

2026 ESG Report

braze



Letter from the CEO



Bill Magnuson

Cofounder and CEO
Braze

Since its founding, Braze has grown to nearly 2,000 employees across five continents. Our environmental, social, and governance programs support that growth, strengthening the business by helping us attract and retain talent, earn customer trust, and operate with the discipline that enterprise customers expect.

Our social impact programs, including Tech for an Equitable Future, our employee resource groups, and the volunteering and grantmaking work done through Braze Cares, provide employees with a structured way to engage with each other and with the communities where they live and work. Employees who are connected to their coworkers and local communities enrich our culture, enhancing recruiting and retention in today's competitive labor market.

Customers entrust us with sensitive data, and earning that trust requires sustained engineering and audit rigor. We embed privacy and security into how we build our product, train our team, and manage vendor relationships, allowing us to maintain ISO 27001 certification, SOC 2 Type 2, and HIPAA compliance, credentials we treat as a baseline, rather than an achievement.

At Braze, we've set near-term emissions targets and are working to meet them. As part of those efforts, we continue to engage with our major infrastructure partners and other vendors in our supply chain to drive improvements around emissions reporting and reduction goals. This work strengthens our operational efficiency and reputational trust, setting us up to thrive in an environment where sustainability will become increasingly important.

I thank our employees, our partners, and you, our shareholders, for the essential role each of you plays in this work.

A handwritten signature in black ink, appearing to read "Bill Magnuson".

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FY'26 highlights



Protecting and winning revenue

Regulated and global customers can only adopt vendors that meet strict security, privacy, and increasing sustainability requirements.

- ISO 27001 certified and SOC 2 Type 2 compliant for the eighth consecutive year, the credentials enterprise buyers require.
- EU-US Data Privacy Framework and Standard Contractual Clauses that enable cross-border data flows for global customers.
- A database provider and one of our top 10 scope 3 vendors notes that sustainability is now a procurement requirement, with Braze among the leaders.



Lowering cost and operating risk

Efficient offices and long-term energy agreements lower operating cost and provide price certainty, while cutting our carbon footprint.

- GHG footprint down 18% year-over-year, inclusive of an acquisition, demonstrating real progress against our public climate commitments.
- Long-term VPPA that secures 1,600 MWh of clean energy a year, accounting for 400 MWh in FY'26, giving us long-term price certainty.
- 13 offices with environmental certifications (LEED Gold and equivalents), pursued to drive efficiency and lower operating cost.



Recruiting and retaining talent

Employees with a strong sense of belonging stay longer and refer better candidates, making connection a measurable talent advantage in a competitive labor market.

- Recognized as a 2025 Fortune Best Workplace in Technology by Great Place to Work®, a 2025 Best Places to Work by Built In, 2025 Equality 100 Award winner by the Human Rights Campaign (HRC), and others.
- 12 employee resource groups, plus many interest-based communities, all employee-led.
- More than \$4.4M in charitable grants to date, 94% employee-directed in FY'26.

