

NiCE

2024 ESG REPORT



A photograph of three people in an office environment. A man with a beard and glasses is sitting at a desk, looking at a computer monitor. Another man with a beard is leaning over his shoulder, also looking at the screen. A woman with glasses and a blue jacket is standing behind them, looking at the screen and holding a tablet. The background shows office shelves with sticky notes and other equipment.

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A Message from the CEO

Dear stakeholders,

At NiCE, we remain unwavering in our mission and passion: bringing together technology, people and purpose. We are empowering organizations to transform customer and workforce experiences through AI-powered solutions. We are committed to protecting the financial ecosystem by identifying risks and preventing fraud, while advancing public safety, protecting the truth, and promoting justice through enhanced digital evidence collection and investigation. We recently launched our new brand messaging, “Creating a NiCE World”, emphasizing our calling for experiences that feel human, interactions that create value and knowledge that’s transformed into action, creating a better, more trusted, and human-centered world.

In 2024, we strengthened our position as a market leader in Customer Engagement, Financial Crime and Compliance, and Public Safety and Justice. Our domain-specific AI continues to redefine industry standards – empowering customers to orchestrate end-to-end workflows, automate processes, augment their workforce, enhance decision-making visibility, and maintain trusted outcomes across their operations.

We are proud to report on our progress on our ESG journey across different areas of impact – customers, employees, communities, and the environment. As part of our ongoing commitment to transparency and relevance, we conducted an updated materiality assessment in 2024.

Based on this assessment, we added **Community Involvement and Giving** and **Third-Party Risk Management** as material topics, recognizing their growing significance to global ESG benchmarks, as well as their importance to long-term business success.

Our efforts were also recognized through improved scores from leading ESG rating agencies, including an upgrade from **AA** to **AAA** by **MSCI**, and an 8-points increase in our **EcoVadis score (from 52 to 60), earning a bronze medal.**

For our customers, we deepened our engagement through our NiCE Customer Clubs, providing communities to exchange best practices, advanced skills, and connect with experts. We advanced digital accessibility across our product suite, implementing WCAG 2.2 standards and expanding our accessibility testing coverage to maintain inclusive, user-centric design for all. We also enhanced our Net Promoter Score by 7 points in our cloud solutions, reflecting our customer-centric mindset and innovation.

For our employees, now numbering over 8,700 across 26 countries, we have strengthened our inclusive culture. We launched two new leadership programs for women in product management and sales, and hosted workshops on cultural intelligence, inclusive hiring, and decision-making. Our ongoing commitment to pay equity was evident in the narrowing of the UK gender pay gap and consistent remuneration trends in Israel.

For our communities, we sustained our global volunteer spirit. In 2024, our employees contributed over 40,000 volunteer hours and NiCE donated approximately 1,000,000 USD through various initiatives focused on giving back to the community.

On the environmental front, we continued our efforts to reduce our climate impact, achieving an 11% reduction in total Scope 1 and 2 (Location-based) GHG intensity compared to last year. Moreover, we expanded our Scope 1 data collection to include refrigerants and increased our water consumption data coverage to represent 55% of NiCE offices by floor area, compared to 37% in 2023.

To make sure that ESG is embedded in our business, our cross-functional ESG Steering Committee continues to guide strategy, identify opportunities, and oversee execution. Looking ahead, we will remain focused on making a measurable and lasting impact – through ethical business practices, inclusive growth, climate-related initiatives, and innovation that put people first.

Sincerely,

Scott Russell
Chief Executive Officer

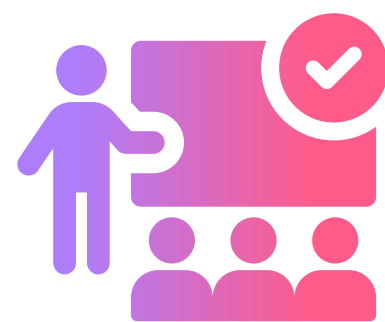
NiCE



NiCE's Performance 2024



8,726
employees



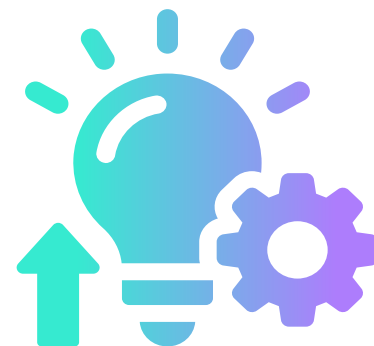
100% compliance in
employee ethics training



>500
patents



25% of the Board
members are women



3,070 R&D
professionals



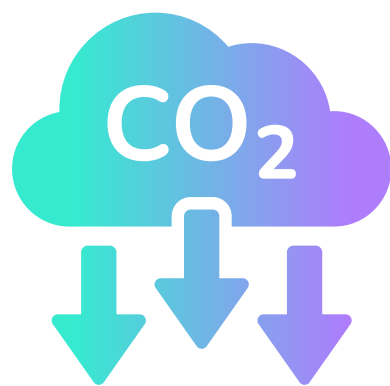
\$6T+ protected every
day through our products to
financial services



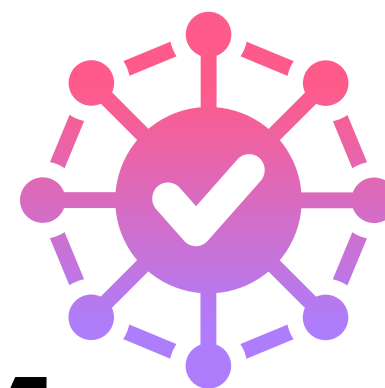
>40,000 volunteer
hours during 2024 global
community month



5B+ financial
transactions
monitored daily



11% reduction
in CO₂e emission
intensity vs. 2023



30M+ separate pieces
of evidence managed daily
through Evidencentral to
protect society

Evaluated by ESG agencies²

Bloomberg

ecovadis



ISS ESG



ESG Risk Rating²
16.0
Low Risk

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About NiCE

NiCE is a global enterprise software leader, providing AI-powered cloud platforms that serve two main markets: Customer Engagement and Financial Crime and Compliance. Our core mission is to automate customer service by seamlessly orchestrating workflows, AI and human agents, and enterprise knowledge on CXone Mpower — our leading, advanced, and comprehensive AI platform. We protect financial services organizations with embedded AI to help prevent money laundering and fraud, as well as ensure financial markets compliance in real-time.

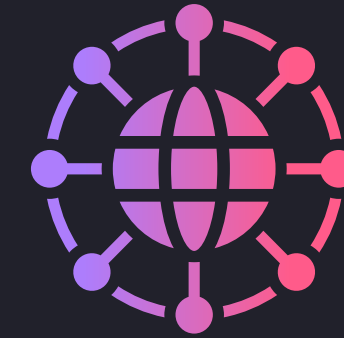
Our strategy is based on serving rapidly expanding, specialized markets that require feature-rich solutions, with robust, comprehensive cloud platforms that are spearheaded by AI as an overarching catalyst, propelling our unique AI-driven vectors of growth: using AI differentiation to expand our cloud win rates, positioning AI as the bedrock for driving rapid expansion into digital, utilizing AI to fuel massive platform-adoption and leveraging AI as a lucrative source for new domain-specific use-cases.

In the Customer Engagement market, our CXone Mpower platform enables organizations to automate service at scale, augment their workforce with AI-powered solutions, and unify enterprise knowledge, data and AI models to drive faster resolutions and superior customer experiences.

Purpose-built AI ensures every interaction and workflow is intelligently orchestrated across all customer touchpoints, seamlessly blending autonomous Agentic AI and human assisted interactions to deliver best-in-class service that is proactive, knowledge-based, resolution-oriented and efficient. Our Public Safety and Justice business is included in our Customer Engagement segment. In this business, we are transforming the criminal justice system by using AI to uncover the truth in digital evidence, facilitating swift justice. Our AI-powered workflows help relieve police, prosecutors, public defenders, courts and correctional institutions from the tedious task of managing digital evidence.

In the Financial Crime and Compliance market, we protect financial services organizations, with embedded-AI solutions that identify risks and help prevent money laundering and fraud, as well as help ensure financial markets compliance in real-time. With our holistic, data and entity-centric approach, we leverage machine learning, NLP (natural language processing), Generative AI and Agentic AI that automate routine tasks, collaborate with analysts and adapt in real time to proactively keep ahead of emerging threats.

Power numbers:



36 local
offices



2024 total revenue:
\$2.735B



150
countries



Our Strategy

Our long-term strategy is to further broaden our industry leadership in both the Customer Engagement and Financial Crime and Compliance market segments, using NiCE's unique domain-specific AI capabilities and our foundational platforms. We intend to continue leading the market by leveraging several major industry trends and evolving our offering to meet our customers' current and future needs while focusing on key strategic pillars:

Purpose-Built AI – we accelerate business transformation with purpose-built AI-embedded natively across our platforms, making our applications and business processes smarter.

Our domain expertise, proprietary data, advanced technology, and pre-built AI models create leading solutions for all our market segments.

Large Language Models, Generative AI and Agentic AI – we leverage LLMs, Generative AI and Agentic AI to help consumers and employees access knowledge and interact with each other effortlessly and safely, while improving employee productivity and customer experience. In addition, we leverage these technologies and AI Agents to effectively automate tasks on a scale, and augment employees to effortlessly complete workflows.

Data – recognizing the power of data, we consider data as a key component and a strategic asset across our portfolio and leverage it as a basis for our purpose-built AI solutions. We manage our customer data with security and compliance measures while leveraging it to equip our customers with a data-driven approach to manage their business, reduce costs, improve performance and identify customer insight.

Digital Engagement – we enable organizations to deliver experiences in every possible digital way, keeping them engaged and informed, leveraging smart self-service, AI and knowledge

across the full customer journey, as well as providing secure digital banking, and helping public safety organizations shift to digital interaction and digital evidence environments.

Complete Platform Suite – across all markets, we provide one of the industry's most comprehensive set of integrated, scalable, world class applications. Our ability to provide our customers with a full range of capabilities, for organizations of various sizes that can provide for their various needs using a single vendor unified suite, gives us a strong market differentiation in today's drive for simplicity, cost savings and elimination of legacy solution silos.



NiCE Values

In 2024, NiCE adopted six company values, which encapsulate the NiCE culture and company DNA. The values, which reflect the spirit of NiCErs around the world, were revealed at the start of 2024.

The NiCE Values are:

A+ is Our Starting Point:

We set the highest standards, execute beyond them, and demonstrate perfection from top to tail.

Obsessed with Winning:

We define targets, remain laser-focused, and always play to WIN – because we’re game changers, not just players.

Super-Sizing Value for Our Customers:

We position the customer at the center of our strategy, decisions and actions, to continuously deliver an incremental super-sized value.

It’s All About Speed and Precision:

We act rapidly, faster than the market and our competitors, and never compromise on precision, boosting our market-leading position.

Challenging Limits, Always:

We challenge ourselves, make bold decisions and lead transformations fearlessly, while seizing opportunities and constantly evolving.

Yes. We Definitely Can:

We have a “definitely-can-do” attitude and strong will to help in every situation, to drive outstanding results.

To engage our employees with the new NiCE Values, we launched the NiCE Values Quest – a virtual game for NiCErs to explore the NiCE values in a fun and engaging way. The quest allows teams at NiCE to collaborate and learn about their strengths by using NiCE values to conquer six challenges.

ESG at NiCE

NiCE is guided by a deep commitment to social contribution, environmental sustainability and good corporate citizenship. Our responsibility to the environment that we live in and the communities we serve is based on alignment between our business and corporate responsibility strategies. Whether through delivering sustainable, cloud-based environmentally friendly products to the marketplace or our employees' amazing volunteer work with local communities, we are proud to uphold responsible business conduct.

Impact Through Our Products

NiCE promotes user-friendly products that improve employee well-being in organizations and increase personal accessibility, allowing work for people with disabilities. NiCE's solutions also contribute to improving our society, such as strengthening the relationship between consumers and organizations, providing accessible self-service, fighting financial crimes and improving public safety and justice.

CXone Mpower: Automating End-to-End Customer Service

Enterprises face increasing pressure to deliver superior customer experience while reducing operational costs. CX leaders struggle with fragmented technology, rising labor expenses, and inconsistent service quality across channels.

The growing demand for AI-driven automation and intelligent workflows is reshaping how organizations operate customer service at scale.

CXone Mpower is a comprehensive AI platform, enabling enterprises to design, build and operate customer service automation by seamlessly orchestrating workflows, agents and knowledge as part of a single, unified and scalable platform, helping businesses reduce costs, improve efficiency, and deliver consistent, high-quality service experiences.

Interaction Orchestration – CXone Mpower ensures seamless customer experiences by orchestrating interactions across 30+ supported channels, including voice, digital, and self-service. AI-driven routing matches customers to the best available resource in real time, considering skills, sentiment, and past interactions. CXone Mpower dynamically orchestrates interactions between human and AI agents based on customer intent and desired outcomes, optimizing business results. End-to-end service workflows connect front-office, mid-office, and back-office teams, ensuring smooth handoff and full-resolution automation. Proactive engagement capabilities anticipate customer needs and trigger automated outreach, resolving issues before they escalate.

Workforce Augmentation – CXone Mpower enhances workforce performance with AI-powered solutions that optimize scheduling, training, performance, and real-time decision-making. AI-driven workforce management

ensures the right agents are available at the right time, balancing efficiency with service quality. AI copilots provide real-time assistance, automating repetitive tasks, surfacing relevant insights, and guiding agents through complex interactions. Advanced performance analytics continuously monitor quality, compliance, and customer sentiment, delivering actionable insights that help organizations refine agent skills and improve service outcomes.

Customer Service Automation – CXone Mpower automates customer service end-to-end, resolving interactions from intent to fulfillment without human intervention. AI-powered workflows execute entire service processes, ensuring faster, more accurate resolutions. With AI-powered experience memory, CXone Mpower retains customer history and context, enabling intelligent, personalized automation. Generative AI and domain-specific models create dynamic, context-aware responses that continuously evolve, improving service accuracy and efficiency. Automation extends across front-office, mid-office, and back-office processes, ensuring organizations scale AI-driven service efficiently. AI continuously analyzes interaction data and optimizes automation strategies, reducing costs and enhancing customer experience.



In a world where you can be anything, be NiCE



Outsmarting Financial Crime

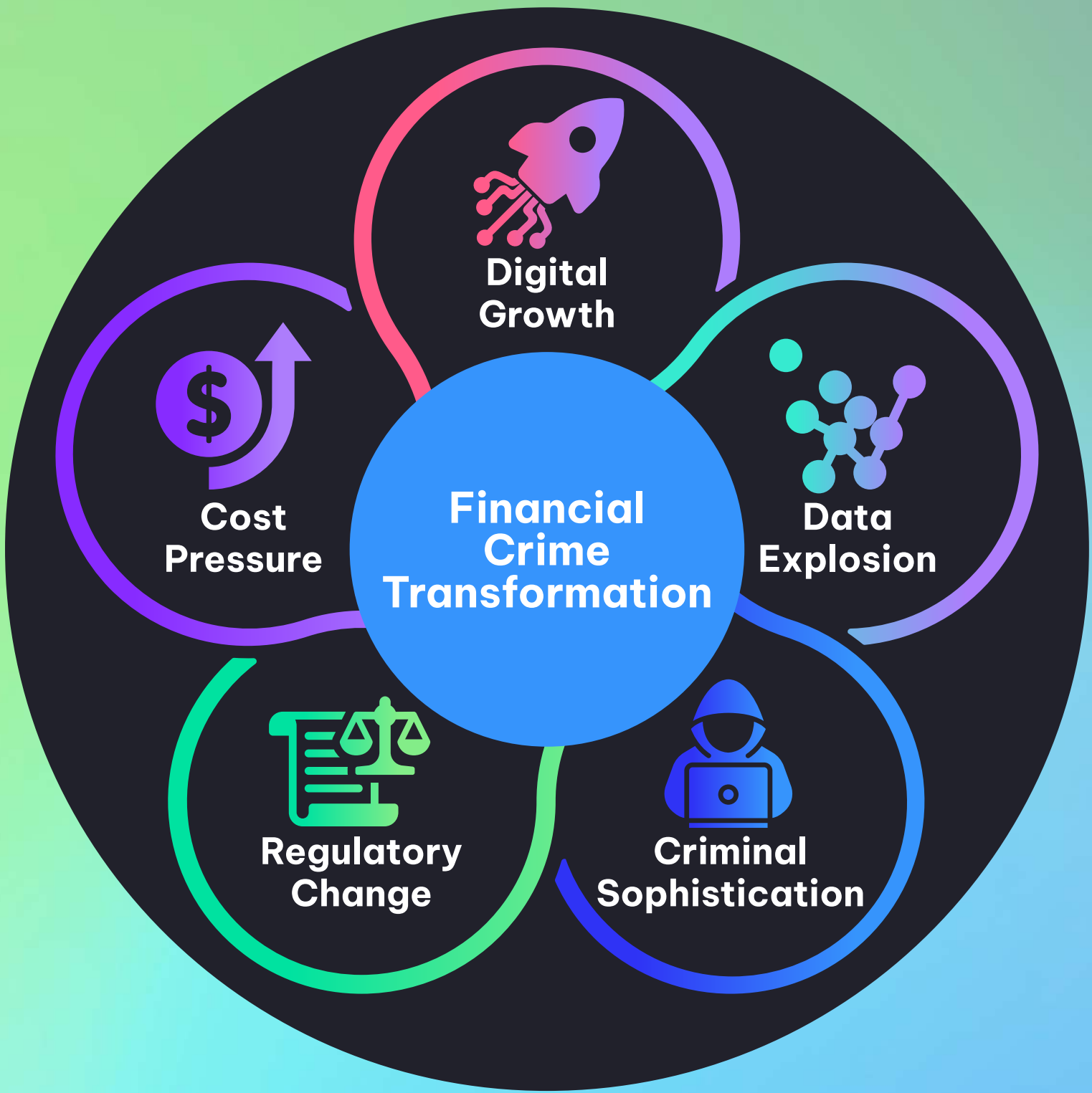
Enabling trusted financial transactions is critical in the digital banking era and is increasingly challenging for financial institutions. Criminals, organized crime rings and cyber bots leveraging AI are targeting digital payments and banking channels, while simultaneously scamming individuals and corporations. As a result, preventing fraud without introducing customer friction, and detecting and predicting money laundering, has grown more complex than ever. In addition, compliance in capital markets requires firms to monitor trades across all asset classes and communications across every channel for market manipulation, adding another layer of complexity.

These demands, the evolving regulatory landscape and market dynamics coupled with consumers’ desire for frictionless digital transactions require organizations to transform and modernize their financial crime programs.

NiCE Actimize provides market-leading purpose-built AI cloud platforms for real-time and cross-channel fraud prevention, know-your-customer, anti-money laundering and capital markets compliance. We enable financial institutions to effectively adapt to changing threats, provide excellent customer experiences and grow their business, all while protecting their organization, safeguarding their customers, and ensuring the integrity of the financial services industry.

Our X-Sight and Xceed AI offerings apply advanced AI techniques, powered by insights from our global client base, to deliver rich intelligence that optimizes machine learning-driven prevention and detection analytics across our portfolio. NICE Actimize’s Agentic AI harnesses advanced machine learning, NLP, and Generative AI to reduce analyst investigation time and automate processes. Our industry leading solutions span a wide range of business use cases across risk domains and coverage areas. All Financial Crime and Compliance solutions are powered by Always on AI, our multi-layered framework, that embeds AI, machine learning, automation, natural language processing and other advanced technologies throughout the financial crime and compliance value chain. As a result, financial institutions benefit from innovative and patented technologies which fuel automation and analytic precision to detect and prevent financial crimes in real-time, providing secure and frictionless customer experiences.

Financial Crime Challenges



Used by the
top 10 U.S. Banks



Used by the
top 10 EU Banks



Used by the
top 4 APAC Banks


>\$6 trillion protected each day

>5 billion transactions monitored every day


Driving Digital Transformation of Public Safety and Justice

A growing volume of digital evidence, contained in multiple disjointed systems, labor intensive processes and staffing challenges are all impacting the ability of government agencies to deliver on the promise of timely justice. Government agencies of all types – from police and first responders to prosecutors, public defenders, courts and corrections – are looking to digital transformation as a way to overcome the challenges of digital evidence silos and disjointed work processes. Through digital transformation, stakeholders can work smarter and more efficiently within their own agency and effectively share digital evidence throughout the criminal justice system.


