



FOR generations TO COME

2 0 2 3 I M P A C T R E P O R T

A letter from our CEO



For more than 40 years, Ancestry® has enabled family history discoveries through digitized historical records and AncestryDNA®. We aim to help everyone discover, craft, and connect around their family story.

Learning more about our family history—the struggles, the triumphs, the untold stories—reminds us of our shared humanity, collective resilience, and connects us to the choices we face today.

Enabling discoveries for everyone

We are committed to meeting the needs of everyone interested in family history by digitizing record collections and creating new tools and experiences for people of all backgrounds, including those who may not find their family in traditional records. Fostering a diverse, inclusive, and equitable workforce is integral to powering these discoveries.

In 2023 we announced the digitization and free availability of more than half a million records related to the Chinese Exclusion Era. As an American of Chinese descent, I am grateful for everything America has meant to my family, but I also know that there was a time when we were not able to build a life here. In digitizing, preserving, and making records like these available at no cost, we are honoring the stories and cultures of the people who were impacted and helping future generations gain first-hand access to the history that shaped the world we live in today.

Right now, the youngest Holocaust survivors are in their 70s. In 2023 Ancestry partnered with the Center for Jewish History to provide Holocaust survivors and their children with free access to DNA testing in hopes of identifying and connecting with living relatives through the DNA Reunion Project.

This year we also added over 900 new regions and communities to AncestryDNA, including new African American, Mexican, and Caribbean communities. These additions give even more people a deeper look at the journeys their ancestors undertook.

Protecting our customers' data

We are proud of the trusted relationships we've built with the millions of people who have chosen Ancestry as the platform for discovering, preserving, and sharing the most important information about themselves and their families. Protecting our customers' privacy and being good stewards of their data is our top priority.

As technology advances, we continue to strengthen our privacy practices and support legislation that protects customers' data. This year we implemented multi-factor authentication for DNA customers and established a Responsible AI Governance program to ensure safe AI usage, including generative AI.

Investing in the next generation

More than one year ahead of target, we surpassed our goal to provide 10M students with free access to historical record collections through AncestryClassroom™. In 2023 we embarked on our second annual HistoryMakers National College Tour and Scholarship program in partnership with Historically Black Colleges and Universities, Hispanic-Serving Institutions, and Tribal Colleges and Universities to celebrate and support the next generation of leaders.

For future generations to thrive and make history, we must also protect the planet. We continue to make progress towards Ancestry's annual 5% emissions reduction goal and in 2023 we reduced our carbon footprint by 21% across our real estate footprint and supply chain. We also made significant progress against our goal to cut waste-to-landfill by 35% with the rollout of our new AncestryDNA kit packaging made of recycled materials.

We know that there is more work ahead. This is why Ancestry is unwavering in our dedication to not only meet but also surpass the goals outlined in this report. Thank you for being a part of our journey.

A handwritten signature in black ink, appearing to read 'Deborah Liu'.

Deborah Liu
President & CEO, Ancestry






2023 Impact snapshot

At Ancestry, we take great pride in the ways we are empowering families to discover, craft, and connect around their family stories—and preserve them for generations to come.

With the world’s largest collection of online family trees and historical records, we remain committed to helping all people understand their history. Here’s a snapshot of who we are, the progress we’re making, and what’s next.

Ancestry by the numbers

-  1,400 employees
9 offices globally
-  60B+ records
from 88 countries
made available to date
-  3.6M+ subscribers,
25M+ DNA customers
and 131M+ family trees
-  \$300M+ invested
to build the world’s
largest collection of
family history records—
with \$250M more committed
over the next decade

Building a more sustainable and equitable world

-  Launched new AncestryDNA kit made of recycled materials
-  Reduced carbon emissions by 21%¹ across Ancestry’s scope 1, 2, and largest scope 3 contributors
-  Embarked on our 2nd HistoryMakers National College Tour and Scholarship Program at 4 HBCUs, TCUs, and HSIs across the United States
-  Added 4 new DNA ethnicity regions and 910 new DNA communities to support more diverse customers globally

Community impact

-  3.3M records made available for free as part of Ancestry’s \$3M commitment through 2025 to preserve history that is at-risk of being forgotten or overlooked
-  Provided 10.5M students across 5 countries access to Ancestry records, through AncestryClassroom at no cost, surpassing 2025 target
-  1,900+ hrs of Volunteer Time Off recorded by Ancestry employees in 2023
-  Named to Inc.’s Best in Business list, which recognizes companies that have had an outstanding influence on their communities, their industries, or society as a whole

¹This number was calculated using data and certain estimates across Ancestry’s Scope 1, Scope 2, and its largest Scope 3 contributors, supply chain and data centers (see page 11 for detailed baseline data).



Our corporate responsibility approach

At Ancestry, we're committed to enhancing our products and allocating our resources to build more connected, sustainable, and resilient communities for generations to come. Our purpose is to inspire and empower people to represent all that they are, because when people can see themselves represented in history, they believe they too can make history.

This impact report illustrates the progress made across our business in 2023 and the work still to be done.

How this impact report was produced

To gauge our 2023 progress, our Environmental, Social, and Governance (ESG) task force—which includes representation from all facets of the organization—has been tracking metrics in alignment with the Sustainability Accounting Standards Board (SASB) framework. Results of our 2023 SASB disclosures can be found on [page 29](#).

For the second year, we are also reporting in alignment with the United Nations Sustainable Development Goals (UN SDGs), a series of 17 goals and 169 targets that serve as a call to action for the peace and prosperity of people and the planet. Ancestry's corporate responsibility strategy prioritizes initiatives that are authentic to our mission and our products.

In the pages that follow, we include details on our progress and commitments in three key impact areas:

Ethical business practices

We recognize our role in setting the bar for responsible industry innovation through our sustainability initiatives, ethical sourcing, a commitment to customer privacy and data security, and by empowering our employees to reach their full potential.

UN SDGS SUPPORTED:

- 3. Good Health and Well-being | 5. Gender Equality | 7. Affordable and Clean Energy
- 8. Decent Work and Economic Growth | 10. Reduced Inequalities
- 12. Responsible Consumption and Production | 16. Peace, Justice, and Strong Institutions

Diversity, equity & inclusion

We're committed to fostering a more diverse, equitable, and inclusive Ancestry community and developing product experiences that meet the needs of our diverse customers globally.

