annual performance objectives and performance evaluations;
- Reviewing and approving, or recommending to the Board of Directors, the Company’s equity-based plans, incentive compensation plans, and administering the plans;
- Monitoring the Company’s regulatory compliance with respect to compensation matters;
- Overseeing the preparation of the Company’s executive compensation disclosure.

[Learn More →](#)

Nominating and Corporate Governance Committee

- Identifying individuals qualified to become directors, and selecting, or recommending director nominees for the next annual meeting of stockholders or to fill vacancies or newly created directorships that may occur between such meetings;
- Developing and recommending to the Board of Directors a set of corporate governance principles;
- Overseeing the evaluation of the Board of Directors and management;
- Recommending members of the Board of Directors to serve on committees and evaluating the functions and performance of such committees;
- Otherwise taking a leadership role in shaping the corporate governance of the Company.

[Learn More →](#)

Privacy, Security, and Technology Committee

- Monitoring the Company’s global data privacy and security practices with respect to applicable regulations and requirements;
- Monitoring the quality and effectiveness of the Company’s information security framework, including capabilities, policies, and controls, and methods for identifying, assessing, and mitigating information and cybersecurity risks, and assessing the effectiveness of the Company’s management of information security-related risks;
- Reviewing the Company’s technology and innovation strategy and approach, including the impact on the Company’s performance, growth, and competitive position, and monitoring performance against its technology functionality and availability goals.

[Learn More →](#)


Additional information on our Board of Directors structure and governance can be found in our 2022 Annual Meeting of Stockholders Proxy Statement.




[Learn More →](#)

Board of Directors Composition

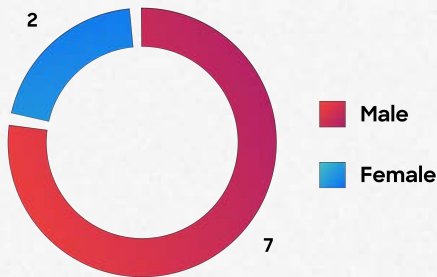
Our Board of Directors is made up of experienced and diverse executives from technical leadership backgrounds across the software, privacy, finance, and legal industries.

[Learn More →](#)

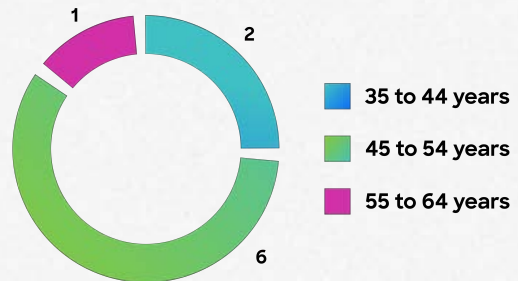
	AUDIT COMMITTEE	COMPENSATION COMMITTEE	NOMINATING AND CORPORATE GOVERNANCE COMMITTEE	PRIVACY, SECURITY, AND TECHNOLOGY COMMITTEE
Todd Crockett		Member	Member	
Mitesh Dhruv	Chairperson			
Keith Enright	Member			Chairperson
Ashley Evans	Member			
Alison Gleeson			Member	
Mark Mader	Member			
Patrick McCarter		Member	Chairperson	Member
Henry Schuck 				
Randall Winn		Chairperson		Member

 Chairperson
  Member
  Chairman of the Board

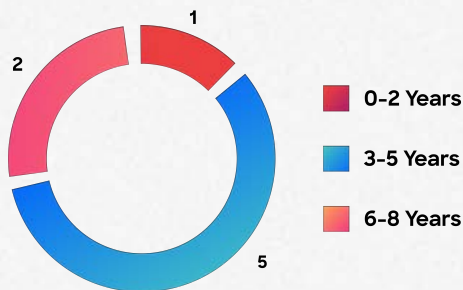
Board of Directors Demographics by Gender



