Definitive Healthcare
DE&I REPORT
2021 IN REVIEW

DEFINITIVE HEALTHCARE
Discover opportunity

Letter from Jason

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Greetings,

We're excited to introduce our third Diversity, Equity & Inclusion (DE&I) report. As an organization, we are committed to providing greater transparency and openness about our business. With this in mind, we want to offer you a candid look at the progress we are making to improve elements of DE&I at Definitive Healthcare.

DE&I PURPOSE STATEMENT

Achieving greater diversity is not just about corporate compliance or doing the "right thing." It is vital to the creativity, innovation and evolution of our business. Our best ideas have always come from our people. And diverse, engaged people come up with the best ideas. To enhance our culture and spark innovation, we need to be open to unique perspectives, backgrounds and voices. Achieving this requires us to assess our current state and possess the humility, curiosity and courage to improve.

2021 EFFORTS

Our focus last year widened to all three components of DE&I. While these efforts are intrinsically linked, the concepts are distinct. Diversity refers to the traits and characteristics that make people unique. Equity refers to equal access to opportunities and resources. Inclusion refers to a sense of belonging—the behaviors that make people feel included and welcome. Given the differences, we tailored our approach and measures. To drive greater diversity, we continued to enhance our hiring practices. To create greater equity, we adjusted our work environment to be more flexible and accommodate varying work arrangements. To improve inclusion, we pursued a mix of learning, personal development and employee engagement experiences. We have also reevaluated company operations and policies to support a more diverse, inclusive community.

IMPACT OF OUR EFFORTS

In 2021, we saw greater gender diversity within our employee makeup. We've increased our overall population of women at almost all levels and departments within the company, with a huge upwards spike at the Director level. We also expanded racial diversity in our new hires, primarily those identifying as either Black/African American or Asian.

Based on employee feedback, we have also succeeded at meeting or exceeding certain qualitative inclusion measures year-over-year. These measures include fostering a sense of belonging and creating a space for employees to voice contrary opinions without consequences.

GOING FORWARD

Growing a more inclusive, equitable and diverse environment takes time and great care. While we have made measurable progress, we still have a long way to go in balancing gender diversity and improving racial diversity across the organization. We hold ourselves accountable for these efforts and will share updates on the progress we are making, the new initiatives we are piloting and the impact we are seeing.

No matter what, we're committed to this work and to becoming better together, one day at a time.

Yours truly,

Jason Krantz, CEO

Recap of our efforts

This report summarizes the progress we have made to improve diversity and inclusion at Definitive Healthcare. In it, you will find a retrospective view of the actions we have taken and a snapshot of how our demographics have changed since last year. We share this information with our community to highlight the steps we have taken thus far, and to hold ourselves accountable for improving the diversity of our company and the inclusiveness of our community going forward.

HIRING

In 2021, our goals for hiring were focused on increasing racial and ethnic diversity across the company, enhancing our gender and racial diversity in leadership roles, and continuing to progress toward more gender diversity on our sales teams.

A big focus for the year was making systematic improvements to embed more diversity and inclusion best practices into our hiring process. We made an investment in a new Applicant Tracking System, Greenhouse, which has given us an improved view of our applicant pool and helped us be more consistent in our candidate evaluations. We were able to use automated interview guides that encourage managers to make objective hiring decisions and hold all candidates to the same standards with predetermined scorecards which define key decision criteria for each role. This helps avoid inadvertent shifting of criteria during the interview and selection process, reducing the opportunity for unconscious bias.

