

2024

ESG Report



Letter from the CEO



Bill Magnuson

Cofounder and CEO
Braze

Our environmental, social, and governance (ESG) work strengthens communities within Braze and beyond. This focus on community is foundational to our business: Brands use Braze to understand and build strong bonds with each member of their customer communities.

Our ESG work takes the same approach, engaging thoughtfully with different communities that touch Braze:

1. The employee community within Braze

The progress highlighted in this report depends on our core community: 1,500+ Braze employees on five continents, representing various disciplines, backgrounds, and experiences. Our employee resource groups (ERGs) and social impact efforts create diverse leadership opportunities and amplify employee passions, making Braze a more fulfilling place to work.

2. The communities Braze employees belong to

Our employees belong to local communities where they live and work, as well as global communities reflecting their identities and experiences. When these communities are vibrant, employees thrive—and so does Braze. We support organizations serving these communities with volunteering and \$1.8+ million in grants since November 2022, with most funds directed by employees; Braze Donation Dollars for Doers has rewarded 200+ employees' social impact contributions by letting them direct Braze donations to a range of causes.

3. The global community that includes Braze

Finally, there's the biggest community of all: The global community, which we honor through our sustainability and climate work. Real progress on climate change requires partnership with others to amplify impact, so we've engaged directly with suppliers on emissions reductions, finalized our first Virtual Purchase Power Agreement, and committed to setting a near-term science-based target this year, aligning our carbon emissions reduction work with global efforts to prevent the most damaging outcomes of climate change.

Our ESG work drives material impact through high-leverage, scalable initiatives carried out alongside our employees and through the efforts of our ESG-focused Social Impact team. I'm encouraged by the positive impact we've had on our communities to date, but our journey is far from over—we will continue to prioritize this work and do our part, and we invite you to do the same.

A handwritten signature in black ink, appearing to read "Bill Magnuson". The signature is fluid and stylized, with a long horizontal stroke at the end.

FY'24 highlights

SOCIAL HIGHLIGHTS

- Surpassed \$1.8 million in charitable grants since launching the Braze for Social Impact Fund
- Received the Equality 100 Award from the Human Rights Campaign in connection with our inclusion on HRC’s 2023-2024 Corporate Equality Index
- Expanded our “Tech for Black Founders” program into a global “Tech for an Equitable Future” program that supports businesses founded by underrepresented individuals, including Black and women founders

GOVERNANCE HIGHLIGHTS

- Maintained ISO 27001 certification and SOC 2 Type 2 compliance for four consecutive years
- Published a Vendor Code of Conduct to help support ethical sourcing through our supply chain
- Added technology expertise to our leadership team with the appointment of Yvonne Wassenaar to our Board of Directors

ENVIRONMENT HIGHLIGHTS

- Funded our first Virtual Purchase Power Agreement
- Committed to a near-term science-based target in connection with emissions reductions

Table of contents

Introduction

Letter from the CEO	2
Braze by the numbers	4

Social

Diversity, equity, and inclusion	6
Employee representation	8
Grantmaking	9
Donation Dollars for Doers	10
Tech for an Equitable Future	11

Governance

Board of directors and board committees	13
Braze corporate governance	14
Commitment to security and data privacy	15

Environment

Climate action	17
Braze greenhouse gas emissions	18
Braze workplaces	20

Conclusion and appendix

Conclusion	21
Appendix: SASB disclosure	22
Appendix: Forward-looking statements and trademarks language	23

About Braze

Braze is a leading customer engagement platform that empowers brands to Be Absolutely Engaging™. Customer Engagement is an emerging category of business activity and software, which we define as the full set of activities that companies use to build and maintain direct, meaningful relationships with their customers. Our platform empowers brands to listen to their customers better, understand them more deeply and act on that understanding in a way that is human and personal.



Braze by the numbers

(for the period of February 1, 2023-January 31, 2024 or as of January 31, 2024, as applicable):

1,500+
Full-time employees

10+
Offices

2,044
Customers

6.2 billion
Monthly active users

\$471.8M
FY'24 revenue

Prime
Rating for Corporate ESG
Performance by [ISS ESG](#)



For the most recent information on our financial performance, visit our [Investor Relations site](#).



Social





Diversity, equity, and inclusion

At Braze, our goal is to nurture a sense of belonging within our employee community, strengthening employee bonds and empowering each individual to find ways to contribute to our combined culture and overall success. Our diversity, equity, and inclusion (DEI) initiatives are designed to support an inclusive environment for employees, one where diverse backgrounds and perspectives are celebrated, and everyone is encouraged to play a role in driving overall business success.

By enhancing the opportunities available to our employees, we build community, bolstering employee satisfaction and reinforcing our tradition of maintaining a diverse, equitable, and inclusive workplace. While our DEI efforts are supported in part by specialists and relevant subject matter experts, we know that outcomes depend on collective action among members of the Braze employee community.

Our approach:

- **Enhanced opportunities:** Strategically deliver programs and processes that enhance DEI at Braze.
- **Foundational:** Systemic support of DEI opportunities within Braze through inclusive policies and programs.
- **Monitoring:** Use data to define opportunities for Braze to bring reality closer to our intentions in connection with DEI.



