



Belonging and Impact Report FY2025





Contents

A letter from our CEO.....	3
01 What a culture of belonging means to us.....	4
02 Our commitments	5
03 Our progress	7
04 Our continued dedication.....	29
05 Conclusion	30

A letter from our CEO

SEISMIC is built on past and present employees pushing the boundaries of our platform, anticipating the needs of our customers, and envisioning what great enablement looks like. All those different ideas, voices, backgrounds, and experiences have made Seismic what it is today — the global leader in AI-powered enablement. Seeing the tangible benefits and value an inclusive environment brings to our organization is why our commitment to building a culture of belonging has not changed. There have been lots of opinions about diversity, equity, and inclusion (DEI), particularly in the U.S. We believe inclusion makes Seismic better and it will continue to be what we value and how our company operates.

Every member of our team has the responsibility to cultivate a workplace where everyone feels like they belong and can operate at their highest potential. I'm proud of what our teams have achieved in each of our DEI pillars and recognize there is still work to do. You'll find more details on how we are progressing in our DEI journey in this report.

When I ask people why they like working at Seismic, one of the most frequent answers is “the people” and I couldn't agree more. We are in the people business. It's our duty to build a company where everyone is valued and united in our mission to ignite growth for our customers, partners, shareholders, and Seismic team members around the world.



Doug Winter

Co-founder & Chief Executive Officer





01 What a culture of belonging means to us

Shared definitions of the terms we use to discuss diversity, equity, and inclusion (DEI) help us have meaningful and transparent conversations about our efforts. At Seismic, we define:



DIVERSITY

Diversity is **WHO** we are. It's our backgrounds, identities, experiences, stories (and more) that make us, us.



EQUITY

Equity is **WHAT** we do. We strive to create opportunities and access for all.



INCLUSION

Inclusion is **HOW** we work. We want each person to feel engaged and know they belong.

BELONGING

Belonging is the **OUTCOME** of diversity, equity, and inclusion – a culture where everyone can belong.

Belonging is a feeling of being included and valued. A culture of belonging is intentional in making employees feel valued, able to express important aspects of their identities, and a sense of purpose and connection at work. We enjoy the work we do; we find it meaningful and interesting; it gives us fulfillment.

We'll dive further into each of these areas and how they developed throughout the course of fiscal year 2025 (FY2025) at Seismic in this report.



02 Our commitments

At Seismic, we weave diversity, equity, and inclusion (DEI) into each facet of how we operate as a company. It's at the center of building a culture of belonging. We have four strategic pillars that guide our actions and initiatives and hold us accountable to making progress.

We recognize sustainable change takes time and intentionality from our employees and our business. At the beginning of FY2023 (February 2022), we outlined initiatives for progress across a three-year period for each strategic pillar. As we reflect on the last three years, we acknowledge the areas where we have more work to do, celebrate the improvements we've made in fostering a culture of belonging, and carry these learnings forward to continue making Seismic a great place to work for all.

In the following sections, we'll share how we've been working towards making progress across all four pillars.

"At our core, we believe diversity, equity, and inclusion must be woven into everything we do—from how we hire and develop talent to how we build products and serve customers. It's not a standalone initiative; it's foundational to Seismic's culture of belonging and how we do business. Inclusion of diverse voices, ideas, and experiences is how we drive innovation, create impact, and achieve sustainable results."



Linda Ho
Chief People Officer, Seismic

Our strategic pillars

Seismic's four strategic pillars serve as the foundation for our culture of belonging journey. They provide the building blocks to shape our actions and initiatives as we continue to evolve how we serve our customers, partners, industry, and—most importantly—our employees.

Diversify

Attract, develop, and retain all talent

Support a workforce that represents our global backgrounds, identities, experiences, and stories



Lead

Change the industry

Position Seismic as a transformational leader of belonging



Include

Build a culture of belonging

Create and improve upon inclusive experiences for all employees



Embed

Maintain accountability and governance

Deliver progress through thoughtful initiatives, transparent disclosures, and inclusive processes that are embedded across the company



03 Our progress

Diversify

Attract, develop, and retain all talent

Support a workforce that represents our global backgrounds, identities, experiences, and stories



Our first pillar focuses on supporting a workforce that embodies all types of backgrounds and identities, including the visible and invisible aspects of diversity. We know that our people are what make us successful, and having a workforce with unique experiences, perspectives, and ideas gives Seismic strength. We're committed to providing all of our employees with opportunities to learn, grow, and advance their careers at Seismic.

From hiring to onboarding to retaining and growing talent, we believe it's important to holistically look at the entire employee lifecycle. Below are the initiatives we've introduced at different stages of the employee lifecycle to give everyone the opportunity to grow and succeed at Seismic.

“As a leader, I think it is important to actively create space for anyone to share their ideas and feedback. This type of collaboration and inclusion is a key component to helping businesses move forward.”



Pierre Perez
RVP, Customer Success, Seismic

The GROW Path

The GROW Path is our performance management strategy that was developed to ignite growth for all Seismic's employees. The program includes goal setting, reflection on past work, and continuous feedback with the aim of creating transparent and meaningful conversations between leaders and employees. Nearly 90% of employees completed self-reflections as part of The GROW Path, which is used to guide semi-annual growth conversations with their direct manager. Through these discussions, managers can understand which skills their employees want to develop and help support that growth, improving employee retention.