With additional self-identification questions added to our applications, Greenhouse has also given us a better view of our candidate funnel to help us understand the effectiveness of our sourcing strategy and monitor the candidate journeys of diverse and non-diverse groups. This has allowed us to assess equity across differing candidate demographics through all our hiring stages.
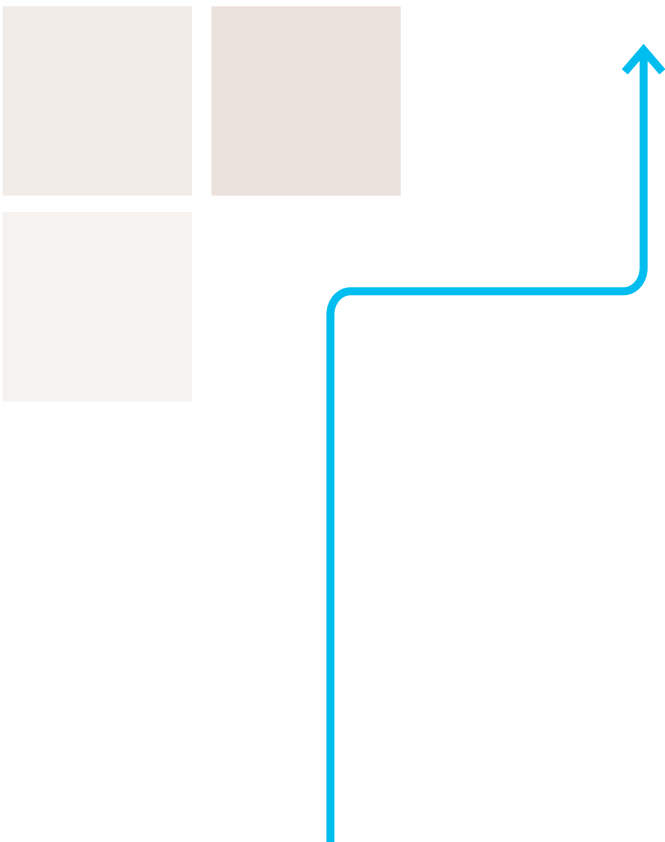
To encourage inclusivity, in 2021 we began offering candidates the opportunity to record the correct pronunciation of their name and include their preferred pronouns in the application process which gives hiring teams a chance to get it right and help candidates feel welcome and recognized. We've also taken the time to audit and update all our job descriptions for gendered and biased language to make them feel more inclusive.

Another focus in 2021 was developing our brand and reputation as an inclusive employer of choice. We were able to build out content on our website and our social profiles, Glassdoor, Indeed and BuiltIn to specifically highlight our diversity initiatives. We have worked with different departments, leaders, and affinity groups to be featured in and help to develop content. These cross functional efforts will continue and be a focus to further develop that brand in 2022.

In order to achieve our goals to hire more diverse candidates, we need to build up a diverse candidate pool to choose from. We have continued to expand our campus recruiting efforts to engage with diverse universities, clubs and student groups. We have engaged with remote networks and attended career fairs and conferences to extend our reach. And we have also been engaging with our own affinity groups and networks to help build up a broad network of diverse candidates.

In 2022, we will have 3 main areas of focus for DEI. First, we hope to be able to continue to build a strong brand and reputation as being a diverse and inclusive environment. This will be achieved both internally and externally through additional process improvements, providing learning and development opportunities, and promoting our global brand by developing more diversity-focused content across our social channels. Second, we will work with our newly hired diversity focused recruiter to help broaden our network and talent pool of diverse candidates. Finally, we will work with our internal teams to set goals and track our progress on hiring diverse talent into their groups.

AFFINITY GROUPS

Our affinity groups are open to every employee, regardless of identity and affiliation. They include:

- AVID@DH (Awareness of Visible and Invisible Disabilities)

- BIPOC Culture@DH

- OUT@DH (LGBTQ+ group)

- Parents@DH

- WE@DH (Women's group)

EMPLOYEE EXPERIENCE

One of the major cornerstones of Definitive Healthcare's DE&I initiative is our Affinity Group Program. This grassroots effort was started by employees across Definitive Healthcare who wanted to create a way to meet other colleagues who share common experiences, to promote a sense of belonging and understanding and to advocate for meaningful change within the organization and our communities. All affinity groups are open to every employee, regardless of identity and affiliation.

In October, our disabilities group, Awareness of Visible and Invisible Disabilities at Definitive Healthcare (AVID@DH) launched with an event highlighting the importance of normalizing conversations about disabilities in the workplace. AVID@DH is our fifth affinity group, joining BIPOC Culture@DH, Parents@DH, OUT@DH (LGBTQ+ group), and WE@DH (women's group).

