



2023 ESG Fact Sheet

Our vision is what guides us.

We want to help every company build amazing products, grow, and win their category. The world has gone digital, and digital analytics evens the playing field. With Amplitude as their guide, companies of every stage and industry can unlock the power of their products. This means they can solve bigger problems, create enhanced experiences, and give back in more meaningful ways.

Our culture is what unites us.

Culture is the most durable part of a company and our most powerful tool for creating long-term impact. We embed our values into the way we interview, work, promote, and celebrate in order to create an environment that empowers people and teams to do great things.



”

Amplitude is on a mission to help companies build better products. To realize such an ambitious goal, we have to hold ourselves to a high bar. It's not enough to just do the work. We have to be thoughtful about how we impact every stakeholder around us. Our ESG efforts are key in helping us make Amplitude a responsible and more sustainable citizen of the global economy.

This means partnering with our customers to solve big problems. Creating a diverse and inclusive environment where every Amplitudeer can succeed. And investing in the changes we want to see in not just the technology industry, but other communities in need.

I'm proud of the work we're doing, but these are still early days. As Amplitude grows, I am personally motivated to increase our positive impact.

SPENSER SKATES | Chief Executive Officer, Co-Founder

Our Cultural Values



Humility

No ego. We operate from a place of empathy and openness and seek to understand many points of view.



Ownership

We take the initiative to solve problems that drive our shared company success.



Growth Mindset

We're tenacious in the face of challenges and seek input in order to grow ourselves and others.

We're more than just a place to work. We're a career-making company where people come to learn, grow, and achieve. We've built a community of tenacious problem-solvers who want to do right by our customers, community, and each other. That's why Amplitude is regularly recognized for its innovation, culture, and benefits.

Fast Company: #3 most innovative enterprise company in the world in 2022

Forrester: Strong Performer in The Forrester Wave™: Digital Intelligence Platforms, Q4 2022

TrustRadius: #1 for Best Relationships and Best Feature Set in Product Analytics for the 2023 Best of Awards

Y Combinator: A top public company in 2022

G2: #1 product analytics solution and #1 mobile app analytics solution

Comparably: 13th best company to work for in the Bay Area in 2022

London Daily News: 14th fastest growing company in the UK



Our values are what we believe create an environment where we can bring out the best in people and teams so that everyone can do their highest level work. That's something that persists regardless of strategy.

JEFFREY WANG
Co-founder and Chief Architect,
Amplitude



Our people are what define us.

We value the contributions of every team member and strive to foster an environment where everyone can develop, be recognized, and share in our achievements. We are constantly improving our approaches to how we hire, engage, and take care of our team.

Employee Health and Wellbeing

As an organization, Amplitude’s top priorities are to maintain the health and wellbeing of our employees and their families. To achieve this goal, we offer a robust and comprehensive program with a variety of options to best meet employees needs.



Inclusive Health Benefits

Amplitude offers health plan coverage that is inclusive of our diverse employee population and their respective backgrounds and communities they belong to.



Family Friendly Benefits

We provide parenting leaves, financial support for child care, paid time off, and much more to make it easier to spend valuable time with family and friends.



Mental Health and Wellness

Modern Health perks help employees learn to stress less, be more focused, and improve their happiness through evidence-based technology and their own personal Wellness coach.



Fertility Benefits

Amplitude partners with Carrot for fertility healthcare and family-forming benefits. Carrot provides comprehensive, inclusive fertility health and family-forming benefits to Amplitudeers. With Carrot, Amplitudeers can virtually chat with experts, explore educational resources, find a vetted provider, and use employer-sponsored funds to pay for care. In addition, Amplitude’s Cigna PPO Plans offer fertility benefits up to \$10,000 lifetime max for infertility services.



Professional Learning and Development

We provide a generous annual stipend to further the learning & development of our employees to try to foster continual growth personally and in their careers.

Diversity, Equality & Inclusion

At Amplitude, we are challenging the norms and challenging ourselves to foster a truly inclusive culture. We believe that building a culture of inclusion, grounded in equity and diversity, broadens perspectives, engages employees, encourages team building, and helps create a positive environment in which to work and grow. We are committed to scaling our inclusive culture by harnessing the power of diversity to meet the needs of our employees, customers, and communities

We encourage readers to head over to our inaugural [2023 Diversity, Equity, and Inclusion Report](#) for more detail.