NiCE Evidential, our Digital Evidence Management Platform for the criminal justice system, transforms how digital evidence and data are managed. Criminal Justice agencies spend precious time managing digital evidence and data – collecting, storing, copying, analyzing, sharing and even physically transporting it. Evidential helps overcome these obstacles by breaking down data silos, applying analytics and workflow automation to processes, and by connecting public safety and criminal justice agencies together, so justice can flow smoothly, from incident to court. Evidential helps agencies get control of digital evidence and data, so they can get emergency response right, be a greater force for good, ensure safer communities, and provide timelier justice for victims.




+240 million
evidence items
managed



Used by
+50,000
public safety
professionals today



Used by
+3,000
agencies today



+37 million
active criminal
cases supported



“NiCE Evidential provides a great opportunity for police forces and businesses to work together to ensure the swift collection of evidence allowing the police to bring offenders to justice as effectively as possible.”

Patrick Holdaway, Superintendent at City of London Police and Lead for the National Business Crime Centre

“The officer was able to share a link to CCTV evidence with the Crown Prosecution Service during the pre-charge stage, which resulted in the suspect being remanded into custody. Prior to NiCE Evidential, it would have been highly unusual to get a remand for a victimless prosecution.”

Brenda Farrell, Project Manager & Consultant, Change Delivery Group at Surrey Police



Commitment to Sustainable Development Goals (SDGs)

In 2015, the United Nations adopted its 2030 agenda for Sustainable Development. The agenda includes 17 goals and 169 targets which aim to better our planet in all mediums. Our journey towards sustainability is ongoing, and we are proud to share examples of how we support the SDGs.



“Education liberates the intellect, unlocks the imagination and is fundamental for self-respect.”

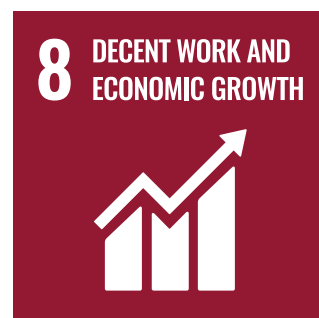
We promote quality education by empowering youth with the knowledge and tools necessary to thrive in a technological world. Across the globe, we focus on meaningful community contributions, with a particular emphasis on youth education, such as our partnership with Rotary Club to establish a fully equipped e-learning classroom for over 1,000 students for a government aided school in Pune. Read more about community activity in promoting quality education for all in [NiCE Local Communities](#).



“End all forms of discrimination.”

“Ensure women’s full and effective participation and equal opportunity for leadership.”

Diversity provides valuable input for our creativity process, which helps advance better and more competitive products. In this context, we act to advance this issue internally and through our community initiatives. We advocate for gender diversity through our Code:Coda program and our participation and workshop at the SheTech conference, providing an opportunity for girls to fall in love with technology.



“Achieve decent work for all, including persons with disabilities, and equal pay for work of equal value.”

We contribute to the achievement of SDG 8 at our NiCE offices by fostering inclusive hiring practices, investing in employee development, adhering to ethical business standards, and driving innovation for sustainable growth. Through our products, we help organizations enhance their customer engagement and create tailored and convenient customer service. Our engagement in community development projects also creates job opportunities and boosts local economies.



“Reduce inequality within and among countries”

We work to reduce inequality through our employment, procurement and community involvement activities. We promote diversity both in our hiring practices and among our suppliers. Through our community involvement and giving activities we also work to reduce inequality more widely in the communities where we work.



“Integrate climate change measures into policy and planning.”

“Build knowledge and capacity to meet climate change.”

We recognize that climate change is one of the biggest threats to society and, in this context, we are committed to SDG 13 by improving our institutional capacity to assist with climate change mitigation. Our cloud-centered strategy promotes efficient energy consumption for our customers, without them needing to compromise on high quality solutions.



“Substantially reduce corruption and bribery of all forms.”

“Develop effective, accountable, and transparent institutions at all levels.”

“Ensure equal access to justice for all.”

We strongly support the targets of SDG 16 through our products and compliance program. One of our key offerings promotes digital policing, while our Actimize solution combines AI, advanced analytics, and intelligent data to help financial institutions protect their customers and assets. Our compliance program includes policies and training of our employees, subcontractors and partners promoting compliance with anti-corruption and anti-bribery laws. Read more about NiCE Actimize in [Outsmarting Financial Crime](#).

Stakeholders Engagement

We consider customers, employees, investors, suppliers, and the community at large as our main stakeholders, with whom we continuously converse. The table below shows the main engagement processes and our stakeholders’ primary expectations:

Stakeholder	Engagement channels	Key ESG topics raised
Employees	<ul style="list-style-type: none">• Employee surveys• Performance reviews• Training• Employee conferences• Team meetings	<ul style="list-style-type: none">• Employee engagement• Inclusion and diversity• Labor relations• Learning and development• Work-life balance• Business ethics and anti-corruption
Customers	<ul style="list-style-type: none">• Supporting services• Relationship with supporting team• Annual event (Interactions)• NICE User Group (NUG)• ClubOne• Shine• Customer surveys	<ul style="list-style-type: none">• Client satisfaction• Business ethics and anti-corruption• Data privacy and security
Investors	<ul style="list-style-type: none">• Investor Presentations• Proxy Materials and Annual Reports• Annual General Meeting of Shareholders (AGM)• Financial press releases• Quarterly Earnings Report to Shareholders• ESG indices and ratings• Regular Communication• Investor Conferences• Investor and analyst visits/meetings	<ul style="list-style-type: none">• Economic performance• Corporate governance• Business ethics and anti-corruption• Regulation SFDR• Social agenda• Data privacy and security
Suppliers	<ul style="list-style-type: none">• Relationship with procurement team• Surveys• Audits	<ul style="list-style-type: none">• Business ethics and anti-corruption• Human rights• Partnership approach• Inclusion and diversity
Community	<ul style="list-style-type: none">• Meetings with community partners• Collaboration in social and environmental initiatives	<ul style="list-style-type: none">• Community volunteering• Support in emergency situations



NiCE Material Topics for Reporting

At NiCE, we conduct ongoing dialogue to identify governance, environmental, and social issues that are material to our business and stakeholders to improve our impact and performance in these domains.

The material topics of NiCE were defined with the support of ESG specialists in 2022. A materiality analysis was conducted to identify NiCE’s main influence on environmental, social and governance (ESG) topics. The analysis was based on a benchmark which included comparisons with companies who characteristically resemble NiCE, in combination with an examination of various ESG ratings and global reporting standards. The initially selected topics were then discussed with executives and with the Board of Directors, which represents the perspective of all stakeholders, where the material topics were finalized.

In 2024, the benchmark and analysis regarding material topics were updated and re-evaluated. Based on the updated results, the ESG steering committee has decided to define two new material topics in this report: Third Party Risk Management and Community Involvement and Giving.

This analysis was based on the GRI Sustainability Reporting Standards. We consider most stakeholders’ opinions to be reflected in these sources.

Our material topics defined for the report and for focusing our ESG efforts are:

	Material topic	Consists of
Governance	Responsible and ethical business	Implementing ethical behavior throughout the value chain, through anti-corruption and ethical codes of conduct as well as ethics training.
	Customer privacy and cyber security	Safeguarding customer data via information security management.
	Third party risk management	Managing risks associated with the company’s engagement with third parties.
Social	A diverse and inclusive workplace	Generating a work environment that celebrates diversity, equal opportunity and inclusion.
	Employee development and engagement	Investing in our employees through continuous development and engagement.
	Innovation ESG value creation	Creating products which promote environmental and social excellence, as well as astute corporate governance.
	Community involvement and giving	Giving back to the community by contributing to social causes and encouraging employee volunteering.
Environment	Responsible use of resources	Avoiding use of hazardous substances, reducing electronic waste generation and ensuring proper waste treatment.
	Reducing our carbon footprint	Committing to climate action, improving the company’s energy use and data center efficiency.

Looking at our ESG Journey

NiCE’s ESG management is overseen by the ESG steering committee, established in 2023. The committee members are appointed by the CFO, and represent different disciplines within the company, such as legal, investor relations, human resources, information security, procurement and property management. The Committee has several responsibilities, which include the following:

- Reviewing ESG matters while considering stakeholder needs, trends and developments.
- Identifying significant ESG risks and opportunities.
- Developing a holistic ESG strategy with appropriate goals and long-term targets.
- Encouraging the integration of ESG into the Company’s business strategy.
- Providing the Board of Directors of the Company with periodic ESG updates.

In 2024, the committee held 4 meetings. One of the decisions taken this year was to expand NiCE’s list of material topics and include Community Involvement and Giving and Third-Party Risk Management as new material topics. This expansion of the material topics list reflects the company’s ongoing efforts to promote sustainable business practices while creating value.

During 2025, the committee defined strategic ESG focus areas to manage the topic in a clear and forward-looking manner for the benefit of various stakeholders. Below is the list of these focus areas:

Environmental

Responsible use of resources

(Avoiding use of hazardous substances, reducing waste generation and ensuring proper waste treatment)

Reducing our carbon footprint

(Committing to climate action, working to improve the company's energy use and data center efficiency)

Social

Employee development & growth

Community engagement & volunteering

Employee engagement & culture

Inclusive and equitable workplace

Employee wellbeing

Governance

Responsible and ethical business

(Implementing ethical behavior throughout the value chain, through anti-corruption and ethics codes)

Customer privacy and cyber security

(Safeguarding customer data via information security management)

Responsible Supply Chain

Reporting

(publicly report on company's ESG efforts)

Based on such focus areas, specific short and mid-term initiatives and targets were developed and incorporated into the company's work plan. These targets are presented in the respective chapters of this report.

In 2025, the ESG Steering Committee continues to refine these focus areas and define the company's strategic ESG goals and objectives, in alignment with its vision, values, and business strategy.

NiCE Governance

Our strong corporate governance structure is the foundation for managing stakeholders' (employees, customers, investors, suppliers and community) expectations. This structure is supported by our Board of Directors ("Board") and Executive Management, that have the knowledge, capabilities, experience, intention and goodwill to promote a successful, durable, and meaningful business.



Board of Directors

We are proud to have a robust governance infrastructure that includes our Board of Directors and five designated Board Committees: The Audit Committee, Internal Audit Committee, Compensation Committee, Mergers and Acquisitions Committee and Nominations Committee.

Our Board of Directors is comprised of eight members: David Kostman (Chairman), Rimon Ben-Shaul, Dan Falk, Yocheved Dvir, Yehoshua Ehrlich, Leo Apotheker, Joe Cowan and Zehava Simon. The entire Board consists of non-executive independent directors who meet the independent requirements of Nasdaq, who are over 50 years old, three (37.5%) are statutory external directors under the Israeli Companies Law- and two (25%) are women. In 2024, we published the Board Diversity Matrix on our [website](#). The matrix provides information regarding skills, experience and attributes that our Board members contribute to enable and support the Board's effective oversight as well as information regarding the diversity of our directors. NiCE's CEO is not a member of the Board of Directors, and is appointed by and reports to the Board of Directors.

The composition of the Board meets all applicable requirements of Nasdaq and the Israeli Companies Law. Our corporate governance practices are overseen by the Board and the Board committees. Our Board committees are headed by an independent director, that is also a statutory external director (meeting stricter independence requirements), in line with the Israeli Companies Law. Two of our Board Committees (i.e., the Audit Committee and the Internal Audit Committee) are led by female chairpersons.

Board Nominations and Elections

The Nomination Committee is responsible for recommending candidates to be nominated for election to our Board of Directors, including the evaluation of their independence status. The nomination process takes into consideration the structure of the Board of Directors, including familiarity with the Company and its industry and past contribution of existing members. New candidates are identified and evaluated for election to the Board of Directors, and the Nomination Committee may, but is not required to, solicit recommendations for nominees from the Board of Directors or from a professional headhunting firm.

The evaluation process includes an assessment of candidates' qualifications, such as their integrity, absence

of conflicts of interest, prior achievements, oversight, business understanding, availability, professional background, experience, expertise, perspective, and diversity (including of gender). The Nomination Committee may, at its discretion, solicit the views of the CEO, other Company senior executives, or other Board members. The evaluation process may also include interviews.

NiCE directors, other than external directors, are elected at each annual shareholders' meeting to serve until the sooner of, the next annual meeting or their resignation.

Statutory external directors are also appointed by the shareholders for a period of three years each time, with the option to extend the period by additional three-year terms, in accordance with the Israeli Companies Law and regulations.



Board Independence

All our Board members are non-executive directors determined to be “independent” pursuant to both Nasdaq listing rules and the Israeli Companies Law and three members meet the stringent requirements of the Israel Law with respect to statutory external directors.

Accordingly, all our committees of the Board are comprised solely of independent directors. The independence of each director is reviewed annually. During these reviews, the Board considers, among others, transactions and relationships between each director (and his or her immediate family and affiliates) and our Company and its management to determine whether any such transactions or relationships are inconsistent with a determination that the director is independent.

As part of this review process, each director is required to complete an annual directors’ and officers’ questionnaire, in which they disclose any employment, business, familial, compensation and other relationships with us and our management. As required pursuant to Nasdaq rules, our independent directors meet in regularly scheduled executive sessions at which only independent directors are present.

Board Expertise and Effectiveness

Pursuant to the Israeli Companies Law, at least one member of our Board of Directors must be an “accounting and financial expert”, as determined by our Board of Directors. The Israeli Companies Law requires that all external directors must

be “professionally qualified.” Under applicable Nasdaq rules, each member of our audit committee must be financially literate and at least one of the members must have experience or background that reflects such member’s financial sophistication. Our Board of Directors has determined that two directors are “accounting and financial experts” according to the Israeli Companies Law, and are financially sophisticated, according to applicable Nasdaq rules.

The Board of Directors meets regularly throughout the year on a set schedule, but at least on a quarterly basis, and holds special meetings, as needed, to approve strategic plans, business plans (including budget approval), strategic transactions and other items. In 2024, all members of the Board participated in at least 91% of the Board and Board committee meetings held during the year, with an average participation rate of 94%. Average participation in board committees was 88% for the Audit Committee, 97% for the Compensation Committee, 93% for the Internal Audit Committee, 95.5% for Mergers and Acquisitions Committee, and 100% for the Nominations Committee. The directors are evaluated according to a self-assessment conducted by the Audit Committee members, based on their attendance and their contribution to Board of Directors and Board committee meetings.

Directors’ and Executive Officers’ Compensation

The role of the Compensation Committee is to recommend to the Board of Directors, subject to shareholder approval by a special majority, the adoption of a compensation policy governing

the compensation of executive officers based on specified criteria, to review modifications to the compensation policy from time to time, to review its implementation and to approve the actual compensation terms of office holders and extend its recommendation to the Board of Directors.

The directors’ remuneration consists of a fixed annual fee, in addition to a per meeting attendance fee for Board of Directors and committee meetings. In addition, the directors are entitled to an annual equity grant subject to valuation caps set in the compensation policy. The Chairman of the Board is entitled to an additional special annual fee due to his role.

Board Training and Role on ESG Topics

The members of the Board undergo educational sessions and receive briefings on an as-needed basis on relevant subjects, such as new accounting standards, relevant regulatory developments, risk management, cybersecurity topics, ESG and matters relating to the Company’s business, strategy, products and markets.

Finally, it is important to highlight that the Audit Committee and the Board of Directors are responsible for the annual review and approval of the Company’s annual report and financial statements, which includes applicable ESG disclosures, such as corporate governance practices of the Board of Directors and Board committees, compensation policy and guidelines, employee-related information, strategic plans, market trends and the Company’s products.

Executive Management

In 2024, the senior management comprised of 9 executive officers including our CEO and other members of the Senior Executive Management Team. In August, 2024, the Board of Directors approved the appointment and compensation of Scott Russell as the Company's new Chief Executive Officer, effective January 1, 2025.

Our General Counsel and Compliance Officer oversees corporate governance matters and reports to the Board on those, as required.

Management Compensation

In line with the requirements of the Israeli Companies law, we have adopted a executive compensation policy for our executives and directors which has been approved by our shareholders. Our compensation policy for executive officers requires, in accordance with the Israeli Companies Law, that in general, compensation be approved by the Compensation Committee, followed by the Board of Directors, and, in some cases, by the Company's shareholders. According to the compensation policy, remuneration can be in cash, equity, or a combination thereof, and a portion of it must be performance-

based. Generally, the performance-based bonus plan for our executive management team is based on the Company's overall performance, the particular unit's performance, individual performance, and the results of the annual customer satisfaction survey. An amendment to the compensation policy was approved at the annual general shareholders meeting held on July 3, 2024. The changes were mainly made on the topic of cap amounts.

Risk Management

Every three years, we perform a risk assessment and build an internal audit plan to monitor and manage various scenarios. Our Board of Directors and Management constantly monitor and manage our primary risks.

Our main risks, including those discussed under the heading "Risk Factors" in the Company's 2024 annual report on Form 20-F (page 2-21), are related to, amongst others: market competitiveness and technological changes, including those related to the use of AI technologies; reliance on third party network connectivity lines, internet, network service and software suppliers; incorrect use of and undetected errors our technology; loss or unauthorized use of

customers information; inadequate intellectual property protection; events outside of our control, such as economic conditions, natural disasters or health pandemics; and our ability to recruit and retain qualified personnel. The foregoing list is not exhaustive. Other events, circumstances or factors that we do not currently anticipate or that we currently do not deem to be material risks may also affect us. In the appendix, you can find a summary regarding the way that we manage these risks, and a complete explanation is in our most recent annual report on Form 20-F available at this [link](#).

It is important to note that regarding regulatory risks we are committed to comply with applicable laws within each jurisdiction in which we conduct our business.

In 2024, NiCE launched an Enterprise Risk Management (ERM) Program, to further expand our risk management processes. The program is based on two pillars – updating the Enterprise Risk Assessment (ERA) and conducting a maturity assessment of the current risk management program. The process combined top-down and bottom-up approaches to identify risks and rate them according to their impact and likelihood. For the identified risks, the company will develop proper response strategies, as part of the ongoing ERM process.





The audit process at NiCE includes three types of audits: internal audits, external audits and third-party audits.

Audit Process

Internal Audits

Internal audits are carried out by our Internal Auditor in accordance with an annual Internal Audit Plan that is based on NiCE’s risk survey, overseen by the Company’s Internal Audit Committee of the Board of Directors. The main topics covered by the Internal Audit Plan are financial issues, operational issues, ethics and norms compliance, data security and privacy and others. For all topics, the Internal Auditor reviews relevant aspects such as adherence to regulatory requirements, internal codes, policies and procedures, fraud prevention, KPI setting and measurement, human resources, training and more.

The Board’s Internal Audit Committee (IAC) oversees the internal audit plan; the internal audit reports the implementation of remedial measures as deemed appropriate. The IAC also oversees compliance matters, including the review of complaints relating to the Company’s compliance program, including the Code of Ethics and Business Conduct. The IAC also oversees the Company’s risk management.

Additionally, the IAC reviews interested party transactions for approval as required by the Israeli Companies Law.

In order to enhance oversight of ESG matters, during 2025 the Board has approved a revision of the name and charter of the Internal Audit Committee, to include oversight of ESG matters by such Committee. Accordingly, the IAC’s name was revised to Internal Audit and ESG Committee or IAEC.

External Audits

External audits are conducted by independent auditors primarily executed for financial and Internal Control purposes and are designed to provide the basis for the external auditors’ opinion that the Consolidated Financial Statements present fairly, in all material respects, the NiCE’s financial position and the results of its operations and its cash flows for the applicable financial year, and conform with U.S. generally accepted accounting principles. Moreover, external audits express an unqualified opinion on the Company’s internal control over financial reporting, based on criteria established in the Internal Control-Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission.

Third-party Audits

As a software company, audits are an important part of our business operations. These audits allow us to demonstrate our commitment to security, compliance, and data protection to our customers. By undergoing third-party audits conducted by international organizations and specified customers, we assure our customers that our internal controls and security measures are effective, and that we meet industry standards. Ultimately, we view third party audits as an opportunity to build trust and credibility with our customers, and we are devoted to maintaining high standards across all aspects of our business. To read more on our security standards, please see this report’s [NiCE Security chapter](#).

This year we have also added Third Party Risk Management to our list of material topics, to reflect our ongoing efforts to manage risks associated with the company’s engagement with third parties.

NiCE Ethics

Ethical behavior is a core value for NiCE. The success of our business and good client relationships depends on integrity and transparency in all our company dealings. We have zero tolerance for bribery and corruption, fraud, and all other illegal acts. To safeguard this value, we depend on every employee and partner to promote ethical behavior.

