

QUIP

Diversity, equity, and inclusion (DEI) commitment

July, 2020



We believe that we will best fulfill our mission — perfect oral care for every mouth — with diverse representation and empowerment in our community, our brand, our team, and our leaders.

Over the last two months we've taken a hard and overdue look at how we celebrate and support diversity at quip and we wanted to publish our findings and updated action plan.

At the time of updating this document (July, 2020), our small but mighty team of 165 people serve millions of mouths across the US and over 120 countries. We are proud of the diverse makeup and mindset of our employees and our members. But, the truth is, **we can do better.**

This document outlines:

- **Who we are** as a team, and the mission, vision, and values that unite us.
- **Our goals** for improving diversity, equity, and inclusion.
- **How we will achieve these goals** through ongoing initiatives and changes to how we operate.

We promise to put our time and effort, today and over time, into this living plan of action. Our efforts may not be perfect, but we welcome your feedback as we evolve our plan and commit to holding ourselves accountable along the way.

Who we are

quip

Our mission, vision, and values

Our mission defines **why** we exist. Our vision describes **where** we want to be in the future. Our values define **what** we believe in and guide our decisions and actions across the company.

Who we are

Our mission, vision, and values

Mission Perfect oral health for every mouth

Vision An oral care companion that enables, ensures, and rewards good oral care habits in every bathroom and dental chair, around the world.

Values

Design to delight

Because oral care you love, is oral care you'll actually use.

Keep things simple

Strip away excess to get the basics right and guide the habits that really matter.

Care to empower

Honest advice and education are key tools for better health and wellness.

Make it accessible

Deliver a practical, high-quality service that is accessible to all.

Continuously improve

Continuously improve our products, ourselves, and our environment.

Our diversity, equity, and inclusion commitment

We believe our company is better equipped to care for every mouth when we listen to fresh perspectives from everyone. In order to do so, we must build a team of the brightest minds made up of a diverse range of race, gender, age, religion, sexual orientation, identity, or any other trait that makes you, you. We celebrate differences and encourage all of our employees, customers, partners, and communities to use their voices for good, promote equity, and treat others with respect.

Where we stand

One way to identify areas for improvement in diversity at quip is to look at where our employee representations stand today in comparison to different demographic benchmarks.

In order to do this, in the following graphs we are using the federal census reporting categories of race / ethnicity, as well as the federal sex categories of “male and female.”

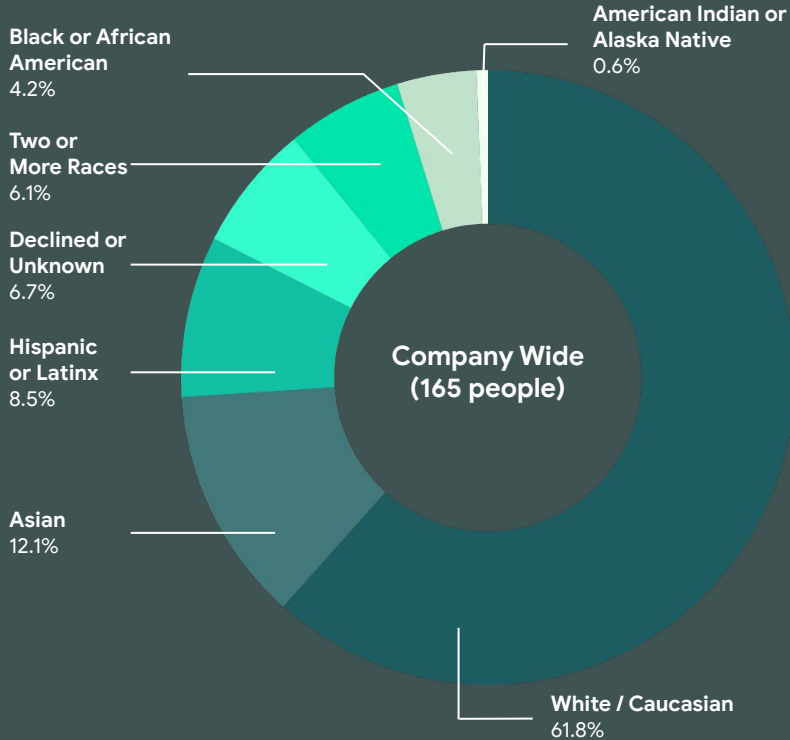
These categories do not reflect our opinion — we believe race and ethnicity can be complex and gender is non-binary.

