



2022 Environmental, Social & Governance Report





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From our CEO

Reggie Aggarwal | Founder & Chief Executive Officer

Since our founding in 1999, Cvent has been on a mission to transform meetings and events with innovative technology that drives engagement, streamlines processes and delivers exponential impact. Through these efforts, we've enabled our customers to deliver greater results while empowering them to spend time doing more of what matters most: bringing people together and facilitating meaningful human connection. When we come together, barriers are broken, relationships are built, communities are strengthened, and we drive positive change. Great events inspire the world, and we're proud to play a central role in enabling that inspiration.

As a global market leader, we're deeply committed to not only minimizing our environmental impact, but more importantly, empowering our tens of thousands of customers around the world to do the same.

Through organic investments, robust R&D initiatives, and strategic acquisitions, we continue to expand our offerings, advance our mission and enable a more sustainable meetings and events industry.

At the heart of these efforts is our employees. They are the DNA of Cvent, and it is because of their deep dedication to our customers and our industry that we have become the global leader we are today. But as with any leadership role, it comes with great responsibility, which is why we continue to prioritize initiatives that foster a welcoming, inclusive workplace, encourage creativity, and that celebrate our diverse backgrounds. Our 4,800+ employees around the world are driven by a set of values, not rules.

This "Soul of Cvent" encourages entrepreneurial thinking and agility and ownership of your role. It's this unique mindset that continues to guide all our business operations and is foundational to our success.

As we look ahead, the meaning of success is evolving. There are new standards to hold ourselves against and milestones we want to achieve. Environmental impact is top of mind as we look to not only operate in a more sustainable and environmentally friendly way, but also have a more positive impact on our people, customers, partners, investors and other key stakeholders.

This is why I'm proud to present you with our inaugural 2022 Environmental, Social, and Governance (ESG) Report. We understand how important a strong ESG program is and its benefits for our company, industry, customers, partners and employees; and this report sets the foundation for our ESG journey.

On behalf of our entire Cvent team, I want to thank you for your continued support and your belief in our vision to transform meetings and events for the better. There's so much opportunity ahead and together, we're a powerful community that can drive meaningful, lasting impact.

Regards,
Reggie Aggarwal

About Cvent

Cvent is an industry-leading meetings, events, and hospitality technology provider with **4,800+ employees** and **21,000+ customers** worldwide*.

Founded in 1999, Cvent delivers a **comprehensive event marketing and management platform** and offers a global marketplace where event professionals collaborate with venues to create engaging, impactful experiences. Cvent is headquartered in Tysons, Virginia, and has additional offices around the world to support our growing global customer base.

The Cvent event marketing and management platform offers solutions to event organizers and marketers for online event registration, venue selection, event marketing, and management, virtual and onsite solutions, and attendee engagement.

Our suite of products automates and simplifies the event management life cycle and helps maximize the impact of in-person, virtual, and hybrid events. Hotels and venues use Cvent’s supplier and venue solutions to win more group and corporate travel business through Cvent’s sourcing platforms. Cvent solutions optimize the event management value chain and have enabled clients worldwide to manage millions of meetings and events.

To learn more visit [Cvent.com](https://cvent.com).

