



2022 ESG Fact Sheet



Our vision is what guides us.

We want to help every company build better products through data. The world has gone digital, and product data evens the playing field. With the right insights in hand, companies of every stage and industry 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.

Our Cultural Values



Humility

If everyone—especially leadership—shows vulnerability and acts humbly, that allows everyone to be their authentic selves and confidently discuss and discover the best solutions to challenges without resorting to inefficient tactics.



Ownership

For us, ownership really means optimizing all decisions around what’s best for the company as a whole, not for yourself, your team, or your department—we are all Amplitude, and we are all responsible together for the company’s success.



Growth Mindset

The needs of any modern business evolve constantly, so we have baked embracing change right into our culture. We don’t have to “sell” one another on necessary changes, freeing us to learn, grow, and stay focused on great execution.

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 (2022)

Business Insider: A top tech company to bet your career on (2021)

San Francisco Business Times: One of the best Bay Area companies to work for (2021)

BuiltIn SF: A top mid-sized company to work for in the Bay Area (2022)

G2: #1 product analytics solution and #3 best software product (2022)

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

Our people are what define us.

We're nothing without our people, and we remember that in the way 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 employee's 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'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 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 & communities.

At Amplitude, we are committed to Anti-Racism, by which we mean:

An internal commitment to dismantle any 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. If we lead with inclusion, diversity will follow, and our inclusive culture is what makes Amplitude special.

Nikki Lasley | Head of Diversity, Equity, & Inclusion

Highlighted Diversity, Equity & Inclusion (DEI) initiatives



DEI Learning Opportunities

- Mentoring programs, including a special mentoring program focused on mentees from under-represented communities
- The Safe Spaces Program designed to define a space for Amplitudeers of all backgrounds to come together to learn, share, and process events and themes impacting our world
- Mandatory anti-harassment training
- Anti-Racism workshop
- Behaviors of Inclusion training
- 21 Days of Inclusion program



DEI Recruiting and Wellbeing

- Partnerships with organizations including Afrotech, Black Tech Sales Network, Vets in Tech, Women in Tech and Lesbians Who Tech
- Leverage tools such as RippleMatch, Seekout, and Textio to improve our diverse candidate experience
- Mental health and wellness benefits, including Well-being Program



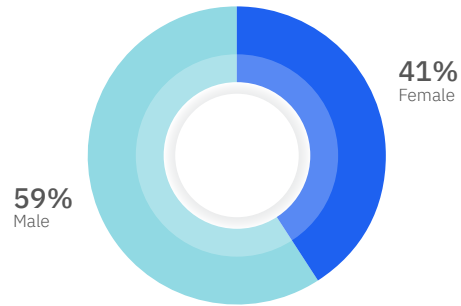
DEI Communities

- Support for Employee Resource Groups, including BLACC, Community Impact, Empowered, LatinX, Parents, LEAAP, Rainbow, Veterans, Product Queens and Women in Tech
- Founding member of Tech for Black Founders

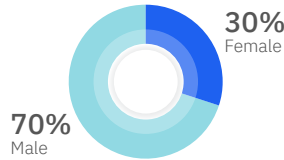
Building Diverse and Inclusive Teams

Our commitment to diversity, equity and inclusion extends from our newest employees to our top leadership and board of directors.