In 2021, our affinity groups created regular networking and development events as well as highlighted key recognition dates, including Black History Month, International Women's Day, Asian American Pacific Islander Month, Pride Month and Hispanic Heritage Month. We celebrated these occasions with engaging events, educational sessions and community service opportunities to share in the culture and significance of the experiences of employees across the organization. Our affinity groups created a support group for their members, worked to create intersectional allyship, and helped shape company outcomes and responses to social issues (e.g., taking a stand against anti-Asian hate).

IMPROVING INTERNAL OPERATIONS

In 2021, we completed our second annual audit by a third-party consultant to assess our operations and identify ways to improve diversity, equity and inclusion efforts. The assessment graded us on a variety of areas—including the diversity of our workforce, how inclusive our policies and practices are, the activities we are engaging in to promote inclusivity and more.

During the year we implemented several recommendations from our initial audit including:

→ Providing managers guidelines for allowing equitable use of flexible work arrangements.

→ Including a statement about why our organization values diversity on our website and career page.

→ Collecting data on employee sentiment about the organization's commitment to DE&I.

We also received recommendations on where to focus our efforts over the next 12 months as we continue to build out plans and programming for our DE&I initiatives. This includes focus areas such as:

→ Improving transparency of hiring and promotion practices to strengthen our commitment to equity.

→ Updating language in optional demographic questions to clearly explain the significance and use of results.

→ Providing continuous DE&I training for leadership to ensure accountability at all levels.

LEARNING & DEVELOPMENT

Building on our efforts in 2020, we expanded on our DE&I Foundations Training so all new hires receive this experience within the first three months of onboarding to the company. Training sessions run quarterly and cover terminology, cultural competencies and the importance of diversity and inclusion in the workplace.

To create DE&I accountability for people managers, the organization sets a common goal for them as part of our annual performance reviews. This goal ensures that a portion of every manager's annual bonus depends on how they embody elements of our culture and values—including elements of how they and their team engage with DE&I efforts.

We continue to sponsor DE&I seminars to promote cultural humility and learning across the organization. Some examples of recent topics include "Courageous Conversations for Managers" and "Women in leadership panel".
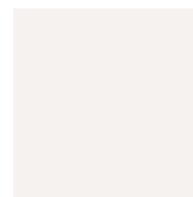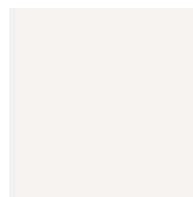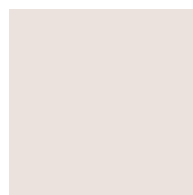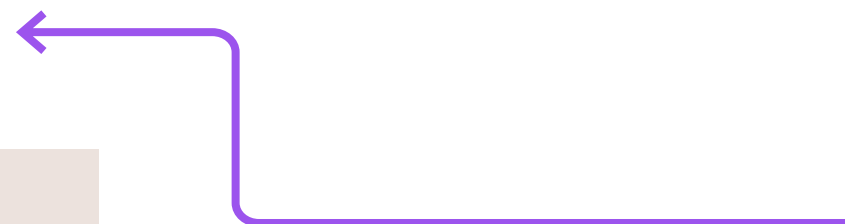
LOOKING FORWARD

As we have taken action to move the needle on our DE&I goals, we have been able to execute some of these action items quickly, while others have taken longer to make progress on. Creating an inclusive, equitable and diverse environment takes time and great care; we are balancing getting things done fast with doing things really well. We are happy to know that we're making Definitive Healthcare a better place to work and look forward to making it even better tomorrow.

VOLUNTEERING IN OUR COMMUNITIES

Partner organizations include:

- Boston Healthcare for the Homeless Program

- Crossroads Continuum

- Community Servings

- The Home for Little Wanderers

Outcomes

Our collective effort to improve diversity, equity and inclusion is futile if we cannot impact change. As we expand our DE&I programs, we are also advancing measures to track our progress and analyze the data.

For this report, we defined diversity as the demographic representation of our employees. When assessing how we shifted representation, we dug in deeper to track changes with the mix of new hires.