Manager Foundations Program

Seismic's Manager Foundations Program was built to give our global management team a shared understanding of the skills and best practices we believe to be essential in leading successful, inclusive teams and contributing to our culture of belonging. We launched "Conversation Circles" as a learning experience in FY2025 where managers met in groups and participated in guided conversations on a variety of management topics, such as "Developing Talent" and "Managing Conflict." Over 90% of participating managers reported a session takeaway they can apply to their team. This learning format allowed managers to learn from diverse perspectives and continually exposed them to the benefits of fostering a workplace culture that values diversity of thought.



"Through the use of Professional Development Program funds, I was able to pay for a course in studying for and successfully passing the CISM (Certified Information Security Manager) certification exam. As a result of achieving this certification, I have increased my knowledge in various areas of leadership and added to my knowledge-base in certain areas of my career field."



Dave Edwards
Manager, Information Security, Seismic

Professional Development Program

Seismic continues to invest in employee growth and development through our Professional Development Program, which offers all employees access to annual funds to spend on self-identified development resources and experiences. Ongoing maturation of the program has included greater visibility into program usage for managers, allowing more proactive engagement between manager and employee about using the program to support their development goals. These funds are equally accessible across our employee population, allowing for more meaningful, tailored development and growth based on an individual's goals.

Summer internship program

Seismic's FY2025 summer internship program focused on providing university students with an opportunity to learn and grow through hands-on experience and build connections across our product and engineering and go-to-market teams. Engaging early career talent helps us cultivate career growth in the enablement industry, attract top talent to our organization, and provide skill-building opportunities for our interns and employees.



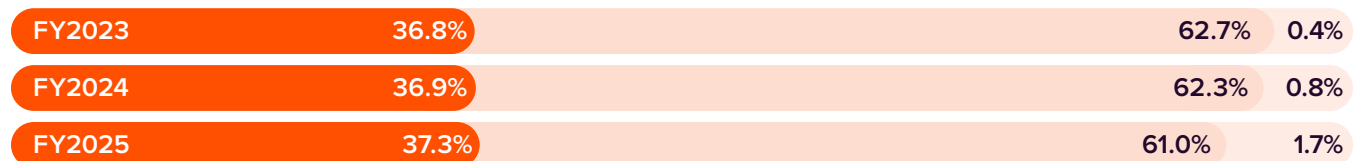


Our workforce at-a-glance* (data reflects FY2023 to FY2025)

Workforce by gender

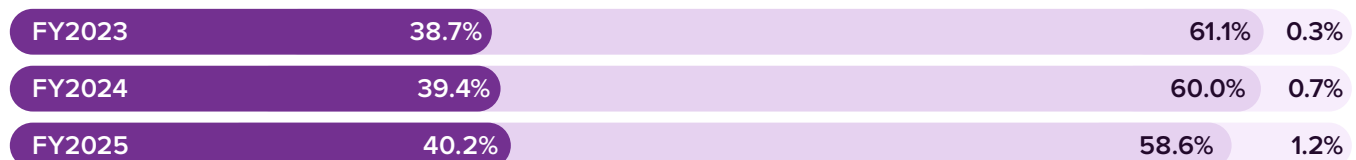
Gender Distribution

● Female ● Male ● Not Specified



Gender Distribution – Go-To-Market

● Female ● Male ● Not Specified



Gender Distribution – Product & Engineering

● Female ● Male ● Not Specified



*Percentages are calculated to the 1/100th but rounded and published in 1/10th.

Our workforce at-a-glance* (cont'd)