For this purpose, we are committed to high ethical standards and applicable laws that guide everything we do as a company and define the way we conduct our business. Our Code of Ethics and Business Conduct, Supplier Code of Conduct, Partner Code of Ethics and Business Conduct and the NiCE Anti-Bribery and Corruption Policy, reviewed and approved by our Board of Directors and Management, and amended from time to time, formalize and clearly communicate this commitment. These policies are aligned with international laws, including anti-corruption laws and regulations, such as the Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act. We are committed to implementing and enforcing our company policies and providing annual compliance and ethics trainings to our employees globally. The policies were reviewed and updated in 2024.

The main parties responsible for protecting and ensuring the application of our ethical commitments are the company's General Counsel and Compliance Officer and the Executive VP of Human Resources. The Internal Audit Committee of the Board of Directors has a key responsibility to oversee the implementation and enforcement of the Company's Compliance Program.

Commitment and Training Regarding Ethics

We are committed to conducting business ethically and transparently through education that promotes the honest conduct of our employees, partners and contractors representing the Company.

Our ethical commitment includes, but is not limited to, the following: prevention of bribery and corruption, including restrictions on gifts and hospitality and conflicts of interest, promoting human dignity (including diversity and non-discrimination, prevention of sexual harassment, child and forced labor, health and safety), preventing anti-competitive behavior, breach of confidentiality obligations, enforcing insider trading restrictions, intellectual property protection, prevention of fraud, and other illegal and unethical behavior.

These commitments apply not only to employees (including all our subsidiaries and affiliates) and the Board of Directors, but also to all partners, independent contractors and service providers.

NiCE's Partner Code of Conduct ("Partner Code") aims to provide guidelines to all partners that represent NiCE in the sale of products and services. The Partner Code is regularly reviewed and requires all partners to adhere to stringent requirements in the fields of ethical conduct, anti-bribery and corruption, intellectual property, confidentiality, privacy, workers' human rights, health and safety, and environmental impact.

All partners must meet all legal responsibilities as well as uphold to ethical standards in these fields. NiCE's Sales Partners, who origin from Higher-Risk countries, assure NiCE in writing all their relevant employees working on NiCE accounts have completed NiCE Partner Code of Conduct online Training.

As part of our hiring process for new employees and on an annual basis, we require that our employees undergo comprehensive online compliance training with respect to our policies and procedures. **In 2024, 100% of our employees participated in such ethics training.** All employees also provide an annual formal signoff, indicating their understanding and commitment to the Company's Code of Ethics and Business Conduct. Additionally, our enhanced training program, delivered by the Company's Compliance Department, is tailored for customer facing employees and gatekeepers within the organization globally. Hundreds of employees receive our live and in-person compliance training on yearly basis. We have set KPIs to measure and maintain our high level of commitment to ethics, which include achieving a target of 100% completion rate for employees' annual training, and completing a compliance due diligence of each new sales partner upon onboarding, and every three years.

The Board of Directors receives periodic overviews of the Company's Compliance Program and any regulatory or other changes impacting the program.

Legal Proceedings

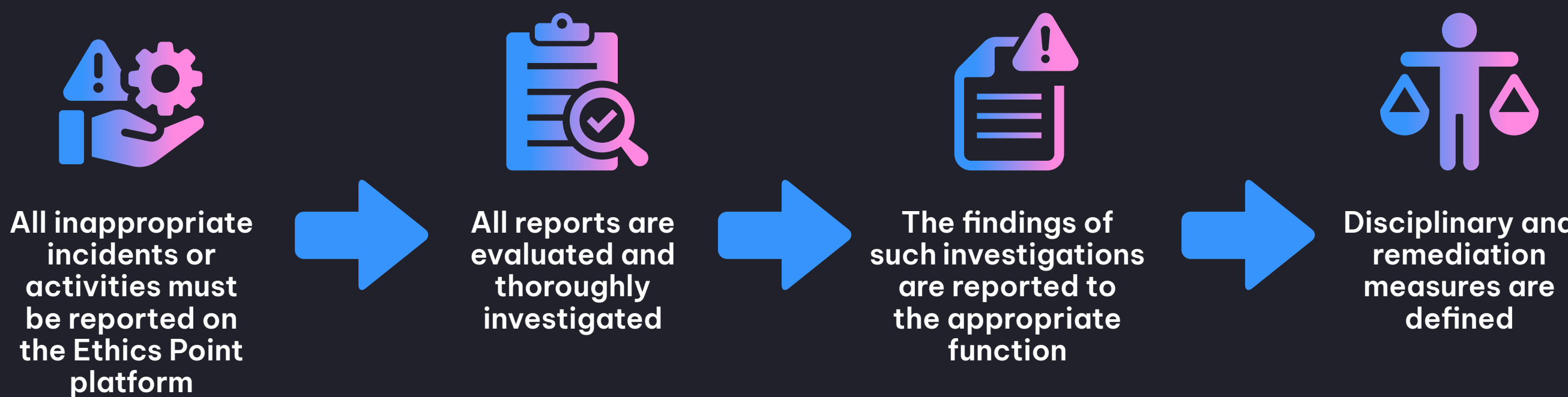
Although we are involved from time to time in various litigations and legal proceedings, mainly regarding labor related and commercial disputes, we do not believe they, individually or as an aggregate, will have a material effect on our business. It is important to acknowledge that, in 2024, we were not involved in any corruption or anti-competitive incidents, nor were we involved in any public cases regarding these matters.

It is important to state that we are not involved in lobbying and political sponsorships.



Speak Up Procedures

NiCE creates a safe environment for employees to raise concerns, and stores records of all reports and investigations, as well as actions taken by the Company, in a dedicated repository. Our ethics policies are supported by our Speak Up platform, which encourages raising concerns confidentially and anonymously, all while protecting employees and third parties. The platform is hosted by a third-party provider and allows for an independent, quick and safe solution where stakeholders can comfortably report complaints online and through mobile devices. Reports are investigated pursuant to the following steps.



Bribery and Corruption

The NiCE Anti-Bribery and Corruption Policy (“ABAC Policy”) explains NiCE’s clear standards on prevention of bribery and corruption by employees and other parties representing it, and how they should promote these practices in the course of their conduct. The ABAC Policy also sets standards pertaining to giving or receiving gifts and hospitality.


Additionally, we have a process in place for conducting due diligence and risk assessment in the sales and partnership processes, with respect to anti-bribery and corruption. Through this process, we track evaluation tasks, issue alerts and formalize decisions regarding the representation of the Company and execution of engagements. This evaluation includes, among other

aspects, screening of partners against global sanctions and compliance lists and enforcement of export controls and restrictions.

Pursuant to this procedure, our agreements with partners and other third parties include a business practices clause, requiring compliance with anti-bribery and corruption and export control related restrictions.

In addition to the due diligence process, all employees undergo annual training, which is in addition to onboarding training that is conducted for all new employees as part of their onboarding process. In addition, relevant employees in customer facing roles and relevant gatekeeper roles, as well as management members, are required to undergo more in depth and customized ethical and ABAC training that relates to their roles.





Training Program for employees and partners including online modules and in-person training

Anti-bribery and corruption (ABAC) as well as ethical training are important so that employees are familiarized with the laws that criminalize bribery and corruption, and can easily recognize and mitigate associated risks. Until 2022, the company had provided employees with online training modules, with little training for partners.

We have come to realize that the human touch of a face-to-face training that is tailored for specific roles would bring added value, especially when discussing ethical issues. Therefore, since 2023 and through 2024, we also offer partners in-person training focused on ABAC and Ethics, in addition to the well-established annual training, compulsory for all employees globally.

For partners in high-risk regions, we also offer online training.

We trust that this program will continue to increase awareness, guidance and compliance with Company policies and procedures, as well as relevant legislation. We periodically review all online compliance training modules to ensure they are up to date and relevant.

Conflicts of Interest

The Company's Code of Ethics and Business Conduct (the Code) prohibits all employees, directors and subcontractors from performing any activities that involve conflicts of interest. The Code establishes guidelines and procedures regarding timely and proper disclosure of possible conflicts of interests that an employee, director and certain subcontractors may have in connection with their duties and responsibilities. The Company will review and decide on each such disclosure as necessary to protect the best interests of the Company.

All actual and potential conflicts must be evaluated and approved in accordance with the provisions of the Code, including, in certain cases, by NiCE'S Compliance Officer, Internal Audit Committee or Audit Committee and the Board of Directors.

Members of the Board of Directors and executive management complete an annual questionnaire, that addresses potential conflicts of interests to prevent or properly approve related party transactions (including in relation to suppliers, auditors and subsidiaries and affiliates).

Anti-Competitive Behavior

NiCE promotes fair competition by its employees and representatives, ensuring compliance with all relevant anti-trust laws and regulations. **This is specifically evaluated as part of any merger and acquisition process**, and, when applicable, regulatory approvals are obtained from antitrust authorities.

We are not facing any legal actions regarding anti-competitive behavior at this time.

Harassment and Discrimination

We do not accept any type of discrimination, harassment, and violence in relation to employees, customers, partners, suppliers and other third parties. Any employee, including managers, involved in such practices may be subject to disciplinary action, including termination. Additionally, any retaliation relating to the filing of complaints on such conduct or for cooperating with any investigation will not be tolerated. Our actions could include, applicable, notifying the police or other law enforcement agencies and the prosecuting of violators of this policy to the maximum extent permitted by law. During 2024, we concluded that all reported cases were not material. Cases brought to our attention are handled in accordance with Company policies and procedures. All employees receive annual training on this topic, including managers who oversee the prevention of discrimination, harassment and violence in the Company.

NICE Security and Privacy

The interconnection of the business world has led to the creation and consumption of a huge quantity of information: customer records and financial information, employee data, partner details, and our own corporate information.

At NiCE, we consider information one of our most precious assets and take great care to protect it. Thus, we are committed to adhering to the International Organization for Standardization (ISO) for initiating, implementing, maintaining, and improving our information security and privacy management framework.

Information Security Management

NiCE has established Cybersecurity Risk Program as well as Information Security Management policies and procedures to protect the confidentiality, integrity, and availability of our data while providing value to the way NiCE conducts business. These policies and procedures include the following components:

- NiCE management is committed to maintaining a robust security program which includes supplying the necessary resources to sustain the program including people, tools, processes, procedures, and education. Cybersecurity risks and controls are evaluated and reviewed regularly by our senior management, including as part of our internal audits that are presented to the Internal Audit Committee of the Board of Directors.
- NiCE maintains an inventory of all information assets, regardless of physical and geographical location.
- NiCE's Information Security plan is driven by an on-going risk assessment of all information assets.
- NiCE requires that employees, contractors, partners, and vendors understand their security responsibilities. All of our employees conduct an annual cybersecurity training and other on-going cybersecurity awareness exercises.
- NiCE requires that only authorized users have access to information assets and services.
- NiCE requires that information security controls are designed and implemented throughout the product's development lifecycle.
- NiCE requires that its partners, suppliers, and contractors maintain adequate security controls to ensure the security of its own information as well as its customers' information. We maintain third party risk management process to identify, assess and mitigate the risks associated with our third-party service providers. As part of this process, we impose contractual obligations related to information security and require that our third-party partners maintain adequate security measures and controls to ensure the security of our data.
- In 2025, the company set a target to broaden the annual simulated supply chain breach drills to twice a year.
- NiCE operates a Security Operations Center (SOC) on a 24/7/365 basis to monitor and detect any abnormal situations and react accordingly. Our incident response policy provides guidelines for the handling and reporting of cybersecurity incidents.
- Our information security management policies and procedures are verified in accordance with the ISO 27001:2013 information security management certification, as well as other certifications such as FedRAMP, PCI DSS, HITRUST, and SOC2 for specific business lines.

Through 2024, cybersecurity threats including as a result of any previous cybersecurity incidents, have not materially affected our business strategy, results of operations, or financial condition.

For more information on our security and compliance, please visit our [website](#).



Product Security

To ensure that our applications and systems are developed securely and meet predefined security requirements prior to implementation, we developed a strict product development lifecycle with well-defined milestones at each development stage.

We consider security in the development lifecycle of all products, as viewed in the following actions:

- NiCE protects all forms of code and the development artifacts from unauthorized access and tampering by safeguarding the development, build, distribution, and update environments, and following the least privilege principle.
- NiCE's employees and contractors go through security training.
- NiCE reviews security aspects during the product requirements analysis.
- NiCE designs software to meet security requirements and mitigate security risks.
- NiCE verifies third-party software complies with security requirements.

- NiCE tests its code and systems to identify vulnerabilities and verify compliance with security requirements.
- NiCE identifies, analyzes, and remediates vulnerabilities on a continuous basis.

Cloud Security

Our cloud-based solutions are highly secured.

- Various security controls are strictly enforced on our cloud environment.
- The cloud-based services and infrastructure are always maintained on a private network with data segregation dedicated solely to the customer's organization.
- NiCE only uses the services of proven secure cloud providers.
- The cloud environment is managed by the cloud service provider, including a dedicated application operations teams to provide for fulfillment of the security requirements.

Privacy & Data Protection Management

NiCE is constantly pursuing and taking steps to enhance privacy and compliance. We value our customers, partners and employees, and we take measures to protect their (and others) personal data. As part of these efforts:

- Organizational measures were implemented to support our privacy compliance efforts. For instance, we:
 - Established various privacy policies and procedures (e.g., with regards to handling data breaches, data subjects access requests, etc.);
 - We have set a target to conduct supply chain breach drills twice a year
 - Appointed staff to support our privacy compliance efforts (such as a data protection officer, a privacy committee), which is composed of legal experts who are familiar with the privacy field and an organizational privacy champion;
 - Constantly monitor privacy regulation changes across the globe (such as GDPR, CCPA, Israeli Privacy Law, etc.);
 - Consult with tier 1 international privacy law firms with regard to our daily business and operations;
 - Conduct risk assessments on our vendors, while taking global privacy regulations into consideration, as part of our vendors management due diligence process;
 - Our Cybersecurity risks and controls are evaluated and reviewed regularly by the audit committee of our board of directors with regard to our privacy-related practices;
 - All of our employees undergo an annual cybersecurity training as well as other on-going cybersecurity awareness exercises. In addition, we conduct tailored privacy trainings to stakeholders who make crucial decisions with regard to, or handle, personal data in a way that might have a great impact.

- Technological measures were implemented to support our privacy compliance efforts, such as:
 - Implementation of appropriate physical, technological and administrative measures, for the purpose of preventing unauthorized processing of personal data, and preventing unintended loss, damage or destruction of personal data processed by NiCE or on NiCE's behalf;
 - Working with software that helps us keep pace with the global privacy regulations and enhance our privacy compliance efforts;
 - Involving privacy-by-design and privacy-by-default paradigms in the development lifecycle of our solutions.

In the event of a potential cybersecurity incident, our Security Operations Center (SOC) conducts an initial assessment and depending on the severity of the incident, provides a report regarding the incident to our Corporate VP Information Security. The Corporate VP Information Security then consults with other internal and external parties, depending upon the nature and/or severity of the incident, including members of our Cyber Incident Response Team (CIRT) and our General Counsel.

Our Privacy Information Management policies and procedures comply with worldwide accepted standards, such as ISO 27701. We are proud of our commitment to privacy and the strong processes we have put in place.



Protecting Intellectual Assets

We rely on a combination of patents, trade secrets, copyrights, and trademarks as protected by applicable laws, together with non-disclosure and non-compete agreements, as well as third-party licenses to establish and protect the technology that is used in our systems, solutions and products.

To advance this topic, an Intellectual Property (IP) program has been structured and includes the following subjects:

- 1 Guaranteeing adequate policies and human resource agreements regarding IP.
- 2 Training and advice to employees and management on what intellectual property is and the process involved in developing and creating patents.
- 3 Supporting the process of examining ideas, evaluating priorities and patent applications.
- 4 Managing patent application processes.
- 5 Managing the patent program budget.

NiCE has an intellectual property policy, copyright policy, patent policy, open-source policy and trademark guidelines that provide frameworks for the use, generation, acquisition, and management of intellectual property.

By the end of 2024, NiCE held 575 U.S. patents with 35 patents issued in additional countries covering essentially the same technology as the U.S. patents. NiCE had 230 patent applications pending in the United States and other countries as of the end of 2024.

In alignment with our strategic commitment to innovation and sustainable growth, we are intensifying our efforts to file patents in the field of artificial intelligence (AI), with a particular emphasis on patents for incorporating generative AI technologies into our products and services.



NiCE to be Social

As a people-centric company, we aim to build good relations with all stakeholders, including customers, employees, suppliers, investors, neighborhood communities, and others. We are committed to respecting, supporting, and taking care of them and, in this way, create a NiCE world.



25,000
organizations
globally



150
countries

NiCE Customers

Customer Experience

We recognize that our customers are the key driver for our success and our mission is directed at improving their work and well-being by helping them provide extraordinary and trusted experiences.

Our core mission is to transform experiences to be extraordinary and trusted.

On this basis, we are committed to supporting our customers at anytime, anywhere, and ensuring that our solutions are adapted to their unique environment, processes, and business and operational goals. For this reason, we establish continuous and transparent communications to understand our customers and continually inform them about the progress of their projects, in accordance with their needs.

Our skilled experts and advanced tools and methodologies, combined with our portfolio of end-to-end services, address all stages of our technologies' life cycle offerings. From project planning and design through implementation, optimization, proactive maintenance, and product support, we are there for our customers globally each step of the way.

NiCE's Quality Management policies and procedures are certified by ISO 9001 certification. Through these procedures, we monitor, evaluate, and manage law and regulation, risks, and opportunities.

NiCE Customer Clubs

NiCE offers a variety of Customer Communities, known as Customer Clubs, tailored to meet the diverse roles and goals within organizations.

One such community is the **NiCE User Group (NUG)**, an online platform that empowers all NiCE customers, regardless of their role. NUG members can connect with fellow users, exchange best practices, suggest product enhancements, learn from experts, advance their careers, and earn rewards.

Another community, **ClubOne**, is an exclusive group designed for leaders using the NiCE Supervisor platform, focusing on enhancing their leadership and customer experience skills.

Finally, **Shine** is NiCE's customer reference program. Recognizing that customer success is their most powerful story, NiCE created Shine to help buyers easily understand how NiCE solutions improve customer experiences. Shine members share their experiences, connect with peers, and build their reputation as thought leaders and subject matter experts.

In addition to our customer clubs, CXone Mpower users can register to access our **Customer Community** portal where they can take part in discussions, form groups, search our extensive knowledge base, and join a network of their peers for ongoing conversations, product support and best practices.

For more information on our NiCE clubs, [click here!](#)

Interactions

During our annual customer conference event, "Interactions", we showcase product innovation and industry trends, share best practices and provide actionable guidance for using our products.

Interactions have continued to grow in popularity, attracting over 2,500 attendees eager to learn about the impact of AI and other advanced technologies on consumer well-being around the globe.

The event features speakers and participants including our active customers, prospects, industry analysts, NiCE executives, and solution experts.

At Interactions, we also honor our customers through the **CX Excellence Awards Program**. The program offers customers an opportunity to highlight the value of their NiCE implementations. Through this program, NiCE celebrates our customers' incredible achievements in six categories of excellence and gives them the recognition they deserve during an inspiring award ceremony.





NiCE User Satisfaction

NiCE has always been a company that is focused on improving the experiences of its customers and delivering real, long-term value.

Standardized on the Net Promoter System (NPS) methodology and best practices, NiCE conducts surveys along the full customer journey to monitor customer satisfaction, including the following:

- **The Customer Support Survey** helps us understand customer satisfaction with our solution and how highly they rate NiCE team members who provide service in the customer support organization.
- **The Professional Services Survey** assesses customer satisfaction during the implementation and upgrades phase, which includes NiCE business consulting.
- **Training Surveys** assess customers' level of satisfaction with NiCE's training courses.
- **Relationship Surveys** assess brand loyalty and customer satisfaction for decision makers and influencers as well as satisfaction with NiCE's products and other services (sales, professional services, support and training).
- **Product Surveys** assess the In-App user experience of the customer while using our products.

In 2024, NiCE continued using the NPS, conducting surveys across the full customer journey enabling NiCE to pinpoint dissatisfaction drivers and areas for

improvement. NiCE has implemented several technical upgrades to improve the survey experience and data reliability, to enable real-time survey feedback collection and integration with other systems. NiCE's overall brand NPS for 2024 was 27.

In 2024, we made it our mission to improve overall customer satisfaction by:

- Strengthening and leveraging the relationship between our customer operations leadership with direct marketing and influencers.
- Providing a single point of contact within global customer operations leadership for key accounts.
- Coaching and training customer operations leadership on managing relationships with direct marketing and influencers.