UN SDGS SUPPORTED:

- 5. Gender Equality | 10. Reduced Inequalities

Community impact

We're mobilizing Ancestry's workforce and products to build more connected and resilient communities by preserving and amplifying at-risk history, empowering the next generation of history makers, and supporting our employees and the causes they care about.

UN SDGS SUPPORTED:

- 4. Quality Education | 10. Reduced Inequalities



ethical business practices

At Ancestry, we take our responsibility to our customers and communities seriously and are committed to operating our business in a manner that is good for both people and the planet.





Data stewardship

Taking proactive steps to safeguard our customers' privacy

We are dedicated to building and maintaining our customers' trust. As technology continues to advance, it is imperative that we stay at the forefront of data protection and security. Whether it's family history information or DNA data, we prioritize privacy as a key tenet of our business, and we will continue to manage all personal information in the following ways:



With Transparency: We work hard to be clear about the personal information we collect.



With Simplicity: We aim to use plain language in our privacy practices.



With Customer Control: We give our customers control of their personal information and how it's used.

To reinforce this, we've instituted the following policies and programs:

Data protection and stewardship

At Ancestry, we believe that it's essential for people to access the tools they need to discover more about their past safely and securely. Here are some of the ways we protect our customers' information:

- We published [Privacy Best Practices for Consumer Genetic Testing Services](#) with the Future of Privacy Forum and other industry participants.
- We enacted multi-factor authentication for AncestryDNA customers to securely log in to their accounts.
- We educate legislators about direct-to-consumer genetic testing privacy through the [Coalition for Genetic Data Protection](#), which we co-founded.
- We strongly advocate for legislation protecting genetic information privacy and best practices.

Employee education

We offer ongoing training and periodic certifications to give our employees the skills and information they need to protect customer information. These include:

Mandatory Privacy Training: Employees must complete this training within the first 30 days of employment. This year we achieved 99% compliance.

Responsible AI ML Training: This year, we launched a mandatory training as part of our ongoing commitment to using artificial intelligence and machine learning responsibly. The training contains guidelines, processes, and rules that protect personal data and intellectual property rights, taking into account community rules, laws, and ethical considerations.

Privacy Champion Program: We provide an opportunity for employees to take their privacy training to the next level. To date, 167 Ancestry employees have participated in the program.

Security Awareness Training: Employees must complete this training annually to promote consistent security practices across the organization.



Transparent reporting

We publish a [Transparency Report](#) every six months to give clarity about information requests from government and law enforcement entities. Each report includes the number of valid law enforcement requests for information we received in that timeframe and how many, if any, we complied with.

Internal and external oversight

We're committed to meeting high standards of customer privacy. To do this, we work with internal and external organizations to secure our customers' information.

Institutional Review Board: To protect the rights of customers who opt in to make their AncestryDNA data available for scientific research, Ancestry works with a third-party Institutional Review Board (IRB) to help protect their information.

Information Security Organization: This organization within Ancestry maintains a security program designed to protect our assets and customers. It is regularly audited for continued alignment with industry best practices, company policies, and legal and contractual requirements.



Cross-functional governance

Ancestry's cross-functional Privacy Governance Program, led by Chief Privacy Officer **Tina Hwang** and Chief Information Security Officer Tony Blackham, helps the company be a leader in customer privacy with collaboration across privacy, security, data science, product, engineering, marketing, legal, and HR. This enables us to prioritize and integrate privacy across all facets of the business including most recently instituting multi-factor authentication for DNA customer matches and establishing Ancestry's Responsible AI governance structures and steering committees.

"It all goes back to user trust," said Tina. "It's fundamental that we keep improving and innovating so we earn and keep that trust day in and day out."





Governing the workplace



Creating an ethical and inclusive culture for our employees and vendors

Ethics, inclusivity, and safety are essential inside and outside of our walls, which is why we hold not just our workforce, but our suppliers and vendors accountable for maintaining high ethical standards. In doing so, we create a positive environment for our employees, customers, and communities—now and for generations to come.

Anti-Corruption Policy

Ancestry employees and suppliers must abide by our Anti-Corruption Policy, which outlines all applicable anti-corruption and anti-bribery laws and regulations. As another layer of enforcement, the policy is bolstered by our compliance hotline available to employees.

An ethical workforce

To help our employees around the world understand their ethical obligations, evolving legal requirements, and best practices, we provide clear policies and trainings, including:

- Anti-Corruption Policy & Training (mentioned above)
- Code of Conduct Policy & Training
- Equal Employment Opportunity Policy
- Culture of Compliance Trainings
- Anti-Harassment & Discrimination Policy & Training
- Whistleblower Policy
- Company Communication Policy
- Privacy Training
- Social Media Guidelines
- Information Security Policy



An ethical supply chain

Ancestry views our professional partners as an extension of the company, so we expect them to meet the same standards for ethical business practices that we hold ourselves to. For our DNA products, we continue to exclusively partner with labs that are Clinical Laboratory Improvement Amendments (CLIA) certified and College of American Pathologists (CAP) accredited, meaning they strictly adhere to federal regulations, along with quality and safety standards.

When vetting a new supplier, we make sure they maintain the same ethical business practices we do. We require anyone working with Ancestry in any capacity to adhere to our Supplier Code of Conduct, which includes standards for health and safety, environment, inclusivity, and upholding human rights.

Supplier diversity

We believe innovation thrives when there are varying voices at the table, and that applies to our work with suppliers as well. We created a supplier program and guidelines to more accurately represent the communities we serve. This year we established and surpassed our goal to increase company spend with diverse suppliers² by more than 50%, and we vow to continue to do so.

