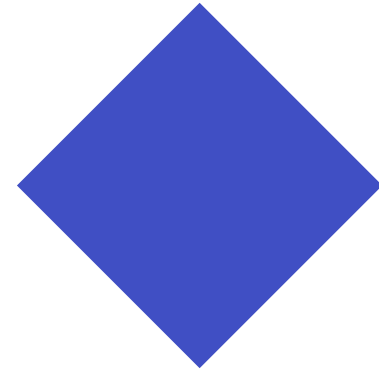


Medallia

2021
Global
Impact
Report





The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.

Martin Luther King Jr.

CEO Letter



LESLIE STRETCH
President and CEO

From the global pandemic to racial injustices, economic turmoil and political unrest, the past year has been full of challenge and controversy. At Medallia, we believe feedback makes us all better. Our mission is to help organizations create a culture that values every person and every experience. We believe that everyone working at Medallia should enjoy an experience that enriches their life. We also believe that in producing a portfolio of cloud technology solutions we should be aware of our actions and their impact so that they contribute positively to our planet, society and our families' wellbeing.

As I reflect on how we have worked toward these goals in the beginning years as a public company, I am pleased with the steps we have taken. But there is much more to do.

In March 2020, like many companies around the world, we confronted the realities of the global pandemic. COVID-19 has left an indelible mark on every facet of our lives. From how we work to the way we interact with family and friends, the world was changed overnight. At the same time, we are seeing exponential changes in the deployment and use of digital technologies.

As our employees pivoted to working from home, we extended and enhanced benefits and access to mental health

programs. We implemented flexible work arrangements for employees caring for children and other family members. We used our own technology to stay connected and to listen to our teams as their needs changed with the increased intensity of this emerging all-virtual world.

We witnessed the ugly history of systemic racism and police brutality thrust to the forefront after the murders of George Floyd, Breonna Taylor, and Ahmaud Arbery. It is our clear point of view that these atrocities find their roots in a divided society and systemic inequality. So, we committed to driving change within Medallia, working to create a more equitable environment where people from all backgrounds can thrive.

To make our company stronger and to reflect the communities and customers we serve, we shared our workforce demographics publicly. Then, we set firm goals to grow the percentage of Black U.S. employees to match at least that of society and the 2019 Census. We added two new positions within our People and Culture team to focus on this initiative and have increased our outreach and recruiting efforts to minority communities. We added an eminent African American business leader to our Board of Directors. We increased funding to our Employee Resource Groups, and made donations to causes chosen by our Black Medallians. We also accelerated work and product support with nonprofits, educational institutions, and

state and local governments to create more equitable experiences nationwide. Additionally, we invested in training for all employees on topics like “Managing Unconscious Bias” and “Ally Skills,” gave our employees additional time off to reflect or volunteer, and introduced a town hall series featuring a diverse range of expert speakers to encourage learning and discussion.

We know we will be stronger and better as a more diverse company. And, we know that we need to continue to focus our efforts on diversity and inclusion. We need to give our attention to Q Field, the LGBTQ+ community at Medallia. Technology workplaces are still challenging places for those who identify as LGBTQ+. And, as I write this, Asian Americans, another important Medallia community, have come under attack in certain parts of the U.S. We must do all we can to make our company an open, welcoming, and safe space for everyone. We know an inclusive workplace will help us attract team members, and a diversity of experiences and viewpoints will challenge us all to be better.

In addition to social and political upheaval, the past year saw assaults on democracy, the dramatic effects of aggressive climate change, and widespread natural disasters. Through it all, our employees remained steadfast in supporting our customers and partners as they fought through these challenges.

We intend to lead by example, with policies and practices that promote ethics and integrity, diversity and inclusion, envi-

ronmental responsibility, and social impact. These efforts are driven by employees who use their voices and dedicate their time to promoting positive change across Medallia, among our partner community, within our customer base, and around the world.

We want to be known as a company that does the right thing, no matter the challenge or controversy. We value every person, and every experience.

While I am proud of our team, and I am pleased to share these accomplishments with you, I am mindful that we have made very small moves. I am aware that we need to do much more than pay lip service to diversity and inclusion. I believe that our environmental and social goals and our associated efforts must be considered as part of our makeup, part of the fabric that ties every Medallian together. There is a lot of work to do, and in 2021 we need to get to work more intensely than ever. This will be important for our employees, customers and shareholders, all of whom will benefit from our approach to what I believe will turn out to be the most important agenda of our time.



LESLIE STRETCH
May 2021



Contents

Introduction

| | |
|--------------------|---|
| About This Report | 7 |
| Company Background | 8 |
| Our Core Values | 9 |

Social Impact

| | |
|---|----|
| Medallia.org | 12 |
| Diversity, Equity, Inclusion, and Belonging | 21 |
| Our People | 28 |

Environmental Impact

| | |
|-----------------------|----|
| Data Centers | 32 |
| Offices and Recycling | 33 |

Governance Impact

| | |
|-----------------------|----|
| Our Board | 36 |
| Ethics and Compliance | 41 |
| Policies and Training | 44 |

Appendix

| | |
|------------|----|
| SASB Index | 48 |
|------------|----|



Safe Harbor

This Global Impact Report contains forward-looking statements that are based on our current plans, considerations, and determinations regarding environmental, social, and governance matters relating to Medallia. These forward-looking statements include, for example, the quotations of management, current strategies, and the impacts of COVID-19 on our business, and reflect management's best judgment based on factors currently known, and involve risks and uncertainties. Many of these factors relate to matters that are beyond our control and are changing rapidly. Significant variation from the assumptions underlying our forward-looking statements could cause our actual results set forth in this Global Impact Report to vary, and the impact could be significant. All forward-looking statements in this Global Impact Report are based on information available to us as of the date hereof. We undertake no obligation, and do not intend, to update the information contained in this Global Impact Report, except as required by law.

About This Report

We are excited to share our first annual Global Impact Report with you. This report seeks to identify and understand the social, environmental, and governance factors that impact our organization and conversely how we shape and impact the environment and society around us. This report has been prepared in accordance with the Sustainability Accounting Standards Board's (SASB) Software & IT Services Sector Standard, version 2018-10. The reporting period is fiscal year 2021, which covers February 1, 2020 to January 31, 2021, unless otherwise noted. To successfully deliver against our purpose as a business that can and should be a force for good, we must remain focused on innovation, hard work, and serving others. It also means leading with our values in our products and solutions, and in how we treat people and the planet we share. To this end, we at Medallia are dedicated to leaving the world better than we found it, and to creating powerful products and delivering services that empower others to do the same.

