

A photograph of three generations of a family sitting in a field of green grass and small white flowers. On the left is an older man with grey hair and glasses, wearing a light blue short-sleeved button-down shirt. In the middle is a young girl with dark hair in a braid, wearing a green dress with a small floral pattern. On the right is a younger man with dark hair, wearing a mustard yellow long-sleeved button-down shirt. They are all looking towards the right side of the frame, away from the camera.

# FOR generations TO COME

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# A letter from our CEO

For over 40 years, Ancestry has led the way in family history exploration, empowering individuals to uncover their unique stories through digitized records and AncestryDNA. Our mission is clear: empowering journeys of personal discovery to enrich lives. Understanding our heritage fosters connections across generations and geographies, revealing the shared humanity that unites us.

## Empowering discoveries for all

We are dedicated to serving **everyone** who is curious about their family history. By digitizing record collections and leveraging innovative technology and AI, we strive to ensure that all stories can be found and shared. Building an inclusive workforce where different perspectives are valued is crucial to expanding our record collections and adding more specificity to DNA discoveries. We remain dedicated to supporting our employees by providing ample opportunities for growth and innovating to better serve our customers.

As part of Ancestry's commitment to make culturally significant history that is at risk of being forgotten available to everyone at no cost, in 2024 we published more than 38,000 pre-1870 newspaper articles related to enslaved people in the United States. Featuring details on more than 183,000 formerly enslaved people, the new free collection could help millions of descendants unearth key discoveries about their family history. Exploring the articles in the context of their original publication can help us understand more about how slavery shaped everyday life in the United States.

As genetic science continues to advance, AncestryDNA offers users a closer look at where their family stories started with increased precision and granularity. We also launched our largest update to date, which matches our DNA customers to more than 3,000 places and populations around the world, including 24 new ancestral regions across Europe, West Asia, South & South East Asia, and Africa.

## Safeguarding your data

We've built long-term relationships with our customers, and everything we do starts with them. Millions of people have chosen Ancestry as their platform for discovering and sharing their family histories, and we take that trust and responsibility seriously. Protecting our customers' privacy and being responsible stewards of their data is our highest priority. With advancements in technology, we are focused on strengthening our

privacy practices and supporting legislation that safeguards customer data. We continue to educate legislators about direct-to-consumer genetic testing privacy, and advocate for legislation protecting genetic information privacy and best practices.

## Investing in future generations

We believe that when the next generation can see themselves represented in history, they believe they too can make history. That is why we proudly provide more than 13 million students with free access to historical record collections through AncestryClassroom™. Through this program we support educators with classroom materials and primary sources that help students better understand history.

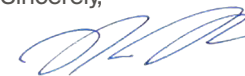
In 2024, we embarked on our third annual HistoryMakers National College Tour and Scholarship Program. This initiative partners with Historically Black Colleges and Universities, Hispanic-Serving Institutions, and Tribal Colleges and Universities to uplift and empower the next generation of leaders through workshops and resources, including awarding 26 scholarships to inspiring students determined to make history.

To ensure a thriving future, we remain committed to environmental stewardship. We made significant strides toward our goal of reducing emissions by 5% annually, achieving an 8% reduction in our carbon footprint across our operations in 2024. Since establishing our carbon emissions baseline in 2022, we have reduced our emissions by a total of 27.5%.

We know there is much more to be done; Ancestry is unwavering in our commitment to exceed the goals outlined in this report.

Thank you for being an essential part of our journey.

Sincerely,



**Howard Hochhauser**

President & CEO

Ancestry





# 2024 impact snapshot

At Ancestry, we take great pride in the ways we help customers uncover a deeper understanding of their heritage and family history. With the world's largest collection of online family trees and historical records, we remain focused on strengthening identities, preserving the past, and helping build a better future. Here's a snapshot of who we are and the progress we have made:

## Ancestry by the numbers



1,368 employees,  
8 offices globally



65B+ records  
from 88 countries  
made available to date



3.6M+ subscribers,  
27M+ DNA customers,  
and 143M+ family trees



\$300M+ invested  
to build the world's  
largest collection of  
family history records  
with \$250M more committed  
over the next decade

## Our impact by the numbers



Added 24 new DNA  
ancestral regions  
across Europe, West Asia, South &  
South East Asia, and Africa



Added 63 ethnic groups  
from across Western, Central,  
Eastern, and Southern Africa



Provided 13M+  
students access to  
Ancestry records,  
through AncestryClassroom™ at  
no cost, surpassing 2025 target



Embarked on our  
3<sup>rd</sup> HistoryMakers  
National College  
Tour and Scholarship  
Program  
at 4 HBCUs, TCUs, and HSIs  
across the United States



1.1M culturally significant  
records at risk of  
being forgotten made  
available for free  
as part of Ancestry's \$3M pledge  
through 2025, including new  
Japanese Incarceration records  
and the Articles of Enslavement  
collection



1,900+ hrs of  
Volunteer Time Off  
recorded by Ancestry  
employees in 2024



Reduced emissions to  
produce and distribute  
each AncestryDNA kit  
by more than 12%,  
including rollout of new recycled  
materials



Reduced carbon  
emissions by 8%<sup>1</sup>  
across Ancestry's Scope 1, 2,  
and largest Scope 3 contributors

<sup>1</sup>This 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.



# Our corporate responsibility approach

At Ancestry, we're committed to building more connected, sustainable, and resilient communities for generations to come. Our purpose is to inspire and empower journeys of personal discovery to enrich lives—supporting customers as they discover, share, and connect with their family stories.

This impact report illustrates the improvements made across our business in 2024.

## How this impact report was produced

To gauge our 2024 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 2024 SASB disclosures can be found on page 30.

For the third 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:

## Empowering our people & partners

We remain dedicated to supporting our employees and partners by creating a safe and supportive work environment and providing ample opportunities for growth.

### UN SDGs SUPPORTED:

**3.** Good Health and Well-being | **5.** Gender Equality | **8.** Decent Work and Economic Growth  
**10.** Reduced Inequalities | **16.** Peace, Justice, and Strong Institutions

## Serving our customers

We are committed to improving our product and expanding our record collections to serve more people globally, while keeping data security at the forefront.

### UN SDGs SUPPORTED:

**5.** Gender Equality | **10.** Reduced Inequalities

## Supporting our communities & planet

We're mobilizing Ancestry's resources to build more connected and resilient communities by preserving and amplifying vulnerable history, empowering the next generation of history makers, supporting our employees and the causes they care about, and caring for our planet.

### UN SDGs SUPPORTED:

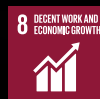
**4.** Quality Education | **6.** Clean Water and Sanitation | **10.** Reduced Inequalities | **11.** Sustainable Cities and Communities | **12.** Responsible Consumption and Production | **13.** Climate Action  
**14.** Life Below Water | **15.** Life on Land | **16.** Peace, Justice, and Strong Institutions





# empowering our people & partners

It is through an engaged global workforce and partner community that we can deliver on our mission of empowering journeys of personal discovery to enrich lives. We remain dedicated to creating a professional environment where employees and partners from all backgrounds feel safe, supported, and have a sense of belonging.







# Governing the workplace

## Prioritizing ethics, inclusivity, and safety for our people and partners

To promote a culture of trust and safety, we hold our workforce accountable for maintaining high ethical standards. This is essential for creating a positive working environment for our people, as well as delivering the products and services our customers rely on to discover, preserve, and share their family history.