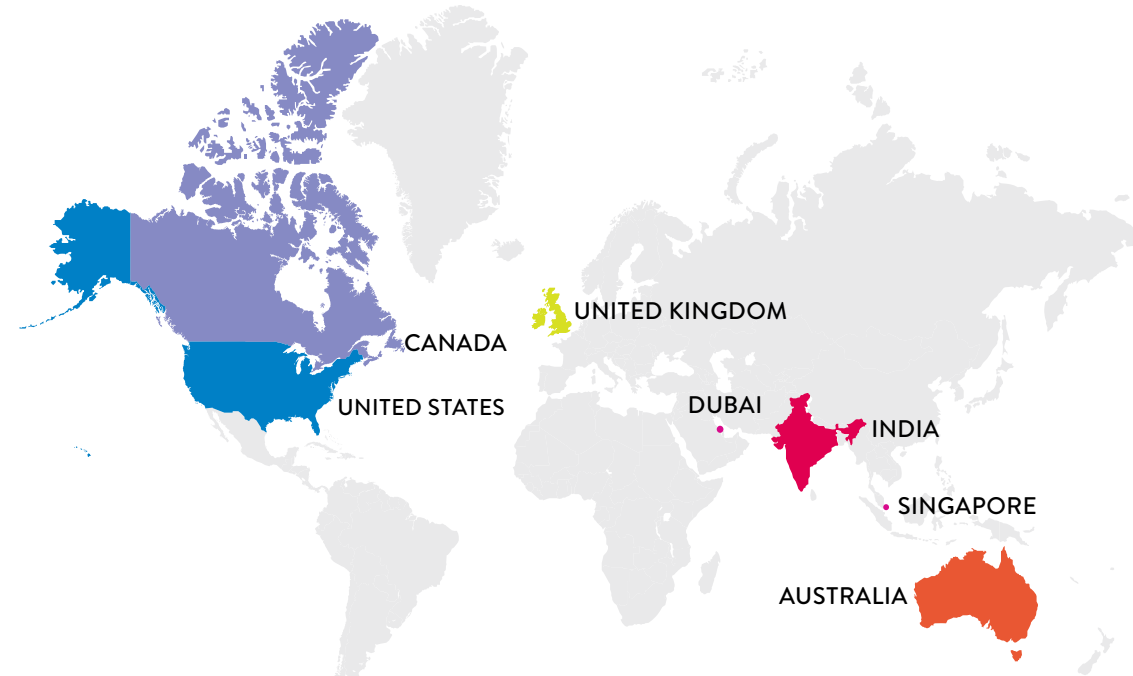
4,800+

Employees

21,000+

Customers

We have Cvent offices and employees around the world to support our growing global customer base.

