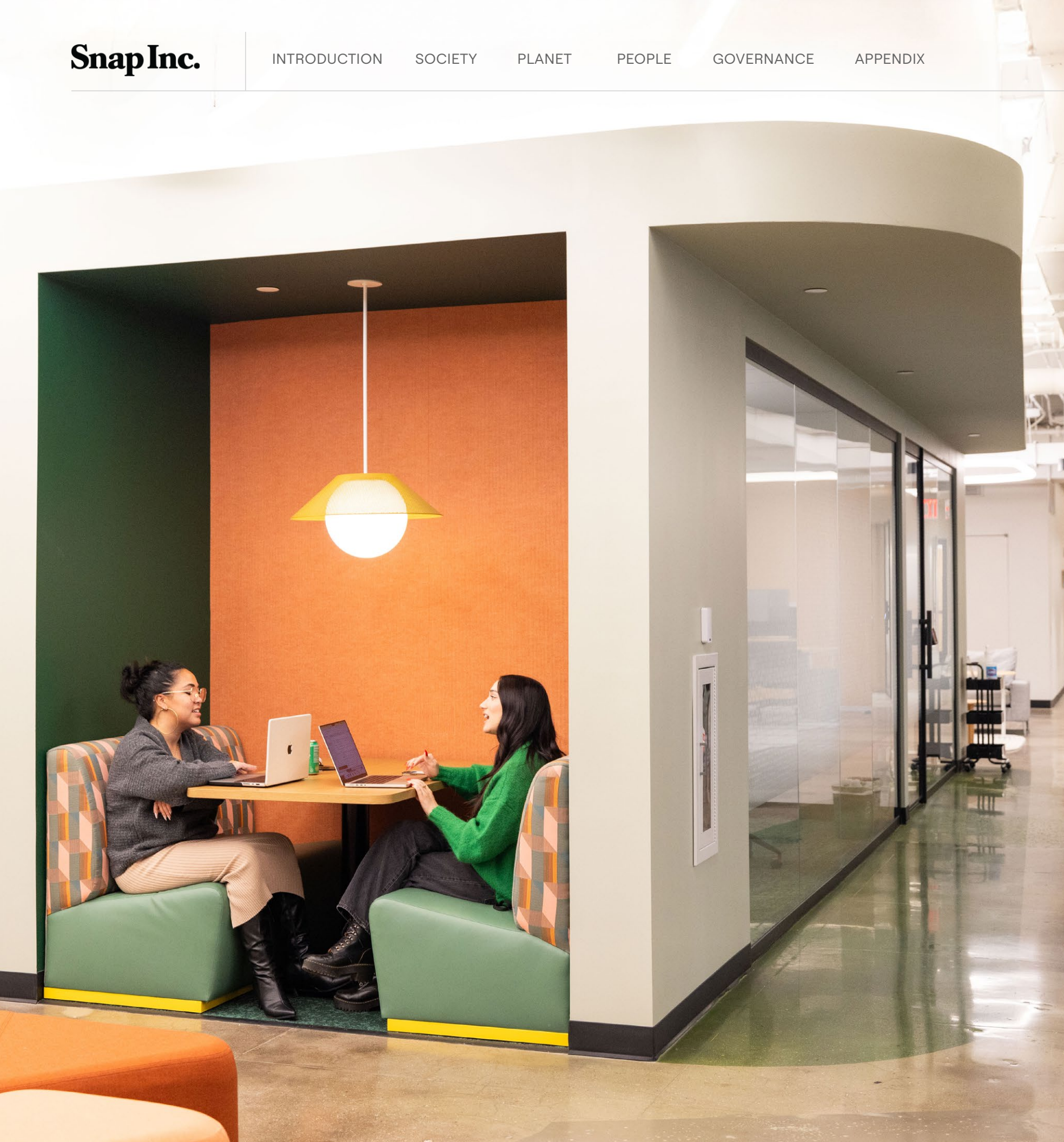




# Snap Inc. **CITIZEN SNAP REPORT** FY24





# IN THIS REPORT

## Introduction

- A Letter from Evan
- Executive Summary
- About Snap
- Our Double Materiality Assessment
- Looking Ahead

## Society

- Responsible Products
- Privacy By Design
- Safety by Design
- Security by Design
- Community and Giving

## Planet

- Climate Strategy
- Our Products
- Our Workplaces
- Climate Engagement on Our Platform

## People

- Belonging at Snap
- Supporting Our Team

## Governance

- Board and Committees
- Data Governance
- Integrity and Compliance
- Our Supply Chain

## Appendix

- 2024 ESG Data Tables
- SASB Index
- GRI Index

# A LETTER FROM EVAN



**Evan Spiegel**  
CEO and Co-founder, Snap Inc.

At Snap, we see our work as a way to build products and services that contribute to human progress. We are proud to serve a community of 932 million Monthly Active Users and 469 million Daily Active Users,<sup>1</sup> helping them enhance relationships with their friends and family. We feel a deep sense of responsibility to actively contribute to the well-being of our global community.

As a service built for communication, we believe that good things can happen when people are empowered to express themselves authentically and connect in meaningful ways. That belief shapes how we design our service — with intention, empathy, and kindness. Each year, our Citizen Snap report is an opportunity to reflect on our progress, and how we’re keeping creativity, business responsibility, and ethics at the heart of what we do.

From strengthening digital protections to reducing our environmental footprint, we’re focused on impact that is real and measurable. We’re proud of the work we’ve done, and we’re motivated by what lies ahead. As always, we’re committed to evolving in a way that supports the relationships that make our service so meaningful in the lives of the Snapchat community.

Thank you for being part of this journey.

<sup>1</sup> Snap Inc. internal data Q2 2025

# EXECUTIVE SUMMARY

In 2024, Snap continued to make meaningful progress on our sustainability and responsibility priorities, guided by our core values to be kind, smart, and creative.

## Society

We expanded our platform’s role in supporting a safer, healthier, and more informed society.

Building on our commitment to Privacy by Design and Safety by Design, we updated our Download My Data tool, launched a new Teen Safeguards resource hub, and released transparency pages for Ads, Spotlight, and Discover. Snap’s top priority is the safety and well-being of our community, and we have continued to prioritize investments and innovation in this area. In response to rising numbers of reports (CyberTips) to the **National Center for Missing and Exploited Children (NCMEC)** across the industry, along with other factors including feedback we received from law enforcement about the actionability of our own CyberTips, we refined our reporting policies and added new data to our CyberTips. We’ve improved the data and labeling in our CyberTips to make them more relevant and actionable for law enforcement. We continue to monitor and evolve these policies and protocols to help increase the quality of our reports. Additionally, we introduced new reporting tools, and held our fourth annual US Law Enforcement Summit with a record 4,000 attendees.