We welcome your thoughts and questions at esg@medallia.com.





Company Background

Medallia (NYSE: MDLA) is the pioneer and market leader in customer, employee, citizen, and patient experience. The company's award-winning SaaS platform, Medallia Experience Cloud, is becoming the experience system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers can reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit www.medallia.com.

Founded: 2001

Global Headquarters: San Francisco, California

NYSE Listing: MDLA

FY21 Total Revenue: \$477.2M

FY21 Non-GAAP Operating Income: \$8.6M

Number of Experiences: 7.5B

IPO: 2019

Number of Employees: 2,037

Our Core Values

Helping people be the best at what they do.

We believe that every experience is a memory that can last a lifetime. Whether had by employees or customers, experiences shape the way people feel about your company. Experiences also greatly influence how likely people are to advocate, contribute, and stay. That's why we're committed to helping organizations create a culture that values every person and every experience — a commitment shared by everyone who joins our team.



Every Experience Matters



Always Be Innovating



Fiercly Customer First



Trust and Respect



All Belong Here



Talent is Everywhere



Success from Sustainability



“Of course, we want to be known for the innovative and world-class technology we’ve built. But even more, we want to be known as a company that does the right thing.”

LESLIE STRETCH | President and CEO

1

Social Impact

We seek to be a company that does the right thing, and in doing so, to have a positive impact on our employees, customers, and the broader communities in which they live and work. We are dedicated to cultivating an open, inclusive, and collaborative environment where employees can not only do their best work but also be proud of their workplace. We do so by striving to create an equitable internal environment and a more equitable society externally — through listening, understanding, and addressing the unique needs of different communities, including those we know are typically underserved and underrepresented.



Medallia.org

We are committed to helping create a world where everyone has a voice. Our social and civic impact arm [Medallia.org](#) helps us make that happen by partnering with mission-driven organizations serving the most vulnerable.

Our Story

In 2017, a few passionate Medallians started Medallia.org to fuel their calling for giving back. They saw a desire within their fellow Medallians to support their communities even more and amplify the impact of those already doing so. Since then, this force has expanded to include Medallians across departments, levels, and office locations.

In 2019, [Medallia joined Pledge 1%](#) to set up Medallia.org as an embedded social enterprise. As we enable more nonprofit organizations with our products, we are empowered to invest more back into our communities through employee volunteering and charitable giving.



Our Story

Product

We bring the transformative power of our product into the hands of social impact organizations working to solve the world's biggest problems. We are also a member of [#ImpactCloud](#), a coalition of cloud companies committed to enabling nonprofit digital capacity at scale.

People

We make employee volunteerism and fundraising easier than ever through streamlined policies and processes. These include three days of Volunteer Time Off per calendar year and Voting Time Off to support Medallians who are unable to vote outside normal working hours.

Capital

We offer monetary support to nonprofits focused on diversity and inclusion, as well as those providing frontline relief during emergencies. In 2020, we [partnered with Tides Foundation](#), a leader in corporate philanthropic strategy and management, to launch our Medallia.org Fund.



Supporting our Community through the COVID-19 Pandemic

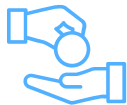
Across the organization, we innovated quickly and thoughtfully to ensure [we supported our customers and communities through COVID-19](#).

Highlights include:

- Ensured our customers maintained a continuous pulse on their customer experience during the pandemic by extending our Text Analytics solution specific to COVID-19. This allowed our customers to keep track of both customer and employee feedback related to important topics — such as facility cleanliness, hygiene, and paid time off — so that they could take action to tackle issues.
- Provided [Medallia Crowdicity for free to help nonprofits](#) crowdsource ideas for ways to serve vulnerable populations, fundraise, and provide volunteering opportunities virtually.
- Offered all transitioning military Veterans and their families free [Customer Experience Management training and certification](#).
- Shared insights with a broad audience in healthcare, life sciences, and the public sector about important topics relating to the COVID-19 pandemic, including from Vaccine Adverse Event Reporting System (VAERS) data through our Text Analytics engine to [better understand vaccine experience and how to foster trust](#).
- Shared [guidance and thought leadership from over 100 of our industry experts](#) for industries most impacted — such as hospitality, retail, education, and major employers — to ensure we supported every step of the way into [phased reopening](#), [curbside pickup](#), [hybrid learning](#), and [remote workforce engagement](#).

Our Impact

Since we joined Pledge 1%*, we have donated over **\$1.5M in product-value, volunteer hours, and funding to support over 50 nonprofits globally**. Medallians worldwide accomplished this by:



Donating our best-in-class technology to help nonprofits capture feedback signals from their constituents, analyze data, and prioritize actions that scale their missions.



Volunteering approximately one thousand hours for charities benefitting a diverse range of causes, from healthcare support to closing the opportunity divide.



Fundraising, sponsoring, and donating to nonprofits, including [Black Girls Code](#), [Black Girl Ventures](#), [Code2040](#), and [Equal Justice Initiative](#).

*from June 2019 - March 2021.



We set out to address the unmet needs of essential workers during their response to COVID-19. Designers, engineers, and other subject-matter experts worked directly with the end users to design and build prototypes to address their challenges. Historically, we would not have been able to launch these innovation competitions in such a short timeframe, as the technology available to crowdsource, collaborate, and curate such a large pool of innovative ideas remotely was simply not scalable or easy to use. Medallia Crowdicity provided us with a powerful yet simple tool to democratize the sourcing of challenges, participants, and solutions to quickly solve some of the most pressing issues in health and safety today. With the support of Medallia Crowdicity, we've been able to source and prototype over 50 solutions to challenges facing essential workers such as first responders, nursing home staff, and disaster relief workers.

DALLAS BLANEY

Executive Director for [Challenge America](#)





As a Director of Sales at Medallia and Board Chairman for Firefighters for Healing (FF4H), it's been one of the most rewarding experiences of my life to have my professional career at Medallia and personal passion with FF4H come together. Over the past five years I've had the opportunity to build strong personal relationships with my customers and coworkers, many of whom have personally helped FF4H to reach our goal of building a new Healing Center for burn survivors and firefighters in Minnesota.

CHRIS DUNKER

Director of Sales, Medallia and Board Chairman of [Firefighters for Healing](#)





Our relationship began through amazing internal champions at Medallia elevating our mission on an org-wide level, first through an internal fundraiser and then through continuing conversations about Trevor’s life-saving impact with Medallia.org and Medallia leadership like CEO Leslie Stretch. We are thrilled to bring Medallia on as an official Trevor Corporate Partner and to work together to save more young LGBTQ lives. Given our shared vision of building connections and giving everyone a voice through innovative technology, there are many opportunities for collaboration — from technology integrations to employee engagement to externally facing messaging around our amazing impact together.

