



# 2025 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 to solve bigger problems, create enhanced experiences, and give back in more meaningful ways.

## Our culture is what unites us.

Culture is 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.



”

During a time when many business leaders are backtracking on Environmental, Social, and Governance commitments, Amplitude is standing firm. We believe that diverse teams are better and more effective. We believe in giving back to the communities that have contributed to our success. We believe in sustainable and secure business practices.

Staying true to our ESG principles isn't just the right thing to do. It's a smart business decision that delivers value to our customers. By investing in responsible governance, inclusive teams, and sustainable practices, we're building a company that is set up for long-term success. We're also better equipped to build a platform that serves a diverse customer base, and that makes us a stronger, more reliable partner.

ESG will always be core to how we operate, and we're proud to lead by example.

**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.

- #1 product analytics solution and named a Best Marketing & Digital Advertising Software Product for 2025, according to G2
- Recognized in the Newsweek Excellence Index 2024
- Recognized as the only Leader in The Forrester Wave™: Feature Management and Experimentation Solutions, Q3 2024
- Amplitude named to Constellation Research's ShortList for top vendors for Marketing Analytics Solutions, Q3 2024
- Ranked in Deloitte's 2023 Technology Fast 500™



Our values set the course for how we show up and interact with each other and our customers. More important than strategy or even execution, having a strong culture is what sustains us as a company for the long-term.

**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 Global Health Plan coverages that are inclusive of our diverse employee populations and their respective backgrounds and communities they belong to. Benefits are globally consistent and locally sensitive.



### Fertility Benefits

Amplitude partners with Carrot for fertility healthcare and family-forming benefits up to a \$5,000 lifetime maximum. Carrot provides comprehensive, inclusive fertility health and family-forming benefits to for 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 Plan offers fertility benefits up to a \$10,000 lifetime maximum for infertility services.



### Family Friendly Benefits

We provide parental leave, 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 and our Employee Assistance Program help employees learn to stress less, be more focused, and improve their happiness through evidence-based technology and their own personal wellness coach.



### 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

Amplitude is proud to continue moving towards our goal of creating an environment of belonging for all and grounding our efforts in our core values of humility, ownership, and growth mindset. We faced a lot of headwinds this year, but we continue to build out tools and resources to help our teams bring our values to life. We understand that DEI work is not a sprint or marathon but a never-ending initiative every Amplitudeer must take on. With our fourth DEI report, we continue to share and analyze the quantitative data related to our DEI goals and strategy: one company, many beautiful voices.

Our fourth annual [Diversity, Equity, and Inclusion report](#) shares a snapshot of our 2024 demographic data and an overview of what we’re doing to build an Amplitude where everyone can belong.

In 2025, our commitment to Diversity, Equity, and Inclusion (DEI) shines brighter than ever. This year’s report is more than a continuation; it reflects Amplitude’s commitment to being a guiding light in advancing inclusion. In this report, we’ve moved beyond asking “what” and “how”—now, we embody the “why”.

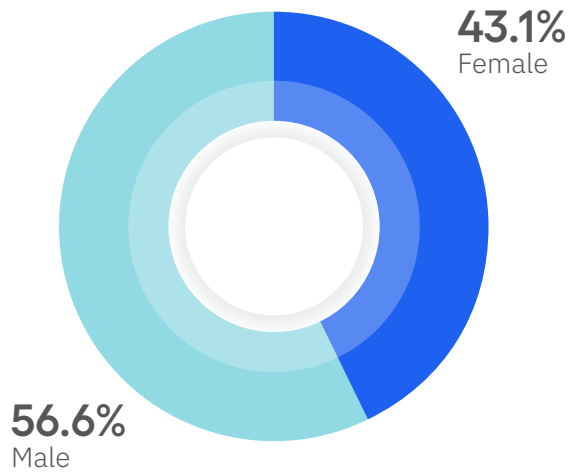
To deliver on that promise, we must build a company as diverse as the world we serve—a place where every background, perspective, and lived experience finds a home and shapes our future. This year’s DEI report underscores that commitment. It’s our pledge to keep building a brighter, more inclusive future that sets a new standard for the industry and ensures Amplitude remains a lighthouse, guiding all our customers to success.



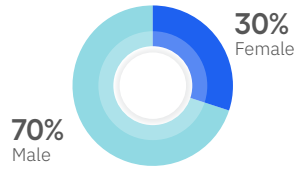
“Why does DEI matter so deeply at Amplitude? Because our customers, a global tapestry of innovators, rely on us to understand and empower their diverse users. Whether a multinational corporation or a budding startup, they deserve a platform that reflects and elevates every voice.