Individual contributor by gender

Gender — Individual Contributor

Female Male Not Specified



Manager by gender

Gender — Manager

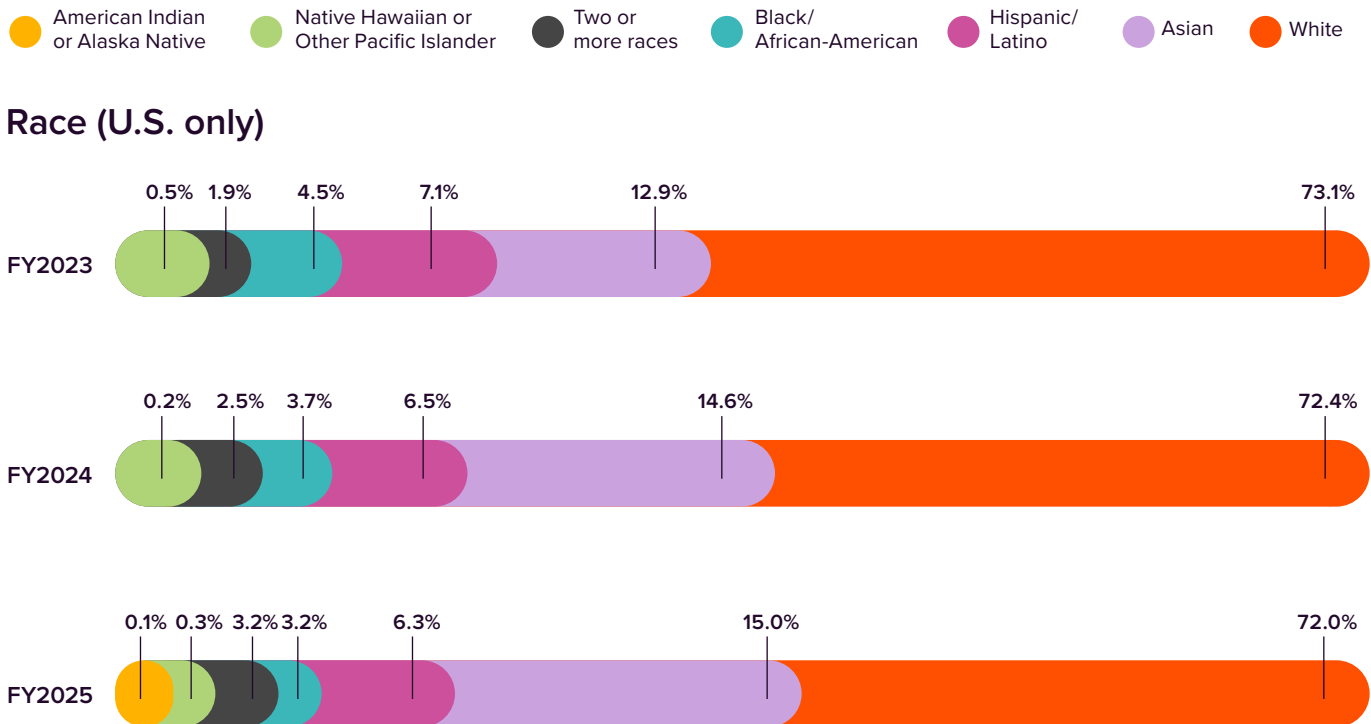
Female Male Not Specified



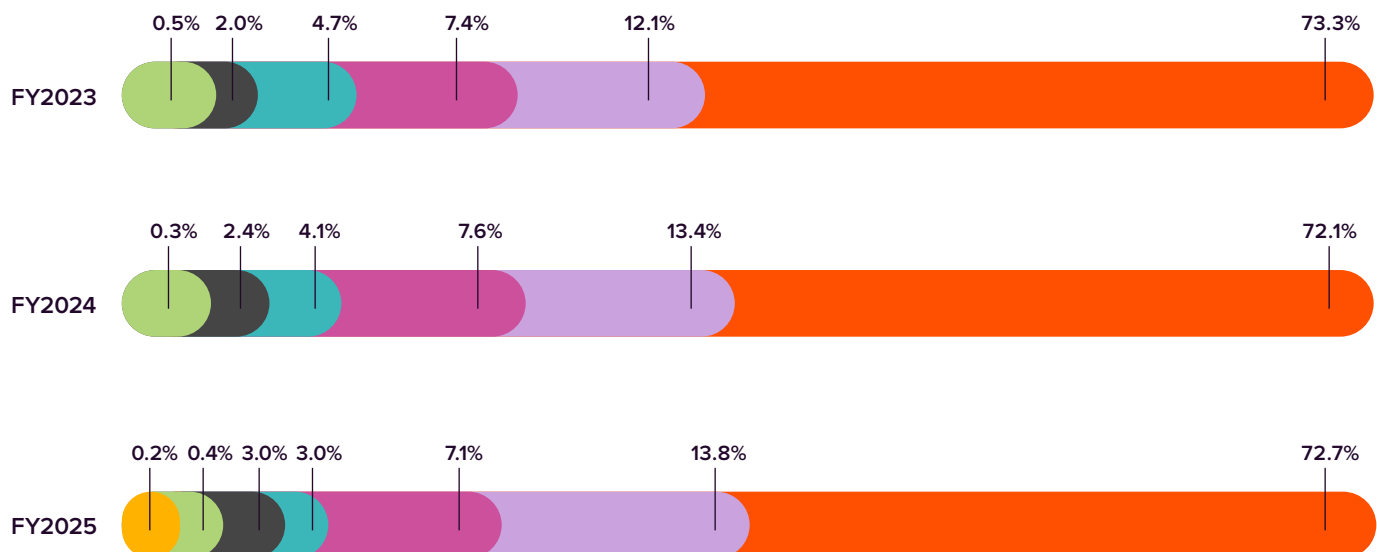
*Percentages are calculated to the 1/100th but rounded and published in 1/10th.



