From inspiration to action:

Fostering well-being online and offline












Pinterest 2025 impact report

Forward-looking statements

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Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts and are often characterised by the use of words such as 'believes', 'estimates', 'expect', 'may', 'will', 'can', 'could', 'would', 'might', 'continue', 'intend', 'plan', 'forecast', 'strategy', 'projection', 'goal', 'trends', 'project', 'target', 'anticipate', 'potential', 'strives', 'seeks', 'aims', 'aspires' or similar expressions, or by discussions of strategy, plans or intentions, including with respect to sustainability, employees, corporate responsibility, environmental matters, data privacy and security, philanthropy and business risks and opportunities. Such forward-looking statements involve known and unknown risks, uncertainties, assumptions and other important factors that could cause our actual results, outcomes, performance or achievements, or industry results to differ materially from historical results or any future results, performance or achievements expressed, suggested or implied by such forward-looking statements. There is no guarantee that we will meet our goals or satisfy stakeholder expectations. These statements are based on our historical performance and on current plans, estimates and projections in light of information currently available to us, and therefore you should not place undue reliance on them.

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Unless expressly indicated or context requires otherwise, the terms 'Pinterest', 'company', 'we', 'us' and 'our' in this document refer to Pinterest, Inc., a Delaware corporation, and, where appropriate, its wholly owned subsidiaries. The term 'Pinterest' may also refer to our products, regardless of the manner in which they are accessed. Statements in this report reflect data as of 31 December 2024, unless otherwise indicated.

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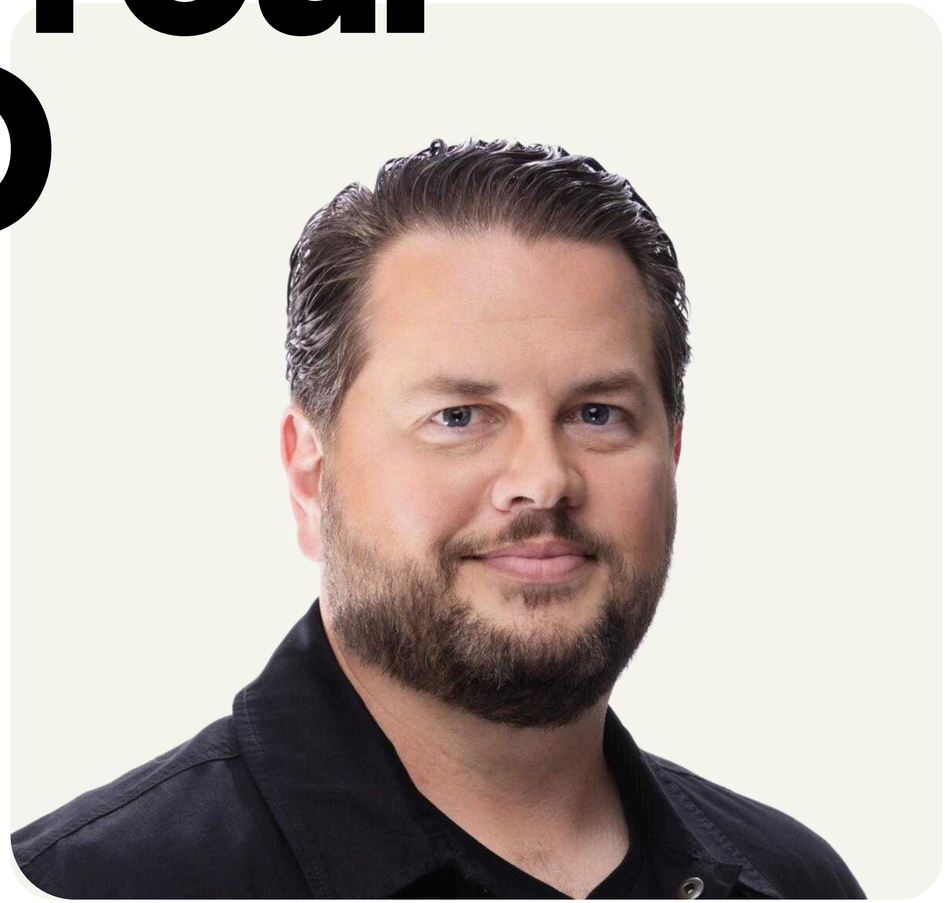
Welcome

2025 impact report

Pinterest is a visual discovery platform where people come to search, discover and shop.



A note from our CEO



I'm pleased to present Pinterest's third impact report. From our earliest days, Pinterest has sought to be a profoundly positive corner of the internet: a place that rejects engagement through enragement and instead drives action through inspiration. That vision shapes our determination to be a force for good in the world—not only for our employees and our users, but in our communities, throughout our industry and across our planet.

This report, covering 2024, highlights how we've put that dedication into practice in three key areas: **platform**, **people** and **planet**. Across these areas, you'll see something that is at the heart of our strategy: a laser focus on emotional health and digital well-being, especially when it comes to young people. Pinterest proves every day that the safety of our users and the growth of our platform must—and do—go hand in hand.

I'm proud of the impact that we've been able to deliver in the last year. Highlights of content you'll see throughout the report include:

Platform: Pinterest should be a positive place for all users, which is demonstrated through our Community Guidelines, progress to provide age-appropriate experiences and advancement of inclusive artificial intelligence (AI). We're also focused on creating an inspirational online experience that extends beyond Pinterest. As a founding signatory of the Inspired Internet Pledge, we have worked to make the internet a healthier place through our product, thought leadership, policy and strategic giving.

Additionally, in September 2024, I wrote an op-ed urging policymakers and tech companies to come together to make the phone a 'one-stop shop' for age verification. As an industry, we must prioritise youth mental health and well-being and build for intention, not constant attention. Pinterest will continue to invest in this important work.

People: Across our global workplaces, we focused on offering competitive pay, providing benefits for real-world needs and fostering a culture of inclusion. We maintained our strong commitment to PinFlex, our flexible work model that allows employees to work where they choose within their country or region for roles that can be performed anywhere. This policy broadens the talent pool that we attract while providing vital flexibility for employees to balance work and life (particularly meaningful for working parents, caregivers and others with unpredictable life situations). Through the Pinterest Impact Fund, we continued to invest in organisations working to advance youth mental health and emotional well-being. In partnership with the Schultz Family Foundation and leaders across the US, we proudly launched the nation's first Youth Mental Health Corps dedicated to helping teenagers access critical mental health resources.

Planet: As a global platform with users and impact in countries around the world, we also recognise our responsibility to protect our shared planet. We're making progress towards our science-based targets and achieved 100% renewable electricity across our global offices for the third consecutive year. This work also enhances our resiliency and preparedness as a company, and has reduced costs.

We take great pride in the impact that we've had—and seek to have—as a platform defined by positivity. Our users often tell us that Pinterest is their oasis of calm and inspiration, away from the toxicity they might find elsewhere. That's never been more important.

It's our privilege to share the steps we've taken and the collective progress achieved in this report. Thank you to our incredible employees, users and valued partners who make that impact possible.



Bill Ready, CEO

About Pinterest

Pinterest is a visual discovery platform where people come to search, discover and shop for useful, relevant ideas—and then bring them to life. Each month, over 570 million people from around the world come to Pinterest to find new ideas, curate and refine their tastes, and turn those ideas into reality.

Launched in 2010 and headquartered in San Francisco, we have over 4,500 employees across the globe, including in the United States, Ireland, Germany, the United Kingdom, France, Brazil, Mexico, Japan, Canada, Spain, Italy, Singapore, the Netherlands, Poland and Australia. It's our employees who drive Pinterest's mission: bringing everyone the inspiration to create a life that they love.

Our values

Pinterest's five values help us to live our mission. Through deep listening and survey research across all levels and functions of the organisations, these guiding principles were created by all employees.

[1] Pinterest users

Put Pinners[1] first

We are relentlessly focused on Pinterest users' diverse needs so that all of our product, business and policy decisions are centred on their well-being. We actively invite users to the conversation so that we're creating with them, not just for them.

Act as one

We put energy into helping others succeed —and our wins belong to the entire team. We are resolute in our commitment to eliminating silos in how we work. Once a decision is made, we enthusiastically rally behind a chosen direction.

Win or learn

To achieve our mission and grow, we must constantly evolve. We make big bets and take smart risks to increase our chances of step-change results. Whether we succeed or stumble, we ensure that the learning is never lost by working hard to actively bring lessons to our next effort.

Aim for extraordinary

We build extraordinary products and experiences because we start with a higher bar. We push ourselves—and each other—to bring the courage, craft and quality of execution needed to win big.

Create belonging

We each take responsibility for creating a culture of belonging, and we value individual perspectives and life experiences. Divergent thinking, honest debate and real-time feedback are understood as the fuel for innovation and growth. By extending ourselves to others, we build strong connections and support the well-being of our people.

Impact strategy

Double materiality assessment

In 2022, we performed a double materiality assessment to inform our voluntary reporting and environmental, social and governance (ESG) strategy. Through this assessment—which included desk research, interviews with internal and external stakeholders (investors, content creators and non-profit groups) and executive review—we analysed our actual and potential impacts on the environment and society.

Material impacts include our people, corporate governance, data privacy and security, emotional well-being, inclusion and belonging, climate change, responsible and inspiring content and advertising, ethical conduct, energy and renewables, human rights, community impact and waste.

We began an updated double materiality assessment in 2024, to be completed in 2025.

About this report

Unless otherwise noted:

- Our 2025 impact report details how we're managing our material impacts and covers all global offices and employees
- The reporting period includes the full fiscal year 2024
- Statements reflect data as of 31 December 2024 unless otherwise noted

This report has been prepared using best practice ESG reporting frameworks, including the Sustainability Accounting Standards Board (SASB) and the Global Reporting Initiative (GRI). We've also provided climate-related disclosures using the Task Force on Climate-Related Financial Disclosures (TCFD) recommendations.

Pinterest pillars

Our identified material impacts informed the development of our ESG strategy, which is centred around the pillars of platform, people and planet and is grounded by our governance approach.

Platform

We are championing change to make the internet a positive place for all. Through technological innovation, proactive policies and the regular release of transparency reports, we seek to deliver a product that combats harmful content and is safe, accessible and inclusive. To create an inspirational online experience that extends beyond Pinterest, we're dedicated to industry collaboration and using our voice for good.

People

At Pinterest, our people are our greatest differentiator and the foundation of our success. Through a values-driven culture, we prioritise employee well-being and foster a workplace where everyone belongs. We strive to be a responsible corporate citizen, supporting our partners and uplifting Pinterest communities.

Planet

We're working to protect our planet through meaningful climate action by measuring and reducing our greenhouse gas (GHG) emissions, sourcing renewable electricity and partnering with organisations that share our goals.

Governance

Our governance framework encompasses our strategic and operational priorities, internal and external policies and diligent oversight, and it sets the foundation for a culture of accountability and ethical conduct.

Pinned highlights



£22 million

Invested £22 million since 2021 in our Impact partners, who are working to advance youth mental health and emotional well-being programmes

32%

Decreased absolute emissions by 32% from a 2019 baseline

5

Expanded the Pinterest Inclusion Fund, supporting content producers, such as small businesses, independent publishers and boutique creator agencies, in five new countries



11

Launched the United States' first Youth Mental Health Corps in 11 states to help teenagers access critical mental health resources and build the pipeline of the next generation of well-being professionals

↑↑

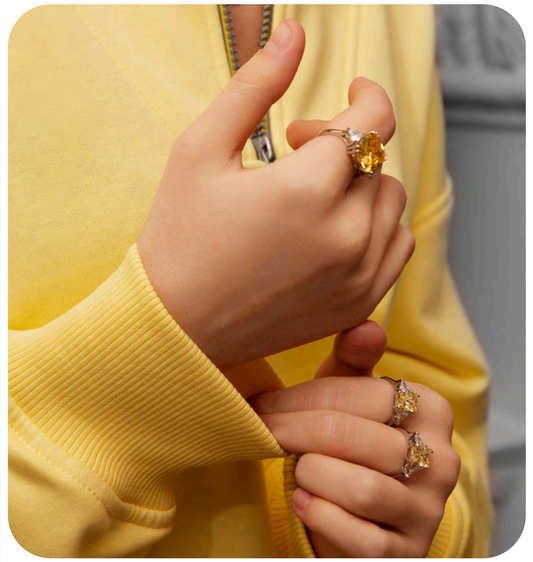
Exceeded our Inspired Internet Pledge commitments as we work to make the internet a safer and healthier place for everyone



100%

Achieved 100% renewable electricity in our global offices for the third consecutive year

Positive platform



2025 impact report

2

We're championing change to make the internet a positive place.

Through technological innovation, proactive policies and the regular release of transparency reports, we seek to deliver a product that combats harmful content and is more inclusive.

When users come to Pinterest, it's essential that they interact with a product that prioritises safety and security, addresses and counters harmful content, and fosters digital well-being and belonging. This aspiration is demonstrated throughout the user experience and includes how we build inclusive AI, our community, advertising and merchant guidelines, safety and security practices and policies, and partnerships with organisations that advance our mission.

To create a more positive online experience beyond Pinterest, we're dedicated to industry collaboration and using our voice for good. Pinterest is driving research and collective action to unite the tech industry around a shared vision for a better digital world.

Platform governance



Board and leadership oversight

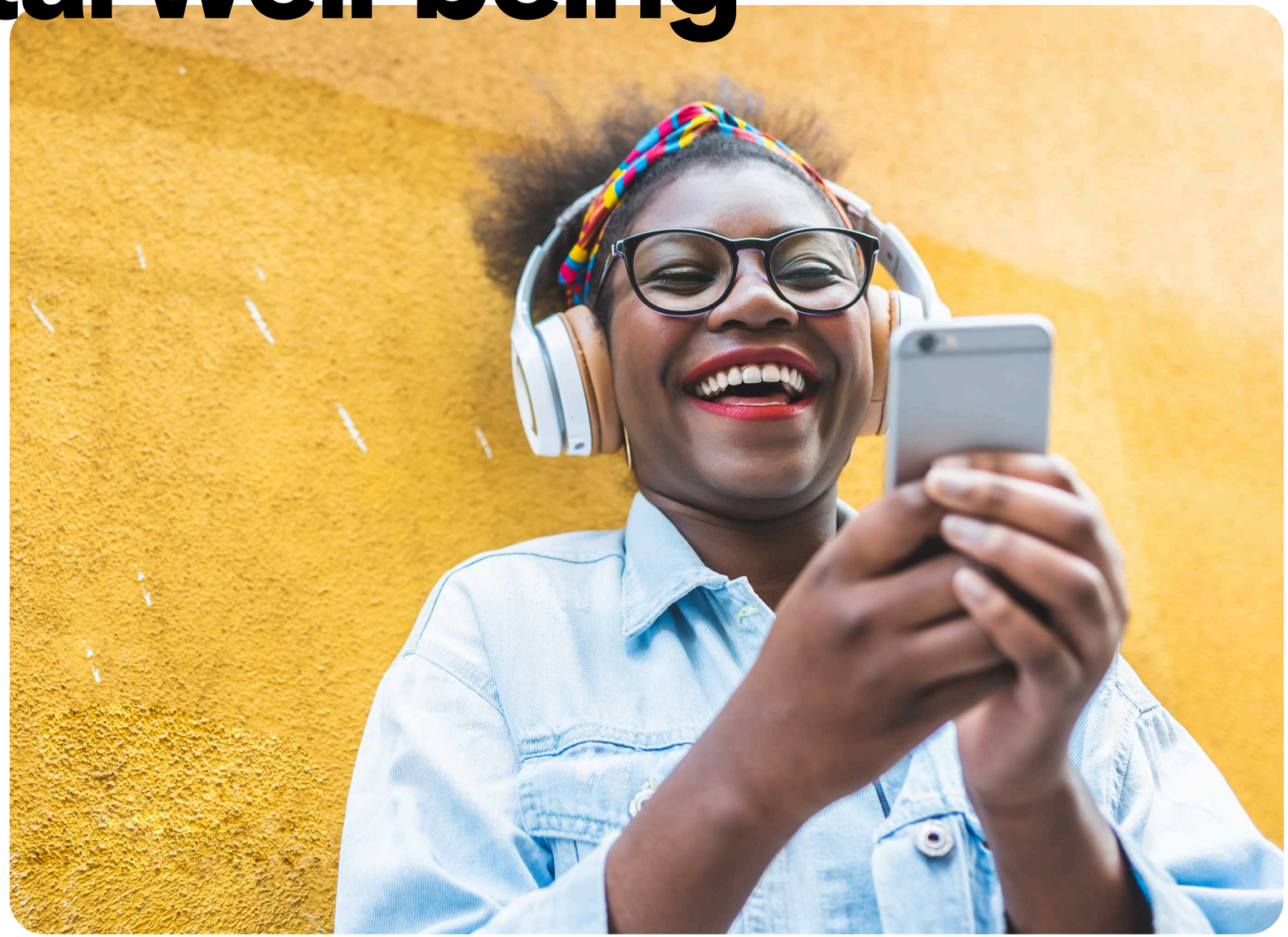
Our Board of Directors (board) plays an active role in ensuring that we continue to be a positive place online. The Audit and Risk Committee oversees enterprise risk management, including risks related to information security, data protection and privacy.

Our Chief Technology Officer oversees product management and security. This includes the development of inclusive product features, led by our Head of Inclusive Product, who is responsible for the vision, prioritisation and implementation of our strategy. Additionally, our Chief Legal and Business Affairs Officer oversees Trust and Safety, including product policy and enforcement operations.

Guidelines, policies, reports and charters

- Audit and Risk Committee Charter ↗
- Community Guidelines ↗
- Biannual Transparency Reporting ↗
- Privacy Policy ↗

Digital well-being



Inspired Internet Pledge

Pinterest is the founding signatory of the Inspired Internet Pledge, launched in 2023 by the Digital Wellness Lab at Boston Children's Hospital, a Pinterest Impact partner. The pledge is a call to action for technology companies and the broader digital ecosystem to unite through a common goal: make the internet a safer and healthier place for everyone, especially young people.