Board of Directors Demographics by Age

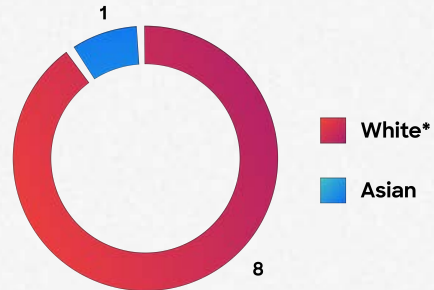


Board of Directors Demographics by Tenure



Approximate affiliate tenure of non-employee directors as of 12/31/2022

Board of Directors Demographics by Race



*Includes one director of Middle Eastern descent

Business Ethics

Integrity, honesty, and sound judgment are fundamental to our reputation and success. Our Code of Business Conduct and Ethics requires all employees to maintain the highest ethical standards in every aspect of their business dealings and seek to avoid even the appearance of improper behavior.

[Learn More →](#)

Corporate Governance Guidelines

ZoomInfo's corporate governance guidelines describe the principles and practices that the Board of Directors is expected to follow in carrying out its responsibilities.

[Learn More →](#)

Human Rights Policy

ZoomInfo is committed to business practices that are ethical and responsible and standards of conduct that respect and uphold global human rights. We respect and support international principles aimed at protecting and promoting human rights.

[Learn More →](#)

Environmental Policy

ZoomInfo is committed to sustainable business practices and will respond to environmental challenges, promote environmental responsibility, and support the development and diffusion of environmentally friendly technologies.

[Learn More →](#)

Anti-Bribery and Anti-Corruption

ZoomInfo prohibits all bribes, kickbacks, or other similar payments in any form, either directly or indirectly, to or for anyone for the purpose of obtaining or retaining business or obtaining any other favorable action.

[Learn More →](#)

Whistleblower Policy

ZoomInfo has established procedures for the receipt, retention, investigation, and treatment of complaints and concerns regarding accounting, internal accounting controls, auditing, and other legal and regulatory matters. All reports are promptly reviewed.

[Learn More →](#)

Supplier Code of Conduct

ZoomInfo outlines expectations and guidelines with respect to responsible sourcing, including our commitments to human rights, the environment, health and safety, business ethics, and the development of a diverse and sustainable supply chain.

[Learn More →](#)

Environmental Responsibility



Environmental Programs

At ZoomInfo, we believe that it is our responsibility to operate sustainably and to invest in a better future. While we are proud of the conservation and contributions that we have made, we are just getting started.



Committed to Carbon Neutrality

In 2022, ZoomInfo committed to increasing efficiency and driving to a global target of 100% Scope 1 and 2 carbon-neutrality by 2025. We intend to achieve this goal by shifting our operations to renewable energy sources and offsetting the remaining carbon balance.



Cloud Computing

To mitigate the impact of our data center footprint, we leverage hyper-efficient carbon-neutral cloud computing to operate the vast majority of our platform globally. In 2021, we shifted the mix of our cloud vendors to prioritize carbon neutrality. By the end of 2022, over 97% of our cloud footprint was carbon-neutral.



Avoided Travel

ZoomInfo's platform digitizes the go-to-market motion, which inherently reduces required business travel for ZoomInfo's more than 3,500 employees and more than 30,000 customers. This fundamentally reduces our carbon intensity and the carbon intensity of our customers, with the average customer reporting a 41% decrease in the number of travel days.



Facilities

With 15 offices throughout the United States, Israel, United Kingdom, and India, over 70% of our square footage is "Gold" Leadership in Energy and Environmental Design (LEED) certified. LEED certification is an important component in the selection and validation of future sites.



Conservation

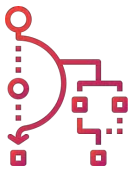
Globally, we have gone paperless. A near-zero paper office limits deforestation, saves resources, improves transparency, and increases security. Additionally, we partner to keep machines out of landfills. The majority of our used electronics are repurposed to provide for those who would not otherwise have access, which helps close the digital divide.