At Braze, supporting DEI is an ongoing, multifaceted effort that involves many stakeholders and programs. Some key elements of our DEI approach include:

Employee Resource Groups (ERGs): Braze has a rich culture of ERGs. As of July 2024, Braze hosts 11 ERGs that foster a sense of belonging for employees in connection with their identities and experiences. Our second ERG Summit, held in London in March 2024, bolstered the Braze employee community by strengthening partnerships between ERGs and the business as a whole.

ERG Grants Program: Now in its second year, this program empowered our ERGs to allocate [\\$300,000 in grants](#) to nonprofits and charities that aligned with their respective missions. Some of the organizations supported by this program include:

- [Dress for Success®](#): Helps women achieve economic independence with professional support and development tools. **Selected by our Elle @ Braze ERG.**
- [Global Deaf Muslim](#): Supports the rights and needs of Deaf Muslims across the global ummah. **Selected by our Muslims @ Braze ERG.**
- [Hello Nurze](#): Empowers medically complex families in their search for in-home nursing. **Selected by our Parents @ Braze ERG.**

Hiring Practices: This year, Braze updated its hiring-related practices to streamline the hiring process, implement additional best practices, and reduce the risk of bias. These changes aim to attract the best and most diverse talent possible while also providing excellent candidate and hiring manager experiences.



Human Right Campaign (HRC) Corporate Equality Index (CEI): Braze was included in the HRC 2023-2024 CEI, recognizing our company's strong commitment to promoting equality for LGBTQ+ individuals in the workplace. Organizations are selected for the CEI based on the steps they've taken to ensure that everyone is treated equally, the benefits they offer their LGBTQ+ employees, and their commitment to fair treatment. Braze also received the HRC's [Equality 100 Award](#), which is given to organizations that received a perfect score of 100 in connection with their CEI submission.

Mentorship program: Inspired by the Elle Mentorship Program, Braze created a company-wide mentorship program called Forging Mentorship. Forging Mentorship is an inclusive mentorship program open to all full-time Braze employees who are seeking a formal mentoring relationship to drive career, professional, and personal development. Additionally, this program prioritizes driving our diversity, equity, and inclusion efforts by offering ERG preference-based matching within the larger Braze employee community.

United Nations Sustainable Development Goals (SDGs): In 2015, all United Nations members adopted 17 global Sustainable Development Goals (SDGs) that were designed to combat climate change, preserve forests and oceans, and encourage peace and prosperity around the world. Braze works to support these SDGs through our ESG work.



SDG 5: Achieve gender equality and empower all women and girls



SDG 10: Reduce inequality within and among countries



Employee representation*

SASB Disclosure: TC-SI-330a.3

Unless otherwise noted, data and descriptions are (i) based on employee self-identification and (ii) current as of January 31, 2024.

Global gender (%)	Female	Male	N/A***
All global employees	40.8%	49.7%	9.5%
Executive management**	44.4%	55.6%	0.0%
Non-executive management	39.6%	53.9%	6.5%
Technical employees	27.1%	67.8%	5.0%
All other employees	45.2%	42.8%	12.1%

*Percentages calculated and categorizations made in accordance with the recommendations of the Sustainability Accounting Standards Board (SASB).

**Executive Management is defined as the CEO and direct reports.

***N/A for gender includes people who have identified as nonbinary classifications, in addition to not available or not disclosed.

US Race/Ethnicity (%)	White	Asian	Black or African American	Hispanic or Latina/o	N/A^	Other^^	Two or more^^^
Executive management**	55.6%	44.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-executive management	65.7%	15.1%	1.6%	4.8%	5.2%	2.8%	4.8%
Technical employees	46.8%	33.3%	2.8%	1.4%	7.4%	0.9%	7.4%
All other employees	60.2%	18.0%	3.7%	7.6%	1.6%	1.0%	8.0%

^N/A for U.S. Race/Ethnicity includes people who identified as "Other," in addition to not available or not disclosed.

^^Other includes classifications: Native American or Alaska Native and Native Hawaiian or Pacific Islander.

^^^Two or more for anyone who identifies as being part of two or more races or ethnicities.



Grantmaking

In 2021, Braze joined the [Pledge 1%](#) movement, committing to disburse 1% of our then outstanding equity over a 10-year period starting in 2022 for charitable purposes. Since the funds became available for grantmaking in November 2022, we have disbursed over \$1.8M to more than 100 local nonprofits and charities around the world through the Braze for Social Impact Fund at Tides Foundation. This year, we highlight a key grantmaking program that supports communities within Braze and beyond by amplifying employee passions and investing meaningfully in communities where employees live and work.

Braze Cares Partner Program:

Funded by the Braze Social Impact Fund, each Braze office and remote region has the opportunity to come together to direct an unconditional cash grant to a local nonprofit or charitable organization. Separately, Braze organizes quarterly volunteer engagements with these same organizations, in order to form deep, year-round relationships between participating employees and their selected charities. This approach has established the Braze Cares Partner Program as a foundational program as we continue to build a culture of community impact across our growing global employee base.



Denise Villamil
Director of Career
Services, The Peninsula
College Fund

"Braze has been so generous in supporting the Peninsula College Fund in its mission to empower first-generation college students in the Bay Area. Their support goes beyond mere funding. The dedicated volunteers from the Braze San Francisco office have provided support that amplifies our mission of educational equality, helps to open doors to brighter futures and uplifts the broader community."