To assess the inclusiveness of our environment and culture, we needed to look beyond demographics. Instead, we looked at scores and feedback from our culture surveys and assessed participation and reactions from our learning, development and employee events.

Changes in demographic representation

GENDER

In 2021, we saw significant movement within our employee population with 53% of employees in 2021 being male and 47% being female. This is a 7-point increase in female representation over last year and brings us only three points away from our goal of 50/50.

Significant progress was made in our technology roles, with a 17-point increase in female representation year-over-year. We also saw similar shifts in gender diversity within Product Operations, Product Development, Sales Enablement & Operations and in Director level positions.

RACE & ETHNICITY

Racial diversity continued to improve in our 2021 hiring, primarily among those of Asian descent. This was primarily driven by hires on our technology teams. Our Black or African American new hires are up three points as well.

As a whole, our Strategic Solutions teams is leading the way in minority race representation, with an increase of 18 points.

AGE

Our employee population is continuing to advance in age into the 25-44 range. We're beginning to see a bit more balance in our age scale and expect to continue this trend.

GOING FORWARD

While we know we have more work to do, we're excited to see all levels within the organization trending in the right direction. The exception is our Executive level positions, where 90% of those roles are held by men, with racial diversity being 10%. We are continuing efforts in this trend, we look forward to increase both the representation of women and the racial diversity in our Executive and Board-level positions. It is essential that we make strides in our highest-level leadership roles and that those roles reflect the balance seen at other levels of our employee population.

Feedback from culture surveys

Each year we conduct surveys of our culture and organizational health to get a sense of our employees' sense of belonging and inclusion. In 2021, the surveys included a net-promoter score and specific measures on belonging and inclusive environment, including:

"I would recommend Definitive Healthcare to my family or friends as a place to work."

"I feel like I belong at Definitive Healthcare."

"I can voice a contrary opinion without fear of negative consequences."

The results from these questions were overall positive. Even with the challenges of remote work and a disrupted culture, we maintained strong levels of engagement, a sense of belong, and feeling of psychologically safe.

In 2022, we are expanding our survey to further assess our sense of community within the Company and how we are advancing effort to create an inclusive, diverse, and equitable workplace.

Detailed data

This section shares multiple dimensions of representation for both permanent employees and new hires. The data in this report reflects the demographics of Definitive Healthcare's population of 592 permanent employees as of January 1st, 2022. Data is presented in three categories: gender, race/ethnicity, and age. Within each category is a breakdown by all company, by level, and by department.

The final section is hiring data, which includes gender, race/ethnicity, and age attributes of all new employees hired in 2021. The goal of this section is to begin to compare our new hire population year over year to see if our efforts are moving Definitive Healthcare towards a more diverse employee population.

Any figures that do not add up to 100 percent may be due to rounding.

DEFINITIONS:

Below are several terms you will see in this report and what we mean by them.

Levels: Groups of positions, shared across all departments and teams, categorized by role responsibilities, including the management of people and/or functional leadership.

Departments: Organizational structure that groups sub-teams together under larger functions. The makeup of the departments has shifted slightly to align with the current make up of those teams. We've adjusted the YOY comparisons to match with the current make up.

Data collection processes:

Both gender and race/ethnicity data have been voluntarily self-identified and collected during the on-boarding process. A respondent may decline to identify in either category. Age data is also collected during the on-boarding process. All attribute options given within these categories are in alignment with US government EEO-1 reporting requirements.

LEVELS

|	
C-Suite	Our highest-level Executive Leadership Team
VP	Any individual with a VP title
Director	Any individual with a Director title and responsibility for directing a function
Manager	Any individual with people or functional management responsibilities
Individual Contributor	Anyone who contributes individually, without people or functional management responsibilities.

