

## Activision Blizzard Environmental, Social and Governance Overview

Activision Blizzard understands that reporting on environmental, social and governance (ESG) matters is of increasing importance to many of the Company's stakeholders, especially as embedded ESG initiatives, policies, strategies and goals can help mitigate risk, reduce costs, protect brand value and identify opportunities. Therefore, we established a cross-functional, enterprise-wide ESG working group, which includes members of our management to identify the ESG factors that are most relevant to our business and for which we will report on an ongoing basis. This team, with the support of an external consultant, identified, gathered and analyzed a wide spectrum of Activision Blizzard ESG-related data, with the dual goals of reporting on the information we determined was of most significance to our business and advancing our existing company-wide commitment to ESG matters. This work was informed by the Sustainability Accounting Standards Board (SASB) standards (specifically, those for the Technology and Communications — Software & IT Services sector) and the United Nations Sustainable Development Goals (UN SDGs).

After research, consultation and deliberation, we prepared this outline to highlight the ESG metrics we believe are most relevant to our business. We intend to publish our first annual ESG report elaborating on each of these metrics in 2021:

- 1) Activity metrics, designed to provide investors with an understanding of Activision Blizzard's size in order to allow for comparability among peers and to put our disclosure into context, including:
  - a) Revenue;
  - b) Number of full-time employees;
  - c) Global square footage of buildings and facilities;
  - d) Data processing capacity; and
  - e) Amount of data storage.
- 2) Environmental disclosure, designed to show how Activision Blizzard performs as a steward of the natural environment, including information with respect to:
  - a) The environmental footprint of our leased and owned offices and other facilities;
  - b) The environmental footprint of our data centers; and
  - c) Reductions in our environmental impacts through increased digitization of our products.
- 3) Social disclosure, designed to show how Activision Blizzard is investing in attracting, retaining and developing talent as well as serving the broader community, including information with respect to:

- a) Employee health and safety;
  - b) Employee engagement;
  - c) Talent development;
  - d) Employee retention;
  - e) Diversity and inclusion; and
  - f) Community engagement.
- 4) Governance disclosure, designed to show how Activision Blizzard governs itself, including:
- a) Various Activision Blizzard policies (e.g., our code of conduct and vendor code of conduct);
  - b) Our corporate governance best practices;
  - c) Intellectual property;
  - d) Management of the legal and regulatory environment in which Activision Blizzard operates;
  - e) Management of systematic risks Activision Blizzard may face;
  - f) Data security; and
  - g) Data privacy.