### Fostering an ethical workforce

We provide clear policies and training that help employees understand their ethical obligations, as well as evolving legal requirements and best practices. These include:

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

### Adhering to our Anti-Corruption Policy

Our Anti-Corruption Policy outlines all applicable anti-corruption and anti-bribery laws and regulations. The policy is supported by our compliance hotline available to employees as well as an annual training regarding how to recognize and avoid unfair or corrupt business practices. All Ancestry employees must abide by this policy.







## Promoting an ethical supply chain

We expect our suppliers to meet the same standards for ethical business practices that we follow, which is why we require any supplier working with Ancestry in any capacity to adhere to our Supplier Code of Conduct. This outlines standards for health and safety, environment, and upholding human rights.

We are dedicated to working with suppliers that reflect the diversity of the communities we serve, using the supplier guidelines and initiatives we developed in pursuit of this goal.

Ancestry exclusively partners with labs that are Clinical Laboratory Improvement Amendments (CLIA) certified and College of American Pathologists (CAP) accredited. This means they strictly adhere to federal regulations, along with quality and safety standards.





# Empowering employees

## Fostering growth, development, and success for our employees

With more than 1,300 employees across the globe, we value celebrating differences, investing in growth, and providing opportunities for collaboration.

### Connecting and collaborating in a hybrid environment

With employees working both in-office and from home, it's essential to foster meaningful connection and collaboration. We offer a Connection and Curiosity educational webinar series and collaboration days, as well as numerous volunteer and employee resource group events throughout the year.

We're proud to report that we have scored higher than the industry benchmark for employee Empowerment, Purpose, and Care.

### Deepening employees' skills and abilities

Over the course of the year, our employees across the globe completed over 16,000 courses to deepen their skills and abilities. We'll continue to offer numerous educational and experiential opportunities, along with new and exciting programs.

- **Individual Development Plan (IDP):** This year, we launched capability globally for employees to submit IDPs, with the goal of enabling employee-initiated career planning conversations with their manager. We reached 39% completion for this year, surpassing our 2024 goal of more than 30% of our workforce submitting IDPs.
- **Management & Leadership Development Programs:** From newly-promoted managers to seasoned VPs, we provide meaningful opportunities that enhance our leaders' capabilities and effectiveness. In 2024, 72% of our people managers engaged in the program offerings.

## Internship Program

This program offers undergraduates, graduates, PhD students, and people looking to begin fulfilling careers an opportunity to refine their skills, develop new talents, and gain experience that fuels their continuous growth. So far, 338 people from around the world have participated in our summer internships.





- **Embark:** Through interactive activities and meaningful discussions, emerging leaders gain insights into leadership expectations and requirements to encourage their development prior to taking on a management position.
- **Peer Coaching:** Employees across Ancestry are matched with peers to provide coaching as thought and accountability partners. This year, we expanded the program beyond people managers to open the opportunity to all employees.
- **Engineering Boot Camp:** All engineers have access to an on-demand training course and environment to learn the company's best practices in deploying, testing, and monitoring code.
- **Global Week of Growth and Learning:** This year, Ancestry held our inaugural Global Week of Growth and Learning, which consisted of more than a dozen live learning experiences held both in-office and virtually. These programs covered topics like taking control of your career path and transforming conflict into collaboration. We also offered a Leadership Immersive Workshop and fireside chats with industry leaders. Employees of all levels dedicated 893 cumulative hours to learning and development throughout the week.

## HistoryMakers ... It's Time!



## Delivering a full suite of employee benefits

We offer employees a variety of benefits so they can prioritize their physical, mental, and financial health, including:

- Medical, dental, and vision benefits
- 401(k) plan that was recently expanded to include more ways to save for the future
- Paid time off (hourly) and flexible vacation (salary)
- Immediate access to paid parental leave
- Free access to counseling for mental health and financial wellness
- Expanded resources for emotional well-being
- Free Ancestry membership and discounts on other products like AncestryDNA kits
- Fitness reimbursement through our Wellness Program
- Tuition reimbursement program—new this year, employees are immediately eligible for this benefit
- Hybrid work policy
- Reimbursement for work-from-home office equipment for new hires
- Military leave supplemental pay
- Caregiver support resources
- 16 hours of paid Volunteer Time Off





# Fostering inclusion & belonging

## Continuing our journey toward a more inclusive workplace

History has demonstrated that progress thrives in spaces where many different voices are shared and heard. With that in mind, we have continued to pursue our goal of fostering a workplace where all employees feel a sense of belonging.

Identifying and mitigating bias in our hiring process and attracting a range of talent is an essential step in our holistic approach to engage, develop, and retain an inclusive and engaged workforce that reflects our customer base.

### Building a sense of belonging

Because of the work we do to support journeys of self-discovery, we know how important it is to forge a strong sense of belonging. This carries over to our employees and our workplace culture. To ensure employees from all groups and backgrounds feel safe, supported, and included, we focus on the following:

#### Expanding opportunities for self-identification

We continued our self-identification pilot this year, which allows employees to voluntarily disclose LGBTQIA+, veteran, and disability status with enhanced inclusive language. We extended this functionality to our international offices to more accurately and inclusively understand the perspectives of our workforce.

#### Elevating Employee Resource Groups (ERGs)

This year, we hosted the third annual ERG co-chair leadership workshop, which covered strategies and insight for fostering member engagement while driving meaningful business impact. A total of 19 ERG co-chairs participated in the workshop and developed their annual strategic priorities focused on employee engagement or serving as a trusted consultant to the business.

Ancestry's seven ERGs include Asia Pacific@Ancestry (Asian community), Ancestry Women in Technology (woman+ community), Black Roots (Black community), Honor (veteran community), Somos (Latin American community), PRIDE (LGBTQIA+ community), and Ability (disabled community).

#### Continuing the Amplify Voices series

Amplify Voices—our internal speaker series where we invite leaders from diverse backgrounds to share their stories—continued this year with guests such as Stedman Graham, an author, educator, and businessman with deep insights into identity and self-awareness.

#### Upholding the Global Day of Understanding

As part of our CEO Action Pledge for Diversity & Inclusion commitments, we hosted our third 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.





## Supporting fair opportunities for all

To continue to provide our customers with the tools they need to gain a deeper understanding of their heritage, we must create a workplace where people from all backgrounds can thrive. Our framework includes employee experience surveys where our employees help us identify opportunities to bolster the engagement and productivity that promotes inclusion for everyone. To do this, we have increased promotion of new jobs to reach untapped talent and adopted inclusive practices that enable advancement for all. Here are some of the ways we are achieving these goals:

### Promoting equal pay

As proud signatories of the [Parity Pledge](#) at Parity.org, we interview at least one qualified woman and person of color for every director and above role. We also adhere to Catalyst's CEO [Champions for Change](#) pledge, which calls for the advancement of more women across all levels of leadership.

Moreover, we conduct twice-yearly compensation analyses and review promotion rates by gender and ethnicity. We are also in the process of launching a new equity compensation transparency tool.

### Improving hiring practices

As part of Blackstone's Career Pathways program, we're expanding talent sourcing, providing training and upskilling, and updating job descriptions to promote more inclusive hiring practices. This helps us hire more people from untapped talent groups, including historically underrepresented minorities and people without four-year college degrees.