NiCE is open to customer feedback and takes direct action to minimize concerns expressed in surveys and in other forms of feedback.

By implementing an on-going closed loop program, NiCE further utilizes a feedback management system, to raise real-time alerts to business unit leaders and customer-facing staff regarding issues raised on surveys. The resolution of each alert is centrally tracked and managed. Action plans are developed for each business unit that regularly reports on KPI measured improvements for each driver of loyalty.

The survey results are continually monitored and analyzed. The business units review the results quarterly in business review meetings and share them with the NiCE Executive Leadership Team, headed by the CEO.

As a result of our continuous focus on customer experience over the last 5 years, the NPS score improved by over 20 points. Additionally, in 2024, overall satisfaction with the cloud solutions improved with the NPS score going up by 7 points year over year.

Understanding Customers' Needs for Innovation

At NiCE, our vision and business strategy are directed towards growth, profitability, innovation, and customer focus, all with a long-term perspective.

NiCE sees the power of innovation as a way to help address some of our customers' most urgent needs. NiCE intends to continue investing in innovation, both through organic growth and through acquisitions, to broaden our product and technology portfolio, expand our customer base, increase our distribution channels, and grow our presence in key verticals, adjacent markets and geographic areas. In 2024, we reinvested 14% of our total revenue into research and development.



Accessibility in Our Products

At NiCE we believe that everyone deserves equal access to technology and the productivity it enables. When we design with accessibility at the forefront, we're not simply checking compliance boxes – we're opening doors for users who have historically been excluded from digital experiences and ensuring that everyone can participate fully in our connected world.

Our commitment to accessibility creates profound value for users with disabilities who rely on features like screen readers, keyboard navigation, and high-contrast displays to accomplish their daily work. But the beauty of accessible design is that it benefits everyone – larger fonts assist users in bright sunlight, clear navigation helps people on mobile devices, and simplified interfaces reduce cognitive load for all users, regardless of ability. When we design inclusively, we create products that are more intuitive, more flexible, and ultimately more human.

We've partnered with accessibility specialists to transform our entire product pipeline, ensuring that users with visual, motor, and cognitive disabilities can fully engage with our platforms. The majority of our CXone consumer and agent-facing interfaces now meet current accessibility standards, with Accessibility Conformance Reports (ACR) available for key products. We've embedded automated testing throughout our development process and provided our R&D and UX teams with specialized training – offered both live and recorded company-wide – to ensure accessibility thinking is embedded into every design decision. Accessibility compliance is now a CXone Suite standard across all applications, helping ensure consistent development practices.

Our commitment extends beyond moral obligation – we recognize that our government customers require Section 508 and ADA compliance, and that businesses across all sectors are realizing that accessible workplaces are more productive and inclusive. All new product releases now include essential accessibility features such as customizable font sizes, color interpretation support, full keyboard navigation, and screen reader compatibility.

In 2024, we adopted WCAG 2.2 as our standard for product testing, following the release of the updated guidelines in late 2023. As part of this transition, we implemented specific accessibility enhancements to key products, including CXone Agent and Digital Chat, and significantly expanded our accessibility testing coverage as part of our journey toward WCAG 2.2 Level AA compliance across the CXone suite.

We actively gather and integrate feedback from customers on accessibility issues through regular meetings and reviews. These insights are shared with our design, product, and development teams, enabling improvements that enhance usability for people using assistive technologies.

This isn't a final destination, but an ongoing commitment. As we build new features and applications, accessibility remains central to our design process – because every user deserves technology that works for them, not against them.

Looking ahead to 2025, we have established a CX-level KPI to measure accessibility progress across our products, reflecting both the regulatory needs of our enterprise, government, and education customers, and our belief in inclusive innovation.

NiCE People

At NiCE, we value our employees, or “NiCErs,” as the driving force behind our innovation and success. To support their development and growth, we prioritize employee engagement and foster an open, fair, and respectful work environment.

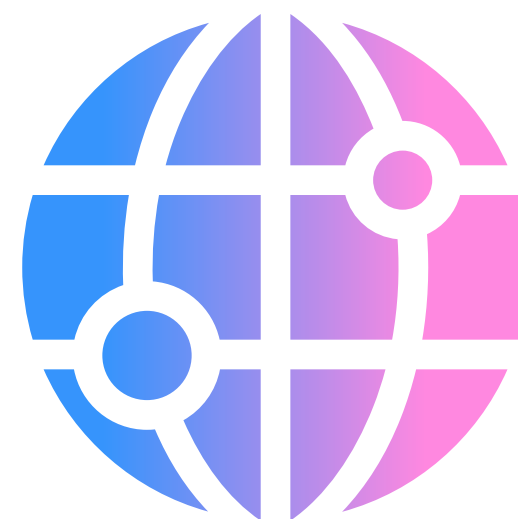
Ethics, honesty, and respect are an integral part of the NiCE Code of Ethics and Business Conduct. We are therefore dedicated to respecting human rights, including the fight against child and forced labor, ensuring equality, and preventing workplace discrimination. Moreover, we embrace diversity and encourage diverse perspectives and healthy dialogue among our employees.

We prioritize a safe and healthy work environment and provide resources for professional and personal growth. All aspects of human resources are detailed in our Employee Handbook, with specific versions available on our intranet for each operation. We have an Executive Vice President of Human Resources who manages all employment matters and dedicated senior managers for topics such as development and employment conditions.

As of the end of 2024, NiCE had 8,726 employees worldwide, a 4% increase relative to the previous year. Employee benefits are provided to all full-time, temporary or part-time employees based on local laws and regulations.



8,726
full-time
employees

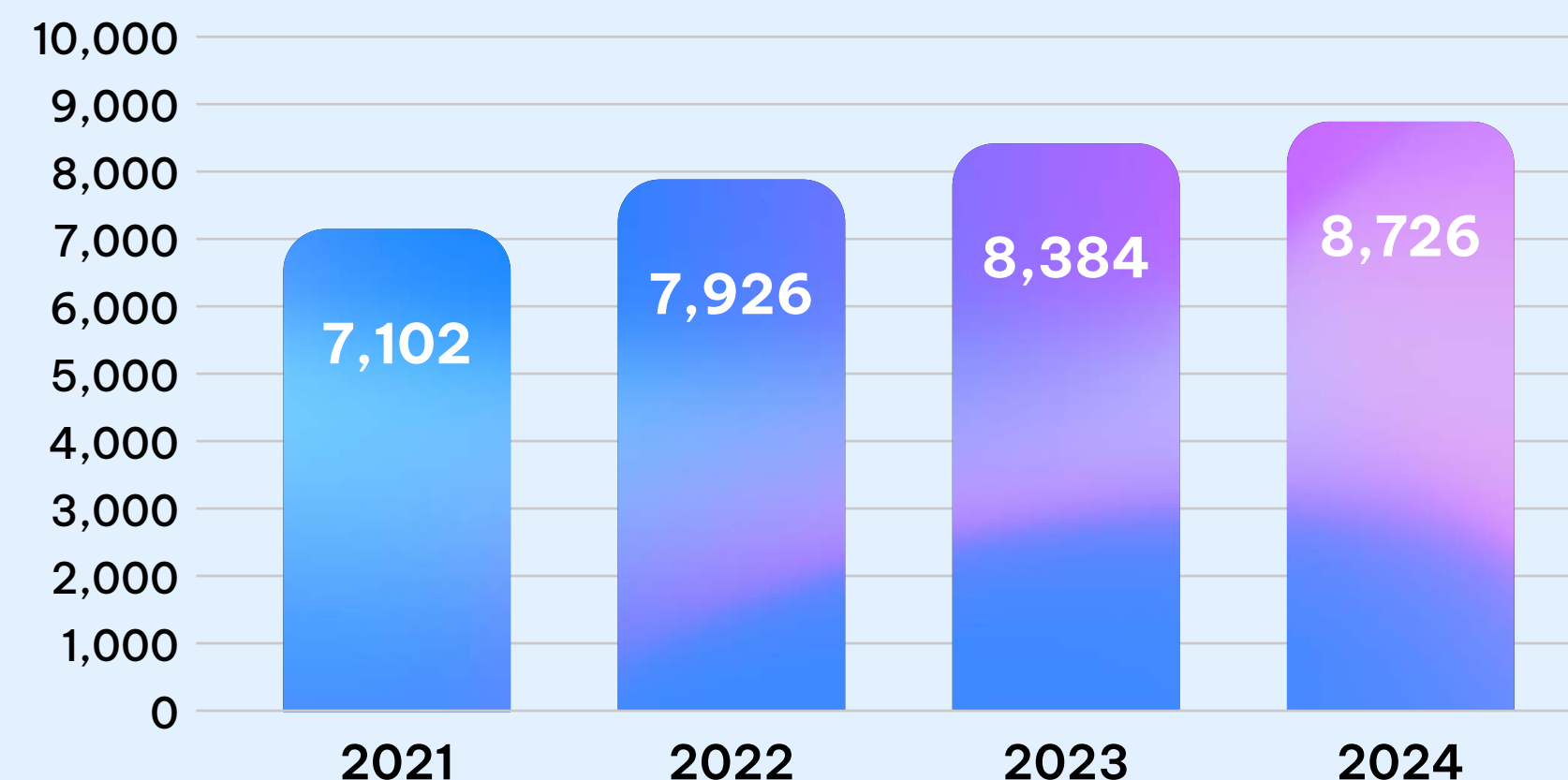


26
countries

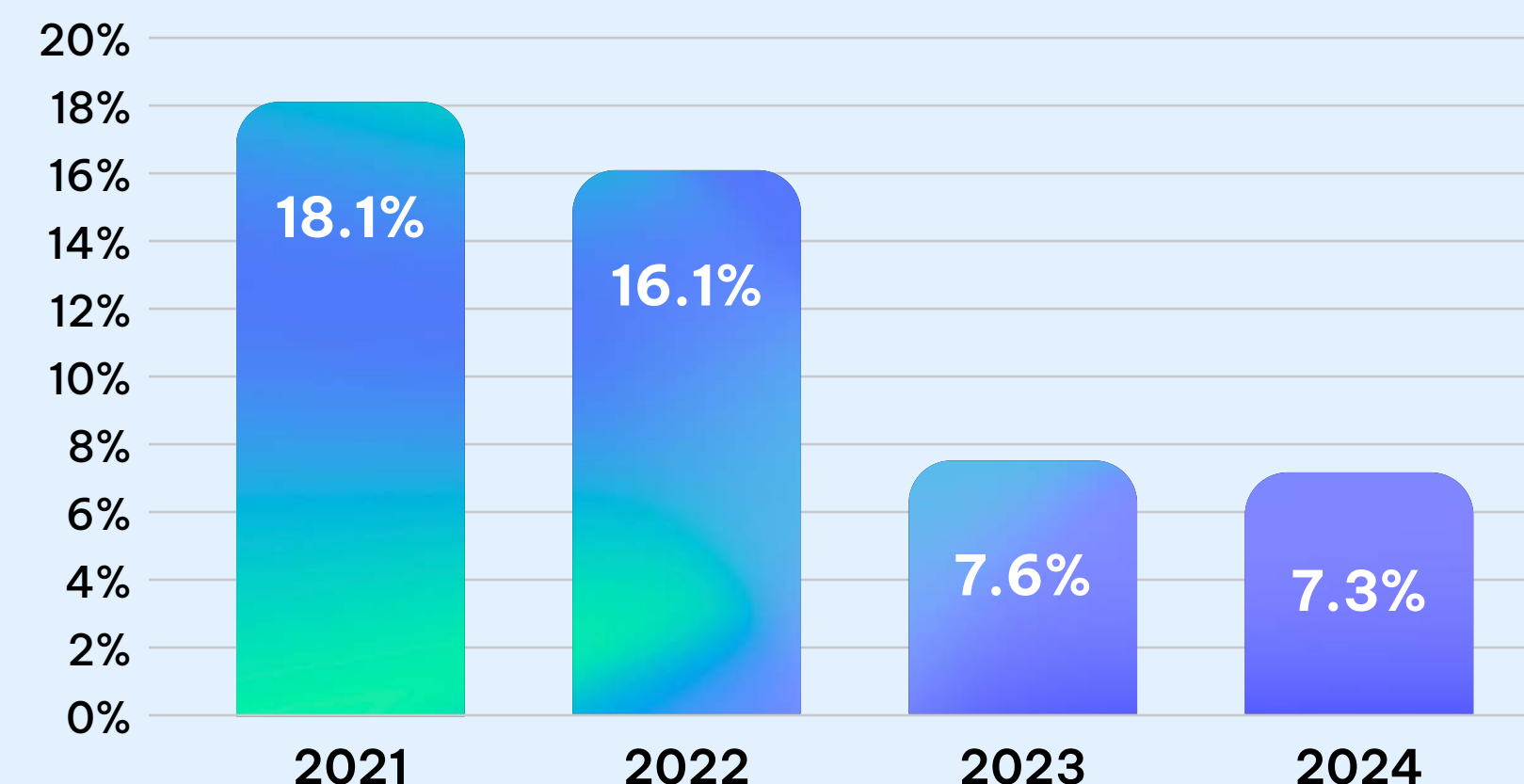


High
employee
satisfaction
rate

Total Employees



Voluntary Turnover



As of the end of 2024, NiCE's voluntary turnover rate was 7.3%.

We are not a party to any collective bargaining agreement with our employees or with any labor organization in all jurisdictions where we operate. However, we are subject to certain labor related statutes and provisions of collective bargaining agreements between the Histadrut (General Federation of Labor in Israel) and the Coordinating Bureau of Economic Organizations (including the Industrialists' Association of Israel) that apply to our Israeli employees under the regulations of the Israeli Ministry of Labor and Welfare.

Human Rights

We respect the protection of human rights in accordance with accepted international conventions and practices, such as those of the United Nations’ Universal Declaration of Human Rights, ILO Core Conventions on Labor Standards, UN Global Compact, and OECD Guidelines for Multinational Enterprises. Our activity concerning human rights involves relevant stakeholders and we intend to continue our work on these issues.

Slavery and Human Trafficking

Modern slavery is a crime and a violation of fundamental human rights that remains a hidden blight on our global society. It takes various forms, such as slavery, servitude, forced and compulsory labor and human trafficking, all of which have in common the deprivation of a person’s liberty by another in order to exploit them for personal or commercial gain. NiCE is committed to ensuring that our business practices combat slavery and human trafficking in any form.

We are dedicated to improving our practices to combat slavery and human trafficking, checking that those practices are not taking place in the execution of our business, including through our supply chains. As part of that effort, we publish an annual statement on modern slavery in accordance with section 54(1) of the Modern Slavery Act 2015.

In order to provide a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, we intend

to provide training to our staff to identify signs and risks of slavery and human trafficking. We require suppliers and business partners to provide training to their staff, suppliers, and providers.

For more information, please see NiCE’s [Slavery and Human Trafficking Statement](#)³

Diversity and Equal Opportunity

NiCE boasts a diversified workforce and substantial representation of many different population sectors and groups throughout our offices across the world. We encourage our employees to bring their individual identities to the table and to work in teams that foster inter-cultural communication and ultimately, innovation.

We provide an inclusive workplace, a safe environment for all people of different religions, nationalities, and gender orientations.

NiCE is committed towards its stakeholders, with an emphasis on its employees, to provide an environment based on equal opportunity for all qualified applicants and employees. It is the policy of NiCE to afford equal employment opportunities to qualified individuals, regardless of their age, race, color, religion, and/or any other status protected by any applicable federal, state and/or local statute or regulation.

The company strives to provide equal opportunity to all applicants and employees, including recruiting, selection, training, placement,

promotion, wages and benefits, transfers, terminations, and working conditions.

In 2024, four workshops were held for employees and managers on the topics of cultural intelligence, team diversity, and inclusive decision making in the promotion and hiring process. These sessions empowered participants to discuss best practices for communicating and navigating diverse professional environments.

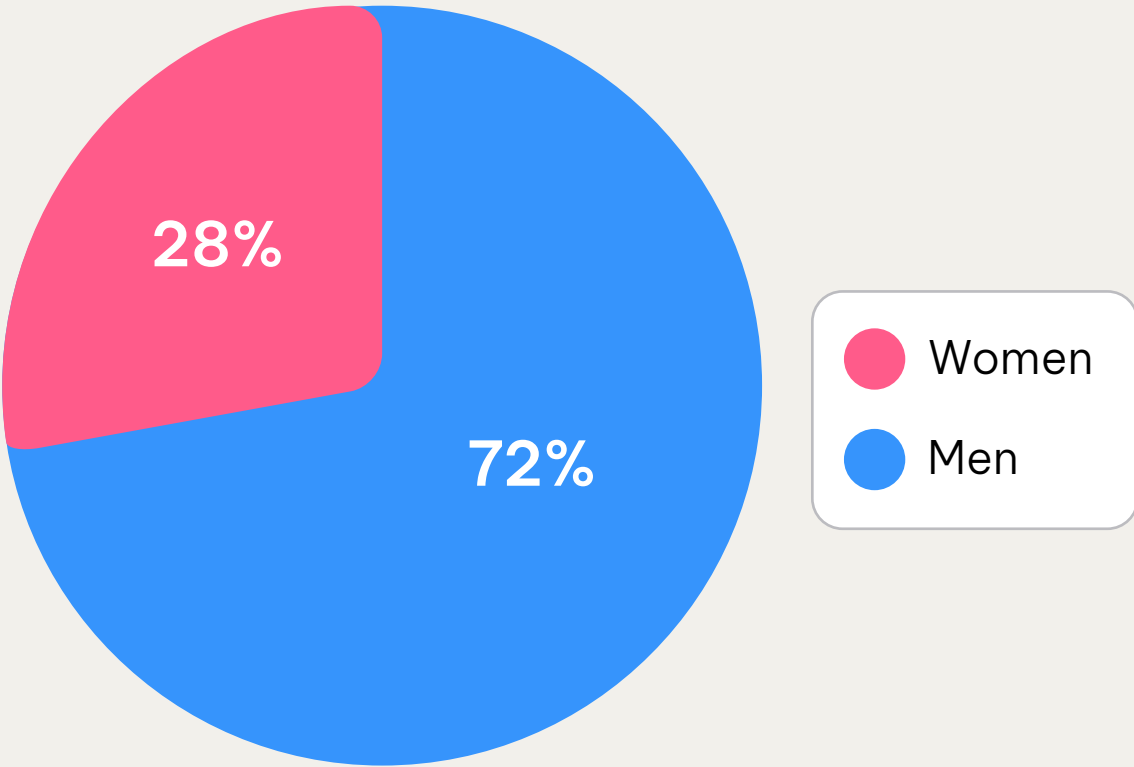
Diversity and inclusion principles are embedded into our culture and business practices, from our hiring processes to the development of our employees:

- All our managers are trained to ensure that recruitment evaluation is based on professional skills and to avoid unconscious biases. In addition, this training supports them in promoting a multicultural work environment on a day-to-day basis.
- We partner with several non-governmental organizations which supply tools and frameworks that break unemployment barriers for women, immigrants, and other minorities, in addition to the older generation. We are proud to take part in paving the way into high-tech careers, by supporting organizations in the recruitment and placement of those in need of a chance.
- Action plans have been put in place, helping us assess our facilities and vehicle purchases in addition to ensuring their accessibility.