Additionally, Snap’s Safety Advisory Board is a vital part of our evolving safety strategy. It has 19 members, made up of 16 experts from online safety organizations, academia, tech, and survivor communities, with expertise in areas like child exploitation, drug risks, and AI. It also includes three young adults to ensure youth perspectives are represented. Members serve voluntarily and independently, without compensation from Snap. They remain a vital part of shaping our evolving safety strategy.

Through Snap Philanthropy’s 2024 programming, we brought team members together with local nonprofit partners to contribute 8,500 volunteer hours across 980 events around the world, reaching 14,000 students and beneficiaries. These initiatives deepened our relationships with both each other and our global communities. Our team’s commitment to volunteerism — whether in classrooms, community centers, at the office, or at virtual hackathons — continues to reflect the heart of Snap’s culture.

## Planet

As part of our evolving **Climate Strategy**, and in preparation for more robust Environmental, Social, and Governance (ESG) disclosures, we maintained carbon neutrality in our operations and deepened supplier engagement. Additionally, we achieved another year of 100% renewable electricity procurement through Renewable Energy Certificates (RECs) and continued to focus on energy efficiency in our operations.

We also made key improvements to reduce the environmental footprint of our workplaces and products. Across our offices, we prioritized energy-efficient design, low-waste operations, and thoughtful commuting programs. For Snap products, we continued to assess material choices, emissions impact, and end-of-life considerations to align with our broader sustainability goals.

## People

We reinforced our commitment of ensuring that **everyone belongs at Snap** by supporting a culture of inclusion through global employee resource groups and innovative AR experiences. We launched and scaled a range of talent development initiatives to cultivate leadership and team performance, from the Leadership Link pilot to the “Go Grow” performance campaign. Over 1,000 new hires were onboarded globally, supported by a high-satisfaction ambassador program. **Council** participation remained high at 90%, and we improved benefits and well-being offerings, including expanded mental health coverage, backup care, and a new healthcare navigation tool. Our workplace safety program maintained a Total Recordable Incident Rate below industry average through expanded assessments and training.

## Governance

Informed by US Department of Justice compliance and guided by our **Global Code of Conduct**, we continued to embed ethics and accountability across our business. Our Compliance Champions program grew across key global markets to foster a strong tone at the top and localized engagement. We also made enhancements to data governance, board oversight, and internal audit systems.

“

At Snap, we remain deeply committed to operating with integrity, investing in our people and communities, and helping shape a more inclusive and resilient future — both on our platform and in the world around us.”

Lance Lanciault  
Chief Compliance Officer, Snap

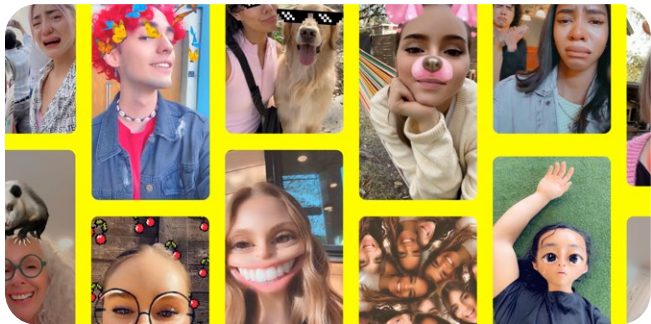


# ABOUT SNAP

Headquartered in Santa Monica, California, Snap is a technology company with offices around the world. We are proud to serve a diverse community of 932 million Monthly Active Users and 469 million Daily Active Users.<sup>1</sup>

## Our Products and Services

### Snapchat



### Lenses



### Stories



### Snap AR



### Spectacles



<sup>1</sup> Snap Inc. internal data Q2 2025

# OUR DOUBLE MATERIALITY ASSESSMENT

Starting in 2024, Snap undertook a refresh of our materiality assessment to align with the evolving European Union Corporate Sustainability Reporting Directive (CSRD) and its double materiality assessment (DMA) requirements. The concept of double materiality assesses not only how ESG issues affect our business financially (financial materiality), but also how our business impacts people and the environment (impact materiality). This dual perspective strengthens our ability to operate transparently and responsibly.

Our updated DMA process builds on our previous assessments while incorporating a more rigorous methodology and extensive stakeholder engagement. The process followed three main phases:

**Understanding our value chain:** We began by mapping Snap’s full value chain from suppliers to our own operations to users and partners. By identifying the full scope of activities and potential areas of impact or risk, we were able to capture the breadth of sustainability topics relevant to our global business.

**Identifying material topics:** We reviewed nearly 90 potential sustainability topics defined by the European Sustainability Reporting Standards (ESRS) — the European Union’s standardized framework for sustainability disclosures under CSRD — filtering them through the lens of Snap’s business activities, previous materiality assessments, public disclosures, and emerging industry trends. From this, we developed a set of impacts, risks, and opportunities (IROs) relevant to Snap.

Each IRO was evaluated using defined scoring methodologies to assess impact severity, likelihood, financial implications, and stakeholder relevance. Scoring was shared with participants for feedback and adjusted based on input.

**Determination:** We established materiality thresholds in accordance with the CSRD to determine which IROs and related sustainability topics met the bar for inclusion. Final decisions were reviewed and approved by Snap’s executive leadership.

Each of these material issues corresponds to specific IROs, which we have documented and mapped to the ESRS disclosure requirements. As a voluntary filer, we have utilized the framework provided for Voluntary Sustainability Reporting Standards for Micro and Small Enterprises (VSME) in our approach.

We plan to use findings from this DMA to inform our sustainability strategy, product development, and risk management planning. By identifying where we have the greatest opportunity and responsibility to lead, we can allocate resources effectively. This means aligning internal initiatives, external reporting, and stakeholder engagement around the issues that carry the most significance for our business and society.

## Our Material Topics

Environmental	Social	Governance
Climate change adaptation	Gender equality and equal pay for work of equal value	Corporate culture
Climate change mitigation	Training and skills development	Political engagement
Energy	Measures against violence and harassment in the workplace	Corruption and bribery (incidents)
	Diversity	
	Privacy (Employees)	
	Privacy (Users)	
	Freedom of expression	
	Access to (quality) information	
	Security of a person	
	Protection of children	

# LOOKING AHEAD

We remain focused on building a safer, more inclusive, and more sustainable future — both on and off our platform. While much has evolved, our long-standing commitment to transparency, integrity, and human connection continues to guide our actions and aspirations.

## Society

We plan to deepen partnerships with law enforcement agencies, safety advocates, and our **Safety Advisory Board** to address emerging harms and keep our communities safe. We intend to enhance **Family Center** and safety education resources, expand our transparency reporting practices, and learn from the **Council for Digital Well-Being** to inform how we evolve platform protections for teens and families.



## Planet

As we scale climate action, we are doubling down on collaborative approaches — working closely with partners, peers, and platforms to accelerate innovation in clean energy, emissions measurement, and sustainability reporting. We will expand renewable energy procurement, optimize data center efficiency through our cloud partnerships, and continue knowledge sharing to support a lower-carbon digital ecosystem. Our commitment to sustainability extends to the products and experiences we create, with workplace design and hardware innovation guided by environmental principles.