### Diversity in our supply chain

We believe it is essential to create a supply chain that reflects the communities we serve. As such, we set a goal to increase our use of suppliers from these communities and surpassed this goal in 2024. In addition, we doubled our diverse suppliers year-over-year.





## Investing in the next generation of leaders

On our third annual HistoryMakers College Tour, we visited four Historically Black Colleges & Universities (HBCUs), Hispanic-Serving Institutions (HSIs), and Tribal Colleges & Universities (TCUs) to conduct on-campus interviews, résumé review workshops, interactive product demonstrations, and Ancestry Internship 101 sessions.

Thanks to the Blackstone Gives Back fund award, we doubled the number of HistoryMakers scholarships awarded in 2024, presenting \$25,000 to young people with big plans to improve their communities and make history.

The HistoryMakers Scholarship program was also named as a 2024 Irving Innovation Award Honoree by Scholarship America—which celebrates groundbreaking efforts in educational access and equity. Ancestry was selected from over 1,400 companies as one of eight recipients recognized for its commitment to financial aid and creating holistic opportunities for student growth and leadership.

## International Women's Day panel – Utah

In celebration of International Women's Day, Ancestry hosted a panel discussion between influential women in the Utah community, including Mindy B. Young, Olivia Jaramillo, Nikki Walker, and Tracy Vaughn-Grutta, and moderated by Ancestry's Lori Olson. The panelists discussed women's equality in Utah and how to pave a better path forward for everyone.

*"Hearing the remarkable life stories of Mindy, Olivia, Nikki, and Tracy reminded me of the resilience, brilliance, and daily gift that women are to their families, workplaces, and communities. It was inspiring seeing such a diverse tapestry of women in Utah forging a path for others."* – Lori Olson





# serving our customers

We are dedicated to maintaining the trust of the millions of people who choose us as the platform for discovering their history. We are continuously expanding our record collections and adding increased precision to the AncestryDNA experience to serve more people globally, while keeping data security at the forefront.







# Data stewardship & privacy

## Building a legacy of trust for our customers

For many decades, our customers have entrusted us with their family history, DNA data, and other personal information. Today, with evolving technology, we're steadfast in our commitment to safeguarding customer privacy—keeping it at the core of what we do every day.

We will continue to uphold these standards when it comes to customers' personal information:



**We are transparent** about the personal information we collect so there are no surprises or confusion.



**We keep our policies simple** and use plain language in our privacy practices to make customers' choices clear.



**We give customers control** of their own data at all times.

## Protecting customer data

For customers to discover, shape, and connect with their family stories, they must be confident their personal information is secure. To protect this valuable 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 into their accounts.
- We educated legislators about direct-to-consumer genetic testing privacy through the Coalition for Genetic Data Protection, which we co-founded, and strongly advocate for legislation protecting genetic information privacy and best practices.
- We conduct regular third-party assessments of our use and protection of customer data against industry standards.

## Educating employees

To ensure our employees have the skills and information they need to protect customer information, we offer ongoing training, including:

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

**Privacy Champion Program:** We provide an opportunity for employees to take their privacy training to the next level. To date, 174 Ancestry employees have participated in the program.

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

**Phishing Training:** We deploy monthly phishing training exercises to ensure employees remain safe against phishing attacks.



## Staying transparent

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.

## Maintaining oversight

In addition to the security measures outlined above, 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.





# Ethical use of AI

## Using artificial intelligence and machine learning technology responsibly

Ancestry has been using more traditional artificial intelligence and machine learning (AIML) for more than a decade, applying it to billions of historical records, like census collections and newspapers, to help users more easily uncover facts about their ancestors and build their own family tree. Today, we're seeing firsthand how rapidly technology can evolve with the exponential growth of generative artificial intelligence. We're excited about the expanded benefits this advancing technology brings our users, but also acknowledge its complexity.

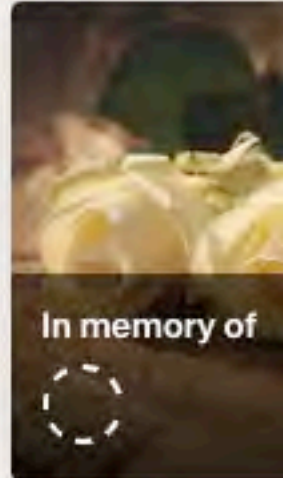
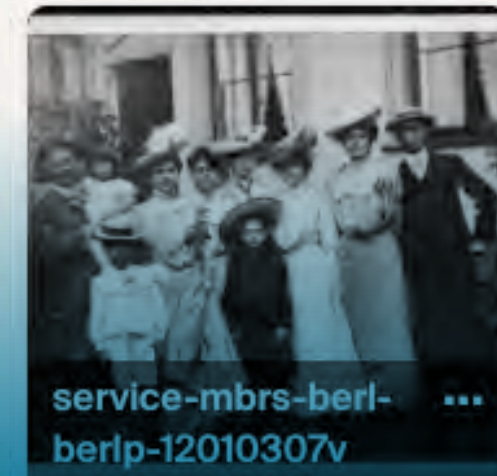
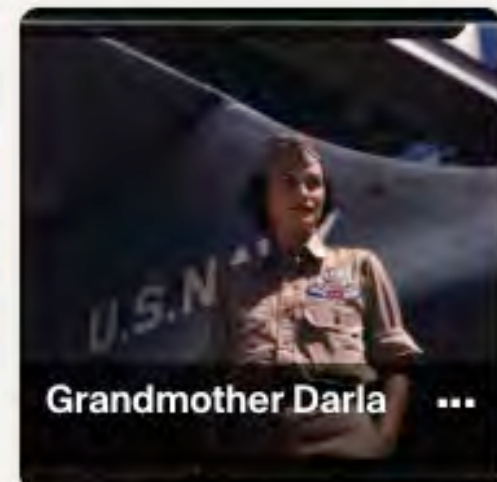
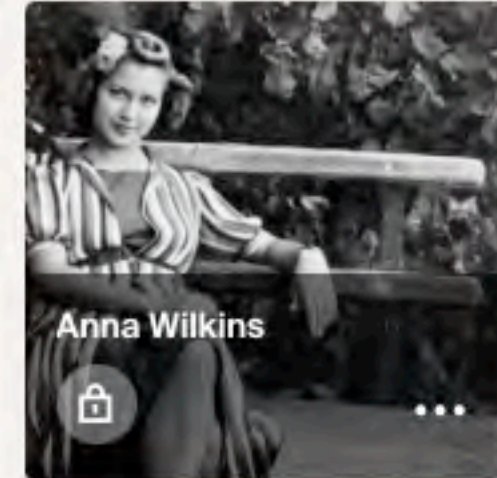
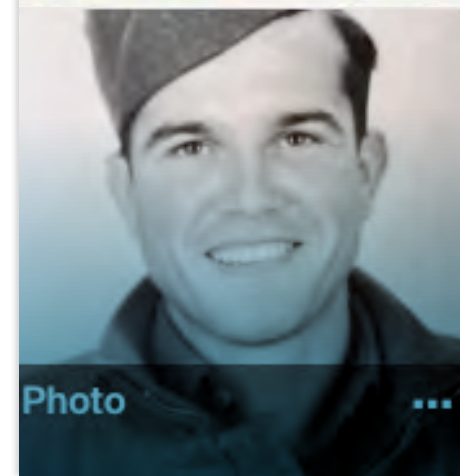
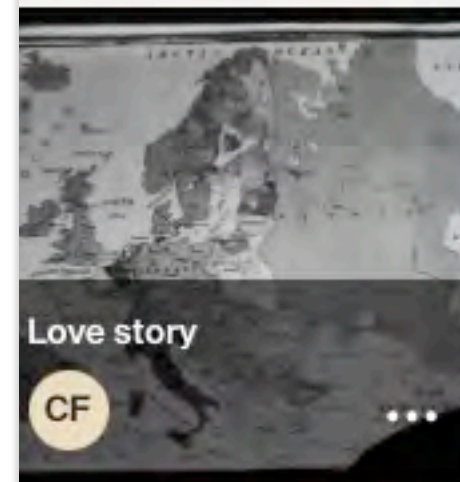
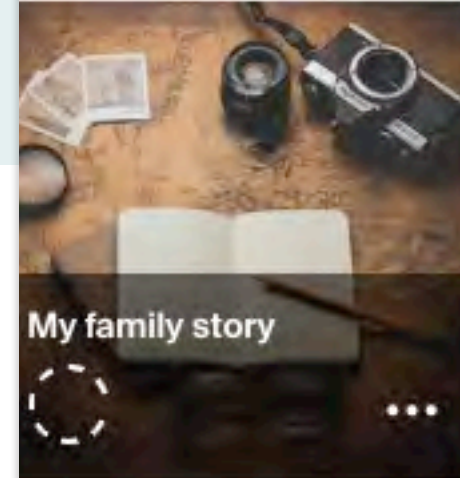
Then and now, we enforce a culture of ethical AI use, proactively protect users' personal data, and remain transparent about how customer data is being used.