Our workforce at-a-glance* (cont'd)



Individual contributor by race (U.S. only)

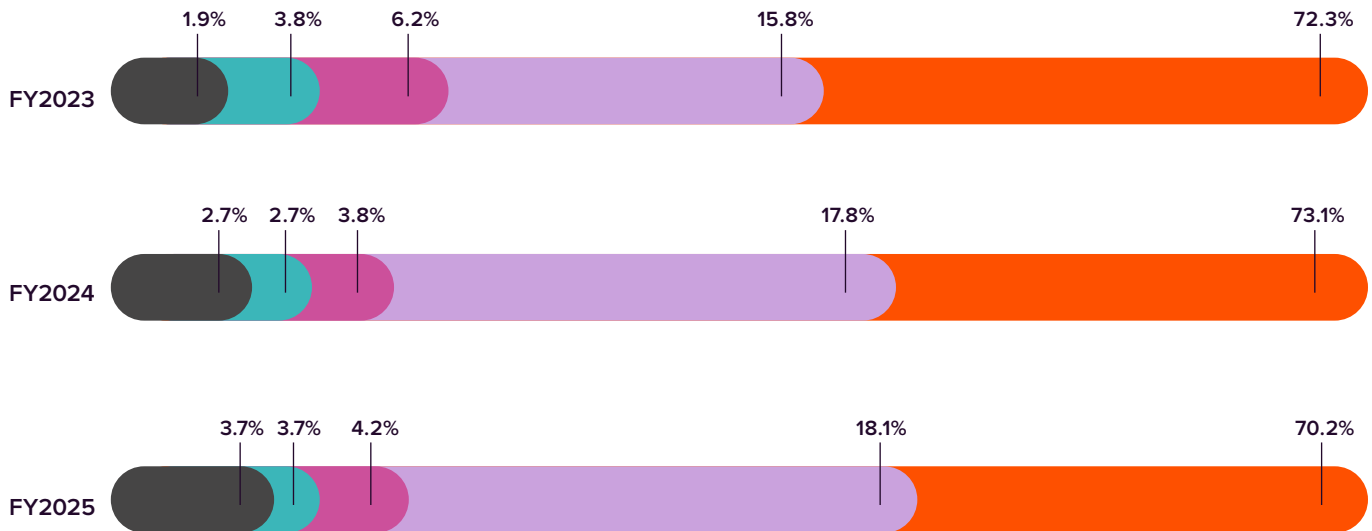


*Percentages are calculated to the 1/100th but rounded and published in 1/10th.

Our workforce at-a-glance* (cont'd)

American Indian or Alaska Native Native Hawaiian or Other Pacific Islander Two or more races Black/ African-American Hispanic/ Latino Asian White

Manager by race (U.S. only)



*Percentages are calculated to the 1/100th but rounded and published in 1/10th.



Lead

Change the industry

Position Seismic as a transformational leader of belonging



Under the Lead pillar, Seismic aims to use its position as the global leader in sales enablement to create stronger communities, foster collaboration, and innovate better products that drive revenue and growth for all. For Seismic to continue to lead, it's important that we hold ourselves accountable by leveraging industry benchmarks and data.

Building an inclusive workplace

To help us better understand our maturity and progress as a company, we have partnered with Paradigm, an inclusive workplace culture program that provides solutions and support to benchmark data and to develop impactful strategies as we continue to build a culture of belonging. We utilized the Paradigm Blueprint assessment tool to understand where we've excelled with our practices, policies, and approaches, and where we can continue to improve. This also provides an opportunity to learn, share, connect, and build community across the industry.

We're proud to share that based on our FY2025 results, we are considered "Leading" on Paradigm's maturity index which measures four key domains: talent lifecycle, employee experience, external influence, and leadership involvement. "Leading" is the second highest level of maturity that Paradigm highlights. As we evolve, we'll continue to invest in resources like Paradigm to help us quantitatively measure our progress over time, benchmark against peers, and report our progress to internal and external audiences. Below are the initiatives we have implemented to change the industry.

ENABLEship

ENABLEship was a first-of-its-kind program in the enablement industry that we brought to life in 2021 in partnership with SV Academy and Revenue Enablement Society. This program aimed to increase opportunities in the field of enablement by supporting all stages of a career transition, including recruitment, training, coaching, job placement, and continuous mentorship.

In FY2025, both SV Academy and Revenue Enablement Society pivoted their business strategies and the ENABLEship program concluded as a result. Reflecting on the program, we're proud of what we achieved in partnership with industry partners and the impact the program had on people transitioning into an enablement career.

Seismic Cares

Seismic Cares is our philanthropic initiative with the mission of giving back to local communities where our employees live, work, and want to make a positive impact through volunteering and donations. Throughout FY2025, we hosted nine Seismic Cares events. From a global Move-a-thon to park cleanups to food and school supply drives, our employees embraced giving back in a variety of ways. The Seismic Cares program has been an important way for employees to connect with one another, whether they live in the same location or are remote, while creating a positive impact in local communities. As the global leader in AI-powered enablement, we recognize our business holds a responsibility to leverage that position to not only developing innovative enablement solutions but make a positive community impact whenever possible.



Global Move-a-thon

The Seismic Cares team partnered with Seismic's multi-cultural Community of Belonging (CoB), International Impact, to lead a global Move-a-thon for employees to inspire movement and wellness while raising funds for nonprofit organizations that support cancer research and advocacy. The goal was simple — get employees moving while supporting a cause that personally impacted Seismic's employee population this past year.

Over a 31-day period, 170 global employees walked, ran, biked, and moved, equating to more than 14,000 miles (22,500 kilometers). Employees leveraged the company's charitable match program to donate toward cancer research and advocacy to help double their donation power.