SHIRA KOGAN (SHE/HER)

Senior Corporate Development Manager at [The Trevor Project](https://www.thetrevorproject.org/)



Our Strategic Focus On Mental Health

While we empower Medallians to give back to any cause they are passionate about, we [announced in 2021](#) our commitment to better support mental health as a company.

Much has happened this past year — COVID-19, racial injustices, recent global economic turmoil, and natural disasters — that has had a traumatic and likely lasting impact on mental health. This is especially true for BIPOC (Black, Indigenous, People of Color), LGBTQ+, Veterans, health workers, and caretakers. As a company that is dedicated to listening to understand and take action, we cannot think of a more important issue than mental health to tackle with this approach.

That is why we have already taken action in the following ways:

Product

[The Department of Veteran Affairs is using Medallia](#) to route over 2,800 crisis alerts, specifically for suicide and homelessness, to provide early intervention for Veterans in need within minutes. Taking lessons from the VA, we are deploying this technology to help our customers listen, monitor, and act upon signals from their own customers and employees who indicate a crisis.



Our Strategic Focus on Mental Health

People

We support the mental health of our global employees through benefits such as [Unmind](#), [Spring Health](#), and Employee Assistance Program, along with wellness programming led by our Employee Resource Groups. For further details, see the “Our People: Wellness in a Remote World” section of this report.

Capital

We are a [Bronze Sponsor of The Trevor Project](#), the world’s largest nonprofit dedicated to preventing suicide for LGBTQ+ youth. Through industry-leading partnerships, grants, and our technology, we seek to continually support communities promoting wellbeing and preventing suicides. As the first action of our new fiscal year, we funded [Black Girls Smile](#) and [Heroes Health](#) — leading nonprofits tackling mental health for young Black women and healthcare heroes, respectively — for our first

grant round of our new Medallia.org Fund. Black Girls Smile and Heroes Health each will obtain \$40,000, along with two years’ free subscription of a [Medallia product](#) with Professional Services and [Experience Management training](#).

This new grant is just one step of many for 2021 and beyond. We have a lot to learn as we scale our social impact efforts, and we’re honored to be working with leading organizations to do so.



Heroes Health Initiative

You are doing so much for *others*. Let us support you.

Diversity, Equity, Inclusion, and Belonging

Everyone brings different life experiences to the table, and we embrace them all. It makes us a stronger, smarter company. We encourage people to bring their whole selves to work each day, which is why we founded our Diversity, Equity, Inclusion, and Belonging (DEIB) practice in 2016.

The DEIB team's mission is to confront inequality and take action to combat the systemic barriers that have plagued the tech industry. We do this by creating a culture where everyone is seen, heard, and respected in every part of our business — internally and externally. We seek to ensure that all people who interact with Medallia understand that we are a product to serve everyone.

“Confronting inequality takes more than words; it takes action. We are committed to driving change, creating more equitable environments where people from all backgrounds can thrive.”

LESLIE STRETCH

President and CEO, Medallia



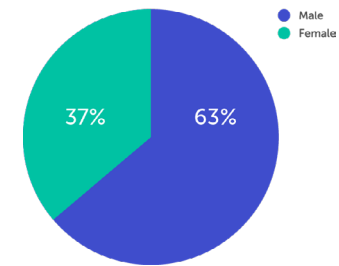
Workforce Diversity

We publish our diversity data to be transparent about where we are today, and to hold ourselves accountable to our representation goals. In 2020, we set forth clear progressive goals to grow our Black employee population in the United States to reflect U.S. Census data by 2023. We also seek to increase representation of women and underrepresented minorities in leadership roles. We are committed to ensuring the population of our company better reflects society.

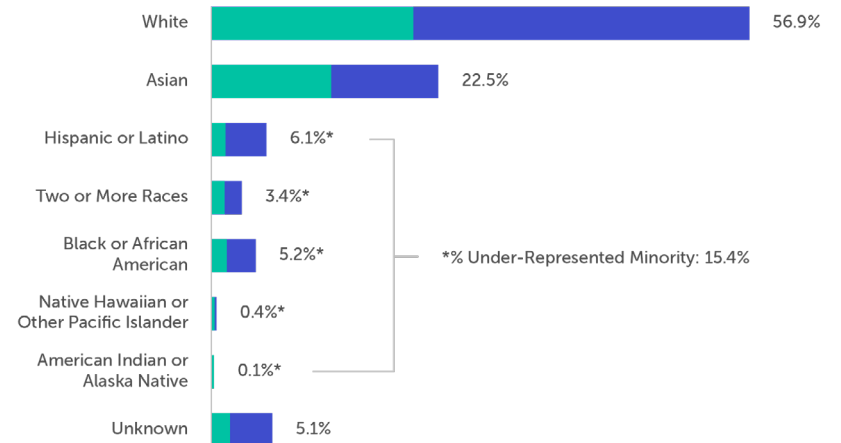
You can follow our journey on [our Diversity page](#), where we share regular updates about how our workforce demographics are changing over time.

All Medallia

GENDER

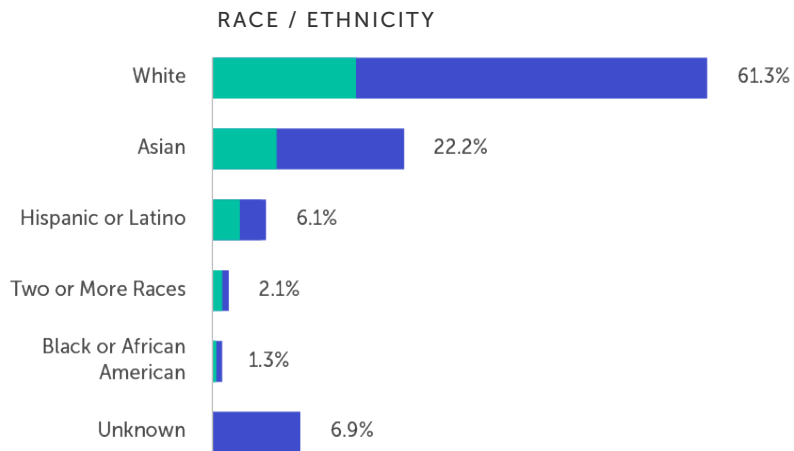
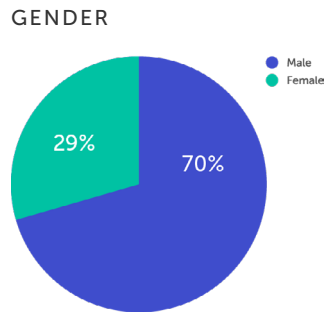