Quarterly volunteer opportunities for employees are coordinated by Braze Cares Advocates, fostering a culture of year-round employee volunteerism in connection with the communities surrounding their local offices or remote regions.

Since program launch, Braze has directed \$470,000 in unconditional cash grants to 19 nonprofits and charities selected by employees worldwide:

- **FY'24:** \$220,000 disbursed to charities selected by employees of our different offices and remote regions.
- **FY'25:** \$250,000 disbursed to date, including in Bucharest, Jakarta, and São Paulo, reflecting our growing global footprint and evolving community. Many offices chose to continue successful partnerships with the same nonprofits that they partnered with during the first year of the program, deepening these meaningful relationships and providing ongoing support to local communities.

This approach helps us build and nurture enduring relationships between our employees and these significant community organizations, allowing us to amplify our collective impact far beyond what's possible with a one-time grant.



SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



SDG 10: Reduce inequality within and among countries

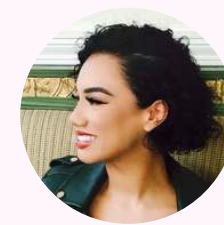
Donation Dollars for Doers

Launched in December 2022, our Donation Dollars for Doers initiative empowers Braze employees to find ways to create a positive social impact in the communities that matter to them, both inside and outside of Braze.

There are several ways for employees to get involved and earn dollars from the Braze for Social Impact Fund to direct to the causes they care about most:

- 1** Employees can use their skills for good to support the [Tech for an Equitable Future](#) product grant program, such as running an onboarding of a new customer. Other activities include, but are not limited to, serving as a Braze Cares Advocate for one's office or remote location, supporting our annual greenhouse gas audit, and representing Braze at an affinity conference.
- 2** Individuals who organize volunteer events that engage at least 10 Braze employees are also eligible for a \$5,000 grant to the nonprofit organization served.
- 3** Employees who show proof of self-fundraising at least \$1,000 for charity can request a matching grant of up to \$5,000 from the Braze for Social Impact Fund.

Since its inception, 216 employees have received over \$59,000 in donation credits and matching grants, boosting the impact of their efforts and furthering our investment in communities worldwide.



Caitlyn Grundy
Sr. Customer Success
Manager, Braze

"Through Donation Dollars for Doers, I leverage my skills for good in support of our Tech for an Equitable Future product grant program. By donating my time and expertise to serve these founders and their growing businesses, I've earned ample reward dollars that I've since donated to causes that matter most to me, such as Colibri Center for Human Rights. This allows me to grow my skills and further my impact in the community, which is one of the most rewarding parts of my job!"



In December 2023, Braze launched [Tech for an Equitable Future](#), expanding the original [Tech for Black Founders](#) program to support more underrepresented groups globally. As part of the program, qualifying companies with underrepresented founders from APAC, EMEA, and North America receive 12 months of free access to the Braze platform and supporting services that can help them make more effective use of Braze to grow their businesses.

The initial Tech for Black Founders program, launched in 2020, was created in order to help address the fact that only about 1% of US venture capital (VC) dollars go to Black founders, a major disparity in the technology space. By taking part in the Tech for an Equitable Future program, businesses founded by underrepresented individuals, including Black and women founders, gain the opportunity to use Braze to accelerate their growth and build vibrant customer communities of their own over time. After opening applications for our fourth cohort in December 2023, we have a total of 29 companies participating in the program as of July 1, 2024.

In FY'24, we made strategic adjustments in order to scale the initiative over the long term and to improve product utilization by participants. These changes included the introduction of dedicated Braze customer success managers, free Braze certifications, monthly webinars, and bi-weekly office hours. In addition, we introduced partner-led onboarding for a select number of new participants during Cohort 4 in collaboration with Clear Goals, ConsultMyApp, and Massive Rocket, allowing us to build a foundation for larger cohort sizes in the future. These enterprise-level support services are designed to give participating companies a significant advantage and advance their access to future opportunities.

Braze employees from various departments—including Customer Success, Finance, Global Support and Services, Growth, Legal, Marketing, Product, and Sales—have significantly contributed to the success of this program. Over 80 employees volunteered their professional skills to support Cohort 4’s success.

29

Companies currently in the program

13

Women founders

\$876,000

Annualized Braze product value donated

3

Graduated*

*Graduated indicates CARR of \$27,000+, meaning their business has grown to be a full paying customer.



Mandy Bowman
Founder and CEO,
Official Black Wall
Street

“Joining the Tech for an Equitable Future product grant program has enabled us to scale our customer communications with Braze, a leading provider in the market, in order to drive stronger business outcomes. Leveraging Braze, we’ve been able to improve our customer experience and boost retention through personalized and streamlined messages to our users, despite having limited marketing support.”

5

GENDER
EQUALITY



SDG 5: Achieve gender equality and empower all women and girls

10

REDUCED
INEQUALITIES



SDG 10: Reduce inequality within and among countries



Governance



Board of directors and board committees

Corporate governance:

Communities are built on relationships and relationships are built on trust. To honor our relationship with the larger business and investor community, Braze corporate governance is designed to uphold ethical business practices and promote adherence to all relevant laws and regulations.