## People

We will continue to invest in building a culture of belonging by strengthening internal programs that support inclusion, well-being, and growth. This includes expanding the reach of **Council** and **Employee Resource Groups (ERGs)** globally and evolving our talent development experiences to foster leadership across all levels. We remain focused on ensuring Snap is a place where everyone can feel seen, valued, and empowered.



## Governance

We plan to scale our global compliance framework through expansion of the Compliance Champions program, enhanced training, and more frequent cross-functional risk assessments. We are actively preparing for upcoming regulations — including the EU AI Act, California’s climate disclosure rules, and the UK’s new anti-fraud laws — while grounding our approach in kindness, integrity, and proactive engagement. In 2026, we aim to roll out ESG supplier surveys and increase supplier collaboration to strengthen ethical sourcing, human rights protections, and climate-related transparency across our supply chain.



Photo by: Andrea Calo

OUR MATERIAL TOPICS

- Protection of Children
- Health and Safety
- Security of a Person
- Privacy
- Freedom of Expression
- Access to Quality Information

SOCIETY

At Snap, we believe we have a deep responsibility to build technology that strengthens human connection. Considerations around privacy, safety, and trust are embedded into every stage of our product lifecycle. From internal design reviews to external partnerships, these safeguards are not add-ons but core to how we operate and what we stand for. We expect the same level of commitment from our suppliers, advertisers, and brand partners.



Key Metrics  
& Highlights

90%

reduction in Community Guidelines enforcement times on average, enabling faster removal of violative accounts from Snapchat.

20 MILLION+

pieces of content removed for violating Snap's Community Guidelines, helping keep the platform safe.

IMPROVED

the actionability of escalations to the National Center for Missing & Exploited Children (NCMEC) by improving content reporting policies and protocols.

In This Section:

Responsible Products .....	9
Privacy by Design .....	10
Safety by Design .....	11
Security by Design .....	14
Community and Giving .....	15

# RESPONSIBLE PRODUCTS

At Snap, we design every product with the interconnected priorities of privacy, safety, and security in mind. These principles are embedded from the earliest concept stages through design, engineering, testing, launch, and ongoing support. Our goal is to thoughtfully balance privacy and safety — empowering Snapchatters to share what they choose, connect with friends, and have positive, secure experiences every time they open the app.

This work is made possible by a strong cross-functional culture. Teams across product, engineering, privacy, trust and safety, legal and policy, and design collaborate closely — not just to meet requirements, but to learn, adapt, and continuously improve. In 2024, we significantly reduced median response times across **policy categories** by an average of 90%, driven by expanded review capacity and more high-precision automation. We also introduced new safety measures — including stricter enforcement on violating usernames and display names, enhanced protections and reporting for Communities, and expanded in-app reporting options for media-like voicenotes — all of which helped us respond more effectively to emerging risks and evolving technologies.

## Read Our Policies

Snap has zero tolerance for illegal and potentially harmful content or behavior on Snapchat, as stated in our **Community Guidelines** and **Terms of Service**.

Our advertisers and media partners must adhere to our **Advertising Policy** and **Snap Commercial Content Policy** in order to ensure their content is accurate and fact-checked where needed. In addition, our editorial team works closely with Snap publishing partners on adhering to our **Content Guidelines for Recommendation Eligibility**.

“

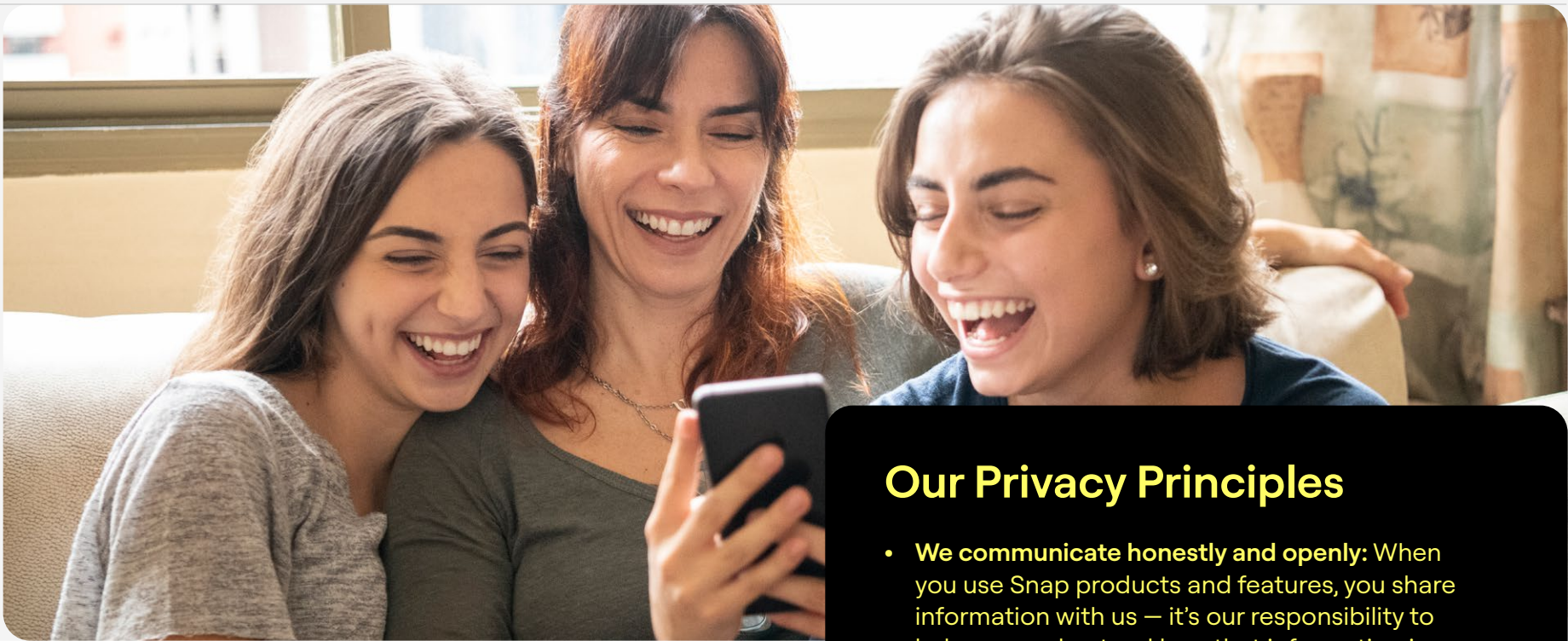
Our teams work tirelessly behind the scenes to enhance Snapchatters’ safety, privacy, and security, to foster an environment where they can spark joy and effortlessly connect with their close friends and family.”