DEPARTMENTS

Customer Experience	Customer Success Management, Training and Onboarding
New Business	Sales Executives and Inside Sales
Account Management	Account Executives
Sales, Other	Sales Enablement & Operations and any other sales support roles
G&A	Legal, Strategy and any other business operations roles
Human Resources	Talent Acquisition, Talent Development, HR Operations & Engagement
Marketing	Demand Generation, Corporate Marketing and Product Marketing
Finance	FP&A, Accounting and any other finance roles
Strategic Solutions	Professional Services, Client Integration, Commercial Optimization, Solutions Engineering & Axiom
Product Operations	Data Operations, Product Success, Data Specialists and Research
Product, Other	Data Science, Product Design and Product Management
Technology	Engineering and Information Technology

Representation by gender

ALL COMPANY	YoY change	
Female	▲	4%

Female
42.4%

Male
57.6%

ALL COMPANY
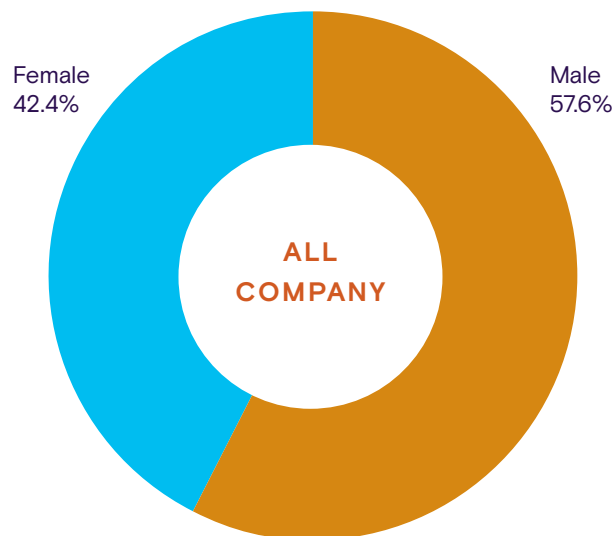
BY LEVEL	Male	Female	YoY change (Female)	
C-suite	90%	10%	▼	–2%
VP	73%	27%	▲	7%
Director	63%	37%	▲	17%
Manager	56%	44%	▲	1%
Individual Contributor	54%	46%	▲	6%

Representation by gender (CONTINUED)

BY DEPARTMENT	Male	Female	YoY change (Female)	
Account Management	76%	24%	▲	9%
Customer Experience	42%	58%	▲	3%
Finance	52%	48%	▼	−2%
G&A	90%	10%	▼	−23%
HR	26%	74%	▲	9%
Marketing	42%	58%	▼	−15%
New Business	80%	20%	▼	−2%
Product Operations	31%	69%	▲	10%
Product Development	50%	50%	▲	12%
Sales Enablement & Operations	40%	60%	▲	15%
Strategic Solutions	57%	43%	▼	−16%
Technology	76%	24%	▲	17%

Representation by ethnicity

ALL COMPANY	YoY change	
White	▼	–3%
Asian	▲	2%
Hispanic or Latino	▼	–1%
Black or African American	■	0%
Two races or more	■	0%

Black or African American 2.8%

Two races or more 2%

Hispanic or Latino 3.1%

Asian 7%

Prefer not to answer 10.6%

White 74.5%

ALL COMPANY
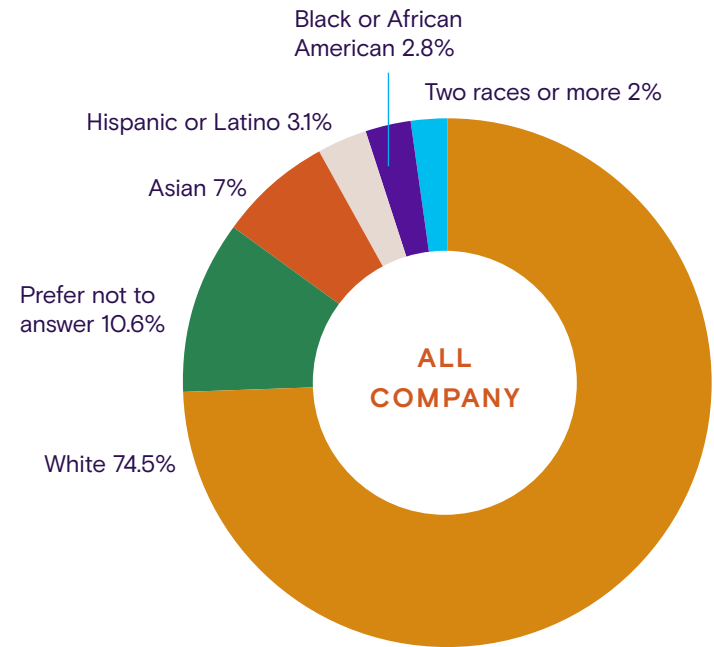
| BY LEVEL	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Pacific Islander	American Indian or Alaskan Native	Two races or more	White	YoY change (minority groups)	
C-suite	0%	0%	0%	0%	0%	10%	90%	▼	–2%
VP	4%	0%	8%	0%	0%	0%	88%	▲	2%
Director	3%	0%	5%	0%	0%	5%	87%	▲	8%
Manager	9%	2%	2%	0%	0%	2%	84%	▼	–1%
Individual Contributor	9%	4%	3%	0%	0%	2%	83%	▲	3%