The Braze Board of Directors (the "Board") includes three permanent committees: Audit, Compensation and Leadership Development, and Nominating and Corporate Governance. These committees oversee risk management within their specific domains:

- [Audit Committee](#): Oversees the company's financial reporting process, internal control systems, Sarbanes-Oxley Act (SOX) compliance, cybersecurity risk management, and the integrity of public financial reporting.
- [Compensation and Leadership Development Committee](#): Oversees compensation policies, employee benefits, executive officer compensation, and compensation risk management.
- [Nominating and Corporate Governance Committee](#): Oversees corporate governance policies, board membership criteria, and the company's Social Impact plans and programs.

ESG Governance:

ESG is a top priority at Braze, with the Nominating and Corporate Governance Committee providing guidance regarding the company's Social Impact efforts. In coordination with essential teams such as Legal, Investor Relations, and People, the Social Impact department oversees targeted environmental and social programs. The Vice President of Social Impact reports directly to the CEO, driving these efforts forward.

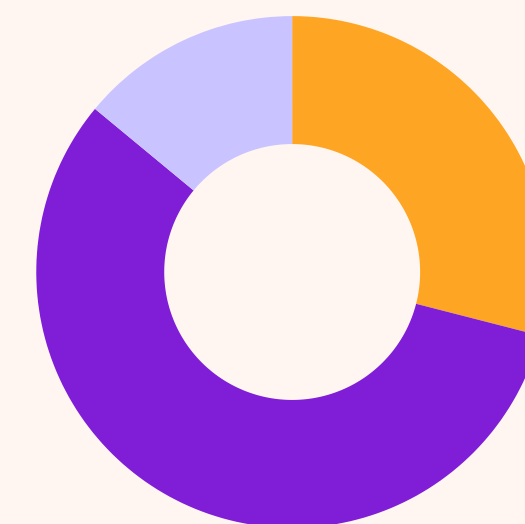
Board diversity data* (as of June 30, 2024):

Gender



Male 71% Female 29%

Race/ethnicity



White 57% Non-white 29%
Not disclosed 14%

LGBTQ+: 1 member



*The Braze Board of Directors satisfies the requirements of Nasdaq Listing Rule 5605(f), which requires, among other things, that Nasdaq-listed companies have at least two diverse directors, including one who self-identifies as female and one who self-identifies as either an underrepresented race or as LGBTQ+.

Braze corporate governance

Corporate Governance Guidelines: The Braze corporate governance guidelines establish principles and standards for the operation of the company's board and related governance matters. These guidelines cover key areas such as board composition standards, membership criteria, board meeting procedures, board responsibilities, board self-assessments, CEO evaluation, committee procedures and criteria, stockholder communications, and succession planning. By adhering to these guidelines, Braze promotes transparency, accountability, and trust within the company and with external stakeholders.

Code of Business Conduct and Ethics: The Braze code of business conduct and ethics serves as a guiding framework for all individuals representing the company, including directors, executive officers, and employees. This code sets clear expectations, emphasizing the importance of acting with honesty and ethics, avoiding conflicts of interest, complying with applicable laws, safeguarding Braze assets and confidential information, and upholding principles of fair dealing. This code also includes procedures for anyone to anonymously report potential violations of the code. By adhering to this code, Braze fosters a culture of integrity, promoting transparent and fair business practices that prioritize the well-being of all stakeholders.

Ethics Policies: Braze has implemented comprehensive ethics policies that reflect our dedication to strong corporate governance practices. These policies cover disclosure protocols, anti-corruption measures, guidelines to avoid insider trading and to establish Rule 10b5-1 trading plans, compliance programs for Section 16 reporting requirements, policies governing related-person transactions, and provisions for the anonymous reporting of policy violations and whistleblower protection. These policies promote ethical behavior, transparency, and accountability throughout our organization, building trust with our employees, customers, and the market.

Vendor Code of Conduct: Braze encourages all its vendors to comply with the Braze vendor code of conduct in their business dealings with us. This vendor code promotes a commitment to respecting human rights, adhering to fair labor standards, advancing environmental protection, and exhibiting the highest standards of business ethics. By integrating our ethical standards throughout our supply chain, we support consistent and trustworthy practices that benefit our stakeholders.



For more about the Braze corporate governance guidelines, code of conduct, and other related policies, please visit investors.braze.com



Commitment to security and data privacy

Data privacy and security are key needs for modern businesses. Because Braze is designed to help our customers use data to build community with their audiences, it's essential that we prioritize data privacy and security throughout our product development and service delivery. This commitment to security and data privacy in turn maintains trust with our customers and supports strong relationships with their customers.

By adopting a privacy by design approach, we've embedded privacy considerations into our processes from the start; Braze also offers tools and features built to help our customers comply with relevant data protection requirements, laws, and regulations. All Braze customer agreements contain comprehensive provisions outlining how we safeguard and manage customer data, and all Braze employees are required to undergo annual privacy and security training, fostering a culture of security and trust within our customer community.

