



**Ziff Davis, Inc.**  
**Governance Principles**  
(Last revised November 2024)

The following principles have been approved by the Board of Directors (the “Board”) of Ziff Davis, Inc. (“Ziff Davis” or the “Company”) and, along with the charters of the Board committees, provide the framework for the governance of Ziff Davis. The Board recognizes that there is an ongoing and energetic debate about corporate governance, and it will review these principles and other aspects of Ziff Davis governance annually or more often, if deemed necessary or appropriate.

**I. Role of Board and Management**

The Board’s principal responsibility is the oversight of senior management in the competent and ethical operation of the Company, in a manner it reasonably believes to be in the best interests of the Company and its stockholders. In furtherance of its duties, the Board will set standards to ensure that the Company is committed to business success, ethical and honest conduct and the highest levels of integrity. These Guidelines are designed to give directors and management a flexible framework for effectively pursuing the Company’s objectives and in service to its mission and values, and not as a set of legally binding obligations. These Guidelines should be interpreted in the context of all applicable laws, as well as our charter documents and other policies.

**II. Functions of Board**

The Board has at least four scheduled meetings a year at which it reviews and discusses reports by management on the performance of the Company, the Company’s plans and prospects, as well as immediate issues facing the Company. Directors are expected to attend, either in person or by telephone/video conference, all Board meetings, along with all meetings of Board committees of which they are a member. In addition to its general oversight of management, the Board as a whole or through its committees also performs a number of specific functions, including:

- A. Selecting, evaluating and compensating SEC reporting officers.
- B. Providing counsel and oversight on the selection, evaluation, development and compensation of other members of senior management.
- C. Reviewing, approving and monitoring fundamental financial and business strategies and major corporate actions.
- D. Assessing major risks facing the Company and reviewing options for their mitigation.
- E. Providing counsel and oversight on the processes for maintaining the integrity of the Company—the integrity of its financial statements, the integrity of its compliance with law and ethics (including Ziff Davis’ Code of Business Conduct and Ethics), the integrity of its relationships with customers and suppliers, and the integrity of its relationships with other stakeholders.
- F. Reviewing, approving and monitoring compliance with any policies pertaining to social and environmental issues, such as workplace diversity and climate-related risks and opportunities.



### **III. Qualifications**

A director should possess the highest personal and professional ethics, integrity and values, and be committed to representing the long-term interests of the shareholders. They must also have an inquisitive mind, an objective perspective, practical wisdom and mature judgment. Ziff Davis endeavors to have a diverse Board taking into consideration numerous factors including with regard to race, gender, age, knowledge, experience and/or geography.

Directors must be willing to devote sufficient time to carrying out their duties and responsibilities effectively, and should be committed to serving on the Board for an extended period of time. Directors should offer their resignation in the event of any significant change in their personal circumstances, including a change in their principal job responsibilities, conflicts of interest or an inability to devote the time necessary to serve the Company effectively.

### **IV. Independence of Directors**

A majority of the directors will be independent directors who meet the independence requirements of the Nasdaq Stock Market LLC. (“NASDAQ”), and any other applicable laws. The Environmental, Social and Governance committee of the Board will review and assess the independence of each director and confirm that the independent members of the Board do not have any relationship which, in the opinion of the Committee, would interfere with the exercise of independent judgment in carrying out the responsibilities of a director.

Additionally, all members of the Audit, Compensation, and Environmental, Social and Governance (“ESG”) Committees must satisfy the NASDAQ independence standards. Moreover, each member of the Audit Committee must also satisfy the requirements of Rule 10A-3 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), and members of the Compensation Committee must also satisfy the independence requirements under NASDAQ rules as they apply to compensation committee members.

### **V. Size of Board and Selection Process**

The directors are elected each year by the shareholders at the annual meeting of shareholders. The ESG Committee proposes a slate of nominees to the shareholders for election to the Board. In case of a vacancy in the office of a director (including a vacancy created by an increase in the size of the Board), the ESG Committee may appoint a director to fill such vacancy until the next annual meeting.

Any nominee in an uncontested election who receives a greater number of “against” votes than “for” votes shall promptly tender their resignation following certification of the vote. A contested election shall be an election for which (i) the Secretary of the Company receives a notice pursuant to the Company’s By-Laws that a shareholder intends to nominate a director or directors and (ii) such proposed nomination has not been withdrawn by such shareholder on or prior to the tenth day preceding the date the Company first mails its notice of meeting for such meeting to the shareholders. The ESG Committee shall consider the resignation offer and shall recommend to the Board the action to be taken. Any director whose resignation is under consideration shall not participate in the ESG Committee recommendation regarding whether to accept the resignation.

The Board shall take action within 90 days following certification of the vote, unless such action would cause the Company to fail to comply with any requirement of NASDAQ or any rule or regulation

promulgated under the Exchange Act in which event the Company shall take action as promptly as is practicable while continuing to meet such requirements. The Company will promptly disclose the Board's decision and the reasons therefor, in a Form 8-K furnished to the Securities and Exchange Commission.

## **VI. Board Committees**

The Board has established the following committees to assist the Board in discharging its responsibilities: Audit Committee, Compensation Committee and ESG Committee. These committees occasionally hold meetings in conjunction with the full Board.