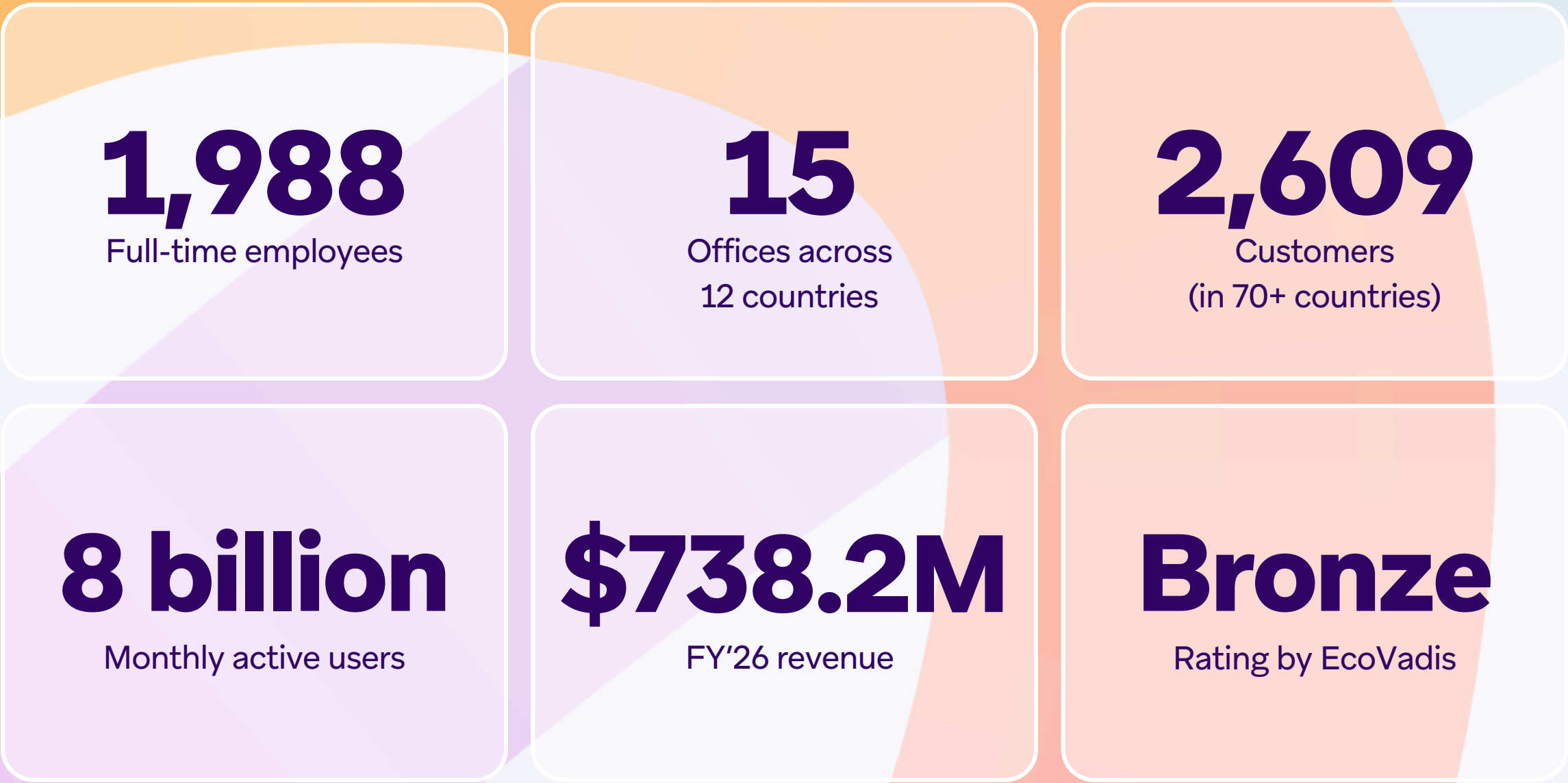
About Braze

Braze helps brands deliver great customer experiences that drive value both for consumers and for their businesses. Built on a foundation of composable intelligence, BrazeAI™ allows marketers to combine and activate AI agents, models, and features at every touchpoint throughout the Braze customer engagement platform for smarter, faster, and more meaningful customer engagement. From cross-channel messaging and journey orchestration to AI-powered decisioning and optimization, Braze enables companies to turn action into interaction through autonomous, 1:1 personalized experiences.



Braze by the numbers

(for the period of February 1, 2025–January 31, 2026 or as of January 31, 2026, as applicable):



 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.

Environment



Our climate programs strengthen the operational efficiency, reputational trust, and financial discipline on which we compete and grow. Our approach to environmental stewardship is rooted in credible science, focused on the areas where we believe we can make the greatest difference. It is designed to deliver value for our customers, our employees, and the communities we operate in. By integrating sustainability into planning and operations, we are building a company that can thrive over the long term while contributing to a lower-carbon economy.