RACE / ETHNICITY

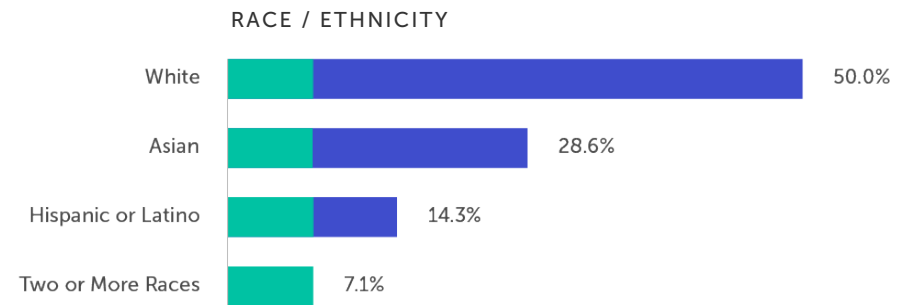
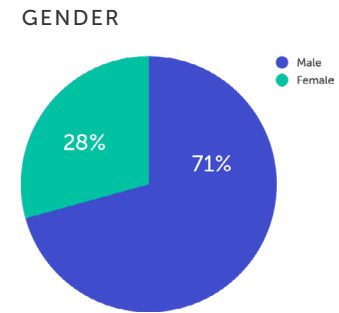


Workforce Diversity

Leadership



Executives



Diversity, Equity, Inclusion, and Belonging

Education and Ongoing Dialogue

In order to promote a fair and inclusive environment, we offer meaningful interpersonal education and dialogue opportunities on DEIB topics to all Medallians, including separate training for people managers and interviews of potential candidates. We have invested in global instructor-led training on topics including ally skills, anti-racism, and managing unconscious bias for all Medallians.

Our ERG communities also sponsor an ongoing Town Hall series on Diversity, Equity, Inclusion, and Belonging, featuring industry and subject matter experts. These powerful open forums create opportunities for Medallians to be in community with one another, sharing stories and building empathy while also learning from experts on topics ranging from building a mindset of unity and resilience to how to discuss race with children.

Our Communities

Our DEIB practice sponsors nine officially chartered Employee Resource Groups, or ERGs. These Medallian-led communities are open to all employees, promote an inclusive environment, and celebrate the diversity of our culture. These communities are empowered with an annual budget to drive initiatives, ensuring every voice is heard. Our ERGs are also encouraged to give back through Medallia's Employee Resource Group Gift Matching program. Beginning in fiscal year 2022, we are delighted to launch our ERG Leader Recognition program, designed to recognize and compensate our community leaders for their valuable contributions to our culture.

Our Communities



API

The mission of our Asian Pacific Islanders at Medallia ERG is to promote an equitable employee experience for our Asian Pacific Islanders community and allies through knowledge sharing and community outreach.



BAM

Blacks at Medallia is focused on cultivating and elevating the Black experience at both Medallia and the communities we serve as a collective voice within the diversity strategy at Medallia. We empower Black voices through advancement, contribution, education, and outreach/partnership initiatives.



LatinX

LatinX seeks to immerse Medallians with the Hispanic/LatinX community values while continuing to recruit and develop a diverse top talent pipeline.



Medley

As Medallia's cross functional diversity council, Medley's vision is an inclusive environment for Medallians of all backgrounds to participate fully and grow without constraints.



Parents

Parents at Medallia brings awareness to the balancing act of working parenthood while providing community and support to help parents integrate their work with family life.



Q-Field

Q-Field aims to create a safe space for LGBTQ+ Medallians and our allies to build community, exercise authenticity, and advocate for marginalized identities.



Vets

Vets at Medallia is a community for all Veterans (U.S. and International) as well as anyone who has military family members or friends. Our goal is to give a voice and give back to members of the Veteran community by advocating for Veteran causes, recruiting, and giving back to the community.



WIT

Women in Tech's mission is to support and connect women in tech at Medallia to each other and with the broader community. We support recruiting, engage with youth and knowledge share through events, conferences, and volunteering. We also empower our members by providing grant opportunities to explore further education for career growth.



Women

Women at Medallia is dedicated to empowering and developing one another through education (and laughter!), with a focus on gender equality. Our goals include celebrating one another, fostering relationships across Medallia, creating a place of listening, support, and empowerment, and welcoming others from diverse communities (including outside of Medallia) to form connections and drive collaboration.

Our Partnerships

We believe that talent is everywhere. That's why we partner with nonprofits and public benefit corporations that focus on connecting companies with great talent from a variety of backgrounds. We proudly partner with:



[Year Up](#)'s mission is to close the opportunity divide by ensuring young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education.



The national [Black Virtual Career Fair](#) (BVCF) is set on providing career advancement and leadership opportunities for Black professionals through virtual career fairs that streamline the recruitment process and target a growing audience of talented Black professionals.



[BreakLine](#) is an education and employment company that builds an affordable path to compelling careers for high potential individuals, including Veterans, women, and underrepresented minorities. Their programs combine skills-based training with professional networking and connect participants directly with hiring managers.



[AfroTech](#) is the definitive conference that brings leaders in technology and business together to exchange ideas and build a strong Black tech community.

Committed to Equality

As part of our efforts to ensure a fair and equitable environment for all, we participate in the Human Rights Campaign Foundation’s Corporate Equality Index (CEI), a national benchmarking tool on corporate policies and practices pertinent to lesbian, gay, bisexual, transgender, and queer employees. Since 2018, we have earned a perfect score on the CEI and the honor of being named one of the Best Places to Work for LGBTQ Equality.

We made our first public commitment to equal pay by signing the Glassdoor Equal Pay Pledge in 2017. In 2019, we became one of 13 inaugural signatories to the California Pay Equity Pledge. To fulfill these commitments, we partner with [Syndio](#), an HR analytics platform specializing in pay equity. We commit to having no statistically significant differences by gender or race for employees doing substantially similar work.

Additionally, in 2019, we became a member of [CEO Action for Diversity & Inclusion](#), the largest CEO-driven business commitment to advance diversity and inclusion in the workplace. By signing the CEO Action Pledge, Leslie Stretch committed Medallia to support an open dialogue on diversity and inclusion, implement and expand unconscious bias education, and share best known successful (and unsuccessful) actions.



Our People

Medallia's approach to Human Capital Management (HCM)

We believe the strength of our workforce is one of the most significant contributors to our success. We are committed to a respectful, rewarding, diverse, and inclusive work environment that allows our team members to develop and grow with Medallia.