**Anil Antony**  
Director, Associate General Counsel, Safety & Law Enforcement, Snap



# PRIVACY BY DESIGN

Privacy by Design is not just a theoretical concept at Snap — it’s a cornerstone of how we build our products and operate our platform. Given the nature of our content, our community, and the inherent expectations around privacy, we’ve made safeguarding personal data a practical, deeply integrated element of our product development process and compliance program. This approach is essential to our business strategy, enabling us to deliver on our core promise of real connection built on trust. These proactive efforts are designed to align with existing and future regulatory requirements.



## Our Privacy Principles

- **We communicate honestly and openly:** When you use Snap products and features, you share information with us — it’s our responsibility to help you understand how that information is used. If you’re curious about how a certain feature uses your data, [Privacy by Product](#) breaks things down a bit more. We also explain how features use data right inside of our apps and throughout our [Support Site](#).
- **You choose how to express yourself:** We believe that privacy is essential to empowering self-expression. [Learn more](#).
- **We design with Privacy in Mind:** New features go through an intense privacy review process — we talk about things, we debate them, and we work hard to build products and features we’re proud of and enjoy using.
- **You control your information:** We provide easy ways to access and update your information, adjust how much information you share with us and others, and request that we delete your information — or your entire account.
- **Deletion is our default:** Snapchat aims to capture the feeling of hanging out with friends in person — that’s why our systems are designed to delete Snaps and Chats with friends from our servers once they’ve been viewed or have expired (depending on your settings). [Learn more](#).

## Stronger Protections for Teens

Our cross-functional Privacy by Design program brings together designers, engineers, data scientists, product managers, attorneys, privacy engineers, and other key stakeholders. Guided by our [Privacy Policy](#) and [Privacy Principles](#), this team reviews how our apps, features, and services handle personal data, and works to minimize data collection and tailor its use as narrowly as possible. Every product undergoes rigorous internal review to ensure that privacy is considered from the very start.

In 2024, we strengthened this commitment through enhancements to tooling, transparency, and user control:

- Improved the Download My Data experience to make it easier for Snapchatters to access and understand the information they’ve shared with us
- Created a centralized Safeguards for Teens hub within our [Family Safety Hub](#), outlining all of the protections we’ve built specifically for younger users and their caregivers
- Increased our transparency around data use and how content is ranked across key surfaces, adding to the transparency pages we had already established for Ads, Spotlight, and Discover

Snapchat is especially popular among younger users. Helping to protect the well-being of those users is nonnegotiable for us. In 2024, we continued to expand our privacy and safety protections for teens ages 13 to 17 by reinforcing strong default settings, introducing protections to limit unwanted contact, and enhancing content moderation. Teen accounts are private by default, with messaging restricted to accepted friends and known contacts, and location sharing turned off unless intentionally enabled. Features like Public Profiles remain off by default and are only available to older teens (ages 16 to 17), with built-in controls over who sees their content and how it can be engaged with. Public favorite counts on teen content are hidden, and direct messaging from public replies is restricted.

We’ve also strengthened our use of proactive detection tools and human moderation to help prevent inappropriate or unsafe content from reaching teen users. Through our Family Center, which is Snap’s suite of in-app parental tools, parents and caregivers can view their teen’s friend list, see who their teen recently interacted with, disable My AI, adjust content settings, and report concerns directly to our safety teams. We introduced new transparency tools that explain how content is selected

and ranked across Spotlight and Discover — empowering both teens and their families to better understand and control their experience on the platform. These protections are designed to evolve as the needs of our community grow, helping to ensure that Snapchat can be a safe and empowering space for teens to connect and express themselves.

## Privacy Auditing and Reporting

Our Privacy Program undergoes a biennial independent audit, helping ensure that our practices align with our stated policies and applicable regulations. We also publish [Transparency Reports](#) twice a year, which provide detailed information on government and legal requests for user data, including account information. These reports are part of our longstanding commitment to openness and accountability and help our community understand the systems behind the platform they use every day.

# Safety by Design

Safety by Design is the foundation of how we build at Snap. We design with the well-being of all Snapchatters in mind. We embed safety considerations throughout the product lifecycle and collaborate closely across teams to help prevent harm, empower users, and respond quickly and thoughtfully to emerging threats.

“

We know that no single company can tackle online harms alone, which is why we’re actively collaborating across the tech industry, civil society, and government. These efforts, combined with our own platform safeguards, reflect a growing, collective commitment to making the internet safer for everyone, everywhere.”

Jacqueline Beauchere  
Global Head of Platform Safety, Snap



Snap’s safety strategy is built on a multi-pronged framework. We design products to anticipate and reduce risk from the start and use advanced technologies to proactively help detect abuse. We give Snapchatters and their caregivers powerful tools to help manage their experience, including in-app reporting, privacy settings, and our Family Center. When issues arise, our safety teams aim to respond quickly. And we work closely with experts and partners around the world to educate and empower our community to stay safe online.

In 2024, we expanded our toolkit with new protections and proactive interventions. These include expanded in-app warnings, enhanced friending safeguards, simplified location-sharing controls, and improved blocking tools, all aimed at reinforcing the private, friend-based experience that sets Snapchat apart. These updates help deter unwanted contact, prevent sextortion<sup>3</sup> scams, and support healthy online behaviors. We also launched our first **Council for Digital Well-Being**, inviting US teens to share their perspectives on the state of online life.

<sup>3</sup> Sextortion is a form of online abuse, often beginning through catfishing or hacking, in which someone uses sexually explicit images or videos to threaten or blackmail a victim. Once the material is obtained, the abuser demands money, gift cards, additional sexual content, or personal information — typically under the threat of sharing the images or videos with the victim’s family, friends, or social networks.

## Our Collaborations

Our work with the Tech Coalition on initiatives like Lantern and partnerships with organizations like INHOPE, WeProtect, and Power of Zero all strengthen our ability to detect, disrupt, and prevent abuse.



## Our Safety Principles

- We consider the well-being of young people — specifically teens — at all stages of product and policy design, implementation, and management.
- We work with a range of safety advocates, experts, and leaders, in order to discuss, review, test, and refine products and policies before they launch.
- We communicate directly and openly with our community so Snapchatters understand our policies and the consequences of violating them.
- We empower Snapchatters with discoverable, consistent, and easy-to-use tools and advice to stay safe.
- We detect, remove, and enforce against content and behavior that violates our policies.
- We strive to be transparent and timely in our work with law enforcement, policymakers, parents, and the public — while remaining committed to learning and improving.



## Safety Advisory Board

Snap’s Safety Advisory Board (SAB) plays a vital role in shaping our approach to digital safety. The Board consists of 19 members, including 16 professionals from online safety-focused nonprofits, academic institutions, research organizations, and technology sectors, as well as three youth advocates. Their collective expertise spans critical issues, such as child sexual exploitation and abuse, artificial intelligence, and illegal drug activity online.

