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ESG Report

2025

July 2025

Letter from the CEO

Bill Magnuson
Cofounder and CEO
Braze

Braze is built around community. Brands use Braze to build strong bonds with their customers, supported by a global community of Braze employees. Braze invests in our environmental, social, and governance initiatives because it strengthens these communities in ways that create value for our business. This work enhances our ability to attract and retain top talent, build lasting customer relationships, and drive both product innovation and operational efficiency, supporting long-term business objectives.

Our employee community

The unique skills, experiences, and perspectives that Braze employees bring to the table allow us to build our technology, serve our customers, and meet our business goals. Our social impact programs, including employee resource groups, grantmaking, and volunteerism, strengthen connections across teams, and between Braze and the communities we serve. These efforts lead to higher employee retention and deeper investment in Braze.

Our customer and business community

Strong governance practices are essential to maintaining trust with our customers and the larger business community. We build lasting confidence through thoughtful disclosures, transparency, and ongoing compliance to relevant laws and regulations. Since our founding, we've built trust by embedding privacy and security protections into our technologies, processes, and culture. This approach supports customer confidence and has helped us maintain our ISO 27001 certification as well as compliance with SOC 2 Type 2 and HIPAA.

Our global community

At Braze, we're building a business for the long haul. That's why we've prioritized science-based climate work, which supports continued resilience and innovation. These efforts extend throughout Braze and are reflected by the recent approval of our near-term emissions reduction targets by the Science-Based Targets Initiative (SBTi).

By supporting our environmental, social, and governance initiatives, we're investing in the future success of our business. I look forward to seeing our efforts continue to positively impact Braze, our employees, and the communities we serve.

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Report Highlights

- Received approval of our near-term science-based emissions reduction targets
- Over $2.9 million in community investments since 2022, including grants and matched donations
- Partnered with our customer BET+ to provide enhanced guidance and support for founders participating in our Tech for an Equitable Future grant program
- Launched Charitable-Giving Canvas Templates to help Braze customers amplify their charitable initiatives effortlessly

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About Braze

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

Braze by the numbers

(for the period of February 1, 2024–January 31, 2025 or as of January 31, 2025, as applicable):

1,600+
Full-time employees

15
Offices across 12 countries

2,296
Customers (in 70+ countries)

7.2 billion
Monthly active users

$593.4M
FY'25 revenue

Bronze
Rating by EcoVadis

For the most recent information on our financial performance, visit our **Investor Relations site.**

*ESG refers to a given company's environmental, social, and governance standards and practices, and is often used by investors to evaluate performance.

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Environment

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Climate action

At Braze, we understand that resilient communities are essential for long-term business continuity and growth. That's why we're implementing a climate strategy grounded in the latest science to strengthen our operational resilience, innovation capacity, and stakeholder trust. By prioritizing impactful emissions reduction initiatives, we're embedding sustainability into how we plan, operate, and grow as a business.

In 2025, the SBTi approved our near-term emissions reduction targets, reinforcing our commitment to science-based climate action.

Science-Based Targets
Our approved targets provide a clear path forward:
- Reduce absolute scope 1 and 2 GHG emissions 50.4% by FY'33 from a FY'23 base year
- Reduce scope 3 emissions from purchased goods and services and business travel 58.2% per million USD value added by FY'33 from a FY'23 base year

These goals span our direct operations and broader value chain. They are integrated into decisions across Braze through efforts like our supplier engagement program and help reinforce our long-term environmental accountability.

Renewable energy
To help meet these goals, we've made meaningful investments in clean energy. Through our long-term Virtual Power Purchase Agreement (VPPA), Braze helped fund five new solar facilities in Michigan by supporting the purchase of solar panels and securing financing to bring renewable power online in one of the most carbon-intensive U.S. power grids. Beginning in FY'26, we'll start receiving Energy Attribute Certificates (EACs) from these sites, totaling 1,600 MWh annually and avoiding approximately 3,800 $mtCO_2e$ over five years.

Braze greenhouse gas emissions

Understanding our environmental impact is essential to building a sustainable business and contributing meaningfully to global climate action. Which is why measuring and managing our GHG emissions remains a core part of our climate strategy.