We gathered feedback from 84% of our employees in our February 2021 Voice of Medallia survey. Of those Medallians surveyed:

87% believe Medallia is a great place to work

85% feel supported during the COVID-19 pandemic

80% feel like they belong at Medallia

Attract

We don't just accept difference — we celebrate it, welcome it, and recognize the value it brings to our customers and employees. We encourage people to bring their whole selves to work each day. Hiring the whole person starts with diversity and inclusion. We seek candidates from a wide range of backgrounds and experiences to join our team. To support our recruitment efforts, we partner with a variety of

organizations focused on diversity. Learn more about these programs in the Diversity, Equity, Inclusion, and Belonging section of this report.

Listen and Take Action

We enable a culture of listening and acting on feedback to continuously optimize employee experience and engagement. Our technology enables us to measure employee experience in all areas including onboarding, work-life balance, benefits, growth and development, and manager relationships. We use the feedback from our employees to understand what is driving employee engagement and which investments we need to make to improve.

Our employees have a voice, and their feedback is humanized with video, text, and speech. By integrating Medallia's Experience Platform across key moments in the employee lifecycle, every department is mobilized by getting the right insights to the right people, creating a culture of accountability and trust across all levels of the organization.

Retain (Compensation and Benefits)

We offer a competitive compensation and comprehensive benefits plan, using compensation surveys and global benefits data to benchmark our packages in each of our locations. Our compensation program is designed to ensure that each component attracts, motivates, and retains high-performing employees. We also publicly committed to pay equity in 2017. Learn more about our pay equity commitment in the Diversity, Equity, Inclusion, and Belonging section of this report.

Our benefit packages aim to encourage employees to bring their whole selves to work by focusing on the wellbeing pillars of mental, physical, and financial health. At the core, our benefit packages include healthcare, retirement plans, life and disability insurances, mental health support, and fitness programs. We also provide all employees with support in their fertility and pregnancy journey through Maven Care, and offer a minimum of six weeks new parent leave, fully paid, in all locations.

Our People

Wellness in a Remote World

Mental health wellness support is available to every employee, 24/7. We are proud to offer programs that both nurture and support mental health through our mental health platform, Unmind, our Employee Assistance Program, as well as mental health care navigation through Spring Health.

Our health providers offer regular live and on-demand webinars and free podcasts. Recent topics of these include:

- Managing worry and anxiety
- Balancing work and childcare
- Tools to handle stress
- Maximizing sleep
- Coping during uncertain times
- Maternal mental health
- Patient empowerment and health advocacy

In addition, employees have access to a multitude of free mindfulness tools and learning series through Unmind. These tools enable our people to take charge of their wellbeing, from understanding the basics of mental health

to learning how to better manage money, transforming conflict, implementing positive parenting strategies, and eating for energy.

Grow

Our company consists of a diverse pool of talent, and our goal is to support them to reach their full potential. Feedback is at the core of our product and our employee experience. We believe a continuous feedback philosophy drives better performance and greater transparency and alignment.

We strongly support internal promotion and mobility opportunities for our employees. Promotions are evaluated based on individual achievements and business needs. In order to ensure all promotions are fair and equitable, they are reviewed among key stakeholders to ensure consistency across the organization. Additionally, teams are encouraged to offer stretch assignments to employees who wish to develop a different skill set through on-the-job learning experiences. We have created clear expectations around competencies for specific roles and job levels, and will be continuing this work to ensure competencies are formalized

for the entire global organization. We encourage employees to create formal career development plans and hold regular career aspiration conversations with their managers. We also offer formal mentorship opportunities as another resource for continued growth.

To support learning and development of our employees, we offer a robust tuition reimbursement program for all full-time employees globally. Our Professional Services employees have designated learning days every quarter to ensure that they can intentionally take time to focus on their professional development. We also offer an internal Learning Management System and partner with external vendors to provide additional professional development content.

Our People

Supporting our Employees Through the COVID-19 Pandemic

When the COVID-19 pandemic began, we immediately took action to protect and support our employees. We closed our offices globally, allowing our employees to work from home. We extended home-office reimbursements to empower our employees to set up work spaces in their homes.

Our Global Benefits team introduced both new and updated wellness programs to support our employees, including updated benefit plans, increasing awareness about how to access our mental health programs. We also scheduled live, interactive, and on-demand sessions with carefully selected providers to offer additional support and resources on topics such as stress and anxiety management, coping during uncertain times, managing work, and childcare disruptions. We also launched a new virtual fitness benefit, encouraging employees to remain physically active.

We introduced additional support programs for employees who needed more flexible work arrangements to care for their young children or other family members. Flexible time off was awarded for employees who needed to support homeschooling. Additionally, we offered resources for people managers to guide and support their teams in a virtual-office environment.

Taking Action During COVID-19

- **Flexible work schedules** allow employees to balance work priorities with family care needs.
- **Remote Learning Support Hours** provide additional time off to allow employees to support home learning with their school-age children and dependents.
- **Caregiver Support Hours** allow employees to take additional time off to care for young children, or elderly or sick dependent family members.
- **Foster Care Support Hours** allow employees who support foster children to take additional time off so that they can focus on navigating the foster care system and support their foster children during the pandemic.
- **Take Care Days** promote the message that employees also need to focus on their own needs, encouraging them to use PTO and vacation days.
- **COVID-19 Guidelines** give managers the resources they need to support employees affected directly or indirectly by the coronavirus.

2

Environmental Impact

We are committed to minimizing the impact of our activities on the environment. As a SaaS-based company, we already have a relatively low environmental footprint.

We consider environmental consequences across our products and services. We look at our environmental impact just as we do our software — as an aspect of business in which we must strive for continuous improvement.

As we continue to grow and adapt to a post-pandemic world, we hold a special interest in ensuring our new and existing spaces remain committed to preserving our global environment. Our goal is to minimize our impact on the environment and conserve valuable resources when possible. We strive to pursue innovation that raises the bar, and we take responsibility for the impacts of our business. We are currently engaging a third party around our use of natural resources and the metrics associated with plans to report on these metrics in future reporting cycles.

Environmental Impact



Efficient Cloud Operations

Our software cloud is managed by modern orchestration frameworks and containerization technologies that separate the application tier from the underlying infrastructure. This allows for flexibility while maximizing resource utilization of available hardware. This is unlike traditional setups where servers are typically dedicated to perform single functions.

Our infrastructure-as-a-service providers combined with our orchestration technologies allow us to scale capacity on demand for peak workloads and then scale it back down, thus releasing them for other use or simply powering them off when not needed.

