

2024

Environmental. Social and Governance Impact Report

Disclaimer

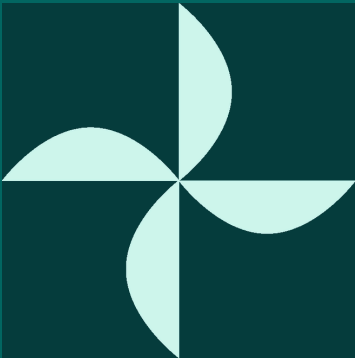
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Introduction

In our 2024 ESG impact report, we've focused on establishing a baseline of existing initiatives specific to our environmental, social and governance (ESG) focus at Sprout Social, Inc. ("Sprout").

At Sprout, the decisions we make about our product, our people and our business are always guided by our values and our vision for the future. We're committed to making sustainable and equitable choices that leave an impact we can be proud of. This report is one of many steps we are taking to increase transparency and establish accountability as we work to scale our business over the coming years.

Unless stated otherwise, the information presented in this report is as of June 30, 2024.

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2023 Highlights

We're proud to have been recognized by a number of organizations and publications for our team's continued work to drive positive change for our planet, our people and our communities.

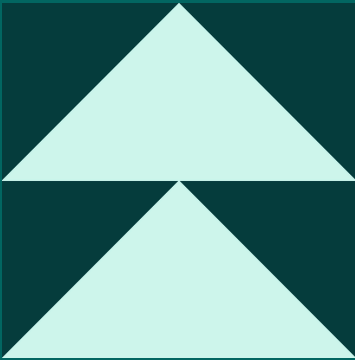


Purpose & culture

At Sprout, we don't view culture as a set of perks but rather an intentional approach to our employees, customers and communities.

Our ESG objectives are aligned with the seven core values that guide our company:

- Care Deeply
- Embrace Accountability
- Champion Diversity, Equity and Inclusion
- Promote Open, Authentic Communication
- Seek Simplicity
- Solve Hard Problems
- Celebrate Change

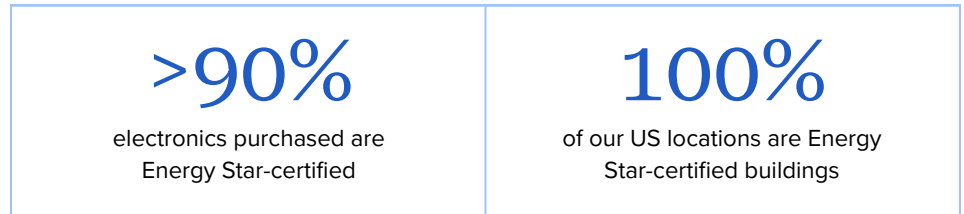


Caring for our environment

Sprout's largest impact on the environment is our electricity consumption. Our strategy for minimizing this impact is to purchase energy-efficient equipment, operate energy-efficient offices and partner with suppliers that share our commitment to environmentally sustainable practices. In addition, we invest time in consolidating our machinery where possible to reduce the amount of energy being utilized.

Energy use

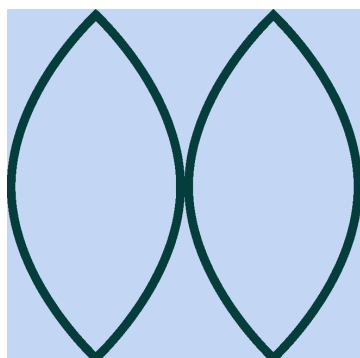
In addition to prioritizing the purchase of Energy Star-rated devices, we are committed to encouraging and enforcing energy-saving best practices in day-to-day usage where possible.



Environmental operations

We're also passionate about waste reduction. Since 2023, we have worked with Revin, a company that collects and repurposes our depreciated laptops. This decreases toxic electronic waste, takes the pressure off landfills, reduces overconsumption, and saves the energy required to produce new raw materials.

Our US offices are Energy Star Certified and our Dublin office has recently shifted their energy supplier to utilize 100% green energy.



Does Sprout follow a formal environmental policy?

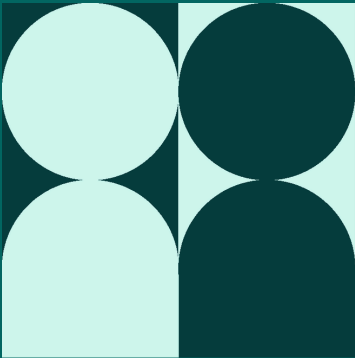
While we don't follow a formal environmental policy, our office-based and remote employees are cognizant of their impact on the environment and make every effort to conduct business in a sustainable manner.

Does Sprout follow specific waste, water, energy and/or recycling policies?

We utilize compostable plates and utensils, recycle paper, plastic, glass and electronics in our US locations, and provide local recycling options wherever municipalities support it.