While some attribute the current youth mental health crisis to the use of interactive media, the Digital Wellness Lab acknowledges that the root causes of the crisis are complex. The pledge focuses on collaborating across the digital ecosystem—from small non-profits and AI start-ups to tech giants and global advertisers—to address the challenge holistically. Signatories pledge to uphold three key principles, with emotional well-being at the forefront:



Tune for emotional well-being: Understanding which actions and content correlate with well-being outcomes to inform how we build and evolve products, services, policies and advertising that support healthier experiences online and offline



Listen to and act on insights from people who have experienced harm online: Inform our business by listening to and learning from those who have experienced harm online and the experts who support them



Share lessons collaboratively: Sharing best practices, key research findings and creative solutions to make the internet a healthier place for everyone, especially young people

In 2024, we continued to focus on positivity and inspiration through our product, thought leadership, policy and strategic giving. Select actions and initiatives, which contributed to exceeding our commitments for the year, included:

- Publishing a white paper, What We Know About Using Non-Engagement Signals in Content Ranking, and blog post, 'The Field Guide to Non-Engagement Signals', outlining the results of a workshop Pinterest helped to convene with experts from seven social media platforms. The paper includes specific, actionable insights for creating a safer, healthier internet and was presented at the first Inspired Internet Pledge virtual signatory gathering.
- Hosting a 'Youth Voices Panel' in Washington, DC, focused on amplifying the voices and expertise of young leaders working in the digital well-being space.
- Continuing to measure a social media well-being score which assessed four key pillars: safety, belonging, self-worth and purpose.

We continued to work closely with the Digital Wellness Lab on pledge outreach and recruitment. These efforts resulted in more than 25 new signatories and advisories, including some of the biggest players in technology, AI start-ups and Pinterest Impact partners. Learn more about our 2025 commitments and how your organisation can join Pinterest in building a more inspired internet by visiting www.inspiredinternet.org.

2024 findings

- User well-being outcome scores across social media remained relatively consistent from the prior year
- Pinterest maintains overall leadership year on year and across platforms



Youth Voices Panel in Washington, DC

Social media well-being measurement tool

We continued our work to assess and inform how we support user well-being.

The social media well-being measurement tool assesses four key pillars of well-being to track, measure and benchmark the impact of social platforms on people's well-being:

- **Safety:** Platforms ensure that people are safe from harm and protected from harassment or malicious activity
- **Belonging:** Platforms represent diverse dimensions of identity and enable intentional moments of connection
- **Self-worth:** Platforms help people to feel more confident in themselves through self discovery and personal growth
- **Purpose:** Platforms support people in personal pursuits and enrich their lives through enabling real-world experiences

Developed in 2023, the tool includes 12 questions that measure user well-being while engaging with social media platforms. It was informed by a comprehensive review of academic and industry research, consultation with experts and surveys across five markets. In 2024, we replicated the 12-item well-being tool, including critical metrics and the same screening criteria and weighting schemes, via an online survey to compare year-on-year progress. Pinterest maintained its position as the leading platform contributing to a positive impact on user well-being.

To learn more about the social media well-being measurement tool, contact us at the email address below.

wellbeing_benchmark@pinterest.com ↗

No. 1

Pinterest was the number one platform for positive impact on user well-being

2024 scores

4.8/7.0

Pinterest

4.4/7.0

Competitive average

Safety and security



Creating a positive space online doesn't happen by accident: it happens through proactive policies and product decisions. Our policies are informed by inputs and advice from outside experts. We also invest heavily in measures such as machine learning technology to maintain a safe and positive space for people.

Community Guidelines

Our commitment to a positive product is driven by comprehensive guidelines designed to prevent real-world harm. Our Community Guidelines establish clear guardrails delineating what is acceptable on Pinterest and what is prohibited, including:

Content safety
Pinterest is not a place for explicit, false or misleading, harmful, hateful or violent content. We may remove, limit or block the distribution of policy-violating content as well as the accounts, individuals and groups that create it. Pinterest's Community Guidelines prohibit, among other things, adult content, exploitation of people and animals, hateful activities, certain misinformation, harassment, content harmful to children, private information, self-injury and harmful behaviour, graphic violence or threats, violent actors, dangerous goods and activities, harmful or deceptive products and practices, and impersonation. These policies apply to everyone and all types of content, including AI-generated content.

Intellectual property and other rights
Pinterest respects the intellectual property rights of others and we expect people on Pinterest to do the same. They must not infringe upon anyone's intellectual property, privacy or other rights, post content that violates laws or regulations or use Pinterest's name in a way that confuses people.

Site security and access
We ask that Pinterest users not access, use or tamper with our systems or our technical providers' systems, use any undocumented or unsupported method to access, search, scrape, download or change any part of Pinterest or try to reverse engineer our software and more.

We ask that users do not break or circumvent security measures or test the vulnerability of systems or networks, except as part of our authorised Pinterest bug bounty programme. We also ask that users not share their password, let anyone access their account or attempt to buy or sell access to their account.

Spam
We want the inspiration and ideas on Pinterest to be high-quality and useful, so we seek to remove spam when we find it. We ask users to be considerate of others' experiences on Pinterest and not create accounts that are non-authentic. This includes using automation services that are not explicitly approved by Pinterest, linking to websites that are deceptive, unoriginal or unsafe, sending repeated unsolicited messages, especially if the messages are commercial in nature, making repetitive or irrelevant comments, buying or selling engagement or attempting to make money in ways that are misleading or detract from the user experience.

Paid partnership, affiliate and content guidelines
To make clear the commercial nature of content, additional guidelines apply to commercial and branded content.[1]

Details on how our Community Guidelines and policies are enforced can be found in our policy enforcement overview and via our biannual transparency report. All of our policies, including Advertising and Merchant Guidelines, can be found via our policy site.

1 Updated policy as of publication date.

Biannual transparency report

Not everything on the internet is inspiring, so we have guardrails for what's acceptable on Pinterest and what isn't allowed. Our practices are always evolving to keep up with new behaviours and trends and to create a more positive corner of the internet for the people on our platform. We continue to invest heavily in measures such as machine learning technology to fight policy-violating content on Pinterest. We also continue to work with outside experts and organisations to inform our policies and practices.

We began publishing a biannual transparency report in 2013 and have continually expanded it to include more information on our actions to uphold our Community Guidelines. Reports include information on efforts to keep our platform safe and inspiring, such as the number of Pin and account deactivations, and include insights into the volume of information and deactivation requests we received from law enforcement and other government entities.

Read our transparency reports ↗

Deactivations for child safety

	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Distinct image	5,575	7,180	40,223	27,692
Pin	3,322,789	4,533,695	4,269,964	5,591,489
Board	3,100	705	1,068	542
Account	66,230	55,814	78,233	134,105

Data privacy

Our Privacy Policy details the information that we collect and how we use it, as well as choices for Pinterest users when it comes to privacy. We focus on communicating our Privacy Policy details clearly so that it can be easily understood by everyone using Pinterest. Users want to be in control of what happens to the information they entrust to us, and we offer settings that allow everyone to customise their Pinterest experience and exercise their privacy rights.

A safer internet: the people behind the product

In February 2024, we recognised Safer Internet Day. Building a more positive and safer online experience could not be accomplished without the people behind the product.

Meet some of our team members ↗


Isabelle Hayes,
Senior Product Manager


Siddhant Mohapatra,
Manager II, Data Analytics


Barry Power,
Safety Lead

Age-appropriate experience

Our mission to bring everyone the inspiration to create a life they love is our guiding light, driving how we develop our products and shape our policies. As part of this ongoing work, we continuously strive to provide young people with age-appropriate experiences and protections while using our platform.

- **Age verification:** Pinterest requires a date of birth for new and existing accounts of any age. If someone who previously entered their age as under 18 attempts to edit their date of birth on the Pinterest app, we require them to send additional information to our third-party partner to confirm its legitimacy.
- **Expanded private profiles:** Private profiles are not discoverable on search and are the only option for teens under the age of 16. Users aged 16–17 are set to private by default, and can opt in to a public profile. If private, they are only able to connect with people by sending a unique profile link outside of Pinterest.
- **More control over followers:** All users are able to review and remove followers. In addition, for teens under the age of 16, pre-existing followers were removed in 2023 so that users can control who can follow them.
- **Messaging and collaborating with trusted people:** There are multiple ways to help users decide who can and cannot contact them. Teens under the age of 16 can only send and receive messages from mutual followers that have been accepted through a unique profile link that expires after three days or when they get five new followers with the shareable link. Messaging and group boards are available to all users as long as they are given permission.
- **Parental passcode update:** Parents and caregivers can opt to require a passcode to change certain account settings for their teens. Caregivers have the ability to easily opt in and out of the parental passcode and update the protected settings on their teen's account.

Bill Ready's op-ed on age verification

While important, we also recognise that these steps are not enough. In 2024, Pinterest's CEO penned an op-ed calling for OS-level age verification and urging Congress to make digital IDs the national standard.
We will continue to take steps and responsibility to safeguard young people online.

Read the op-ed ↗



Safety

Pinterest aims to lead the industry on products and policies that aim to create a safer, more inclusive and more positive online experience. The four key pillars that uphold Pinterest's commitment to safety include:

- **Strong and proactive policies:** A safer platform starts with our rigorous policy and enforcement framework. This helps to keep our platform brand safe, positive and inclusive for users.
- **Transparency at the forefront:** A more transparent internet is a more positive internet. We maintain transparency and report on the work we do in combatting policy-violating content.
- **Partnerships and certifications with industry experts:** We know we can't do it alone. That's why we're accredited and have partnerships with industry experts, including the Trustworthy Accountability Group and Media Rating Council, to go above and beyond industry standards.
- **Safety and suitability features:** We allow brands to customise and monitor their experience with our suite of tools to help ensure their brand shows up where they want it to.

We work with industry-leading organisations to validate that our platform is brand safe. In 2024, Integral Ad Science (IAS) provided brand safety measurement across all monetised markets as part of total media quality for Pinterest. IAS's AI-driven Multimedia Technology utilises machine learning for frame-by-frame analysis, combining image, audio and text signals to accurately classify Pins at scale. Based on advertiser campaign results during beta testing, 99% of measured ad impressions on Pinterest were measured as brand safe.[1]

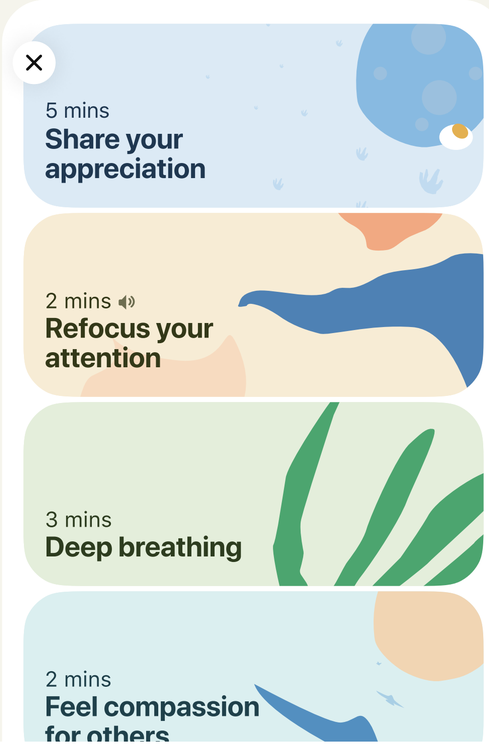
Additionally, we integrated with DoubleVerify (DV) to provide advertisers globally with brand safety and brand suitability measurement on their Pinterest campaigns. DV's brand safety and suitability measurement enables visibility into advertising adjacency, safeguarding reputation and preserving brand equity. Based on initial testing, DV found that more than 99% of measured ad impressions were deemed brand safe.[2]

[1] IAS study commissioned by Pinterest across 150M+ Pins in all monetised markets, May 2024, with scoring aligned to the GARM framework against floor.

[2] DV study commissioned by Pinterest across 24M+ ad impressions in all monetised markets with scoring aligned to the GARM framework, May 2024.

Compassionate search experience

An essential element of keeping people safe includes supporting their emotional safety and mental health. If a user searches for a term related to sadness, anxiety or emotional distress, we show them resources and tools which we created with experts in mental health. Compassionate search averages 500,000 impressions per day and was available in 25 countries in 2024.



Data security

Protecting our platform and business against cyberattacks is a priority. We maintain robust cybersecurity measures and an expert information security team oversees data and business security areas, including enterprise security, product security, security operations, infrastructure security, detection and response, and governance, risk and compliance. Our Security programme is aligned with ISO-27001, the Center for Internet Security (CIS) and the National Institute of Standards and Technology (NIST's) Cybersecurity Frameworks.

Pinterest undergoes annual penetration testing by an independent auditor. The Pinterest Security organisation is responsible for the overall vulnerability management programme, in conjunction with asset owners across Pinterest, and we maintain a bug bounty programme through Bugcrowd. Pinterest's Internal Audit team routinely audits cybersecurity practices and reports findings to the Audit and Risk Committee of the board.

In addition, during security awareness and compliance training, we emphasise our employees' shared responsibility in supporting ongoing product and company security. We hold lunchtime information sessions, host open office hours for informal discussions and regularly communicate across the company about security initiatives. Regular updates are provided to executive leadership and the board of directors' Audit and Risk Committee.

Inclusive AI



Pinterest's mission is to bring everyone the inspiration to create a life that they love. As part of this, Pinterest continuously engineers and invests in a product that enables every user to find inspiration that resonates with them. Our Inclusive AI technology is a continuation of this work.

Pinterest has designed policies like the Creator Code, initiatives such as the Pinterest Inclusion Fund and built inclusive AI and features such as skin tone ranges, hair pattern search and body type ranges to build a more inclusive platform for creators and small businesses.

In 2024, we participated in the Aspen Institute's Product Equity Summit. This gathering of senior tech leaders, civil society experts and community advocates examined how products are built and who they benefit, contributing to a future where product innovation further enhances fairness and accessibility. Pinterest's Head of Inclusive Product kicked off the summit, while our Lead on Inclusive Product presented body type technology and ranges as a use case for attendees.

Additionally, our inclusive AI and related features were featured in a white paper from the World Economic Forum on AI in media, entertainment and sport.

Read the white paper ↗

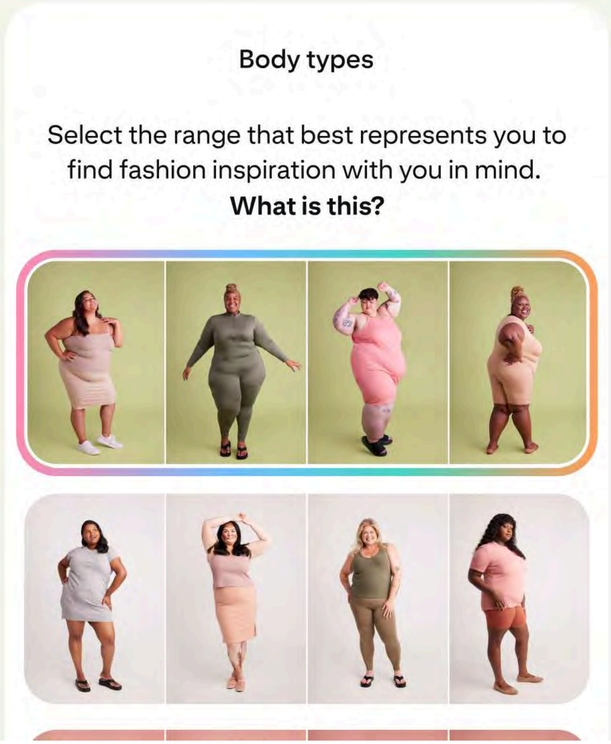
75%

People who used Pinterest's inclusive features saved 75% more Pins than those who did not

Inclusive AI features

Body type ranges

We use our body type technology to power body type ranges, an innovative new tool which gives users the choice to self-select what body types are featured in their search results for women's fashion and wedding ideas. This is a major step in creating the most inclusive place online to search, save and shop. Initially launched in the US and Canada in early 2024, we expanded this feature to the UK, Ireland, New Zealand, Australia, Germany and France later in the year.



Skin tone technology

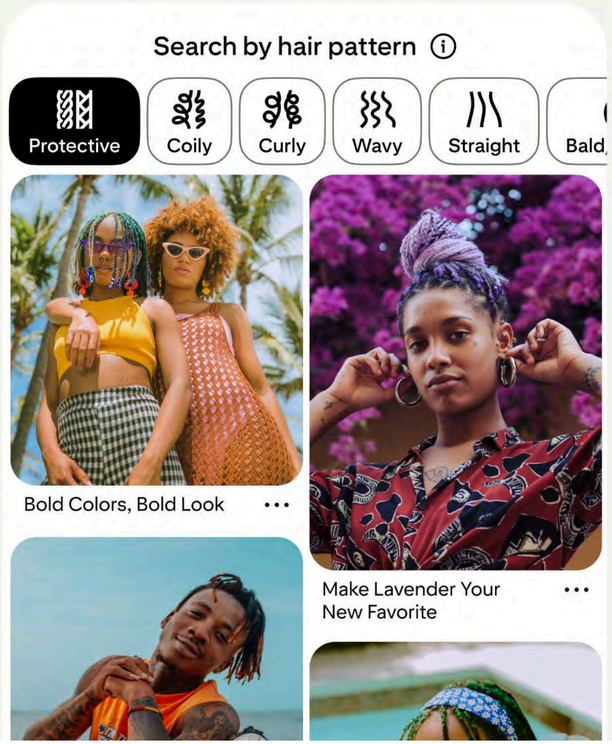
Skin tone ranges allow users to customise their beauty exploration, refining their search results by skin tones. This experience is powered by our skin tone technology.

We also use this technology to increase the representation of skin tones across search results, related feeds and home feeds for new users, creating a more inclusive experience.



Hair pattern search

Many people come to Pinterest looking for inspiration for their next hairstyle. Our hair pattern search allows users to search for inspiration including hair patterns, such as straight, wavy, coily and curly.