Science-based targets

In 2025, the Science Based Targets initiative (SBTi) officially approved our near-term emissions reduction targets, a significant milestone that established our climate program's first public, measurable goals. These approved targets chart a clear course:

- **Scope 1 and 2:** Reduce absolute greenhouse gas emissions 50.4% by FY'33 from a FY'23 base year.
- **Scope 3:** Reduce 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 targets encompass both our direct operations and the broader value chain. They inform decision-making across the company, from how we choose office spaces to how we engage our suppliers. In FY'26, we moved from target-setting into program execution, launching dedicated initiatives against each goal.

In FY'26, we advanced three core initiatives to drive progress against our science-based targets.

Green Lease Guide: Driving scope 1 and 2 reductions In FY'26, we introduced the Green Lease Guide, a sustainability checklist for our Global Real Estate team covering utility data sharing, building certifications, and energy efficiency upgrades. Now fully implemented, the guide embeds environmental criteria into every lease renewal and new agreement, while avoiding incremental cost to the business.

Supplier Sustainability Program: Tackling scope 3 Our supply chain represents the largest share of our emissions footprint. We have prioritized our top 50 vendors, approximately 65% of total supplier emissions, mapping each against a maturity model to tailor engagement. Our updated Vendor Code of Conduct now requires material suppliers to disclose scope 1, 2, and material scope 3 emissions, and we launched our first supplier emissions training module, with 16 suppliers participating in the inaugural cohort.

Renewable energy investments: Powering long-term decarbonization Through our long-term [Virtual Power Purchase Agreement](#), we helped fund five solar facilities in Michigan, now fully operational, bringing clean power to one of the most carbon-intensive grids in the United States. We began receiving Energy Attribute Certificates in 2026; issuance will total 1,600 MWh annually, avoiding approximately 3,800 mtCO₂e over five years.



Sustainability has moved from a corporate commitment to a procurement requirement, and Braze is among the companies leading that shift. Our three-year sustainability partnership reflects what mature collaboration looks like: Aligned science-based targets, transparent measurement, and infrastructure powered by 100% renewable energy. Rackspace is proud to support Braze's sustainability commitments through this work.



Ben Blanquera
Vice President -
AI & Sustainability,
Rackspace Technology

Braze greenhouse gas emissions

Measuring and managing our greenhouse gas emissions is central to holding ourselves accountable and driving the targeted reductions our science-based targets demand. A rigorous understanding of our environmental footprint allows us to identify where progress is being made and where further action is needed.

For FY'26, we partnered with a leading third-party expert to complete an inventory aligned with the Greenhouse Gas Protocol corporate standard, using a combination of primary activity data and spend-based emission factors from the Comprehensive Environmental Data Archive. Following the acquisition of OfferFit, Inc. (now BrazeAI Decisioning Studio™), which closed on June 2, 2025, we rebaselined our FY'23 base year and FY'25 inventory to incorporate OfferFit's emissions and methodology improvements, preserving year-over-year comparability for SBTi target tracking.

FY'26 emissions inventory

Our total GHG footprint for FY'26 is estimated at 33,735 metric tons of carbon dioxide equivalent (mtCO₂e), compared to 41,146 mtCO₂e in FY'25.