Does Sprout use a recognized energy management system?

No. We do not use a recognized energy management system.



Putting people first

At Sprout, we're committed to building a diverse team, fostering an inclusive culture and investing in equity across our organization. We also know that outside our walls, the world isn't always as equitable. That's why Team Sprout is also working to help diversify the tech industry and engage in our communities.

While we're happy with our progress, we still have work to do. We're continuing to invest in equity by partnering with our leaders to make systemic change, educating our team and continuing to support our community through philanthropy, service, allyship and action.

Hiring

Sprout prioritizes creating an equitable hiring experience for every candidate. Over the past few years, we have been implementing changes to our recruitment practices to ensure we are accessing the widest pool of candidates for available positions.

What does that look like in action?

- Mandatory unconscious bias training for all team members
- A diverse pool of referral networks
- Remote, hybrid and flexible opportunities
- Equitable compensation
- DEI community resource coffee chats



Employee development

Our commitment to leadership development and developing careers at Sprout continues to be a key focus area.

We invest in leadership development through our GOLD (Growth Oriented Leadership Development) program. The program consists of 'Accelerate,' which is tailored towards U.S.-based high performing BIPOC individual contributors and their managers; 'Ignite,' which focuses on new leaders, including those new to the role of leadership itself or to leadership at Sprout; 'Renew,' which is designed for People leaders that focus on 1:1 people management; 'Evolve,' which is tailored towards experienced managers and directors; and 'Amplify' (launched in 2022) which is designed for our most senior leaders.

In addition to supporting our leaders, in late 2022, we created and launched The Career Studio, our first-ever career development resource center for all employees. This is an approachable virtual hub of career development tools designed to empower all employees to take ownership of their career journey at Sprout.

We continue to invest in our Grow@Sprout digital and on-demand platform, which provides education and development opportunities through internal programs and third-party vendors.

30

courses offered through
Grow@Sprout & GOLD

650

participants in Grow@Sprout
& GOLD courses

Employee feedback & recognition

We are a winning team emphatic about celebrating and recognizing each other's efforts.

Started in 2015, our Value Awards are an opportunity to recognize team members who truly represent what Sprout is and who we aspire to be. They aren't just kudos for great work, they are our way of recognizing those individuals who embody Sprout's values and celebrating their contributions to our company and culture. Recipients excel at their day-to-day role and find ways to go above and beyond to improve our product, our company and its processes, and our unique culture. Awards are given out quarterly through the year at our full company All-Hands meetings.

The winners of our Value Awards have a budget of \$2000 for their prizes. Additionally, there is a charitable donation of \$500 to the selected nonprofit of each winner's choosing. Recent charities have included PAWS, Native Justice Coalition and National Alliance on Mental Illness.

Here's a photo from one of our surprise Value Award meetings, with our winner in the top right corner:





Our Senior Manager of Recruitment used her prize to go on a hiking trip through the Dolomite Mountains in Italy, sharing, “I am so grateful to be recognized by Sprout and very proud to work for a company that celebrates their employees in this type of way. Winning a value award was the highlight of my time at Sprout!”

As a company committed to excellence, we’re equally committed to feedback as a critical vehicle for growth and connection.

All employees participate in quarterly check-ins and annual performance reviews as an opportunity to discuss how someone is performing in their current role, and to align on strengths and development areas to focus on for continued success.

In addition to annual performance reviews, Quarterly check-ins are designed to encourage employees and their managers to regularly share feedback, align on strengths and identify opportunities to increase impact.

1. What should you continue doing to create more impact in your role?
2. What strengths should you continue to leverage?
3. What should you start or stop doing to create more impact in your role?
4. How can your manager better support you to perform at your best?
5. For managers: Reflect on your team member’s impact over the last quarter. What do you recommend they start/stop? What should they continue?

For ongoing feedback, our team uses Lattice—a platform that facilitates communication among managers and peers across the organization to deliver real-time feedback that drives performance, and yields actionable insights.

Employee satisfaction & engagement

Each year, our People Team launches our Sprout Progress Survey, a series of questions aimed at better understanding gaining a better understanding of overall engagement and gathering feedback from Sprout employees on topics relevant to our work. Feedback from this survey directly informs action planning at both the org-wide and department levels.

Based on results from our internal employee survey, our employee engagement in 2023 remained above the benchmark for our industry.

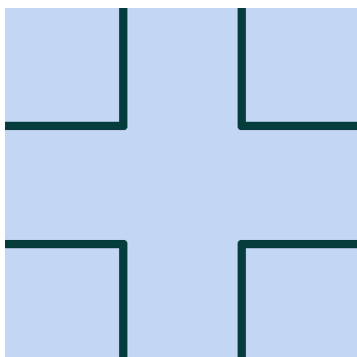
Sprout's engagement levels consistently rank within the top 25th percentile of Culture Amp's Public Companies Listed benchmark, which is made up of approximately 350 organizations listed on stock exchanges globally with up to 100,000 employees. We also rank within the top 25th percentile of Culture Amp's Computer Software benchmark of companies, which is composed of approximately 60 global software companies comparable in size to Sprout.