Prioritising people

3

2025 impact report

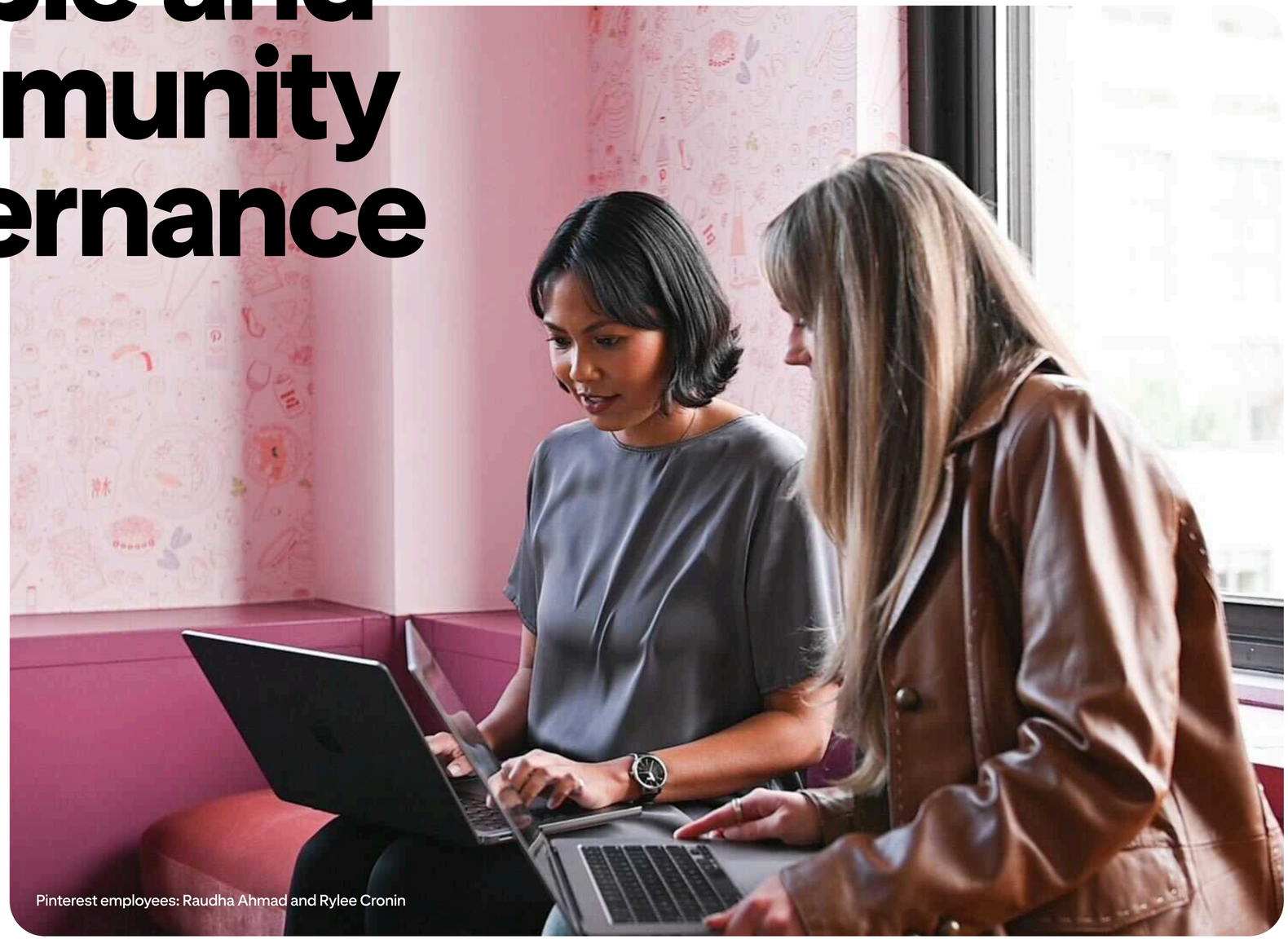
At Pinterest, our people are our greatest differentiator and the foundation of our success.

People are the driving force behind our platform, content and innovation. Through a values-driven culture, we prioritise employee well-being and foster a workplace where everyone belongs. Our commitment is to create a supportive environment where every employee feels inspired, valued and empowered to reach their full potential.

Across our global workforce, we invest in fair pay, competitive benefits, physical and mental health, professional development and a culture of inclusion, ensuring that all employees have opportunities to thrive and contribute to our mission.

Our dedication to treating everyone with respect and dignity extends beyond Pinterest's walls. We strive to be a responsible corporate citizen, supporting our partners and uplifting the communities where we operate. Through resources and initiatives that promote well-being, belonging and opportunity, we work to create pathways to success for our employees and the broader Pinterest community.

People and community governance



Pinterest employees: Raudha Ahmad and Rylee Cronin

Board and leadership oversight

Our board oversees our commitments to employee and community well-being. The Nominating and Corporate Governance Committee oversees our ESG strategy, goals and reporting. Additionally, the Talent Development and Compensation Committee oversees the compensation of Pinterest's employees and related matters, including the attraction, development and retention of employees.

In 2024, we constituted the Pinterest Impact Fund Executive Advisory Council to strengthen the governance of our company's philanthropic efforts. This Council, which is composed of six Pinterest executives, provides oversight of our charitable giving programmes, including our company donations, charitable matching programme, in-kind donations, donation of ad credits and charitable giving in partnership with clients, suppliers and creators.

Guidelines, policies and charters

Nominating and Corporate Governance Committee Charter ↗

Talent Development and Compensation Committee Charter ↗

Attracting talent


Pinterest employees: Kelly Wu and Gustavo Condé

We are committed to creating an environment where everyone has fair and equal opportunity to contribute, grow and lead.

Our approach to recruitment and development

Our hiring strategies are aligned to our business goals and inclusive of a wide range of talent that reflects the global community of people who use Pinterest (Pinners). We attract talent from a broad range of career backgrounds, industries, geographies and experiences. We partner with impactful organisations, engage candidates through talent communities and host events across various locations and industries.

We also support talent that has developed skills through alternative training, education and career paths. One way we do this is through our Apprenticeship programme, which is an opportunity for candidates from non-tech backgrounds and those who may face barriers of entry into the industry to experience engineering, product management, design and research. We've continued to invest in our apprenticeship programme since 2016 and have expanded the programme from engineering to include product, research and design roles and have hired 116 apprentices since the beginning of the programme.

We maintain and use standardised criteria for evaluating candidates, focused on skills and experience to make hiring decisions based on merit. We also provide interview training to maintain consistency, to mitigate any potential biases and hire the most qualified individuals for the role.

Employee well-being


Pinterest employee: Alyssa Martinez

Our efforts are aimed at building a culture where everyone feels included and connected, and can see themselves represented throughout the organisation.

We also understand that well-being involves supporting personal development and a sense of direction. Pinterest encourages employees to explore their interests, build self-confidence and grow both personally and professionally. We strive to help our people pursue meaningful goals and experiences—at work and in their personal lives—so that they can find purpose and fulfilment in everything they do.

At Pinterest, we take a holistic approach to employee well-being by focusing on safety, belonging, self-worth and purpose. We prioritise maintaining a safe and respectful environment where all employees can show up as themselves, contribute their perspectives and trust that they are valued.

When our employees thrive, Pinterest thrives

Competitive and equitable pay

Pinterest aims to enable the success of every employee. We continuously assess our initiatives, policies and decisions, including reviewing employee survey results, job-level distributions and talent management decisions. Career development conversations are integral and ongoing. All regular full-time, part-time and fixed-term employees are eligible[1] for both mid-year and year-end performance reviews.

Employees are rewarded for their individual results and commitment to living Pinterest's values. Our approach to compensation is focused on being transparent and competitive in the marketplace. To create a fair and rewarding environment, we carefully balance the interests of our employees, users and other stakeholders.

We remain committed to maintaining pay equity across gender and race, which means equal pay for comparable work. In a dynamic workplace, maintaining pay equity requires vigilance and ongoing monitoring. Compensation range and job-level transparency is available for all employees, and twice a year, we analyse compensation and make any necessary adjustments to stand by this commitment.

[1] To be eligible for the performance cycle, regular full-time, part-time and fixed-term employees must have started at Pinterest on or before 1 April for mid-year and 1 October for year-end performance reviews.

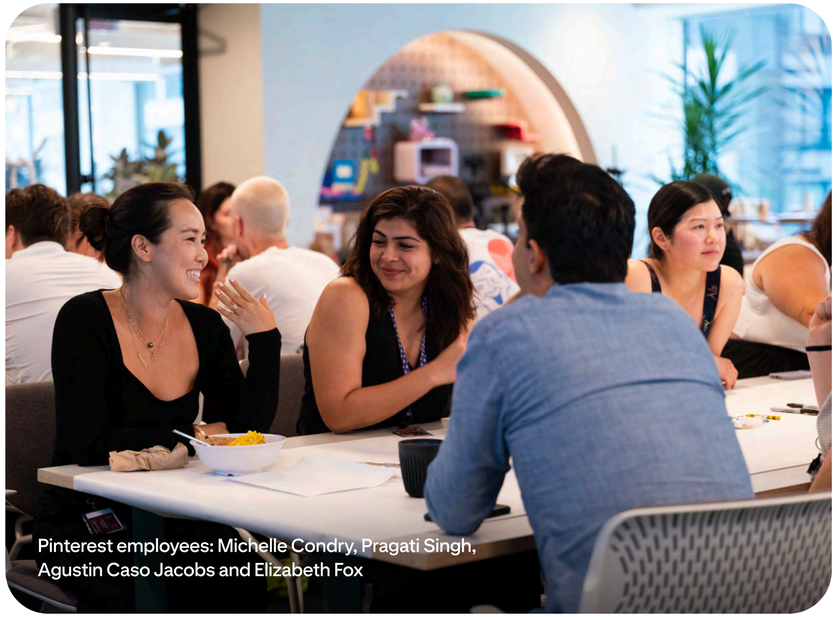
Benefits

At Pinterest, we believe that our employees' well-being is fundamental to our creativity, innovation and connection as a company. Our benefits are thoughtfully designed to support employees at every stage of their journey—enabling everyone to work and focus on what matters most, both professionally and personally.

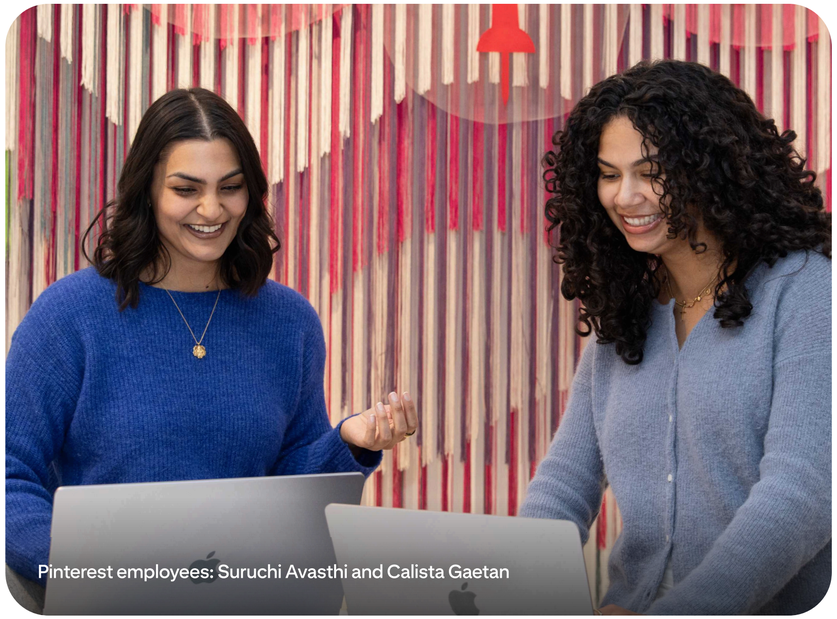
We're proud to offer a comprehensive suite of programmes that reflect our commitment to being the most inspiring place to work:

- **PinFlex—flexibility with purpose:** PinFlex gives employees autonomy to choose how and where they work best, balancing flexibility with opportunities for intentional, in-person collaboration at our world-class offices. For roles suitable for remote work, employees enjoy the freedom to work from our offices, their home or another virtual location within their country (or region) of employment. To further support flexibility, eligible employees can take advantage of our Work From Anywhere benefit, allowing up to 90 days of work outside their home country within a rolling 12-month period.
- **For You Fund—Investing in you:** The For You Fund supports personal growth and well-being beyond the workplace, offering quarterly reimbursements for activities, courses and experiences that reflect the diverse passions and needs of our employees.
- **Comprehensive global health support:** Our holistic health benefits—including medical, dental, mental health and disability coverage—ensure that all employees and their families have access to quality care, wherever they are in the world.
- **Support when it matters most:** We recognise that life can bring unexpected hardships. Pinterest provides up to 20 work days of bereavement leave for the loss of an immediate family member and up to 10 days for extended family members or close friends—including in the event of miscarriages and stillbirths—so that employees have time and space to grieve and heal.
- **Support through life's milestones:** We support employees and their families throughout life's significant moments. Our global parental benefits provide at least 20 weeks of paid leave for new parents, with additional support for those welcoming newborns in neonatal intensive care, adoptive parents and those navigating pregnancy loss or miscarriage.

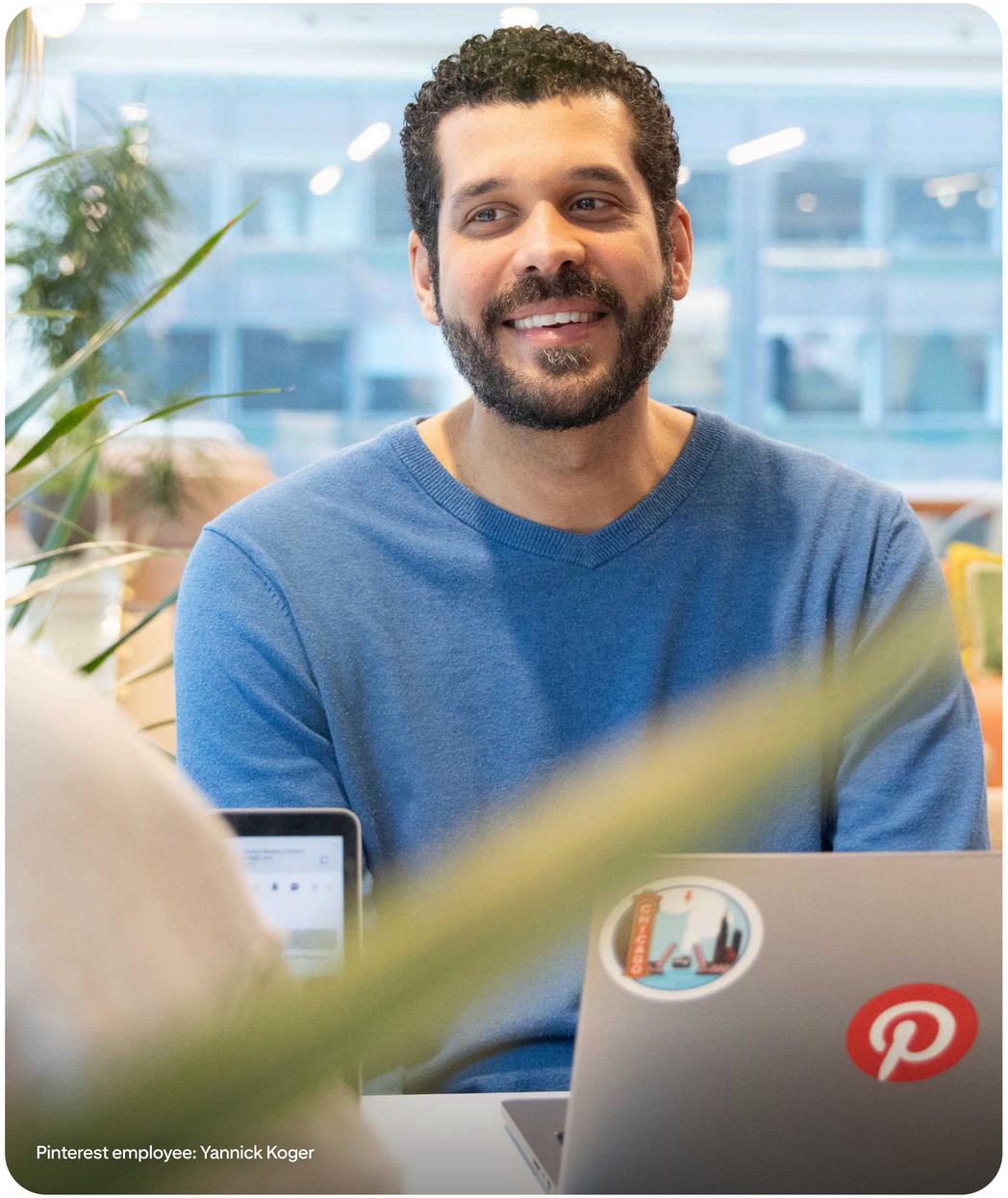
  We're committed to making family-building possible for everyone. Our global fertility and family benefits support employees pursuing surrogacy, fertility treatments, egg preservation and adoption—ensuring that all paths to parenthood are embraced and supported at Pinterest.



Pinterest employees: Michelle Condry, Pragati Singh, Agustin Caso Jacobs and Elizabeth Fox



Pinterest employees: Suruchi Avasthi and Calista Gaetan


Pinterest employee: Yannick Koger

Professional development

Our professional development initiatives are designed to nurture both leadership and employee growth while fostering an inclusive work environment.

Leadership development efforts are rooted in understanding the unique needs of our managers, with a focus on multi-year, continuous growth. A highlight is our Manager Kickstart programme, which provides a structured onboarding experience for managers who are new to Pinterest and existing employees who are new to the manager role. Covering essential skills and best practices, it also serves as a refresher for existing managers. In 2024, the programme was completed by 78% of new managers.

In addition to leadership development, we promote the professional development of all employees. We offer quarterly professional development workshops tailored to evolving business needs, such as 'The science of meeting effectiveness' and 'Emotionally intelligent communication and feedback'. We enhance these learning opportunities with year-round access to resources such as 1:1 professional development coaching through Bravely and LinkedIn Learning.

As part of our new hire onboarding, our Introduction to Inclusion training is pivotal in promoting a culture of inclusivity. We seek to advance our employees' professional journeys, enhancing overall job performance and ensuring a thriving workforce that is prepared to meet the future challenges and opportunities of our industry. Since it was refreshed in March 2024, 762 employees have engaged in this initiative designed to build a workplace where everyone feels welcomed and empowered.

Additionally, Generative AI (Gen AI) is a core competency at Pinterest, and we seek to empower our employees with the skills to leverage it effectively. In 2024, we launched our innovative AI Foundations training programme, equipping employees with foundational Gen AI knowledge tailored to their function with use cases specific to their work. By staying ahead of the curve, we're preparing our workforce to drive innovation, enhance productivity and contribute to Pinterest's continued growth and technological leadership.

We continue to invest in developing the next generation of leaders, including through our partnership with CNEXT. Pinterest was a founding partner in CNEXT Accelerate, a programme of CNEXT, an organisation committed to advancing next-level leaders. This 18-month leadership development programme brought together high-potential emerging leaders from Fortune 100+ companies, former Fortune-ranked CEOs, executives from founding partner companies and best-in-class practitioners. Pinterest's executive team selected ten rising leaders to participate in CNEXT's curriculum, which consisted of workshops on leadership, personal impact and enterprise excellence.