External GHG assurance

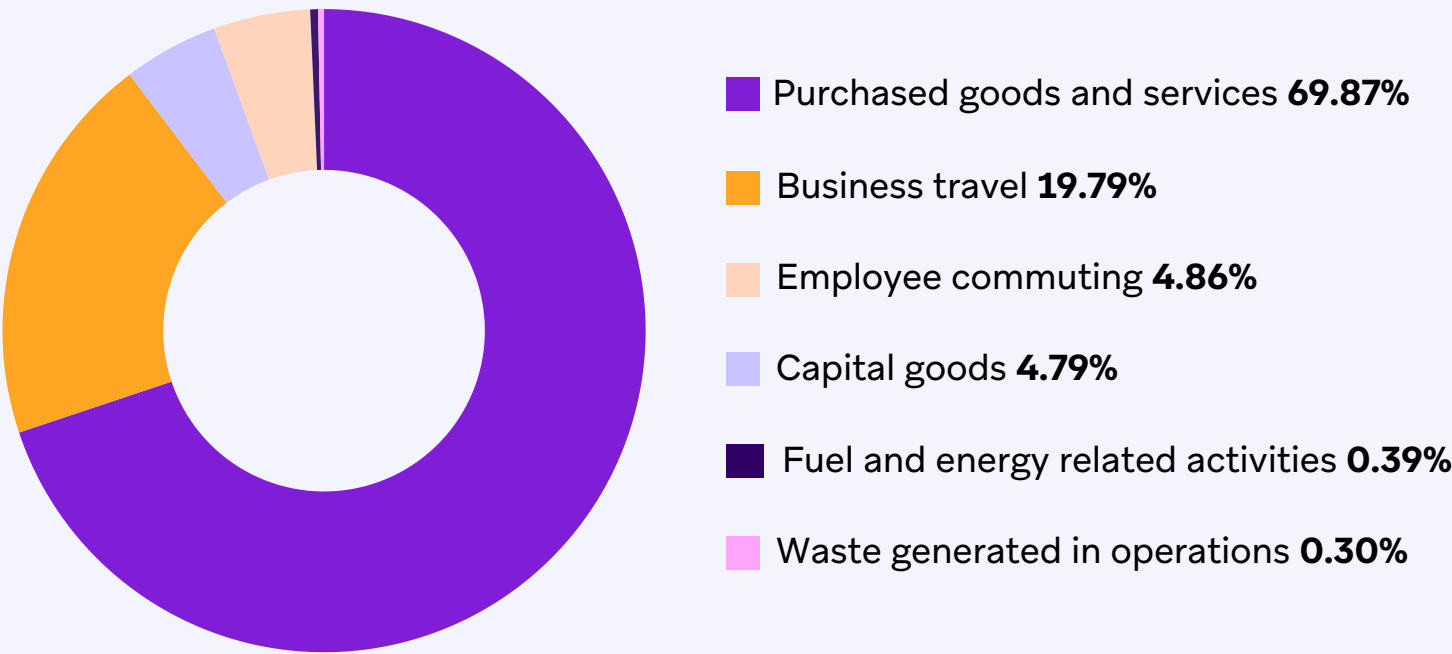
In FY'26, we completed our first external limited assurance audit of our greenhouse gas emissions inventory. A leading third-party assurance provider conducted the engagement in accordance with the ISAE 3000 assurance standard, covering scope 1, 2, and 3 emissions. This independent verification strengthens the credibility of our environmental data.

Greenhouse gas inventory FY'25 and FY'26

Units = mtCO₂e

	FY'25	FY'26
Scope 1	152	171
Scope 2: Market-based*	0	0
Scope 2: Location-based	462	426
Scope 3**	40,532	33,138

Scope 3 emissions breakdown by GHG category



Scope 3 reporting categories are aligned with guidance from the SBTi

*Represents market-based emissions after the application of Energy Attribute Certificates (EACs).
**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.

Braze workplaces

Sustainable workspaces

Where and how we work has a direct bearing on our environmental footprint and our ability to meet our climate goals. As the company expands into new regions, we approach real estate decisions with sustainability in mind, selecting spaces that reflect our values and support the well-being of our employees and the communities around them. Although we do not own our facilities, we hold our leased spaces to high environmental standards, working with landlords and property managers to drive efficiency and reduce impact over time.

Beyond lease terms and building certifications, we know that day-to-day operations have a meaningful impact on a workplace's environmental performance. In FY'26, we conducted sustainability training sessions with each office manager across our real estate footprint, sharing our climate goals, surfacing site-specific challenges, and working together on practical solutions to reduce energy use and improve sustainability across every Braze workplace.



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.