At Amplitude, we are committed to anti-racism, by which we mean:

An internal commitment to dismantle the systems that lead to inequality; a commitment to a culture where every Amplitudeer feels respected, valued, and has opportunities for advancement.

An external commitment to invest in the communities we want to hire from.

We believe diversity enables the development of better products, the ability to solve more complex problems, and the creation of a more inclusive and empathic work environment. We recognize that people of diverse backgrounds — including women, people of color, LGBTQ+ individuals, and beyond — are underrepresented and undervalued within the tech industry. Our vision is to design a culture that leads the way on Diversity, Equity, and Inclusion; one where people of color whole-heartedly recommend others in their community to work here.



“DEI is not just one person, it’s something that every Amplitudeer has a stake in. Getting there isn’t a sprint, and it isn’t even a marathon. It’s a never-ending initiative, forged in a new way of thinking, believing, and behaving, that will help us build the truly inclusive workplace of tomorrow.

NIKKI LASLEY | Global Head of Social Impact + DEI

Amplifying Diversity: Building Diverse Product Teams



In 2022 we launched our Values in Action initiative, which is designed to counteract the tendency to lose momentum between diversity philosophy and execution. The idea was to commit to specific actions to begin progressing the diversity goals we'd set for ourselves. We committed to:

Goal: Hire a Chief Human Resources Officer.

Status: Accomplished. Welcome, Kristina Johnson!

Goal: Initiate a development program for women in leadership roles at Amplitude.

Status: Accomplished! We rolled out this program in the fall of 2022.

Goal: Provide clarity and transparency on career pathways.

Status: In progress. We began developing this program in 2022 and are preparing to launch.

Goal: Provide DEI coaching for ALL Amplitude team members.

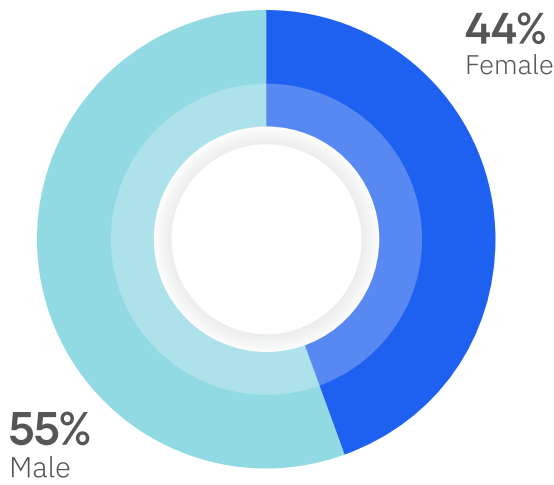
Status: In progress. We'll launch this program, starting with leadership, in 2023.



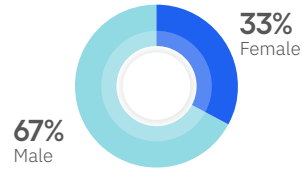
“Commitment to Diversity, Equity, and Inclusion (DEI) at Amplitude is a choice that we continue to make every day. Our dedication is rooted in our belief that taking care of our people and respecting their diverse perspectives and experiences is fundamental to our identity as a company.