Braze partnered with a leading third-party expert to complete a detailed GHG emissions inventory for FY'25 aligned with the Greenhouse Gas Protocol's guidance for corporate accounting and reporting. This approach ensures consistent, transparent tracking of scope 1, 2, and 3 emissions, including both operational activities and emissions across our value chain. In line with this methodology, we used a combination of primary activity data and spend-based emission factors sourced from the Comprehensive Environmental Data Archive. In FY'25, we set science-based targets and rebaselined our FY'23 and FY'24 measurements. This was completed to take into account improvements in our carbon accounting methodology, so that our FY'23 base year is comparable to subsequent years.

Our total GHG footprint for FY'25 is estimated at 37,992 metric tons* of carbon dioxide equivalent (mtCO$_2$e), compared to 35,448 mtCO$_2$e in FY'24*. As we move forward, this emissions tracking foundation will play a critical role in holding ourselves accountable and driving targeted reductions across our operations and value chain.
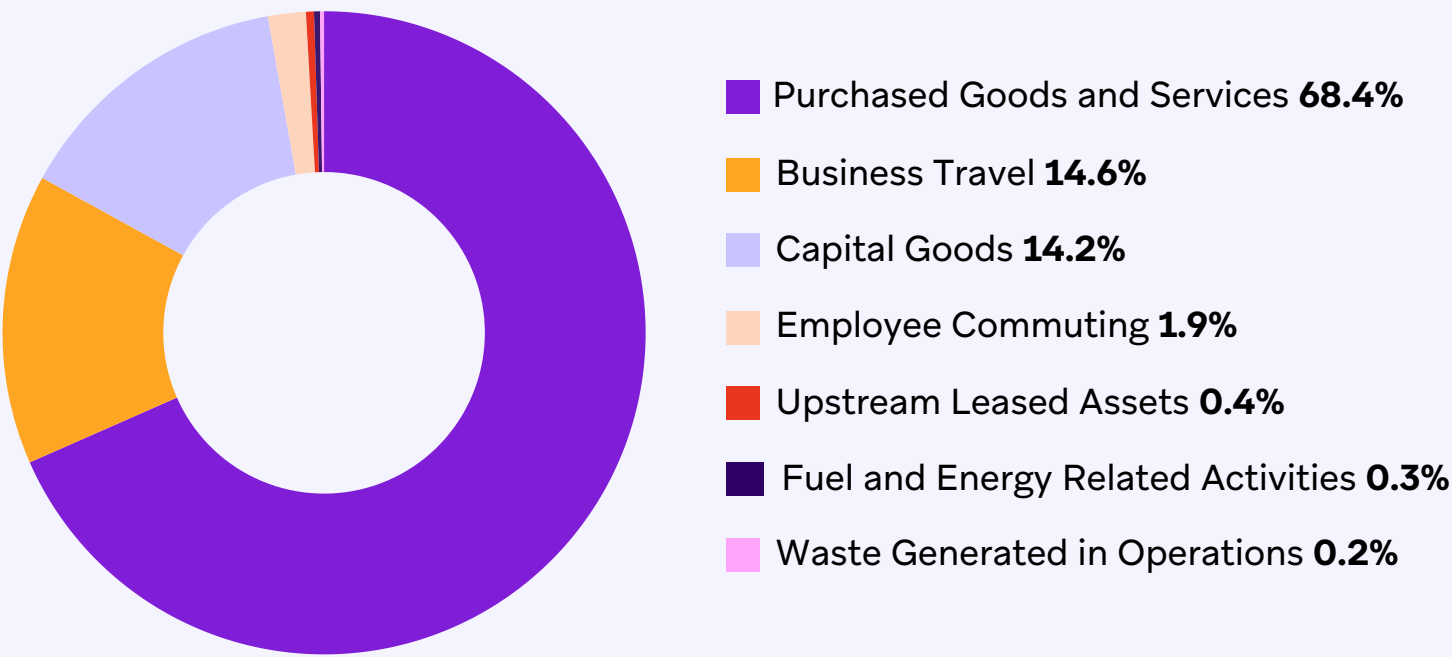
*Based on market-based emissions

Greenhouse gas inventory FY'24 and FY'25

Units = mtCO2e

	FY'24	FY'25
Scope 1	216	152
Scope 2: Market-based	17	0[1]
Scope 2: Location-based	806	462
Scope 3[2,3]	35,215	37,840