Our offices with environmental certifications include:

Berlin: LEED Gold

Bucharest: BREEAM: Excellent, WELL Certification

Chicago: WELL Certification

Dubai: LEED Gold

Jakarta: Greenship Existing Building Gold Certification (GBCI)

London: BREEAM: Very Good, EPC B Rating, ISO 14001, ISO 50001

New York City: LEED Gold, WiredScore Platinum

Paris: BREEAM: Excellent, High-Quality Environmental (HQE) Standard Certified

San Francisco: LEED Gold, Energy Star Rating of 97

São Paulo: LEED Gold

Singapore: BCA Green Mark: Platinum

Sydney: WELL Platinum Certification, 5.5 Star NABERS Energy Rating, 4.5 Star NABERS Water Rating

Tokyo: DBJ Green Building Certification



Social





Global Inclusion and Opportunity

We are committed to cultivating a global and inclusive environment where diversity of thought, background, and experience drives both individual growth and collective success. When employees feel valued and empowered to contribute their diverse insights, the result is stronger collaboration, sharper innovation, and deeper engagement. These outcomes translate directly into better results for our customers and our business. While our Global Inclusion and Opportunity specialists provide strategic guidance, progress is driven by everyone, through both employee-led initiatives and leadership-driven change.

Key elements of our Global Inclusion and Opportunity program include:

Braze employee communities

As of February 2026, we support 12 employee resource groups (ERGs) and many additional interest-based communities. These employee-led groups are available to all employees and create space for connection across identities, affinities, and shared interests, giving people a platform to build relationships, develop as leaders, and celebrate our global cultural diversity.

ERG Grant Program

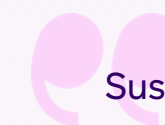
In FY'26, the [Braze ERG Grant Program](#) distributed \$360,000 to local organizations, bringing the lifetime total to more than \$1.2M. Each of our ERGs partners with organizations that support their unique mission and reflect the communities they care about most.

Forge Mentorship

Our inclusive mentorship program is available to all full-time employees and supports career, professional, and personal growth. ERG identity-affirming mentorships allow for deepening connection and support across the company.



Moonlynn Tsai
Cofounder,
Heart of Dinner



Sustained partnerships thrive on shared presence. What makes our journey with Braze special is how the relationship deepens each year. Beyond critical funding from Asians@Braze, the increasing hands-on support from employees volunteering to package and deliver meals has woven them into our community. It means the world that, together, we are able to bring our elders comfort and make sure they feel seen, loved, and valued.

Braze has earned industry accolades for our inclusive culture, including:

Best Workplaces in New York



Best Workplaces for Parents



Equality 100 Award



UK's Best Large Workplaces 2026





Grantmaking

Community investment has been a defining commitment of our social impact programs. In 2021, we committed to donate company equity equal to one percent of our outstanding capital stock over ten years. We have lived up to this commitment by using a grantmaking model that empowers our employees as decision-makers. This approach is rooted in the belief that those closest to a community are best positioned to understand its unique needs and where our support will drive the most meaningful impact.

In 2022, we launched the Braze for Social Impact Fund at the Tides Foundation, a philanthropic fund created to channel community investment through our employees. Since its launch, we have disbursed more than \$4.4M to over 200 nonprofits and charitable organizations around the world. In FY'26, 94% of all grants were employee-directed, a model that we believe deepens personal investment in our social impact work and connects our teams to the causes and communities they care about.

Braze Cares Partner Program

The Braze Cares Partner Program empowers our employees to award unconditional grants to local nonprofit organizations. These partnerships foster sustained year-round support through dedicated financial giving and quarterly volunteerism, anchoring our employees in the communities where they live and work.



Josh Haluszczak
Senior GTM Enablement
Manager, Braze



Fundraising for GMHC (formerly Gay Men's Health Crisis) over the past few years has been a project near and dear to my heart. Having Braze consistently step up to further support my efforts through the Donation Dollars for Doers matching grant program means a lot. It reassures me that Braze is a workplace where employees are truly seen, and where our personal contributions to the community are amplified to drive meaningful change that makes a difference.

Donation Dollars for Doers

Through the Donation Dollars for Doers initiative, our employees translate their volunteer hours and community involvement into real financial support for the causes they care about. By volunteering, organizing community events, and participating in social impact programs, employees earn donation credits that they direct to local and global charities of their choice through the Braze for Social Impact Fund.

