

## Corporate Responsibility at QuinStreet

QuinStreet believes corporate responsibility begins with transparency; consumers, clients and media partners must all be able to assess what we do, and how.

For example, in addition to posting our [Privacy Notice](#) as required, we publicly post our [Client](#) and [Media Partner](#) contracting terms, as well as our related requirements for [Data Privacy and Security](#).

### Developing a Talented and Diverse Workforce

Our people are our biggest asset. We support not only professional development but also personal development. We offer all employees learning and certification opportunities including via LinkedIn Learning, and regularly recognize employees who have met their learning goals. We also recognize employees during our quarterly all-hands meetings for exemplifying the QuinStreet Values listed below.

One of those Values is Diversity. QuinStreet embraces diversity, and wants to create an environment that attracts, retains and develops a diverse set of employees. We believe full inclusion across race, gender, age, religion and identity will best serve our clients, media partners, consumers and communities. QuinStreet's diversity initiatives include the following:

- **Hiring:** Diversity recruiting programs focused on how we source, attract and interview candidates.
- **Training:** Ongoing diversity training for both new and existing employees.
- **Board of Directors.** QuinStreet's Board of Directors includes three (3) women (27% of the board) and directors with diverse backgrounds and interests. This is part of QuinStreet's commitment to gender and other types of diversity at all levels.
- **Culture:** Promotion of our support of diversity with volunteer events, guest speakers, holiday celebrations and sponsorship of internal groups and clubs.
- **Philanthropy:** We an employee donation program where we match the contributions made by employees to organizations that align with QuinStreet's support of diversity. These organizations include the NAACP Legal Defense and Educational Fund, the Black Lives Matter Foundation and the Equal Justice Initiative.

### Environment

We attempt to reduce our load on the environment by distributing reusable products to employees and by purchasing environmentally responsible products for our offices. We facilitate Transportation Savings Accounts for our employees to incentivize using environmentally responsible commuting options. Our headquarters is in a LEED Gold-certified building at 950 Tower Lane, Foster City, CA.

### Community

We recognize we have a responsibility to give back to our local communities and to support local organizations. QuinStreet regularly participates in philanthropic events which provide resources for our communities.

### Political Advocacy

We recognize that political and socio-economic issues in our country require action by companies and employees. As a part of QuinStreet's philanthropic and community engagement efforts, QuinStreet donates to national and local organizations that align with QuinStreet's core values. This includes working to support the recruiting, hiring

and developing of historically disadvantaged youth. We view these efforts as necessary to support our country and as steps toward the goal of equal access to the same opportunities.

### **Information and Cyber Security**

QuinStreet has not experienced a security incident in the last three years. QuinStreet's management briefs the Audit Committee of the Board of Directors on information security matters at least quarterly. All of the members of the Audit Committee are independent. Our Board includes three (3) directors with information security experience.

The Company's information security is regularly assessed and certified by external third parties in accordance with the NIST framework. Our internal information security training includes classes for new hires, developers and additional annual training for all employees.

### **QuinStreet Values**

**Performance** - We lead and take ownership of results and growth. We are bold in their pursuit. We take responsibility and a "whatever it takes" approach to getting things done and to doing things right. We know that results drive our success. We ask for help rather than missing commitments or making excuses. We are committed to our personal and professional development and to that of our colleagues. Our growth grows the Company.

**Open Communications** - We respect our colleagues and deal with one another openly, honestly and non-hierarchically in an atmosphere of mutual trust and in pursuit of common stretch goals. We assume noble intentions. We have an obligation to dissent and may problem-solve with anyone, anywhere in the organization in the pursuit of the best solutions. We are mindful of the need for roles and to keep each other informed - no surprises! But ideas and performance rule, not rank and reporting lines. We support decisions once made, and move forward.

**Diversity** - QuinStreet aims to be an organization that not only embraces diversity, but sets out with intent to proactively build a culture that attracts, retains, and develops a diverse set of employees. It is with full inclusion across race, gender, age, religion and identity that we will best serve our clients, consumers, and communities. Our diversity is our strength.

**High Standards** - We hold each other and ourselves to the highest standards of performance, professionalism and personal behavior. We act with the highest of ethical standards. We deliver a strong full-time commitment to our work. We are as flexible as possible in work timing and place to maximize retention of the best people. We tolerate and forgive mistakes, and view them as opportunities to learn and grow. We do not tolerate patterns of bad behavior or poor performance.

**Customer Empathy** - We strive every day to better understand and anticipate the needs of all of our customers, including clients, visitors, publishers, and other business partners. We leverage these insights into better results, higher customer satisfaction and competitive advantage.

**Prioritization** - We work on what is most important to achieving Company objectives next. If not clear, we discuss and evaluate competing demands. We are decisive about what we will not do. Once prioritized, we worry constantly about making enough progress, fast enough against our initiatives. We know our goals and measure our progress toward them daily.

**Progress** - We are pioneers. We generate hypotheses and make decisions based on facts and analysis, as well as intuition. We know that there will be failures in the pursuit of rapid progress. We learn from failures on short cycle times and iterate our way to success.

**Agility** - We prize creativity. We embrace new ideas and approaches as opportunities to improve our performance or work environment. We resist pride of authorship; it limits progress. We actively benchmark and work to understand and employ internal and external best practices.

**Recognition** - We are a meritocracy. Advancement and recognition are earned through contribution and performance, including helping others to achieve and nurturing the best Company culture. We celebrate each other's victories and efforts. We abhor office politics and never take an action just to advance self-interest or self-promotion.

**Fun** - We believe that work, done well, can and should be fun. We strive to create an upbeat, supportive environment and try not to take ourselves too seriously. We do not have time for negativism, pessimism or nay saying.

For more information on QuinStreet's investments in the environment, communities, and its people, please visit the [Governance page](#) on QuinStreet's investor relations site.

**Effective Date:** January 21, 2021

**Revised Date:** May 4, 2021

**Contact:** [QuinStreet Legal Department](#)

**Applies to:** QuinStreet and its subsidiaries