Representation by ethnicity (CONTINUED)

BY DEPARTMENT	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Pacific Islander	American Indian or Alaskan Native	Two races or more	White	YoY change (minority groups)	
Sales Enablement & Operations	0%	0%	0%	0%	0%	0%	100%	▪	—
Account Management	2%	4%	4%	0%	0%	2%	89%	▲	4%
Customer Experience	4%	5%	4%	0%	0%	1%	87%	▼	–1%
Finance	4%	0%	9%	0%	0%	0%	87%	▼	–1%
G&A	10%	0%	0%	0%	0%	0%	90%	▼	–23%
Human Resources	11%	0%	5%	0%	0%	0%	84%	▲	10%
Marketing	12%	0%	4%	0%	0%	4%	81%	▲	6%
New Business	3%	3%	2%	1%	0%	3%	88%	▲	1%
Product Operations	10%	4%	3%	0%	0%	2%	80%	▲	3%
Product Development	13%	0%	13%	0%	0%	0%	75%	▲	17%
Strategic Solutions	12%	2%	4%	0%	0%	0%	82%	▲	18%
Technology	20%	0%	0%	0%	0%	3%	77%	▲	13%

Representation by age

ALL COMPANY	YoY change	
25–34	▼	–1%
20–24	▼	–2%
35–44	▲	3%
45–54	▲	2%
55+	▼	–1%
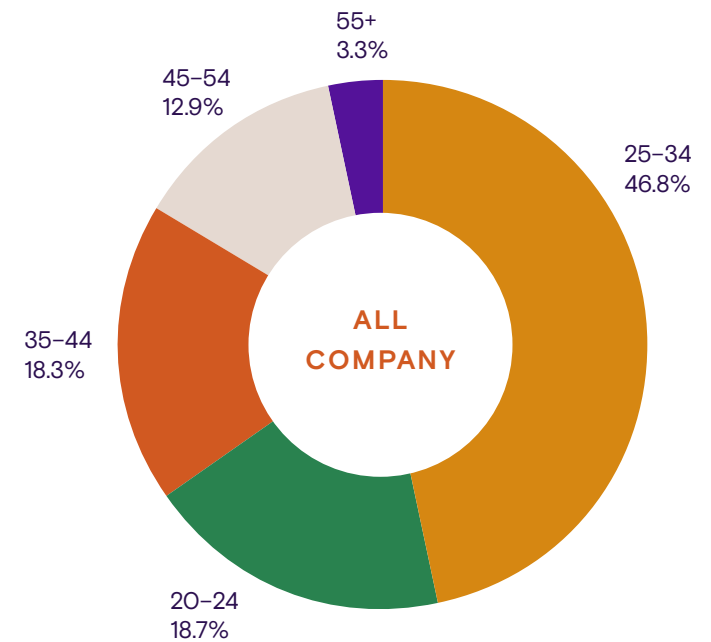
BY LEVEL	20–24	25–34	35–44	45–54	55+
C-suite	0%	13%	25%	63%	0%
VP	0%	10%	20%	55%	15%
Director	0%	15%	65%	20%	0%
Manager	0%	30%	19%	21%	0%
Individual Contributor	24%	52%	15%	7%	2%

Representation by age (CONTINUED)