Listening and learning

Employee voice surveys

Our Employee Voice Survey (EVS) is a twice-yearly survey that gives employees the opportunity to share their thoughts on what's working well and where we can improve. Each cycle may slightly vary in the topics covered, but the majority of survey topics include engagement, development and growth, strategy, well-being, inclusion and belonging, manager effectiveness and more. The insights gleaned from our EVS inform company-wide and team-specific action plans, allowing leaders to address areas where there is a statistically significant change in sentiment over the course of the year.

Ombuds programme

Through our Ombuds programme, we provide support to the global Pinterest workforce navigating workplace difficulties, developing constructive resolutions to conflicts and other work-related issues, and promoting an inspired workplace culture rooted in dignity and belonging. The Ombuds programme helps to promote trust, well-being and belonging by listening to employee concerns, providing problem-solving support and acting as an informational resource on resolution mechanisms and strategies. This creates a work environment where individuals feel heard, valued and empowered to manage challenging workplace situations.

Led by the principles of confidentiality, impartiality, informality and independence, this programme adheres to the Standards of Practice and Code of Ethics of the International Ombuds Association. Ombuds strengthen the listening culture at Pinterest by providing a safe place and 'sounding board' for employees to discuss work concerns and get advice and conflict-resolution tactics. The programme also facilitates employees' career development by providing conflict and communications coaching and hosting regular 'pop-up' competency-building sessions, which foster professional growth.

In order to identify and address systematic issues, the ombuds team tracks and analyses themes and trends that emerge from case data. This anonymised data is shared with leaders across the organisation with the aim of mitigating risks and supporting the continuous improvement of Pinterest's ethical integrity and value-based culture.

Pinterest employees can also access tEQuitable, an external self-service ombuds platform that provides information, coaching resources and monthly learning modules. This ensures that employees have multiple channels for accessing ombuds support.

Security and safety

We foster a healthy, safe, secure and violence-free workplace by proactively managing risks and protecting our people. Designed to anticipate, recognise, evaluate, prevent and control workplace hazards throughout the organisation, our security and safety programme is built on three core pillars:

- **Compliance:** Adhering to all Pinterest standards and applicable local, state and federal laws
- **Well-being:** Identifying and mitigating risks across all our operations
- **Continuous improvement and resilience:** Continuously monitoring and improving security and safety initiatives through proactive measures

We track safety performance from company-wide to site-specific levels using two key industry-standard metrics:

- **Total recordable injury rate:** Measures recordable injuries per 100 workers, as defined by OSHA
- **Lost-time injury rate:** Tracks workplace injuries resulting in lost workdays per 100 workers

Our proactive approach to employee security and safety, including risk assessments, site audits and continuous improvement initiatives, has kept our injury rates well below industry averages. We're proud to be a safe place for our employees, contractors and visitors.

We prioritise cross-functional collaboration and offer employees a variety of required and voluntary training, reinforcing that security and safety is everyone's responsibility. Employees can report a security or safety concern 24/7 by contacting our Global Security Operations Centre.

[1] The total recordable injury rate represents the number of recordable injuries or illnesses occurring at Pinterest per 100 full-time workers. Recordable injuries are defined by US OSHA and include injuries resulting to one or more of the following: a fatality, lost workdays, restricted workdays, loss of consciousness, medical treatment beyond first aid or a significant injury or illness diagnosed by a physician or other licensed healthcare professional. TRIR does not include contractors, though Pinterest does track the total number of injuries among contractors.

[2] The lost-time injury rate represents the number of lost-time injuries or illnesses occurring at Pinterest per 100 full-time workers. Lost time is defined as one or more days away from work due to a work-related injury or illness.





Workplace accessibility

To help create a physical environment that's accessible for everyone, we continue to improve accessibility in the workplace. Efforts include adjustable-height conference room tables, accessible lobby desks, assistive listening systems in all teams and event spaces, spoken feedback on Google Meet in conference rooms and closed captioning on Google Meet and company-wide streams.



Pinterest employees: Anna Kopsky and Christina Páez



Pinterest employees: Karla Amezcua and Luis Mercado

Employee mental health and emotional well-being

Inspiration thrives when we care for our overall well-being, especially our mental health. That's why supporting our employees' emotional well-being is a top priority at Pinterest.

We provide free access to tools to support mental health, including Lyra, Calm and Cleo. Our Pinspiration Group Pinside Out created a space for colleagues to connect on mental health topics. Activities included peer-to-peer support through monthly Healthy Hours (open forums and guided discussions) as well as group meditations. In partnership with Pinside Out, employees were invited to disconnect and recharge on 10 October 2024 by building inspiring boards during 30-minute 'Pinspo Break' sessions in observance of World Mental Health Day.

Fostering inclusion and inspiration across teams

Pinclusion Groups

An important aspect of fostering an inclusive culture is providing employees with opportunities to create connections outside of their workstreams. Active in all regions, our Pinclusion Groups (sometimes referred to as employee resource groups, or ERGs) are open to all and exist to advance belonging at Pinterest by creating a space for connection, learning and community for our employees. They help to foster our culture and amplify Pinterest's commitment to our values, helping to advance belonging for all.

Our Pinclusion Groups engaged in programming to advance community building and belonging in 2024, and are open to all Pinterest employees.

Caregivers@

Our Caregivers Pinclusion Group fosters and advocates for an inclusive community where everyone who has the responsibility of caring for someone is supported in creating a life that they love in a way that balances their personal and professional growth. In 2024, they held multiple education sessions to connect employees to helpful benefits, hosted events with external speakers and elevated Pinterest leaders to share their caregiving experiences as highlighted in Forbes Magazine.

Blackboard

Our Black Pinclusion Group recognised Black Consciousness Day in Brazil, Black History Month in the UK with a focus on wellness and Black History Month in the US with a celebration called Foundations, designed to honour the sacred spaces created out of a desire for shelter, creativity and community. Programming in 2024 included trivia, wellness sessions, in-product shopping spotlights, poetry slams, a collaborative panel with PinPlanet on regenerative living, featuring Black sustainability practitioners and gatherings in cities around the world.



Malik Ducard, Chief Content Officer, speaks at the Bloom conference hosted by Blackboard


Year-end celebration in the São Paulo office

Asians@

Our Asian Pinclusion Group kicked off the Year of the Dragon with Lunar New Year celebrations for all employees around the globe. They also hosted Diwali celebrations in multiple offices, plus a virtual cooking class with Hetal Vasavada and celebrated Holi. Employees participated in various activations for Filipino American History Month, including hearing from their Executive Sponsor and our Chief Engineering Officer, Matt Madrigal, in a special fireside chat. The group hosted award-winning author Kyla Zhao as part of their book club programming and collaborated with Pride@ for a boba-making virtual drag show end-of-year celebration.

Latin@

Our Latiné Pinclusion Group celebrated Latiné Heritage Month with the theme of Mi Gente/Minha Gente, highlighting mutual support and belonging. The group co-sponsored an event for Bay Area ERG leaders, organised a series of local events, celebrations and activities at Pinterest offices and participated in volunteer events to connect with local communities.

Women@

Our women's Pinclusion Group focused on global programmes aimed at normalising conversations around women's issues, locally relevant development opportunities and building relationships across regions, levels and functions. In March 2024, Women@ hosted Pinterest's Women's Conference, an internal summit focused on empowerment, creativity and resilience open to all Pinterest employees around the world. Throughout the year, the group focused on women's health, financial health and mentorships.



Pinterest employees: Molly O'Brien and Samantha Levenstein

PinAble

Our Pinclusion Group focused on disability and accessibility hosted American Sign Language classes and a festive baking activity. They also partnered with PIndigenous to bring Alaqua Cox ('Maya Lopez'/'Echo' within the Marvel Cinematic Universe) to speak about her experiences as a deaf and Native American (Menominee/Mohican) actress.


Robert Mesa, 4Kinship's Indigenous Futures 4Ever event in Santa Fe

PIndigenous

Our Pinclusion Group for Indigenous employees and allies recognised Native American Heritage Month through the theme of 'Weaving the fabric of social community'. Members partnered with Pinterest's Global Content Organization for the first Indigenous Futures 4Ever event during the Santa Fe Indian Market, which resulted in a successful feature spotlight on Pinterest and relationships with Indigenous merchants on the platform. PIndigenous hosted its first event in Mexico, focused on learning about the traditions of alebrijes with local Indigenous artists. The group also partnered with PinPlanet to host a talk about traditional ecological knowledge.

Vets@

Our Pinclusion Group for veteran employees and allies supports and honours veterans and highlights the value they can bring to the workforce. Initiatives included celebrating veteran culture and holidays, résumé workshops, support of Swords to Plowshares and a partnership with ONE in EMEA. Read more.


Pinterest employee: Josh Ricker-Rampersad

Pride@

Our LGBTQIA+ (lesbian, gay, bisexual, transgender, queer, intersex, asexual) Pinclusion Group hosted community engagement events and global Pride activations, promoted lectures and resources to create belonging for transgender individuals and participated in, and sponsored the NewFest NYC film festival. The group also made a donation to The Trevor Project, the leading suicide prevention and crisis intervention organisation for LGBTQIA+ young people in the US.

Partnerships

Building an inclusive culture at Pinterest extends beyond our walls and is strengthened through collaboration with external partners. These partnerships provide valuable resources, expertise and perspectives that help us to empower employees and drive progress for the company. In 2024, we proudly partnered with:

- **The Pinterest Inclusion Advisory Council:** This comprised a group of leaders from some of the top civil rights and justice organisations in the US, who advised internal teams on product development, recruiting and more.
- **Gauge:** This partner provided Pinterest with world-class research to inform our approach on everything from inclusive product and editorial features to heritage month programming.
- **ADCOLOR:** The Marketing, Communications, Design and Creative (MCDC) team partnered with the People team to sponsor virtual and onsite tickets. A panel discussion also took place: 'Beyond storytelling: Influencing the product to create belonging.'
- **CultureCon:** Pinterest powered a standout activation at the professional development conference that empowered creative entrepreneurs, creators and cultural influencers to explore mindfulness and self-expression through visual inspiration. Attendees curated personalised vision boards using new Pinterest features and participated in custom three-minute meditation sessions based on the colour of their mood. The partnership was the perfect blend of creativity, intention and community impact.
- **The Executive Leadership Council:** Pinterest leaders were honoured to attend The Executive Leadership Council (ELC) Recognition Gala in Washington, DC The ELC is a premier organisation committed to advancing a future-ready, inclusive community of senior executives. By cultivating pathways to leadership and influence, the ELC champions the development of high-impact talent that reflects the evolving landscape of global business and drives sustainable, transformative change across industries.
- **Monday Girl:** A number of employees participated in Monday Girl's Professional Development programming in Toronto and NYC, gaining inspiration, skills and new connections for the future.

Annual events

Each year we host company-wide events, including PinCon and Makeathon, to foster our commitment to inspiration. During PinCon, or Pinterest in real life, employees are encouraged to discover and try new ideas.

Additionally, in 2024, we celebrated 12 years of Pinterest's Makeathon, an event in which employees from across the company make their dream passion projects a reality. During Makeathon, ideas are pitched to make our product, culture or internal processes better.



PinCon 2024


Pinterest employees: Ash Han, Jerred Shepherd and Richard Huang


Pinterest employee: Katharina Neuhaus

Workforce metrics

Employee representation [1, 2, 3]

Guided by our value of Create Belonging, we are committed to building and sustaining an inclusive culture where all employees feel seen, supported and empowered to succeed. This is especially important given the global user population that we serve.

Since 2015, we have transparently published data on employee representation, with a focus on gender and race/ethnicity across the organisation. We track these demographics in key areas, including company-wide representation, leadership roles, engineering and management. This approach enables us to gain deeper insights not only into overall hiring patterns, but also pathways to advancement and employee experience. It is also one of the many ways we are dedicated to enhancing and maintaining an environment where belonging is not just encouraged, but expected.

Count Me In campaign

In 2022, we began updating our reporting methodology to better reflect the various identities of employees and apply a more global lens to our demographics. Eligible employees[4] have the option to self-identify their gender identity, race/ethnicity, sexual orientation, caregiver status, veteran service and disability status.

We're still in the process of ensuring employees understand the options available to them and know they can volunteer this information if and when they're ready. Some of the data from our Count Me In campaign is included in this year's report.

[1] 2024 data is based on regular employees active as of 31 December 2024.

[2] Some numbers may not add up to 100% due to rounding. For numbers larger than 1%, we round to the nearest whole number. For numbers smaller than 1%, we report as <1%. 0% would mean no employees self-identify in that way and therefore are not depicted in our visualisations.

[3] Our data collection is designed to comply with applicable law, which may expressly prohibit collecting such data in certain cases, and to avoid collecting data which would put our employees' safety at risk.

[4] Count Me In self-ID is available to full-time regular employees in Australia, Brazil, Canada, Japan, Ireland, Mexico, Singapore, the UK and the US. Regular employees in these nine countries comprise approximately 96% of our employee population.

Global representation

Global gender representation[1]

Historically we used a binary sex selection to report on our gender representation. After launching Count Me In, we are able to supplement our binary sex options with more gender identity options. When an employee has self-identified within the gender identity field, we always use that information to report their gender.

If they have left that field blank, then we use the binary sex field. Greater participation in our Count Me In fields contributes to a more holistic and accurate understanding of our employees. We are pleased that double the number of employees filled in our gender identity field in 2024 (compared to 2023), which is embedded into the data below.

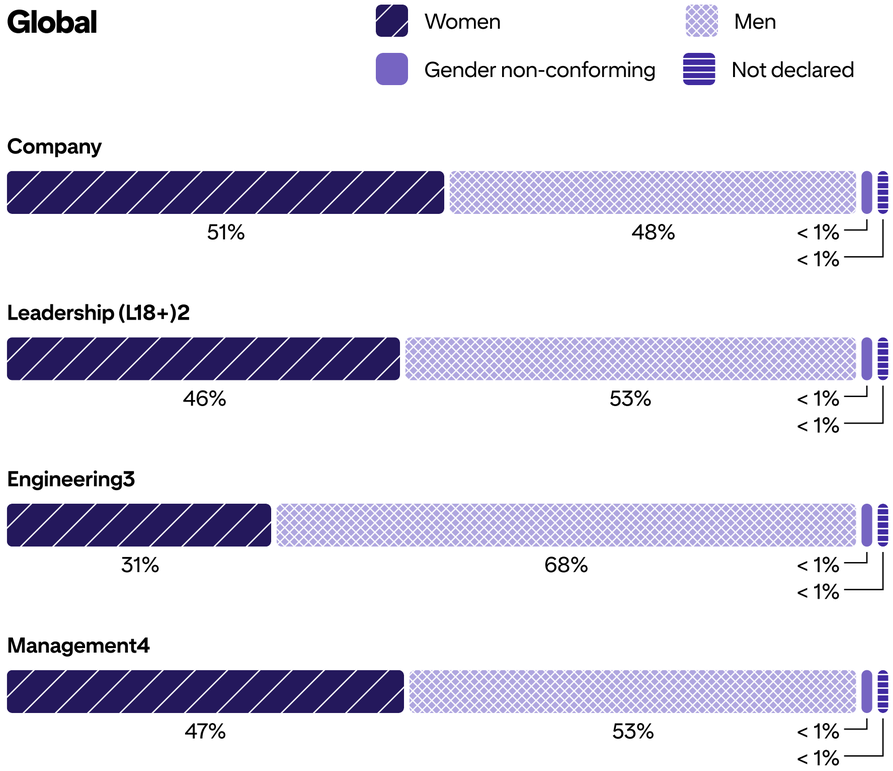
[1] All reporting on gender, unless otherwise stated, reflects global data. We report on gender identity first, and then sex (binary options) if gender identity is blank. The 'Women' and 'Men' categories are inclusive of transgender employees, aligned with how they self-identify. The 'Non-binary and gender non-conforming' group consists of employees who selected 'Non-binary' or 'Not listed' as their gender identity. 'Not declared' for gender includes both 'Not declared' and 'Unknown'.

[2] Leadership comprises employees in levels 18+ (Director+).

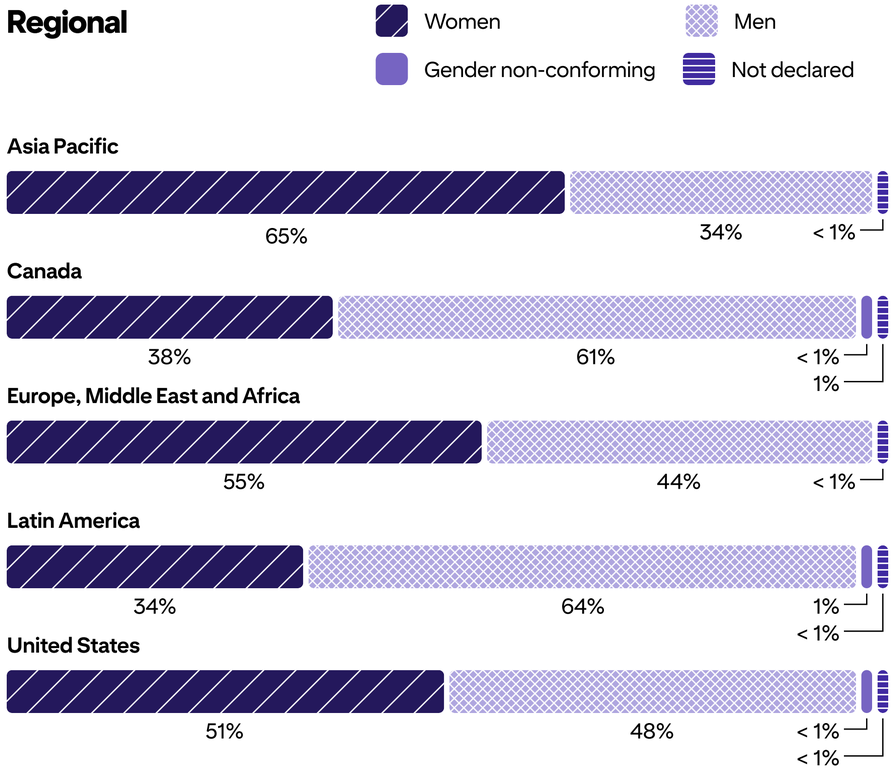
[3] Engineering consists of employees that report into the Engineering organisation, excluding administrative professionals. Note that in 2024, the Product organisation became part of our Engineering organisation. 2024 data reflects this shift, while 2023 data is based on the structure prior to this change.

[4] Management consists of employees who are people managers.