To reduce waste, we dual purpose our standby hardware by running all our research and development workloads on them. This ensures we are not running any idle capacity that is wasting power and cooling in any data center.

In addition, we minimize travel-related carbon footprint by leveraging “remote hands” services for day-to-day activities in

our data centers. Travel only happens when it’s absolutely necessary. Our standardized blueprint is replicated in every data center we operate within. By taking an infrastructure-as-code approach, data center hardware is automatically bootstrapped or upgraded to desired specs without the need to be physically present.



Medallia’s Data Centers

We do not own and operate our own data centers. We partner with best-in-class secure, green data center providers. We rent co-located space and power from these providers to host our hardware and software platform. We also leverage infrastructure-as-a-service providers for some of our technology offerings worldwide. Our primary partners in this space take sustainability and corporate social impact seriously and are committed to 100% renewable energy use.

Environmental Impact



Recycling Hardware

We partner with certified agencies that follow secure logistics and extend the productivity and useful life of technology through redeployment, remarketing, employee sale, and charitable donation programs. Our recycling partners follow rigorous processes, third-party audits, and their own global compliance policies to forward proper material handling and environmental stewardship. They employ secure, responsible, no-landfill recycling. Electronic equipment is converted to reusable components or commodity-grade materials for reuse in new products.



Renewable Energy Commitments

We ensure that our primary data center and infrastructure-as-a-service partners are publicly committed to the use of 100% renewable energy while deploying best-in-class data center energy efficiency technologies, innovations, and strategies for reducing energy consumption.



Medallia Offices

All of our global office space is leased. Our corporate headquarters in San Francisco, California, is LEED Platinum and Energy Star certified. We strive to maintain a low carbon footprint and implement sustainable practices across all locations. When we build new offices and renovate existing ones, we focus on using sustainable materials with recycled content so we can reduce the amount of waste sent to landfills. As we select vendors (such as architects, contractors, and office operators), we seek out those with experience in sustainable design and accreditation. In our culinary program, we partner with vendors who care about sustainability and opt for locally sourced ingredients.

Environmental Impact



Transportation

Globally, we choose office spaces close to public transportation options, which allow many of our employees to commute in a green manner. As of March 2020, our global offices have been closed due to the COVID-19 pandemic. Upon reopening, employees can choose whether they work from home or use a local office space on a daily basis, further contributing to our efforts of maintaining a low carbon footprint.



Office Equipment, Recycling,

Composting, and Supplies

We implement composting programs whenever possible to minimize the environmental effects of our organic waste, and we offer recycling in all of our global offices. All of our employees use laptop computers, which consume less energy than desktop computers and minimize the need to print paper for meetings. We have recently implemented a recycling program with [human-I-T, one of our Medallia messaging nonprofit customers](#), for older laptops. Older laptops still in working condition are donated to communities in need. This means we keep usable technology in the hands of those who can put it to use, and we keep potentially hazardous materials out of the world's landfills. We ensure that the majority of our paper office supplies are made from recycled or recyclable materials. We also hire cleaning companies that focus on using environmentally friendly cleaning products.

3

Governance Impact

Effective corporate governance is essential for long-term value creation. Our corporate values also provide the foundation for our approach to governance.

Our Board

Our Board of Directors (our “Board”) has adopted a set of [corporate governance guidelines](#) that serve as a framework to assist the Board in exercising its responsibilities. The guidelines are reviewed at least annually and updated as appropriate in response to evolving best practices, regulatory requirements, and feedback from our annual Board evaluations.

The members of our well-rounded Board bring a variety of backgrounds, qualifications, skills, and experiences. We believe our Board is uniquely positioned to effectively guide and oversee our strategy, operations, and growth in the experience management space.

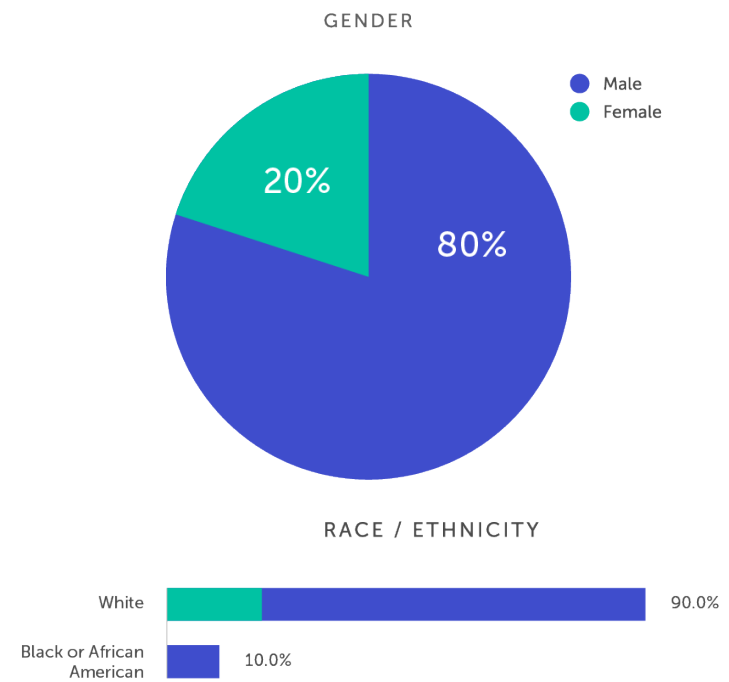
| Board Member | MDLA Board Tenure |
|------------------------------------|-------------------|
| Amy Pressman | 2000 |
| Borge Hald | 2000 |
| Doug Leone ⁽²⁾ | 2011 |
| James D. White ^{(2) (3)} | 2020 |
| Leslie Kilgore ^{(1) (3)} | 2015 |
| Leslie Stretch | 2018 |
| Mitch Dauerman ⁽¹⁾⁽²⁾ | 2019 |
| Robert Bernshteyn ⁽²⁾ | 2019 |
| Stanley Meresman ⁽¹⁾⁽³⁾ | 2015 |
| Steven Walkske ⁽²⁾⁽³⁾ | 2011 |

(1) Member of Audit Committee
(2) Member of Compensation Committee
(3) Member of Nominating and Corporate Governance Committee

Our Board

Diversity and inclusion are values embedded in our culture and fundamental to our business. We believe that a Board composed of directors with diverse backgrounds, experiences, perspectives, and viewpoints improves the dialogue and decision-making in the boardroom and contributes to overall Board effectiveness. The Board is committed to diverse membership and assesses the effectiveness of its approach to Board diversity as part of its annual Board and committee evaluation process.