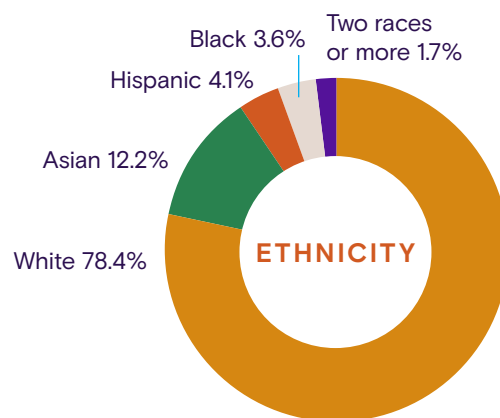| BY DEPARTMENT	20-24	25-34	35-44	45-54	55+
Account Management	0%	43%	31%	22%	4%
Customer Experience	9%	58%	21%	10%	3%
Finance	0%	35%	17%	30%	17%
G&A	0%	0%	40%	40%	20%
HR	5%	53%	26%	16%	0%
Marketing	0%	48%	20%	24%	8%
New Business	14%	59%	19%	7%	1%
Product Operations	22%	49%	11%	7%	11%
Product Development	0%	67%	22%	11%	0%
Sales Enablement & Operations	0%	80%	7%	13%	0%
Strategic Solutions	10%	55%	22%	6%	6%
Technology	0%	34%	46%	10%	10%

New hire representation

The following graphs include all permanent employees hired from 01/01/21 to 12/31/21.

The tables show new hire year-over-year (YoY) change, by percentage.

GENDER

Female 47.5%
Male 52.5%
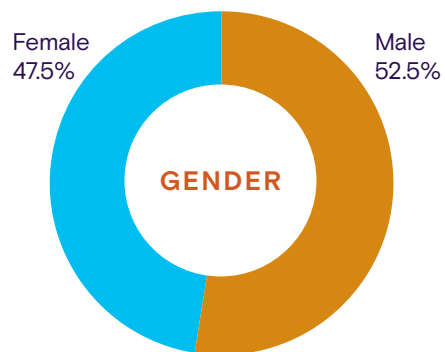
NEW HIRE		YoY change
Male	▼	-9%
Female	▲	9%

ETHNICITY

Two races or more 1.7%
Black 3.6%
Hispanic 4.1%
Asian 12.2%
White 78.4%

NEW HIRE		YoY change
White	▼	-9%
Asian	▲	2%
Hispanic or Latino	■	0%
Black or African American	▲	3%
Two races or more	■	0%

AGE

55+ 4.9%
45–54 9.8%
35–44 18.4%
25–34 45.5%
20–24 21.3%
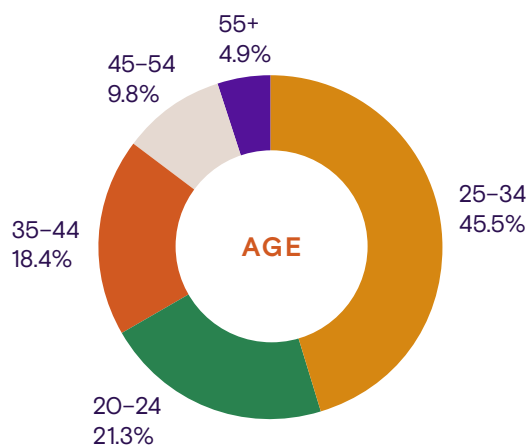
NEW HIRE		YoY change
25–34	▼	-3%
20–24	▼	-4%
35–44	▲	2%
45–54	▲	7%
55+	▼	-2%

Hiring philosophy

Definitive Healthcare is an equal opportunity employer that celebrates diversity and is committed to creating an inclusive workplace with equal opportunity for all applicants and teammates. Our goal is to recruit the most talented people from a diverse candidate pool regardless of race, color, religion, age, gender, gender identity, sexual orientation or any other status.

About Definitive Healthcare

At Definitive Healthcare, our passion is to transform data, analytics and expertise into healthcare commercial intelligence. We help clients uncover the right markets, opportunities and people, so they can shape tomorrow's healthcare industry. Our SaaS platform creates the path to commercial success in the healthcare market, so companies can identify where to go next.