The Move-a-thon helped employees rally around fellow team members who have been personally impacted by cancer, and it offered a tangible way to support these employees and/or their families in one of their most difficult, vulnerable times. It also gave employees the opportunity to engage with colleagues who they might not have met or interacted with otherwise to support each other and their communities.



Charitable giving match program

Through Seismic's charitable giving match program, the company matches an employee's personal donation up to \$250 per year to eligible non-profit organizations. This program allows employees to support charitable organizations and/or communities that mean the most to them. Throughout FY2025, Seismic matched nearly 200 employee contributions to charities.

Seismic proudly supported Canine Companions, an organization that provides service dogs at no cost to adults, children and veterans with disabilities, along with facility dogs to professionals working in healthcare, criminal justice and educational settings. In addition to volunteering with the organization, Seismic sponsored a canine companion service dog who was born last year: Meet Quake III! Quake is being trained as a Canine Companion service dog that allows those living with disabilities the opportunity to live with greater independence in their communities.



Seismic Shift

Our annual customer conference took place in October 2024 with a sold-out crowd of more than 1,000 attendees from 400+ companies across 16 different countries. Throughout Shift's programming, we were intentional with creating opportunities for all attendees to build community and share diverse perspectives.

Bubbles & Brilliance: Women in Enablement Networking Brunch

This event was designed to celebrate women in enablement, share insights, and explore strategies for driving success in the enablement field. It featured roundtable discussions where all attendees could connect with industry leaders or take time to recharge and refocus during an eventful week.



Braindates

Seismic employees hosted Braindates, small group discussions about specific work or professional development topics, for any attendee to join. This provided a space for attendees and Seismic employees to connect and share learnings on topics ranging from product-specific questions to experiences within the enablement profession.



Pushing what's paw-sible

We brought our support for Canine Companions to Shift to help our attendees see the event's theme in action and "Push what's paw-sible!" The organization shared its mission on the main stage with special guests canine companion Elijah and his owner Lance, who were beautiful examples of the impact and resource this organization provides for the community. Seismic offered to match donations made during the event by attendees and raised more than \$15,000 for Canine Companions.



Include

Build a culture of belonging

Create and improve upon inclusive experiences for all employees



Our vision for the Include pillar is to create and improve upon inclusive experiences for all Seismic employees and is demonstrated by one of our core values at Seismic, “we are inclusive.” Culture is something every member of our team contributes to, and we want our employees to feel like they belong so they can do their best work. Below are the initiatives we are focused on to make Seismic a more inclusive workplace for all.

Communities of Belonging

Three years ago, we established our Communities of Belonging (CoBs). These are inclusive community groups where all employees are welcomed and encouraged to come together to share their experiences, as well as engage and educate each other. We believe our communities are an integral part of our employees’ experience and engagement, and they play a critical role in fostering a culture of belonging. Our CoBs provide a place for global connections, opportunities to learn and grow from each other, and opportunities to give back to local communities.



“Seismic’s culture of belonging is striving to embed fair, inclusive practices into our business processes that are clear and consistent for all employees. This integrative approach allows us to better grow our employees, collaborate effectively, and reach for that next milestone together.”



Steph Mondo
VP of Talent Acquisition & DEI, Seismic

35%

of global employees
are a member of at
least one CoB



Meet our Communities of Belonging (CoB)



Somos Seismic
(Hispanic & Latinx)



Seismic Veterans



The Movement
(Black/BIPOC)



Seismic Sisters
(Women)



Asian And Pacific Islanders (AAPI)



International Impact



Disabilities & Neurodiversity



Seismic Pride Alliance (LGBTQIA+)



Parents & Guardians

Global DEI Council

Our Global DEI Council consists of leaders from each of our CoBs who focus on creating events, resources, connection, and community for their respective groups and are available to all employees. CoB leadership positions are voluntary and a way for employees to contribute to Seismic's culture of belonging and gain skills that may be outside of their daily job responsibilities.

This past year, we were excited to bring our CoB leaders together in person for an offsite at our San Diego office. This was a unique opportunity to come together and reflect on DEI goals, celebrate wins and progress, and collaborate on what the coming years will look like as we continue to weave DEI into the fabric of our business. This work takes intentional time and planning, and we were thrilled to make this investment in our CoB leaders and DEI work.

During this offsite, our CoB leaders had the opportunity to engage with our Seismic Cares program and give back to the local San Diego community. Members assembled youth mental health care kits with Project Helping's Kynd Kits to support proactive mental health habits for elementary aged kids. Once complete, the kits were donated to the Boys & Girls Clubs of Greater San Diego.

Throughout FY2025, our CoBs hosted more than 50 events. These events are open to all and are proactively shared to garner participation from global employees as an opportunity to learn and connect. Here is a snapshot of key moments that have impacted all of our employees who participated across the organization.

"Joining a Community of Belonging provides a sense of connection, support, and personal growth. It offers opportunities to build relationships, embrace diversity, and enhance professional development. By joining, we can create a positive and inclusive workplace environment where they can thrive and make a meaningful impact."



Roger Yang
Senior Software Engineer, Seismic

Somos Seismic

In honor of Hispanic Heritage Month, the Somos Seismic CoB put on the *Shaping the Future Together* panel, which featured Hispanic/Latinx leaders from multiple companies who shared their perspectives and experiences about overcoming adversity, what they're doing to shape the future, and key takeaways on how to be a better ally to the Hispanic/Latinx community.