Scope 3 emissions breakdown by GHG category

- Purchased Goods and Services **68.4%**
- Business Travel **14.6%**
- Capital Goods **14.2%**
- Employee Commuting **1.9%**
- Upstream Leased Assets **0.4%**
- Fuel and Energy Related Activities **0.3%**
- Waste Generated in Operations **0.2%**

Scope 3 reporting categories are aligned with guidance from the SBTi

[1]Braze reports its market-based numbers after the application of EACs
[2]Our GHG inventory is now reported in line with the boundary of our science-based target, which has been validated by the SBTi. Therefore, optional emissions related to 3.6, 3.7, and 3.11 are no longer reported due to the lack of operational control over optional emissions.
[3]In 2025, Braze established a science-based economic intensity target for scope 3. We continue to review this metric on a regular basis in line with tracking progress against our target

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Braze workplaces

Sustainable workspaces

Our global office footprint directly impacts our environmental performance and climate goals. As Braze expands into new regions, the choices we make about where and how we work carry long-term implications, not just for our emissions but also for the communities where our employees live and work. While we don't own our facilities, we're committed to minimizing the environmental impact of our leased spaces and aligning real estate decisions with our sustainability goals.

Certifications

We prioritize leasing office spaces that meet globally recognized environmental standards. Many of our workplaces are LEED Gold certified by the US Green Building Council or hold equivalent local certifications.

Braze offices with environmental certifications include:

Berlin: LEED Gold
Bucharest: BREEAM: Excellent Certification
Chicago: LEED Gold, WELL Certification
Dubai: LEED Gold
London: BREEAM Excellent, EPC B rating, ISO 14001 and ISO 50001 accreditations
New York City: LEED Gold
Paris: BREEAM: Excellent, High-Quality Environmental (HQE) Standard Certified
San Francisco: LEED Gold
Sao Paulo: LEED Gold
Singapore: BCA Green Mark, Platinum
Sydney: WELL Platinum Certification, 5.5 Star Nabers Energy Rating, 4.5 Star NABERS Water Rating

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Social

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Global Inclusion and Opportunity

At Braze, we believe global inclusion and opportunity are essential to building a thriving workplace and community. By prioritizing global inclusion and opportunity, Braze can nurture an inclusive environment where each person's unique experiences, talent, and perspectives contributes to our overall business success. It also creates opportunities to strengthen employee satisfaction and reinforce our reputation as a diverse, equitable, and inclusive workplace. While Global Inclusion and Opportunity specialists help lead these efforts, progress is driven by everyone, through both employee-led initiatives and leadership-driven change.

Key elements of our Global Inclusion and Opportunity program include:

Employee Resource Groups (ERGs): As of February 2025, Braze supports 11 ERGs and additional interest-based communities. These employee-led groups foster connection, amplify diverse perspectives, create leadership opportunities, and strengthen our culture of inclusion.

ERG Grants Program: In its third year, this program has empowered ERGs to allocate $330,000 in grants to nonprofits aligned with their missions.

Forging Mentorships: Our inclusive mentorship program is available to all full-time employees and supports career, professional, and personal growth. ERG preference-based matching allows for identity-affirming mentorships, deepening connection and support across the company.

Braze has earned industry accolades for our inclusive culture, including:
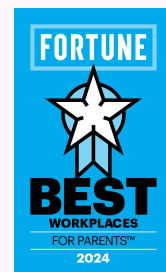
Fidel A. Vargas,
President & CEO,
Hispanic Scholarship Fund

"With support from a Braze ERG Grant, HSF is paving the way for lasting impact by providing students and families nationwide with the tools, guidance, and support they need to thrive academically and professionally. We're grateful to Somos and Braze for their partnership and commitment to empowering the next generation."

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Grantmaking

Braze has committed to donate one percent of company equity over 10 years to community-focused grantmaking as part of the Pledge 1% movement. Since launching this initiative in 2022, we've distributed more than $2.9 million to 150+ nonprofits and charitable organizations around the world through the Braze for Social Impact Fund at the Tides Foundation. In FY'25, 86% of all grants were directed by Braze employees, reflecting our belief that those closest to a community often know how best to support it.