Braze for Impact Awards

The [Braze for Impact Awards](#) bring our values to life by honoring exceptional community commitment made by employees around the world. Employees nominate themselves or their peers across five categories, including the newly launched Top Volunteer of the Year. This year's winners gained the power to direct a cumulative \$50,000 from the Braze for Social Impact Fund to the global nonprofits of their choice, turning internal recognition into real-world impact.



Customer impact

At Braze, we believe social impact is a collective effort. By uniting our technology with the expertise of our partners and the ambition of our customers, we're building a supportive ecosystem to help remove barriers for founders and drive meaningful change across the globe.

Tech for an Equitable Future

Now in its seventh year, [Tech for an Equitable Future](#) provides participating entrepreneurs with 12 months of free access to the Braze platform and supporting services, helping them build their customer base, accelerate growth, and scale sustainably. We provide a sustainable path for startups to scale their customer engagement and grow into long-term partners.

In FY'26, we welcomed 10 companies as part of our [fifth cohort](#), expanding the program's impact by integrating a broader network of customer and agency partners into our support model. Key milestones included:

- **Strategic partnerships:** Coursera joined as our second customer partner, providing grantees with dedicated mentorship, cross-channel strategy sessions, and discounted access to over 10,000 courses and professional certificates to upskill their teams.
- **Expert support:** Braze Alloys partners, including CLEARGOALS and Covalent, volunteered their technical expertise to streamline onboarding for our product grantees.
- **Ecosystem alignment:** We deepened the synergy between our social impact initiatives and the broader Braze startup ecosystem. By integrating with Braze for Startups and our VC networks, we provided founders with direct access to resources and community at key industry events.

These collaborations showcase the power of the Braze community. By uniting our technology with the expertise of our customers and partners, we are supporting a more inclusive, equitable path for the next generation of tech leaders.



Vera Hui
Director, Lifecycle & Email,
Coursera



Partnering with the Braze Tech for an Equitable Future program is a natural extension of our mission to promote economic opportunity through the transformational power of learning. By connecting these founders with professional development and mentorship, we're helping build a more equitable path for the next generation of tech leaders.

Braze for Social Impact Customer Torchie Award

At [Forge 2025](#), our flagship customer engagement conference, we presented the annual Braze for Social Impact Customer Torchie Award, a recognition honoring customers who harness our technology to drive meaningful social change. Last year's winner, iFood, is one of Latin America's leading food delivery platforms and a company that has long championed social innovation through technology. Using our platform, iFood helped thousands of delivery drivers earn high school diplomas, increase their incomes, and chart new trajectories for their futures. The collaboration demonstrated how customer engagement tools can extend a brand's impact far beyond marketing, reaching into education, economic mobility, and community empowerment.

As a result of their win, iFood was able to direct a \$10,000 grant from the Braze for Social Impact Fund at the Tides Foundation to the charity of their choice. They selected Fundação 1Bi, a nonprofit dedicated to advancing digital inclusion and education in Brazil.

Governance



Corporate governance

Our corporate governance is designed to uphold ethical business practices and promote adherence to all relevant laws and regulations, fostering transparency, accountability, and trust within the company and with external stakeholders. 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: Our 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, shareholder communications, and succession planning.