As an independent advisory body, the SAB provides trusted feedback on new product features and functionality, policy development, and public education efforts. In 2023, we hosted our first in-person meeting of the reconstituted Board, and, in 2024, members continued to work closely with Snap across the product, outreach, and public policy domains.

## Monitoring and Enforcement

Snap is deeply committed to protecting our community from exploitation, abuse, and harmful content. We work closely with law enforcement and safety partners to support investigations and respond to serious threats. While Snapchat is designed to delete messages by default, we retain data when we take action against illegal content to support law enforcement investigations. We also proactively detect and remove content related to child sexual abuse, illicit drugs, and other serious violations. In 2024, our in-house Law Enforcement Operations team maintained an average response time of two to three weeks for non-emergency requests, despite an 11% increase in volume from 2023. We continued to prioritize our support for emergency cases, consistently providing responses to law enforcement within 30 minutes.

We also hosted our fourth annual US Law Enforcement Summit, bringing together approximately 4,000 federal, state, and local officials. Post-event feedback showed that 92% of attendees felt Snap is committed to supporting the law enforcement community.

### Strengthening Our CyberTips

In 2024, in response to rising numbers of CyberTips across the industry, along with other factors including feedback we received from law enforcement about the actionability of our own CyberTips, we refined our policies and protocols for reporting child sexual exploitation and abuse to NCMEC. We also added additional data and labeling to our CyberTips based on feedback about what would make them more actionable.

These changes have led to the submission of more actionable CyberTips, a reduction in our NCMEC reporting volume, and improvements to the data and labeling in our CyberTips. These improvements can help to better identify the alleged crimes and individuals involved and, in turn, allow for quicker and more accurate triaging of reports by NCMEC and law enforcement. They are also intended to enhance the overall effectiveness of our safety efforts, better helping to protect our users and bring perpetrators of child sexual exploitation and abuse to justice.

We continue to monitor and evolve these policies and protocols to improve the quality of our CyberTips. Over time, while the overall volume of reports from Snap may decline, we expect a greater percentage of the ones that are submitted should contain more valuable information and be more actionable.

We also updated our CyberTipline reporting policies and protocols and held a “recalibration” meeting with the National Center for Missing & Exploited Children (NCMEC). We implemented the feedback from that meeting to help increase the actionability and value of our CyberTips.



## Transparency Reporting

Our [Transparency Reports](#) detail our enforcement around Community Guidelines and how we respond to legal requests. In 2024, Snap took action against approximately 20 million pieces of violating content and responded to over 92,000 law enforcement requests. Throughout the period, we saw a Violative View Rate of 0.01%. This means that, out of every 10,000 Snap and Story views on Snapchat, one contained content found to violate our Community Guidelines.

Additionally, as part of our ongoing commitment to continuous improvement, we expanded our reports to include more details on appeals, proactive detection and enforcement, and bilateral data access agreements.

## Safety Research and Education

We believe safety is a shared responsibility. That's why we conduct global research and engage in public education.

Snap launched a new educational partnership with the US Department of Homeland Security through the [Know2Protect campaign](#) and rolled out additional Safety Snapshot content within Snapchat, including lessons on financial sextortion and digital boundaries. These efforts are designed to reach teens where they are and equip them with tools to navigate digital life safely and confidently.

We continue to expand our partnerships with safety experts and develop in-app features that help educate Snapchatters about online risks and enable people to alert our safety teams to any concern or policy violation. Our Trusted Flagger program partners with vetted safety experts using a confidential channel to report violating content and behaviors on behalf of Snapchatters worldwide. Furthermore, we are actively working with law enforcement and civil society groups around the world, monitoring potential emerging threats and, where appropriate, developing strategic responses on a regional, national, or international level.

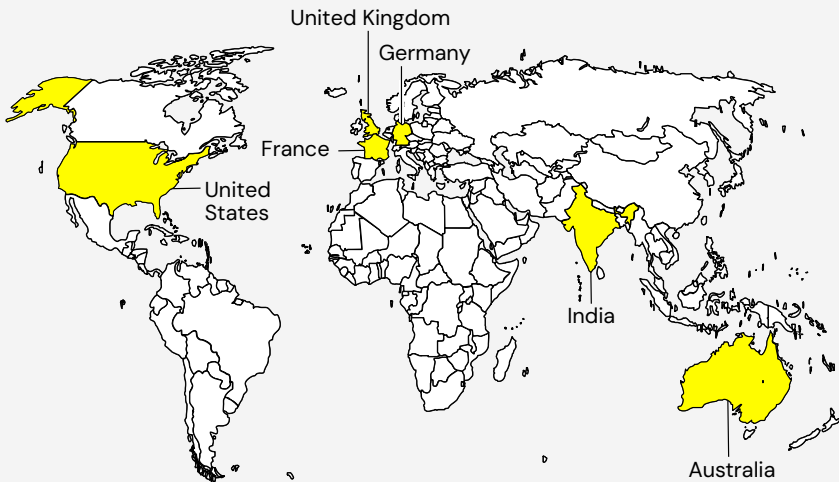
Learn more about [Safety at Snap](#).

## Snap's Digital Well-Being Index

In early 2024, we released the second edition of our [Digital Well-Being Index \(DWBI\)](#), surveying more than 9,000 teens, young adults, and parents across six countries.

While Snap commissions the study, results cover Generation Z teens' and young adults' experiences across all platforms and services, with no particular focus on Snapchat. The research is Snap's contribution to the evidentiary base across the broader digital ecosystem.

These findings helped to inform updates to Family Center, our suite of parental tools, which now includes stricter default content settings, more visible privacy controls, and new abilities for parents to manage their teen's experience — like disabling My AI and reviewing location-sharing preferences.



## Snap's Teen Council for Digital Well-Being

In 2024, we launched the inaugural Teen Council for Digital Well-Being — a first-of-its-kind initiative designed to put youth voices at the center of online safety and well-being.

The council brings together a diverse group of US-based teens (ages 13 to 16) who serve as online safety ambassadors in their schools and communities. Over the course of the program, members participate in monthly calls, contribute to safety-related projects, and engage

directly with members of our Safety Advisory Board and product teams. The council also features an in-person summit and public showcase in its second year.

Through this program, we're learning directly from young people about what makes online spaces feel safe, respectful, and empowering — and giving them a platform to help shape the future of digital well-being for their generation.



# SECURITY BY DESIGN

We deliver hardened infrastructure, platforms, and developer tools such as static and dynamic code analysis tools and third-party code vulnerability scanners. These solutions enable Snap products and services to run securely, with enforced security controls and automated validation. We provide our workforce with resources to unlock a security mindset from the outset.

This includes offering security assurance and review services to our developers, engineers, and vendors to ensure that our products are designed to meet our stringent security, privacy, and safety standards. Our detection and response function drives continuous visibility across external and internal threats, complemented by threat intelligence and proactive security testing to reinforce our defenses.