Global



Regional



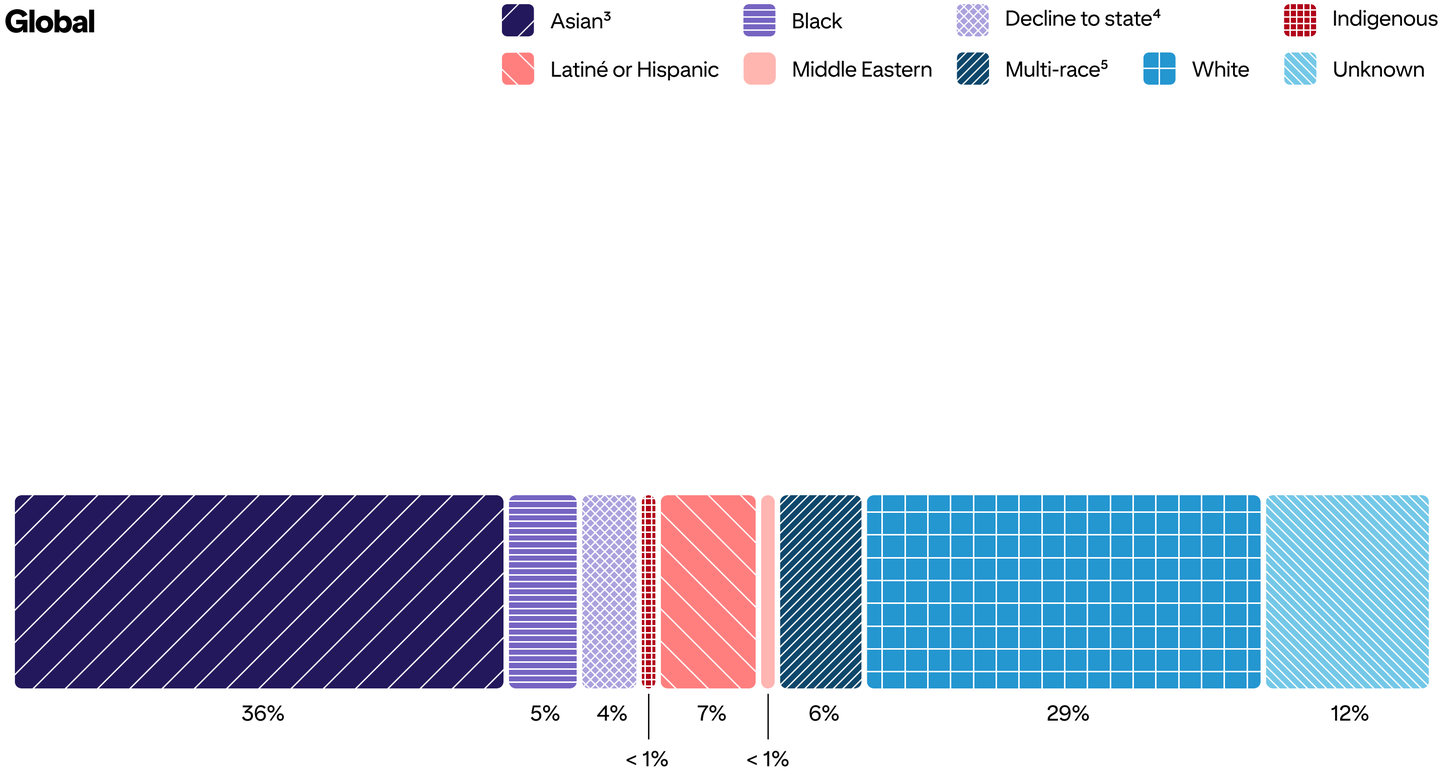
46%
of leadership[2] identify as women

47%
of management identify as women

31%
of our Engineering organisation identify as women

Global race/ethnicity[1] representation

After the launch of our Count Me In campaign, 88% of eligible employees[2] filled in their race/ethnicity data. We are pleased to now be able to share representation data for eligible employees globally. This is a new reporting capacity for 2024.



Multi-race breakdown

Of the 6% of employees who identify as multi-race, here is the breakdown of how they identify.

Race/ethnicity	Percentage
Asian	31%
Black	25%
Indigenous	12%
Latiné or Hispanic	53%
Middle Eastern	7%
White	78%

For more data about our employees, and to learn about our methodology, see the appendix.

[1] 'Global ethnicity' includes employees located in countries where race/ethnicity data is collected. It encompasses all countries in APAC, LATAM and North America, as well as Ireland and the United Kingdom from EMEA.

[2] All regular employees in Australia, Brazil, Canada, Ireland, Japan, Mexico, Singapore, the United Kingdom and the United States are eligible to fill in Count Me In data.

[3] 'Asian' is inclusive of employees who self-identify as South Asian, Southeast Asian and East Asian. We plan to share this additional level of detail in the future when we have met our threshold of participation.

[4] 'Decline to state' is an option for our employees to actively select.

[5] 'Multi-race' is representative of employees who self-identify as more than one race/ethnicity.

Community well-being



Pinterest Impact lab event in New York

Pinterest Impact Fund

Pinterest's social responsibility efforts allow us to scale our mission of building a positive and inspirational internet by supporting the organisations on the ground addressing youth mental health and well-being. One way we support our valued community partners is through our Pinterest Impact Fund. In 2024, we reached a major milestone: £22 million invested in more than 60 non-profit organisations, our Impact partners, since the Fund's inception in 2021.

With a core focus on advancing emotional well-being, our investments prioritise both systems-level and culturally led approaches to the topic. Our Impact partners' programmes or projects promote emotional well-being through art and creative expression, social connection, technology for well-being or structure and systems. Given the connection between individual-level emotional well-being and community well-being, we also invest in community resilience.

Meet our Impact partners ↗

£22M

Invested in our Impact partners since the Impact Fund's inception in 2021

60+

Number of Impact partners since the Impact Fund's inception in 2021

Pinterest Impact Lab

Beyond financial giving, we're focused on investing time, knowledge and skills in support of our Impact partners' missions. Launched in 2023, the Pinterest Impact Lab allows us to support our Impact partners' organisational and leadership capacities. In 2024, we introduced alumni programming in addition to offering community events to all Impact partners. We also offered our core cohort programme for emerging stage organisations at the forefront of building new and effective mental health solutions.

The cohort experience was co-designed with participating leaders and offered tactical resources including speaker events, workshops, 1:1 coaching and community events on topics such as brand building and operations—all critical to scaling impact. The curriculum focused on reframing brand and story, storytelling for impact, expanding relationships and resources, and operational sustainability. In 2024, the programme's centrepiece was an in-person Community Coaching Day at Pinterest HQ, which brought together Impact partners and volunteer coaches from Pinterest and other organisations. 100% of surveyed participants rated the Community Coaching Day event as extremely valuable.



Pinterest Impact Lab Community Coaching Day at Pinterest HQ

'I think the Impact Lab has been one of the most intentional programmes I have been a part of. The virtual sessions mixed with the in-person programming has not only sharpened my skills as a leader, but it has also reminded me that Our Own isn't alone in the struggles of building a non-profit business. The programme has also helped us to face hard truths about internal practices that needed to be implemented or scaled to create a stronger foundation for the organisation. It made us better.'

—Lee Johnson, co-founder of Our Own

Collective action for mental health

We're always looking for creative ways to elevate, learn from and engage with our Impact partners. Their expert voices add important dimensions to Pinterest's platform, policies and presence. In 2024, we strengthened the channels for Impact partners to inform our business in domains such as mental health and digital well-being. Select activities included:

- **Policy and product:** Impact partners informed Pinterest's policy and product work. In addition to ongoing informal consultations, some Impact partners, such as Digital Wellness Lab and Hopelab, participated in Pinterest's expert listening series, providing valuable insights and recommendations.
- **Content:** There were a number of ways that our Impact partners engaged with Pinterest's Content team and contributed to our platform. Impact partners across four cities supported and participated in Pinterest's Global Content Organization (GCO) teen listening series. By discovering insights about this growing user group on Pinterest, our team is better able to develop a more tailored and age-appropriate product and experience. In addition, Impact partners engaged in co-creation with GCO, including Nest, which created featured gift guides for our festive gift guide campaign.
- **IRL activations:** BE-IMAGINATIVE, The Song Remedy and culture therapy co-created Pinterest's first-ever activation at CultureCon, including original meditation soundtracks and curated Pinterest boards. Pinterest also partnered on community events hosted by some of our Impact partners to showcase the intersection of art, climate and community.

Collective action for youth mental health

We recognise that impact at scale is critical to addressing the state of youth mental health today, and scaling isn't possible without collective action. Coinciding with Mental Health Awareness Month, we joined forces with partners from the public and private sectors to launch pivotal initiatives, such as the Youth Mental Health Corps and the Hidden Healing Fund, and signed on to UNICEF's Global Coalition for Youth Mental Health. Together, we're driving transformative change where mental health is a collective priority and healing, both visible and hidden, is amplified.

'At Pinterest, we aspire to create an inspirational and positive space online for young people. Supporting youth mental health requires everyone across the industry coming together, and we're proud to support the Youth Mental Health Corps. Together, we're leveraging our collective expertise to provide youth-led mental health resources and meet young people where they are.'

—Wanji Walcott, Chief Legal and Business Affairs Officer, Pinterest

Collective youth mental health initiatives

Youth Mental Health Corps

Alongside AmeriCorps and the Schultz Family Foundation, Pinterest worked to recruit, train and deploy the US's first Youth Mental Health Corps in middle schools, high schools and community-based organisations. Launched in Colorado, Michigan, Minnesota and Texas in 2024—with seven other states planning to launch in 2025—this public-private collaboration helps teenagers to access critical mental health resources and support while preparing the next generation for careers in behavioural health. As part of the programme, members work directly with students to share resources around digital and media literacy and help students to navigate social challenges online, such as harassment, bullying and bias.

HIDDEN HEALING FUND

Alongside fellow founding partners SHOWTIME/MTV Entertainment Studios and lululemon, we announced the launch of the Hidden Healing Fund, an initiative dedicated to improving mental health for young people by elevating healing practices such as art, music, movement and nature—practices that are grounded in community, culture and connection. The Fund is unique in its co-design and co-ownership model, which invites community leaders and young people to have a voice in shaping its priorities and initiatives. By harnessing the collective resources of leading brands, the Hidden Healing Fund seeks to invest in existing community-based practices rooted in culture and connection.

unicef | for every child

In 2024, Pinterest was proud to join the UNICEF[1]-led Global Coalition for Youth Mental Health, which was born out of the belief that the mental health of youth could not be addressed by one entity alone but through collective action. Today, the Coalition stands as the world's largest private sector alliance for youth mental health. Pinterest supports UNICEF's work to improve child, youth and caregiver mental health through joint advocacy and programmes, including investing in arts-based interventions and resources for at-risk children. Together, we're working to address stigma, raise awareness and advocate for improved mental health for everyone.

Recognition

- Pinterest was recognised in Prospira Global's first annual Global Mental Health Financing Insights: 'The Power of Giving'[2] as one of the top ten private funders of global mental health. The research aims to highlight the critical role private philanthropy is playing in this global issue by increasing transparency and sharing expert insights in global mental health philanthropy. The report identifies key trends, challenges and opportunities, explores the motivations and priorities of funders, and highlights and celebrates the most influential contributors to mental health causes globally.
- Pinterest served as the lead partner for Mental Health Awareness Week, coordinated by the Mental Health Foundation, our Impact partner. The theme was 'Movement: Moving more for our mental health'. The Mental Health Foundation's Pinterest board featured tips and ideas for Mental Health Awareness Week related to the theme, and Pinterest employees in London attended a special reception for Mental Health Awareness Week at the UK Parliament.
- Pinterest was awarded the Boys & Girls Clubs of America Board of Governor's Award for New Partner of the Year. This award celebrates Pinterest's dedication to championing the well-being and success of young people across the country. In 2024, Pinterest supported the creation of decompression zones in Boys & Girls Clubs around the country. A Pinterest volunteer led a session for club leaders to help them design their decompression zones using the Pinterest platform.

[1] UNICEF does not endorse any company, brand, product or service.

[2] The recognition by Prospira Global is based on philanthropic mental health giving for any 12-month period between 1 January 2023 and 30 June 2024. It only includes organisations with a global (cross-border) focus and excludes funding that is exclusively focused on research. This information was sourced from publicly available financial records of known philanthropic mental health funders, as well as Prospira Global's annual survey results and informational interviews. Each number included in this table was validated and confirmed by a representative of the organisation knowledgeable about their mental health work.

'We are thrilled to launch [Hidden Healing Fund] with SHOWTIME/MTV Entertainment Studios and other corporate partners. Together, we are leveraging our collective influence to uplift culturally-led mental health resources that support young people by honouring their unique identities and communities.'

—Malik Ducard, Chief Content Officer, Pinterest

Pledge 1%

As a member of the global Pledge 1% corporate impact movement, Pinterest committed a portion of our equity to fuel purpose-driven initiatives like the ones spotlighted in this report. Beyond our own impact, we're dedicated to growing the movement and inspiring others to take action.

To help advance that goal, we're active members of Pledge 1% Builders, a collaborative network of passionate companies driving the movement forward as partners, advisors and financial supporters. In 2024, we co-hosted a side event for the Social Innovation Summit with Pledge 1%, which gathered 60 guests at Pinterest's new Chicago office.



Global Week of Service in Hamburg

Employee volunteerism and giving

Our employees are passionate about volunteering in their communities, and we're focused on supporting the causes our team cares about. In 2021, we debuted formal employee giving and volunteer benefits, which continued through to 2024. Employees were able to access £746 in annual donation matching and take 40 hours of paid time off to volunteer for their chosen cause. Pinterest also matched every recorded volunteer hour with £22 donated to eligible organisations.

In 2024, employees logged more than 3,800 volunteer hours and raised nearly £896K, including funds matched by Pinterest.

Impact Ambassador Network

One of our newest opportunities for impact is through our Impact Ambassador Network. Launched in 2024, the initiative encourages deeper engagement in the global communities where we operate. Employees are trained to plan and execute meaningful volunteer opportunities that align with Pinterest's values, the interests of local employees and the needs of the community. During the Impact Ambassador Network's first year, we recruited 40 employees across 16 cities to lead local volunteerism.

Global Day of Service

Since 2021, Pinterest has partnered with the Surfrider Foundation to celebrate Earth Day and Global Volunteer Month. Each year we host a series of beach clean-ups in certain cities where Pinterest offices are located, including eight locations in 2024. The Surfrider Foundation's mission to protect the world's oceans, waves and beaches for all people is closely tied with Pinterest's mission of bringing inspiration to everyone to create a life they love.

Connecting employees with our Impact partners

Employees connected with and contributed to Impact partners' missions in various ways. For example, Mindful Life Project hosted an 'assembly' for Pinterest employees on hip hop and mindfulness with Pinside Out for World Mental Health Day, while some employees served as panelists for #HalfTheStory's Digital Civics Academy, sharing their experiences to advocate for responsible and healthy tech.

We continue to look for new opportunities to reinforce our core values and advance our social commitments as a company.

3,800
Volunteer hours logged by Pinterest employees

£896K
Funds raised, including funds matched by Pinterest, for causes our team cares about

40
Number of employees recruited to our Impact Ambassador Network in its first year

16
Number of cities with members of our Impact Ambassadors Network

8
Number of locations where we hosted beach clean-ups with the Surfrider Foundation

Pinterest Inclusion Fund

The Pinterest Inclusion Fund is an incubator and pipeline programme designed to support emerging content suppliers on Pinterest.

In 2024, the Pinterest Inclusion Fund launched in five new markets—Australia, Indonesia, India, Argentina and Mexico—and returned to six previous markets—the US, Canada, Brazil, France, Germany and the UK. The programme supported an expanded group of content producers, including small businesses, independent publishers and boutique creator agencies. Participants learned how to leverage their organic content to increase the value for their brand, including hearing from industry experts on ways to unlock opportunity. Across the US, CA, LATAM, EMEA and APAC, small business merchants saw a more than 250% increase in saves to their content and a 50x increase in clicks.

In its fifth year, the Pinterest Inclusion Fund is continuing to expand its support for emerging content producers, building on four successful years of empowering multiple types of content suppliers on Pinterest. The programme will unlock educational resources, financial support and growth opportunities for small merchant businesses, and, for the first time since 2023, new-to-Pinterest content creators.

Meet the content producers

We were proud to support talented content producers around the world in 2024. Get to know some of them here.



Dosso Beauty

Dosso Beauty is a Black-owned/women-led organic beauty supplier and wholesaler. Products range from organic haircare, skincare, cosmetics and eco-friendly beauty supplies, including hypoallergenic braiding hair. Since participating in the Pinterest Inclusion Fund, Dosso Beauty saw an average of 3,000% growth in clicks.

'I truly enjoyed the Pinterest Inclusion Fund programme because we learned many skills that helped to fuel my team's creativity and to help our customers to decide their next protective hair style with our clinically tested non-toxic braiding hair.'



Beige Plus

Beige Plus is a UK-based plus-size fashion retailer and a small business. Participating in the Pinterest Inclusion Fund contributed to the company effectively extending their reach and being discovered by new potential customers, growing their total audience by over 6,000%.

'We used this generous grant to create our own photo and video content for our website and social media channels featuring plus-size models—something very important to us and our base, but that we have been unable to afford in the past. With the ad spend, we tested which types of content resonated most while gaining over one million views. This has shaped how we will create new content and promote ourselves on Pinterest going forward.'



Boutique de Krioula

Based in Brazil, Boutique de Krioula connects people to Afro-Brazilian fashion. The brand's visibility grew significantly, and they saw a 200% increase in outbound clicks and engagement on Pinterest after participating in the Inclusion Fund.

'Participating in Pinterest's Inclusion Fund was a game changer for Boutique de Krioula. As a brand that celebrates Afro-Brazilian culture, having this support and visibility allowed us to reach a larger audience and strengthen our digital presence. Pinterest not only boosted our sales, but also helped to tell our story in an authentic and powerful way. Seeing our pieces reach the world is exciting and proves that representation matters!'

Protecting our planet

2025 impact report



4

We're working to protect our planet and strengthen our business.

At Pinterest, we believe inspiration can drive meaningful change. As a platform that fuels creativity, we recognise our responsibility to protect the planet that makes it all possible. We are taking action on climate by measuring and reducing our GHG emissions, investing in renewable energy and partnering with organisations that share our goals.

Our commitments are aligned with global frameworks to support transparency and accountability. We aim to take a data-driven approach to decision-making, verifying emissions with third-party experts and working with stakeholders to refine our programmes and policies.