Who we are

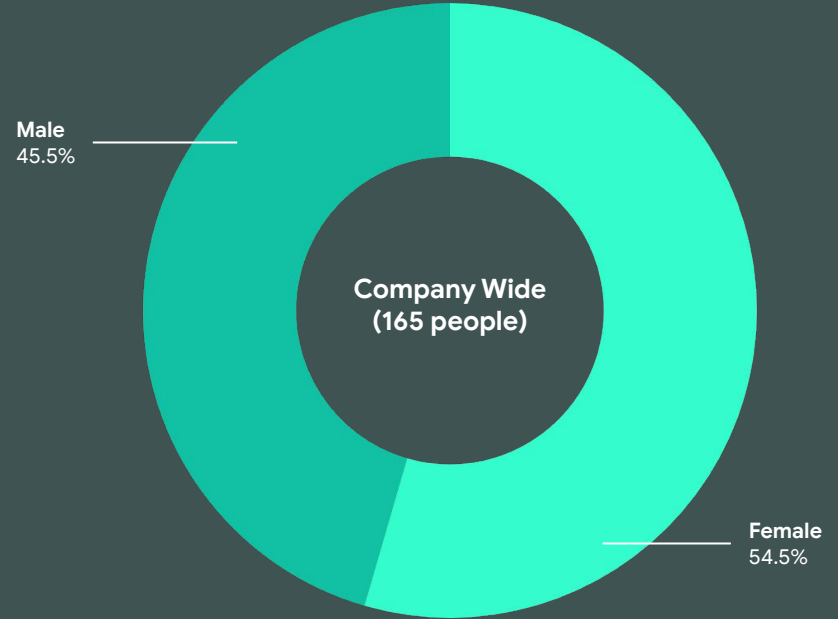
Where we stand

July 1, 2020

quip Ethnic / Racial Diversity



quip Sex Diversity



This data utilizes federal census reporting categories of race / ethnicity and sex and are voluntarily self-reported identification. These categories do not reflect our opinion - we believe that race can be complex and that gender is non-binary.

Senior Leadership

Our 8 person leadership team currently includes our 2 founders (CEO and CHO), plus 6 department leads. Within the leadership team:

- **1 person** is ethnically / racially diverse (Black) and male-identifying
- **1 person** is white and female-identifying
- **6 persons** are white and male-identifying

Conclusion

In reflecting on our mission, vision, values and where we stand today, there is clear work to do, particularly in:

1. **The representation of Black and Latinx team members**
2. **Non-White and Non-male-identifying representation within leadership**

Our commitment

We are committed to taking a long-lasting and deliberate approach to change across our organization, and in our community, to achieve the following:

- 1. Increasing employee diversity within our organization and leadership team, with particular focus on:**
 - Increasing representation of Black employees
 - Increasing representation of Latinx employees
 - Increasing diverse talent in leadership positions, specifically non-White and non-male-identifying leaders
- 2. Build upon quip's culture of inclusion to improve how we work together, grow our business, and empower diversity in our community.**

How will we achieve these goals?

Hard work, transparency, and ongoing accountability will guide our next steps as a team. Here are our action plans for improvement.

1

How we build our team

Diversity makes us stronger at every level of the company. We promise to continue improving our hiring and retention practices to identify, recruit, attract, and develop diverse talent.

How will we achieve these goals?

1. How we build our team

Recruiting

We will continue to educate ourselves on diverse hiring practices through hiring events and webinars.

We will now be putting all our job listings on recruiting platforms that provide a diverse candidate pool to fill roles in 2020 and beyond, and hire Talent Acquisition team members with training / experience in DEI recruitment strategy.

How will we achieve these goals?

1. How we build our team

University Relations

We currently offer a summer internship program at quip where we recruit from local schools, and other employee alumni programs.

We will now expand our University Relations Network with campus outreach to more universities including HBCUs, and provide learning & development opportunities to underrepresented students to build a more diverse internship pipeline (e.g. interviews, campus visits, office tours, mentorships).