# COMMUNITY AND GIVING

At Snap, meaningful impact starts with people. Through Snap Philanthropy, our mission is to expand access to STEAM education, open doors to career pathways in tech, and strengthen the communities where we live and work — all through the power of hands-on volunteering and service. In 2024, our team-based volunteering efforts brought thousands of Snap team members together in partnership with hyper-local nonprofit partners across hundreds of volunteer events, deepening our relationships with each other and our global communities.

Our team’s commitment to service, whether in classrooms, community centers, at the office, or virtual hackathons, reflects the heart of Snap’s culture. To explore more highlights from this work, visit [citizen.snap.com](https://citizen.snap.com).

## SPOTLIGHT

### Snap Academies

In 2024, we hosted the seventh year of the Snap Academies, our nine-week, paid summer educational programs for 60 community college students in Engineering, Design, Storytelling, and Lens for Augmented Reality (AR). Since 2018, over 300 Scholars have graduated from the Snap Academies to join our robust Alumni Network. Through our Alumni program, former Scholars are presented with various opportunities to grow their resumes through paid project work that contributes to Snap Philanthropy’s mission. Additionally, dozens of Alums have gone on to intern or work at companies such as Snap, Microsoft, JPL, Sony, and more.

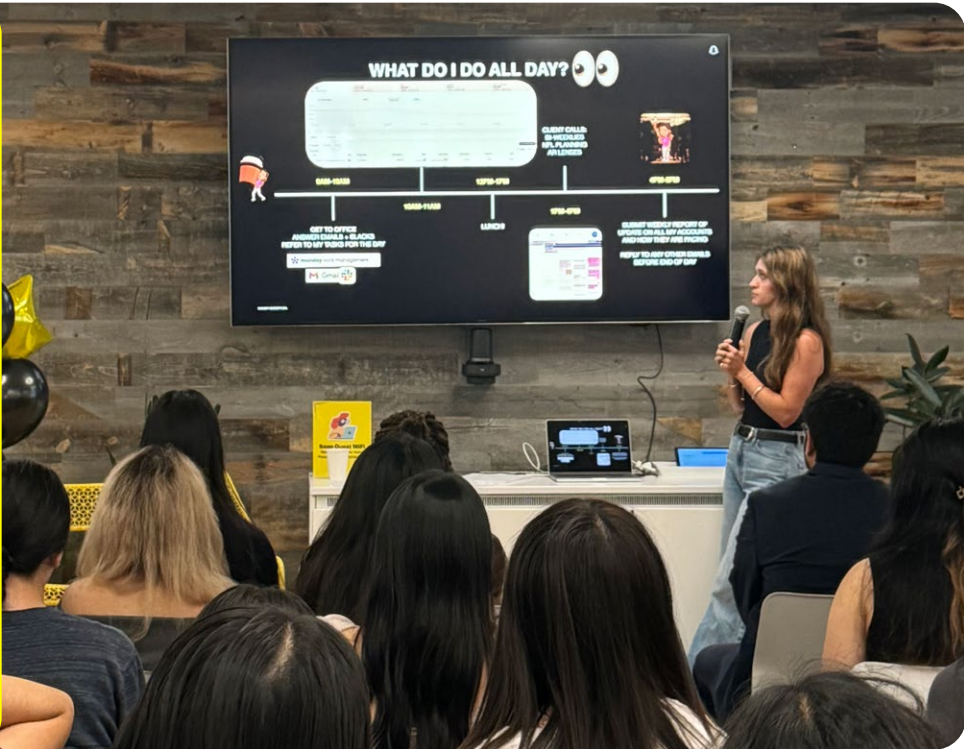
#### 2024 Highlights:

- Over 950 applications (up over 40% from 2023)
- Over 50% of Scholars were first-generation college students
- Over 1,100 volunteer hours from approximately 320 Snap team members across over 740 events
- Approximately \$68,000 in paid project work provided to Academy alumni supporting social impact initiatives

In partnership with Next Shift Learning, the Academies continued to demonstrate the power of project-based learning and mentoring to build confidence and career readiness.

In 2024, Snap team members dedicated over 8,500 hours of service across over 50 cities in 34 countries, advancing our global efforts around:

1. Access to Education
2. Mentorship and Career Pathways
3. Community Well-Being



SPOTLIGHT

Lens Learning

Through our Lens Learning program, we expanded access to AR education in 10 global cities, offering modular learning experiences that helped students evolve from Snapchatters to creators. In 2024, we launched our inaugural AR Lens Challenge Hackathon in Mumbai, co-hosted with iVolunteer and ENpower. Over four days, Snap Philanthropy and local team members hosted two hackathon-style sessions — engaging over 100 local students from under-resourced communities.



“

The Hackathon was nothing short of exhilarating. Creating a lens was particularly captivating, especially since it was my first time doing so.”

Ranjana Pandey  
Hackathon Participant

“

The thoughtful support for students — including fasting accommodations and a prayer room — truly exemplifies care and inclusion.”

Aarish Ansari  
Hackathon Participant

SPOTLIGHT

Mentorship and Teen Summit

Snap’s commitment to mentorship remained strong in 2024, with over 350 team members contributing approximately 920 hours to support more than 7,000 students worldwide. Through career panels, resume reviews, portfolio workshops, and job shadowing sessions, Snap volunteers helped students from under-resourced communities visualize their future in the tech industry.

A standout moment: the return of our Teen Summit in Santa Monica — the first since 2019. The event welcomed approximately 200 high school students for a full day of learning and connection, including:

- A panel on digital well-being
- A fireside chat with Evan Spiegel
- A content-focused breakout session with Snap School
- A student-focused Council session (a storytelling and listening practice)

Over the course of the day, over 50 Snap team members and leaders came together to volunteer their time and talents to this impactful, student-centered event. The Summit reinforced our belief that inspiration and access can transform a young person’s trajectory.



OUR MATERIAL TOPICS

- Climate Change Adaptation
- Climate Change Mitigation
- Energy

PLANET

In the face of the accelerating global climate crisis, Snap continues to act with urgency and intention in deepening our commitments, evolving our strategies, and building resilience across our operations, products, and partnerships. We’re also looking beyond reducing our own footprint, leveraging our platform to influence and empower others to take action: our partners, suppliers, clients, and millions of users around the world.



Key Metrics  
& Highlights

100%

Maintained carbon neutrality for Scopes 1 and 2 through verified offsets and sourcing 100% renewable electricity globally.

1st

Launched our first supplier-side emissions data collection, engaging top suppliers to improve transparency and drive Scope 3 reductions.

26%

Snapchat campaigns produce, on average, 26% lower emissions than industry benchmarks.