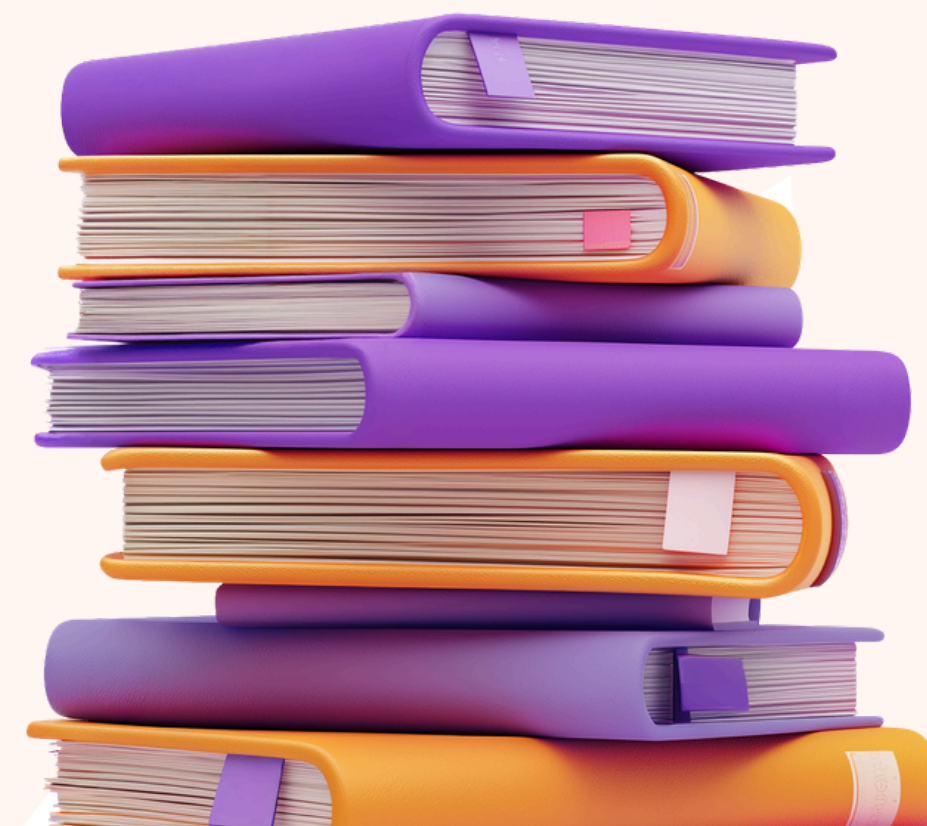
Code of business conduct and ethics: Our code of business conduct and ethics serves as a framework for all individuals representing the company, including directors, executive officers, and employees. This code sets clear expectations by emphasizing honesty, ethical behavior, avoidance of conflicts of interest, compliance with laws, safeguarding company assets and confidential information, and upholding principles of fair dealing. It also includes procedures for anonymously reporting potential violations.

Ethics policies: We have 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 of fraud and code of conduct violations and for whistleblower protection.

Vendor Code of Conduct: We ask 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 our corporate governance guidelines, code of conduct, and other related policies, please visit investors.braze.com



Commitment to security and data privacy

Security and data privacy principles

At Braze, we prioritize security and data privacy 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. We also offer tools and features to support compliance at scale.

All employees complete annual privacy and security training, reinforcing a culture of accountability and trust. We have dedicated Security and Privacy teams with deep domain expertise and industry certifications, including CISSP (for security) and IAPP/CIPP (for privacy). Both teams provide strategic guidance across all company domains and report regularly to our Board of Directors.

We are also committed to transparency in our data practices. All customer agreements include clear provisions outlining how we manage and protect customer data. The [Braze Privacy Policy](#) explains what personal data we collect and how it is used. Our [Transparency Report](#) details any government requests for personal data and our subsequent responses. For customers navigating the Braze product, our [Privacy Portal](#) provides actionable guidance on using the product in compliance with global privacy laws. These efforts support strong data protection practices for customers, employees, and stakeholders.



For more information, please see the [Legal Information](#) section of the Braze legal website.

Security and privacy certifications

- **Personal data transfers:** We adopt the 2021 EU Standard Contractual Clauses, the UK Addendum to the EU Standard Contractual Clauses, and the Brazil Standard Contractual Clauses. We are also certified under the EU-US Data Privacy Framework, Swiss-US Data Privacy Framework, and the UK Extension to enable cross-border data flows.
- **HIPAA-compliant cluster:** We maintain a separate instance of the platform that complies with the US Health Insurance Portability and Accountability Act (HIPAA) for our healthcare and life sciences customers who are subject to HIPAA's requirements.
- **ISO 27001 certified:** This global certification, obtained from independent auditors, affirms that we maintain an information security management system aligned with rigorous international standards.
- **SOC 2 Type 2 compliant:** Validated by independent auditors under the American Institute of Certified Public Accountants (AICPA) standards, this audit demonstrates the strength of our information security policies and procedures.