We're also committed to transparency and accountability regarding our data practices. The Braze privacy policy clearly outlines what data we collect, how it is shared, and the purposes for which it's used; it also provides a point of contact for privacy-related inquiries. In addition, Braze publishes a [transparency report](#) listing any government requests for disclosure of personal information and our response to such requests, if applicable. These measures are designed to uphold the highest data privacy and security standards, honoring the trust of our customers, employees, and other stakeholders, and reinforcing our role as a responsible member of the global community.

Security certifications

- **Data transfers:** Demonstrating our dedication to data privacy, we adopt the 2021 EU Standard Contractual Clauses and have certified to the EU-US Data Privacy Framework, the Swiss-US Data Privacy Framework and the UK Extension to the EU-US Data Privacy Framework to enable the safe cross-border flow of personal data.
- **HIPAA compliant:** Since 2016, we have engaged the expertise of third-party professionals to navigate the intricacies of the [US Health Insurance Portability and Accountability Act of 1996](#) (HIPAA). This partnership has allowed us to create and sustain a product offering that complies with HIPAA standards, catering effectively to our customers in the health and wellness sector.
- **ISO 27001 certified:** This certification validates our organization's thorough evaluation of potential security risks. It attests to the implementation of an information security management system that aligns with the global standards established by the [International Organization for Standardization](#) (ISO).
- **SOC 2 Type 2 compliant:** Under the oversight of the [American Institute of Certified Public Accountants](#) (AICPA), we fulfill the SOC 2 standard, signifying the implementation of rigorous information security policies and procedures.



Jon Hyman
Co-founder and Chief
Technology Officer, Braze

"For our global customers, excellent privacy and information security practices are foundational requirements for building genuine relationships with their customers. To best support our customers, Braze continuously evaluates our security and privacy programs to ensure we meet or exceed industry-standard practices across every dimension."



Environment



Being a responsible member of any community means supporting the well-being of other members and the community as a whole. At Braze, we aim to honor our place in the global community by supporting science-based climate solutions in order to benefit people around the world and the planet itself.

As part of our environmental commitment, we have made a commitment to the [Science Based Target Initiative](#), aligning our emissions reduction efforts with climate science. Climate is a team sport and we will be partnering with Braze departments, as well as external partners and suppliers, to reduce our greenhouse gas emissions.

Science-based target:

We have committed to setting a near-term science-based target. We are currently in the process of developing our reduction targets for scope 1 and 2, as well as scope 3, which we plan to submit to the Science-Based Targets initiative for validation. In order to achieve these targets, Braze is committed to working across our operations and engaging directly with our vendor ecosystem to reduce our emissions.



SDG 7: Ensure access to affordable, reliable, sustainable, and modern energy for all



SDG 12: Responsible consumption and production

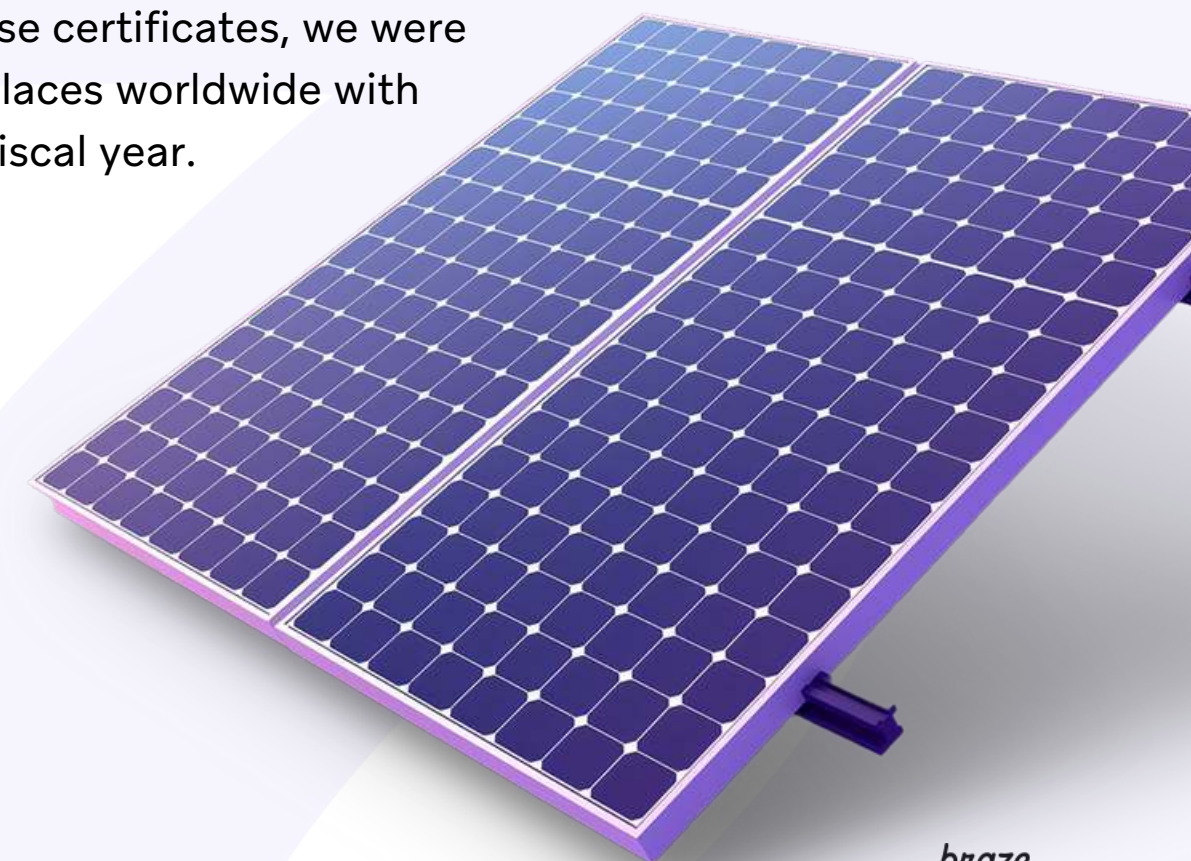


SDG 13: Take urgent action to combat climate change and its impacts

Renewable energy:

To contribute to the green transition, we are investing in renewable energy projects. We are very excited to announce our first [Virtual Purchase Power Agreement \(VPPA\)](#), which is a long-term financial contract between a buyer and a clean energy project. Through our commitment, we are helping fund the build of five solar facilities in Michigan. As part of this agreement, Braze has committed upfront to buying Energy Attribute Certificates (EACs) generated by these facilities over the next five years, which is the equivalent of 1,600 MWh of clean power per year. We project that our five year purchasing commitment will avoid approximately 3,800 mtCO₂e (metric tons of carbon dioxide equivalent), equivalent to more than nine million car miles driven. The EACs generated from this investment will also count towards our scope 2 greenhouse gas emissions reductions.

Braze procured high-quality EACs to cover our scope 2 emissions for FY'24. Through these certificates, we were able to cover nearly all our workplaces worldwide with clean electricity throughout the fiscal year.



Braze greenhouse gas emissions

Understanding our environmental impact is crucial for fostering transparency and accountability within the larger global community. Braze partnered with a leading third-party expert to conduct a thorough greenhouse gas emissions assessment for FY'24. This assessment adheres to the operational boundary approach recommended by the Greenhouse Gas Protocol for corporate accounting and reporting. It encompasses a comprehensive evaluation of scope 1, 2, and 3 emissions, including relevant upstream and downstream activities, using primary activity data and spend-based emission factors.

This year, we updated our methodology from the US environmentally-extended input-output (EEIO) model—which is limited to the US—to the Comprehensive Environmental Data Archive (CEDA), in order to provide more geographic specificity. CEDA is a multi-regional input output database of global emissions factors, giving us a more granular view of our emissions. In addition, we have accounted for a recent acquisition in our FY'23 and FY'24 numbers.

In FY'24, our greenhouse gas emissions footprint was estimated to be 35,447 metric tons of carbon dioxide equivalent (mtCO₂e).^{*} This compares to our estimated FY'23 greenhouse gas emissions of 34,624 mtCO₂e based on CEDA methodology.

^{*}Market-based emissions

Greenhouse gas inventory FY'23 and FY'24

Units = mtCO₂e

	FY'23	FY'24
Scope 1	171	216
Scope 2: Market-based	52	17
Scope 2: Location-based	626	806
Scope 3	34,401	35,214