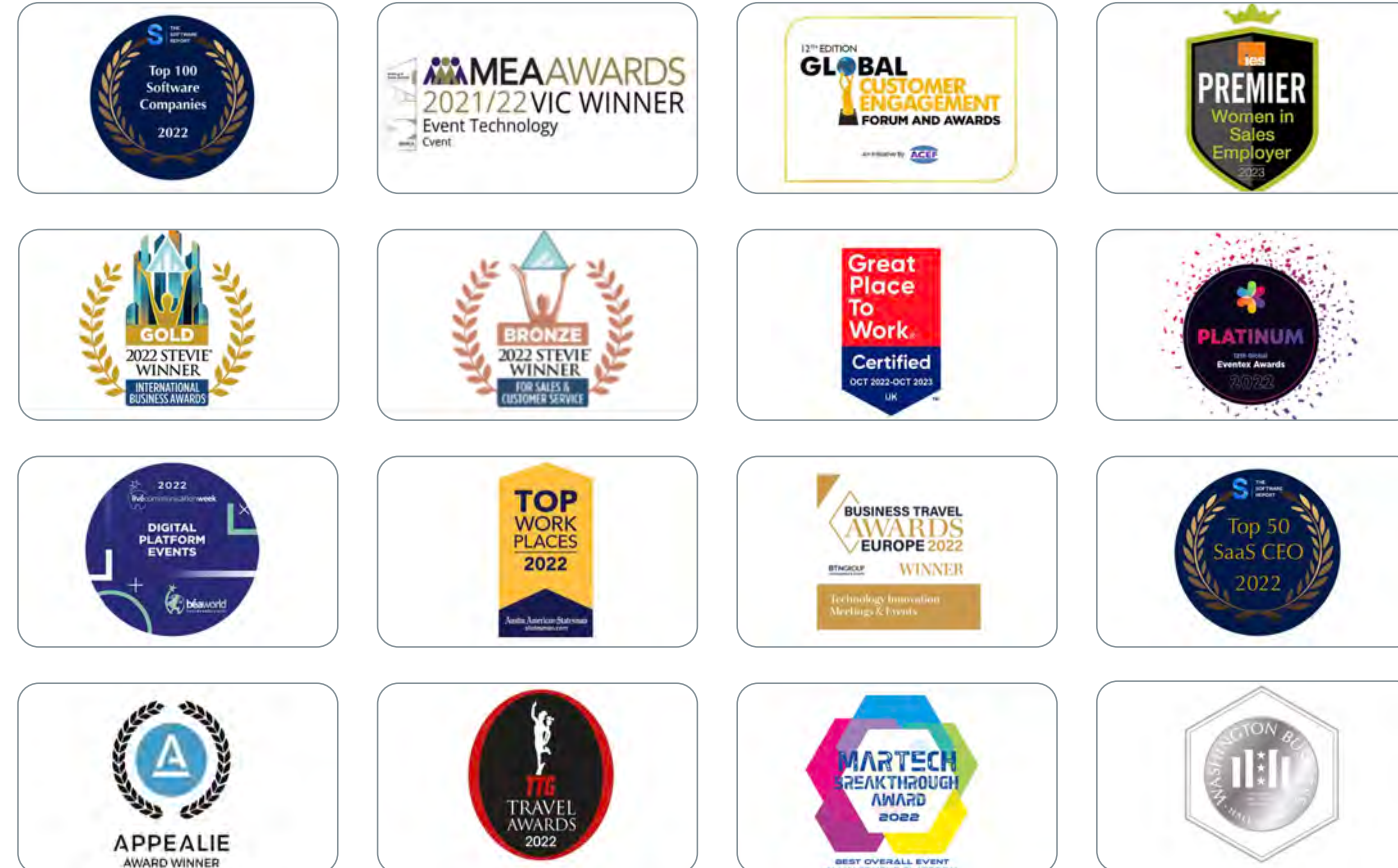


*All statistics current as of December 31, 2022.

About Cvent

Awards & Recognition

Cvent is consistently recognized both domestically and internationally for our industry-leading technology, best-in-class customer support, and engaging employee experience.



Cvent's London office

Platform Overview

Our mission is to transform the meetings and events industry through technology that delivers live engagement across virtual, in-person, and hybrid events. We believe in connecting people globally through our solutions and services.

The Cvent Platform

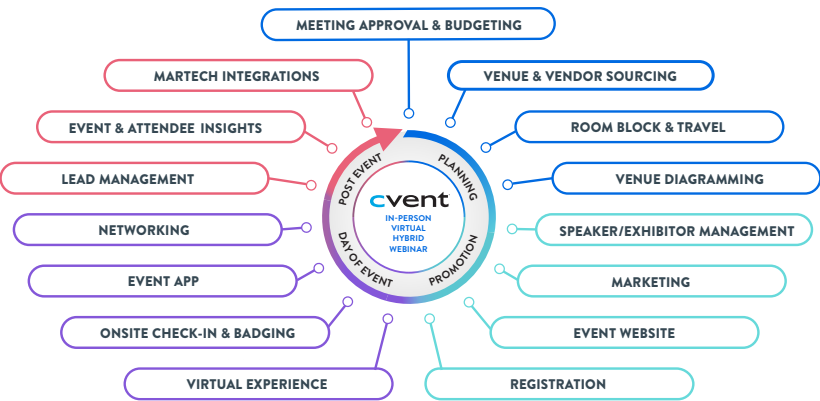
Our robust platform is comprised of two parts: Event Management and Marketing, and Supplier and Venue Solutions.

Our platform drives live attendee engagement and streamlines the marketing and management of in-person, virtual, and hybrid events for organizations of all sizes and types, as well as for associations, universities, non-profits, and other entities across nearly every industry vertical. Our platform also provides a comprehensive marketplace that connects planners with hotels and venues.

Event Management and Marketing

Our suite of solutions enables marketers and planners to maximize engagement and ROI from their virtual, in-person, or hybrid events (including webinars) while automating and simplifying the management of each stage of the event life cycle.