Green Algorithms

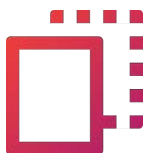
At ZoomInfo, we process a lot of data, and we recognize that as the data sets grow and our software becomes more robust, the potential for environmental impact escalates. Our engineers work to develop and tune our software to both produce fast results and to reduce energy usage, which has a dramatic impact at scale.



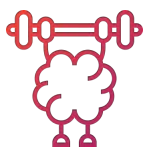
To drive model efficiency awareness, our model development process documents, benchmarks, and reviews the computational cost of predictive inference so data scientists can make more informed decisions during selection. Often, a smaller distilled student model that was taught by a full sized teacher model, will yield nearly identical predictive performance at less than 50% the computational cost. At other times a simple or classical machine learning model can satisfy the business need. These differences add up over the lifetime of a model in production.



System-level optimizations are also applied to avoid expensive machine learning models where the expected yield is low. For example, we use a lightweight model to detect if entities of interest likely exist on a webpage, such as the executive team or a job posting, prior to applying a large natural language processing (NLP) model to extract the entities. In situations where valuable information is hidden in a large amount of data, this significantly reduces the computation and energy used to acquire the information.



Another important approach to reduce our carbon footprint is to avoid duplicate computation. Complex transformer models for NLP, such as BERT, can have hundreds of millions of parameters and perform tens of billions of floating-point operations to make one inference. Persisting or caching the predictions can significantly reduce the impact of repeated inference requests. At ZoomInfo, we refresh data continuously so that our customers always have access to up-to-date information, but a portion of the data does not always change. In such scenarios, we can skip the model computation and retrieve the result that was previously generated.



In addition to inference, we are cognizant of training costs. Across the domains of NLP, computer vision, and speech recognition, the training of large neural networks often involves an initial phase of self-supervised pre-training on millions of readily available unlabeled examples to allow the model to build a representation of the data realm, followed by a fine-tuning phase on a smaller, labeled dataset to adapt the model to a particular task. The pre-training phase is usually computationally intensive. Fortunately, these pre-trained models can be saved and reused as the starting point and foundation for many other models fine-tuned for various tasks, which require significantly less computation owing to the smaller labeled training set size. Following this approach, we maximize the leverage on one-time, large pre-training efforts and avoid redundant computation to train models repeatedly from scratch.

Greenhouse Gas Emissions

In 2022, we completed a preliminary phase of our carbon management program, where we conducted a comprehensive carbon accounting to measure our emission baseline. We consider this an important step in setting quantifiable emission targets that will guide the operational steps required to reduce the intensity of our environmental footprint.

ZoomInfo categorizes our annual gross emissions as Scope 1, Scope 2, and Scope 3 in alignment with the Greenhouse Gas Protocol.

Emission Category	Gross MTCO ₂ e	Percentage Carbon Neutral	Net MTCO ₂ e
Scope 1	0	—%	0
Scope 2 (Location-based)			
Leased Facilities	773	—%	773
Scope 3			
Cloud Computing	1727	97%	52
Business Travel	2146	—%	2146
Total	4646	36%	2971

MTCO₂e / FY22 Revenue (M)⁽¹⁾	4.23		2.71
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Scope 1 emissions are direct emissions from owned or controlled sources.

Scope 2 emissions are indirect emissions from the generation of purchased energy. We record our leased facilities as Scope 2 emissions. Location-based is calculated using average emission factors of the electricity grid where the energy was consumed.

Scope 3 emissions are indirect emissions (not included in scope 2) that occur in the value chain. We record our cloud computing and business travel as scope 3 emissions.

Leased Facilities

Includes electricity provided by the facility and prorated based on our percentage of square footage occupied.

Cloud Computing

Includes vendor reported Scope 1 and Scope 2 emissions across the Google Cloud Platform, Amazon Web Services, and Microsoft Azure.

Business Travel

Includes vendor reported Scope 1, Scope 2, and Scope 3 emissions.