KJ JOHNSON | Chief People Officer

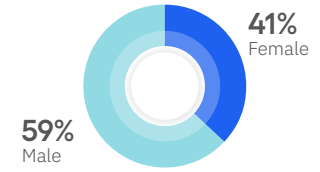
Overall Gender



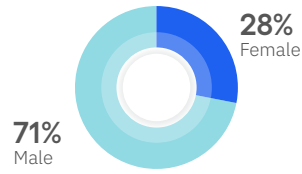
Board



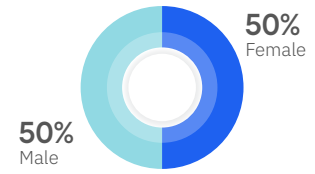
Leadership



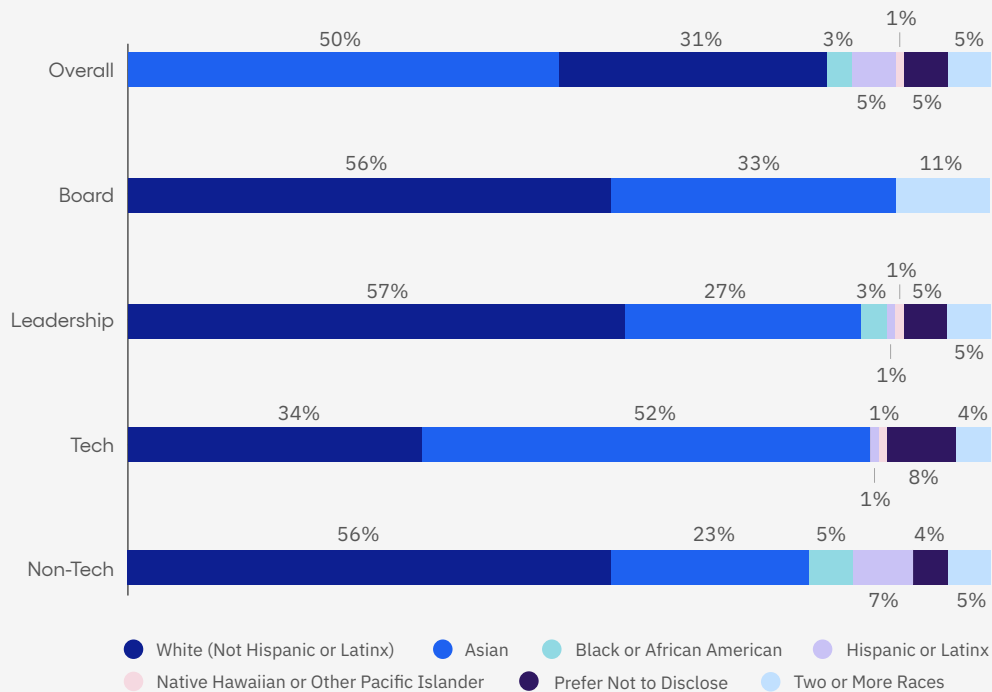
Tech



Non-Tech



Race and Ethnicity



The diversity data presented above is based on self-reported information from our employees as of December 31, 2022, reflects judgments about our organizational structure and does not include employees who declined to provide the relevant information. The Native American grouping includes Native Americans, Alaska Natives, Native Hawaiian and other Pacific Islanders per U.S. EEO-1 reporting requirements. Leadership is defined as all people managers.

Employee Resource Groups

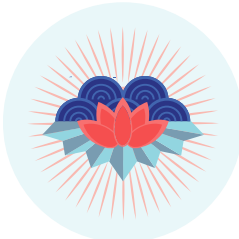
We firmly believe that inclusion is just as important as diversity. We aim to cultivate a sense of belonging through our Communities—an organized network of Employee Resource Groups (ERGs) centered around shared identities, interests, and activities, with the aim to promote connection, inclusivity, and belonging across teams and timezones. Today, our ERGs include:



BLACC
Black Leaders at Amplitude
Creating Change



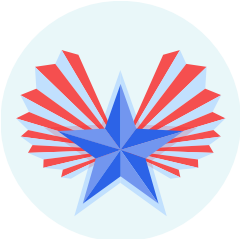
LatinX



LEAAP
Leadership, Education, and
Advancement for Asian People



Rainbow Community



Veterans



Women in Tech



Community Impact



Parents and Caregivers

Our community is what inspires us.

We have a responsibility to protect our community and our planet.

Social Impact

Here at Amplitude, we believe that valuing corporate social responsibility is crucial, which is why we make it easy for our employees to give back to the places where they live and work and for us to give back as a company as well. This past year, we have continued to donate funds when disasters strike or we see a community in need. In 2022, Amplitude donated over \$112K to causes that our Amplitudeers are passionate about, such as Everytown for Gun Safety, Planned Parenthood, Justice for Iran, and organizations that work towards creating more equitable access to the tech industry for those from historically excluded groups.

To provide more opportunities, we founded the Tech for Black Founders program with other SaaS companies, including Branch, Braze, mParticle, and Radar. As part of this program, U.S. companies led by one or more Black founders that have bootstrapped or raised less than \$30M in venture capital and have fewer than 150 employees can receive free access to a stack of products, including Amplitude's Growth Plan, to drive growth and make the startup space more equitable.

Through our Community ERGs, we've volunteered and donated to organizations such as:

- ColorStack
- Celebration Nation
- La Casa de Las Madres
- La Cocina
- The Trevor Project
- CARE
- Salvation Army
- Soldiers' Angels

Sustainability

We are conscious of our impact on the planet and strive to be responsible environmental stewards. Our headquarters in San Francisco has the following sustainability awards & certifications:

- [LEED Gold](#) certified
- [WELL Health-Safety](#) rated
- [EnergyStar](#) certified
- [Fitwel](#) Certified
- [BOMA](#) 360 2023

As we look to grow into permanent offices in other locations, sustainability, health and safety will always be top of mind.