How will we achieve these goals?

1. How we build our team

Development

We currently offer a biannual review process, but we recognize the opportunity for more ongoing conversations.

We will now be implementing an updated Performance Management process that puts growth, performance conversations, and continual development opportunities first, ensuring we are preparing diverse talent to take on more leadership roles.

2

How we work together

quip's culture was created on a foundation of diversity, equity, and inclusion in the workplace. We want to continue fostering an environment where team members feel safe and empowered to share their experiences and ideas.

How will we achieve these goals?

2. How we work together

Associate Interest Groups

In 2018, our first employee-led Associate Interest Groups (AIGs) were formed - including, LGBTQ+, Female-identifying, Asian, Latinx, and Black representative groups - all of which have missions that seek diversity representation, allyship, equity and inclusion.

We will now be adding Executive Sponsors to our AIG groups to assist in promoting their mission, driving awareness, and ensuring representation in leadership.

How will we achieve these goals?

2. How we work together

Diversity Equity & Inclusion Committee

We will now establish an employee-led DEI Committee to improve our diversity standards, and increase Black, Latinx and Female-identifying representation in hiring, advancement, policies, and culture.

How will we achieve these goals?

2. How we work together

Listen

We hold quarterly employee surveys on many important topics like performance, engagement, and recognition.

We will now conduct ongoing pulse surveys on diversity, equity, and inclusion specifically, to gain honest feedback from employees and create a more inclusive workplace.

How will we achieve these goals?

2. How we work together

Learn

We will now be providing recommendations around substantive programs that can be used for learning about diversity, equity, and inclusion, and building out a resource for employees to share information and updates on how to take action, listen, and learn to be a stronger ally.

How will we achieve these goals?

2. How we work together

Training

We lead an annual, mandatory ethics training, and in 2019 we conducted a company-wide diversity, equity, and inclusion training which provided workshops for our employees to learn external and internal best practices.

We will now be adding an anti-racist / bias training course alongside our annual diversity, equity, and inclusion and ethics trainings in 2020 and beyond.

3

How we project our message

We take our branding and content very seriously, and always strive to be inclusive with the words we use, and the people we portray, as we know our platform can enact change.

How will we achieve these goals?

3. How we project our message

Copy

We currently utilize gender-inclusive language and pronouns across job descriptions and internal communications.

We will now be checking for inclusive language across *all* internal and external communication and marketing from quip as well.

How will we achieve these goals?

3. How we project our message

Creative

We consciously hire talent of all ages, races, and identities in our content and advertising.

We will now track our casting over time to ensure diversity shows up where quip shows up.

How will we achieve these goals?

3. How we project our message

Advertising

We maintain an evolving exclusion list of hundreds of websites and publishers to ensure quip ads do not support extremist content and creators.

We will now be creating a budget that is specifically dedicated to established and up-and-coming diverse creators, podcasters, and influencers.

4

How we invest in our community

We know that to make real change we must celebrate our diversity by investing in the broader community.

How will we achieve these goals?

4. How we invest in our community

National and Local Community

We support organizations taking action against racial injustice through the quip Give Back Task Force — matching employee contributions across 25 different organizations such as the Equal Justice Initiative.

We also consistently celebrate Pride Month with a corporate contribution to organizations that support the LGBTQ+ community like the Audre Lorde Project (ALP).

We will now set up a more formal annual program to ensure that we are providing lasting support to worthy organizations that align with our diversity, equity, and inclusion values.

How will we achieve these goals?

4. How we invest in our community

Dental Community

We support underserved dental communities by making corporate contributions to organizations such as the National Dental Association (NDA).

We will now be pursuing long-term partnerships with these organizations to extend our ongoing impact.

How will we hold ourselves accountable?

We want to hold ourselves accountable to supporting these programs and making real, impactful changes. To do so, we will be sharing our progress through quarterly internal updates, and annual updates to this publicly shared DEI commitment.

This is just the beginning

One of our core company values is that we are continuously improving every aspect of our business. This commitment is no different, and will continue to evolve and grow as we do.

We look forward to your feedback and to taking the next steps of action in these programs.