Conclusion

At Braze, collaboration is central to everything we do. By prioritizing our environmental, social, and governance efforts, we strengthen our ability to work together and build a foundation for future success. From alignment between individual coworkers and teams to strategic partnerships with other organizations, our culture of collaboration allows us to drive positive business outcomes while deepening both our employee and customer relationships.



Braze TCFD Report 2026

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 8](#) of our 2026 ESG 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 (ERM) efforts 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'26, climate-related discussions with our NGC have included review of our carbon footprint, reporting on our scope 1, 2, and 3 emissions, and potential emissions reduction and mitigation programs. 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 risks 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.

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., high winds, flooding, and wildfire), 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 facilities recently established in Australia, Indonesia, and Korea to expand our existing global infrastructure and strengthen service continuity in the event of a catastrophic disruption. We also obtain Service Organization Control (SOC) reports from our network infrastructure and data center providers, which offer 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 heighten associated acute risks.	We are assessing our vendors’ 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, 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 relates 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 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 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 we apply to 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 and transparent, and to accurately reflect our current programs and results.

Climate-related opportunities:

Opportunity	Description
Growing demand for low-emission goods and services	With growing customer preferences in the EU and US toward environmentally friendly and low-emission technology, our focus on reducing the 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 toward 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 carbon-intensive power grids in the country. Through this commitment, Braze has begun collecting EACs generated by these renewable energy facilities. Over the next four 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 mtCO₂e, 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 integration of renewable resources into the electricity grid.
Potential energy efficiency in operations	Through the adoption of energy efficiency measures, companies 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 15 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.

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 analyzed the broad issue landscape 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 and frameworks, facilitating risk assessments, and monitoring adherence to policies and procedures.
- 3rd line of defense: The Internal Audit, Legal, and 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.

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 2026, which covers the time period February 1, 2025–January 31, 2026. 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: 6,811 GJ Percentage grid electricity: 69% Percentage renewable: 27% See the climate section in our report on page 8 for more information on our FY’26 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 are outlined in our Data Processing Addendum .
Data Privacy & Freedom of Expression	TC-SI-220a.3	In FY’26, 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 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 is headquartered in New York, NY, and the company has offices in the United States and several other countries. As of January 31, 2026, 7.2% 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’26, 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.

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, environmental and emissions reduction goals, attract and retain an effective and growing workforce, and 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 May 28, 2026 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.

Materiality

This report includes a variety of environmental, social, and governance-related topics that we may refer to as “material” from time to time herein due to the importance to our stakeholders when evaluating our ESG efforts and programs. References to terms such as “material” or “materiality” in this report are distinct from, and should not be confused with, the terms “material” and “materiality” as they are used, defined by or construed under securities or other laws or as used in the context of our financial statements and reporting required by applicable laws and regulations, including the rules and regulations of the US Securities and Exchange Commission (the SEC). The information included in this report is based on disclosure recommendations and definitions of materiality used by certain voluntary external frameworks and reporting guidelines that are broader than or may differ from mandatory regulatory reporting, including the reporting requirements of the SEC. Any inclusion of such information in this report is not an indication that the subject or information is material to our company for SEC reporting purposes or any other purposes, including any investment or voting decision with respect to company securities.

Operational data

Our operational data, such as GHG emissions, monthly active user count, and grantmaking activity, included in this report is approximate and is based on various assumptions. This data is tracked with internal systems and tools that are not independently verified by any third party, and is accordingly subject to adjustment. The methodology underlying the data included in this report may vary from prior years and prior year results may not be directly comparable to current results. Additionally, the methodology used to report this data may vary by company, and, accordingly, our data may not be comparable to similarly titled metrics used by other companies.

Trademarks

All third-party trademarks, including names, logos, and brands, referenced by Braze in this report are the 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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