1. Company FY22 Revenue (M) of \$1,098.

Initiatives



Initiative Progress Report

Over 2022, the ZoomInfo team has made tremendous progress on our sustainability commitments, and we will continue to invest to maintain the momentum. We believe that publishing and providing annual updates on our goals will help us align focus, work as a team, hold ourselves accountable, and measure our success.

Together, we accomplished:

Social

Short-term (2022-2023)

- Implement DEI framework
- Launch Employee Stock Purchase Plan
- Donate more than \$500,000 in platform licenses to non-profits and universities

Long-term (2023+)

- Formalize Corporate Social Responsibility framework 2025 strategic plan

Governance

Short-term (2022-2023)

- Conduct a Stakeholder Materiality Assessment

Long-term (2023+)

- Increase Board of Directors diversity
Increased gender diversity

Environment

Short-term (2022-2023)

- Implement standardized reporting framework
Measure and report carbon emissions
- Increase facilities' LEED square footage
Initiative delayed due to overall reduction in square footage

Long-term (2023+)

- Implement carbon emissions management program

Updated Initiatives

The world is always changing and ZoomInfo is growing fast. As a result, we believe that it is critical to regularly assess our progress and to keep our goals up to date. We believe in getting 1% better every day and that consistent advancement is the most sustainable way to achieve large goals.

Together, we will:

Social

Short-term (2023-2024)

- **Donate more than \$500,000 in platform licenses to non-profits and universities**

Long-term (2024+)

- **Formalize Corporate Social Responsibility framework 2025 strategic plan**

Governance

Short-term (2023-2024)

- **Further align pay for performance**
Increase the portion of executive compensation connected to company performance

Long-term (2024+)

- **Increase Board of Directors diversity**

Environment

Short-term (2023-2024)

- **Implement carbon emissions management program**

Long-term (2024+)

- **Achieve Scope 1 and 2 carbon neutrality by 2025**
- **Increase facilities' LEED square footage**

Appendix



Sustainability Materiality Assessment

In 2022, we conducted a Sustainability Materiality Assessment to quantify environmental, social, and governance topics that are most impactful to our long-term success and sustainability.

Identification

We cataloged a comprehensive list of sustainability materiality topics based on a review of internal and external sources, including:

- Our corporate mission, values, business model, strategic plan, policies, charters, and sustainability strategy;
- ESG reporting frameworks, including the Sustainability Accounting Standards Board (SASB), Task Force on Climate-Related Financial Disclosure (TCFD), UN Global Compact (UNGC), and the UN Sustainable Development Goals (UN SDGs);
- ESG rating agency methodologies;
- ESG materiality topics identified by our software industry peers;
- ESG materiality topics identified by our shareholders; and
- Guidance from our executive leadership, sustainability committee leadership, and employees.

Evaluation

We classified and scored topics to quantify level of impact to ZoomInfo. Stakeholder responses were weighted equally, and the results verified by our sustainability executive sponsor and sustainability committee leadership.

Conclusion

We consider the following sustainability topics, particularly the bolded topics, to be material to our sustainability.

Social

- Community Engagement, Philanthropy, & Volunteerism
- **Culture, Talent Attraction, Retention, & Development**
- **Customer Satisfaction & Relationship**
- **Diversity, Equity, & Inclusion**
- Health, Safety, & Wellness
- Human Rights & Labor

Governance

- **Corporate Efficiency**
- Governance & Ethics
- **Privacy & Data Security**
- **Product Governance, Innovation, & Technology**
- Risk & Crisis Control
- Supply Chain Management

Environmental

- **Energy & Emission**
- Natural Resources

We recognize the world is always changing and commit to updating this assessment annually.

SASB Reporting Framework

Outlined below is how our existing disclosures and practices align with the recommended accounting metrics for the Sustainability Accounting Standards Board- Software & Information Technology Services Standard.