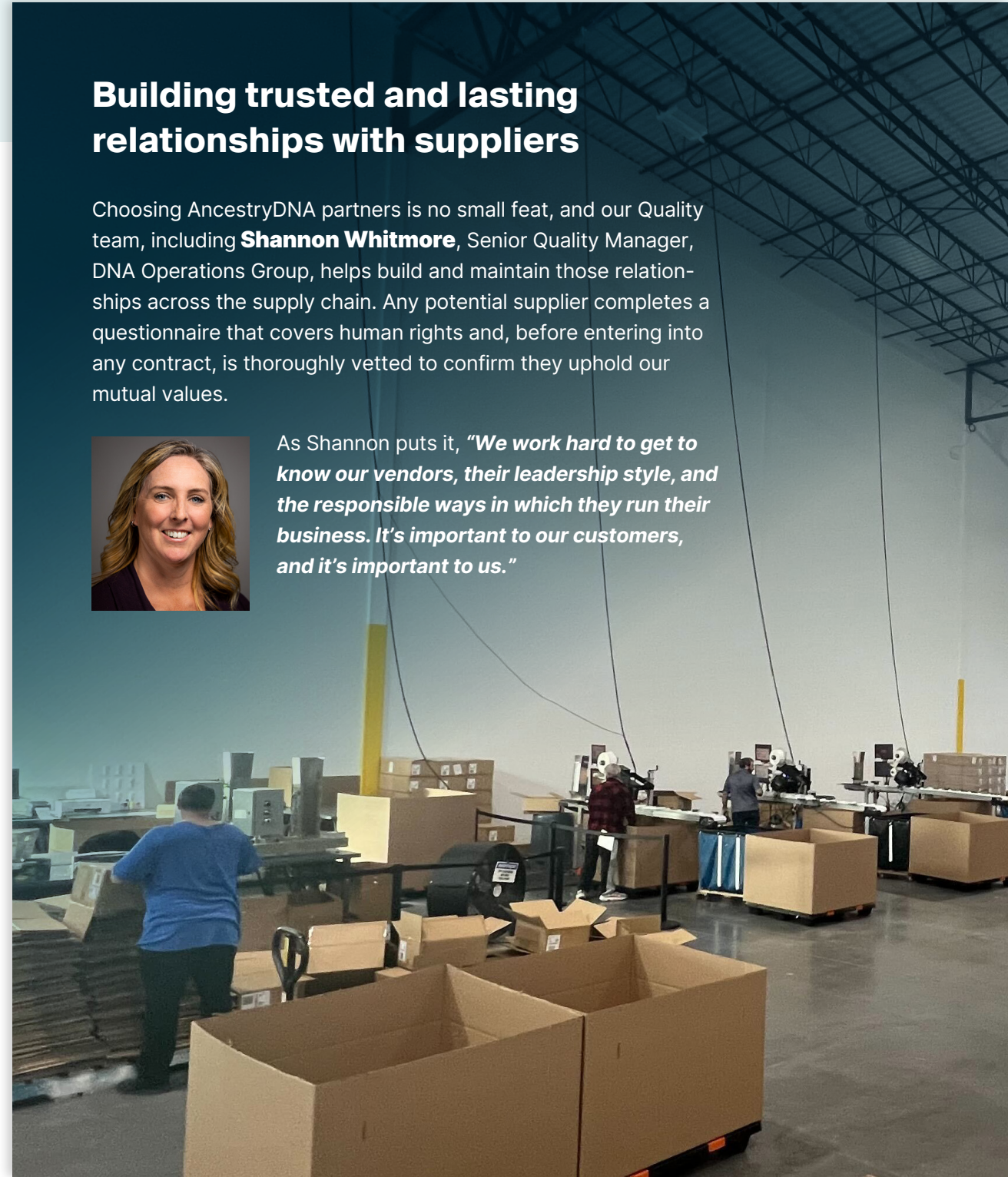
² Ancestry defines diverse suppliers as businesses that are at least 51% owned and operated by an individual(s) who is a woman, member of the LGBTQIA+ community, veteran, person with disabilities, or from an underrepresented ethnicity which includes: Black or African American; Native Hawaiian or Other Pacific Islander; Asian; Hispanic or Latino; American Indian or Alaska Native; OR Two or More Races.

Building trusted and lasting relationships with suppliers

Choosing AncestryDNA partners is no small feat, and our Quality team, including **Shannon Whitmore**, Senior Quality Manager, DNA Operations Group, helps build and maintain those relationships across the supply chain. Any potential supplier completes a questionnaire that covers human rights and, before entering into any contract, is thoroughly vetted to confirm they uphold our mutual values.



As Shannon puts it, *“We work hard to get to know our vendors, their leadership style, and the responsible ways in which they run their business. It’s important to our customers, and it’s important to us.”*





Our sustainability journey

Reducing our carbon footprint in meaningful ways

We recognize that the actions we take today have a profound impact on future generations, both in terms of the environment and the communities we serve. In 2023, we took several significant steps toward a more sustainable future.

Ancestry's year-over-year emissions

	2022 ¹	2023	% change
Scope 1	536.9 MTCO ₂ e	358.4 MTCO ₂ e	-33%
Scope 2	1,376.1 MTCO ₂ e	1,165.7 MTCO ₂ e	-15%
Scope 3²	1,364.6 MTCO ₂ e	1,068.8 MTCO ₂ e	-22%
Total	3,277.6 MTCO₂e	2,592.9 MTCO₂e	-21%

¹ Emissions baseline established in 2022 following a refinement in calculations. Columns represent Ancestry's full calendar year ending on December 31.

² During 2023, Scope 3 emissions included 1,053 MTCO₂e and 16 MTCO₂e for supply chain and data centers, respectively. During 2022, Scope 3 emissions included 1,341 MTCO₂e and 24 MTCO₂e for supply chain and data centers, respectively.