Employee benefits & rewards

The quality of our work is a direct result of our health and wellbeing—both of which have never been more important. At Sprout, we are committed to providing a comprehensive and affordable benefits package:

- **Time away philosophy.** Not only are we committed to intentional time at work through focus time and focus days, we are also committed to offering ways to spend quality time away from work through flexible PTO and paid holidays.
- **Company-wide R&R days.** Each month, employees are asked to step away from email, Slack and any other work-related tasks and are encouraged to use the time to rest and recharge.
- **Generous parental leave.** We offer 16 weeks of parental leave to all employees following the birth or adoption of a child. Our philosophy is a commitment to all parents, which allows both Sprout employees and their families the balance and flexibility to fulfill the entire spectrum of parental responsibilities.
- **Health and wellness.** Our insurance and benefit options are built for employees and their families, including medical, dental, vision, disability and life insurance, along with 24/7 remote access to board-certified medical professionals. Our insurance providers offer additional benefits that support employee health like fitness memberships and health management programs.
- **Financial planning.** In collaboration with Your Money Line and Rothschild Financial Services, we offer employees exclusive access to resources and services that foster their financial well-being and growth.
- **Sprout Lifestyle Savings Account (LSA).** We work with League to provide access to funds designed to support employees' physical, mental and financial well-being.
- **Enhanced mental health support.** We provide access to Modern Health, a Mental Health Platform with opportunities to receive confidential, 1:1 support as well as access to a plethora of digital resources.
- **Enhanced family support.** We partner with Care.com to offer discounts on top child care, tutoring, elder care, summer camps, and STEM learning providers for our employees and their families. We also offer a family planning benefit of \$5,000 USD towards surrogacy and adoption in the US.
- **Hybrid work.** Our employees choose where they perform best—whether that's from home, the office, or a mix. We default to digital collaboration and async communication norms to stay connected and work effectively to solve hard problems, and also take great care in creating meaningful connections while physically apart.
- **Competitive salaries.** We are committed to pay equity and perform a global pay equity analysis on an annual basis.
- **Stock-based compensation.** We offer stock-based compensation awards for every new employee, regardless of role and employees are eligible to receive annual equity grants.
- **Employee Stock Purchase Plan (ESPP).** In 2022, we launched our Employee Stock Purchase Plan which provides the opportunity to our US-based employees to purchase stock at a discounted price and share in the potential financial success and growth of the company.



R&R days

In 2020, we introduced R&R days as a way for our employees to fully disconnect. During R&R days, everyone is expected to step away from email, Slack and any work-related tasks, and use the time to do something you enjoy!



Coming together

At Sprout, we aspire to create a world-class flexible and inclusive hybrid culture that enables exceptional work, fosters belonging and transcends location.

We equally see the value of in-person, human connection and prioritize opportunities that bring our distributed teams together to strengthen the bonds within our global community, and create community and engagement around our offices.

Each year, we prioritize gathering as teams and local regions. We have recurring opportunities for gathering in our offices for our local populations with Happy Hours and Breakfast Bars. All teams have an opportunity to come together at one of our offices 2x/year to connect, build trust and focus on work that is best done in-person. We also host regional Meetups in our APAC and EMEA regions. Lastly, we provide opportunities for our cities that have larger populations of employees to come together for social gatherings.



Diversity, equity & inclusion

At Sprout, we believe building a team rooted in diversity, equity and inclusion (DEI) has a direct impact on the success of our company, and the world at large. DEI is foundational to our culture and helps define who we are as a company. Our commitment to these principles is woven into our business practices and illustrated by our colleagues around the world.

Through our DEI Report, we continue to provide public transparency into our DEI status, progress and areas for improvement.

Our most recent [DEI Report](#) was published in February 2024, and we intend to continue to report our progress against the initiatives identified on an ongoing basis.

Pillars of our DEI commitment

Audit practices for structural barriers

Focus on mitigating any inequity within our systems and processes that may disadvantage anyone qualified for employment and leadership roles.

Establish systems that support accountability

Build systems that encourage ownership of DEI across the entire organization by leveraging data and embedding DEI into our systems, processes and overall employee experience.

Enhance our leadership development program for BIPOC talent

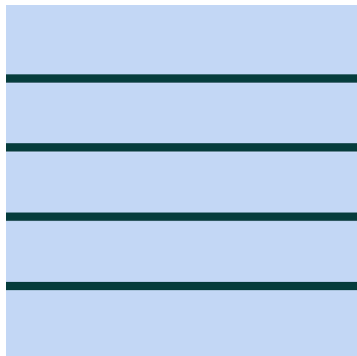
Enhance our leadership development program for high-performing BIPOC talent and their managers, building critical self-advocacy and inclusive leadership skills.