Economic intensity

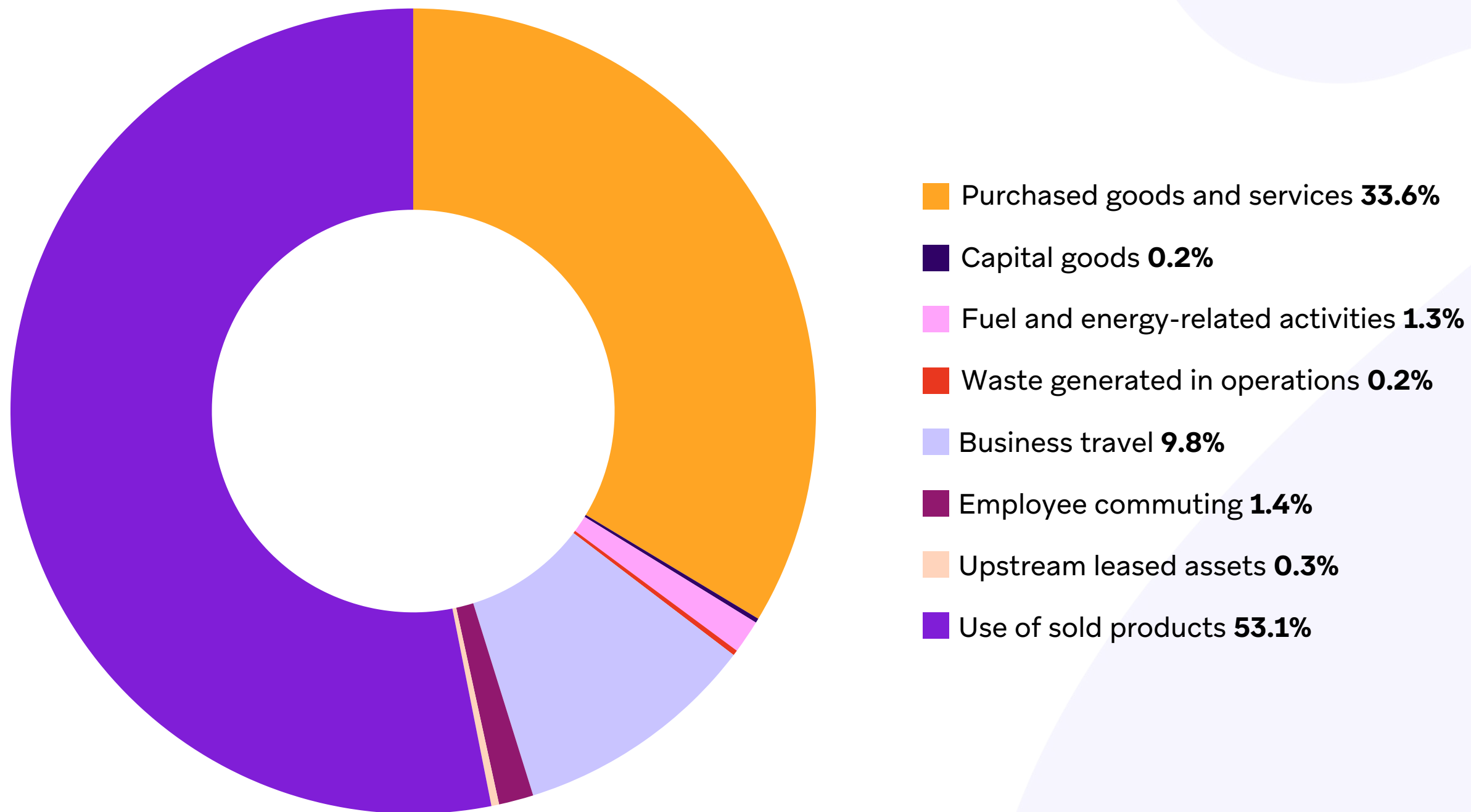
Units = mtCO₂e / \$1M of gross profit

	FY'23	FY'24
Scope 3: Economic intensity	144	109

Greenhouse gas emissions per unit of value added is a method for setting economic intensity targets compared to business scale. While our overall scope 3 emissions increased by 2.31% from FY'23 to FY'24 as our company grew, scope 3 emissions by economic intensity decreased by 24% over the same period of time.

- Emissions for FY'23 and FY'24 are calculated using the CEDA methodology, a multi-regional input output database of global emissions factors, designed to provide a more granular view of our emissions. Accordingly, the FY'23 emissions results reported herein may vary from those included in our 2023 ESG Report due to the fact that prior emissions were calculated using the US EEIO methodology.
- In June 2023, we completed the acquisition of Braze Australia. We have calculated our FY'23 and FY'24 emissions including Braze Australia to provide a more accurate comparison of year-over-year emissions trends.
- We procured EACs to cover substantially all scope 2 emissions for FY'24. The small amount of scope 2 emissions remaining come from North Star's emissions prior to their acquisition by Braze on June 1, 2023.

Scope 3 emissions breakdown by GHG category



Braze workplaces

Every Braze office around the world exists within a physical community that impacts the lives of the people who work there. At the same time, the sustainability and environmental decisions we make in connection with our offices have the potential to impact those local communities over time. Accordingly, Braze is committed to working to minimize our offices' environmental footprints. To that end, we have created policies designed to operate each office as sustainably as possible.

While Braze does not own any of its facilities, our commitment to sustainability extends to the office spaces we lease. We prioritize spaces that meet the rigorous specifications of the LEED certification system's [Gold Standard](#), which is administered by the globally recognized [US Green Building Council](#). Buildings housing the following Braze offices display these certifications:

- **Austin:** LEED Silver
- **Berlin:** LEED Gold
- **Bucharest:** [BREEAM: Excellent Certification](#)
- **Chicago:** [LEED Gold, WELL Certification](#)
- **London:** BREEAM: Excellent Certification
- **New York City:** [LEED Gold](#)
- **Paris:** BREEAM: Excellent, High-Quality Environmental (HQE) Standard Certified
- **San Francisco:** LEED Gold
- **Singapore:** [BCA Green Mark, Platinum](#)
- **Tokyo:** [Certified as a Top-Level Facility](#) by the Tokyo Metropolitan Government, Good Design Award



*As of July 1, 2024



Conclusion

Community is a powerful concept, but it can mean different things to different people. That's due, in part, to the fact that all of us belong to multiple communities—in our professional and personal lives, in the towns and cities we live and work in, and so many other facets of our lives.

At Braze, a focus on community has been central to our company from the beginning. Ultimately, our platform and the services we provide are designed to help brands create, nurture, and sustain relationships with their customers around the world. That focus on community and the connection, engagement, and trust that make it possible is intrinsic to Braze as an organization and to our larger ESG efforts.

Braze wouldn't be Braze without the communities that exist inside and outside of the company, and we remain dedicated to taking effective steps to strengthen those communities alongside our employees through high-leverage, scalable initiatives.



Sustainability Accounting Standards Board (SASB) Disclosure

In developing this report, we have been informed by selective application of the Sustainability Accounting Standards Board (SASB) Sustainability Accounting Standards for the "Software & IT Services" category (Version 2018-10). The SASB refers to sustainability as "ESG," covering environmental, social, and governance topics. Braze is a cloud based, software-as-a-service company. Therefore, we believe that our SASB disclosure is best represented through the "Software & IT Services" standard.