Progress toward our sustainability goals

In 2022, we announced that we had cut emissions by 32.9% year-over-year—exceeding our original objective to cut emissions by 15% by 2025. This year, we are happy to report a further 21% reduction, and we are focused on maintaining a minimum of 5% reduction in emissions annually going forward. These metrics are reflective of the improvements we made in 2023 to our data collection and calculation processes, allowing us to provide a more accurate picture of our footprint. Our progress is due to improvements made in several key areas:

Packaging

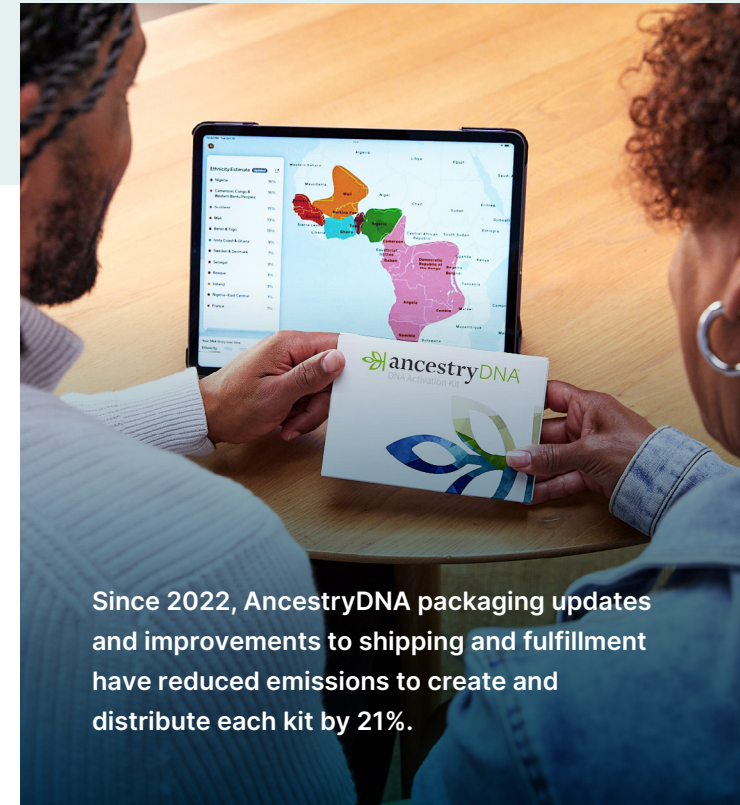
Last year, Ancestry launched the mini DNA kit which is 35% smaller than its predecessor, reducing approximately 460,000 lbs of waste and 40% of supply chain emissions in the first 12 months of implementation alone. In 2023, we began rolling out our new AncestryDNA kit packaging made of recycled materials, further reducing our consumption of virgin materials in manufacturing.

Shipping and fulfillment

On June 1, 2023, Ancestry added a new fulfillment center for the Eastern U.S. in Nashville, Tennessee, to dramatically decrease the distance DNA kits travel to many U.S. customers. The new center is on track to cut costs, lower carbon emissions from U.S. shipping by more than 25%, and reduce the average time it takes a DNA kit to travel to the customer by two days.

Measurement and reporting

We partnered with Sphera, an ESG performance consultant, and Blackstone, one of the world's leading investment firms that acquired Ancestry in 2020, to evaluate the environmental performance of our new packaging versus our legacy packaging to confirm the new design is supporting our environmental goals.



Since 2022, AncestryDNA packaging updates and improvements to shipping and fulfillment have reduced emissions to create and distribute each kit by 21%.



Supply chain partnerships

Across the business, we work with trusted partners who support our products and services. One of our priorities when selecting these partners is ensuring they have strong sustainability practices and measurements in place. This helps us make a sustainable impact beyond our own policies.

Sustainability partnerships

Ancestry is working with [Global Action Plan](#), an environmental nonprofit that mobilizes people and organizations to take action against the systems that harm us and our planet. Together, we are educating and engaging Ancestry's global workforce to help create a more sustainable future.

Through our Sustainability Champion Challenge, we educated our workforce and reduced our emissions with simple everyday choices. More than 130 employees competed in the challenge and logged a collective 15,000 sustainable activities including composting, water conservation, and taking public transportation. "We're a family history company," said Rawl Wharton, Senior Manager of Places U.S. "We want to leave the world better for the next generation."

We also continued our partnership with Utah Clean Air (UCAIR) and California Clean Air Day, helping these organizations improve the air we breathe.

Real estate footprint

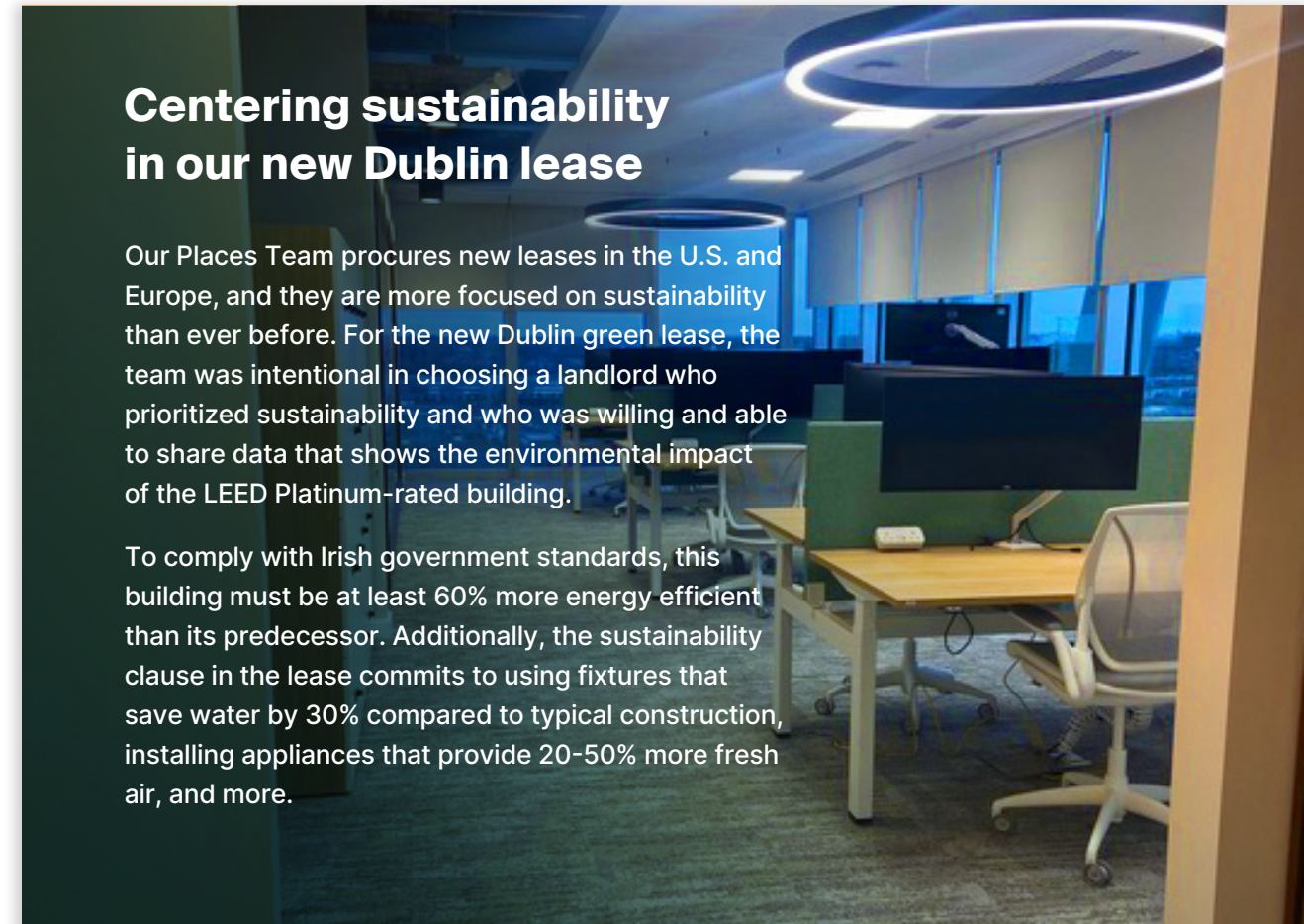
We looked across our real estate footprint to track, identify, and minimize unused space to better align with our hybrid work policy. In Dublin, we moved to a new office space with a green lease in a LEED Platinum-rated building that reduced our footprint by more than 50%.