- A. The Audit Committee assists the Board in its oversight of the integrity of the financial statements of the Company, as well as compliance with legal and regulatory requirements and company policies, and the performance of the Company's internal audit function.
- B. The Compensation Committee manages the policies that govern the Company's compensation programs, approves the compensation that is paid or awarded to the Company's executive officers, other than the Chief Executive Officer, and makes recommendations to the Board with respect to the compensation of the Company's Chief Executive Officer. It assists the Board in evaluating the performance of the Company's executive officers, and oversees the administration of all Company equity compensation plans.
- C. The ESG Committee evaluates, nominates and approves director nominees for election by the shareholders. It develops and recommends to the Board a set of corporate governance principles and Code of Business Conduct and Ethics applicable to the Company. It sets standards to ensure that directors do not have a relationship with the Company or any of its affiliates which, in the opinion of the Board, would interfere with a director's exercise of independent judgment in carrying out the responsibilities of a director.

## **VII. Setting Board and Committee Agendas**

The Board shall be responsible for setting the agenda of each Board meeting and each committee shall be responsible for setting the agenda of each of its meetings. Prior to each Board or committee meeting, the chairperson of the Board or committee, as applicable, shall determine the nature and extent of the information that shall be provided to the Board or committee members before such meeting. Directors are urged to make suggestions for agenda items, or requests for additional pre-meeting materials, to the chairperson of the Board or the appropriate committee chair at any time.

## **VIII. Outside Board Memberships**

The Board requires that every director have sufficient time to commit to preparation for and attendance at Board and committee meetings. The Board believes that serving on more than four (4) boards of directors and/or more than three (3) audit committees may conflict with such requirement and could negatively impact a Board member's service on the Company's Board. Therefore, the Board generally believes that non-employee directors should not serve on more than (i) four (4) boards of publicly traded companies (including the Company) unless the Board determines on a case-by-case basis that such simultaneous service would not impair the ability of such director to effectively perform their obligations as a director of the Company and (ii) three (3) audit committees of publicly traded companies (including the Company) unless the Board determines on a case-by-case basis that such simultaneous service would not impair the ability of such member to effectively serve on the Company's Audit Committee. Directors



shall advise the Chairman of the Board or the Chairman of the ESG Committee in advance of (i) accepting an invitation to serve on another board of directors and/or audit committee, or (ii) significant commitments involving affiliation with other businesses or governmental units.

The Executive Officers must obtain the approval of the ESG Committee prior to accepting an invitation to serve on an outside board.

#### **IX. Ethics and Conflicts of Interest**

The Board expects Ziff Davis directors, as well as officers and employees, to act ethically at all times and to acknowledge their adherence to the policies comprising Ziff Davis' Code of Business Conduct and Ethics. If an actual or potential conflict of interest arises for a director, the director shall promptly inform the chairperson of the Board and the chairperson of the ESG Committee. If a significant conflict exists and cannot be resolved, the director should resign. All directors will recuse themselves from any discussion or decision affecting their personal, business or professional interests. The Board shall resolve any conflict-of-interest question involving any corporate officer. The Chief Executive Officer (if any), President or Co-Presidents, in consultation with the General Counsel, shall resolve any conflicts of interest involving any other employee of the Company.

#### **X. Compensation of Board**

The Compensation Committee shall have the responsibility for recommending to the Board compensation and benefits for directors. In discharging this duty, the Committee shall be guided by three goals: (a) compensation should fairly pay directors for work required in their roles as directors and as committee members; (b) compensation should align directors' interests with the long-term interests of shareholders; and (c) the structure of the compensation should be simple, transparent and easy for shareholders to understand.

#### **XI. Stock Ownership Guidelines**

It is the policy of the Board that the directors and executive officers should have a financial stake in the Company in order to further align their interests with those of the Company's stockholders. The Compensation Committee shall determine the stock ownership guidelines for the directors and executive officers, and the ESG Committee will monitor compliance under such guidelines.

#### **XII. Executive Sessions of Independent Directors**

The independent directors will meet in executive session, with only the independent directors in attendance, for a portion of each regularly scheduled meeting of the Board.

#### **XIII. Annual Compensation Review of Senior Management**

The Compensation Committee shall annually review and approve the goals and objectives for compensating the corporate officers. The Committee shall evaluate the officers' performance in light of these goals and approve the salaries, bonuses and other incentive and equity compensation of the Company's executive officers, other than the Company's Chief Executive Officer. The Committee shall also annually review and recommend to the Board for its approval the compensation structure for the Company's Chief Executive Officer, and shall evaluate the performance of the Company's Chief Executive Officer before recommending to the Board their salary, bonus and other incentive and equity



compensation. The Compensation Committee shall at all times consult with the chairperson of the Board in connection with carrying out these duties. All compensation decisions regarding senior management, whether at the Compensation Committee or Board level, shall be made by members that qualify as (i) “outside directors” under Internal Revenue Code Section 162m and (ii) independent under NASDAQ rules.

#### **XIV. Access to Independent Advisors**

The Board and its committees shall have the right at any time to retain independent outside financial, legal or other advisors.

#### **XV. Board Communications with Shareholders**

Any shareholder who wishes to contact members of our Board may do so by mailing written communications to: [investor@ziffdavis.com](mailto:investor@ziffdavis.com), Attention: Corporate Secretary. The Corporate Secretary will review all such correspondence and provide it (or a summary thereof) to the Board or the relevant committee of the Board. It is the policy of the Board that management has the primary responsibility to communicate with shareholders, media, customers, employees, government and other constituencies that are involved with the Company, and to set policies for those communications.