Key employee programs that leverage the Braze for Social Impact Fund at the Tides Foundation include:

Braze Cares Partner Program
Now in its third year, Braze Cares fosters long-term, relationship-driven community engagement. Each Braze office, remote region, and remote hub directs an unconditional grant to a local nonprofit, building sustained partnerships through both funding and quarterly volunteerism. In FY'26, $300,000 in grants were disbursed, including in new regions, such as Durham (North Carolina) and Toronto (Canada).

Community spotlight: San Francisco
The San Francisco office has partnered with the Peninsula College Fund (PCF) for three years, supporting first-generation college students exploring tech careers. In 2025, a Braze employee received PCF's Outstanding Volunteer Award for their commitment to mentorship.

Reshma Sanghvi Dilip Kumar
Senior Customer
& Partner Trainer, Braze
Winner: Social Impact Advocate of the Year

" It's incredibly meaningful to be part of a company that not only recognizes social impact work but gives employees real tools to lead it. Being honored with this award reminded me that our values are more than just statements. I was able to support a cause that uplifts my local community making this award even more powerful."

Braze for Impact Awards
In FY'25, we introduced the Braze for Impact Awards, a new recognition program that honors employees who went above and beyond in their commitment to social impact. Employees were invited to nominate themselves or their peers across four categories. The 2024 winners received the opportunity to direct a total of $40,000 in donations from the Braze for Social Impact Fund to the nonprofits of their choice.

Donation Dollars for Doers
Launched in December 2022, the Donation Dollars for Doers initiative empowers Braze employees to drive impact in the communities that matter to them. By connecting individual action to institutional support via the Braze for Social Impact Fund at the Tides Foundation, this program reflects our belief that meaningful change starts with people. Employees can earn donation credits and direct those credits to nonprofits of their choice by supporting Social Impact programs, organizing community events, and earning volunteer rewards.

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Customer impact

At Braze, we've always believed technology is most powerful when used to uplift people and communities. That belief has led us to leverage Braze not just to engage audiences, but to amplify purpose and make a tangible difference.

Tech for an Equitable Future
The Tech for an Equitable Future product grant program provides companies founded by underrepresented entrepreneurs with 12 months of free access to the Braze platform and supporting services. Now in its sixth year, the program continues to help these companies build their customer base, enabling business growth and scalability with the intention of these companies becoming long-term customers.

In FY'25, Braze launched its first customer partnership in support of the program with streaming service (and Braze customer) BET+. As a premium streaming service with a dedicated technical center of excellence, BET+ is providing select participating founders with one-on-one mentorship, a branding masterclass, and free email advertising through BET+. This model highlights how Braze and our network can help create opportunities for a more equitable tech ecosystem.

Jason Harvey
EVP and General
Manager, BET+

" Partnering with the Braze Tech for an Equitable Future program allows BET+ to champion underrepresented innovators, providing them with the tools and mentorship needed to thrive. By contributing our expertise in storytelling and audience engagement, BET+ is committed to fostering a tech landscape where diverse voices drive progress and opportunity."

Matthias Hellmund
Head of Customer Insights,
ShareTheMeal

" It's rare to work with a company that not only listens but takes action. Enabling Braze customers to integrate charitable giving into engagement campaigns creates real impact for nonprofits when it's needed most."

Braze for Social Impact Customer Torchie Award
At last year's Forge, our flagship customer engagement conference, Braze introduced the inaugural Braze for Social Impact Torchie Award, a new recognition honoring customers using our technology to drive meaningful change.

The first award went to ShareTheMeal, the fundraising app by the World Food Programme. ShareTheMeal launched a donor recognition campaign celebrating contributors as "Field Heroes," helping donors feel more connected to the impact of their giving. By pairing the campaign with personalized updates, such as videos and stories from WF staff, they created a feedback loop that built trust and encouraged repeat donations.

Charitable-Giving Canvas Templates
Conversations with the ShareTheMeal team inspired Braze to launch Charitable-Giving Canvas Templates within the Braze platform. These customizable tools help customers design donation campaigns aligned with their mission. Whether encouraging matching contributions, donating a percentage of proceeds, or raising awareness, these templates reduce technical lift and make it easier to build community impact through meaningful customer engagement.

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Governance

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Corporate governance

Braze corporate governance is designed to uphold ethical business practices and promote adherence to all relevant laws and regulations. The Braze Board of Directors (the "Board") includes three permanent committees: Audit, Compensation and Leadership Development, and Nominating and Corporate Governance. These committees oversee risk management within their specific domains.