Centering sustainability in our new Dublin lease

Our Places Team procures new leases in the U.S. and Europe, and they are more focused on sustainability than ever before. For the new Dublin green lease, the team was intentional in choosing a landlord who prioritized sustainability and who was willing and able to share data that shows the environmental impact of the LEED Platinum-rated building.

To comply with Irish government standards, this building must be at least 60% more energy efficient than its predecessor. Additionally, the sustainability clause in the lease commits to using fixtures that save water by 30% compared to typical construction, installing appliances that provide 20-50% more fresh air, and more.





Empowering employees



Prioritizing growth and well-being for our global workforce

Each of our 1,400 employees across the globe plays a critical role in building Ancestry's next chapter. We welcome and celebrate each person's story and remain steadfast in creating meaningful experiences for our global workforce, fostering connection and collaboration, and investing in their continued growth.

Providing comprehensive benefits

We offer employees a variety of benefits that support their physical, mental, and financial health, including:

- Medical, dental, and vision benefits
- Free access to mental and financial wellness counseling
- Fitness reimbursement through our Wellness Program
- Hybrid work policy
- Reimbursement for work from home office equipment
- Immediate access to paid parental leave
- Military leave supplemental pay
- Caregiver support resources
- 401(k) plan that was recently expanded to include interns/coops
- Paid time off (hourly) and flexible vacation (salary)
- 16 hours of paid volunteer time off
- Tuition reimbursement program
- Free Ancestry membership and discounts on other products like DNA kits



Developing talent and building skills

We offer our employees a clear roadmap for career advancement and help getting there. This includes:

- **LinkedIn Learning:** To date our employees have completed more than 35,000 training videos.
- **Investing in our Managers and Leaders:** We launched two programs: Explore, in which current people managers build critical skills and make connections to help them manage teams successfully, and Elevate, focused on upskilling our leaders in behaviors aligned to Ancestry's growth and cultural ambitions.
- **AMP Up!:** Emerging leaders gain insights into leadership expectations and requirements to encourage their development prior to taking on a management position. Through interactive activities and meaningful discussion, participants are encouraged to reflect on and build individual development plans around their strengths and opportunities as potential future managers. In 2023, 52 employees completed the 8-week program.
- **Peer Coaching:** Employees across Ancestry are matched with peers to provide coaching as a thought and accountability partner in this new program with approximately 90 participants to date.
- **Engineering Boot Camp:** All engineers have access to an on-demand training course and environment to learn Ancestry best practices in deploying, testing, and monitoring code. So far this year, 78 engineers have completed the boot camp.
- **Internship Program:** Undergraduates, graduates, PhD students, and people looking to begin fulfilling careers bring passion, inspiration, and innovation to our 10 to 14-week summer intern program. During their time with us, they refine their skills, develop new talents, and gain experience that fuels their continuous growth. So far, 312 students have participated in our summer internships.

Our most diverse intern class to date

For the first time, in 2023 we hosted interns from areas other than the traditional university route like boot camps. Students from the boot camps participate in 12–24-week immersive, fast-paced coding courses with a rigorous curriculum to build fundamental computer science concepts and foundation, develop technical expertise, and learn performance applications. These students have mastered in-demand skills and built an impressive wide-range portfolio of coding projects. This allowed us to not only provide meaningful career experience to more people but bring more perspectives to our business as well.

Our paid internship program offers opportunities to work on impactful projects and contribute to the customer experience. We also champion interns as they develop new talents and gain a deep understanding of the work. During their time with us, interns build a robust set of skills that will benefit them throughout their careers.



diversity, equity & inclusion

We believe that in order to deliver an impactful product, our employees must reflect the global communities we seek to serve. That's one of the reasons we're committed to creating a stronger, more diverse, and inclusive workplace.





DEI in our culture

Bringing diverse voices to the table every day

At Ancestry, we believe that innovation thrives when there are varying perspectives and backgrounds at the table. To do that, we need diverse voices at every level. We're holding ourselves accountable to achieving our DEI goals, removing barriers to access, identifying and mitigating bias, and empowering employees from underrepresented groups to thrive.

We are working to increase diversity within our workforce by year-end 2025 as follows:

- We have a goal of more than 45% of directors and above coming from diverse backgrounds³—currently 41%.
- We also have a goal of more than 45% of product, engineering, and science roles coming from diverse backgrounds*—currently 44%.

