

## BRAZE, INC.

### CODE OF BUSINESS CONDUCT AND ETHICS

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Braze, Inc. and its subsidiaries (the “*Company*,” “*we*,” “*our*,” “*us*,” or “*Braze*”) are committed to maintaining the highest standards of business conduct and ethics. This Code of Business Conduct and Ethics (this “*Code*”) reflects the business practices and principles of behavior that support this commitment. We expect every employee, officer and director to not only read and understand the business practices and principles described in this Code, but to also apply good judgment and the highest personal ethical standards in making business decisions. Please remember you should consider not only your own conduct, but also that of your family members, significant others and other people in your household. References in this Code to employees are intended to cover officers and, as applicable, directors.

Do not hesitate to ask questions about whether certain conduct may violate this Code, to voice concerns or to clarify gray areas. You should also be alert to possible violations and report them without fear of retaliation. See Section 15 below for instructions on how to ask questions or report violations of this Code or applicable law.

Any employee who violates the standards in this Code may be subject to disciplinary action, that, depending on the nature of the violation and the history of the employee, may range from a warning or reprimand to termination of employment and, in appropriate cases, civil legal action or referral for criminal prosecution.

While this Code covers a wide range of business conduct, it is not the only document that addresses the conduct of our employees, officers and directors. For instance, this Code references separate more detailed policies relating to Anti-Corruption compliance and Insider Trading. Also, Braze’s Code of Conduct contains a number of policies relating to compliance with applicable law and best practices, while the Employee Handbook includes policies relating to, among other things, harassment and discrimination. If you have any questions about whether your behavior or any behavior you observe is appropriate, it is your responsibility to ask your supervisor or the Compliance Officer (as defined below).

After carefully reviewing this Code, you must sign the acknowledgment attached as **Exhibit A** hereto, or provide an electronic notification of the same through the Company’s internal systems, indicating that you have received, read, understand and agree to comply with this Code. The acknowledgment must be returned either electronically in a manner provided for by us or to the person designated as our Compliance Officer (the “*Compliance Officer*”) (as further described in Section 15) or such Compliance Officer’s designee within ten business days of your receipt of this Code and on an annual basis as we may require.

Please note, this Code is subject to periodic updates as described in Section 16. If we update this Code, we will make every attempt to let you know, but we also ask that you periodically review this Code as posted on the investor relations portion of our website.

#### 1. HONEST AND ETHICAL CONDUCT

It is our policy to promote high standards of integrity by conducting our affairs in an honest and ethical manner. Braze’s integrity and reputation depends on the honesty, fairness and integrity brought to the job by each person associated with us. Unyielding personal integrity and sound judgment is the foundation of corporate integrity.

## **2. LEGAL COMPLIANCE**

Obedying the law is the foundation of this Code. Our success depends upon each employee operating within legal guidelines and cooperating with local, national and international authorities. We expect employees to understand the legal and regulatory requirements applicable to their business units and areas of responsibility. While we do not expect you to memorize every detail of these laws, rules and regulations, we want you to be familiar with what is expected of you to comply with these laws, rules and regulations and be able to determine when to seek advice from others. If you do have a question in the area of legal compliance, it is important that you not hesitate to seek answers from your supervisor or the Compliance Officer.

Violation of domestic or foreign laws, rules and regulations may subject you, as an individual, as well as Braze, as your employer, to civil and/or criminal penalties.

## **3. INSIDER TRADING**

Employees, officers and directors who have access to confidential (or “*inside*”) information are not permitted to use or share that information for stock trading purposes. All non-public information about Braze or about other companies is considered inside information. To use material, non-public information in connection with buying or selling securities, including “tipping” others who might make an investment decision on the basis of this information, is illegal. Please refer to our Insider Trading Policy for more detailed information regarding our policies, and your obligations and restrictions, with respect to trading in our securities.