## Improving the customer experience with generative AI

In addition to continuing traditional AIML work, we are testing new features using generative AI. Using new technology, we have the potential to enhance the way our users connect with their family history, DNA, and more by providing a richer, more enlightening experience.

With these new generative AI features come the same protections we have always had, updated to account for the interactivity of services using generative AI as well as increased concerns over the power of generative AI tools:

- Generative AI features relying on user inputs require a user to opt in, and all allow a user to opt out.
- Generative AI features are disclosed so users know when they are engaging with them.
- All generative AI features adhere to our existing [terms and conditions](#).
- We maintain all privacy regulations as outlined in our [privacy statement](#) and do not provide any third party with customer data for AI model training purposes.







## Guarding against improper use of AI

In alignment with our standing commitment to using AIML responsibly, we continually enforce compliance policies and programs. Our policies not only adhere to all laws and regulations but consider industry best practices to ensure the ethical use of AI. Additionally, we stay on top of any policy changes, like [NIST](#) guidelines and new legislation, to ensure our policies remain ahead of the curve.

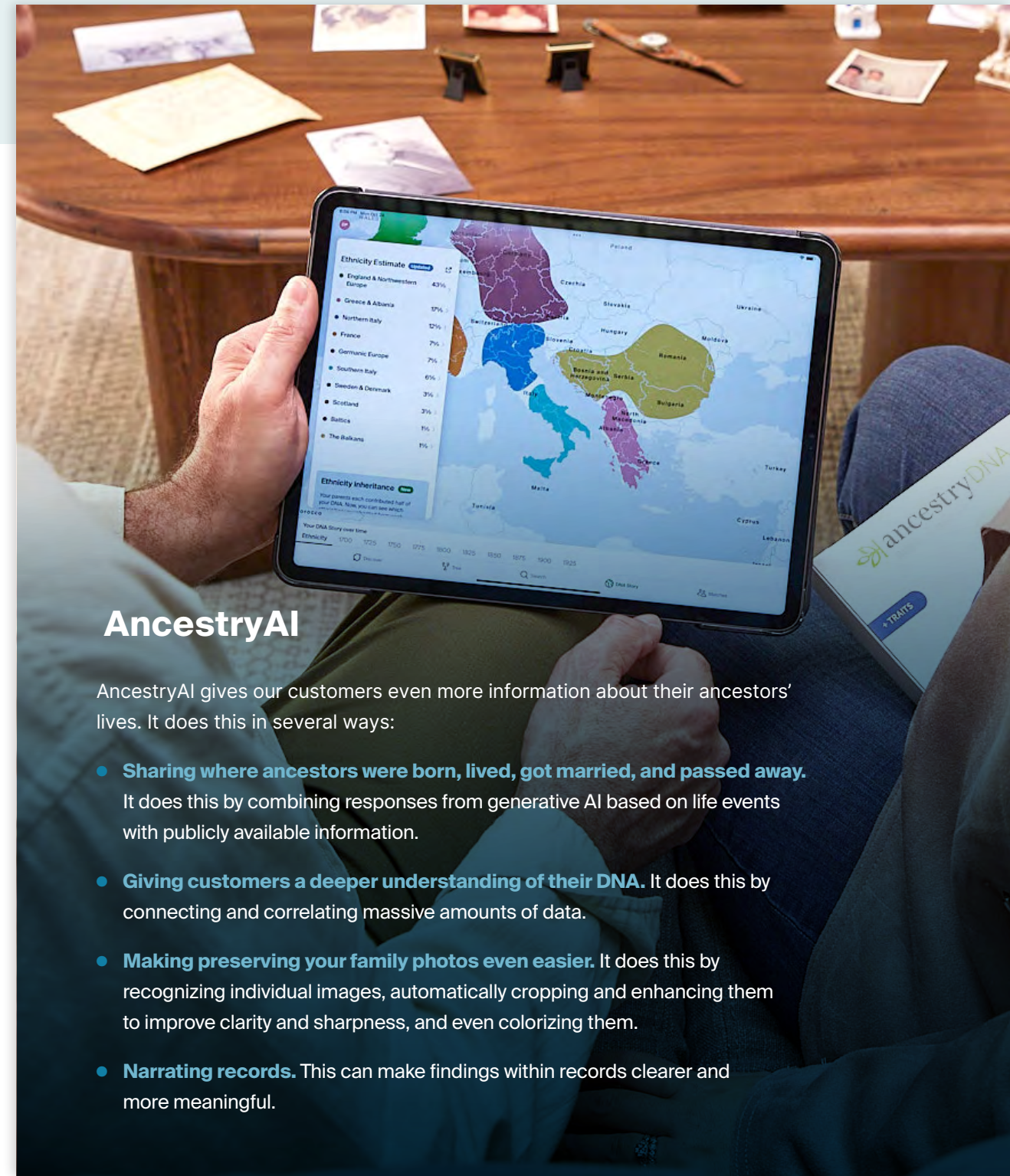
Given the pace of innovation, we have created a solid AIML governance framework. Our Data Accountability and Steering Committee reviews new AIML cases against this framework to uphold our privacy standards, laws, and regulations. This year, 49 cases were reviewed and 84% of those cases met Ancestry's advanced standards for ethical AI use and were approved<sup>1</sup>.

We also continue our mandatory Responsible AIML training as another way to bolster our internal culture of ethical AI use and create an internal culture of ethical innovation. The training contains guidelines, processes, and rules that protect personal data and intellectual property rights, taking into account community rules, laws, and ethical considerations.