In reaching these goals, we hope to create a workplace that truly represents the communities we serve, and therefore, helps everyone discover, craft, and connect around their family story. Mitigating bias in our hiring process and attracting diverse talent is just step one in our holistic approach to engage, develop, and retain a diverse workforce.

Self-identification

We invested in a new applicant tracking software (ATS) system to more accurately and inclusively capture the diversity of our applicants and candidates. Additionally, the tools we put in place for employees to voluntarily disclose LGBTQIA+, veteran, and disability status with enhanced inclusive language makes it easier for employees to self-identify.

³Ancestry defines diverse backgrounds as women and underrepresented ethnicities which include: Black or African American; Native Hawaiian or Other Pacific Islander; Asian; Hispanic or Latino; American Indian or Alaska Native; OR Two or More Races.



With these updates, we've made great strides in tracking our progress as we focus on increasing opportunities for individuals from diverse backgrounds in our Director+ and STEM roles.

Promoting inclusivity at work

Fostering belonging and psychological safety are key components of our DEI journey, and in 2023 Ancestry employees reported a 4 point increase (77/100) in their sense of belonging and a 3 point increase (72/100) in feelings of inclusion. To help employees from all groups and backgrounds feel safe and supported, we've established the following policies and programs.

Employee Resource Groups

Ancestry's seven Employee Resource Groups (ERGs) create an opportunity to promote cultural awareness and contribute to an inclusive, caring environment. ERG members help foster innovation and bring varying perspectives to our business. Our seven ERGs include Asia Pacific@Ancestry, Ancestry Women in Technology, Black Roots, Honor, Somos, PRIDE, and Ability.

This year, we hosted the second annual ERG Co-Chair leadership workshop in partnership with the global organizational consulting firm Korn Ferry. This two-day leadership workshop included strategies and insight for fostering member engagement while driving real business impact. A total of 21 ERG co-chairs participated in the workshop.





Amplify Voices

Amplify Voices—our internal speaker series where we invite leaders from diverse backgrounds to share their stories—continued this year with guests such as STEM leader Tia White. Tia joined us during Women’s History Month and spoke with Ancestry’s Head of Diversity, Equity & Inclusion, Ashlee Davis, about the importance of embracing equity, mitigating bias in AI, and the power of mentorship to empower the next generation of diverse leaders.

CEO Action Pledge for Diversity & Inclusion

Our commitment to advancing diversity and inclusion in the workplace as signatories of the [CEO Action Pledge for Diversity & Inclusion](#) continues. With that in mind, we’ve further expanded diversity and inclusion programming to help us reach our goals.

Global Day of Understanding

This year, as part of our CEO Action Pledge for Diversity & Inclusion commitments, we hosted our second annual Global Day of Understanding for the whole company to come together and engage in meaningful discussions with industry experts on the importance of belonging and psychological safety for everyone. We welcomed Dr. Robert Livingston, renowned Harvard social psychologist and leading expert on the science of underlying bias and racism in organizations, to guide us in a workshop: “We Can’t Talk About That at Work: A Courageous Conversation on Race in the Workplace.”

Building opportunities for diverse talent

It is essential to our mission that we empower people from underrepresented groups to find fulfilling careers at Ancestry. We strive to increase access to jobs for untapped talent and adopt inclusive practices that enable advancement. Here are some of the ways we do that:





Pay parity and equal opportunity

We conduct twice-yearly compensation analyses and review promotion rates for gender and ethnicity. We're also proud signatories of the Parity Pledge at Parity.org, promising to interview and consider at least one qualified woman and person of color for every director and above role. We remain dedicated to Catalyst's CEO Champions for Change pledge, which calls for the advancement of more women across all levels of leadership.

Career Pathways

We continue to participate in Blackstone's Career Pathways program, which helps us attract and retain employees from historically untapped talent pools. To do this, we're expanding talent sourcing, providing training and upskilling, and updating job descriptions to promote more inclusive hiring practices.

Since joining Career Pathways, Ancestry has hired nearly 80 people from diverse talent groups, including historically underrepresented racial minorities and people without 4-year degrees.

HistoryMakers National College Tour

We've continued investing in the next generation of history makers by embarking on our second annual HistoryMakers College Tour with Historically Black Colleges & Universities (HBCUs), Hispanic-Serving Institutions (HSIs), and Tribal Colleges & Universities (TCUs).

Over the course of two weeks, Ancestry employees visited the University of North Carolina at Pembroke, Florida International University, Bowie State University, and Tennessee State University for on-campus interviews, resume review workshops, interactive product demonstrations, and an Ancestry Internship 101 session.

In 2023 we announced and granted a total of eight \$2,500 HistoryMakers scholarships across the four schools we visited on this year's tour. These scholarships are awarded to applicants who share how they plan to make history and the impact they hope to have on their local community.

Supporting the next generation of history makers

Alexander Delgado studies computer science at Florida International University. He applied for the HistoryMakers Scholarship while Ancestry was visiting his school as part of its HistoryMakers Campus Tour. ***"The Ancestry HistoryMakers Scholarship allowed me to afford books while paying rent and buying food in such an expensive city,"*** he said.



Beyond financial assistance, Alexander credits this experience with giving him the confidence to pursue his dreams. ***"In my one big life, I want to make history by combining technology with creative ideas,"*** he said. ***"Receiving the HistoryMakers Scholarship has inspired me."***





DEI in our products

Delivering a product for customers from all backgrounds

We are focused on helping everyone discover, craft, and connect around their family stories for generations to come. To accomplish this, we're continuing to enhance Ancestry's product to provide customers with tools to curate and preserve their family stories—past, present, and future.

To help all customers embrace their roles as family storytellers, we're working to provide previously underserved groups with more granular DNA community results and greater access to public records that provide better line of sight into family and cultural histories.

This year, we've taken many steps to build on our products so they better serve everyone, including:

DNA communities

In 2023, we released 400+ new African American and Afro-Caribbean DNA communities serving over 1.5 million customers. These new regions provide customers fresh insights into family histories—many previously untraceable—through major historical flashpoints of the last 50–300 years, including the transatlantic and intra-American slave trades, the Great Migrations, and civil rights movements.