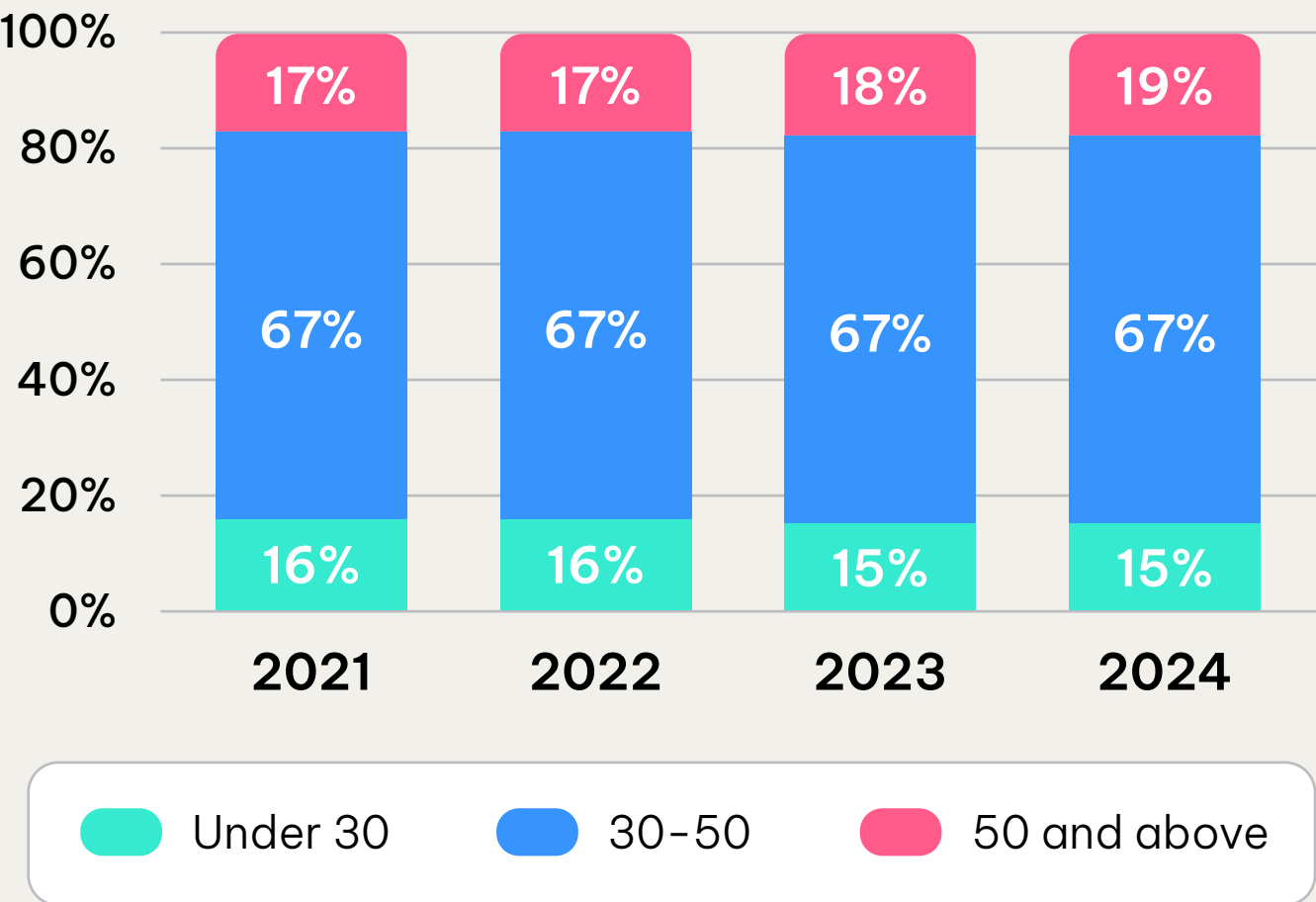
³ Adopted by NiCE in the UK.



Employees by Gender as of December 31st, 2024



Employees by Age*



* Percentages may not sum to 100% due to rounding

28% of new hires in 2024 are female

As market leader, NiCE strives to shape the future of technology by closing the gender gap and encouraging talented women to forge ahead and make an impact. **In 2024, NiCE was recognized by Forbes as a top 20 “World Top Companies for Women” globally.**

Paving My Own Path

Every year, NiCE honors International Women’s Day and Month with a packed agenda of talks by NiCE leaders and guest speakers. In 2024, to complement the launch of our NiCE Values, we highlighted a group of 12 phenomenal women at NiCE who perfectly embody our values in action – both in their professional and personal lives. Each woman showcased how they embody particular NiCE values every day by sharing who they are at NiCE, as well as their inspirations and passions outside of NiCE.

Throughout March, many activities and workshops were held in NiCE offices around the world. Kicking off our lineup of events, we invited celebrated women’s U.S. soccer coach Jill Ellis to share stories and insights from her career, and NiCErs discovered that leading the U.S. Women’s National Soccer Team to victory in back-to-back FIFA World Cup Championships was just one of Jill’s many career highlights!

This year we also launched two leadership programs for women, one in product management and one in sales.

2024 Gender Pay Gap Report

Israel:

NiCE’s fourth annual [Israel Gender Pay Gap Report](#) for 2024 analyzed employee salaries and remuneration by job type and rank across nine professional groups within the company. The results confirmed that NiCE’s remuneration policy remains consistent across genders with most groups showing a balanced pay structure. Notably, in some of the groups, the pay gap favored women.

The identified disparities are attributed to differences in skills, experience, and professional abilities, as well as specific market conditions for each group. Additionally, when analyzing gross salary (which includes compensation, bonuses, and other incentives), the gaps are even narrower, reinforcing NiCE’s compensation philosophy that rewards performance excellence.

UK:

NiCE UK is proud to have submitted its [2024 Gender Pay Gap Report](#) in line with UK Government regulations, which aim to provide transparency for all employers in England, Wales and Scotland with over 250 employees.

The report, based on a snapshot of April 5th, 2024, for NiCE Systems UK Limited, reflects our ongoing commitment to pay equity. While the median hourly pay difference favors males by 5/6% compared to 11.52% last year. This represents a significant improvement and is well below the national median average of 14.3% as reported by the Office of National Statistics, 2023. These figures also do not account for differences in skills, experience and professional abilities, or market conditions specific to each role, however we continue to strive for further progress in narrowing this gap.

Be Real. Be You. Be NiCE.

Throughout June, globally recognized as Pride Month, the NiCE calendar is packed with events at NiCE locations across the globe. NiCE offices have been draped in vibrant colors this month, as NiCErs celebrate with Happy Hours, parties, quizzes, talks with guest speakers, and more.

The special activities kicked off with a global event – a spin on the “You Can’t Ask That” TV series. NiCErs shared anecdotes, advice and their personal stories of wins and hardships from being a part of the LGBTQIA+ community or allies.

Another highlight was the global Fireside Chat with former NFL (American National Football League) player Wade Davis, and hosted by our own Paul Barwick-Copeland, Director, Business Consulting, VRS, CX. Wade shared personal stories and discussed what it was like to be a closeted gay man while playing in the NFL. Only coming out years later, today Wade is an LGBT consultant for the NFL, and VP for Inclusion Strategy at Netflix.

NiCE offers a diverse and inclusive workspace, not just during Global Pride Month, but all year round, and this has been recognized with NiCE being awarded the Gold Standard in the latest EqualGBT+ Index, acknowledging NiCE as an outstanding organization in measures related to inclusion and equality.

Prohibited Discrimination and Harassment

NiCE strives to maintain a discrimination and harassment-free environment, where all employees and other stakeholders treat each other with respect, dignity, and courtesy. NiCE policy emphatically and unequivocally prohibits discrimination and harassment of any kind, and is intolerant towards any retaliation against filed complaints. This policy applies to all phases of employment, including hiring, training, promoting, transferring, terminating, and granting benefits.

At the beginning of the hiring process, each manager receives a “dos and don’ts” presentation. Part of the presentation addresses the issue of biases, questions that should not be asked in an interview and the different ways in which new hires should be evaluated.



Employment Conditions

We care about our employees' wellbeing and therefore accordingly, we offer fair employment conditions as will be described in this section, for example: performance-based payments, internal mobility, a health and safety structure, and a wide range of benefits, including comprehensive pension schemes and pension consultations, flexible working hours for our employees around the world and recognition of our employees' diverse situations and needs. We introduced our NiCE-FLEX model, which offers employees the flexibility of working from the office for two days a week, enjoying the in-person collaboration in our offices, and working remotely for the remaining weekdays.

We celebrate global and local holidays, and within this framework, employees enjoy various non-salary benefits. NiCE places great importance on family life and employees' hobbies, and several annual events are dedicated to NiCE's employees and their families.

We follow local labor laws that generally address the length of the workday and the workweek, minimum wages, insurance coverage of work-related accidents, severance pay, and other employment provisions.



Embracing NiCE-FLEX by Renovating NiCE Offices

Following the lessons learned from the COVID-19 outbreak, we decided to adopt a flexible hybrid work model called NiCE-FLEX.

NiCE FLEX provides NiCErs with the best of both worlds: two office-based days per week for in-person collaboration, and three remote working days in the comfort of their own homes. As a result, we have decided to gradually renovate NiCE offices to best fit a hybrid model, ensuring that employees feel comfortable when they arrive to work, both in the office and in their homes, all while maximizing office space and energy efficiency.

This year, NiCErs in Atlanta, Georgia have moved into their sleek, modern office in the iconic King building. With the objective of providing a space that embraces a collaborative work environment, the new NiCE Atlanta site offers 17,000 ft² of interactive work areas and ergonomic workstations, together with state-of-the-art systems, chill-out spots, and more.

In the new London office, which also opened in 2024, NiCE has its own dedicated floor (11th floor) in the gorgeously renovated skyscraper, and the office is designed to create a vibrant atmosphere that supports face-to-face teamwork and collaboration.

The NiCE-FLEX approach has been proven to foster teamwork, creativity, and the unique NiCE culture, while allowing flexibility in choosing office days based on team needs.

A Great Place to Work in NiCE Around the World!

NiCE India has always been a great source of pride for the global organization. Led by the GTC which was inaugurated only 9 years ago, NiCE India boasts over 2,635 employees today, and has teams representing all of NiCE's divisions.

Moreover, NiCE India has always been one of the company's most lively, spirited and colorful regions, with employees enjoying many cultural and social events, and always demonstrating great community spirit.

In 2024, NiCE India's great leadership, growth opportunities and vivacious work culture have been formally recognized, with NiCE India receiving the prestigious certification of a Great Place to Work®. This endorsement is an exciting testament to the dedication and commitment of our NiCErs and reflects our positive and inclusive work culture where everyone feels valued, respected and supported.

Our offices in Singapore, Australia and Bolivia have also been certified as Great Place to Work®. NiCE Bolivia has also been recognized by the GPTW awards for its innovative culture. In Israel, we are among the top 20 hi-tech companies to work for according to BDI, and among the top 35 tech companies according to Duns100. Globally, NiCE has been recognized by Forbes as one of 20 "World's Top Companies for Women".

Compensation

Every year, we conduct a market survey to stay informed about industry trends, ensuring our benefits remain competitive and attractive to our employees. Our formal salary table considers job functions per region, allowing us to accurately calculate proper wages. Moreover, our cash incentive plans include variable compensation based on business results and achieved specific goals, as well as our Equity programs, that guarantees that the company pays based on performance evaluation.

Internal Mobility

We strongly encourage both lateral and vertical mobility. Our employees have many options available to them, including role transfers, promotions, relocations, even transitioning to a new discipline. In 2024, more than 40% of our open positions were filled as part of our internal mobility program. We plan to continue advancing the program in the future to better accommodate our employees and as a result improve organizational performance. To that end, we have set a target to have at least 33% of roles filled internally in 2025, and 35% by 2027.

Dialogue with Employees Regarding Operational and Organizational Changes

We recognize that our employees are the backbone of our success and understand the importance of effective communication. Significant organizational changes (e.g., moving or downsizing offices, leadership or wage policy changes, etc.) are communicated to employees at least two

weeks in advance and are supported with job placement services when necessary.

Health and Safety

We prioritize the safety and well-being of our employees by providing a secure work environment that adheres to strict policies and procedures.

In order to minimize safety risks, we require our employees, as well as contractors providing services on NiCE premises, to familiarize themselves with these policies and procedures by completing a periodical online training.

Additionally, at all the company's sites, the work safety conditions are examined, and any hazards are corrected immediately. When it is necessary, NiCE provides personal protective equipment to any employee in order to fulfill his or her duties.

Broadly speaking, the main rules that have been established are:

- Employees should perform only operations for which they are trained and qualified.
- When entering the offices, employees must learn emergency procedures.
- Cleanliness and tidiness should be maintained at all times.
- All accidents, regardless of severity, will be reported immediately to the supervisor/manager.

Non-compliance with these procedures may result in serious disciplinary action.

Regarding driver safety, we map the main risks, provide theoretical and or practical

training and provide benefits to employees with a good safety record.

Additionally, we offer insurance plans and free private health insurance for employees as well as discounted insurance for employees' family members. NiCE also provides additional annual benefits related to medical issues at our main sites (e.g., breast cancer screenings). We constantly evaluate our benefits plans, to be aligned with the market and in order to enhance our employees' wellbeing.

In 2024, we introduced an improved maternity leave program in the US adding three more weeks of fully paid leave. In the UK and in Australia, NiCE introduced an enhanced parental leave policy, with up to 12 paid weeks for the main caregiver and 2 paid weeks for the secondary caregiver.



A Healthy 2024

In September, NiCE celebrated Global Health Month. Global Health Month supports NiCEs' enhanced well-being through an exciting calendar of both onsite and online activities, insightful talks and workshops on the latest health trends, and delicious and nutritious food and drinks.

Across the globe, NiCEs focused on nourishing bodies and stimulating minds with a range of healthy and delicious meals and snacks, before participating in numerous local and global talks on enhancing health through improving lifestyle, attitude, sleep, or even making ergonomic adjustments.



Employee Development

We place great importance on the development and growth of our employees, with comprehensive programs that nurture the employee’s and manager’s learning, reskilling, upskilling, professional growth and career path at NiCE.

In this context, we have a shared responsibility approach to learning and career development:

- 1 Our employees are proactive, building on their strengths and skills, and following through on internal opportunities to develop themselves.
- 2 Our managers raise the bar, enabling employees to aim higher while aligning their development with the team goals and providing coaching and a supportive environment.
- 3 Our organization drives the culture that encourages employee development and provides the right environment for it to thrive.

NiCE offers a comprehensive range of learning opportunities to all employees worldwide. Online learning platforms coupled with prestigious external certifications enable the employee to advance their professional development, from any place, and at any time. Moreover, employees participate regularly in conferences, extension courses, webinars, practical technical training, leadership workshops and more. These company-wide efforts are complemented by a diverse range of specialized learning programs and advanced technology platforms, coordinated by our business units.

Onboarding Process

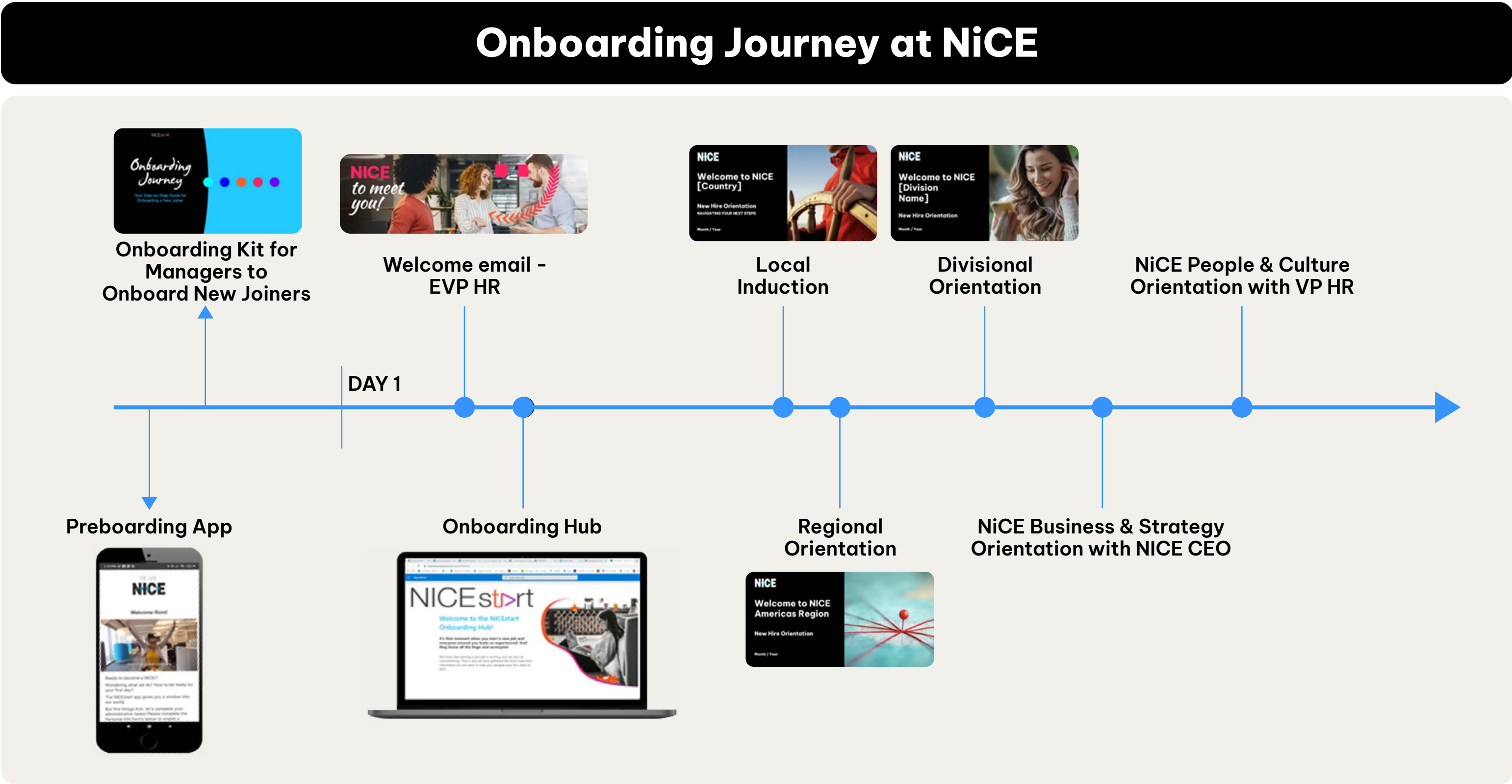
For us, onboarding starts even before the employee’s first day, as our preboarding app (powered by Appical) gives new employees a window into our NiCE world. This is a fantastic way to engage with the new NiCErs to get them excited about starting at NiCE.

Once hired, NiCErs are invited to enter the onboarding hub and access information related to NiCE, its products, learning opportunities, and other internal relevant topics. Additionally, once a quarter we initiate the Global New Employees Orientation (NEO), two live webinars for all new employees regarding NiCE’s

organizational culture and DNA as well as our business and strategy including value quest to implement NiCE 6 values.

In addition to all global and company-level activities, each region and division have their own orientation sessions to support the arrival of our new NiCErs.

We developed an interactive, practical, onboarding toolkit for our managers to take them step by step through the process of onboarding a new NiCEr into their team.



Learning and Development

NiCE strives to provide in-house training and development to help employees reach their full potential. The company commits to the training and development of all professional categories, all levels of responsibility, regardless of gender. To highlight our commitment to the development of our employees, we have set a goal of offering 10 different career development programs every year during 2025 through 2027.

NiCE uses the **LinkedIn Learning** platform, which provides an extensive catalogue of online video lessons. Every NiCEr receives free access to LinkedIn Learning, which offers over 16,000 online courses across a range of topics including business, tech and soft skills. In 2024, more than 3,500 employees participated in LinkedIn Learning modules. We track the rate of usage of the platform as part of our targets, and set the goal to maintain a rate of 75% in the following years.

NiCE Wings is our flagship career event. Launched in 2018 as a local roadshow, we held the 2024 edition of NiCE Wings as a global, virtual and live event in multiple sites with over 3,500 participants.

NiCE Wings is all about developing a career mindset, exploring different career opportunities and professional domains at NiCE, and hearing about today's career development trends. Our NiCE Wings 2024 edition presented a selection of fascinating keynote sessions, compelling one-on-one dialogues, multi-speaker panels featuring our very own NiCErs, exceptional NiCE career stories, workshops and more.

This annual event is a central point of the NiCE learning strategy. Employees are invited to participate in dozens of sessions delivered by prominent speakers, NiCE business leaders and tech gurus. During this two-days event, they upskill their technical proficiencies, learn new business skills and the best practices, and explore broader career opportunities.

Personal Development Training

We offer several training programs that are not directly correlated to professional skills, but to life skills.

In 2024, NiCE continued with our employee development program called Amplify. Amplify is a learning and development program, bringing in world-renowned and inspiring speakers, each hand-picked for boldly representing NiCE values and core competencies, followed by monthly sessions. An opportunity to enjoy live, virtual fascinating sessions by acclaimed speakers that equip the audience with innovative tools, growth mindset and professional super skills.

The topics covered in this year's Amplify program included our new featured Values: Challenging Limits, Always, It's All About Speed and Precision, Yes. We Definitely Can, A+ is Our Starting Point, Super-Sizing Value for Our Customers and Obsessed with Winning.

In 2024, the program included:



Leadership Development

Our managers are essential for driving success, the engine that propels our organization forward. For that reason, we heavily invest in our managers, offering dedicated learning and development initiatives targeted at both new and seasoned managers.

We annually develop programs that are aligned with the fields our managers operate in and give them the tools and methodologies relevant for their day-to-day reality.