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

Code of business conduct and ethics: The Braze code of business conduct and ethics serves as a framework for all individuals representing the company, including directors, executive officers, and employees. This code sets clear expectations by emphasizing honesty, ethical behavior, avoidance of conflicts of interest, compliance with laws, safeguarding Braze assets and confidential information, and upholding principles of fair dealing. It also includes procedures for anonymously reporting potential violations. By adhering to this code, Braze fosters a culture of integrity, promoting transparent and fair business practices that prioritize the well-being of all stakeholders.

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

Vendor code of conduct: Braze asks all vendors to comply with our vendor code of conduct in their business dealings with us. This code promotes respect for human rights, fair labor standards, environmental protection, and the highest standards of business ethics. By integrating these expectations throughout our supply chain, we support consistent and trustworthy practices that benefit our stakeholders.

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

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Commitment to security and data privacy

Data privacy and security principles

Data privacy and security are essential for modern businesses. At Braze, we prioritize these principles across product development and service delivery. Our privacy-by-design approach helps customers adhere to data protection laws and regulations, supporting both their compliance requirements and the trust they build with their own customers. Braze also offers tools and features to support compliance at scale.

All customer agreements include clear provisions outlining how we manage and protect data. Internally, all employees complete annual privacy and security training, reinforcing a culture of accountability and trust.

We're also committed to transparency in our data practices. The Braze Privacy Policy explains what data we collect, how it's used and shared, and who to contact with questions. Our Transparency Report details any government requests for personal data and how we responded, if applicable. These efforts support strong data protection practices for customers, employees, and stakeholders.

Security certifications

- **Data transfers:** Braze adopts the 2021 EU Standard Contractual Clauses and the Brazil Standard Contractual Clauses. We are certified under the EU-U.S. Data Privacy Framework, Swiss-U.S. Data Privacy Framework, and the UK Extension to enable safe cross-border data flows.

- **HIPAA compliant:** Since 2016, Braze has partnered with third-party experts to maintain compliance with the US Health Insurance Portability and Accountability Act (HIPAA), enabling support for healthcare and life sciences customers.

- **ISO 27001 certified:** This global certification affirms that Braze maintains an information security management system aligned with rigorous international standards.

- **SOC 2 Type 2 compliant:** Overseen by the American Institute of Certified Public Accountants (AICPA), this certification demonstrates the strength of Braze information security policies and procedures.

For more information please see the Privacy Information section of the Braze legal website.

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Conclusion

Our high-leverage and scalable environmental, social, and governance initiatives play a foundational role in driving business value at Braze. By investing in employee resource groups, targeted grant programs, and long-term sustainability efforts, we strengthen our culture and support the communities where we operate. These investments set the stage for future innovation.

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Braze TCFD Report 2025

Braze has adopted the Task Force on Climate-Related Financial Disclosures (TCFD) framework to review climate-related risks and opportunities. This section presents a qualitative summary of the physical and transition risks identified, and climate-related opportunities for Braze at an enterprise level. No quantitative assessment or scenario analysis of risks or opportunities has been conducted. We will continue to improve this analysis in future disclosures.

Metrics

Information on our environmental metrics data can be found on page 7 in our 2025 Environmental, Social, and Governance Report.

Governance

Describe the Board's oversight of climate-related risks and opportunities. One of the key functions of our Board of Directors is informed oversight of our risk management process, including the management of climate-related risks and opportunities. Our Board does not have a standing risk management committee, but rather administers this oversight function directly through our Board as a whole, as well as through various standing committees of the Board that each address risks inherent in their respective areas of oversight. For instance, the Nominating and Corporate Governance committee (NGC) monitors the adequacy of our environmental and social practices, corporate governance, and reporting. As part of this responsibility, the NGC reviews climate-related matters, including relevant risks and mitigation efforts, with management on a quarterly basis. In addition, the Audit committee is responsible for monitoring the company's enterprise risk management efforts (ERM) and discusses the results of these efforts with management on a quarterly basis. As part of our ERM process, climate risk is assessed within the operations pillar.