Seismic Veterans

For U.S. Veterans Month, our Veterans CoB held a live panel featuring Seismic employees who shared their experiences and insights as veterans. By sharing these stories, it created a stronger community amongst our veterans and raised visibility about their contributions and sacrifices during their military service and how they transitioned into the corporate workforce.

The Movement

Ahead of Juneteenth, The Movement brought Michael Harriot, award-winning journalist, New York Times bestselling author, and Emmy-nominated TV writer, to present a retelling of American history that corrects inaccuracies and showcases the perspectives and experiences of Black Americans.

Seismic Sisters

For Women's History Month, the Seismic Sisters CoB held a webinar entitled *The Mosaic of Triumph: Their story, our story, HERstory*. This virtual event featured a panel discussion with some of our distinguished women leaders and allies, highlighting the rich tapestry of experiences that drive Seismic forward. The conversation centered around topics that impact women in the workplace, including: emotional intelligence, inclusion, and authentic leadership.

Asian and Pacific Islanders (AAPI)

In celebration of AAPI Heritage Month, the AAPI CoB hosted a fireside chat with DEI expert and international best-selling author Wendy Kim where she discussed her journey in finding her

own voice, how she used self-doubt for growth, and strategies to overcome imposter syndrome as an Asian American. This discussion helped bring more understanding across Seismic to the challenges and journeys Asian colleagues may face.

International Impact

Our International Impact CoB organized a company cookbook through FY2025 where employees across Seismic could submit a recipe that reflects their personal backgrounds and traditions. The cookbook allows employees to learn about different cultures while also trying out delicious new recipes.

Disabilities & Neurodiversity

Our Disabilities and Neurodiversity CoB utilized Seismic's global wellbeing benefit, Lyra, to host a workshop called "Building Stronger Teams: Neurodiversity in the Workplace." This workshop aimed to educate attendees about what neurodiversity is and why it's important at work. In addition, it provided actionable strategies employees could implement with their teams and colleagues to support neurodiversity in their day-to-day work and collaboration.



Seismic Pride Alliance (SPA)

In what has quickly become a highly anticipated annual tradition, SPA hosted Drag Bingo for Pride Month in June, featuring drag queen Charlie Hides from the TV show “RuPaul’s Drag Race.” This annual event brings together the LGBTQIA+ community and employees from across Seismic to raise awareness of the drag community, discuss how allies can show up for the drag and LGBTQIA+ community, and help build a culture of belonging through fun and engaging connection.

Parents & Guardians

The Parents & Guardians CoB facilitated Seismic’s annual Bring Your Child to Work Day, which has become a staple event in our offices across the globe. Employees and their children in our offices in Beijing, Boston, Chengdu, Indianapolis, London, Paris, San Diego, Toronto and Xi’an had the opportunity to do crafts, enjoy snacks, bond with families of all shapes and sizes, and see what their parents and guardians do at work.

Mentorship program



Seismic’s mentorship program continues to give employees the opportunity to connect, learn and grow with each other. The program was held twice throughout FY2025, and mentors and mentees were encouraged to meet on a regular basis and work towards agreed-upon goals or areas of improvement. On average, our program has a cross-functional match rate of 64%, which means employees are expanding their networking and building new connections by pairing with someone not in their immediate functional team. Our mentorship program is one of the many opportunities we offer all employees to support and grow their careers here at Seismic and beyond.

“My mentor has not only mentored me as a person and professional, but she has also mentored me in her area of expertise which is honestly pivotal for me to do my job. So, I got even more out of this mentorship than I originally thought!”



Clarice Bogdan
Senior Marketing Manager, Seismic

“Even as a mentor, I got a lot out of our sessions. It’s great to make a new friend and hear about the day, struggles, challenges and successes of another person. That connection makes work feel human again and helps you know that no one is alone in how they may feel. It’s also so rewarding to feel like I’m making a difference and giving valuable advice.”



Mikaela Karcher
Senior Event Marketing Manager, Seismic

Benefits

Throughout FY2025, we've continued to provide and expand inclusive benefits programs that aim to support our employees at all stages of their lives. We recognize that each individual brings a unique perspective to what is most beneficial for them personally and professionally. While there are global, regional, and industry best practices, we want to ensure there is a mechanism for our employees to share ideas, so we can continue to evolve our programs to help our employees live well. Our employees have been critical partners to our Benefits team and, based on their feedback, this has resulted in the development of resources to further support their needs.

Supporting employee wellbeing

We launched the Lyra global wellbeing program for employees in FY2024, and it has quickly become one of the most used benefits Seismic offers. Our global wellbeing program provides employees and their families with opportunities for free coaching and therapy, 24/7 support, and group and individual learning resources, among other things. We recognize our employees are juggling personal and professional life, and Seismic is committed to helping employees do their best work and live well.



Expanding our global and inclusive family planning benefits

Seismic's Parental Support Program through Bump Health launched in FY2025 and provides any employee going on parental leave with a celebratory baby shower gift, a checklist of helpful steps and resources for their leave and new baby, access to three free pediatric nursing consultations, and help with all lactation needs.