Environmental governance



Board and leadership oversight

Our board is responsible for overseeing and reviewing our strategic direction and objectives. The Nominating and Corporate Governance Committee of the board, within its charter, has responsibility for the periodic review of Pinterest's ESG strategy, goals, initiatives and reporting and receives updates from Pinterest's management responsible for ESG and sustainability initiatives, which include climate-related issues. The Audit and Risk Committee of the board oversees Pinterest's financial reporting, which includes disclosures on our climate-related risks. These structures ensure that environmental sustainability remains embedded in our overall governance framework.

Management's role in climate action

Our Chief Legal and Business Affairs Officer oversees decisions related to our sustainability strategy, with implementation led by the Corporate Affairs team. This team, which is overseen by our Senior Director of Corporate Affairs, is responsible for:

- Conducting our annual GHG inventory
- Setting and tracking emissions reduction targets
- Managing our renewable energy strategy
- Initiating cross-functional partnerships with leaders across the organisation to integrate sustainability best practices

Our Internal Audit team performs an annual company-wide enterprise risk assessment, in which climate risks are considered as part of the overall ESG risk description, and the findings of this assessment are shared with the CEO and Audit and Risk Committee annually.

Reducing environmental impact

We're taking action to reduce our use of natural resources and our impact on the climate through reducing GHG emissions, increasing renewable energy and energy efficiency, and reducing waste.

Pinterest's sustainability strategy is focused on key areas that are most relevant to our business, such as workplace practices and supplier engagement.



Dublin office

Science-based targets

Pinterest set emissions reduction targets to reduce emissions across our value chain, improve business resiliency, deliver efficiencies for our business and drive sustainable growth in line with the Paris Agreement's aim of global decarbonisation by 2050. These targets were independently validated by the Science-Based Targets initiative (SBTi) in 2023:

- Reduce absolute Scope 1 and 2 GHG emissions by 39% by 2027 from a 2019 base year
- Increase active annual sourcing of renewable electricity from 34% in 2019 to 100% by 2023 and through to 2030
- Reduce Scope 3 GHG emissions 70% per USD gross profit by 2027 from a 2019 base year

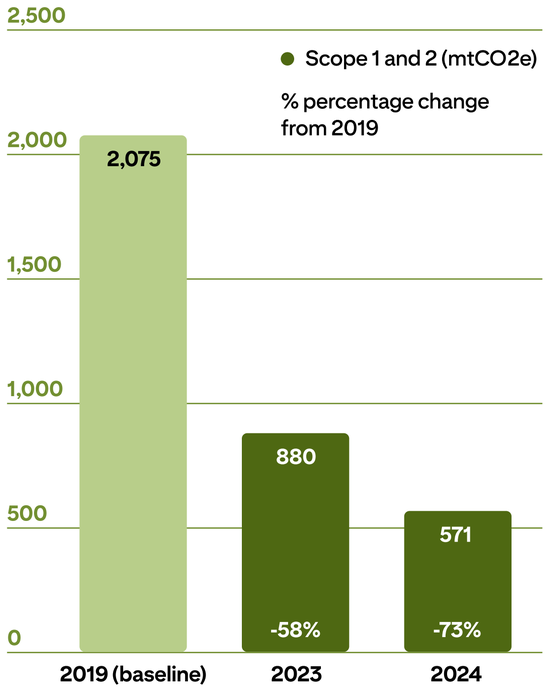
SBTi is an independent organisation that develops standards and validates company plans to set ambitious emissions reduction targets to limit global warming and collectively reach net-zero globally by 2050.

Reduce absolute Scope 1 and 2 GHG emissions by 39% by 2027 from a 2019 base year

Progress: Since 2019, Pinterest has made progress towards reducing Scope 1 and 2 emissions with a focus on purposeful renewable energy procurement and sustainable operations. In 2024, we continued to advance our efforts, achieving a 73% reduction in emissions.

Target: 39% reduction by 2027

Progress: 73% reduction for 2024

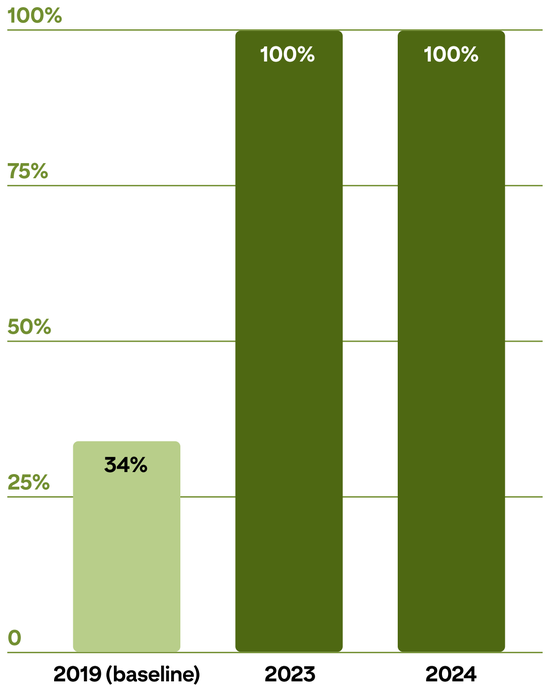


Increase active annual sourcing of renewable electricity from 34% in 2019 to 100% by 2023 and through to 2030

Progress: We have achieved our goal of sourcing 100% renewable electricity for our global offices in 2022 and have sustained this achievement through to 2024. This milestone was achieved by procuring renewable energy directly through utility programmes and purchasing Energy Attribute Certificates (EACs) for all our other offices.

Target: 100% increase by 2023

Progress: 100% increase for 2024

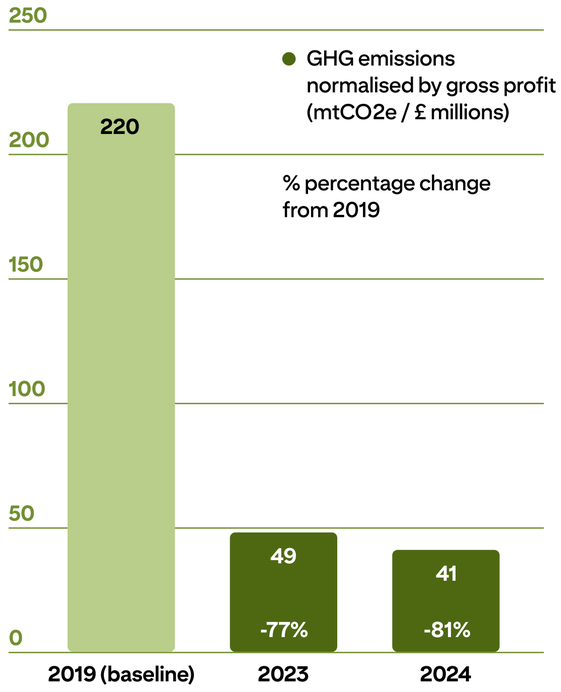


Reduce Scope 3 GHG emissions 70% per USD gross profit by 2027 from a 2019 base year

Progress: We have continued to advance our efforts to reduce Scope 3 emissions, primarily through supplier engagement. By working closely with our suppliers on sustainability initiatives, we achieved an 81% reduction in GHG emissions per USD gross profit for 2024 compared to our 2019 baseline.

Target: 70% reduction by 2027

Progress: 81% reduction for 2024



Investing in clean electricity

Since 2022, we've maintained 100% renewable electricity via renewable energy utility programmes and procuring EACs (also known as renewable energy credits, or RECs) across our global offices.

Wherever possible, we take advantage of utility renewable energy—otherwise known as green — tariff programmes for our offices, such as Clean Power SF's SuperGreen Program. For other locations, we source renewable electricity from renewable energy sources equivalent to what we use globally on an annual basis, through the purchase of energy attribute certificates (EACs). All EAC purchases are designed to be compliant with RE100, a global initiative bringing together businesses committed to 100% renewable electricity. Our EAC purchases meet the following criteria:

- Prioritising in-country projects within the same year the electricity was consumed
- Sourcing from projects that maximise system impact
- Requiring third-party certifications for United States EACs through Green-e and European Union EACs through EKOEnergy

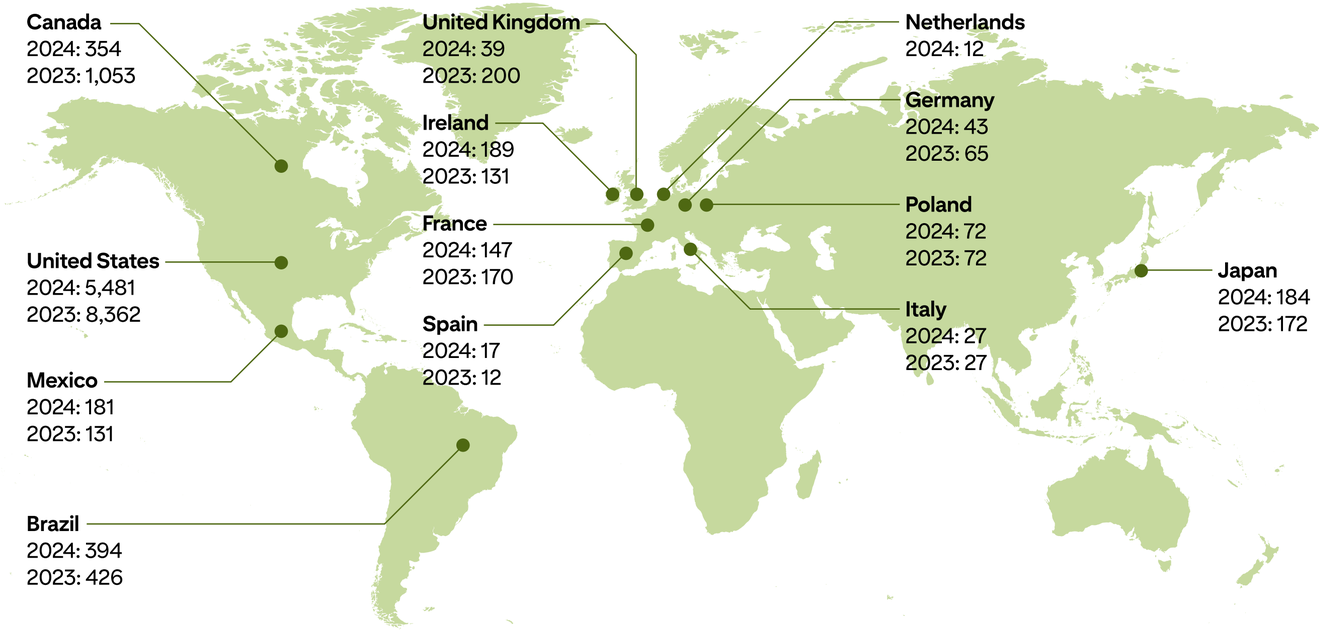
In addition, to support our flexible work model, PinFlex, we purchased energy attribute certificates (EACs) to offset home electricity use for our global employees. RECs are market-based instruments issued when electricity is generated from a renewable energy source. To meet our 100% renewable electricity goal, we purchase EACs to match the electricity consumption of our offices that are not already powered by renewable energy.

In 2024, we procured high-impact EACs from Seneca Environmental, a tribally owned business whose profits go directly towards supporting the on-territory needs of the members of the Seneca Nation in western New York. The EACs offered by Seneca Environmental allow corporations to address emissions while also supporting a tribally owned business and a Native Nation. Tribally owned enterprises such as Seneca Environmental are a key source of income providing vital services to Native communities, including education and cultural preservation.

SENECA ENVIRONMENTAL
A DIVISION OF SENECA HOLDINGS

Read more about our partnership with Seneca Environmental ↗

Sum of energy consumption (MWh)



Aggregated energy consumption

	2024	2023
Total energy consumption	7,141	10,832
Total electricity consumption	4,960	8,069
Total clean electricity consumption	100%	100%

Measuring climate emissions

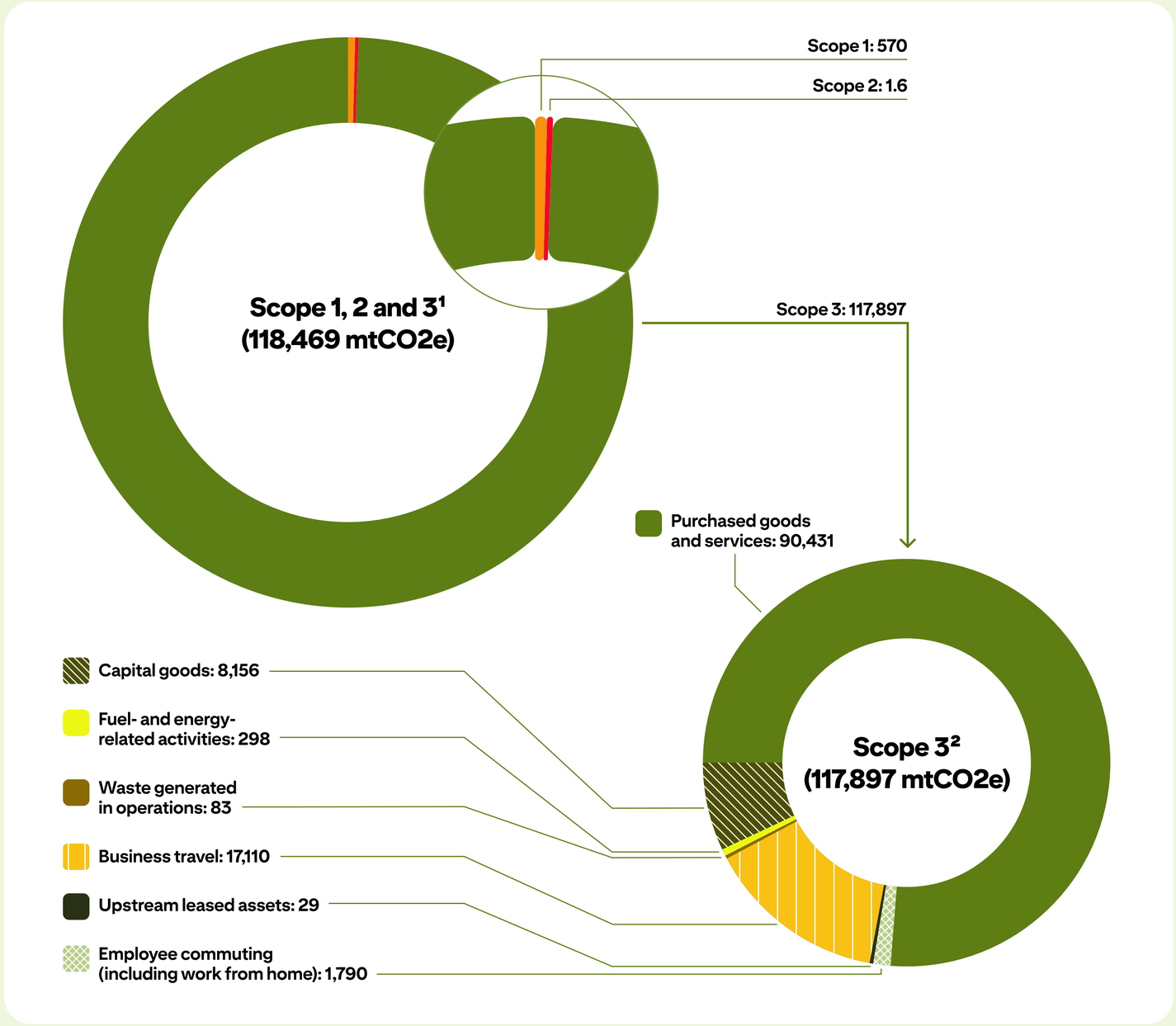
Tracking and reducing emissions is central to our efforts. We utilise Watershed to measure our footprint using the operational boundary approach recommended by the Greenhouse Gas Protocol for corporate accounting and reporting. Our measurement includes an evaluation of Scope 1, 2 and 3 emissions using primary activity data and spend-based emission factors.[2]

This year, we updated our methodology from the US environmentally extended input-output (EEIO) model to the Comprehensive Environmental Data Archive (CEDA), in order to provide more geographic specificity across our global footprint. CEDA is a multi-regional input-output database of global emissions factors, giving us a more granular view of our emissions. As part of the methodology update, we've rebaselined our 2019 footprint and updated our 2023 footprint to utilise CEDA.

Since 2022, we've obtained limited assurance annually on our Scope 1, 2 and 3 GHG emissions by third-party verification provider Apex Companies LLC (Apex). Apex conducted an independent verification of the GHG emissions accounting and the data systems and processes used to collect, analyse and review business activity data and other relevant information.

[1] Scope 1 are direct emissions from sources that we own and control; Scope 2 are indirect emissions from purchased energy; Scope 3 are indirect emissions from our upstream and downstream value chain.

[2] The following Scope 3 categories are not applicable to Pinterest due to the nature of our business activities and value chain: processing of sold products, use of sold products, end-of-life treatment of sold products, downstream leased assets, franchises or investments.



32%

Decrease in absolute emissions by the end of 2024, from a 2019 baseline

Cutting waste and protecting resources

Our global Food team seeks to reduce the carbon footprint of our in-office food programme with a few key initiatives: food waste reduction, local spend and plant-forward menuing.

We also donate used and excess office furniture from our headquarters to local non-profit organisations. We partner with organisations to recycle office equipment, including Revivn, a hardware life-cycle management platform, to donate used laptops and other IT equipment to repurpose used electronics.

Our in-office food programme initiatives

Recycling, composting and waste

Waste reduction and diversion from landfills is our primary goal. Food production waste and served, non-donateable waste is composted at all eight of our served meal offices. In our new office in Dublin, we have Positive Carbon, a tracking system for food waste, which enables us to monitor and track our total waste, as well as the associated carbon and water footprints. For donateable surplus, we work with companies such as Copia to distribute meals to local community partners. Food donations through Copia, our North American office partner, diverted 63.4K lbs of CO_2 emissions and 4.7M gallons of water in 2024. When in person at our global offices, employees have options for recycling in all offices and composting in 16 locations. Cooking oil is also recycled for biofuel.

Local spend

Buying local not only reduces the carbon footprint of the food sourced for our employees, but it also allows us to connect with our local communities through our food programme. In San Francisco, more than 30% of ingredients and products used in 2024 were sourced from small farms, ranches, fishermen and food producers located within 150 miles of our office. In London, 100% of our meat is purchased locally. Across our global served meal offices, we're averaging more than 20% local spend.