In This Section:

Climate Strategy.....	18
Our Products .....	21
Our Workplaces.....	22
Climate Engagement on Our Platform .....	23

# CLIMATE STRATEGY

Sustainability is integrated into how we operate at Snap — from designing workplaces to building products and collaborating with suppliers. Through our Climate Strategy, we’re decarbonizing our operations, supply chain, and product offerings to help build a lower-impact future.

“

Reducing our own carbon footprint is important. But we can do more than that. We’re committed to pushing the boundaries of what a technology platform can do to enable a sustainable future — not just by cutting our own emissions, but by helping others do the same.”

Nana Wilberforce  
Head of Sustainability, Snap



## Climate Commitments: Our Science-Based Roadmap

In 2024, our reported emissions rose compared to our 2019 base year due to improved accounting methodologies, broader boundaries, and growing infrastructure needs for data-driven services. We are not alone. As demand for cloud computing rises, data center emissions have become a system-wide challenge.

Still, Snap continues to take meaningful steps to reduce our footprint. We’ve consolidated office space and refined emissions calculations, and we are exploring efficiencies across our value chain. Despite rising reported emissions, we maintained carbon neutrality in 2024 by purchasing verified offsets, Energy Attribute Certificates (EACs), and Renewable Energy Certificates (RECs) to cover emissions across Scopes 1 and 2 and a portion of Scope 3.

Snap remains aligned with the goals of the Paris Agreement and we continue to act on our validated science-based targets, which include:

- Reducing absolute Scopes 1 and 2 emissions by 25% by 2025 from our 2019 baseline
- Reducing Scope 3 emissions from purchased goods and services, business travel, and use of sold products by 35% per unit of value added<sup>5</sup> by 2025
- Sourcing 100% renewable electricity for global operations
- Maintaining carbon neutrality for Scopes 1 and 2 through high-quality renewable energy credits and offsets

While our reported emissions increased in 2024, we remain committed to the targets we set. We continue to source renewable electricity globally and offset all operational emissions, even as we build a more transparent picture of our impact.

In 2025, we’ll launch an updated decarbonization strategy and new long-term climate goals that reflect the scale and complexity of today’s digital economy — ensuring our path forward is grounded in the latest science, industry best practices, and real-world challenges.

### Our Climate Action Plan

Our Climate Action Plan, launched in 2021, guides our path to Net Zero through three interlocking pillars:

- **Measurement:** We continue to strengthen our Greenhouse Gas (GHG) data collection processes — working closely with suppliers and refining our methodologies to align with evolving standards and expectations. In 2024, we initiated our first supplier-side data request, collecting Scope 3 emissions information from five of our top 10 suppliers by spend.
- **Mitigation:** We continue to reduce emissions where we can and offset the rest. This year, we integrated supplier-based emissions reductions and maintained our commitment to carbon neutrality.

- **Engagement:** We’re working to deepen partnerships across the value chain, from supplier collaboration to brand education. To support shared decarbonization goals, our efforts now extend to helping partners understand Scope 3 impacts and climate risks related to digital advertising.



<sup>5</sup> “Value added” is defined as the economic value generated by our operations measured in terms of revenue. Specifically, our target is to reduce Scope 3 GHG emissions by 35% per million USD of revenue by 2025. This approach ensures that our emissions reduction efforts are aligned with the scale of our business activities and growth.

# Climate Risk and Resilience

In 2023, we refreshed our Climate Scenario Analysis as part of our biennial TCFD-aligned climate risk process. This process, which extended into 2024, included modeling physical risks such as heatwaves, water stress, wildfires, sea level rise, and cyclones across 25 global sites, as well as evaluating transitional risks such as carbon pricing and regulatory pressure.

These results are now informing operational resiliency planning. We’ve also partnered with our Workplace team to address the key risks and opportunities that surfaced through the analysis.



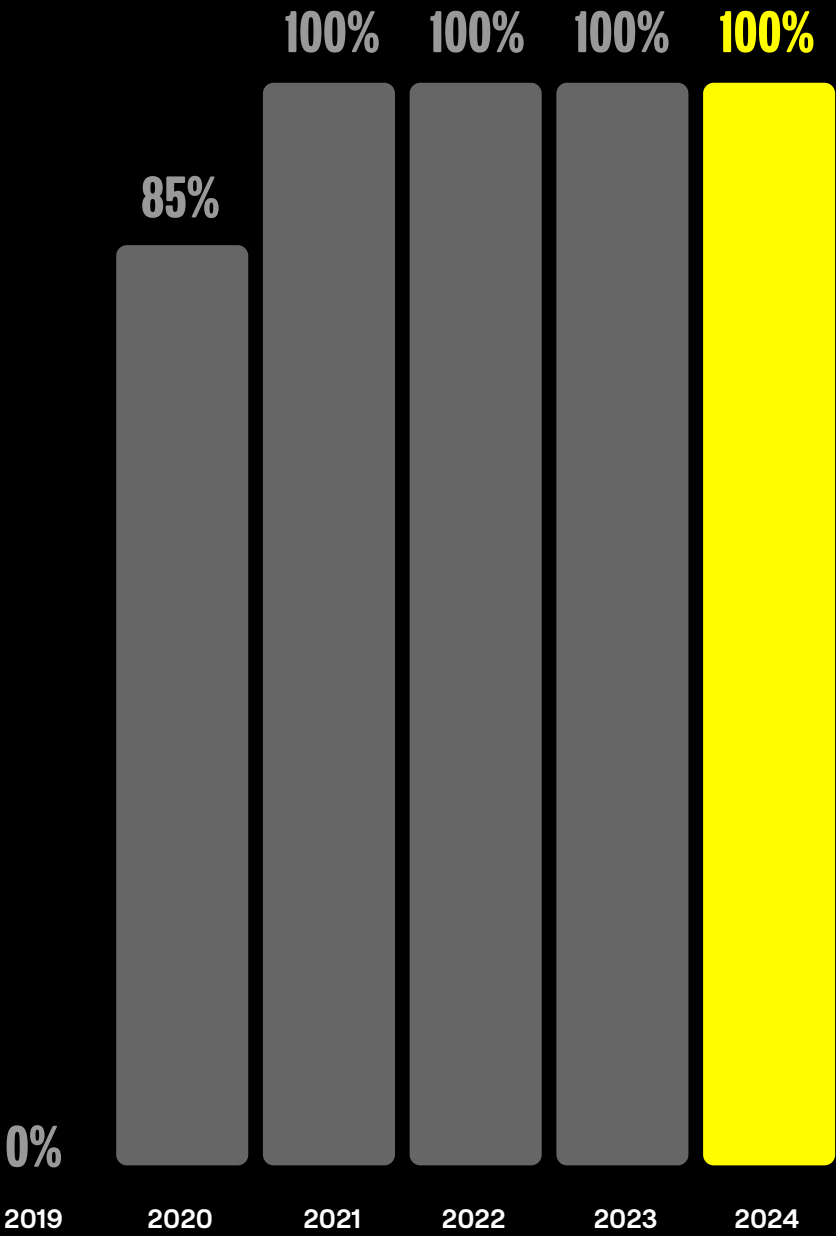
## Operational Impact: Progress Toward Decarbonization

- Snap remained **carbon neutral** across our operations by purchasing verified offsets and RECs/EACs.
- In 2024, we matched our electricity consumption with RECs to address the resulting Scope 2 emissions. We then neutralized all our Scope 1 emissions and a portion of Scope 3 through the purchase of certified carbon offsets.
- In 2024, our Scopes 1 and 2 emissions increased by 194% from our 2019 base year. This change is a direct result of the necessary expansion of computing infrastructure, driven primarily by business growth, and our direct Scope 1 emissions remained flat, a result of our improving operational efficiency.
- Consistent with the growth in our overall business, Scope 3 emissions rose by 123% from 2019. Our cloud infrastructure providers represent our largest source of these emissions, and we are actively engaging with them to support their transition to carbon-free energy, in line with their environmental commitments.