Topic	Accounting Metric	Code	Disclosure
Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	TC-SI-130a.1	(1)(3) 2022 Sustainability Report, page 39 (2) We do not disclose this metric or believe it to be material to our business.
Environmental Footprint of Hardware Infrastructure	(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	(1)(2) We do not disclose this metrics or believe it to be material to our business.
Environmental Footprint of Hardware Infrastructure	Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-SI-130a.3	Environmental Policy 2022 Sustainability Report, page 10 , 37 , 38 , 39
Data Privacy & Freedom of Expression	Description of policies and practices relating to behavioral advertising and user privacy	TC-SI-220a.1	Privacy Policy 2022 Sustainability Report, page 10 , 28 , 29
Data Privacy & Freedom of Expression	Number of users whose information is used for secondary purposes	TC-SI-220a.2	We do not disclose this metric or believe it to be material to our business.
Data Privacy & Freedom of Expression	Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-SI-220a.3	We incurred no material monetary losses as a result of legal proceedings associated with user privacy in 2022.
Data Privacy & Freedom of Expression	(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	(1)(2)(3) We do not disclose this metrics or believe it to be material to our business.
Data Privacy & Freedom of Expression	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	TC-SI-220a.5	We do not disclose this metric or believe it to be material to our business.
Data Security	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	TC-SI-230a.1	(1)(2)(3) We do not disclose this metrics or believe it to be material to our business.
Data Security	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-SI-230a.2	Security Overview 2022 Sustainability Report, page 10 , 30 , 31
Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of employees that are (1) foreign nationals and (2) located offshore	TC-SI-330a.1	(1) We do not disclose this metric or believe it to be material to our business. (2) 2022 Sustainability Report, page 13
Recruiting & Managing a Global, Diverse & Skilled Workforce	Employee engagement as a percentage	TC-SI-330a.2	2022 Sustainability Report, page 18
Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	TC-SI-330a.3	(1)(3) 2022 Sustainability Report, page 13 , 14 (2) We do not disclose this metric or believe it to be material to our business.
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	TC-SI-520a.1	We incurred no material monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations in 2022.
Managing Systemic Risks from Technology Disruptions	Number of (1) performance issues; (2) service disruptions; and (3) total customer downtime	TC-SI-550a.1	(1)(2)(3) We do not disclose this metrics or believe it to be material to our business.
Managing Systemic Risks from Technology Disruptions	Description of business continuity risks related to disruptions of operations	TC-SI-550a.2	2022 10-K, Item 1A
Activity metrics	(1) Number of licenses or subscriptions, (2) percentage cloudbased	TC-SI-000.A	(1)(2) We do not disclose this metrics or believe it to be material to our business.
Activity metrics	(1) Data processing capacity, (2) percentage outsourced	TC-SI-000.B	(1)(2) We do not disclose this metrics or believe it to be material to our business.
Activity metrics	(1) Amount of data storage, (2) percentage outsourced	TC-SI-000.C	(1)(2) We do not disclose this metrics or believe it to be material to our business.

TCFD Reporting Framework

Outlined below is how our existing disclosures and practices align with the recommended disclosures per the Task Force on Climate-Related Financial Disclosure framework.

Topic	Recommended Disclosure	Disclosure
Governance	Describe the board's oversight of climate-related risks and opportunities.	Audit Committee Charter 2022 Sustainability Report, page 10 , 33
Governance	Describe management's role in assessing and managing climate-related risks and opportunities.	2022 Sustainability Report, page 10 , 44
Strategy	Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.	Environmental Policy 2022 Sustainability Report, page 37 , 38 , 39 , 41 , 42 , 44
Strategy	Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning.	Environmental Policy 2022 Sustainability Report, page 37 , 38 , 39 , 41 , 42 , 44
Strategy	Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	Environmental Policy 2022 Sustainability Report, page 37 , 39 , 42
Risk Management	Describe the organization's processes for identifying and assessing climate-related risks.	Environmental Policy Audit Committee Charter 2022 Sustainability Report, page 33 , 44
Risk Management	Describe the organization's processes for managing climate-related risks.	Environmental Policy Supplier Code of Conduct Audit Committee Charter 2022 Sustainability Report, page 10 , 33 , 37
Risk Management	Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management.	Environmental Policy Audit Committee Charter 2022 Sustainability Report, page 10 , 33
Metrics and Targets	Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	2022 Sustainability Report, page 37 , 38 , 39 , 41 , 42
Metrics and Targets	Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.	2022 Sustainability Report, page 39
Metrics and Targets	Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	2022 Sustainability Report, page 41 , 42

United Nations Global Compact

Outlined below is how our existing disclosures and practices align with the ten principles of the United Nations Global Compact.