Plant-forward menus

We're making plant-based meals the easy choice. More than 70% of the meals served at our North American and London offices are vegan or vegetarian, building on the approach we introduced at our San Francisco headquarters in 2023. We use choice architecture to encourage these options, placing plant-based dishes first in serving lines, using flavour-focused descriptions instead of just 'vegan' or 'vegetarian' and setting them as the default when possible. Research shows that these small changes make people more likely to choose plant-forward meals.

By making plant-based meals more visible, appealing and convenient, we're helping people to eat more sustainably without them even thinking about it.

63.4K
Pounds of CO_2 emissions diverted via food donations

4.7M
Gallons of water diverted via food donations

100%
Meat purchased locally in London

70%
Share of the meals served at our North American and London offices that are vegan or vegetarian

Managing for climate resilience



We recognise that climate change is both a business challenge and a potential opportunity, shaping the way we operate, collaborate and serve our global community.

By assessing and considering climate-related risks, optimising our technology infrastructure for efficiency and partnering with industry leaders, we're actively reducing our environmental footprint while preparing for a low-carbon future.

Understanding and managing climate risks and opportunities

In 2024, we conducted a climate risk assessment to deepen our understanding of the risks and opportunities that may impact our business in the near, medium and long term. This evaluation looked at a range of climate risks as defined by TCFD, including physical, regulatory, reputational, market, legal and transitional risks. As part of this work, the majority of the potential impacts to our business were found to be associated with our value chain, including our suppliers or customers.

Our most noteworthy risks and opportunities include:

- **Physical risks:** Increase in climate-related extreme weather events that may disrupt our supplier operations (i.e. cloud infrastructure)
- **Regulatory risks:** Implementation of carbon pricing mechanisms that may increase operating costs of own operations and passthrough costs from suppliers
- **Reputational and market risks:** Growing demand for climate-conscious brands and digital infrastructure that may impact our reputation as a platform for sustainable brands and content
- **Transitional risks:** A global economic slowdown due to climate change, which could negatively affect advertisers' marketing spend
- **Emerging opportunities:** Changes in advertiser and user behaviour, such as increased adoption of sustainable alternatives and preference for platforms with sustainable products and services, that may lead to growing advertiser spend and increasing MAU

We intend to develop Key Risk Indicators (KRIs) and monitor changes to track and manage, as necessary, these risks and opportunities over time.



Pinterest 3rd annual Street Tree Care Day in New York

Scenario analysis: Preparing for an uncertain future

To identify and understand our potential exposure and vulnerability to climate risks, we conducted a scenario analysis based on TCFD guidance in concert with our climate risk assessment. By modelling these scenarios, we can better prepare for uncertainties and strengthen our long-term resilience.

Some of the ways we're adapting and managing risks include:

- Expanding renewable energy investments to reduce carbon exposure.
- Maintaining a disaster recovery plan to ensure platform stability.
- Continuing to actively engage with AWS on efficiency projects: optimising computing resources to cut carbon intensity per user, reducing redundant workloads and improving storage efficiency.
- Engaging with select suppliers to influence their tracking and disclosure of GHG emissions.
- Using data analytics and advertiser spend insights to assess the potential impact of climate change on marketing spend patterns.

Climate scenarios considered

Scenario	Description	Potential impact on Pinterest
Low risk (1.5°C pathway)	Rapid climate action leads to increased renewable energy adoption	Higher customer demand for sustainable digital advertising and content
Moderate risk (2°C pathway)	Gradual carbon reductions with ongoing climate volatility	Rising operational costs from energy regulations and carbon pricing
High risk (above 3°C pathway)	Severe climate impacts with more frequent extreme weather events	Risk of business interruptions to key suppliers, including cloud service disruptions

Engaging on climate action



Global Week of Service in Paris

Taking action internally

Our employees are key to our climate work. Our employee group PinPlanet hosts workshops, creates community action opportunities for employees and works with Pinterest users to develop content focused on living more sustainably. In 2024, PinPlanet engaged employees across our global locations for Earth Month celebrations in which employees received fresh farmers market produce, attended training on greenwashing and media decarbonisation, and joined virtual climate trivia games.

We continue to provide team members with environmentally focused benefits, including partnering with EnergySage to give US employees incentives to install solar on their home. We also offer a monthly commuter subsidy to all employees using public transport when working from Pinterest offices.

Partnering for change

Addressing climate change requires global, cross-industry collaboration. We maintain memberships with organisations that establish shared responsibility for creating a healthier planet. In 2024, we continued our membership with BSR, a global organisation of sustainable business experts. Pinterest was also a member of the Business Council on Climate Change, a membership-driven non-profit dedicated to incubating, scaling and sharing world-leading solutions to address climate change.



Earth Sessions event hosted by Intersectional Environmentalist and Pinterest during Earth Month

Highlights from our progress-driving collaborations with leading non-profits

Environmental Defense Fund

Last summer, Pinterest hosted an Environmental Defense Fund (EDF) Climate Corps fellow focused on developing a supplier engagement strategy. Through the EDF Climate Corps, passionate graduate students are paired with companies dedicated to meeting climate and energy goals. Pinterest's fellow developed a methodology for identifying suppliers and providing them with the educational content and support needed to measure and manage their emissions. Collaborating with our suppliers to set their own science-based targets helps to promote sustainable and resilient supply chains and fosters strong supplier relationships. Read more about the project with the EDF Climate Corps here.

FORCE OF NATURE

Young people have inherited the challenge of the climate crisis, and many report feeling hopeless about the issue. Force of Nature empowers young people to turn their anxiety into agency through its mindset programmes and training pathways. PinPlanet partnered with Force of Nature to host an event for employees focused on turning climate anxiety into action. Force of Nature has supported 10,000 young people to step up, rather than shut down, in the face of the climate crisis.

intersectional environmentalist

An alum of the Pinterest Impact Lab's 2023 cohort, this climate justice collective works to increase awareness and education about intersectional environmentalism, highlights diverse environmental legacies and drives support towards grassroots environmental justice efforts. In addition to supporting the Intersectional Environmentalist's (IE) Amplifier Programme, which amplifies grassroots environmental justice efforts, Pinterest supported two community Earth Sessions events in Oakland, California and Brooklyn, New York. Earth Sessions, an IE fiscally sponsored project, create healing community spaces that harness the power of music and art to raise collective awareness about environmental protection. We invited attendees to envision the future they want to see through collaging, including through Pinterest's new collaging feature.

WWF

Pinterest employees participated in the first live animal-focused Cyber Spotter Programme in partnership with WWF. Through the programme, WWF trains volunteers to actively search their online platform to identify and report listings of prohibited wildlife products, acting as 'digital detectives' to combat wildlife trafficking online. Over five days, hundreds of listings that violate the Pinterest and Coalition to End Wildlife Trafficking Online policies were flagged for removal or further review.

Progress with integrity

5



2025 impact report

Corporate governance

As we advance our focus on people, platform and planet, making progress with integrity is essential. Our governance framework sets the foundation for a culture of accountability and ethical conduct, and encompasses our strategic and operational priorities, internal and external policies and diligent oversight.

Board of Directors

Pinterest's board members are responsible for overseeing strategic and operational direction, reviewing objectives and considering risk profiles and exposure as well as key stakeholder relationships.

Our Corporate Governance Guidelines help to ensure that the board exercises its responsibilities and provides a structure for directors and management to effectively pursue company objectives for the benefits of stockholders. Three standing board committees have distinct responsibilities, including those specific to ESG.

Audit and Risk Committee

- Maintains responsibility for financial and accounting matters and reporting and associated risks
- Oversees enterprise risk management (ERM), including risks related to information security, data protection and privacy
- Oversees risks relating to legal and regulatory matters, as well as compliance policies and procedures

Full committee charter ↗

Talent Development and Compensation Committee

- Maintains responsibility for compensation of employees and the board
- Reviews and oversees the development, implementation and effectiveness of policies, objectives and strategies related to talent attraction, retention and development
- Oversees human capital management

Full committee charter ↗

Nominating and Corporate Governance Committee

- Oversees matters relating to governance, director succession and nominations, board composition and evaluation and ESG.
- This committee maintains oversight of Pinterest's ESG strategy, goals and significant initiatives and receives regular updates on our progress.

Full committee charter ↗

ESG management

ESG is part of our Corporate Affairs team, which reports to our Chief Legal and Business Affairs Officer. The ESG lead partners with cross-functional team members to drive strategy, governance and engagement, and brings Pinterest's purpose-driven work to life via reporting. As this function evolves, we aim to further prioritise the work being done across our business and ensure that these efforts tie back to our business strategy.

More about the board

- Lead independent director
- Board members with a broad range of backgrounds, experience and skills relevant to our company
- Board committees composed of 100% independent directors
- Annual board evaluation facilitated by the Nominating and Corporate Governance Committee and lead independent director
- Stock ownership guidelines, applicable to executive officers and non-employee directors
- Proxy access for stockholders, with standard conditions on director nominations
- Director resignation submission required if majority vote during uncontested elections is not received
- The number of public company boards directors may serve on is limited to five; Pinterest's CEO is limited to serving on three (inclusive of Pinterest)



Risk management

We maintain a defined approach to assessing and managing the risks and circumstances that could impact our ability to achieve strategic objectives. Our Enterprise Risk Assessment (ERA) process is revisited and refreshed annually, using the previous year's ERA results as a baseline, researching potential emerging risks and interviewing relevant stakeholders to gather perspectives on Pinterest's top enterprise risks.

In 2024, we launched a survey as part of our ERA process to reach a broader set of leaders and capture a more thorough and holistic view of risks that we may face across the business. We also created a new governance structure to support and scale our ERM programme activities and to improve ownership and accountability for risks across the organisation. It includes the Management Risk Committee (MRC), which includes risk owners of enterprise risks, and the Executive Risk Committee, which consists of members of the Executive Team. The MRC meets quarterly and reviews top enterprise risks, as well as detailing plans and mitigations to maintain risk at an acceptable level. These insights help to direct ongoing risk management conversations with senior management and the Audit and Risk Committee.

Additionally, we support business resiliency efforts through our corporate Crisis Management Programme, which provides a framework for how we respond to scenarios that could cause significant impact to the business. As part of the programme, we develop playbooks for possible scenarios, train key stakeholders on roles and responsibilities and conduct tabletop exercises to validate processes and improve readiness. We operate robust disaster recovery procedures with our cloud hosting provider and regularly review their business practices to ensure continuity measures are in place across people and processes.

Information on climate risk and resilience can be found in Protecting our planet.

Ethics and compliance



Pinterest employees: Grace Stephens and Tyler Baptist

As we work to create a positive, welcoming and inspiring place on the internet, it's not just what we do that matters, but how we do it. Our Ethics and Compliance programme serves as the cornerstone of our operations, fostering a culture rooted in accountability and integrity.

We seek to meet legal requirements and to promote transparency and fairness in our endeavours. Through robust policies, regular audits and comprehensive training initiatives, we empower our employees to make ethical decisions and uphold our values in every interaction.
The programme is designed to continuously evolve and improve with changes in our business as well as regulations and industry standards, which helps to safeguard our reputation and earn the trust of our stakeholders.

Ethics and Compliance is housed within the legal department. The Chief Ethics and Compliance Officer reports to our Chief Legal and Business Affairs Officer, who reports to the CEO.
The programme is overseen by the Audit and Risk Committee, which receives regular reports from the Chief Ethics and Compliance Officer.

Policies and procedures

The foundation of the Ethics and Compliance programme is our Code of Business Conduct and Ethics, which is translated into multiple languages to reflect our global workforce and brought to life by our public-facing website. The Code sets out Pinterest's expectations for how we treat each other, our Pinners, advertisers, content providers and suppliers, and the decisions we make about how to run our business with Pinterest's mission and values as our guiding light. Complying with the law is important, but for us, that's a floor, not a ceiling. Aligned with our company values, we **aim for extraordinary** and choose to go further:

- We **act as one**, helping Pinterest to succeed by working ethically, honestly, transparently and responsibly, even when no one is looking, because that's who we are
- We use our judgment to **put Pinners first** and make the best decisions for Pinterest, our users and the broader community
- We **create belonging** by embracing inclusion and belonging, maintaining a welcoming and supportive workplace culture and treating our colleagues and members of the Pinterest community with professionalism and respect
- We have the courage to make big bets, take smart risks, **win or learn** from our actions and assume best intentions as we give and receive feedback
- We **lead by example**, recognising the critical role that our managers play to reinforce our values and Code
- We **speak up** if we see something wrong, and we **ask for help** when we need it

We make sure that our employees are well-informed about our Code of Business Conduct and Ethics through training and communication. We also expect our contingent workers, consultants and others who have temporary assignments with Pinterest to adhere to this Code and applicable policies in connection with their Pinterest work. Failure to do so could result in an end to their relationship with Pinterest.

In addition to our Code of Business Conduct and Ethics, we have a set of corporate policies and procedures that address specific ethics and compliance risk areas, including, but not limited to:

- Anti-bribery policy
- Conflict of interest policy
- Charitable giving policy
- Gift and hospitality guide
- Insider trading policy
- Political engagement policy
- Sanctions and export controls policy

Many of our policies have associated FAQs to allow employees to better understand our expectations, walk through tangible examples and bring these policies to life. We foster a culture of awareness through consistent communications, detailed guidance and targeted employee engagement to further support acting with integrity in all of our work. We also regularly engage policy owners to ensure that our company policies reflect current practices and requirements and are properly documented, consistent and clearly communicated to employees and others.

Communication and training

Our compliance training programme is designed to meet the periodic training requirements set forth in the US Sentencing Guidelines, as well as other government regulators' guidance on compliance programme best practices. Training courses are offered in a variety of languages to further support our global workforce. As part of the onboarding process, all new part-time and full-time employees receive Code of Business Conduct and Ethics and related compliance training, including anti-corruption training, and confirm that they have read and understand the Code and related policies. Every two years, we require all employees to complete training to enhance their understanding of these expectations. We achieved 100% completion of 2024 compliance training, focused on targeted topics chosen based on legal requirements and business needs.

Training content is tailored to our business and refreshed to keep it relevant and engaging. It is scenario-based to illustrate concepts and directly engage learners in applying those concepts to their daily work. We use checks on learning and built-in survey data to monitor potential areas of opportunity and iterate on training effectiveness. Managers are provided with real-time dashboard views of their team's training progress so that they can easily identify status and hold their team members accountable. Using a data-driven and risk-based approach, we also conduct live and in-person training sessions, focusing on interactive discussions and designed for specific audiences based on location and/or role.

Additionally, in 2024, we introduced a company-wide compliance newsletter to inform employees about engaging with and making meaningful contributions to Pinterest's culture of integrity, ethical behaviour and compliance, and to increase awareness of internal compliance processes and expectations.

Responsible procurement

Our Supplier Code of Conduct, which is available in multiple languages, establishes expectations for suppliers working with Pinterest. Acting lawfully, ethically and responsibly has guided our business choices since Pinterest was founded, and we partner with suppliers that embody the same values.

Suppliers must comply with applicable wage and hour labour laws and regulations, and should ensure appropriate work hours and pay fair wages for their staff in line with the standards set out in the International Labour Organization's (ILO's) Declaration on the Fundamental Principles and Rights at Work. We expect our suppliers to maintain accurate and complete records, and have in place any necessary policies, procedures and controls to prevent violations of applicable anti-bribery and anti-corruption laws. Suppliers should never offer, give or authorise the payment of anything of value to secure an improper advantage or otherwise improperly influence the decisions of others.

We ask suppliers to acknowledge the Supplier Code of Conduct as part of our due diligence and onboarding process. Failure to meet expectations outlined in the Supplier Code of Conduct may impact suppliers' current or future work with Pinterest.

Respecting and protecting human rights

Our Human Rights Statement details our commitment, relevant policies and grievance mechanisms across our value chain aimed at upholding human rights. The implementation of the actions, commitments and policies referenced in the statement is overseen by the board and relevant board committees, particularly the Nominating and Corporate Governance Committee, which has oversight of ESG matters.

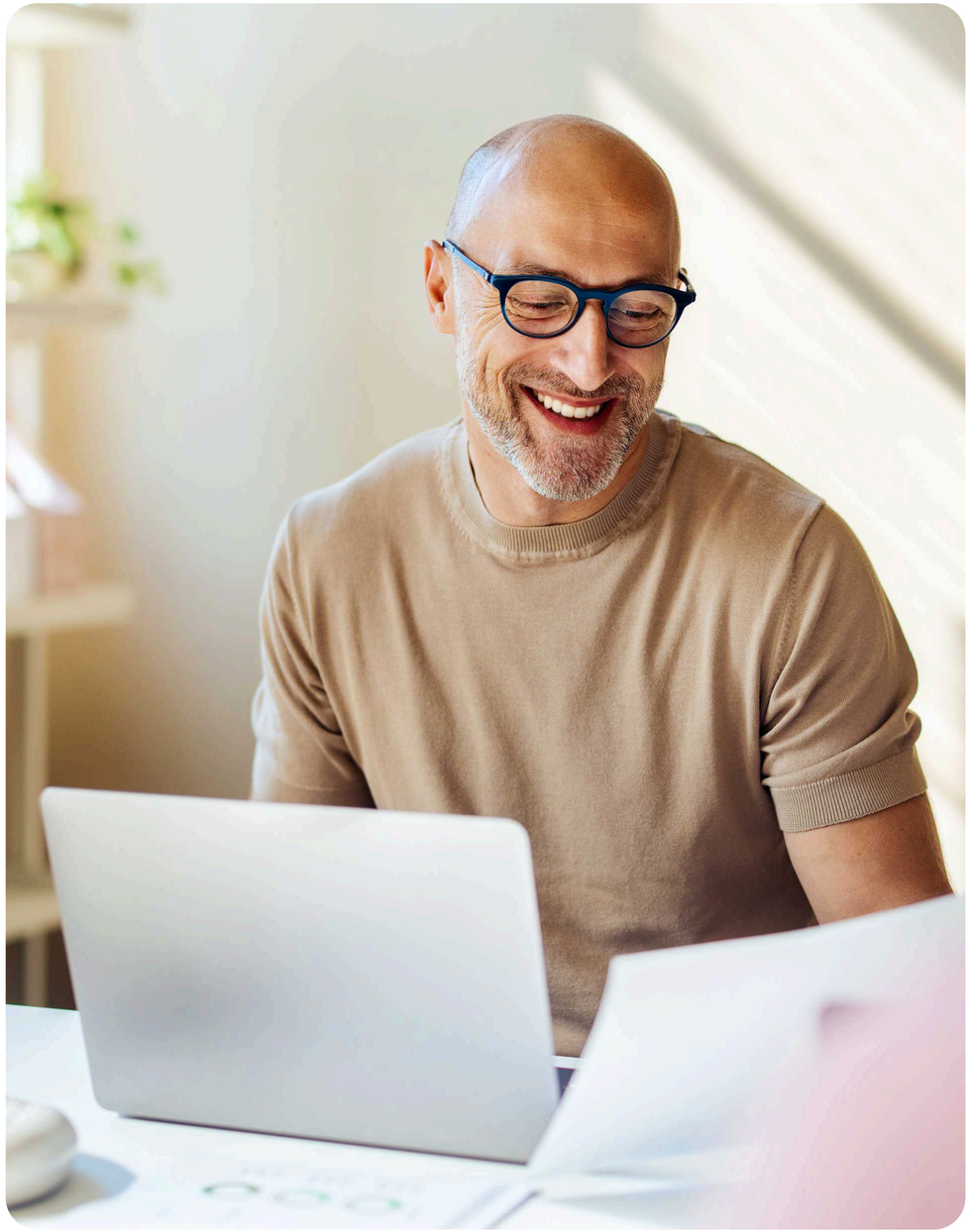
Additionally, our UK Modern Slavery Act Transparency Statement describes our policies and practices with respect to combating slavery and human trafficking on our platform and in our business operations and supply chains. To further our mission and core values, we value operating ethically and responsibly, treating everyone with dignity and respecting the rights of all individuals. We strive to conduct business in alignment with the Universal Declaration of Human Rights and the United Nations' Guiding Principles on Business and Human Rights.