Describe management's role in assessing and managing climate-related risks and opportunities. To date, climate-related risks and opportunities have been reviewed by the NGC as part of the committee's oversight of our social impact efforts. Our NGC typically meets on a quarterly basis and climate-related matters are discussed in such meetings. In FY'25, climate-related discussions with our NGC have included review of our carbon footprint, reporting on our scope 1, 2, and 3 emissions, potential emission mitigation programs, and the approval and submission of near-term science-based targets for our business. Macro risks, including climate risks, also fall within the scope of management's ERM program. Management reviews and evaluates these risks and relevant mitigation plans on a quarterly basis.

While our Board and our NGC oversee our climate risk management strategy, our Social Impact department is responsible for implementing and supervising our day-to-day climate risk management processes and reporting to our Board and the relevant Board committee on such matters. The Social Impact department also oversees our climate risk management approach with support from other departments throughout our organization. In coordination with essential teams such as Legal, Investor Relations, and People, the Social Impact department oversees targeted environmental and social programs.

Strategy and risk identification

Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term. In consultation with our Engineering, Finance, Internal Audit, Legal, and Social Impact teams, we have identified both physical and transition risks for Braze. The TCFD defines physical risk as those related to the physical impacts of climate change and transition risks as those related to the transition to a lower-carbon economy. Opportunities of the transition have also been considered in this section. We will look to review climate-related risks and opportunities over a short, medium, and long-term time horizon going forward.

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Climate-related risks:

Physical risk	Description of potential impact	Risk management approach
Acute climate-related physical risks: Increasing severity and frequency of extreme weather events	We rely heavily on our network infrastructure and information technology systems for our business operations. Acute physical climate-related risk, such as extreme weather events (e.g. extreme wind, flooding, wildfire, etc.) could cause system interruptions, delays in accessing our service, reputational harm, and loss of critical data. Such events could prevent us from providing our platform and products to our customers. A catastrophic event that results in the destruction or disruption of our data centers, or our network infrastructure, or information technology systems, including any errors, defects, or failures in third-party hardware, could affect our ability to conduct normal business operations and adversely affect our results of operations.	Events outside of our control, including natural disasters and climate-related events, may arise from time to time and be accompanied by governmental actions. To mitigate these risks, we maintain geographically diverse data centers and disaster recovery plans. Braze now operates data centers in multiple regions, with new facilities recently established in Australia and Indonesia to expand our existing global infrastructure and strengthen service continuity in the event of a catastrophic event. We also obtain Service Organization Control (SOC) reports from our network infrastructure and data center providers which provide reasonable assurance around data integrity, availability, and redundancy.
Chronic climate-related physical risks: Climate impacts on supply chains	Chronic physical risk is a climate-related risk for Braze, because shifts in climate patterns have the potential to disrupt the services of our key vendors, including cloud data storage providers. This includes risks such as increasing global temperatures and changing precipitation patterns, which can increase the risk of associated acute risks.	We are assessing our vendor's progress on climate issues to better understand if they have a climate strategy and resilience plans in place, as well as climate and water targets. For example, in 2023 Amazon Web Services reached 100% of renewable energy for its operations, and Microsoft Azure is advancing its goal to become carbon negative through low-carbon energy sourcing and data center efficiency improvements. We are also asking our major vendors for GHG emissions data that relate to Braze operations.

Transition risk	Description of potential impact	Risk management approach
Market and reputation risk: Evolving customer and investor ESG demands	Customers are increasingly demanding action on sustainability from corporations, leading to potential reputational risk. We consider customer pushback on climate action and ESG commitments as an increasing risk in a decarbonizing economy.	We are being transparent with our ESG program so that the company can track our own progress and keep our customers informed about the environmental impact when selecting Braze as a supplier. Our Social Impact team is tasked with performing risk mitigation around material ESG topics, including climate-related risks.
Policy and legal risk: ESG disclosure risk	Complying with new mandatory climate-related disclosures and policies, such as California's climate-related disclosures, the UK Streamlined Energy and Carbon Reporting framework, and other similar rules and regulations that apply internationally, may require us to update our accounting and operational policies, processes, or systems to reflect new or amended reporting standards. We expect that these rules and regulations will increase our legal and financial compliance costs and will make some activities more time-consuming and costly. ESG matters have been a focus of regulators, certain investors and other stakeholders, both in the US and internationally. Often those stakeholders have differing, and sometimes conflicting, priorities or requirements regarding ESG matters. The heightened and sometimes conflicting stakeholder focus on ESG issues related to our business requires the continuous monitoring of various and evolving laws, regulations, standards and expectations, and the associated reporting requirements.	We subject our ESG reporting to the same rigor that we do all other corporate disclosures. Accordingly, any ESG reporting is subject to review and engagement by our corporate disclosure committee, as well as departments within our organization with relevant experience. Our goal is to have all of our ESG reporting be data-driven, transparent, and to accurately reflect our current programs and results.