Leadership Academy - In 2024 we continued NiCE Leadership Academy. This program equips first-time managers with fresh, essential tools to handling the constantly changing environment and managing and leading teams to success. The program includes virtual sessions, webinars, panels, workshops and more. In 2024, **more than 200 new managers attended the program.**

4D - In 2024, we launched new leadership development for all 500 NiCE Directors, senior Directors and RVPs. The program combined internal leaders, external experts and facilitators and real-life scenarios to analyze and peer knowledge-sharing. This management upskilling program covered four leadership dimensions:

- 1

Direction - Translating strategy into action.
- 2

Development - Professional workshops. Participants selected two from the following: Cross functional collaboration, Communication, Data driven decision making, and change management.
- 3

Drive the business - Targeted divisional vertical session that includes Top VP's and director in a joint business exploration.
- 4

Deep dive into common professional challenges per role, either on site or virtual.

The 4D program had a higher than 83% participation rate and high rates of satisfaction and expectations for 2025.

Accelerated Leadership Program (ALP) - Top-performing managers were selected and invited to participate in several hands-on activities. In cooperation with Harvard Business School, select managers received insightful personal consultation, thought provoking lectures and interactive workshops, acquiring skills and tools designed to empower them to reach their potential and grow into broader and more senior roles at NiCE. Specifically, individual and group activities focused on development of leadership and business skills, as well as delving into communication, self-branding, mentorship and more. ALP is a two-years program with dozens of leaders participating - most of which are promoted to more senior roles.

Divisional Programs - In addition to the corporate-led programs, in 2024, each division led leadership programs targeted at its own managers and leaders: The CX Way, Ignite, Actimize Gold, Americas L.E.A.D, and India's TRANSFORM and E.A.G.L.E, CX below directors top talents, are just some of the programs aimed at lifting our future leadership, and included individual and group activities.

Performance Evaluation

We have a formal and mandatory **evaluation process for all employees**. The evaluation is divided into three stages:

- **Continuous feedback:** Daily conversations about specific deliveries to foster progress and development.
- **Connect2Grow:** At least once a year, meetings with all employees and their managers are held to discuss employees' strengths and weaknesses and career development steps and actions, specifically in order to understand the employee's motivators, needs and aspirations and to work together to craft development plans.
- **Performance reviews:** Employees annually meet up with managers, to evaluate employees and business' previous performance and conduct compensation reviews. Additionally, we check-up Connect2Grow progress. In 2024, 96% of our employees received performance and career development reviews.



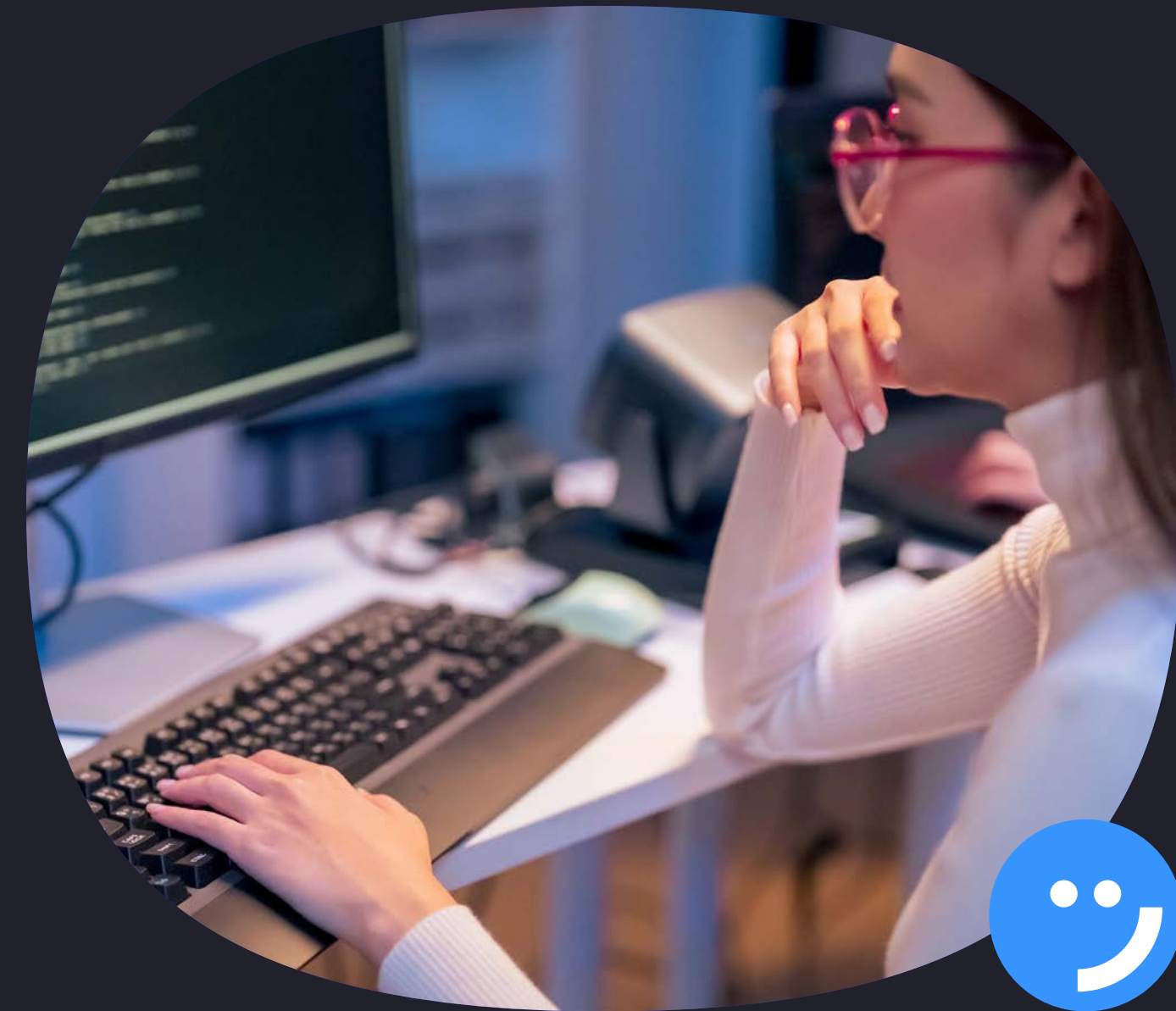
The CX Top talent (Below Directors) - A two-year program, with more than 55 talents (people managers and IC's). The program includes personal coaching, an insight questionnaire, the art of asking question workshop, growth mindset session, leaders panel, open discussion with the division president and future readiness session.

Employee Engagement

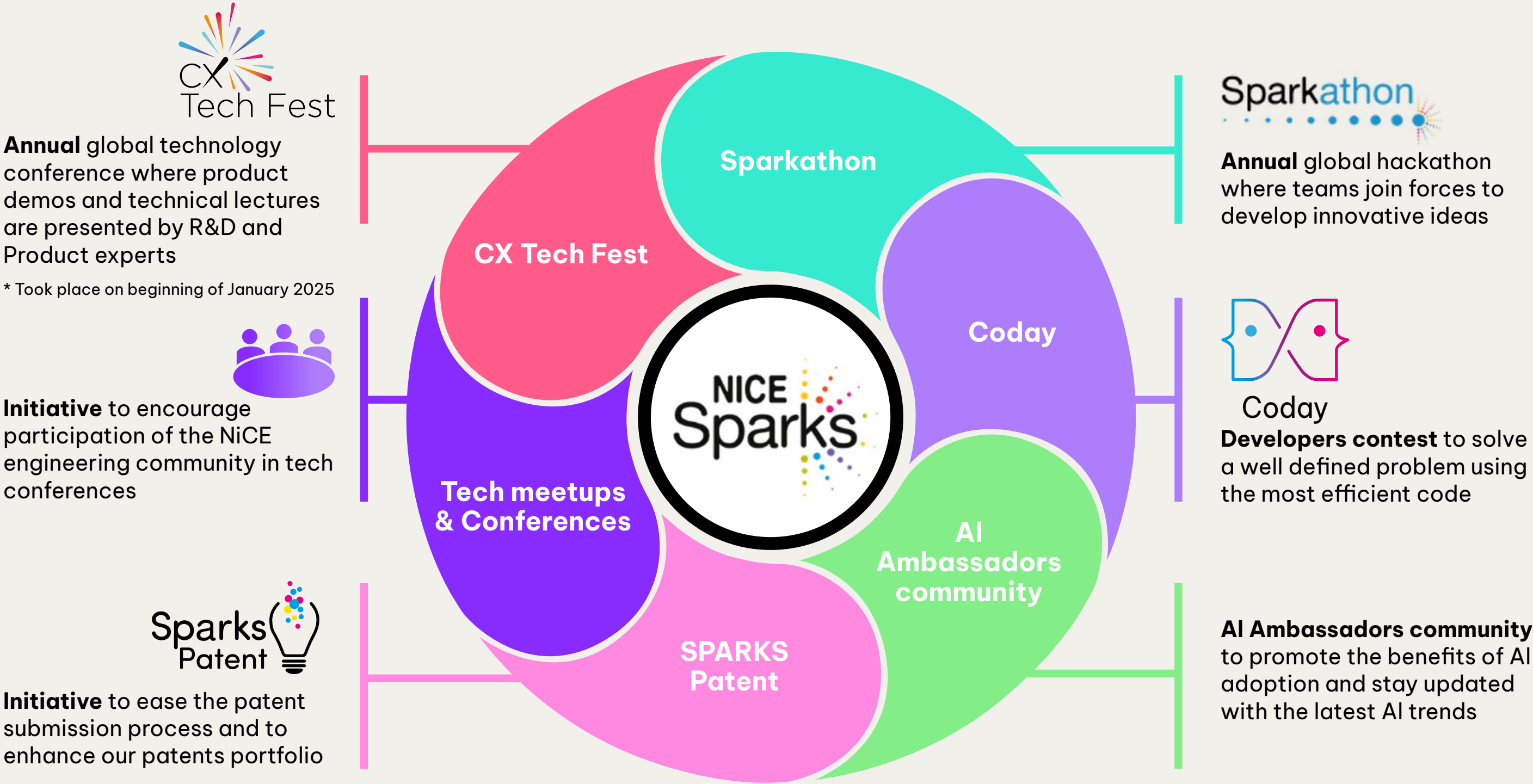
We want to create a good and healthy environment for our employees, letting them view NiCE as their second home. Thus, it is vital that our employees feel that their needs and concerns are heard. We work to empower our workers by engaging with them in the following actions.

NiCE Engineers' Developer Community

NiCE Sparks is a program with dedicated innovation activities, focused on creating new products and solutions, all while gathering, collaborating, evaluating, and advancing innovative ideas. The program aims to regularly infuse our portfolio with next-generation products and cutting-edge technologies, fueled by the creativity of individuals from R&D and Product divisions. The program comprises a range of initiatives that work in tandem to bring new innovations to life:



Continuous Innovation



In 2024, a total of 1,800 engineers participated in three events: CX Tech Fest, Coday and Sparkathon. Additionally, a number of initiatives were started to further promote innovation:

- Adopting AI Coding tools for development tasks.
- Holding a targeted innovation week per release for teams to invest in innovation activities.
- An AI ambassadors Community was established.
- AI BOTs were developed for internal use in R&D.

Tech Fest

In 2024, over 550 NiCErs participated in the annual Tech Fest. The inspiring two-day event was held across multiple NiCE offices, including Atlanta, Sandy, Richardson, India, Israel, UK, and Ukraine, and streamed worldwide.

This year's Tech Fest featured sessions covering a wide range of topics and cutting-edge solutions, including Languages & Frameworks, Security, Architecture, DevOps, Design for Cost, AI & ML, GenAI, plus live demos. From unveiling AI-driven coaching opportunities in "The Future of CXone Coaching" to exploring evaluation frameworks for large language models in "Choosing the Right LLM for Enlighten Copilot," Tech Fest offered a glimpse into the forefront of technological advancement within NiCE.

Sparkathon

In 2024, NiCE held the 10th annual Sparkathon, an annual global hackathon where teams join forces to develop innovative ideas. During the 48-hour event, teams from multiple NiCE divisions (CX Engineering, product & PS, Actimize, Compliance, Public Safety) came together to work on innovative projects. The pillars selected for the 2024 Sparkathon were Generative AI, Data & AI, Digital & Self Service, Cloud, Security & Compliance and Operational Excellence.

Participants showcased their creativity, passion, and expertise, and generated many ideas during the event that have the potential to revolutionize the way NiCE operates and transform the industries it serves.

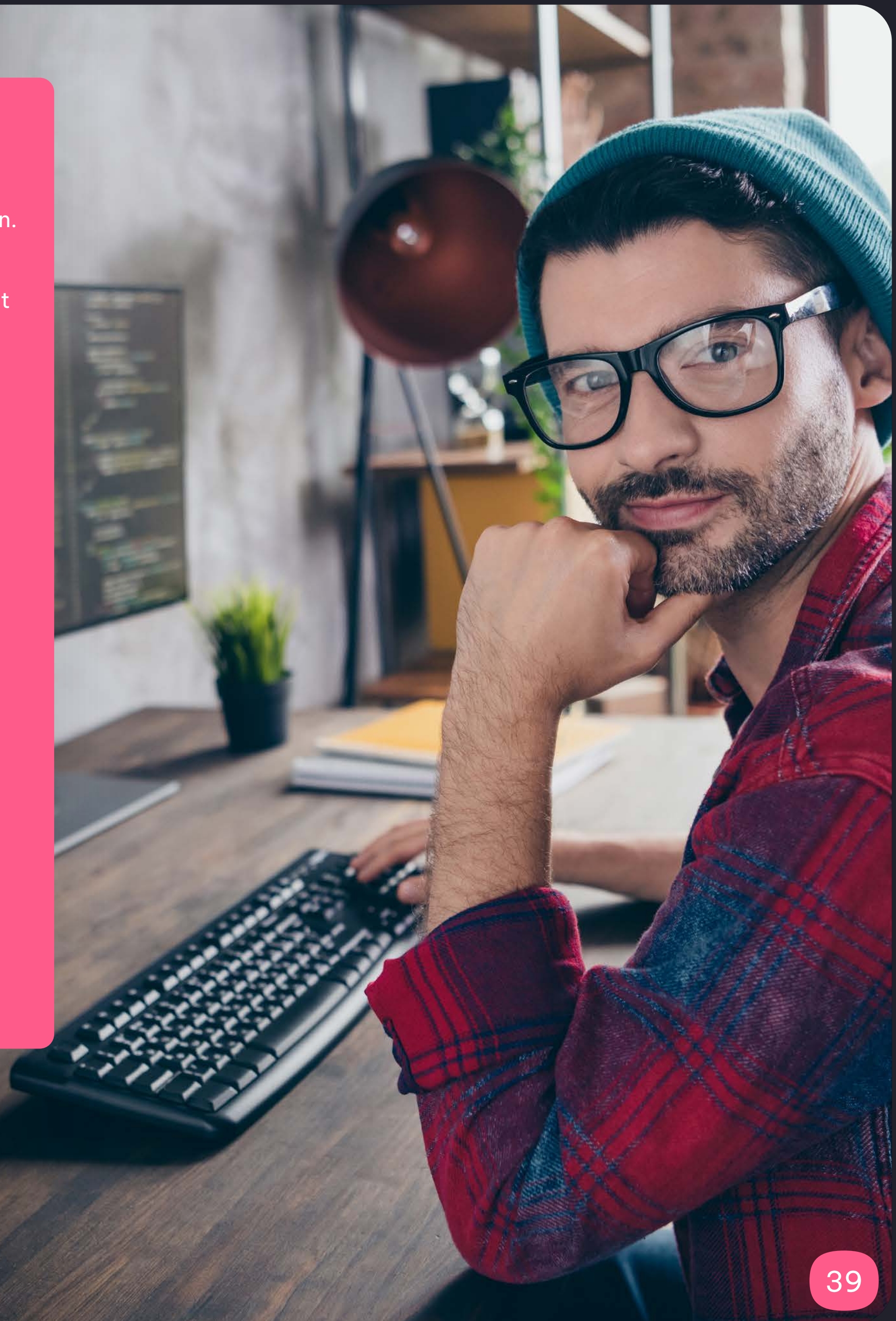
Nurturing the Next Generation of Innovators

At NiCE, we invest in the future of technology and innovation. Our engineers, AI innovators, IT superstars, Talent Acquisition champs and many more NiCErs get involved in regular events and programs throughout the year to connect with university and college students and talk about NiCE.

Our NiCErs demonstrate our innovation and technology, offer mentoring, and present students with exciting career prospects so they can take the first steps in their professional journeys. Unique opportunities are provided to new graduates to begin their careers at NiCE. In 2024, over 50 graduates began their hi-tech careers at Global Tech Center Pune in engineering, tech support and professional services roles.

Our teams across the globe can be spotted at some of the most influential events and internationally renowned institutions. Here are some of our highlights in 2024 around the world:

- **College Connect Program in India** – The program took place in Pune and offered students a coding contest, Tech Talks from NiCE's experts, University Curriculum Enhancement, and a Virtual Internship Program.
- **Work Experience Program in the UK** – A comprehensive one-week program held at NiCE London, where students taking their A-levels benefit from sessions with NiCE experts from different fields, in the end creating and presenting a business proposal to their NiCE advisors.



AI & Generative AI Summit at NiCE (Israel)

NiCE hosted the AI & Generative AI Summit in its auditorium, attended by hundreds of researchers, data scientists, engineers, architects, and executives from various organizations and universities. Several attendees, including many from NiCE, presented at the summit. NiCE also had several speakers who delivered presentations at the event.

Sparks Patents

The ongoing initiative aims to streamline the patent submission process and enhance the patent portfolio of the organization throughout the year. The program is designed to make it easier for NiCE employees to submit their patent ideas, thereby fostering a culture of innovation and creativity within the company.

The Sparks Patents program has received significant investment from the organization, demonstrating its commitment to promoting intellectual property and supporting the development of new ideas. The program identifies and protects valuable inventions that have the potential to create significant value for NiCE and its customers, and encourages patent submissions and new inventors by providing them with badges and rewards.

Through Sparks Patents, NiCE is able to boost collaboration and teamwork among its employees, as they work together to develop and protect their ideas. By streamlining the patent submission process, the initiative enables employees to focus on what they do best – creating innovative solutions that solve real-world problems and improve people’s lives.

Sparks Patents is a key component of NiCE’s strategy for driving innovation and achieving long-term growth. The program is a testament to the organization’s commitment to creating a culture of innovation and supporting the development of new ideas that can benefit both the company and society as a whole.

NICE Games and Competitions

We annually hold exciting global competitions and awards programs, with worthwhile prizes for our employees.

In 2024, the winners of the “NiCErs’ Of Course Challenge” jetted off to London for an exhilarating adventure of music and fun, with the big event, of course, being the concert of the decade – Taylor Swift’s Eras Tour concert. Additionally, these 50 NiCErs and their +1s checked out top London must-sees, including an open-top bus city tour, the London Eye, dinner on the Thames River and at celebrity-hotspot The Ivy, and dinner on the Harry Potter movie sets of the Warner Bros Studio Tour.





Employee Engagement Surveys

NiCE conducts annual employee engagement surveys, in which employees give confidential feedback on the following topics: employee engagement and perception, market leadership, EVP, values, upward feedback on their direct manager, teams, cross collaborations, M&A and overall satisfaction. We have also set a target to meet a response rate of 85% and a score of 80 every year during 2025 through 2027.

The surveys are administered by a top-notch external company that specializes in employee engagement surveys. The results are analyzed across multiple dimensions, including business units and roles, to understand developments and trends. Upper-level management is then provided with insights on strengths and areas on areas for improvement that require further development and investment. The insights, trends and opportunities are also analyzed on the divisional level, to allow more focused and detailed action plans for engagement growth.

In 2024, 86% of our employees participated in the survey, with a high engagement score as well as high rating in each of the above indexes.

NICE Suppliers

NiCE is committed to conducting business in a diverse and ethical manner and this includes our supply chain.

Our suppliers are subcontractors and vendors of the following products and services: cloud services, software, telecom, marketing, hardware (consists of only 6% of our supplier spending), facility and rent, human resources and employee experience, finance, legal, sales and travel.

We are making an active effort to diversify our supply chain by partnering with small business, minority-owned and women-owned businesses which distribute IT equipment, laptops, servers and components, and integration services.

Supplier Code of Conduct

In 2024, NiCE reviewed and updated its Supplier Code of Conduct to reinforce safe working conditions across all our operations and the supply chain, affirming that all workers are treated with respect and dignity and that business operations are environmentally responsible and ethically conducted. All suppliers must comply with the Supplier Code and commit to it as part of their engagement.