The members of our well-rounded Board bring a variety of backgrounds, qualifications, skills, and experiences. We believe our Board is uniquely positioned to effectively guide and oversee our strategy, operations, and growth in the experience management space.



Corporate Governance Practice

Board Independence

- Majority Independent Board
- All committees (Audit, Compensation, and Nominating and Corporate Governance) are fully independent

Additional Board and Committee Practices

- Risk oversight (We have a clear Code of Business Conduct and Ethics, see page 42 of this report)
- Robust stock ownership guidelines, which are located on page 36 of our [2021 proxy](#)
- No hedging and restrictions on pledge of Medallia stock
- No employment agreements with named executive officers
- Full compliance with California AB 979 and SB 826

Board Performance

- The charters of our Board committees clearly establish their respective roles and responsibilities
- Board oversight of company strategy
- Robust Board evaluations (by objective third party)
- Focus on management development and succession planning

Shareholder rights

- No poison pill

Key Board Responsibilities

Our Board has oversight responsibility for Medallia's business strategy and strategic planning. Our Board's oversight and our management's execution of our business strategy are intended to help promote the creation of long-term stockholder value in a sustainable manner, with a focus on assessing potential opportunities and risks.

ESG Oversight

Our Board believes that it must regularly assess its effectiveness in addressing ESG risks in terms of both its own fiduciary responsibilities and its oversight of management’s activities. Our Board and management have worked together to create and implement an organization-specific approach to ESG that is rooted in corporate strategy and the company’s performance. This includes management conveying to Our Board insights into our ESG risks and opportunities, as well as how our ESG practices compare to those of our peers and other best practices.



Data Privacy and Security

We treat security and privacy as top priorities in all aspects of how we do business, from how we build our products, to how we design our organization, to how we protect our physical and digital assets. Our Information Security Management System (ISMS) is built around the ISO 27001 standard. Our product offers enterprise grade security features and controls that are required to operate by the highly regulated and security- and privacy-conscious industries that our customers serve.

Security and privacy are also part of our culture. All employees are required to complete security awareness and privacy training upon hire and again annually. We also offer specialized training and awareness programs for different teams. For example, our Security Champions program has empowered technical teams for the past four years to nominate members (all engineering teams are required to nominate one), to go through an extensive three- to six-month secure engineering program. We also routinely publish awareness notifications to the company and hold awareness events with competitions and prizes.

Our security program is routinely audited not only by many of our customers, but also against some of the most stringent industry benchmarks. We hold certifications in ISO 27001, ISO 27017, ISO 27018, ISO 27701, HITRUST, FSQS (Financial Services Qualification System), and FedRAMP High authorization. We are also HIPAA-compliant. We are measured annually in order to retain these certifications. Finally, each year we complete a SOC 2 Type II audit and issue a report to our customers.

We embrace privacy as a human right and don't sell personal data. We support the world's best brands to configure customer experience programs that champion privacy as a core feature, allowing companies to collect feedback without fear that rights will be violated. Our privacy features and controls go above and beyond the requirements of major regulatory frameworks such as GDPR and CCPA. Our platform allows customers to handle data subject requests, privacy rights, and privacy elements on the platform such as data masking. We also work extensively with internal and external privacy counsel to stay abreast of

global conditions that may impact privacy, such as Schrems II (and the invalidation of EU/US Privacy Shield) and Brexit.

Our Board is updated on our security and privacy programs annually and as needed throughout the year. Topics discussed with the Board may include updates on material changes to our privacy policy and our data protection agreements, and status updates on table top exercises within Medallia to discuss, review, and prepare for privacy and cybersecurity issues.

For additional information, please refer to the [Privacy Policy](#) and [Data Security and Compliance](#) sections of our website.

Ethics and Compliance — Operating with Integrity

Every Medallian is responsible for upholding our high ethical standards and complying with all relevant laws and regulations. Our culture of compliance is supported by Medallians who are dedicated to:

- Cultivating a culture of integrity
- Establishing proper standards and controls
- Creating awareness of and advising on ethics and compliance issues
- Developing and implementing relevant and accessible training materials
- Continuous risk spotting and assessment, including through data analysis
- Conducting independent investigations into ethics and compliance violations
- Monitoring ethics and compliance issues and, where appropriate, reporting to regulatory authorities
- Remediating ethics and compliance gaps and violations

Code of Business Conduct and Ethics

Our Board has adopted a Code of Business Conduct and Ethics that applies to all of our employees, officers, and directors, including our Chief Executive Officer, Chief Financial Officer, and other executive and senior officers. Our Code of Business Conduct and Ethics includes standards that are designed to deter wrongdoing and to promote, among other things:

- Honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships
- Full, fair, accurate, timely, and understandable disclosure in reports and documents that we file with, or submit to, the SEC and in other public communications
- Compliance with applicable governmental laws, rules, and regulations
- The prompt internal reporting of violations of the code to appropriate persons
- Accountability for adherence to the code

Our Code of Business Conduct and Ethics includes an enforcement mechanism designed to ensure prompt and consistent enforcement of the code, protection for persons reporting questionable behavior, clear and objective standards for compliance, and a fair process by which to determine violations.

The full text of our Code of Business Conduct and Ethics is posted on the [Corporate Governance—Governance Documents](#) portion of our website. We intend to disclose future amendments to, or waivers of, our Code of Business Conduct and Ethics, at the same location on our website. Our Code of Business Conduct and Ethics constitutes a “code of conduct” within the meaning of NYSE’s Rule 303A.10 Code of Business Conduct and Ethics and a “code of ethics” within the meaning of Section 406(c) of the Sarbanes-Oxley Act of 2002 and applicable SEC regulations.

Our compliance expectations apply to all Medallians, and to our suppliers and contractors, and extend to the highest levels of the company. Our Board’s Audit Committee has risk oversight responsibility for these matters.

In addition, Medallia has established disclosure control policies (e.g., anonymous SOX email and telephone hotlines) and put procedures in place that are in accordance with the requirements of the Sarbanes-Oxley Act and the rules and regulations of the Securities Exchange Commission and has a tested procedure in place for receipt and treatment of anonymous complaints or concerns, including regarding audit or accounting matters. We also have an open door policy and all Medallians are encouraged to raise issues, ask questions, and report concerns. We take seriously the obligation to investigate and remediate these reports.

Code of Business Conduct and Ethics

Partners and Suppliers

Our partners and suppliers are also expected to review, understand, and comply with the policies set forth in our [Code of Business Conduct and Ethics for Partners and Suppliers](#). This code of conduct should be viewed as the minimum standards we expect from our partner and supplier community and is not intended to reduce, replace, or limit any other legal or contractual obligations that they may otherwise have, including that they may have to Medallia.