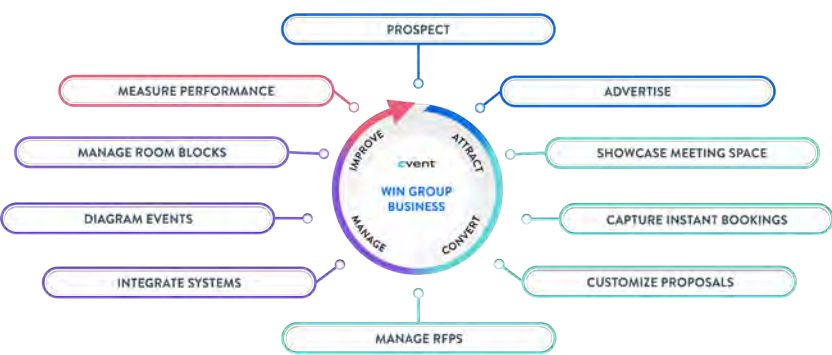
PLANNING, PROMOTION, DAY OF EVENT, POST-EVENT:



Supplier and Venue Solutions

Our comprehensive portfolio of software solutions and digital advertising tools offer hoteliers and suppliers direct access to more than **\$14 billion** in events business that is sourced each year through Cvent. Our platform optimizes marketing, sales, and operations for hotels and venues around the world, connecting them to more than **110,000 event planners** who rely on Cvent to find great venues and manage their events.

ATTRACT, CONVERT, MANAGE, IMPROVE:



Materiality Assessment

We conducted a materiality assessment in 2022 which helped us identify our ESG priorities. Throughout this process, we've uncovered new opportunities to enhance our products, refine our business operations and adapt to evolving stakeholder expectations. We will continue to refine and refresh our assessment throughout the year. Our approach was further supported by third-party rating and ranking methodologies. Our ESG priorities are covered in more detail in the pages that follow and include:

Product innovation to support positive environmental outcomes



Employee engagement & wellbeing



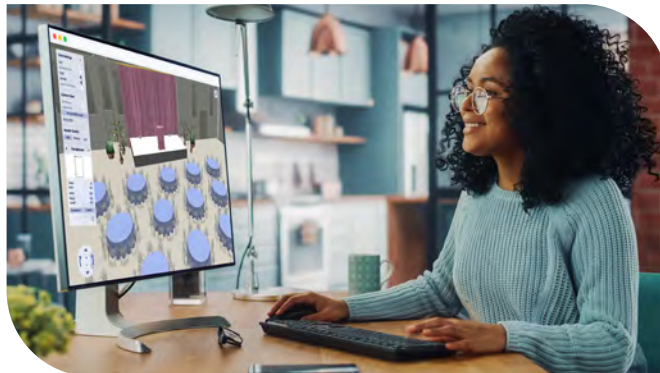
Data privacy & security



Our ESG Approach: Environmental

Our ESG Vision

As a global market leader, Cvent is committed to acting as a responsible corporate citizen, operating our business in an environmentally conscious manner, embracing diversity and inclusion, and acting ethically in our business transactions.



Cvent is committed to reducing our environmental impact and to helping our customers do the same. These efforts are reflected in both how we operate as a business and through the innovative technology we deliver to the marketplace. We are taking actionable steps to reduce negative effects from our facilities, travel, data centers, and suppliers in these areas:

Corporate

Promoting a green and sustainable business by reducing greenhouse gas emissions and solid waste.

Product

Ensuring sustainability and reduced environmental impact remain a core element of product development strategy.

Customers & Industry

Empower customers to host more environmentally friendly events, find more sustainable event venues, and manage more sustainable travel programs.

Our ESG Approach: Environmental

Enabling a more sustainable meetings and events industry

Cvent is leading the way by helping organizations find green hotels and venues, host more sustainable events, and run more efficient corporate travel programs. In addition, we partner with other [leading industry organizations](#) around the world and offer support and exposure to sustainably-minded companies (like [Trees4Events](#)) to amplify the sustainability message and expand our platform functionality.