We also released 350+ new communities in Mexico and the Southwestern U.S., serving about 1.4 million customers. Paired with investments Ancestry has made to provide more access to vital records from civil registries, Catholic Church records, and the 1930 Mexico National Census, these communities offer customers with Mexican and borderlands heritage new avenues for discovery and storytelling.

Gender options

We've separated sex from gender as an option in AncestryDNA, allowing people to decide how they represent themselves in the Ancestry ecosystem. We continue to look for ways to make this more inclusive across our product.





Accessibility

We've integrated user experience into our accessibility process to enhance our ability to identify and resolve accessibility issues early—this allows more people to use Ancestry's product in a way that works for them, which is essential to our customers and our business.

Inclusivity Guidelines

We've significantly updated our Inclusivity Guidelines, empowering internal Ancestry teams and customers submitting user-generated content to sensitively and respectfully represent peoples from around the world.

Cultural Advisory Panel

Ancestry's Cultural Advisory Panel reviews our product and marketing content to encourage cultural sensitivity and the respectful representation of marginalized and underrepresented people and communities. This year, we added advisors who specialize in South Asia, China, Indonesia, and African regions south of the Sahara. We also included scholars who specialize in women's studies and multiethnic identity and belonging.

Marketing

All family stories are worth preserving, and that principle is reflected in our marketing. By sharing many types of voices across our channels, we hope to encourage more people to come to Ancestry—especially those who may have thought Ancestry wasn't for them or wouldn't have what they need.



Sharing the Hughes family story

Our 2023 brand campaign, *"It's a Family Thing,"* is designed to help consumers understand Ancestry is so much more than family trees. The powerful creative shows how Ancestry not only helps people understand their family history and DNA, but inspires them to do something even more powerful—represent it.

One of the three featured families in the campaign, the Hughes family, a family of Black cowboys from Illinois, has competed in rodeos for generations. They share how they use Ancestry tools to document family milestones and preserve their legacy.

"I got back to my roots. We come from a long line of cowboys. When I see all of us out here on this ranch, I see how far our legacy can go," says Earl Reed of the Hughes family.

UTAH FOOD BANK



community impact

Our commitment to future generations everywhere begins at the community level, so we dedicate ourselves to causes that help the people and places we serve.





Cultural preservation

Preserving history that is at risk of being forgotten, misunderstood, or overlooked

To create a more connected and inclusive future, we must preserve and amplify stories throughout history, even the challenging ones, that help us realize our shared humanity. To do this, we are devoting \$3 million by 2025 to preserving records that are at risk of being lost or forgotten. Since establishing this goal in 2021, we have made more than 8.4 million records available to everyone at no cost.

Black and Native American Soldiers from the Revolutionary War

This year, we partnered with the Museum of the American Revolution to digitize records from the Patriots of Color Archive, which contains nearly 200 rare documents connected to Black and Native American soldiers. Now, everyone has the opportunity—at no cost—to explore the lives of hundreds of veterans of color and better understand their often-complex relationship with the American Revolution.

The Chinese Exclusion Era

We have made searchable more than 600,000 records related to the Chinese Exclusion Era—a 60-year period in the U.S. and Canada during which laws were enacted to restrict immigration and the rights of people of Chinese descent. Many of these Exclusion Era records contain photos and rich details about family relationships that can help descendants learn more about their ancestors' experiences. One of these descendants is Linda Yip, who grew up in a home silent about what her family had gone through. "We didn't know our stories," she says. Now an expert in Chinese genealogy working with Ancestry, she says the Archive "will allow people to research their own family, their own story, and discover, like I did ... 'Holy cow, they endured all that to give me the life that I live now.'"

To help foster a deeper understanding of the significance of the Chinese Exclusion Era, we also partnered with the Chinese American Museum in Washington, D.C. to host a virtual discussion with leading scholars, genealogists, and historians.

The Holocaust

We are making more Holocaust-related material free to anyone through our partnerships with the United States Holocaust Memorial Museum, the Shoah Foundation, Arolsen Archives, and other organizations. In 2023 alone, more than 2.9 million of these records were made available.

Additionally, Ancestry partnered with the Center for Jewish History in New York for the DNA Reunion Project by donating 2,500 AncestryDNA kits. Through this project, Holocaust survivors and their descendants are able to access DNA testing at no cost in hopes of identifying and connecting with relatives.

The Freedmen's Bureau

Ancestry is continuing our commitment to adding new searchable and digitized records from the Black community, including additions to the Freedmen's Bureau and Freedman's Bank collections, which support descendants of previously enslaved people in the U.S. as they uncover more about their families and make meaningful family history breakthroughs.





Enhancing education

Helping the next generation personally connect to history

Ancestry believes in the power of education, and we're honored to help educators find new and unique curriculum topics to help their students connect to history, learn more about themselves, and navigate the world around them. For more than a decade, AncestryClassroom™ has provided educators with access to classroom resources, professional learning tools, and Ancestry historical record collections at no cost. After all, studies show that family history research is a powerful tool for building resilience, connection, and understanding for all ages.

More than one year ahead of our 2025 target, we surpassed our goal of providing more than 10 million students with Ancestry record collections at no cost—helping them find their personal place in history. This past year, we continued our partnership with Facing History & Ourselves to launch AncestryClassroom in the UK and empower educators with localized resources to help their students develop research skills, access original documents, strengthen their sense of self, and much more, all at no cost.

Building our own knowledge and resources

In 2023, we formally joined the [Global Business Coalition for Education](#), which provides world-class tools, dialogues, and strategic assistance to global businesses that have committed to ESG activities in education. This will help us further engage with educational organizations and enhance the AncestryClassroom curriculum.

Providing opportunities beyond school walls

For students to reach their full potential, they need resources outside of the classroom as well. That is why we have partnered with relevant organizations to extend access to educational materials.

Championing equitable access to education

We supported Theirworld's Global Youth Ambassador program, which provides young people fighting to end the education crisis with the tools and opportunities to unlock big change in the communities. As an added part of our partnership, Theirworld President Justin van Fleet and Global Youth Ambassador Inioluwa Ogunkeye from Nigeria joined Ancestry employees for a webinar on ways we can each help the cause, including signing Theirworld's open letter to leaders to advocate for more equitable access to early childhood education.