We are firmly committed to providing a healthy and safe work environment in which all individuals are treated with respect and dignity, without regard to race, religion, color, sex, pregnancy, national origin, age, physical or mental disability, military or covered-Veteran status, marital status, sexual orientation, family medical leave, gender identity, or any other classification protected by applicable law. Every individual has the right to work in a professional atmosphere that is free of violence

and bullying, that promotes equal employment opportunities, and where discriminatory practices, including harassment, are prohibited. We require suppliers to promote policies and practices that prohibit violence, bullying, discrimination, and harassment consistent with our Code of Business Conduct and Ethics for Suppliers and Partners and applicable local law.

Partners and suppliers must also uphold the human rights of workers, and to treat them with dignity and respect as understood by the local and international community. Partners and suppliers are prohibited from engaging in human trafficking, slavery, servitude, forced or compulsory labor, forced child labor, and all other trafficking-related activities. Partners and suppliers must comply with applicable labor and employment laws, rules, and regulations.



Our Policies and Training

Policies

We have various policies in place that support a positive workplace culture and legal compliance. Upon hire, all Medallians are required to review and acknowledge an employee handbook that includes our Code of Business Conduct and Ethics, Global Anti-Corruption Policy, Information Retention Policy, Insider Trading Policy, and our Whistleblower Policy. Our employee handbook and our policies provide a guide to Medallians so they know their rights and responsibilities, the expectations for a healthy and safe environment, and how to access company resources.

The Good Medallian Training Program

Our Good Medallian training program is our way of promoting certain Medallia policies to our global workforce. It is our way of maintaining the highest standards of workplace conduct across our workforce. Our Good Medallian training program consists of four courses:

- Code of Business Conduct and Ethics
- Preventing Workplace Harassment
- Global Anti-Corruption and Anti-Bribery
- Insider Trading

Our Good Medallian training is assigned

to all Medallians upon hire and thereafter on an annual basis. Any Medallian who is promoted from an individual contributor position to a supervisor position is also required to complete a supervisor-specific course on preventing workplace harassment. This gives our supervisors the tools and knowledge to successfully fulfill the responsibilities of their role.



We Listen

We have dedicated resources within our People and Culture Team focused on addressing workplace concerns and fostering a healthy and inclusive working environment for all Medallians. We have a variety of easily accessible reporting channels available, including an online form, to ensure everyone's voice is heard. We are committed to promptly investigating and addressing any concerns reported.

Appendix

Sustainability Accounting Standards Board (SASB) Index

This report has been prepared in accordance with the Sustainability Accounting Standards Board's (SASB) Software & IT Services Sector Standard, version 2018-10. The reporting period is fiscal year 2021, which covers February 1, 2020 to January 31, 2021, unless otherwise noted.

| CODE | METRIC | RESPONSE |
|---|--|--|
| Environmental Footprint of Hardware Infrastructure | | |
| TC-SI-130a.1 | (1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable | Currently engaging a third party with plans to report on these metrics in future versions of our Global Impact Report. |
| TC-SI-130a.2 | (1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress | Currently engaging a third party with plans to report on these metrics in future versions of our Global Impact Report. |
| TC-SI-130a.3 | Discussion of the integration of environmental considerations into strategic planning for data center needs | Please refer to Medallia's Data Centers on page 32. |
| Data Privacy and Freedom of Expression | | |
| TC-SI-220a.1 | Description of policies and practices relating to behavioral advertising and user privacy | Please refer to our Privacy Policy . |
| TC-SI-220a.2 | Number of users whose information is used for secondary purposes | Please refer to our Privacy Policy . |
| TC-SI-220a.3 | Total amount of monetary losses as a result of legal proceedings associated with user privacy | No material monetary losses as a result of legal proceedings associated with user privacy. |
| TC-SI-220a.4 | (1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure | Medallia does not publicly report this information as it is confidential. |
| TC-SI-220a.5 | List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring | We are not aware of any countries which subject Medallia to monitoring, blocking, content filtering or censoring of data. As of the publication of this report, Medallia has not received any National Security Letters or FISA court orders, and we have not been subject to any gag order by a FISA court. |
| Data Security | | |
| TC-SI-230a.1 | (1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected | Medallia does not publicly report this information. |
| TC-SI-230a.2 | Description of approach to identifying and addressing data security risks, including use of third-party cyber security standards | Security certifications are renewed annually, SOC 2 reports are run annually and shared on an as needed basis. Security and privacy risks are reviewed with the board annually and executive steering team quarterly. For more information, please see Data Privacy Protection . |

Sustainability Accounting Standards Board (SASB) Index

| CODE | METRIC | RESPONSE |
|--|---|---|
| Recruiting and Managing a Global, Diverse and Skilled Workforce | | |
| TC-SI-330a.1 | Percentage of employees that are (1) foreign nationals and (2) located offshore | Per our Annual Report Form 10-K , as of January 31, 2021 we had 2,037 employees globally of which 1,299 were located in the United States and 738 were international employees or 64% in the United States and 36% internationally. |
| TC-SI-330a.2 | Employee engagement as a percentage | Please refer to Our People section of the report on page 28. |
| TC-SI-330a.3 | Percentage of gender and racial/ ethnic group representation for (1) management, (2) technical staff, and (3) all other employees | Please refer to Workforce Diversity and Board Diversity for more information on page 22, 23 and 37. |
| Intellectual Property Protection and Competitive Behavior | | |
| TC-SI-520a.1 | Total amount of monetary losses as a result of legal proceedings associated with anti- competitive behavior regulations | No material monetary losses as a result of legal proceedings associated with anti- competitive behavior regulations. |
| Managing Systemic Risks from Technology Disruptions | | |
| TC-SI-550a.1 | Number of (1) performance issues and (2) service disruptions; (3) total customer downtime | Medallia does not publicly report this information. |
| TC-SI-550a.2 | Description of business continuity risks related to disruptions of operations | Please refer to Risk Factors in our Annual Report Form 10-K . |



Thank You!

esg@medallia.com

About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen and patient experience. The company's award-winning SaaS platform, Medallia Experience Cloud, is becoming the experience system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media and corporate messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities and drive revenue impacting business decisions, providing clear and potent returns on investment.

Follow us:  [medallia-inc](#)  [blog.medallia.com](#)  [@Medallia](#)

© 2021 Medallia, Inc. All rights reserved. Medallia®, the Medallia logo, and the names and marks associated with Medallia's products are trademarks of Medallia. All other trademarks are the property of their respective owners.