Invest in educational programs

We launched a comprehensive DEI learning library. Supplemental to that, we administered unconscious bias training company-wide, and updated our hiring manager interview training.

Support external DEI work

Extend our efforts outside of our company by partnering with organizations fighting discrimination, giving access to quality education, and working to diversify the technology industry. We also reinvested in the Sprout Social Scholarship Fund, contributing \$100K each to the United Negro College Fund (UNCF) and the Hispanic Scholarship Fund (HSF) to support Black/African American and Hispanic/Latinx students with merit-based scholarships.



2023 Highlights

Empowering Data-Driven Decisions

We strengthened our focus on data-driven decisions by launching a workforce diversity dashboard that offers real-time insights into our hiring, leadership, and attrition trends. To better understand how DEI is experienced at Sprout, we enhanced our employee engagement survey, achieving an 86% favorability on our Inclusion Index. Additionally, we established an advisory council to address concerns impacting underrepresented groups. These initiatives have allowed us to quickly pinpoint key areas for improvement, make informed investments, and increase transparency in our progress.

Elevating Employee and Candidate Experiences

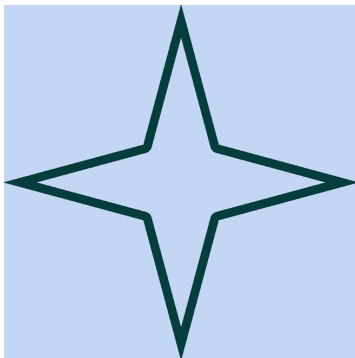
We formed a diversity recruiting council to ensure our hiring practices are fair and inclusive, added bias intervention points, and improved candidate interactions with our Community Resource Groups (“CRGs”) during interviews. We also expanded partnerships with re:Work Training and the Black Marketers Association and launched a Sales internship program with Hire Military.

Maintaining a Culture of Connection

Our CRGs invested in building connections through events that highlighted the diverse stories within their communities. We also improved our monthly DEI learning sessions and Guild meetings, by focusing on team members' stories and intersectional topics, helping everyone at Sprout strengthen their allyship. External speakers furthered our understanding of microaggressions and how well-being varies across different social identities and experiences.

Enhancing Social Impact

We introduced Deed, a one-stop shop for giving back, where employees can connect with over 2 million nonprofits worldwide to donate their time, money, and skills to the causes they care about most. To further support these efforts, we launched our Employee Program, matching employee donations to qualified nonprofits with a one-for-one contribution of up to \$100 per employee each year. We also rolled out our Volunteer Time Off program, offering 16 hours of paid time off for employees to volunteer with organizations that matter to them. Our collective efforts have made a significant impact—employees raised \$50K through donations, while Sprout contributed \$575K to nonprofit partners, including The Advancement Project, Howard University’s Center for Digital Business, basis.point, and Project PEARL. Additionally, we donated \$200K to scholarship funds in partnership with the United Negro College Fund and the Hispanic Scholarship Fund.



2024 Highlights

Integrating DEI into Business Practices

In the first half of 2024, we made strides in embedding DEI more deeply into our operations by simplifying processes and building stronger partnerships across the business. A key improvement was enhancing DEI communications company-wide by centralizing them on platforms that boost visibility and engagement. By utilizing tools like our intranet, DEI newsletter, and Slack, we increased awareness and participation in DEI initiatives.

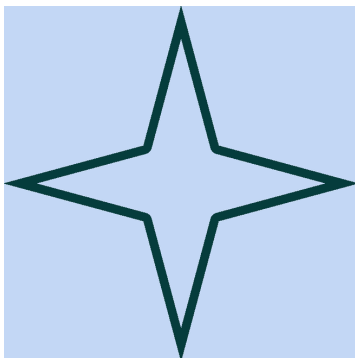
We also strengthened collaborations with teams like Sales Development & SMB (SD/SMB) and Marketing by launching DEI Councils that empower employees and align team efforts with our broader DEI strategy. SD/SMB's Council drives important DEI conversations and engagement opportunities across their teams. In Marketing, the Council is charged with developing key strategies and initiatives to address the team's most critical DEI opportunity areas.

Additionally, we rolled out a new nonprofit discount program, offering eligible 501(c)(3) organizations access to Sprout's products at reduced rates. This initiative replaces the outdated Tech Giving Program, creating a more global, impactful program that supports nonprofits worldwide. This shift underscores our commitment to extending DEI's reach beyond our organization and into the communities we serve.