## **4. INTERNATIONAL BUSINESS LAWS**

Our employees, officers and directors are expected to comply with the applicable laws in all countries to which they travel, in which they operate and where we otherwise do business, including laws prohibiting bribery, corruption or the conduct of business with specified individuals, companies or countries. The fact that, in some countries, certain laws are not enforced or that violation of those laws is not subject to public criticism will not be accepted as an excuse for noncompliance. Please also refer to our Anti-Corruption Policy for more detailed information regarding our policies, and your obligations and restrictions, with respect to complying with anti-corruption laws.

## **5. ANTITRUST**

Antitrust laws are designed to protect the competitive process and impose severe penalties for certain types of violations, including criminal penalties. These laws are based on the premise that the public interest is best served by vigorous competition and will suffer from illegal agreements or collusion among competitors.

Certain kinds of information, such as our strategies, business plans, budgets, forecasts, financial and operating information, pricing, production and inventory, should not be exchanged with competitors, regardless of how innocent or casual the exchange may be.

## **6. CONFLICTS OF INTEREST**

We expect our employees, officers and directors to be free from influences that conflict with the best interests of Braze or might deprive Braze of their undivided loyalty in business dealings. Even just the appearance of a conflict of interest can be damaging and should be avoided. Whether or not a conflict of interest exists can be unclear. The following are some (but not all) situations that may involve problematic

conflicts of interests: (a) employment by, consulting for, or service on the board of a competitor, customer or supplier; (b) owning a significant financial interest in an entity that does business, seeks to do business or competes with us; (c) soliciting or accepting gifts, favors, loans or preferential treatment from any person or entity that does business or seeks to do business with us; (d) certain types of “moonlighting”; and (e) loans to, or guarantees of obligations of, employees, officers or directors or their family members by Braze. If you have any questions about a potential conflict or if you become aware of an actual or potential conflict, and you are not an officer or director, you should discuss the matter with your supervisor or the Compliance Officer. Supervisors may not authorize conflict of interest matters or make determinations as to whether a problematic conflict of interest exists without first seeking the approval of the Compliance Officer and providing the Compliance Officer with a written description of the activity. If the supervisor is involved in the potential or actual conflict, you should discuss the matter directly with the Compliance Officer. Officers and members of our board of directors (the “**Board**”) may seek authorizations and determinations from the Audit Committee of the Board, or such other committee of the Board that the Board may expressly designate.

Further, if you are an executive officer, a member of the Board or a 5% stockholder, you and your immediate family members are subject to the terms of our Related Person Transaction Policy. Accordingly, any transaction that may constitute a Related Person Transaction under such policy must be reviewed and approved by the Audit Committee of the Board in accordance with the terms of our Related Person Transaction Policy.

## **7. CORPORATE OPPORTUNITIES**

You may not take personal advantage of opportunities for Braze that are presented to you or discovered by you as a result of your position with us or through your use of corporate property or information. Even opportunities that are acquired privately by you may be questionable if they are related to our existing or proposed lines of business. Significant participation in an investment or outside business opportunity that is directly related to our lines of business must be pre-approved. You may not use your position with us or corporate property or information for improper personal gain, nor should you compete with us in any way.

## **8. FINANCIAL INTEGRITY**

The integrity of our records and public disclosure depends upon the validity, accuracy and completeness of the information supporting the entries to our books of account. Therefore, our corporate and business records should be completed accurately and honestly. The making of false or misleading entries is strictly prohibited. Our records serve as a basis for managing our business and are important in meeting our obligations to customers, suppliers, creditors, employees and others. We also rely upon our accounting and other business and corporate records in preparing publicly filed reports. Securities laws require that these reports provide full, fair, accurate, timely and understandable disclosure and fairly present our financial condition and results of operations. Employees who contribute in any way in preparing or verifying these reports should strive to ensure that our financial disclosure is complete, accurate and transparent. Any employee who becomes aware of any departure from these standards has a responsibility to report his or her knowledge promptly to a supervisor, the Compliance Officer, the Audit Committee of the Board or one of the other compliance resources described in Section 15.