According to the Supplier Code of Conduct, suppliers are required to: comply with the laws, rules, and regulations of the countries in which they operate; require that their employees and contractors comply with the Supplier Code; monitor and, if necessary, report on compliance with the Supplier Code; and implement corrective actions to require compliance with the Supplier Code. In cases of non-compliance, NiCE may terminate any current contract or order.

The main topics covered by the Supplier Code are:



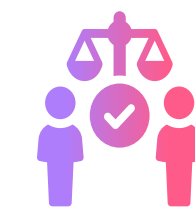
Labor: Commitment to the human rights of all workers, who should be treated with dignity and respect, free of harsh or inhumane treatment and discrimination; prohibition of child labor, forced or involuntary labor, slavery, or human trafficking; limiting working hours in accordance with local laws; compliance with the law regarding minimum wages, overtime, and any legally mandated benefits;



Health and Safety: Commitment to supervising worker exposure to potential safety hazards, including in emergency situations; and prevention, management, tracking, and reporting occupational injuries and illnesses;



Environmental: Commitment to complying with environmental law and minimizing adverse effects on the community, environment, and natural resources, while safeguarding the health and safety of the public;



Ethics: Commitment to following the highest standards regarding anti-bribery, corruption and conflict of interest; compliance with business, advertising and competition laws; and responsible sourcing of minerals including the performance of due diligence regarding this aspect;



Intellectual Property, Confidentiality and Privacy: Commitment to never using data, technology, know-how or intellectual property rights for personal gain or outside of the scope of the supplier's business with NiCE; prohibition of obtaining, distributing, or using copyrighted software or information without proper authorization or licensing; restriction of use of NiCE's trademarks, images, logos or other materials owned or controlled by NiCE; protecting NiCE's confidential information; and compliance with applicable privacy, data protection, and information security laws.



Records, Management and Control: Commitment to retaining documents and records per applicable laws; maintaining compliance documentation related to the Supplier Code and pending litigation; cooperating with NiCE in audits, inspections, and information requests; obligation to implement corrective actions for any violations; and appreciation for support in conducting responsible business practices.



Reporting Concerns: Commitment to maintaining an open and safe environment for raising concerns through the Speak Up policy, available 24/7 at www.nice.ethicspoint.com, which permits anonymous reporting where allowed by law. NiCE encourages the immediate reporting of any violations of this Supplier Code and strictly prohibits retaliation against those who report concerns in good faith.



Paying Attention to Conflict Minerals

For our own sector, the suppliers of hardware, which generally contain minerals, have especially important social and environmental aspects. Some minerals, mainly tantalum, tin, tungsten, and gold, might be illegally sourced from armies and rebel groups that contribute to violence, do not respect human rights and damage the environment.

While our hardware spend is relatively minor, we are dedicated to ensuring that all materials used in our business come from socially and environmentally responsible sources. We do not tolerate, nor by any means profit from, contribute to, or facilitate any activity that fuels conflict, leads to serious environmental degradation or violates human rights, as set forth in international conventions and NiCE's [Conflict Mineral Policy](#) and [Slavery and Human Trafficking Statement](#).

To support efforts of avoiding conflict minerals, NiCE has incorporated and implemented an annual due diligence process of applicable suppliers who obtain information regarding the source and origin of any minerals that may be present in the products we provide to our clients, and implement a remediation process accordingly. The process is compatible with the [OECD framework](#) and includes a steering committee responsible for reviewing the due diligence findings and reporting. The company annually files a [Specialized Disclosure Report](#) on Form SD with the SEC to disclose its conflict mineral due diligence process and findings.

In 2024, NiCE conducted a supply chain survey with 89 contract manufacturers and suppliers identified during the applicability assessment phase. The survey was based on the Electronics Industry Citizenship Coalition/

Global e-Sustainability Initiative (EICC/GeSI) and evaluated the sourcing of conflict minerals to ensure compliance with regulations and ethical sourcing practices, particularly in conflict-affected regions. In 2024, 77% of surveys were completed. All completed surveys were received, reviewed and logged by the company.

In reviewing the completed surveys, we found no instance where it was necessary to implement risk mitigation efforts, temporarily suspend trade or disengage with manufacturers or suppliers.

NiCE Community Involvement and Giving

At NiCE we believe in leveraging our strengths to benefit our local communities: sharing our knowledge, expertise, capabilities, and investing time in giving back to the communities in which we operate. The best way to contribute is through a close alignment between our business and community relationship strategies. In this context, the two main pillars of our strategy are sharing software knowledge and promoting diversity in high-tech companies. Support of the community is also expressed in donations to social and welfare services (food, medicine, hygiene products) and in financial support of different institutions (educational, sports, and institutions for the elderly). In 2024, we added Community Involvement and Giving to our list of material topics, to reflect our commitment to positively impact the local communities where we operate.

To address this topic, we employ a community manager specialist in the headquarters to manage global community programs. Through email and the contacts section of the NiCE website, you can contact the manager to ask for support, communicate grievances and make suggestions.

It is important to highlight that, as a software company, we do not see ourselves as having any direct negative impact on local communities. Yet, we seek to support various social goals that are in line with our business agenda.

Code:Coda

We believe in empowering women to excel in technology and breaking down the gender gap in this important field. Code:Coda, launched in 2019 is a unique program in partnership with the Cyber Education Center, that encourages 13-14 year old girls to explore the exciting possibilities available to them in coding and technology.

With weekly sessions and unique hackathons and weakly program lessons at our specially designed facility, Code:Coda provides these promising middle-school students with a positive career path experience with technology just before they choose their high school learning track. Led and mentored by 75 of our most successful female engineers, the program shows girls that they too can pursue a future in the tech world and break traditional glass ceilings.

The Program is approved by the Israeli Ministry of Education and involving parents and teachers to maximize impact. As of the end of 2024, 383 teenage girls have completed the program, with an additional 125 that will continue into the second year. 85% of the girls who graduated from our 2-year program have chosen STEM fields as their major in high school, showing the power of early intervention and positive role models.

We are further committed to monitoring our impact on these girls' futures, via two evaluations: one conducted one year after they finish the course, and another ten years later. By doing so, we are able to measure the long-term impact of our program and ensure that it's truly making a difference in these girls' lives.

Through Code:Coda, we are not just empowering girls to explore and excel in technology but are also helping to improve the high-tech sector by increasing its diversity. By providing these girls with the skills, confidence, and role models they need to succeed, we create a brighter future for the entire industry.

SheTech

On International Women's Month 2024, our employees in the Sandy office were thrilled to share their knowledge to inspire the next generation of women techies at SheTech – a tech conference that welcomes thousands of high school girls to enjoy workshops and hands-on activities in science, technology, engineering, and math (STEM).

The teenage girls participated in workshops on Cyber Security in Modern Times and were challenged to create their own encrypted codes. The girls walked away inspired, with a new understanding of career opportunities in the technology field.

Given that 90% of high school girls report not knowing a woman or a role model in a STEM-related role and only 15% pursue STEM education, this exposure is crucial. Our employees did a great job of introducing these young women to technology, sparking their interests, and educating them on potential career opportunities in the field in a fun and stimulating way!

The Warmi Code Program

Led by NiCE Bolivia's HR, leadership, and Women in Tech (WiT) team, the program empowers young women in Bolivia by teaching them programming and opening doors to tech careers. In partnership with a local organization, the team trained **329 participants** girls (ages 15–17) in web programming and young women (ages 18–21) in Python. **27 NiCE volunteers** mentored the students over a 6-week period, creating real impact. The initiative also inspired employees by aligning with NiCE's values and offering them meaningful ways to contribute.

Partnership with Katalyst India – Empowering Women in Tech

Our Pune team partnered with **Katalyst India**, a nonprofit organization focused on empowering young women from economically disadvantaged backgrounds. Through this collaboration, NiCE supported and mentored **127 students**, helping them build essential technological and professional skills. The program aims not only to foster individual career development but also to generate a positive ripple effect on the students' families and communities. This initiative reflects our commitment to **gender equality, education, and social mobility**, aligning with our broader ESG goals of promoting inclusive opportunities and long-term community impact.

Investing in the Next Generation: Internships, Exposure and Inspiration

Throughout the year, NiCE Israel continued to invest in developing future talent through a range of educational initiatives aimed at encouraging

young people to pursue studies and careers in technology.

At the heart of this effort is a **dedicated internship program** for students in Computer Science, Software Engineering, and related fields. The program offers hands-on experience, professional mentorship, and integration into real R&D and business teams, preparing students for successful entry into the tech industry.

In addition, NiCE regularly **hosts educational visits** from middle and high school students, as well as outstanding university students from various excellence programs across the country. These visits include guided tours, hands-on workshops, career talks, and inspirational meetings with NiCE professionals. The goal is to provide early exposure to the tech world and to highlight the importance of education, role models, and social values in shaping future career paths.

These initiatives reflect NiCE's strong commitment to **quality education, equal opportunity, and community empowerment**. We believe that inspiring, educating, and mentoring the younger generation is a long-term investment in building a more inclusive and innovative society.

Volunteering

We believe in the power of volunteering and encourage our employees to engage in regular volunteer work for different causes. To embolden these values, we structured a volunteer program that includes building partnerships with organizations, providing guidance on volunteering opportunities, and establishing rules of behavior and evaluation of volunteer activities.

One of our flagship programs is Global Community Month (GCM) which takes place

every May. Global Community Month is an annual cross-company program for NiCE employees that provides opportunities for local volunteering, promotes our One NiCE spirit, and demonstrates our belief in giving back to the community. In 2024, we celebrated 14 years of NiCE Global Community Month. We have set a target to reach 70% employee participation in the event by 2026.

In 2024, over 65% of all NiCEs globally participated in the GCM and tallied up an impressive number of hours of community service (over 40,000 hours). Our volunteers made a significant impact by renovating school classrooms in underprivileged communities, organizing events for senior citizens in old age homes, engaging children with special needs in artistic activities, cleaning waste from beaches and national parks, and helping at animal shelters. These are just a few examples of the many causes and organizations that we supported, ultimately impacting more than 120 nonprofits worldwide.

In 2024, NICE prioritized humanitarian assistance, employee care, and community resilience in response to the ongoing crisis that began in October 2023. Our approach was guided by the principles of dignity, inclusivity, and practical impact. Highlights include:

- Practical support for displaced families and employees – provision of essential household items and IT devices to maintain continuity for those affected by displacement.
- Assistance for individuals undergoing medical rehabilitation, including donations of equipment to rehabilitation centers and hospital programs.
- Local economic support – intentionally sourcing food and products from businesses in affected regions and featuring them at company events to help sustain livelihoods.

- Partnerships and donations to recognized non-profit organizations serving affected communities, including targeted programs for employee families with special needs.

Most initiatives were carried out with employee volunteers, ensuring direct and humane support for those in need. We take pride in our commitment to volunteering and giving back to the community, and we look forward to continuing to make a positive impact in the years ahead.

Charitable Contributions to the Community

NiCE is committed to making a positive impact on the community and has made significant charitable contributions in 2024. Our Israel office **donated a wide range of essential items** to support the furnishing and refurbishment of living spaces and community clubs. Donations included electrical appliances (such as televisions, heaters, and water dispensers), games and digital gaming platforms, office supplies, and more).

Donations were directed, among others, to **youth villages for at-risk children and teens, nonprofits assisting children with serious illnesses and their families as well as other at need populations**.

Another special donation is for a unique project supporting children with cancer. The project, called 'The Lego Man,' provides hospitalized children with Lego sets, offering meaningful engagement and alleviating the monotony of extended hospital stays. Through "Lego Man Project" NiCE donated over 47,598 USD in 2024.

In addition, over the past few years, NiCE has been working in collaboration with a nonprofit that supports businesses in developing benefiting partnerships with nonprofits and addressing real societal needs. NiCE donated 510,539 USD in 2024 for this cause.

Another special project supported by the company this year was a donation to a youth Robotics Team. The goal of this contribution was to continue supporting youth in the social and geographic periphery who are passionate about science and technology, and to help reduce socio-demographic gaps. NiCE donated 11,043 USD for this initiative.

In 2024, NiCE donated a total amount of approximately 1,000,000 USD⁴ throughout various initiatives – all related to giving back to the community. Throughout 2024, NiCE continued to support the community through the following programs:

- **Eitan Association Race** – On Autism Awareness Day, over 40 NiCEs and their family members took part in the “Eitan Run”, organized by an association that promotes equal opportunities for people with special needs through professional sport activities. In line with the association’s slogan “Every Body Can”, NiCEs woke early on their weekend to participate in the 3km, 5km and 8km funruns, alongside “Eitan trainers” accompanying people with disabilities.
- **School Bag Donation** – NiCE collects second-hand school bags during the summer vacation which are distributed to kids at risk before school starts.

- **International Women’s Month** – Collecting self-care products for female victims of violence – Within the framework of our activities for International Women’s Month, NiCEs from our Israel office made their mark by supporting an organization that aids female victims of violence and girls at-risk. NiCEs brought in huge amounts of self-care and hygiene products, cosmetics, toiletries, and clothing. All the items were packed up and are now being sent to women and girls at-risk who stay at shelters across the country.
- **Book Week** – NiCE hosted a Kids’ Book Week event where hundreds of NiCEs donated beloved books which were sold at the office to raise funds for a local non-profit organization supporting at-risk youth. (NIRIM non-profit). Books remaining from Book Week were donated to an online second-hand bookstore run by a reservist, as a way to support his business while he is actively serving during the war.
- To foster a love of reading from a young age, preschoolers and elementary students from underprivileged backgrounds visited the NiCE office during the week. They enjoyed fun-filled days with a children theater show, arts & crafts and a pizza-making workshop. Our NiCEs had a great time with the children, who left with smiles, a new school bag for the year, and a box full of goodies.
- **My Wave** – NiCE support this educational NGO that works with at-risk youth, using surfing as an empowering educational tool. The program teaches youth how lessons learned in the waves can be applied to life, helping them pave new paths. NiCEs and their teens participated in surf lessons, enjoying both the experience and the opportunity to connect with the organization’s mission. Through this initiative NiCE donated 12,000 USD in 2024.

- **Support for LGBTQ+ Equality Initiatives** – NiCE continued its support for LGBTQ+ inclusion by participating in the 2024 Equality Index, where it earned the highest possible rating. In addition, the company sustained its support for an organization that provides vital support for families of transgender youth (2,500 USD donation).
- **Supporting Social Businesses** – During holidays and recognition events, gifts for employees were purchased from social businesses such as “Shades of Sweetness”, a boutique chocolate factory which employs teenagers participating in an employment capability program, a nursery cared for by people with disabilities, and a nonprofit organization that stands with bereaved families.
- **Share the Warmth Project** – Employees donated hundreds of coats and warm clothing to underprivileged families and blankets to animal shelters in preparation for winter.
- On national memorial days, NiCE employees baked cakes for Holocaust survivors and participated in the “Recipe with Memory” project to commemorate the IDF fallen soldiers.
- NiCE has established a club for parents of newborns. As part of the club, we donate a full basket of food and diapers for every baby born and “joining” NiCE. The donation is primarily intended for single mothers or families in need. We donated throughout this project 2,985 USD in 2024 for this cause.

- **“Every Step Counts” Initiative** – Each October, during Breast Cancer Awareness Month, NiCE employees around the world participate in a global wellness campaign, where every step they take is converted by the company into a financial donation. Through this initiative, NiCE donates to global organizations working to advance the fight against breast cancer. This year, the company contributed approximately **15,000 USD** through the program.
- **NiCE TOGETHER** – This year, NiCE launched a new internal community to support employees who are parents of children with disabilities. The community was created to provide a safe and empowering space where employees could access valuable resources on legal rights, therapeutic tools, and emotional support for both their children and their families. Monthly meetings included enriching workshops, discussion circles, and learning sessions. The initiative was guided by Beit Issie Shapira, a leading organization specializing in supporting families of children with disabilities. The community quickly became a meaningful source of connection, encouragement, and shared understanding for its members. (4,430 USD donation to Issie Shapira).

Across the globe, NiCE focuses on finding meaningful ways to give back to our communities. A community cause that we love to champion is the education of our youth, and particularly, giving them access to technological education and tools.

⁴Figures were converted according to the conversion rates as of December 31, 2024.



NiCE to be Green

We are committed to maintaining market leadership while also prioritizing a cleaner and safer world. Compliance with environmental standards, regulations, and requirements is a crucial aspect of this commitment. We take full responsibility for our environmental impact and strive to operate with integrity and responsibility in the communities where we operate. Our environmental strategy focuses on reducing energy consumption, waste generation, and carbon footprint, while promoting recycling. To achieve this strategy, we have set targets for specific KPIs for the years 2025–2027. Those include:

- Increase the rate of waste recycling by 10% in company sites with a headcount of higher than 100.
- Increase adoption of EVs by 10% in our sites in Pune and Israel.
- Increase rate of spend on cloud providers vs spend on hardware by 10%.

Transparency is a key component of our environmental action plan. As a result of our previous efforts to improve our data collection, we currently report on the electricity consumption of 88% of our sites. Going forward, we strive to expand environmental data collection efforts for all NiCE offices and set ambitious short- and long-term targets to improve our environmental impact.

NiCE's Environmental Policy

Our environmental policy complies with ISO 14001, applicable environmental legislation, regulations, and the majority of customer requirements. The policy strives to prevent and reduce any adverse environmental effects of our activities and products. It demonstrates continual improvement in environmental objectives and fosters environmental awareness among NiCE personnel by promoting internal communication regarding the environment.

Policy Implementation

Our environmental management policy and procedures include:

- **Environmental aspects evaluation:** The evaluation identifies and manages our environmental impact. As a result of this evaluation, we identified that energy consumption is the only issue with a medium impact level. Although other evaluated issues presented a low impact level, we still define operational control to decrease our negative impact in these fields. Our energy management is explained in the Energy and Climate Change section.
- **Laws and regulation management:** A yearly updated checklist raises and evaluates our compliance regarding all environmental requirements.
- **Training:** Environmental training is provided to new employees as part of our onboarding process and it covers reporting on environmental issues, waste segregation, recycling and water, energy, and fuel saving. In addition, employees annually participate in Health, Safety and Environmental computer-based tests, to ensure that employees are aware of the potential hazards and risks associated with their work environment and job tasks.
- **Responsibility:** Most environmental responsibilities (energy, waste) fall under NiCE's VP of Operations and CIO.
- **Audit:** Annually performed by an independent auditor to evaluate our environmental management policy and procedures. It indicates improvement opportunities that we address.
- **Management reviews:** Environmental Management policy and procedures results are annually presented to the senior management to receive advice and define the next steps.

Although our environmental commitment and policy apply to all operations, we recognize that our Environmental Management policy and procedures vary between offices. We started to implement our Environmental Management policy and procedures in Israel, where we are certified by ISO 14001, and we plan to implement in other operations in the coming years.