Cvent Product Highlights

- [Cvent Supplier Network](#) (CSN) provides robust search filters to help planners identify and select venues or hotels that align with their sustainability goals. Venues are also encouraged to showcase their green practices and credentials on their CSN profile page, enabling planners to make more informed and sustainable sourcing decisions.
- [Cvent Event Diagramming](#) and Photo-Realistic 3D enable immersive virtual venue tours, reducing the need for excessive travel for in-person site visits or printed materials.
- Organizations can reduce travel carbon emissions by incorporating virtual and hybrid events into their overall event program strategy. The [Cvent Attendee Hub](#) powers all event formats (virtual, in-person and hybrid), which means attendees get a seamless experience, while organizations minimize their environmental impact.

Read more about how our technology can support your sustainability goals [here](#).

Greenhouse Gas Emissions

Cvent measures our greenhouse gas (GHG) emissions and are actively developing plans and initiatives to reduce our environmental impact. Our primary greenhouse emissions sources include:

- **Office space**
- **Business travel**

Data Centers

Cvent data centers are operated by Amazon Web Services (AWS), which is working toward a path to power their operations on 100% renewable energy by 2025. Our strategy is not to operate our own data centers, and when we acquire companies that use physical data centers, we aim to quickly move these operations to the cloud to improve energy efficiency.

To reduce its electronic waste, we recycle or sell our used information technology equipment. In 2022, with additional support from local non-profits like [KindWorks](#), we recycled or sold 100% of our equipment. Our goal is to maintain an average recycling or sell rate of 95% per year.



Cvent's headquarters is located in a LEED-certified Gold building.

Our ESG Approach: Social

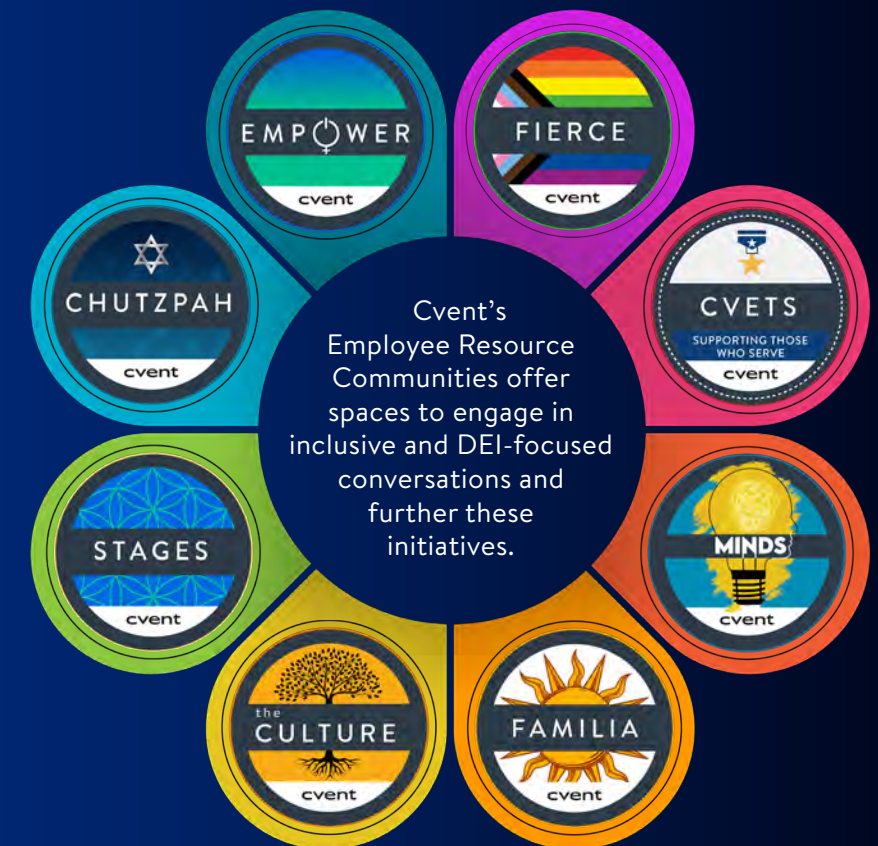
The DNA of Cvent is our people. We have built a culture of empowerment, encouraging employees to think and act like entrepreneurs, or what we call “intrapreneurs;” to drive business and innovation and their passion has enabled us to become an industry leader.