## Planning for the future

In 2025, we plan to add new features, like the ability to search by faces to see if ancestors appear in other documents on Ancestry. We will also test a generative AI-powered research assistant, which will support our customers' journeys of self-discovery by pulling information and providing instant support if customers encounter brick walls in their research. We're excited about what these new features will mean for our customers and will continue to develop best-in-class products through the ethical use of AI.

<sup>1</sup>Cases that are duplicative of another request are also denied.



## AncestryAI

AncestryAI gives our customers even more information about their ancestors' lives. It does this in several ways:

- **Sharing where ancestors were born, lived, got married, and passed away.** It does this by combining responses from generative AI based on life events with publicly available information.
- **Giving customers a deeper understanding of their DNA.** It does this by connecting and correlating massive amounts of data.
- **Making preserving your family photos even easier.** It does this by recognizing individual images, automatically cropping and enhancing them to improve clarity and sharpness, and even colorizing them.
- **Narrating records.** This can make findings within records clearer and more meaningful.





# Building meaningful product experiences

## Helping more customers connect with their history

As the global leader in family history and genetic genealogy, we are constantly innovating new ways for customers to discover, share, and connect with their family stories. It is through these efforts that we best serve not only our customers but future generations looking for a clearer line of sight into the past.

### Building a more robust DNA experience

As genetic science continues to advance, AncestryDNA is now able to offer users a closer look at where their families originated with increased precision and granularity alongside an updated user experience. To support this specificity, we have adopted new terminology in the results we provide:

**Ancestral regions:** Formerly known as “Ethnicity Estimate,” this feature shows places customers’ ancestors likely lived in the past 1,000 years.

**Ancestral journeys:** Formerly known as “Communities,” this feature shows where customers’ relatives likely lived and moved in the past 300 years.

**Subregions:** This feature provides added granularity to customers’ results with smaller, more specific areas within a region.

**Ethnic groups:** This feature reflects communities of people who share common cultural characteristics, such as language, religion, customs, traditions, and often national origin.

This year, we launched our largest AncestryDNA update to date. It includes:

5 new ancestral regions and 54 new subregions across Europe

11 new ancestral regions across West Asia and South & South East Asia

8 new ancestral regions across Africa





## Ancestral regions in Africa

With the new AncestryDNA updates, customers with African roots can experience more precision and gain an even deeper understanding of the DNA that makes them unique. Out of 21 ancestral regions in Africa, 13 now feature content representing 63 ethnic groups from across Western, Central, Eastern, and Southern Africa.

In developing these updates, we partnered with a panel of African Studies experts and community representatives to ensure a nuanced, respectful approach to representing Africa's rich cultural tapestry. Our consultants brought invaluable perspectives from academic research and lived experience, meticulously reviewing every aspect of the product. Their collaborative input helped us navigate the complex landscape of the ethnic groups featured in the release.

This updated data also comes with a new multimedia experience, helping customers better visualize their results. Now, customers can discover unparalleled insights into the communities and cultures from which they may descend.

## Continuing to strengthen inclusivity

Just as important as the results our customers receive from Ancestry is the experience they have along the way. This is why we continuously look for ways to make our product more inclusive.

These efforts include:

- Separating sex from gender as an option in AncestryDNA, allowing people to decide how they represent themselves in the Ancestry ecosystem.
- Integrating user experience into our accessibility process to enhance our ability to identify and resolve accessibility issues early.
- Adhering to our Inclusivity Guidelines, which empower internal Ancestry teams and customers submitting user-generated content to sensitively and respectfully represent peoples from around the world.
- Improving our Content Reporting Form to make it easier for users to report violations of our Community Guidelines.

## Preserving and expanding access to history

In 2024 we announced our partnership with the National Archives and Records Administration (NARA) to digitize, index, and publish tens of millions of NARA records on their platforms over the next five years.

Together we are digitizing tens of millions of records that will be added to Ancestry over the course of the next five years. The scope and depth of these records will reflect the richness and diversity of America's history that could be critical pieces of family stories, including draft cards from the Korean War era, Naturalization and Immigration records, Asian American records, and Native American records, among others.



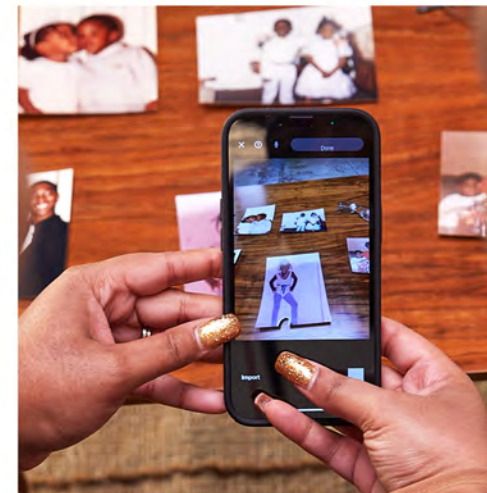


## Reviewing content for cultural sensitivity

Ancestry's Cultural Advisory Panel plays a crucial role in reviewing our content and experiences to ensure the respectful representation of historically marginalized and underrepresented communities. This year, we've strengthened the panel by including experts specializing in diverse areas, such as:

- The Middle East and North Africa—particularly Egypt, Israel, and Palestine
- Māori history, language, and culture
- Japanese history and culture
- American and European religious and cultural history
- The Philippines
- Asian Canadian and Asian Australian perspectives
- Black British experiences
- Canadian First Nations

These specialists bring deep expertise and unique perspectives, reinforcing our commitment to fostering thoughtful and inclusive practices.