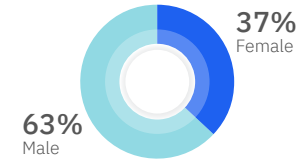
Overall Gender



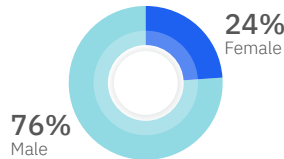
Board



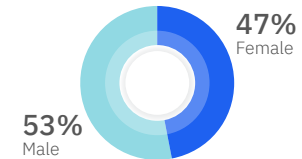
Leadership



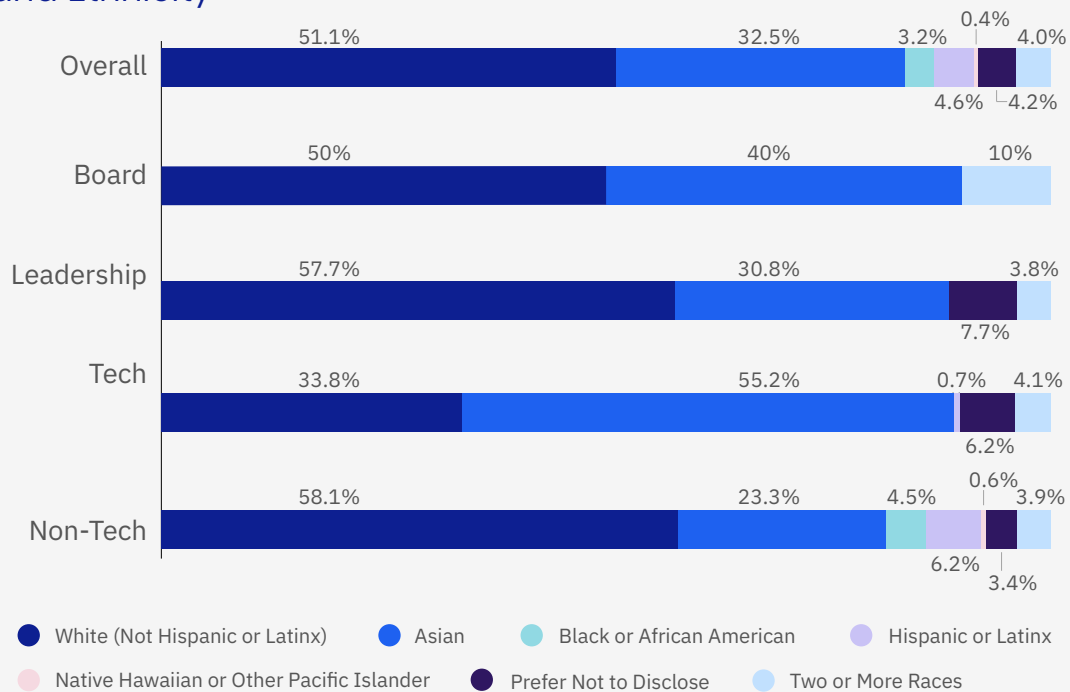
Tech



Non-Tech



Race and Ethnicity



The diversity data presented above is based on self-reported information from our U.S. employees as of December 31, 2021, 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 executives and vice presidents.

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

BLACC (Black Leaders at Amplitude Creating Change) strives to increase the representation of Black Amplitudeers elevate and increase the profiles of Black Amplitudeers, by providing a safe space for members to discuss, assist in driving an increase in hiring of Black people at Amplitude, and educating Amplitudeers on Black issues to build an inclusive culture.



Community Impact

Community Impact empowers Amplitudeers to create positive, sustainable change in our global communities through active charity work in our local communities.



Empowered

The Empowered ERG aims to serve and celebrate Amplitudeer’s from historically marginalized and underrepresented groups, supporting a company-wide culture that is inclusive, values diversity, and welcomes new perspectives and ideas.



LatinX

Latinx @ Amplitude empowers its members through professional development, celebrating and embracing cultural diversity, and increasing the representation of the Latinx community at Amplitude.



LEAAP

LEAAP (Leadership, Education, and Advancement for Asian People) champions Asian leadership in the Western World by elevating Asian professionals through personal growth and leadership development, educating Amplitudeers on Asian American experiences, and building an inclusive and equitable culture that fosters integration and celebrates diversity.



Parents and Caregivers

Parents and Caregivers @ Amplitude works to remove barriers, give input on policy and decision making, and provide resources that drive stability, compatibility, and success in both the personal and professional lives of working parents.



Product Queens

Product Queen’s mission is to create a safe space for women and other gender minority groups working in product development and to reduce bias across the product development organization.



Rainbow Community

RainbowCommunity aspires to create a safe and inclusive environment where ALL employees feel empowered to bring their whole self to work all day, every day. We are determined to create a safe and inclusive environment, raise awareness of LGBTQ+ issues, build Allyship through education, and make a positive impact in the broader community.



Veterans

Veterans @ Amplitude promotes camaraderie and provides a support network for its members, increasing representation of former and current service members at Amplitude, and educating others on the value that veterans bring to organizations.



Women in Tech

Women in Tech works to cultivate an inclusive environment that supports and encourages women to advance their skills and leadership potential through connection, mentorship, collaboration and discussion.

Our community is what inspires us.

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



Social Impact

Tech for Black Founders. Today, less than 1% of founders backed by venture capital in the United States are Black. Amplitude believes that it has a responsibility, along with the broader technology community, to do all it can to level the playing field. 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.

Giving Back at Amplitude. Companies play an important role in their local communities, and we want to make it easy for our employees to give back to the places where they live and work. When disaster strikes or we see a community in need, Amplitude leaps into action, raising money and matching donations and providing opportunities for employee involvement. Causes we’ve supported include:

- Black Lives Matter
- #stopasianhate
- Black Girls Code
- La Casa de Las Madres
- The Trevor Project
- Salvation Army
- Celebration Nation
- La Cocina
- CARE
- Soldiers’ Angels

Volunteering is another critical way employees can give back, and Amplitude promotes and enables volunteerism in multiple ways. Amplitudeers work together to improve our communities by supporting local food banks, hosting park clean ups, partnering with nonprofit and nongovernmental organizations, and more.

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 & certifications:

- [LEED Gold](#) certified
- [WELL Health-Safety](#) rated
- [EnergyStar](#) certified

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, including maintaining our customer environment fully in AWS.

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 programs, policies and principles:

-  Privacy and security training for employees: We require employees to complete privacy and security training at onboarding and annually thereafter.
-  Regular testing: We perform internal and external security assessments on our products.
-  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 their data: We don't sell customer data.
-  Privacy by design: We build our products with our customers' privacy needs and wants in mind.
-  Vendor risk diligence: We regularly review our key vendors to ensure they meet our required security standards.

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 set forth in our [Corporate Governance Guidelines](#), and as well as our other governing documents including those [available here](#).

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 require 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 the pioneer in digital optimization software. More than 1,700 customers, including Atlassian, Instacart, NBCUniversal, Shopify, and Under Armour rely on Amplitude to help them innovate faster and smarter by answering the strategic question: “How do our digital products drive our business?” The Amplitude Digital Optimization System makes critical data accessible and actionable to every team – unifying product, marketing, developers, and executive teams around a new depth of customer understanding and common visibility into what drives business outcomes. Amplitude is the best-in-class product analytics solution, ranked #1 in G2’s 2022 Spring Report.

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