Empowering the next generation of history makers

In 2023 we continued our partnership with Boys & Girls Clubs of America to provide Club kids with access to the tools and resources they need to celebrate their own unique history and heritage. This includes sponsoring Hispanic Heritage Month and Black History Month campaigns, and the continuation of our HistoryMakers Scholarship. In its second year, this scholarship was awarded to three graduating seniors who have big dreams to create their place in history.

These are the leaders of tomorrow, and we will keep doing our part to help enable all young people to reach their full potential as productive, caring, responsible citizens.





Supporting employees and their causes

Empowering our people to support causes they care about

The dedication of Ancestry employees goes beyond our work. To help them champion local causes they're passionate about, we provide all full-time employees with 16 hours of paid Volunteer Time Off (VTO) each year. We also encourage each employee to donate one AncestryDNA kit and one World Explorer membership to a nonprofit of their choice to use in a raffle, giveaway, or auction. In 2023, Ancestry employees donated more than \$12,000 in AncestryDNA kits and subscriptions.

Supporting our priorities with Global Days of Service

Throughout 2023, we hosted four Global Days of Service aligned with our impact priorities.



Sustainability Day



Diversity, Equity & Inclusion Day



Education Day



Preservation Day

These days give our employees another way to connect with our communities and share their time and talents.



Creating more opportunities to serve our communities

Ancestry's new employee-led Community Impact Council helps bring volunteer opportunities to remote colleagues and office locations across Ancestry. This past year, the group, co-led by Front Desk Receptionist **Melanie Bocanegra**, helped organize several service opportunities including packing backpacks and partnering with the Utah Food Bank to sponsor and assist with a local elementary school food pantry.

As someone who has made volunteerism a big part of her life for as long as she can remember, Melanie is energized by the work Ancestry's Community Impact Council has underway. **"It's important to volunteer in the workplace because you can connect with others who share a passion for service," she said. "Being able to say we made a difference—big or small—is amazing."**



Here are some of the highlights from our 2023 Global Days of Service



Packed 400+ backpacks with school supplies to benefit the Boys & Girls Clubs of America, St. Andrews Resource Center in Dublin, and Cayley Primary School in London



Made nearly 200 yarn stress dolls for the Mervyn Sharp Bennion Central Utah Veterans Home



Provided 500,000+ hours of extra studying time for youth by building solar reading lamps with WeHero and SolarBuddy



Added GPS coordinates to 4,900+ memorials, headstones, and headstone pictures in Lehi, Utah; San Francisco; and Dublin for Find a Grave



150 employees cleaned up trash in their local communities, helping create a more sustainable world for future generations



Took 15,000+ photos of headstones in Paris for Sauvs nos Tombes



SASB metrics

In addition to the policies, initiatives, and goals outlined in this report, Ancestry is committed to transparency and accountability for all financial and non-financial impacts. To provide objective measurability of our performance against our peers, we have gathered and submitted data consistent with the Sustainability Accounting Standards Board (SASB) framework. SASB Standards guide the disclosure of financially material sustainability information by companies to their investors. The standards identify the subset of Environmental, Social, and Governance (ESG) issues most relevant to financial performance in each industry. SASB metrics, as presented here, will provide a benchmark from which Ancestry stakeholders can follow our progress, and we can evolve as an organization and corporate citizen.

Activity metrics

Code	Metric	Ancestry
TC-IM-000.A	Entity-defined measure of user activity	3.6M subscribers
TC-IM-000.B	<ol style="list-style-type: none"> 1 Data processing capacity, and 2 Percentage outsourced 	<ol style="list-style-type: none"> 1 17M MIPS, 2 100% outsourced
TC-IM-000.C	<ol style="list-style-type: none"> 1 Amount of data storage, and 2 Percentage outsourced 	<ol style="list-style-type: none"> 1 30 PB, 2 99% outsourced

Accounting metrics

Topic	Code	Metric	Ancestry
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	<ol style="list-style-type: none"> 1 Total energy consumed, 2 Percentage grid electricity, and 3 Percentage renewable 	<ol style="list-style-type: none"> 1 21,895 GJ¹, 2 100%, 3 0%
	TC-IM-130a.2	<ol style="list-style-type: none"> 1 Total water withdrawn, and 2 Total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress 	Ancestry is working globally with our landlords to establish water usage baselines
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	See content on page 11

Topic	Code	Metric	Ancestry
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Ancestry provides notices to our customers about behavioral advertising and user privacy in the following documents: Privacy Philosophy Privacy Statement About Cookies
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	Ancestry does not use customer data for secondary purposes without their opt-in consent, except on certain ancillary sites: Newspapers.com and FindAGrave.com where third party ads are presented. In any event, Ancestry derives less than 1% of its revenues from online advertising from these sources and as such this is a de-minimis source of revenue.
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	None
	TC-IM-220a.4	<ol style="list-style-type: none"> Number of law enforcement requests for user information, Number of users whose information was requested, and Percentage resulting in disclosure 	<ol style="list-style-type: none"> 9 valid law enforcement requests received, Valid law enforcement requests covered 9 users, 56% of law enforcement requests resulted in disclosure
	TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	None
	TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	None

Topic	Code	Metric	Ancestry
Data Security	TC-IM-230a.1	<ol style="list-style-type: none"> Number of data breaches, Percentage involving personally identifiable information (PII), and Number of users affected 	0
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	See content on page 6
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Percentage of employees that are foreign nationals ³	13%
	TC-IM-330a.2	Employee engagement as a percentage	78% ²
	TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for <ol style="list-style-type: none"> Management, Technical staff, and All other employees 	<ol style="list-style-type: none"> Management: 41%, Technical staff: 44%, All other employees: 56%³
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	None

¹ 2023 data is through Q4, with some figures estimated based on industry standard per square footage.

² Per October 2023 survey. Score is calculated as an average of employee response to the question "How happy are you working at Ancestry?" Initial score uses a Likert scale of 1-5 ("not at all" to "completely happy," respectively) and is converted to a scale of 1-100 for comparison across survey questions.

³ All percentages are based on US metrics only.

We empower journeys of personal discovery to enrich lives.