# supporting our communities & planet

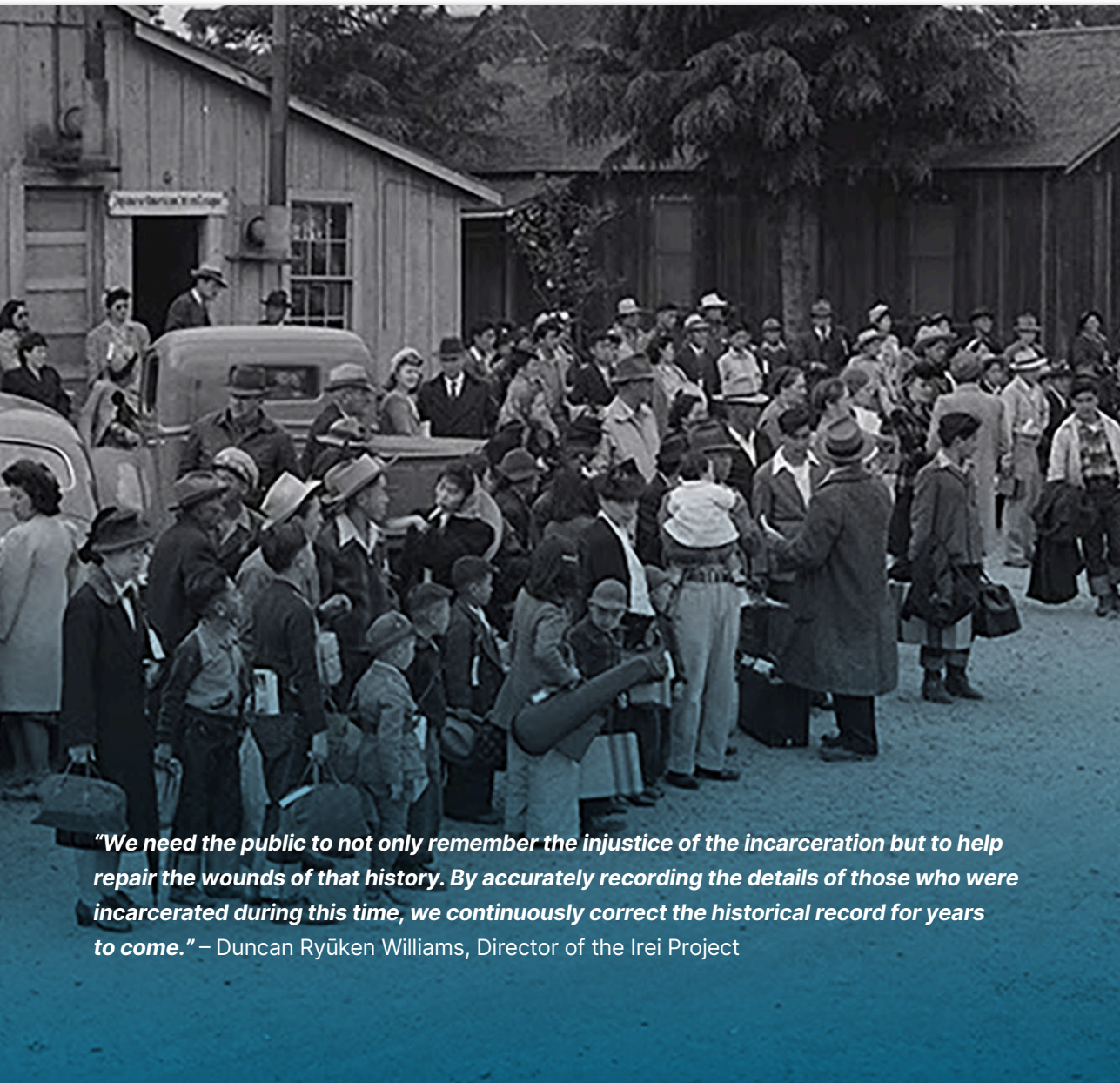
We're mobilizing Ancestry's workforce and products to build more connected and resilient communities by preserving and amplifying at-risk history, protecting the planet, empowering the next generation of history makers, and supporting our employees and the causes they care about.







# Cultural preservation



***"We need the public to not only remember the injustice of the incarceration but to help repair the wounds of that history. By accurately recording the details of those who were incarcerated during this time, we continuously correct the historical record for years to come."*** – Duncan Ryūken Williams, Director of the Irei Project

## Preserving history for generations to come

Ancestry has made significant progress here and throughout our goal to invest \$3 million to preserve records that are at risk of being forgotten or overlooked. We do this to catalyze even more family history discoveries and uphold an accurate record of culturally significant history.

### Continuing our commitment to philanthropic preservation

To date, more than 9.6 million records at risk of being forgotten or overlooked have been catalogued and made available to everyone at no cost. More than 1 million records were added in 2024 alone. Here is a sampling of the collections added this year:

#### The Irei Project

In partnership with the Irei Project, Ancestry has helped compile the first comprehensive list of more than 125,000 persons of Japanese descent who were unjustly imprisoned between 1942 and 1948. By honoring these names and acknowledging each individual's life story, we hope to help reckon with injustice and uphold an accurate account of history for future generations to learn from.

#### Holocaust Records

We have continued our work with the United States Holocaust Memorial Museum (USHMM) by transcribing and publishing more than 177,000 historical records. These include:

- Registration cards of Jewish adults and children
- Jewish population cards
- Lists of confiscated Jewish properties
- Records of the Jewish Council
- Employment card files
- Czernowitz Oblast Archives records





## Fostering meaningful community conversations

To encourage a deeper understanding of the period of enslavement and ensure cultural sensitivity, Ancestry engaged academics, journalists, and historians to launch the Articles of Enslavement records collection and host community dialogues. A key discussion was in partnership with the 2024 National Association of Black Journalists Convention in Chicago, Illinois. There, Ancestry took part in a panel discussion on **“Genealogy & Journalism: Leveraging Primary Source Records to Amplify Storytelling.”** Ancestry’s own Nicka Sewell-Smith participated as a panelist, along with Nikole Hannah-Jones (*The New York Times Magazine*, *The 1619 Project*) and Keyaira Kelly (*ELLE Magazine*, *Refinery29 Unbothered*), and the panel was moderated by *TheGrio* reporter and author Natasha S. Alford.

### Articles of Enslavement

This year, we published 38,000 newspaper articles related to enslaved people in the United States from 1788 to 1867 and made the records available at no cost. Featuring details of more than 183,000 formerly enslaved people, the new free collection could help millions of descendants discover more about their families.

***“Exploring the articles in the context of their original publication can help us understand more about how slavery shaped everyday life in the United States and can help descendants of previously enslaved people unearth key discoveries about their family history.”*** – Nicka Sewell-Smith, professional genealogist and Senior Story Producer at Ancestry





# Enhancing education

## Supporting teachers and students in the classroom and beyond

Family history research is a powerful tool for building resilience, connection, and understanding for all ages. Through AncestryClassroom™, we have provided educators with access to classroom resources, professional learning tools, and Ancestry historical record collections at no cost.

To date, we have provided more than 13 million students with access to Ancestry record collections, already surpassing our 2025 goal of reaching 10 million students.

### Unlocking new classroom discoveries

We've reinvigorated our partnership with [Facing History & Ourselves](#)—a global organization that uses lessons of history to challenge teachers and students to stand up to bigotry and hate. In addition to equipping educators with localized resources, we also hosted engaging educator webinars and community dialogues, expanded to new geographies, and refreshed classroom resources to better represent Ancestry's growing historical record collections.

### Expanding to Canada

To reach more students globally, we expanded AncestryClassroom access to teachers, school leaders, and students in Canada. This includes access to Ancestry World Explorer, available in English and French, which provides census records, employment records, immigration records, military records, parish registers, as well as historical birth, marriage, and death records, and much more.

### Helping the next generation make history

In 2024, we continued to support the [Global Business Coalition for Education](#) and their mission to end the global crisis in education. By championing the Theirworld Global Youth Ambassador program, we provided young people with the tools they need to make social and environmental impact for generations to come.



## Educating the next generation

Ron Hustvedt Jr. is a social studies teacher in Minneapolis and the recipient of multiple national and state teacher-of-the-year awards. He works each day to elevate and empower student voices, while teaching them the skills they need to grow into intelligent, compassionate, resilient adults. With the help of AncestryClassroom, he has made a real impact on the students he cares so deeply about—helping them gain research skills, strengthen their sense of self, and connect their personal stories to larger historical events.

***“Our extensive research project with AncestryClassroom sets the tone for our entire school year and helps students see that history is indeed personal.” – Ron Hustvedt Jr.***







# Employee volunteerism

## Volunteering our time and talents to causes that matter

At Ancestry, we care deeply about our people and our communities. These passions come together with our Community Impact Council and in the Global Day of Service, when Ancestry employees and their families work to support causes aligned with our impact priorities: education, preservation, sustainability, and inclusion.