We're in the third year of providing global and inclusive family planning benefits administered by Progyny. This provides all employees with access to fertility and family planning benefits, including financial assistance for adoption and surrogacy services. We've continued to expand this program to celebrate and support the diversity of all family types and added coverage for Doula expenses in FY2025.

Award-winning culture

Throughout FY2025, Seismic was proud to earn the following awards in recognition of our culture. A majority of these awards required survey responses from our employees for consideration (noted with * below) which reflects not only positive employee sentiment within our company, but also in comparison to peer organizations. This recognition is an important acknowledgement of the intentional programs and efforts the organization has created to make Seismic a great place to work for all employees.

- **Fortune Best Workplaces for Parents 2024***
- **Fortune Best Workplaces in Technology 2024***
- **Fortune Best Medium Workplaces 2024***
- **Most Loved Workplaces® for Volunteering 2024***
- **Most Loved Workplaces® for LGBTQ+ 2024***
- **Most Loved Workplaces® for Parents and Caregivers 2024***
- **Most Loved Workplaces® for Young Professionals 2024***
- **Most Loved Workplaces® for Career Advancement 2024***
- **Most Loved Workplaces® for Women 2024***
- **Human Rights Campaign Foundation Equality 100 Award: Leader in LGBTQ+ Workplace Inclusion**
- **2024 Transform Award: “Space Pioneer: Workspace Design of the Year”**



Embed

Maintain accountability and governance

Deliver progress through thoughtful initiatives, transparent disclosures, and inclusive processes that are embedded across the company



The Embed pillar is centered on embedding a culture of belonging into the fabric of the organization and how we conduct business at Seismic through transparent disclosures and inclusive processes. We believe that truly integrating DEI into an organization takes time, dedication, and focus to produce sustainable change. Below are the initiatives and progress we are focused on to embed DEI into everything we do.

Annual Report

Each year, we're proud to publish a comprehensive report outlining what we are aiming to achieve, transparency around the progress we've made to date, and other strategic highlights from the fiscal year. We feel strongly that it's important to be open about our journey in creating a workplace where everyone can belong and hold ourselves accountable to our commitments. Anecdotally, prospective candidates have shared that this report helps give them a sense of what it is like to work at Seismic, and we hope current employees have a sense of pride for the culture of belonging they are helping build!

Employee engagement survey

Our semi-annual employee engagement survey is a key resource that gives us feedback directly from employees on what's working with our initiatives, the impact they have on employees, and how we can continue to improve or adjust as we go forward. Approximately 90% of global employees participated in our FY2025 surveys, which exceeds benchmarking expectations for the top 25% of technology companies surveyed by our survey provider, Culture Amp. This level of participation tells us that employees care about providing feedback and believe action will be taken based on what they share.

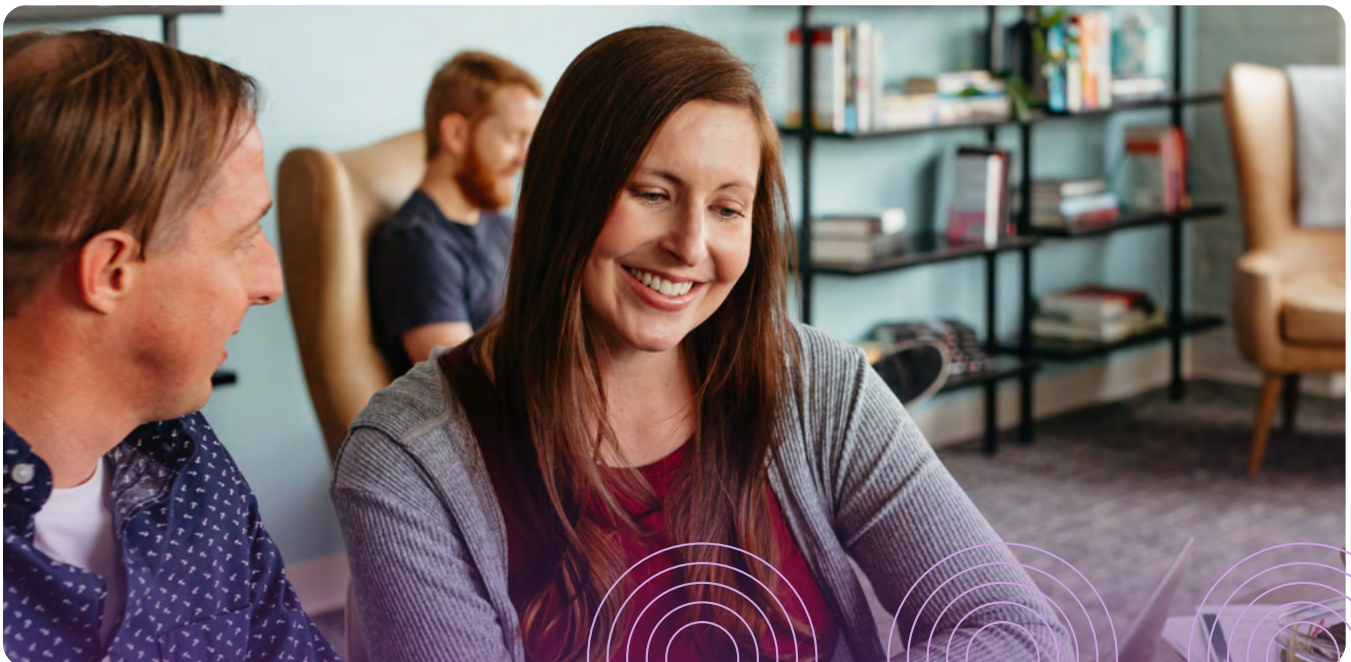


Here are ways we are leveraging our employee engagement survey to support Seismic's DEI journey:

- **Inclusion factor:** Since FY2023, we've measured Seismic's "inclusion factor," which is a measure aggregated by Culture Amp that assesses how different employee groups experience the culture at their company. Seismic's FY2025 inclusion factor was approximately 81%, which is in line with Culture Amp's benchmark of 80% for similar types of technology companies. According to Culture Amp, the top 25% of technology companies score an 85% inclusion factor, and we are energized to continue working towards this best-in-class benchmark.
- **Focus groups:** Following our H2 FY2025 employee engagement survey, we partnered with Paradigm to facilitate focus groups to gain a deeper understanding of feedback from the survey and experiences working at Seismic. These focus groups kicked off in FY2026 and the information gathered will help shape future employee experience action planning.

DEI curriculum

Our DEI curriculum serves as a tool to educate employees on our definitions of DEI, the importance and benefits of DEI in the workplace, and how DEI connects to our culture and values at Seismic. The DEI curriculum includes a foundations and allyship course and is optionally offered to all employees. This curriculum helps ensure there is a shared understanding of how we define DEI at Seismic, demonstrates how it shows up in day-to-day work, and recommends specific actions they can take to contribute to our efforts. As a way to embed DEI into our business operations, the DEI curriculum was added as an optional lesson to new hire onboarding, so it is included at the start of an employee's journey with Seismic.





Belonging Calendar

In FY2025, we launched a Belonging Calendar to create equal access to information and offer visibility to company-wide activities for all employees, including global holidays, CoB programming, and company events. This allows Seismic's employees one resource to leverage in planning or collaborating with their global teammates while raising visibility for significant global holidays and events throughout the year.

Our workplaces

We strive to make our office spaces inclusive, comfortable, and collaborative for employees who utilize them. In FY2024, we updated our Beijing, San Diego, and Toronto offices with inclusivity embedded in the design decisions. This same approach was applied as we updated our Boston office in FY2025. We want our offices to foster employee collaboration, serve as a hub for employee connection (such as our CoB events) and provide spaces to meet many different work styles. In FY2025, our Workplace Experience team won the *Transform Space Pioneer: Workspace Design of the Year Award* in recognition of providing an innovative workspace design to inspire productivity, collaboration, and creativity. As we continue to update offices or move into new spaces, inclusive design will be at the forefront of all decisions made.

We continued our Promoting Access to Diverse Supplies (PADS) Program in FY2025 after a successful launch of the program in the prior year. This initiative was developed by our Workplace Experience team in partnership with our Seismic Sisters CoB and helps ensure we're fostering inclusive workplaces by addressing challenges like the Pink Tax and Tampon Tax that impact our communities.

Ensuring equitable pay

In FY2025, Seismic completed its annual global pay equity analysis in partnership with a third-party agency to ensure that employees performing similar jobs with comparable skills and experience are compensated equitably, regardless of their gender, race, and ethnicity. We are very proud that our results came back outstanding and with no areas of concern or inequity. These results have remained consistent over the last three years, demonstrating the steps we take to ensure pay equity are working.



04 Our continued dedication

Fostering a culture of belonging is at the foundation of our Seismic culture and the employee experience we want to offer anyone who works with us. Seismic remains committed to advancing programs and initiatives that support our DEI pillars and fostering an inclusive environment for all. Over the next three years, that means focusing on:



Education and cultural awareness

Enhance the cultural understanding and appreciation for our global backgrounds, identities, experiences, and stories



Connection and community

Offer ways to connect, share, support, and giveback both in and outside of Seismic



Growth and development

Provide opportunities for growth and development to foster a workplace where everyone can succeed



Organizational impact

Support clear and transparent processes and programs that enable all employees to thrive

Each Seismic employee holds a responsibility in this work – their feedback and action are what fuels progress. Together, with the unwavering dedication of our employees, we will continue to drive meaningful change and uphold our commitment to creating an inclusive and supportive environment for all.

05 Conclusion

The Seismic value “we seek to understand” has guided us as we’ve reflected on our DEI journey over the past three years. We’ve analyzed our data, initiatives, and programs, seeking to understand where we’ve done well and where we can do better as we continue integrating inclusivity into how we operate. We recognize that building a culture of belonging — where all employees have the opportunity to grow in their career, drive impact for our customers, build the enablement industry, and make Seismic a valuable company — requires a gradual and intentional investment of time and resources. We are grateful to have employees and leaders who are energized, motivated, and committed to being a force multiplier for change. Our people are what makes Seismic great and with their continued dedication, commitment, and excellence, the future is limitless!