Unless otherwise noted, data and descriptions are current as of the end of our fiscal year 2024, which covers the time period February 1, 2023 – January 31, 2024. We will continue to evolve our disclosure in future reports.

Topic	SASB Code	Disclosure
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.1	Total energy consumed: 10,327 GJ Percentage grid electricity: 73% Percentage renewable: 73% See the climate section in our report on page 15 for more information on our FY'24 greenhouse gas emissions footprint.
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.3	Braze relies on third-party cloud infrastructure to run our operations and does not own or operate any data centers. As the company sets its climate strategies and goals moving forward, Braze will review and evaluate options for its strategic and sustainable use of data center services.
Data Privacy & Freedom of Expression	TC-SI-220a.1	Braze Privacy Policy
Data Privacy & Freedom of Expression	TC-SI-220a.2	Braze operates in a business-to-business (B2B) environment and is not focused on secondary utilization. More details about how the company processes data is outlined in our Data Processing Addendum .
Data Privacy & Freedom of Expression	TC-SI-220a.3	In FY'24, Braze did not have any material fines or penalties as a result of legal proceedings associated with user privacy matters.
Data Privacy & Freedom of Expression	TC-SI-220a.4	Braze Transparency Report
Data Privacy & Freedom of Expression	TC-SI-220a.5	Braze complies with the Foreign Corrupt Practices Act (FCPA) and Export Control Regulations. Braze is legally prohibited from working with customers located in certain countries or regions of countries on the Office of Foreign Assets Control (OFAC) Sanctions List . In addition, the company has adopted an anti-corruption policy and annual compliance training for all employees designed to support FCPA and OFAC compliance.
Data Security	TC-SI-230a.2	Braze Security Qualifications Braze Data Processing Addendum Acceptable Use Policy FY'24 Annual Report Filing
Recruiting & Managing a Global, Diverse & Skilled Workforce	TC-SI-330a.1	Braze headquarters are in New York, NY, and the company has offices in the United States and several other countries. As of January 31, 2024, 6.0% required a work visa in the country in which they are employed as of the close of the reporting period.
Recruiting & Managing a Global, Diverse & Skilled Workforce	TC-SI-330a.3	For Employee Representation data and for policies and programs that foster equitable employee representation across our global operations, please refer to the DEI section of this report on page 7 .
Intellectual Property Protection & Competitive Behavior	TC-SI-520a.1	In FY'24, Braze did not have any material fines or penalties as a result of legal proceedings associated with anti-competitive behavior.
Managing Systemic Risks from Technology Disruptions	TC-SI-550a.2	Please refer to our FY'24 Annual Report Filing and our other periodic and current reports filed with the SEC.

Forward looking statements

This report contains “forward-looking statements” as that term is defined under US federal securities laws. These include, but are not limited to, statements regarding our anticipated ESG and DEI efforts, our ability to improve environmental stability, our ability to establish and attain our emission targets, attracting and retaining a diverse and growing workforce, our ability to achieve and the anticipated impact of our social impact goals, and our ability to maintain an effective corporate governance system, including with respect to cybersecurity and privacy matters. These forward-looking statements are based on current expectations, estimates, forecasts, and projections. Words such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “goal,” “hope,” “intend,” “may,” “might,” “potential,” “predict,” “project,” “shall,” “should,” “target,” “will,” and variations of these terms and similar expressions are intended to identify these forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements are based on our current assumptions, expectations, and beliefs and are subject to substantial risks, uncertainties, assumptions, and changes in circumstances that may cause our actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by the forward-looking statements. These risks include, but are not limited to: (1) Unstable market and economic conditions may have serious adverse consequences on Braze’s business, financial condition and share price; (2) Braze’s recent rapid revenue growth may not be indicative of its future revenue growth; (3) Braze’s history of operating losses; (4) Braze’s limited operating history at its current scale; (5) Braze’s ability to successfully manage its growth; (6) the accuracy of estimates of market opportunity and forecasts of market growth and the impact of global macroeconomic uncertainty that could affect Braze’s or its

customers’ businesses, financial condition, and results of operations; (7) Braze’s ability and the ability of its platform to adapt and respond to changing customer or consumer needs, requirements or preferences; (8) Braze’s ability to attract new customers and renew existing customers; (9) the competitive markets in which Braze participates and the intense competition that it faces; (10) Braze’s ability to adapt and respond effectively to rapidly changing technology, evolving cybersecurity and data privacy risks, and evolving industry standards or changing regulations; and (11) Braze’s reliance on third-party providers of cloud-based infrastructure; as well as other risks and uncertainties discussed in the “Risk Factors” section of the Braze Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission (SEC) on June 7, 2024 and other subsequent filings Braze makes with the SEC from time to time, including Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Copies of our reports filed with the SEC are available on our [investor relations website](#). The forward-looking statements included in this report represent our views only as of the date of this report and we assume no obligation, and do not intend to update these forward-looking statements, except as required by law.

Trademarks

All third-party trademarks, including names, logos and brands, referenced by Braze in this report are property of their respective owners. All references to third-party trademarks are for identification purposes only. Such use should not be construed as an endorsement of the products or services by us.



To learn more visit our [Investor Relations](#) site.