Developing Our Leaders

Investing in leadership development is central to the success of our DEI initiatives. Earlier this year, we onboarded a new group of CRG leaders, equipping them with a comprehensive learning curriculum designed to help them create engaging programming. In partnership with Soft Skills, we also provided leadership coaching to support their growth. Throughout the year, CRG leaders continue to enhance their skills through virtual and self-paced learning sessions focused on DEI principles and leadership development—skills that are vital for success both as CRG leaders and within Sprout as a whole.

We launched a new library of DEI eLearning courses to offer employees flexible, self-paced learning that fosters a shared understanding of key DEI principles. Alongside this, we implemented company-wide unconscious bias training to help employees recognize and address bias. This fall, we'll expand on this with training on hiring and interviewing practices, aimed at reducing bias throughout the recruitment process.



Accelerate

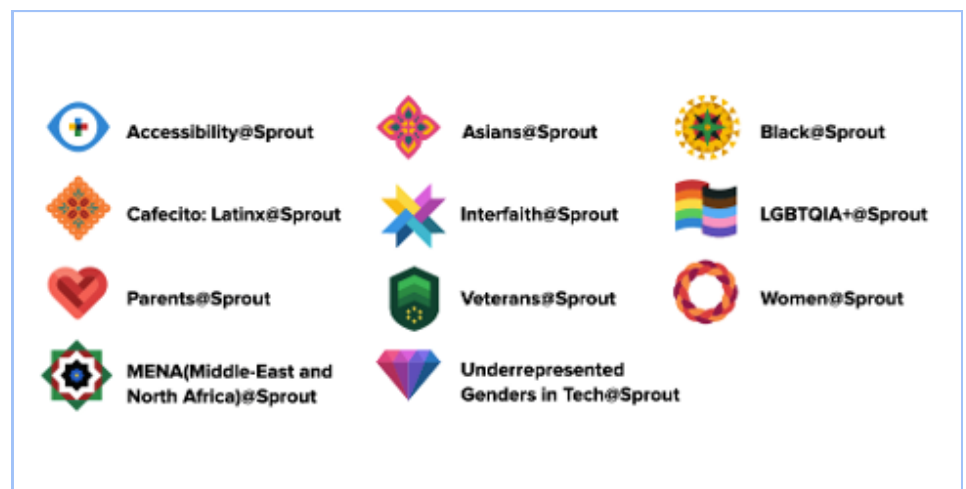
This fall, we will launch the third year of our Accelerate course, tailored for high-performing, early-career BIPOC individual contributors and their managers. Developed in collaboration with Adiar Partners, the program focuses on cultivating essential skills in self-advocacy and inclusive leadership. Additionally, participants will co-create and refine individual development plans, ensuring targeted growth and alignment with career goals and engage in facilitated coaching to foster peer-to-peer learning, networking, and application of new skills.

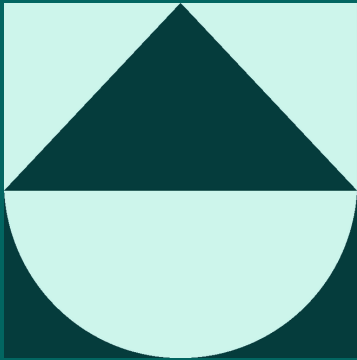
DEI Assessment

We will undertake a global assessment of our DEI commitment, evaluating our efforts to attract, retain, and develop a diverse workforce while fostering a culture of inclusion and belonging. This assessment will enable us to refresh and strengthen our DEI vision, strategy, and scorecard in early 2025.

Community Resource Groups (CRGs)

We have ten Community Resource Groups (CRGs), which are volunteer-led groups centered around common identities and life experiences that work to serve the unique needs of their community members, and foster a sense of belonging through connection, support and empathy. Each group works with an executive sponsor and receives an annual budget to support their initiatives, and our CRG co-leads are compensated for their efforts.





Staying open, honest and accountable

Ethical conduct and diverse representation among key decision-makers are of supreme importance to Sprout's senior leadership. That's why we've formed an ESG committee, which includes several members of our executive team and is responsible for growing and guiding our efforts intentionally and impactfully..

Other commitments related to our governance practices include aligning the interests of our employees and stockholders, and identifying and mitigating information governance security risks.

Corporate governance highlights

Our way of doing things at Sprout is grounded in our values, including how we run the company. Our commitment to efficient company management, protection of stockholders' interests, and the transparency of corporate communications is vital to gaining and retaining the trust of our stakeholders. Over the past year, we have continued to align our corporate governance practices with our stakeholders' best interests:

2024 Proxy Statement highlights

- **Pay-for-performance.** We included pay-for-performance disclosure in our 2024 proxy statement, reinforcing our commitment to transparent reporting and providing stakeholders with insights into the correlation between executive compensation and company achievements.
- **Say-on-pay.** Sprout received a "For" recommendation from ISS and 97.8% favorable shareholder support for its Say on Pay vote in 2024, consistent with results from 2023 and 2022.