Please also refer to our Whistleblower Policy for more information regarding appropriate means to report good faith complaints or concerns regarding accounting, auditing, internal accounting controls, fraud or violations of law, regulation or policy that could impact our financial statements.

## **9. FAIR DEALING**

Advantages over our competitors are to be obtained through superior performance of our products and services, not through unethical or illegal business practices. Statements regarding our services must not be untrue, misleading, deceptive or fraudulent. Acquiring proprietary information from others through improper means, possessing trade secret information that was improperly obtained, or inducing improper disclosure of confidential information from employees of other companies is prohibited. If information is obtained by mistake that may constitute a trade secret or other confidential information of another business, or if you have any questions about the legality of proposed information gathering, you must consult your supervisor or the Compliance Officer, as further described in [Section 15](#).

You are expected to deal fairly with our customers, suppliers, employees and anyone else with whom you have contact in the course of performing your job. Employees involved in procurement have a special responsibility to adhere to principles of fair competition in the purchase of products and services by selecting suppliers based exclusively on normal commercial considerations, such as quality, cost, availability, compliance with the terms of our Vendor Code of Conduct, service and reputation, and not on the receipt of special favors.

## **10. GIFTS AND ENTERTAINMENT**

Gifts and entertainment relating to government and private sector officials is addressed in our Anti-Corruption Policy. Generally, business gifts and entertainment with counterparts in the private sector are acceptable if (a) intended to create goodwill and sound working relationships, and not to gain improper advantage with customers; (b) consistent with common and acceptable business practice and not extravagant or inappropriate; and (c) made in accordance with the terms of our Anti-Corruption Policy. If you have any concerns about whether any gifts or entertainment offered or received by you are appropriate under this code, you are expected to request permission from your supervisor or the Compliance Officer, as further described in [Section 15](#).

## **11. BRAZE ASSETS**

All employees, officers and directors are expected to protect our assets and ensure their efficient use. Theft, carelessness and waste have a direct impact on our profitability. Any suspected loss, misuse or theft should be reported to the Compliance Officer. Our property, such as office supplies, computer equipment, buildings and products, are expected to be used only for legitimate business purposes, although incidental personal use may be permitted. You may not, however, use our corporate name, any brand name or trademark owned or associated with us or any letterhead stationery for any personal purpose.

## **12. CONFIDENTIALITY**

As an employee, officer or member of the Board of Braze, you may learn information about Braze or other companies that is confidential and proprietary. Such information includes, but is not limited to, all non-public information that might be useful to competitors or that could be harmful to the Company, its customers or its suppliers if disclosed; intellectual property, such as trade secrets, patents, trademarks and copyrights; as well as business, research and new product plans, objectives and strategies, records, databases, employee medical information, customer, employee and suppliers lists and any unpublished financial or pricing information. You must take care to keep this information confidential, except when disclosure is authorized by the Company or required by law. Materials that contain confidential information should be stored securely. Unauthorized posting or discussion of any information concerning our business, information or prospects on the Internet or social media is prohibited. Be cautious when discussing sensitive information in public places like elevators, airports, restaurants and “quasi-public” areas within Braze, such

as cafeterias. All of Braze's emails, voicemails and other communications are presumed confidential and should not be forwarded outside of Braze, except where required for legitimate business purposes. Unauthorized use or distribution of proprietary information violates Company policy and could be illegal. Such use or distribution could result in negative consequences for both the Company and the individuals involved, including potential legal and disciplinary actions. You are bound by the terms of our Covenants Agreement or similar terms that you agreed to in connection with your employment. These agreements place strict limits on what you can and cannot do with our confidential information, and you are expected to comply with these agreements at all times. Your obligation to protect the Company's proprietary and confidential information continues even after you leave the Company, and you must return all proprietary information in your possession upon leaving the Company.