Climate Change

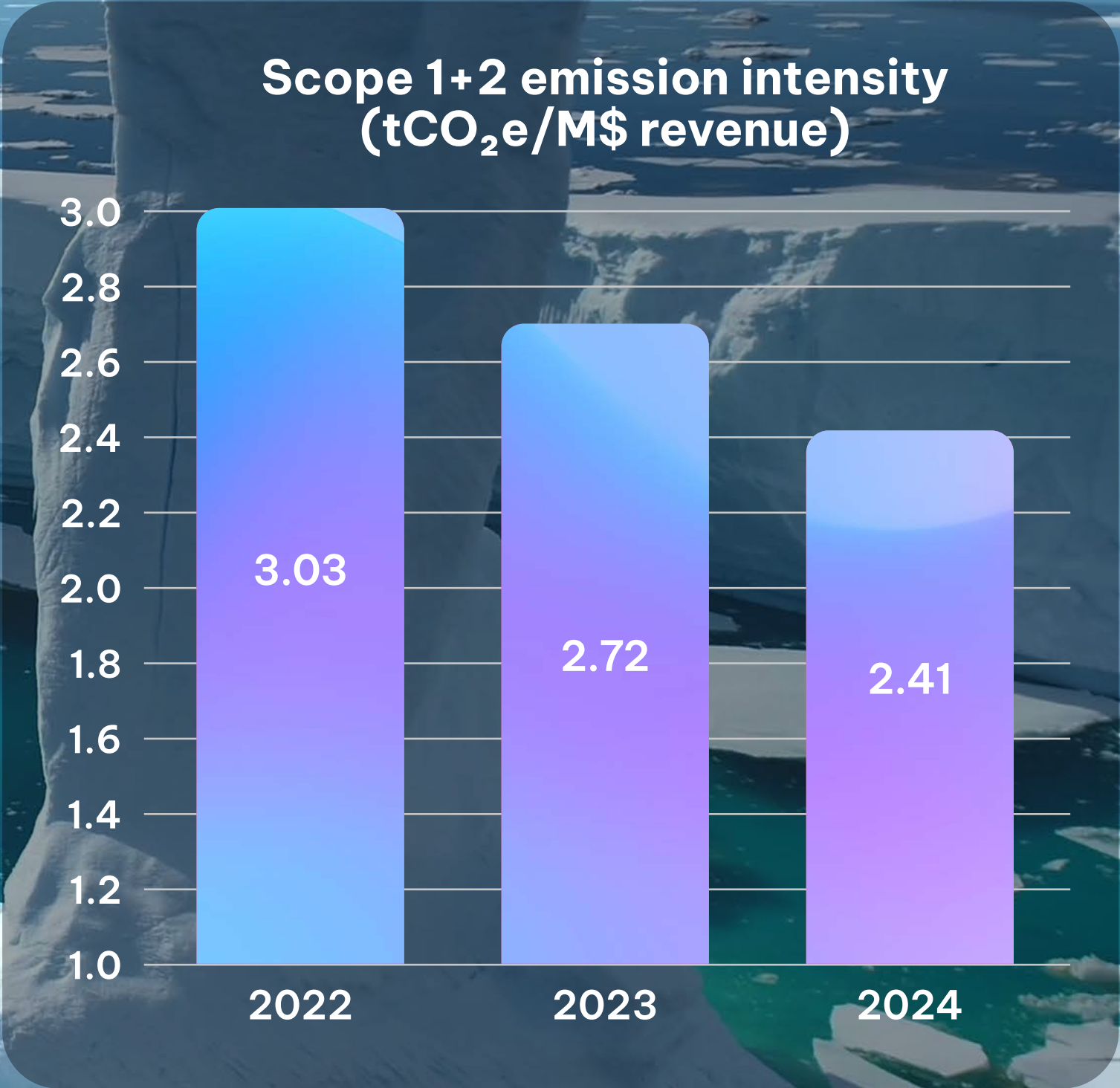
Climate change is widely recognized as the most significant environmental challenge that the world currently faces. As a leading global hi-tech company, NiCE recognizes the importance of environmental responsibility in its daily activities. To that end, we have implemented various appropriate measures to mitigate our impact on the environment, including tracking our corporate carbon footprint and producing a detailed report, as we expressed in NiCE's Climate Change CDP questionnaire, which has been annually submitted since 2012, and publicly since 2021.

As part of our company-wide business continuity management procedure, among other risks, we evaluate climate change on an ongoing basis. Our annual risk evaluation has shown that extreme weather events pose the most significant risk to our operations and those of our vendors, as they can cause power outages, damage to infrastructure, and impede employees' mobility. We assess these risks on a case-by-case basis for our sites and assets that we deem vulnerable to extreme weather events since they vary from one location to another. While we do not expect our core business as a software company to be significantly affected by climate change, we take these risks seriously and prioritize them accordingly.

Our Carbon Footprint

NiCE reports its scope 1 and scope 2 greenhouse gas emissions. As part of our ongoing efforts to expand our data coverage, we have included emissions of refrigerant gases in our scope 1 calculation for the first time this year. We have also included fuel use data from our office in the Netherlands for the first time, in addition to the car fleet in Israel. Previous years' scope 1 figures have been recalculated to reflect this change. The majority of NiCE's emissions come from electricity consumption in its facilities, which fall under Scope 2 emissions.

In line with the targets set in the 2020 ESG report, NiCE has made a concerted effort to improve its environmental data collection from its global operations in recent years. This year, actual electricity consumption was collected for offices representing 88% of NiCE's total office area.



In 2024, we continued to improve NiCE’s efficiency by reducing our total office space as part of our NiCE FLEX hybrid work program. We have also renovated several offices, including updating light fixtures and HVAC systems for efficient lighting and cooling. This is reflected in our scope 1 and 2 emissions intensity⁵, which has decreased by 11% compared to 2023 levels. Our total scope 1 and 2 emissions in 2024 have increased slightly by 1.8%^{6,7}.

NiCE is in the process of transitioning our Israeli data center to the cloud. The process, which began this year, is expected to be completed in 2025. This change will contribute to our ongoing efforts to increase our efficiency and reduce our electricity consumption substantially.

Although most of NiCE’s Scope 3 emissions are not monitored, emissions from data centers are of particular relevance. NiCE’s top data center suppliers estimates the company’s carbon footprint associated with its services is 783 tCO₂e in 2024. The decrease in Scope 3 emissions vs. 2021 is attributed to NiCE’s selection of suppliers who use renewable energy. The increase in Scope 3 emissions vs. 2023 is due to an increase in supplier spend on data centers. NiCE’s data center suppliers are committed to using renewable energy and/or improving energy efficiency, with Energy Star Certification being a prime example. NiCE’s top two data center suppliers are committed to matching 100% of electricity consumed with renewable energy sources.



NiCE Pune receives IGBC Platinum Certification



Our Pune office has achieved a Platinum Certification from the IGBC (Indian Green Building Council) in April 2024. This achievement shows our ongoing efforts to increase efficiency at the Pune office, by upgrading our infrastructure and improving energy practices.

To further reduce our impact, two out of a total of five electrical units at our Pune office were converted to renewable power sources in 2024. Following this upgrade, 30% of total energy consumption at the Pune site now comes from renewable sources.

A Greener Approach to Software

While software itself may not consume energy or emit harmful discharges, its development and usage can have significant environmental implications. That’s why we are committed to taking a greener approach to software development and usage.

Software performance and energy efficiency is an integral part of our sustainability efforts. This means that we evaluate software not only on traditional parameters such as functionality, security, scalability, and accessibility, but also on its energy efficiency. As part of this effort, we have included green practices and targets as criteria for Chief Information Officer performance reviews.

NiCE adheres to several principles to conserve energy in IT, including:

- **Cost optimization and resource efficiency** – Significant investments in cost optimization allow for more efficient use of resources, reducing energy and computational needs to run the software.
- **Architecture best practices around elasticity** – Dynamically scaling cloud infrastructure with both scale-out and scale-in strategies, ensuring resources are only utilized when needed, reducing idle time and energy consumption.
- **Multi-tenant system design** – Developing a multi-tenant architecture that optimizes resource sharing across clients, improving overall resource utilization and contributing to a more sustainable software operation.
- **Shutdown of development resources** – Leveraging tools to automatically shut down development resources during off-hours, minimizing unnecessary energy usage.
- **Energy-efficient code** – Writing optimized code that consumes less CPU, memory, and energy, contributing to a lower carbon footprint.
- **Sustainable data management** – Implementing strategies such as data compression and efficient retrieval to reduce storage requirements and energy use.
- **AWS well-architected framework** – We adhere to the AWS Well-Architected Framework, which includes sustainability as one of its key pillars, ensuring our cloud architecture is designed with environmental impact in mind.
- **Sustainable development practices** – Using automated tools like continuous integration and testing to minimize energy consumption during development.

As we continue to develop and use software, we remain committed to minimizing our digital impact on the environment. By taking a greener approach to software development and usage, we believe we can make a positive difference.

⁵Emissions intensity is defined as the ratio of total tracked scope 1 and scope 2 CO₂e emissions and NiCE’s annual revenue.

⁶Scope 1 figures for 2022 and 2023 have been updated to reflect new data regarding fuel use in the Netherlands and refrigerants use in seven of our offices. Emissions factors were also updated to reflect new and improved data. Scope 2 data for 2022 was updated to include an additional office. These updates also affect the emission intensity, which has been updated retroactively.

⁷Our total Scope 2 emissions reflect approximately 88% measured emissions and 12% estimated emissions.

Materials and Waste

Focusing on our environmental policy commitment of prevention and continuous reduction of any adverse environmental effects from our activities and products, we are acting to avoid the use of hazardous substances and to reduce the potential impact of electronic waste related to our activity.

Avoiding the Use of Hazardous Substances

We have been in compliance with the European Union Restrictions on the Use of Hazardous Substances (RoHS) Directive since 2006. None of our electronics use materials such as lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls (PBB) and polybrominated diphenyl ethers (PBDE). We further adhere to the EU Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) Directive which requires us to manage risks and provide safety information of all chemicals found in our products.

E-Waste

Although our products’ hardware manufacturing is minimal, we have adopted responsible end-of-life policies for the applicable products to ensure ease of dismantling, removal of hazardous materials and participation in take-back schemes with hardware manufacturers. In Europe, all electrical and electronic equipment used in our operations and clients’ operations are disposed of by complying with the 2006 EU Battery Directive and the 2012 Waste from Electrical and Electronic Equipment (WEEE) Directive of the EU. In this context, we support the collection, disassembly, and recycling of replaced or retired client equipment. This compliance is registered in the UK, France, and Germany, where we have a legal presence, or from where we import electronic equipment. In these countries, we have recycled all client equipment since 2005 through expert WEEE-certified companies. For other EU countries, we employ partners to ensure compliance.

In Israel, we monitor and recycle all our electronic waste and in 2024, our volume of E-waste was under 2 tonnes. All our usable electronic equipment and computers are donated to the community for further use. In the UK, we generated 2.24 tonnes of e-waste, all of which was recycled.

NiCE’s solutions to utilize dark data and decrease the use of data centers

Dark data refers to unstructured, unused data that organizations often store for compliance, incurring costs and increasing energy consumption and emissions. NiCE addresses this by offering a unified cloud platform that integrates technologies, reduces the need for multiple servers, and uncovers valuable insights from dark data. Our solutions prevent redundant data storage, optimize knowledge content, and provide tools for automatic data deletion.

By using these solutions, NiCE not only helps organizations make productive use of their dark data but also reduces their general energy consumption and carbon footprint as a result of efficient data management.

Water Consumption

Monitoring water usage is crucial to promote sustainability and minimize our environmental impact. In 2023, we set a goal for 2024 to expand water consumption reporting coverage. We have succeeded in increasing our data coverage to represent 55% of NiCE offices by floor area, compared to 37% in 2023. In 2024, our offices consumed 16,639 m³ of water.⁸, maintaining similar results to 2023 (after accounting for new data collected this year).



NiCE India Celebrates Earth Day

NiCEs across the globe celebrate Earth Day every year with a variety of fun, eco-friendly events that are both educational and future thinking.

For example, in 2024, NiCEs in India celebrated by setting up compost bins, and connecting to local wildlife by assembling birdhouses and making seed balls.

Employee engagement around sustainable practices was not limited to Earth Day. In September, NiCE India celebrated Car-Free Day, to promote carpooling and public transportation usage to reduce emissions from employee commuting.

⁸ Water withdrawal data includes Czech Republic, England, India (Bangalore, Pune, Mumbai), Israel, Philippines, Singapore, UK (Southampton), and USA (Richardson).

About NiCE's ESG Report

This is NiCE's fourth ESG report. The information provided in this report reflects the Company's ESG performance from January 1st to December 31st, 2024, and covers all NiCE global operations, unless stated otherwise.

This report has been prepared with reference to the GRI 2021 Standards. In addition, the report is aligned with the United National Sustainable Development Goals (UN SDGs), that define 17 goals to promote a better world.

We have assured the content through an internal review process, and the report has been approved by NiCE's ESG Steering Committee and the Board of Directors.



The report was written with support of BDO Consulting's ESG Department.

The 2024 NiCE ESG report details NiCE's policies, procedures, programs, and performance regarding the company's main environmental, social and governance issues. The Company is committed to continually increase its transparency and stakeholder engagement through the ESG report. NiCE's 2024 Annual Report best represent the Company's information and can be viewed [here](#).

We welcome your feedback and questions on the activities and programs described in the report, as well as the issues you expect to see addressed in the future.

Dovi Malik
Director of Corporate Compliance

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GRI Content Index

NICE has reported the information cited in this GRI content index for the period January 1st 2024 - December 31st 2024, with reference to the GRI Standards.

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GRI 2: General disclosures 2021	2-23	Policy commitments	30
	2-24	Embedding policy commitments	30
	2-25	Processes to remediate negative impacts	42-43, 46
	2-26	Mechanisms for seeking advice and raising concerns	20
	2-27	Compliance with laws and regulations	19
	2-28	Membership of associations	55
	2-29	Approach to stakeholder engagement	12
	2-30	Collective bargaining agreements	29
GRI 3: Material topics 2021			
GRI 3: Material topics 2021	3-1	Process to determine material topics	13
	3-2	List of material topics	13
Responsible and ethical business			
GRI 3: Management of material topics	3-3	Management of material topics	19
GRI 205: Anti-corruption 2016	205-1	Operations assessed for risks related to corruption	19-20
	205-2	Communication and training about anti-corruption policies and procedures	19
	205-3	Confirmed incidents of corruption and actions taken	19
GRI 206: Anti-competitive behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	21

Reducing our carbon footprint			
GRI Standard	Disclosure	Description	Location
GRI 3: Management of material topics	3-3	Management of material topics	46-47
GRI 302: Energy 2016	302-1	Energy consumption within the organization	56
	302-3	Energy intensity	56
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	56
	305-2	Energy indirect (Scope 2) GHG emissions	56
	305-3	Other indirect (Scope 3) GHG emissions	56
	305-4	GHG emissions intensity	56
Responsible use of resources			
GRI 3: Management of material topics	3-3	Management of material topics	49
GRI 303: Water and effluents 2018	303-3	Water withdrawal	50, 56
GRI 306: Waste 2020	306-1	Waste generation and significant waste-related impacts	49, 56
	306-2	Management of significant waste-related impacts	49
A diverse and inclusive workplace			
GRI 3: Management of material topics	3-3	Management of material topics	31-32
GRI 402: Labor/management relations 2016	402-1	Minimum notice periods regarding operational changes	33
GRI 405: Diversity and equal opportunity 2016	405-1	Diversity of governance bodies and employees	15, 31

GRI Standard	Disclosure	Description	Location
GRI 406: Non-discrimination 2016	406-1	Incidents of discrimination and corrective actions taken	32
GRI 412: Human rights assessment 2016	412-3	Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	30, 42
Community involvement and giving			
GRI 413: Local Communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	43-45
	413-2	Operations with significant actual and potential negative impacts on local communities	43
Employee development and engagement			
GRI 3: Management of material topics	3-3	Management of material topics	35-38
GRI 404: Training and education 2016	404-2	Programs for upgrading employee skills and transition assistance programs	36, 37
	404-3	Percentage of employees receiving regular performance and career development reviews	37
Innovation and ESG value creation			
GRI 3: Management of material topics	3-3	Management of material topics	8-10
Customer privacy and cyber security			
GRI 3: Management of material topics	3-3	Management of material topics	22-23
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	22
Third party risk management			
GRI 3: Management of material topics	3-3	Management of material topics	18

Appendix

Associations/Memberships

American Bankers Association	Editialis S.A.S.	Pmk Verlags Gmbh
American Registry for Internet Numbers, Ltd.	El Desarrollo De La Experiencia De Cliente - Dec	Professional Association for Customer Engagement, Inc.
Arizent	Getty Images (Us), Inc.	Shanghai Guanglin Network Technology Co., Ltd.
Asociacion Espanola De Expertos En La Relacion Con Clientes	Healthcare Information & Management Systems Society	Society Of Telecommunications Consultants Inc.
Association Francaise De La Relation Client (Afrc)	Hubspot Inc.	Sporting Edge Solutions Limited
Association Pour Le Management De La Reclamation Client (Amarc)	I.F. Executives S.L.U.	Storylane Inc.
Calendly LLC	In The Park Mdr LLC	Teenspire Global Mission LLC
Call Centre Association Limited	Inasia Media Pte Ltd.	Tenderlink.Com
Callnet.Ch	Meeting Professionals International	The Knoble, Inc.
Chartered Institute for Securities and Investment	Muck Rack LLC	T-Radius Holdings, Inc.
Corporate Mailings Inc.	National Association Of State Technology Directors	Verve Management Dmcc
Ediciones Peldano, S.A	National Investor Relations Institute	Wistia Inc.

Employment

	2022			2023			2024		
	Female	Male	Total	Female	Male	Total	Female	Male	Total
Employees by contract type									
Permanent	2,191	5,735	7,926	2,328	6,056	8,384	2,404	6,322	8,726
Temporary	22	33	55	17	21	38	23	28	51
Employees by job scope									
Full-time	2,166	5,724	7,890	2,302	6,043	8,345	2,387	6,308	8,695
Part-time	25	11	36	26	13	39	17	14	31
Employees by job category									
Executive management	2	7	9	2	6	8	2	7	9
Non-executive management	315	1,013	1,328	326	1,075	1,401	351	1,128	1,479
Technical employees	1,329	3,754	5,083	1,424	3,997	5,421	1,466	4,220	5,686
All other employees	545	961	1,506	576	978	1,554	585	967	1,552
Workers who are not employees	341	1,102	1,443	362	1,141	1,503	455	1,396	1,851

	2022	2023	2024
Voluntary turnover rate	16.1%	7.6%	7.3%

Environment

Energy consumption	2022	2023	2024
Total fuel consumption (Gasoline) within the organization (L)	215,923	213,334	228,739
Electricity consumption in (MWh)	11,799	10,909	10,902
Total energy consumption within the organization (GJ)	49,862	46,569	47,072
Energy intensity ratio for the organization (GJ/ MM USD Revenue)	22.86	19.59	17.21

GHG Emissions (tCO ₂ e)	2022	2023	2024
Scope 1 (direct emissions)*	1,207	1,199	1,124
Scope 2 (electricity emissions) – location-based approach**	5,393	5,263	5,457
Scope 1 and 2	6,600	6,462	6,581
GHG emissions intensity ratio (emissions/revenue – tCO ₂ / MM USD Revenue)***	3.03	2.72	2.41
Scope 3****	303	408	783

Inventory based on Operational Control approach.

Electricity consumption figures for 2022 and fuel use data for 2022 and 2023 have been updated. These changes also affect the energy intensity ratio and the total energy consumption within the organization, which has been updated retroactively.

Calculated according to GHG Protocol via operational control location-based approach. Emissions include CO₂, CH₄ and N₂O gases. Source of GWP factors: GHG Protocol (AR5). Emission factors from DEFRA, EPA, and other local sources.

*Scope 1 includes Israel and the Netherlands gasoline consumption, and refrigerant use in seven locations. 2022 and 2023 figures were updated to include these sources and update emissions factors. These updates are also reflected in the total fuel and energy consumption and emissions intensity.

** Scope 2 includes 100% of our electricity consumption, reflecting approximately 88% measured emissions and 12% estimated emissions.

*** Covers Scope 1 and 2.

**** Represents the share of our carbon emissions in our two main data-center suppliers.

Recycled E-Waste (kg)*	2022	2023	2024
	69.2	1,937	931

* Includes Israel's operations.



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About NiCE

With NiCE (Nasdaq: NiCE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NiCE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 – organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NiCE to transform and elevate – every customer interaction

Forward-Looking Statements

This report contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on the current beliefs, expectations and assumptions of the management of NiCE Ltd. (the "Company").

In some cases, such forward-looking statements can be identified by terms such as "believe," "expect," "seek," "may," "will," "intend," "should," "project," "anticipate," "plan," "estimate," or similar words. Forward-looking statements are subject to a number of risks and uncertainties that could cause the actual results or performance of the Company to differ materially from those described herein, including but not limited to the impact of changes in general economic and business conditions; competition; successful execution of the Company's growth strategy; success and growth of the Company's cloud Software-as-a-Service business; rapid changes in technology and market requirements; the implementation of AI capabilities in certain products and services, decline in demand for the Company's products; inability to timely develop and introduce new technologies, products and applications; difficulties in making additional acquisitions or difficulties or effectively integrating acquired operations; loss of market share; an inability to maintain certain marketing and distribution arrangements; the Company's dependency on third-party cloud computing platform providers, hosting facilities and service partners; cyber security attacks or other security incidents; privacy concerns; changes in currency exchange rates and interest rates, the effects of additional tax liabilities resulting from our global operations, the effect of unexpected events or geo-political conditions, including those arising from political instability or armed conflict that may disrupt our business and the global economy; our ability to recruit and retain qualified personnel; the effect of newly enacted or modified laws, regulation or standards on the Company and our products and various other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the "SEC").

For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the SEC, including the Company's Annual Report on Form 20-F. The forward-looking statements contained in this report are made as of the date of this report, and the Company undertakes no obligation to update or revise them, except as required by law.