Our employees are guided by our core values, called The Soul of Cvent, which emphasize the importance of creativity, urgency, adaptation, communication and cultivating community by celebrating our differences and building on shared connections.

We are consistently recognized by industry-leading programs and benchmark studies for our best-in-class workplace environment. Examples include *Great Places to Work (US, UK and India)*, *Top Workplaces (US)*, *Stevie American Business Awards*, and *Best Workplace for Women and Wellbeing (UK)* among others.

Cvent is committed to providing an ethical and inclusive workplace through our I.D.E.A.S. strategy (Inclusion, Diversity, Equity, Allyship, Storytelling). The three main components of this strategy are:

- 1. Awareness and training at all levels** – In addition to ad-hoc and on-demand courses, DEI training has been embedded in all programs including: new hire onboarding, new people leader foundations, managerial excellence, and director development programs.
- 2. Engage employees through ERGs** – Cvent currently has eight employee-led Employee Resource Groups representing Women, LGBTQIA+, Veteran, Neurodivergent, Hispanic, Black, Parents/Caregivers, and Jewish employees. In 2022, nearly a quarter of our employees participated in one or more of these groups.
- 3. Advocate and advise with the IDEAS council** – The IDEAS council is a cross-functional group made up of representatives from each ERG, department, and geographical region across the company who advise on global initiatives and policy changes as well as advocate for their respective groups.



Our ESG Approach: Social

Employee training, engagement and experience

It is more important than ever for companies to invest in development and training opportunities to expand skillsets, empower employees, and attract and retain top talent. That is why we continue to invest in:

- **On-demand learning platforms (including LinkedIn Learning and Cvent Learning Center)**
- **Mentorship programs**
- **In-depth leadership development courses**
- **Continued job-specific training**

In addition, employees can make their voices heard through regular anonymous surveys, while leaders are responsible for implementing action plans to address the feedback.

Employee health, wellness and volunteer support

We offer a wide range of benefits that help care for each of our employees and their dependents. Competitive health and wellness benefits, including maternity leave and parental bonding time, are critical to the overall well-being of our Cventers. We also empower our employees to support causes they care about through programs like volunteer time off matching.

Supplier vetting

We require all new suppliers and existing suppliers, upon renewal, to complete a comprehensive survey regarding the suppliers' use of forced labor, their compliance with health & safety requirements and anti-discrimination laws, harassment prevention and more. Their responses are weighed heavily in our vendor assessment process.

Enabling a more accessible event and employee experience

Events, at their core, are all about bringing people together, but this is only possible when the experience (and supporting technology) are accessible to all. To maintain transparency and accountability, we have engaged a third-party firm to meticulously document the accessibility features of our most widely used solutions. Cvent is committed to staying up to date on accessibility standards – and we've taken active steps to make this a priority.

2022 Accessibility Highlights

- Hired our first senior product manager dedicated exclusively to driving accessibility efforts across our platform.
- Completed Voluntary Product Accessibility Templates (VPAT®) for several of our event management solutions. We are actively working towards VPAT completion across our entire event management and marketing platform.
- Stephen Cutchins, Cvent Senior Product Manager Accessibility awarded 2022 Changemaker by [MeetingsNet](#) and [Meetings Today Trendsetter](#). These prestigious lists recognize outstanding meeting professionals for their efforts to move their organizations and the industry forward in unique and positive ways.
- Prioritized thought leadership content to share best practices and leveraged industry partners and events like [Global Accessibility Awareness Day](#) to expand our reach further.

Governance – Data Security

Cvent’s security teams address a multitude of challenges around areas such as access control, compliance, data privacy, data loss prevention, encryption, information risk management and more. We invest heavily in security to ensure we are meeting or exceeding industry standards, applicable regulations, and our customers’ expectations. Cvent’s security teams play an important role in ensuring that as an organization, we are properly aligned and comply with leading security standards and regulations.

[Read more here](#)



Data Security

Cvent has established a robust Information Security Program to meet industry best practices, applicable laws, business goals, and security frameworks. Cvent is proudly compliant on all the frameworks listed below.