During the Global Day of Service 2024, more than 200 colleagues and their loved ones worked in-person and virtually to make a difference in the following ways:



**Captured more than 1,000 photographs and GPS coordinates of headstones and memorials** with Find A Grave. By capturing and making this information available for free, we help families seeking information to find where their ancestors and loved ones were laid to rest.



**Packed more than 240 backpacks with school supplies** for Boys & Girls Clubs of America of Utah County.



**Built 60 musical instruments** to support youth with developmental disabilities.

## Providing time and resources to our employees

As part of our comprehensive benefits package, we provide all full-time employees with 16 hours of paid Volunteer Time Off (VTO) per year. In 2024, we reached our goal of logging 1,900+ hours of VTO in the calendar year. Additionally, we 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.



## Community impact council

Our Community Impact Council is a group of service-minded employees who organize employee volunteer opportunities throughout the year. This year, the Dublin Community Impact Council continued their support of the Dublin Society for the Prevention of Cruelty to Animals (DSPCA). There, Ancestry volunteers met a variety of animals that have been rescued by the organization.

The Lehi Community Impact Council also volunteered with the Humane Society of Utah to clean the space and socialize with the pets as they prepare to find their forever homes.









# Our sustainability journey

## Doing our part for a more sustainable future

To empower future generations, we must also contribute to global efforts to protect the environment. In 2024, we took several significant steps toward our carbon reduction goals.

Ancestry's year-over-year emissions				
	2022 <sup>1</sup>	2023	2024	% YoY change
Scope 1	536.9 MTCO <sub>2</sub> e	358.4 MTCO <sub>2</sub> e	276.0 MTCO <sub>2</sub> e	-23%
Scope 2	1,376.1 MTCO <sub>2</sub> e	1,165.7 MTCO <sub>2</sub> e	1,153.4 MTCO <sub>2</sub> e	-1.1%
Scope 3 <sup>2</sup>	1,364.6 MTCO <sub>2</sub> e	1,068.8 MTCO <sub>2</sub> e	947.8 MTCO <sub>2</sub> e	-11.3%
Total	3,277.6 MTCO <sub>2</sub> e	2,592.9 MTCO <sub>2</sub> e	2,377.2 MTCO <sub>2</sub> e	-8.3%

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

<sup>2</sup> During 2024, Scope 3 emissions included 936.0 MTCO<sub>2</sub>e and 12 MTCO<sub>2</sub>e for supply chain and data centers, respectively. During 2023, Scope 3 emissions included 1,053 MTCO<sub>2</sub>e and 16 MTCO<sub>2</sub>e for supply chain and data centers, respectively.

### Reducing emissions year-over-year

In 2022, we set a goal to cut emissions by 15% by 2025. Since then, we've reduced emissions by 27.47%. These reductions are the result of key initiatives in several areas of our business:

#### Reducing waste within our walls and community

Together with [Global Action Plan](#), an environmental nonprofit that mobilizes people and organizations to take action on the systems that harm us and our planet, we hosted an Earth Day webinar on plastic waste for both employees and young people in the community. This is part of our effort to educate and engage Ancestry's global workforce and the next generation to help create a more sustainable future.

Our teams looked across our office footprint to ensure we were embedding sustainability in our agreements and minimizing unused space. Following strategic analysis, we decided to close our San Francisco office and opened a new Dublin office that's 50% smaller than the previous location. We are proud to share that we reduced our real estate emissions in Ireland by 55.6%.







### Rolling out our updated packaging

In 2023, we rolled out our new AncestryDNA kit packaging that is 35% smaller than its predecessor and made of recycled materials. In 2024, this resulted in reducing approximately 380,000 pounds of waste<sup>2</sup>.

### Reducing shipping distances in the U.S.

Ancestry's fulfillment center for the Eastern U.S. in Nashville, Tennessee, is now fully operational. With it, we are able to cut down the distance DNA kits travel to many U.S. customers. The new center cuts costs, lowers carbon emissions from U.S. shipping by more than 5%, and reduces the average time it takes a DNA kit to travel to the customer by two days.

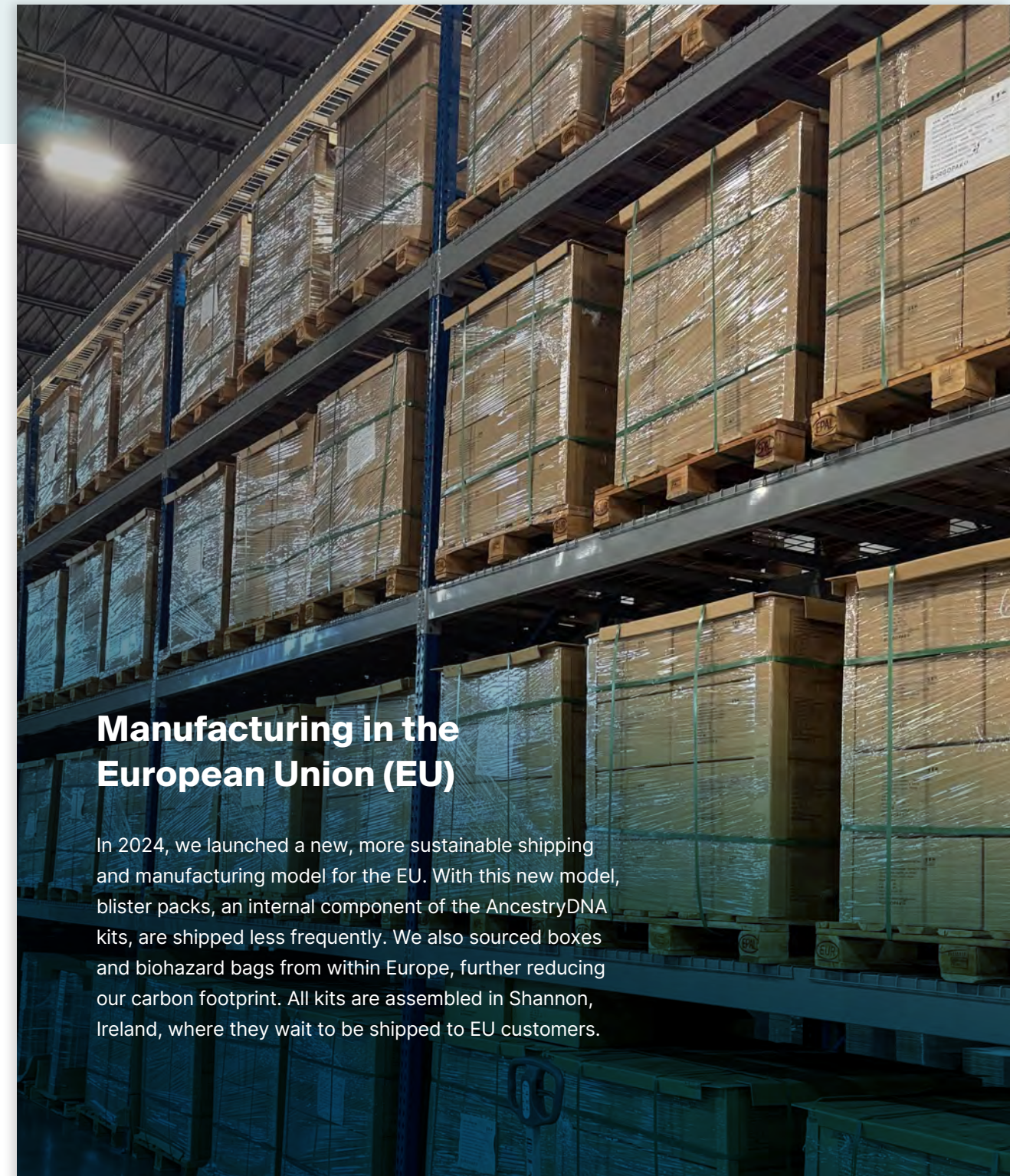
### Updating our reporting models

With Sphera, an Environmental, Social, and Governance (ESG) performance consultant, we updated our models to establish emissions, including changes in 2023 and 2024. The new model includes the reduced shipping distances as discussed above. Additionally, the model incorporates the establishment of an EU assembly site, discussed further to the right and it also includes incremental material improvements, such as reducing the mass of kit packaging and incorporating recycled content in the outer packaging for both human and pet kits. Overall the impact of the changes included in the model show a reduction of our carbon footprint of >5% per kit.