Our customers are what drives us.

We succeed when our customers succeed. And today, security, privacy, and trust are paramount to our customers' success.

Customer trust

Maintaining our customers' trust is at the core of how we build our products. We are dedicated to protecting our customers' data and privacy and ensuring our products enable them to manage their data responsibly and meet their obligations and commitments. We have the people, process, and technologies in place to meet and exceed security and privacy best practices. This means we maintain our customer environment fully in AWS and ensure they meet our required security diligence.

We maintain the following certifications to demonstrate our dedication to Trust:



SOC 2 Type 2: Amplitude undergoes an annual SOC2 (Service Organization Control 2) Type 2 review by a qualified auditor, covering all the trust principles (Security, Confidentiality, and Availability) that apply to our operations. This certification validates that our security controls are aligned with industry required security practices.









ISO 27001: Amplitude has adopted the ISO 27001 standard as the baseline for our security governance and our Information Security Management System (ISMS). This certification provides our customers with assurance that we manage information security according to a “gold standard”.



ISO 27018:2019: This certification provides our customers with additional assurance that we have a robust system of controls in place to specifically address the privacy protection of customer data.

We also have the following security and privacy programs, policies, and principles:

-  **Commitment to trust and transparency:** Our customer agreements and privacy policy (each publicly available on our website) describe how we safeguard data with an effective privacy program. We also offer resources to help our customers review and assess our security and privacy programs and to enable them to operate globally in compliance with privacy laws.
-  **Privacy and security training for employees:** We require employees to complete privacy and security training at onboarding and annually thereafter, and provide ongoing education and awareness to maintain employee diligence.
-  **Regular testing:** We maintain internal and external security assessments on our products and environment.
-  **Public bug bounty:** Amplitude maintains a bug bounty program with HackerOne, providing us with valuable, ongoing feedback from the security researcher community.
-  **Our customers own and control their data:** We don't sell customer data—and we never will.
-  **Privacy by design:** We build our products with our customers' privacy needs and wants in mind.

Corporate Governance

We believe that good corporate governance promotes the long-term interests of our stockholders, strengthens our Board and management accountability, and leads to better business performance. For these reasons, we are committed to sound corporate governance that is rooted in the highest standards of honest and ethical business conduct and compliance with applicable laws, rules, and regulations.

Corporate Governance Guidelines: It is the duty of our Board to serve as a prudent fiduciary for our stockholders and to oversee the management of our business. To fulfill its responsibilities and to discharge its duty, our Board has adopted the procedures and standards that are set forth in our [Corporate Governance Guidelines](#), as well as our other [governing documents](#).

Ethical Business Practices: Honest and ethical conduct is critical to our business. Our success depends on the trust we build with our customers and partners, with our employees, and with our broader community by acting with integrity and in accordance with applicable laws. We expect every employee, officer, director, and consultant to not only read and understand our [Code of Business Conduct and Ethics](#) and our Employee Handbook, but also use good judgment and apply the highest standards of business ethics.

Compliance Reporting Hotline: We strongly encourage employees and other stakeholders to raise concerns they may have and be alert to possible violations and report them without fear of retaliation. Our [Compliance Hotline](#), hosted by an independent third-party provider, allows employees and other stakeholders to report any questions, concerns, or suspected violations.

Forward-looking statements

This fact sheet contains “forward-looking” statements that are based on management’s beliefs and assumptions and on information currently available to management. Forward-looking statements include, but are not limited to, statements about Amplitude’s ESG goals. Forward-looking statements include all statements that are not historical facts and in some cases can be identified by terms such as “anticipate,” “expect,” “intend,” “plan,” “believe,” “continue,” “could,” “potential,” “remain,” “may,” “might,” “will,” “would” or similar expressions and the negatives of those terms. However, not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties and other factors, including factors beyond Amplitude’s control, that may cause Amplitude’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Further information on risks that could cause actual results to differ materially from forecasted results are included in Amplitude’s filings with the SEC. Any forward-looking statements contained in this fact sheet are based on assumptions that Amplitude believes to be reasonable as of this date. Except as required by law, Amplitude assumes no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.

About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Almost 2,000 customers, including Atlassian, Jersey Mike’s, NBCUniversal, Shopify, and Under Armour, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories in G2’s 2023 Winter Report.

Learn how to optimize your digital products and business at amplitude.com.



Power to your products™