- PCI DSS
- SOC1/2
- ISO 27001
- ISO 27701
- CSA STAR
- GDPR, APEC

In alignment with these frameworks, Cvent has established strong practices and up-to-date technologies for data encryption and security, access management, change management and vulnerability management to protect our customer and employee data and to provide uninterrupted services.

Cvent has a dedicated cyber security team to govern the Information Security Program and keep it updated to address the ever-changing threat landscape.

Cvent also has designated teams responsible for identifying, documenting, and addressing risks related to business operations and continuity.

Since 2021 Cvent has successfully maintained an average uptime of

99.95%

Cvent mandates security awareness training for all its employees worldwide. Annual completion rate is

100%

Governance – Corporate & Data Privacy

Corporate Governance

Cvent promotes ethical conduct and effective corporate governance, including through our [Code of Business Conduct and Ethics](#) which provides a framework for employees, officers, and members of our Board of Directors to conduct business responsibly and with the highest standards of integrity.

ESG Team and Executive Sponsorship:

Cvent’s ESG efforts are prioritized with direct oversight from our Executive Committee, and ongoing support from senior leaders across nearly every division including Human Resources, Technology, Finance, Marketing, Legal and Business Operations.

Cvent ESG Steering Committee
Leadership group responsible for decision-making.

ESG working group
A cross-functional group which drives and implements the program strategy.

Data Privacy

Cvent is transparent about our use of personal data through our [Global Privacy Policy](#) and internal Employee Privacy Notices. We also provide for data subject choice and control over the use of personal data via:

- **Our website and all Cvent applications**
- **The reading of universal browser opt-out signals**
- **Our cookie consent management platform, which enables users to exercise choice over the use of cookies and tracking technology**

Cvent adheres to the Asia-Pacific Economic Cooperation (APEC) Privacy Framework and is certified to the Cross Border Privacy Rules (CBPR) and Privacy Recognition for Processors (PRP).

Data Privacy Metrics

1	Number of law enforcement requests for data subject information
1	Number of data subjects whose information was requested
100%	Percentage resulting in disclosure – but only after we notified the data controller and obtained permission to respond to the request
0	Legal proceedings associated with user privacy

Metrics are from January 1, 2022 to December 31, 2022.

SASB Index

The Sustainability Accounting Standards Board (SASB) framework enables businesses to identify, manage, and communicate financially-material sustainability information to investors.

This index maps our current disclosures for key relevant ESG topics from the Software and IT Services industry standards. We intend to evaluate additional metrics for future reporting.

TOPIC	METRIC	CODE	RESPONSE
Data Privacy and Freedom of Expression	Number of users whose information is used for secondary purposes	TC-SI-220a.2	<u>Governance</u>
Data Privacy and Freedom of Expression	Total amount of monetary losses as a result of legal proceedings associated with user privacy	TC-SI-220a.3	<u>Governance</u>
Data Privacy and Freedom of Expression	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	TC-SI-220a.4	<u>Governance</u>
Data Security	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-SI-230a.2	<u>Governance</u>
Managing Systemic Risks from Technology Disruptions	Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	TC-SI-550a.1	<u>Governance</u>
Managing Systemic Risks from Technology Disruptions	Description of business continuity risks related to disruptions of operations	TC-SI-550a.2	<u>Governance</u>
Environmental Footprint of Hardware Infrastructure	Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-SI-130a.3	<u>Environmental</u>

GRI Index

The Global Reporting Initiative (GRI) Standards represent a wide range of standard ESG disclosures to help companies report on their impacts.

We mapped relevant GRI Standards disclosures based on our ESG priorities, which were determined by a materiality assessment. We will continue to evaluate and improve upon our disclosures in future reports.

CODE	DESCRIPTION	RESPONSE
2-1-a	Name of the organization	About Cvent
2-1-b	Ownership and legal form	About Cvent
2-1-c	Location of headquarters	About Cvent
2-1-d	Location of operations	About Cvent
2-6	Activities, value chain, and other business relationships	About Cvent
2-7	Total number of employees, globally	About Cvent