Topic	Description	Disclosure
Human Rights	Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 12 , 13 , 14 , 16 , 18 , 19 , 20 , 22 , 35 , 44
Human Rights	Principle 2: make sure that they are not complicit in human rights abuses.	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 12 , 13 , 14 , 16 , 18 , 19 , 20 , 22 , 35 , 44
Labor	Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 35
Labor	Principle 4: the elimination of all forms of forced and compulsory labor.	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 35 , 44
Labor	Principle 5: the effective abolition of child labor.	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 35 , 44
Labor	Principle 6: the elimination of discrimination in respect of employment and occupation.	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 10 , 12 , 13 , 14 , 15 , 16 , 17 , 18 , 19 , 20 , 22 , 24 , 25 , 35 , 41 , 42 , 44
Environment	Principle 7: Businesses should support a precautionary approach to environmental challenges.	Environmental Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 10 , 33 , 35 , 37 , 38 , 39 , 41 , 42 , 44
Environment	Principle 8: undertake initiatives to promote greater environmental responsibility.	Environmental Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 10 , 33 , 35 , 37 , 38 , 39 , 41 , 42 , 44
Environment	Principle 9: encourage the development and diffusion of environmentally friendly technologies.	Environmental Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 10 , 33 , 35 , 37 , 38 , 39 , 41 , 42 , 44
Anti-Corruption	Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	Code of Business Conduct and Ethics Anti-Bribery and Anti-Corruption Policy Supplier Code of Conduct Whistleblower Policy 2022 Sustainability Report, page 35 , 44

Sustainable Development Goals

Outlined below is how our existing disclosures and practices align with the the United Nations’ Sustainable Development Goals (SDG).

Topic	Description	Disclosure
 <p>3 GOOD HEALTH AND WELL-BEING</p>	SDG 3: Ensure healthy lives and promote well-being for all at all ages	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 15 , 17 , 18 , 35 , 44
 <p>5 GENDER EQUALITY</p>	SDG 5: Achieve gender equality and empower all women and girls	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 10 , 12 , 13 , 14 , 15 , 16 , 18 , 19 , 20 , 22 , 35 , 41 , 44
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	SDG 7: Ensure access to affordable, reliable, sustainable and modern energy	Environmental Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 10 , 35 , 37 , 38 , 39 , 41 , 42 , 44
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Human Rights Policy 2022 Sustainability Report, page 9 , 10 , 12 , 13 , 14 , 15 , 16 , 18 , 19 , 20 , 22 , 23 , 35 , 41 , 44
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	SDG 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation	Environmental Policy 2022 Sustainability Report, page 8 , 9 , 19 , 35 , 44
 <p>10 REDUCED INEQUALITIES</p>	SDG 10: Reduce inequality within and among countries	Human Rights Policy Supplier Code of Conduct 2022 Sustainability Report, page 9 , 10 , 12 , 13 , 14 , 16 , 18 , 19 , 20 , 22 , 35 , 41 , 42 , 44
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	SDG 12: Ensure sustainable consumption and production patterns	Environmental Policy 2022 Sustainability Report, page 9 , 35 , 37 , 38 , 39 , 41 , 42 , 44
 <p>13 CLIMATE ACTION</p>	SDG 13: Take urgent action to combat climate change and its impacts	Environmental Policy 2022 Sustainability Report, page 9 , 10 , 37 , 38 , 39 , 41 , 42 , 44
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	Code of Business Conduct and Ethics 2022 Sustainability Report, page 33 , 35 , 44



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