**NIKKI LASLEY** | Head of Inclusion, Experience and Impact

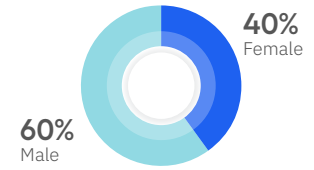
## Overall Gender



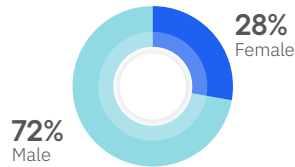
## Board



## Leadership



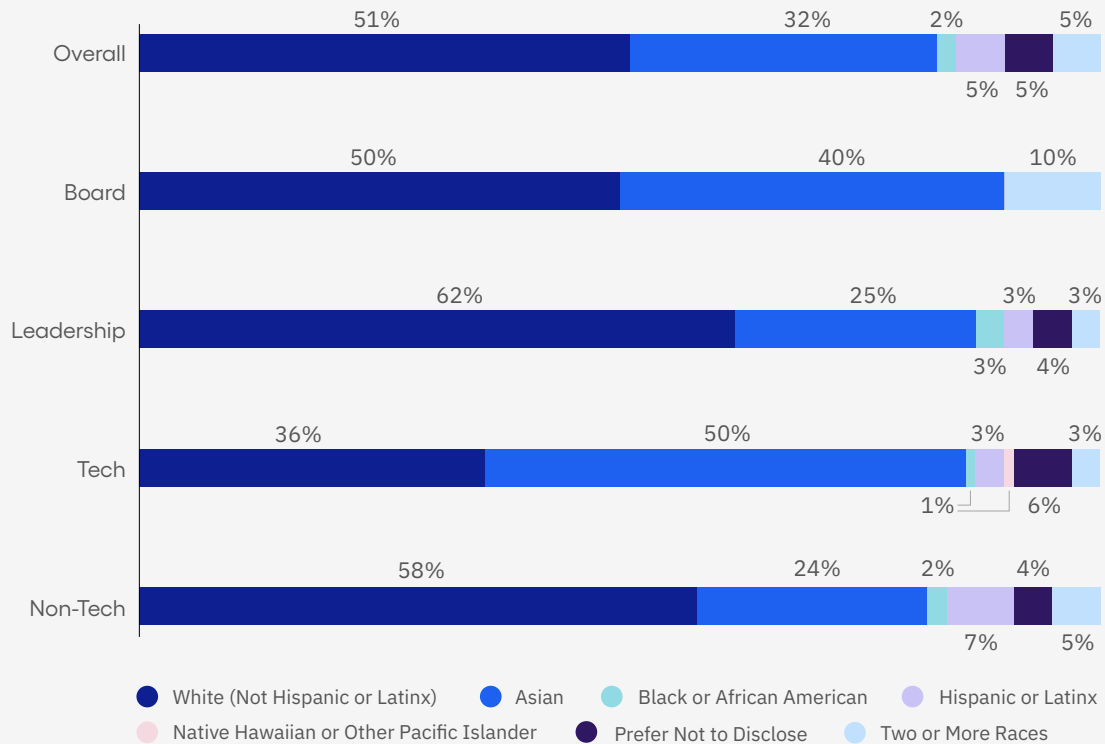
## Tech



## Non-Tech



## Race and Ethnicity



The diversity data presented above is based on self-reported information from our employees as of December 31, 2024, 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



**Somos**



**LEAAP**  
Leadership, Education, and  
Advancement for Asian People



**LGBTQIA+**



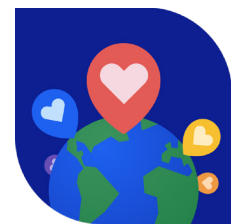
**Veterans**



**Women in Tech**



**Change Makers**



**Community Impact**



**Parents & Caregivers**



**Empathy & Inclusion**

# Our community is what inspires us.

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

## Social Impact

Amplitude continues to expand our corporate social responsibility initiatives which are designed to build community, foster empathy through shared experiences, and make a positive impact in the places we live and work. We strive to be active members of our communities. We do this by partnering with local organizations that contribute to the community's well-being, giving financially, and providing employees with paid volunteer time off to focus on projects that align with their personal values. We care deeply about our impact on the communities in which we work and operate. Our goal is to enable the good work already being done in communities. In 2024, we provided monetary support and hundreds of hours of volunteer time. We look forward to continuing this journey by strengthening our current partnerships and building new ones.

## Sustainability

We are conscious of our impact on the planet and take seriously our responsibility to be responsible environmental stewards. Our headquarters in San Francisco has the following sustainability awards and 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 invested in the people, process, and technologies to meet and exceed security and privacy best practices. 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 Customer Trust:



**SOC 2 Type 2:** Amplitude undergoes an annual SOC 2 (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.



**Data Privacy Framework:** Amplitude has certified to the U.S. Department of Commerce that it adheres to the Data Privacy Framework Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement for personal data transferred from the EU to the U.S. This certification additionally assures our customers that personal data transferred to Amplitude from the EU will be adequately protected.

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



**Responsible AI use and development**

We are committed to the ethical and transparent use of AI across our internal operations and product development. Our approach is guided by internal policies that promote safety, fairness, and accountability in the deployment of AI technologies.



**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. Please visit our [Trust](#) page for additional information about how Amplitude safeguards your data.



**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 perform 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. We offer out-of-the-box privacy features to allow customers to control what data they capture and to comply with global privacy laws.

## 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. We provide annual anti-corruption training to all employees, including management.

**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 the leading digital analytics platform that helps companies unlock the power of their products. Over 3,800 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, 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 Winter 2024 Report.

Learn how to optimize your digital products and business at [amplitude.com](https://amplitude.com).