Annual Board of Director evaluations. Conducted our annual evaluations of the performance of our Board of Directors and its committees, fostering accountability and continual improvement within our Board.

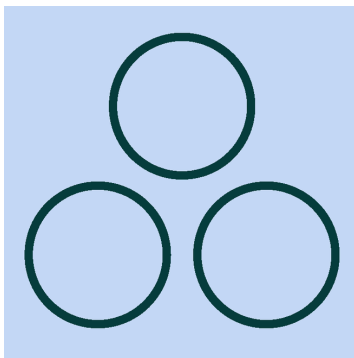
Employee engagement. In line with our commitment to a respectful work environment, we enhanced our Code of Ethics to facilitate anonymous reporting of alleged harassment and discrimination. This addition reflects our dedication to transparency and empowering employees to raise concerns while fostering a culture of responsibility and honesty.

Shareholder engagement. On September 27, 2023, we hosted our Investor Day, offering investors a comprehensive view of our strategy, performance, and future outlook.

Clawback rule. Per the SEC's approval of NASDAQ clawback listing standards, Sprout adopted a compliant policy in October 2023.

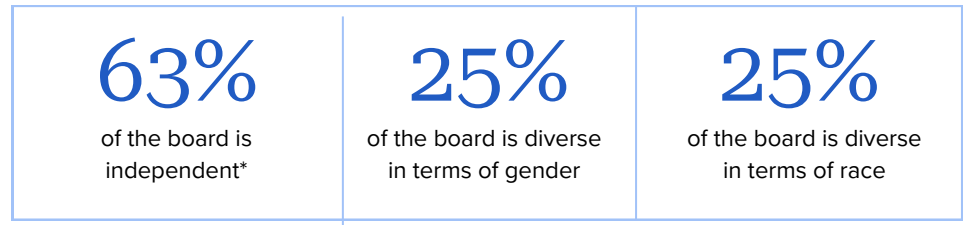
Stock Ownership Guidelines. In February 2024, we adopted Stock Ownership and Retention Guidelines to align the interests of executive officers and non-management directors with the interests of stockholders and to further promote Sprout's commitment to sound corporate governance.

Lead Independent Director. In April 2024, Peter Barris was appointed as Lead Independent Director of the Company's Board of Directors.



Board of directors

As of October 1, 2024, our eight-person Board of Directors consists of a majority of independent directors.



* under applicable legal standards

Our Board and committees meet regularly to support business, governance and regulatory updates, and oversight of our enterprise risks and other key initiatives—including ESG.

Risk mitigation

Sprout maintains a formal risk management program that aligns risks to departments, owners and our current compliance controls. Risks are identified, documented and monitored by the Governance, Risk, and Compliance (GRC) Team in partnership with our senior leadership and relevant stakeholders.

The risk management program categorizes each risk based on impact and likelihood. Sprout's Security and GRC teams conduct semi-annual reviews to maintain and support our annual risk assessments.

Our senior leadership and Board of Directors are regularly updated on the impact, likelihood and level of each identified risk, along with mitigation plans in place to minimize and address the risk. Together, they take these documented risks and any recommended actions into consideration when reviewing corporate strategy for the business.

Building data privacy into organizational culture

Sprout has formulated a robust privacy program and promotes a culture of data privacy throughout the organization. We have appointed a data protection officer and we have a dedicated privacy team to manage the privacy program.

Sprout requires that new employees attend security and privacy awareness training as part of their orientation, which includes topics such as the proper handling of customer data, common cyber-attacks and a review of our security policies. All security and privacy training is followed by an online assessment and is required for all employees, regardless of position. Current employees participate in mandatory general and role-specific training semi-annually on current and/or relevant security and privacy topics.

We respect individual rights and promptly respond to and manage data subject requests. Sprout also embeds privacy-by-design principles within the organization by conducting privacy impact assessments and privacy reviews when implementing new product features and introducing new processes.

To learn more, visit Sprout's [Trust Center](#).

Employee training

100%

of employees have completed annual security and privacy training

Data privacy

Does Sprout follow a Data Privacy policy?

Yes; See our [Privacy Policy](#).

Has Sprout taken steps to comply with GDPR rules?

Yes; Sprout is a “processor” of customer personal data under the GDPR. Sprout is an active participant in the EU-U.S. Data Privacy Framework, UK Extension to the EU-U.S. Data Privacy Framework, and the Swiss-U.S. Data Privacy Framework. Sprout also includes the applicable Standard Contractual Clauses in our Data Processing Addendum for customers that prefer to rely on this data transfer mechanism instead.

Does Sprout minimize data collection and retention?

Yes; Sprout collects only the amount of Personal Information necessary to provide the services. Sprout only stores Personal Information for the period of time necessary for legitimate business purposes or to comply with law. Sprout's data retention period is outlined in our Data Retention Policy and, in accordance with GDPR.