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Climate-related opportunities:

Opportunity	Description
Growing demand for low-emission goods and services	With growing customer preferences in the EU and US towards environmentally-friendly and low emissions technology, our focus on our climate program to reduce our company's GHG emissions can deliver a competitive advantage in the customer engagement space. We have an opportunity to build an impactful climate program, which will include making progress towards our near-term science-based target emissions reduction goals and associated initiatives to lower our GHG emissions footprint. In turn, this will help lower scope 3 emissions for our customers and contribute to their decarbonization efforts.
Use of lower-emission sources of energy	To advance our emissions reduction strategy, we have taken meaningful steps to support the transition to clean energy. We are proud to share that the five solar facilities in Michigan supported through our Virtual Power Purchase Agreement (VPPA) are now operational. This long-term financial agreement enabled the purchase of solar panels and helped secure the financing needed to bring these new renewable energy projects online, adding clean power to one of the most emissive power grids in the country. Through this commitment, Braze will soon begin collecting EACs generated by these renewable energy facilities. Over the next five years, we have committed to purchasing 1,600 MWh of clean power per year. We project that our five year purchasing commitment will avoid an estimated 3,800 mtC02, equivalent to over nine million miles driven by gas-powered vehicles. Braze is also sourcing additional high-additionality EACs. These certificates provide capital to projects across various regions that increase the use of renewable resources into the electricity grid.
Potential energy efficiency in operations	Through the adoption of energy efficiency measures, businesses expect to reduce the long-term operating costs associated with business as usual activities. For example, as the data centers of our hosting service providers become more energy efficient, the emissions associated with our products will decrease. Currently these data centers are located across APAC, Europe, and the US. The company is headquartered in New York with 14+ offices across APAC, Europe, North America, and South America. We strive to lease LEED Gold certified buildings (or the local equivalent) for all office locations. LEED-certified buildings (or similar) are designed for high energy efficiency, which helps us minimize our workplace energy use and reduce operational costs. To further integrate sustainability into our real estate decisions, we introduced the Green Lease Guide in FY'26. This internal tool serves as a sustainability checklist for the Global Real Estate team when evaluating office leases for renewals and new agreements. This guide includes a range of environmental considerations, with a focus on high-impact areas that directly support our climate goals.

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Risk management

Describe the organization's processes for identifying and assessing climate-related risks. We have issued an ESG report since 2022. This report highlights initiatives related to social impact, global inclusion and opportunity, and environmental stewardship. Our annual report requires us to track progress against our ESG targets and our impact in the communities we operate in.

In FY'23, we conducted a materiality assessment with a third-party consultant, which identified climate change as a top 10 material issue to Braze. The assessment evaluated broad landscape issue analysis and was conducted in collaboration with internal and external stakeholders, including our executives, Board, employees, customers, partners, and a small number of investors. Climate-related risks are embedded within our overall enterprise risk management framework and any risks identified would be subject to the same process and managed in line with all other risks.

Braze is subject to climate risk exposure that could have a substantive impact on our business. The most significant climate risks include (but are not limited to) changes in legislation or regulatory requirements in areas where we conduct business and the impact of changing weather conditions, GHG emissions, and energy management.

Describe the organization's processes for managing climate-related risks. Enterprise risk management encompasses the identification, prioritization, mitigation, and monitoring of financial, operational, product and technology, and compliance-related risks inherent in the strategies, policies, processes, and systems established by Braze in the course of executing business objectives and operations. Climate-related risks present potential impacts across all of these risk focus areas and are therefore integrated into this process.

Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management. The Braze approach is based on the three lines of defense model, which defines roles and responsibilities for risk management and control:

- 1st Line of Defense: Business Control Owners are responsible for owning risk management in their purview and executing controls to mitigate risk.
- 2nd Line of Defense: Governance and Security Functions are responsible for establishing policies, frameworks, facilitation of risk assessments, and monitoring for adherence to policies and procedures.
- 3rd Line of Defense: The Internal Audit, Legal, and the Social Impact departments are each responsible for providing management and the appropriate committees of the Braze Board of Directors with objective assessments (risk assessments and audits) of the reliability and integrity of financial, information technology, managerial, and operating information within the company. Specifically, (i) the Audit committee is responsible for oversight of the company's financial controls and cybersecurity risk management, (ii) the Compensation and Leadership Development committee is responsible for oversight of the company's compensation risk management, and (iii) the NGC is responsible for oversight of the company's governance and ESG risk management. Each committee receives regular updates from the appropriate members of the management team regarding the company's evaluation and management of the applicable areas of risk. The Audit committee also discusses the company's overall ERM process, procedures, and mitigation efforts with management on a quarterly basis.

Braze manages risk within its risk appetite by performing a risk assessment quarterly, assigning risks to risk owners, monitoring mitigation measures, and providing updates to the Board and applicable committees on a periodic basis.

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Sustainability Accounting Standards Board

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

Unless otherwise noted, data and descriptions are current as of the end of our fiscal year 2025, which covers the time period February 1, 2024–January 31, 2025. We will continue to evolve our disclosure in future reports.

Topic	SASB Code	Disclosure
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.1	**Total energy consumed:** 6,513 GJ **Percentage grid electricity:** 75% **Percentage renewable:** 33% See the climate section in our report on page 7 for more information on our FY'25 GHG emissions footprint.
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.3	Braze relies on third-party cloud infrastructure to run our operations and does not own or operate any data centers. As the company sets its climate strategies and goals moving forward, Braze will review and evaluate options for its strategic and sustainable use of data center services.
Data Privacy & Freedom of Expression	TC-SI-220a.1	Braze Privacy Policy
Data Privacy & Freedom of Expression	TC-SI-220a.2	Braze operates in a business-to-business (B2B) environment and is not focused on secondary utilization. More details about how the company processes data is outlined in our Data Processing Addendum.
Data Privacy & Freedom of Expression	TC-SI-220a.3	In FY'25, Braze did not have any material fines or penalties as a result of legal proceedings associated with user privacy matters.
Data Privacy & Freedom of Expression	TC-SI-220a.4	Braze Transparency Report
Data Privacy & Freedom of Expression	TC-SI-220a.5	Braze complies with the Foreign Corrupt Practices Act (FCPA) and Export Control Regulations. Braze is legally prohibited from working with customers located in certain countries or regions of countries on the Office of Foreign Assets Control (OFAC) Sanctions List. In addition, the company has adopted an anti-corruption policy and an annual compliance training for all employees designed to support FCPA compliance.
Data Security	TC-SI-230a.2	Braze Security Qualifications Braze Data Processing Addendum Acceptable Use Policy Form 10-K Filings
Recruiting & Managing a Global, Diverse & Skilled Workforce	TC-SI-330a.1	Braze headquarters are in New York, NY, and the company has offices in the United States and several other countries. As of January 31, 2025, 5.9% of employees required a work visa in the country in which they are employed as of the close of the reporting period.
Intellectual Property Protection & Competitive Behavior	TC-SI-520a.1	In FY'25, Braze did not have any material fines or penalties as a result of legal proceedings associated with anti-competitive behavior.
Managing Systemic Risks from Technology Disruptions	TC-SI-550a.2	Please refer to our Form 10-K Filings and our other periodic and current reports filed with the SEC.

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Forward-looking statements

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

(7) Braze's ability and the ability of its platform to adapt and respond to changing customer or consumer needs, requirements or preferences; (8) Braze's ability to attract new customers and renew existing customers; (9) the competitive markets in which Braze participates and the intense competition that it faces; (10) Braze's ability to adapt and respond effectively to rapidly changing technology, evolving cybersecurity and data privacy risks, and evolving industry standards or changing regulations; and (11) Braze's reliance on third-party providers of cloud-based infrastructure; as well as other risks and uncertainties discussed in the "Risk Factors" section of the Braze Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission (SEC) on June 6, 2025 and other subsequent filings Braze makes with the SEC from time to time, including Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Copies of our reports filed with the SEC are available on our investor relations website. The forward-looking statements included in this report represent our views only as of the date of this report, and we assume no obligation, and do not intend to update these forward-looking statements, except as required by law.

Trademarks

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

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