### **13. MEDIA/PUBLIC DISCUSSIONS**

It is our policy to disclose material information concerning Braze to the public only through specific limited channels to avoid inappropriate publicity and to ensure that all those with an interest in Braze will have equal access to information. You should not respond to any inbound media inquiries regarding Braze, or disclose any information regarding Braze to the media, unless you are specifically authorized to do so by our Disclosure Committee. All inquiries or calls from the press and financial analysts should be addressed in accordance with our Corporate Disclosure Policy. If you receive any such inquiries, you are required to inform your department head and the Compliance Officer, so that they can be appropriately addressed in accordance with such policy.

### **14. WAIVERS**

Any waiver of this Code for executive officers or member of our Board may be authorized only by our Board or, to the extent permitted by the rules of the Nasdaq Stock Market (or any other stock exchange on which our capital stock is listed) and our Corporate Governance Guidelines, a committee of the Board and will be disclosed to stockholders as required by applicable laws, rules and regulations.

### **15. QUESTIONS AND REPORTING POTENTIAL VIOLATIONS**

Your most immediate resource for any matter related to this Code is your supervisor, who may have the information you need or may be able to refer the question to another appropriate source. There may, however, be times when you prefer not to go to your supervisor. In these instances, you should feel free to discuss your concern with the Compliance Officer. We have designated our General Counsel, or if no individual currently holds such position, then our Chief Financial Officer, to the position of Compliance Officer to oversee this program. The Compliance Officer may be reached at [compliance@braze.com](mailto:compliance@braze.com).

If you are aware of a suspected or actual violation of this Code, you have a responsibility to promptly report it and we will take prompt disciplinary action against any employee, officer or director who retaliates against you. The Compliance Officer will investigate all reported possible Code violations promptly and with the highest degree of confidentiality that is possible under the specific circumstances.

A hotline that you may reach at 877-554-1976 (toll-free), our secure web form at <https://www.whistleblowerservices.com/braze> and a dedicated email address at [codeofconductreporting@braze.com](mailto:codeofconductreporting@braze.com) are also available to those who wish to report violations of this Code, including concerns regarding any auditing and accounting matters. You may call the toll-free number anonymously if you prefer, as it is not equipped with caller identification, although in that case the Compliance Officer will be unable to obtain follow-up details from you that may be necessary to investigate the matter. Whether you identify yourself or remain anonymous, your contact with the anonymous reporting service will be kept strictly confidential to the extent reasonably possible within the objectives of this Code.

Please also refer to our Whistleblower Policy for more information regarding appropriate means to report good faith complaints or concerns about potential violations of this Code.

If any investigation indicates that a violation of this Code has probably occurred, we will take such action as we believe to be appropriate under the circumstances. If we determine that an employee, officer or director is responsible for a Code violation, he or she will be subject to disciplinary action up to, and including, termination and, in appropriate cases, civil action or referral for criminal prosecution.

#### **16. CHANGES; ANNUAL REVIEW**

Any changes to this Code may be made by the Nominating and Corporate Governance Committee of the Board (the “***Nominating Committee***”) and will be recommended to the Board for approval and will be effective upon approval by the Board. The Nominating Committee will review and reassess the adequacy of this Code at least annually, and will recommend to the Board any changes the Nominating Committee determines are appropriate. All changes must be promptly disclosed as required by applicable law or regulation.

#### **17. WEBSITE DISCLOSURE**

This Code, as may be amended from time to time, shall be posted on Braze’s website. Braze shall state in its annual proxy statement that this Code is available on Braze’s website and provide the website address as required by applicable law or regulation.

**Approved by the Board of Directors: October 8, 2021**

**Effective: November 16, 2021; last amended December 9, 2024**

**Exhibit A**

**BRAZE, INC.**

**CODE OF BUSINESS CONDUCT AND ETHICS ACKNOWLEDGMENT**

I hereby acknowledge that I have received, read, understand and will comply with Braze, Inc.'s Code of Business Conduct and Ethics (the "***Code***").

I will seek guidance from and raise concerns about possible violations of this Code, as applicable, with my supervisor, management and the Compliance Officer.

I understand that my agreement to comply with this Code does not constitute a contract of employment.

Please sign here: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**This signed and completed form must be returned to the Compliance Officer within ten business days of receiving this Code.**