Does Sprout's data protection and/or privacy programs cover suppliers and business partners?

Yes. Sprout assesses vendors/suppliers prior to engagement to determine whether the vendor/supplier meets and is consistent with Sprout's security, privacy, and legal obligations. Additionally, Sprout contractually requires that vendors/suppliers comply with applicable privacy laws and notify Sprout of any breach of Personal Information without undue delay.

Does Sprout require vendors, by contract, to implement and maintain appropriate security measures for personal information?

Yes; Sprout requires all vendors that have access to personal information enter into a data processing agreement that contains contractual data processing and data security requirements.

Our policies

Sprout is committed to maintaining the highest level of integrity and honesty throughout all aspects of our business. We believe it is the responsibility of our service providers, distributors, vendors and their respective sub-contractors, employees and agents to also treat others with honesty and respect, and to otherwise act in accordance with the highest ethical standards. As such, we have adopted policies and guidelines to form the framework that fosters a culture of ethics and integrity.

Supplier code of conduct

Does Sprout have a vendor code of conduct?

Yes; See our [Supplier Code of Conduct](#)

Global health and safety

Does Sprout follow an occupational health and/or global health and safety policy?

Yes; See our [Human Rights Policy](#) and [Supplier Code of Conduct](#)

Does Sprout express an expectation on suppliers to respect internationally recognized human rights?

Yes; See: [Supplier Code of Conduct](#)

Child and forced labor

Does Sprout follow a child and/or forced labor policy?

Yes; Our Supplier Code of Conduct and Modern Slavery Act Transparency statements were developed in line with our commitment to preventing slavery and human trafficking.

Does the Modern Slavery Act Transparency statement apply to all suppliers and vendors?

No, the Modern Slavery Act Transparency statement does not cover suppliers and vendors.

Human rights

Does Sprout follow a human rights policy?

Yes; See our [Human Rights Policy](#).

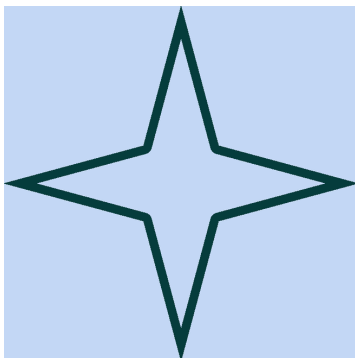
Does the policy cover suppliers and vendors?

No.

Equal opportunities and non-discrimination

Does Sprout follow a sexual harassment and/or non-discrimination policy?

Yes; Sprout has both an Equal Employment Opportunity statement and Harassment & Discrimination Prevention policy.



Ethics and anti-corruption

Does Sprout have a Code of Ethics policy?

Yes; Our Code of Ethics policy outlines our expectations for all employees in terms of maintaining the highest standards of ethical behavior, complying with the Code and the law wherever you are, reporting any working practice that is not ethical or safe, and, as a manager, creating an environment where employees feel comfortable in raising concerns.

Does Sprout have an Anti-corruption and Bribery policy?

Yes; Our Anti-corruption and Bribery policy sets out our responsibilities—as well as those working for us—in observing and upholding our position on bribery and corruption, and provides information and guidance to those working for us on how to recognize and deal with bribery and corruption issues.

Does Sprout provide employees with Anti-Corruption, Anti-Bribery, Code of Business Ethics and Whistleblower training?

Yes; Sprout requires new employees to undergo these trainings and requires the sales team to undergo periodic additional training.

Percentage of employees who completed the above trainings.

100%

Does Sprout have appropriate limitations on the ability of its directors, officers and employees to make political donations?

Yes, Sprout prohibits employees from making political contributions in return for favorable treatment for Sprout, and charitable contributions must never be used as a substitute for prohibited political contributions.

Does Sprout have an executive body responsible for managing business ethics and corruption issues?

Yes, to ensure effective governance of ethics issues, there are multiple layers of oversight. This includes the Board of Directors, the Audit Committee and the legal department.

Whistleblower reporting

Does Sprout have a process for formal grievance reporting or escalation procedures?

Yes; Our Whistleblowing policy and Code of Ethics policy affirms our commitment to enabling employees to raise any genuine concerns without risk of losing their job or suffering any form of retribution as a result. The policies lay out the different channels through which employees can report a fraud, accounting or employment concern externally through an independent third party that allows reports to be submitted anonymously and confidentially. The hotlines are available 24 hours a day, 7 days a week and are available in the local languages of the countries in which we operate.

Information & data security

Does Sprout have policies in place to safeguard customer data and comply with applicable laws and regulations?

Yes; Sprout is committed to protecting our customers' data. We abide by our obligations in our [Data Processing Agreement](#) and our [Privacy policy](#) in providing our platform to you. As privacy laws and regulations continue to evolve at a rapid pace, we monitor and update our agreements and product accordingly.