### Tracking sustainability with our supply chain partners

We have worked closely with our supply chain partners to track sustainability improvements, including our shipping partner DHL and their move toward 100% sustainable aviation fuel.

<sup>2</sup> Normalized for volume sold



## Manufacturing in the European Union (EU)

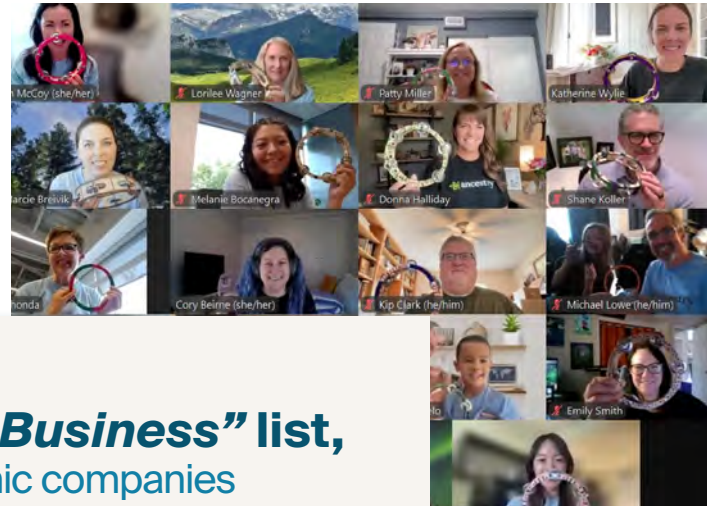
In 2024, we launched a new, more sustainable shipping and manufacturing model for the EU. With this new model, blister packs, an internal component of the AncestryDNA kits, are shipped less frequently. We also sourced boxes and biohazard bags from within Europe, further reducing our carbon footprint. All kits are assembled in Shannon, Ireland, where they wait to be shipped to EU customers.





# Celebrating awards

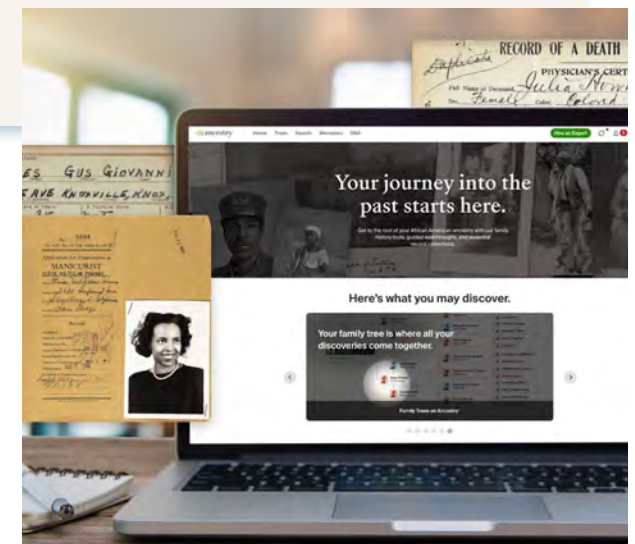
**Named to *Inc.*'s “Best in Business” list,** which recognizes the most dynamic companies that have had an outstanding influence on their communities, their industries, or society as a whole



**Named one of 10 “Brands that Matter” by *Fast Company*,** which recognizes Ancestry's community partnerships and commitment to helping historically marginalized groups connect with their roots



**Named to “The Shatter List”,** which showcases technology companies that are building inclusive cultures and meaningful measures that help women break and surpass the glass ceiling







# Our framework approach

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.

## SABS Metrics

### SASB Activity metrics

Code	Metric	Ancestry
TC-IM-000.A	Entity-defined measure of user activity	3.6 M subscribers
TC-IM-000.B	<div>1 Data processing capacity, and</div> <div>2 Percentage outsourced</div>	<div>1 150,000 MIPS,</div> <div>2 100% outsourced</div>
TC-IM-000.C	<div>1 Amount of data storage, and</div> <div>2 Percentage outsourced</div>	<div>1 70 PB,</div> <div>2 100% outsourced</div>

### SASB Accounting metrics

Topic	Code	Metric	Ancestry
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	<div>1 Total energy consumed,</div> <div>2 Percentage grid electricity, and</div> <div>3 Percentage renewable</div>	<div>1 20,666 GJ,<sup>1</sup></div> <div>2 100%,</div> <div>3 0%</div>
	TC-IM-130a.2	<div>1 Total water withdrawn, and</div> <div>2 Total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress</div>	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	



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: <a href="#">Privacy Philosophy</a> <a href="#">Privacy Statement</a> <a href="#">About Cookies</a>
	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 consent, except on certain ancillary sites 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	<b>1</b> Number of law enforcement requests for user information, <b>2</b> Number of users whose information was requested, and <b>3</b> Percentage resulting in disclosure	<b>1</b> 10 valid law enforcement requests received, <b>2</b> Valid law enforcement requests covered 13 users, <b>3</b> 67% of law enforcement requests resulted in disclosure, none of which included DNA information
	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	<b>1</b> Number of data breaches, <b>2</b> Percentage involving personally identifiable information (PII), and <b>3</b> 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	
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Percentage of employees that are foreign nationals <sup>2</sup>	10%
	TC-IM-330a.2	Employee engagement as a percentage	76% <sup>3</sup>
	TC-IM-330a.3	Percentage of gender and racial/ethnic group representation <sup>4</sup> for <b>1</b> Management, <b>2</b> Technical staff, and <b>3</b> All other employees	<b>1</b> Management: 43% female and underrepresented ethnicities, <b>2</b> Technical staff: 46% female and underrepresented ethnicities, <b>3</b> All other employees: 55% <sup>2</sup> female and underrepresented ethnicities
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	\$0

<sup>1</sup> 2024 data is through Q4, with some figures estimated based on industry standard per square footage.

<sup>2</sup> All percentages are based on US metrics only.

<sup>3</sup> 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.

<sup>4</sup> Measures % women and people from diverse backgrounds and. Adding that “Ancestry defines diverse backgrounds as: Black or African American; Native Hawaiian or Other Pacific Islander; Asian; Hispanic or Latino; American Indian or Alaska Native; OR Two or More Races.



We empower journeys of personal discovery to enrich lives.