Reporting concerns

We want to support a work culture where everyone feels comfortable doing their best work. We aspire to foster a work environment that is free of discrimination, harassment, mistreatment and retaliation. Through prioritisation of our company values and policies, we aim to create a culture in which employees feel comfortable reporting their concerns. While employees are encouraged to raise issues with their manager, we recognise that there may be circumstances in which they would prefer a different route.

We maintain various channels for submitting complaints, comments and reports of misconduct, listed in our Code of Business Conduct and Ethics. Employees are encouraged to raise concerns through their preferred channel, including our Compliance team, People Care team, human resources business partners and lawyers on the Legal team. An online portal and telephone hotline managed by a third-party provider are available to people internal or external to Pinterest 24/7, with the option to remain anonymous, as permitted by local law.

We take reports of suspected policy violations or unethical behaviour seriously, and we promptly and thoroughly investigate concerns raised, as appropriate. We do not tolerate retaliation against anyone seeking advice, making a good-faith report of suspected misconduct or participating in investigations.



Stay informed: additional resources

In addition to our annual impact reports, information can be found through the following links.

- Impact hub ↗
- Investor relations ↗
- Policies and guidelines ↗

Appendix

Reporting framework

Global Reporting Initiative (GRI)

Pinterest has reported the information cited in this GRI content index for the period 1 January 2024 to 31 December 2024 with reference to the GRI standards. GRI used: GRI 1 Foundation 2021

GRI standard	Disclosure	Location
GRI 2: General disclosures 2021	2-1 Organisational details	Page 6
	2-2 Entities included in the organisation's sustainability reporting	Page 7
	2-3 Reporting period, frequency and contact point	Page 7
	2-4 Restatements of information	Page 46
	2-5 External assurance	Page 46
	2-6 Activities, value chain and other business relationships	Form 10-K
	2-7 Employees	Pages 6 & 33–34
	2-9 Governance structure and composition	Pages 11, 22, 42 & 53
	2-10 Nomination and selection of the highest governance body	Page 53
	2-11 Chair of the highest governance body	Form 10-K
	2-12 Role of the highest governance body in overseeing the management of impacts	Page 53
	2-13 Delegation of responsibility for managing impacts	Pages 11, 22, 42 & 53
	2-17 Collective knowledge of the highest governance body	Proxy statement
	2-19 Remuneration policies	Proxy statement
	2-20 Process to determine remuneration	Proxy statement
	2-21 Annual total compensation ratio	Proxy statement
	2-22 Statement on sustainable development strategy	Page 7
	2-23 Policy commitments	Pages 55–57
	2-24 Embedding policy commitments	Pages 55–57
	2-25 Processes to remediate negative impacts	Page 57
	2-26 Mechanisms for seeking advice and raising concerns	Pages 27 & 57
	2-27 Compliance with laws and regulations	Form 10-K
	2-29 Approach to stakeholder engagement	Page 7, Proxy statement
GRI 3: Material topics 2021	3-1 Process to determine material topics	Page 7
	3-2 List of material topics	Page 7
	3-3 Management of material topics	Pages 11, 22, 42 & 53
GRI 201: Economic performance 2016	201-1 Direct economic value generated and distributed	Form 10-K
	201-2 Financial implications and other risks and opportunities due to climate change	Form 10-K
	201-3 Defined benefit plan obligations and other retirement plans	Form 10-K
GRI 205: Anti-corruption 2016	Disclosure 205-1 Operations assessed for risks related to corruption	Form 10-K
	205-2 Communication and training about anti-corruption policies and procedures	Page 56, Code of Business Conduct and Ethics
GRI 206: Anti-competitive Behaviour 2016	206-1 Legal actions for anti-competitive behaviour, anti-trust and monopoly practices	Form 10-K

Global Reporting Initiative (GRI)

GRI standard	Disclosure	Location
GRI 207: Tax 2019	207-1 Approach to tax	Form 10-K
	207-2 Tax governance, control and risk management	Form 10-K
	207-3 Stakeholder engagement and management of concerns related to tax	Form 10-K
	207-4 Country-by-country reporting	Form 10-K
GRI 302: Energy 2016	Disclosure 302-1 Energy consumption within the organisation	Pages 45 & 64
	Disclosure 302-2 Energy consumption outside of the organisation	Pages 45 & 64
	Disclosure 302-3 Energy intensity	Page 44
	Disclosure 302-4 Reduction of energy consumption	Pages 44–46
GRI 305: Emissions 2016	Disclosure 305-1 Direct (Scope 1) GHG emissions	Pages 44–46
	Disclosure 305-2 Energy indirect (Scope 2) GHG emissions	Pages 44–46
	Disclosure 305-3 Other indirect (Scope 3) GHG emissions	Pages 44–46
	Disclosure 305-4 GHG emissions intensity	Page 44
	Disclosure 305-5 Reduction of GHG emissions	Pages 44–46

GRI standard	Disclosure	Location
GRI 306: Waste 2020	Disclosure 306-1 Waste generation and significant waste-related impacts	Page 47
	Disclosure 306-2 Management of significant waste-related impacts	Page 47
	Disclosure 306-3 Waste generated	Page 47
	Disclosure 306-4 Waste diverted from disposal	Page 47
	Disclosure 306-5 Waste directed to disposal	Page 47
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Page 68
GRI 403: Occupational health and safety 2018	403-5 Worker training on occupational health and safety	Page 27
	403-9 Work-related injuries	Page 27
	403-10 Work-related ill health	Page 27
GRI 404: Training and education 2016	404-2 Programmes for upgrading employee skills and transition assistance programmes	Page 23 and 26
GRI 405: Diversity and equal opportunity 2016	405-1 Diversity of governance bodies and employees	Page 32–34, 65–68 & Proxy statement
GRI 418: Customer privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Form 10-K

Reporting framework

Sustainability Accounting Standards Board (SASB)

Pinterest has reported in line with the Internet Media & Services industry standards.

Topic	Code	Metric	Category	Unit of measurement	Pinterest explanation
Environmental footprint of hardware infrastructure	TC-IM-130a.1	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	See reducing environmental impact.
	TC-IM-130a.2	(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	Thousand cubic metres (m^3), Percentage (%)	Water is not considered a material metric for Pinterest. Our direct water use is minimal (we primarily lease office space and use third-party data centres), so we do not report a specific withdrawal or consumption figure.
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data centre needs	Discussion and analysis	n/a	Pinterest relies on third-party data centres (cloud providers), and we factor sustainability into our vendor selection and infrastructure strategy. We consider whether partners increase their renewable energy mix and reduce their emissions, and we continuously optimise our cloud usage for efficiency. See Managing for climate resilience.
Data privacy, advertising standards and freedom of expression	TC-IM-220a.1	Description of policies and practices relating to targeted advertising and user privacy	Discussion and analysis	n/a	Pinterest's policies and practices related to user privacy are set out in our Privacy Policy.
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	Quantitative	Number	Our Privacy Policy describes the information that Pinterest collects from customers and how it is used.
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Presentation currency	Material monetary losses paid directly in connection with a privacy legal proceeding would be disclosed in our quarterly and/or annual filings with the SEC. In 2024, there were none reported.
	TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested and (3) percentage resulting in disclosure	Quantitative	Number, Percentage (%)	Information about Pinterest's response to law enforcement requests for information is contained in our biannual transparency report.
	TC-IM-220a.6	Number of government requests to remove content and percentage compliance with requests	Quantitative	Number, Percentage (%)	Information about Pinterest's response to government requests for information is contained in our biannual transparency report.

Sustainability Accounting Standards Board (SASB)

Topic	Code	Metric	Category	Unit of measurement	Pinterest explanation
Data security	TC-IM-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches and (3) number of users affected	Quantitative	Number, Percentage (%)	Data breaches that materially impact our operations are disclosed in our quarterly, annual and/or current report filings with the SEC. In 2024, there were none reported.
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and analysis	n/a	Information about Pinterest's approach to safety and security can be found in Safety and security (Positive platform). For a discussion of certain risks we are exposed to in the normal course of our business activities, see Form 10-K, Part I, Item 1A, 'Risk Factors'. For a discussion of our cybersecurity programme and oversight, see Form 10-K, Part 1C 'Cybersecurity'.
Employee recruitment, inclusion and performance	TC-IM-330a.2	Employee engagement as a percentage	Quantitative	Percentage (%)	See Employee Voice Surveys (Prioritising people).
	TC-IM-330a.3	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees and (d) all other employees	Quantitative	Percentage (%)	Information on Pinterest's workforce is available in Workforce metrics (Prioritising people).
Intellectual property protection and competitive behaviour	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behaviour regulations	Quantitative	Presentation currency	Material monetary losses paid directly in connection with legal proceedings associated with anti-competitive behaviour would be disclosed in our quarterly and/or annual filings with the SEC. In 2024, there were none reported.
Activity metrics	TC-IM-000.A	Entity-defined measure of user activity	Quantitative	See note	553M global MAUs for the year ended 31 December 2024.

Reporting framework

Task Force on Climate-Related Financial Disclosures (TCFD)

Pinterest reports in alignment with TCFD recommendations.

	Recommended disclosures	Pinterest-related disclosures
Governance	Describe the board's oversight of climate-related risks and opportunities.	See governance (Protecting our planet).
	Describe management's role in assessing and managing climate-related risks and opportunities.	See Governance (Protecting our planet).
Strategy	Describe the climate-related risks and opportunities the organisation has identified over the short, medium and long term.	See Managing for climate resilience (Protecting our planet).
	Describe the impact of climate-related risks and opportunities on the organisation's businesses, strategy and financial planning.	See Managing for climate resilience (Protecting our planet).
	Describe the resilience of the organisation's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	See Managing for climate resilience (Protecting our planet).
Risk management	Describe the organisation's processes for identifying and assessing climate-related risks.	See Managing for climate resilience (Protecting our planet).
	Describe the organisation's processes for managing climate-related risks.	See Managing for climate resilience (Protecting our planet).
	Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organisation's overall risk management.	See Managing for climate resilience (Protecting our planet).
Metrics and targets	Disclose the metrics used by the organisation to assess climate-related risks and opportunities in line with its strategy and risk management process.	See Reducing environmental impact (Protecting our planet).
	Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 GHG emissions and the related risks.	See Reducing environmental impact (Protecting our planet).
	Describe the targets used by the organisation to manage climate-related risks and opportunities and performance against targets.	See Reducing environmental impact (Protecting our planet).

Environmental metrics

GHG emissions (market-based)[1]

Scope		2024	2023	2022
Scope 1		570	602	658
Scope 2		1.6	278	1.5
Scope 3		117,897	117,097	142,984
	Purchased goods and services	90,431	94,990	112,283
	Capital goods	8,156	4,627	15,127
	Fuel- and energy-related activities	298	591	839
	Waste generated in operations	83	265	162
	Business travel	17,110	12,229	11,160
	Employee commuting (including work from home)	1,790	4,390	3,393
	Upstream leased assets	29	4	12
	Downstream transportation and distribution			9
Total		118,469	117,976	143,643

1 GHG emissions are calculated using the Comprehensive Environmental Data Archive (CEDA), a global multi-regional input-output database that provides more geographic detail than the previous US EEIO model.

Aggregated energy consumption

Energy consumption	2024	2023	2022
Total electricity consumption (MWh)	4,960	8,069	7,619
Total clean electricity consumption	100%	100%	100%

Workforce metrics

Gender representation

Group	Gender	2024	2023	2022
Company-wide	Women	51%	52%	53%
	Men	48%	47%	47%
	Non-binary and gender non-conforming	< 1%	< 1%	< 1%
	Not declared	< 1%	< 1%	< 1%
Engineering	Women	31%	31%	31%
	Men	68%	68%	68%
	Non-binary and gender non-conforming	< 1%	< 1%	< 1%
	Not declared	< 1%	1%	< 1%
Leadership L18+ (2024, 2023) L7+ (2022)	Women	46%	46%	40%
	Men	53%	54%	60%
	Non-binary and gender non-conforming	< 1%	0	0
	Not declared	< 1%	< 1%	< 1%
Management	Women	47%	47%	48%
	Men	53%	52%	52%
	Non-binary and gender non-conforming	< 1%	0	0
	Not declared	< 1%	< 1%	< 1%

Gender by region

Region	Gender	2024	2023	2022
APAC	Women	65%	67%	64%
	Men	34%	30%	34%
	Non-binary and gender non-conforming	0	0	< 1%
	Not declared	< 1%	3%	0
Canada	Women	38%	47%	46%
	Men	61%	51%	51%
	Non-binary and gender non-conforming	< 1%	0	0
	Not declared	1%	2%	< 1%
EMEA	Women	55%	57%	58%
	Men	44%	43%	42%
	Non-binary and gender non-conforming	0	0	0
	Not declared	< 1%	< 1%	< 1%
LATAM	Women	34%	35%	47%
	Men	64%	62%	53%
	Non-binary and gender non-conforming	1%	< 1%	< 1%
	Not declared	< 1%	2%	0
US	Women	51%	53%	52%
	Men	48%	47%	47%
	Non-binary and gender non-conforming	< 1%	< 1%	< 1%
	Not declared	< 1%	< 1%	< 1%

Race/ethnicity (United Kingdom)

Group	Race/ethnicity	2024	2023	2022
Company-wide	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	< 1%	< 1%	< 1%
	Asian	43%	42%	42%
	Black	6%	6%	7%
	Decline to state	4%	4%	4%
	Latiné or Hispanic	6%	6%	6%
	Middle Eastern	< 1%	< 1%	< 1%
	Multi-race	7%	6%	5%
	Unknown	< 1%	0	0
	White	33%	35%	36%
Engineering	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	< 1%	< 1%	< 1%
	Asian	63%	63%	65%
	Black	3%	3%	3%
	Decline to state	6%	5%	5%
	Latiné or Hispanic	4%	5%	5%
	Middle Eastern	< 1%	< 1%	0
	Multi-race	5%	4%	3%
	Unknown	< 1%	0	0
	White	19%	19%	19%

Group	Race/ethnicity	2024	2023	2022
Leadership L18+ (2024, 2023) L7+ (2022)	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	< 1%	< 1%	< 1%
	Asian	36%	34%	33%
	Black	5%	4%	5%
	Decline to state	4%	4%	6%
	Latiné or Hispanic	5%	4%	5%
	Middle Eastern	0	< 1%	0
	Multi-race	4%	3%	3%
	Unknown	0	0	0
	White	46%	49%	49%
Management	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	< 1%	< 1%	< 1%
	Asian	38%	37%	35%
	Black	5%	5%	6%
	Decline to state	5%	5%	5%
	Latiné or Hispanic	3%	4%	4%
	Middle Eastern	< 1%	< 1%	0
	Multi-race	4%	3%	4%
	Unknown	0	0	0
	White	43%	46%	45%

Global ethnicity: all countries where race/ethnicity data is collected (For EMEA, Ireland and the UK only)

Region	Race/ethnicity	2024
Global	Asian	36%
	Black	5%
	Decline to state	4%
	Indigenous	< 1%
	Latiné or Hispanic	7%
	Middle Eastern	< 1%
	Multi-race	6%
	Unknown	12%
	White	29%

Multi-race breakdown (Global 2024 only)

Group	Race/ethnicity	2024
Percentage	Asian	31%
	Black	25%
	Indigenous	12%
	Latiné or Hispanic	53%
	Middle Eastern	7%
	White	78%

Multi-race breakdown (United Kingdom)

Group	Race/ethnicity	2024	2023	2022
Percentage	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	13%	17%	21%
	Asian	33%	34%	39%
	Black	26%	27%	25%
	Latiné or Hispanic	51%	50%	48%
	Middle Eastern	6%	2%	0
	White	77%	75%	70%

Attrition by ethnicity

Group	Race/ethnicity	2024	2023	2022
Attrition rate, scaled	US attrition	1.00	1.00	1.00
	Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander	0.94	4.20	1.65
	Asian	0.93	0.97	1.04
	Black	1.33	1.46	1.03
	Decline to state	0.96	1.23	1.03
	Latiné or Hispanic	1.10	0.97	1.01
	Middle Eastern	0.96	0.00	0.00
	Multiple races	1.02	0.00	N/A
	Multi-race (identifying as Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander)	1.50	0.00	0.76
	Multi-race (not identifying as Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander)	0.93	0.00	1.50
	White	1.01	0.89	0.95

A note on attrition rate: Pinterest's average attrition rate represents 1.00 on the index (displayed as the reference line). Groups where attrition is above 1.00 have a higher attrition rate than the average. Groups where attrition is below 1.00 have a lower attrition rate than the average.

Attrition by gender

Group	Gender	2024	2023	2022
Attrition rate, scaled	Global attrition	1.00	1.00	1.00
	Male	1.10	1.14	1.21
	Female	0.91	0.88	0.78

A note on attrition rate: Pinterest's average attrition rate represents 1.00 on the index (displayed as the reference line). Groups where attrition is above 1.00 have a higher attrition rate than the average. Groups where attrition is below 1.00 have a lower attrition rate than the average.


Pinterest