Customer protection & product safety

Has Sprout taken measures to ensure customer protection?

Yes; Sprout's products are architected with security in mind. Our [Security page](#) offers details on our companywide technical and organizational security measures.

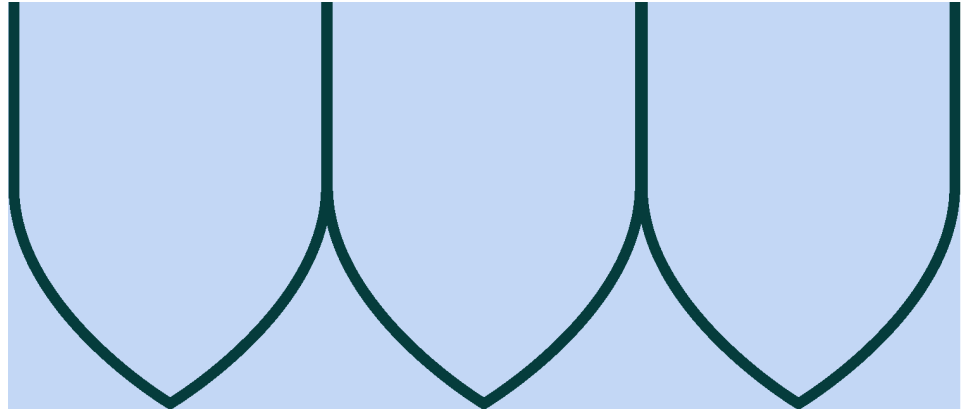
Does Sprout offer an education program to ensure customer security?

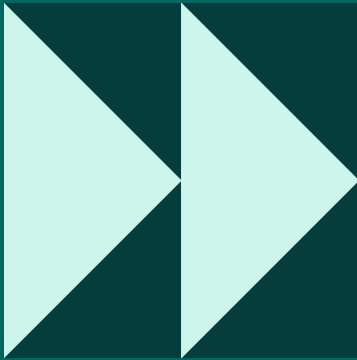
Yes; Our onboarding and professional services teams have extensive education for customers on how to best use our product and introduce security measures. In addition, Sprout publishes a [Security Best Practices](#) one-sheet that is available to all customers.

Accessibility

Has Sprout taken steps to ensure the accessibility of its products and services?

Yes; At Sprout, digital inclusion is about ensuring the benefits of our technology are realized by all. Sprout's Accessibility report, which is updated on a periodic basis, can be found on our [Accessibility page](#).





Next steps

There is always work to be done. As our industry continues to evolve, so does the world around us. As we look forward to the remainder of 2024 and beyond, we'll continue living and breathing our guiding principles and looking for ways to bring them to life for our employees, our customers and our communities.

Thank you for taking the time to read our ESG impact report. We believe that each of us has a role to play in creating a better, more connected and inclusive world, and we're committed to doing the work that's needed to create a better future for all of us.

Appendix

Unless noted, the data shared in this report covers July 1, 2023- June 30, 2024. Some of the activities mentioned were undertaken in year-to-date (YTD) in 2024 (January 1, 2024 - June 30, 2024). Our data was pulled from a combination of public filings and reports, as well as internal documents.

Disclosures

| Environmental | |
|---|------------|
| Indicator | Disclosure |
| Energy consumption management and operational efficiency enhancements | Page 7 |

| Human capital | |
|---|------------|
| Indicator | Disclosure |
| Extent of grievance reporting or escalation procedures | Page 26 |
| Engagement surveys to monitor employee satisfaction | Page 12 |
| Formal talent pipeline development strategy (forecasts hiring needs, actively develops new pools of talent) | Page 9 |
| Scope of employee stock ownership plan (ESOP) or employee stock purchase plan (ESPP) | Page 13 |
| Non-salary benefits and work/life balance | Page 13 |
| Regular performance appraisals and feedback processes | Page 11 |
| Job-specific development training programs | Page 9 |
| Evidence of managerial/leadership development training | Page 9 |

| Business ethics and practices | |
|--|------------|
| Indicator | Disclosure |
| Oversight for Ethics Issues | Page 25 |
| Bribery and Anti-Corruption Policy | Page 25 |
| Regular Audits of Ethical Standards | Page 25 |
| Whistleblower Protection | Page 25 |
| Employee Training on Ethical Standards | Page 25 |

| Privacy and data security | |
|---|------------|
| Indicator | Disclosure |
| Scope of company’s publicly available Data Protection Policy | Page 22 |
| Rights provided to individuals regarding the control of their data | Page 23 |
| Information Security Policies and Systems audit frequency | Page 26 |
| Company's executive body responsible for Privacy and Data security | Page 21 |
| Scope of employee training on data security and/or privacy-related risks and procedures | Page 22 |

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