## Renewable Electricity (% of total electricity use)

100%

Procured Renewable Energy Certificates (RECs) and Energy Attribute Certificates (EACs) for 100% of sites since 2021



# Financial Strategies for Climate Initiatives

We have developed a financial strategy that aligns our resources with our sustainability priorities for the long-term health of our business, our planet, and the communities we serve. In 2024, as part of our broader commitment to decarbonize our value chain, we complemented our internal reduction efforts by purchasing high-quality carbon offsets and RECs. This allows us to support verified emission reduction projects and accelerate the transition to renewable energy while we continue to improve our own operational footprint.

- **Investment in Carbon Removal Technologies:** In 2024, we allocated more than \$300,000 to support the development of both nature-based and technological carbon removal solutions. These investments included reforestation projects and early-stage support for direct air capture technologies that have the potential to scale permanent carbon removals over time.
- **Funding for Renewable Energy Projects:** We continued to invest in renewable energy through capital expenditures that advance our transition to cleaner operations. This included the procurement of RECs and other EACs, alongside partnerships that develop infrastructure in support of our 100% renewable-electricity commitment, for a total investment of more than \$460,000.

## PARTNERSHIP SPOTLIGHT



## Featured Carbon Reduction Project: Octavia Carbon

To advance our climate strategy in 2024, Snap purchased carbon removal credits from Octavia Carbon, a pioneering direct air capture (DAC) company in Kenya. Our purchase supports the development of Africa’s first DAC facility and one of the first in the Global South which will permanently remove carbon dioxide (CO<sub>2</sub>) from the atmosphere and store it underground.

Their pilot site, located in Kenya’s Great Rift Valley, is co-located with partner Cella’s storage site, where captured CO<sub>2</sub> is injected into volcanic rock and mineralized. As of mid-2025, four DAC machines have been actively running, with over 3,700 operational hours logged.

What sets Octavia apart is its local manufacturing approach. All DAC units are built in Nairobi by a dedicated team, helping foster green jobs and innovation in the region.



1<sup>ST</sup>

Octavia expects to issue and deliver its first carbon credits in late 2025 – potentially becoming the first DAC company in the Global South to do so.



# OUR PRODUCTS

In 2024, we advanced efforts to optimize product performance, reduce emissions, and ensure compliance with evolving global regulations, working closely with our internal teams and external partners to identify and act on key areas of opportunity.

## Software: Cloud Efficiency and Emissions Reduction

Our product and infrastructure teams continue to focus on minimizing energy use associated with Snapchat’s performance — without compromising the experience for our community.

- **Carbon-Free Cloud Infrastructure:** We use Amazon Web Services (AWS) and Google Cloud Platform (GCP) as our primary cloud providers. All emissions associated with Snap’s AWS and GCP usage are offset through carbon-free energy sources in line with their environmental commitments.
- **Data Optimization and Efficiency Gains:** We are working to optimize our backend systems and improve application-level efficiency to reduce computational demands and overall energy consumption, making Snapchat lighter, faster, and less resource-intensive.
- **Delivery Optimization Initiatives:** We are analyzing delivery optimization across our infrastructure to better understand how data transfer, caching, and routing affect emissions. Further work is underway to formalize this into ongoing improvement strategies.
- **Server-to-Server Integrations for Ad Measurement:** On the advertising side, we implemented server-to-server measurement integrations to enhance efficiency, improve attribution fidelity, and reduce redundant data processing, contributing to both performance and environmental goals.

## Specs: Responsible Materials and Compliance

In 2024, we introduced the fifth generation of Specs, our see-through, standalone AR glasses that enable you to use Lenses and experience the world together with friends, in totally new ways. We are committed to ensuring our physical products meet strict environmental and health standards. In 2024, we reinforced our commitment to compliance and safety across the supply chain.

- **Supplier Engagement:** We worked closely with our suppliers to identify and reduce hazardous substances, align with both existing and emerging global regulations, and ensure compliance through certification and third-party validation.
- **Regulatory Compliance:** All Specs are developed in compliance with key environmental standards, including:
  - » The EU Restriction of Hazardous Substances (RoHS) Directive
  - » The EU REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) Regulation
  - » California Proposition 65
- **Product Testing and Verification:** Specs undergo third-party testing to ensure safety and regulatory alignment. Suppliers are required to provide detailed declarations regarding the materials and chemicals used in each component, validated by an independent entity.



# OUR WORKPLACES

In 2024, Snap continued to optimize its physical footprint around key global hubs, enabling more sustainable, centralized operations.

## Enhancing Building Energy Efficiency

In 2024, Snap’s Workplace team deepened its focus on energy optimization across our portfolio. While many of our offices are in rented buildings, we implemented several new systems to monitor, analyze, and reduce energy use within our spaces.

- **Occupancy Reset HVAC Controls:** We implemented Occupancy Reset, a smart control strategy that adjusts temperature settings and airflow based on real-time usage. This has led to measurable improvements in energy savings, equipment longevity, and comfort.
- **Digital Dashboards for HVAC Monitoring:** We launched HVAC Dashboards using Jira and Looker Studio to track temperature issues, automate resolutions, and support continuous performance improvement.
- **Unified Building Integration Framework (Pilot):** We began building a unified platform using the Niagara Framework and Google Cloud Platform to integrate building systems across our sites. This effort is designed to standardize controls, automate logic, and enable intelligent energy management regardless of building ownership or system maturity.

These efforts strengthen Snap’s ability to optimize comfort, reduce operating costs, and increase climate resilience, laying the groundwork for smart building capabilities at scale.

Our real estate strategy centers on efficiency, density, and design improvements that better align with how teams work today.

- **Office Consolidation and Desk Sharing:** We completed several portfolio transitions — allowing non-strategic leases to expire, densifying core locations, and implementing desk-sharing models where appropriate.
- **Urban Connectivity:** We prioritized offices in areas with strong public transportation infrastructure, aligning with our expanded Commuter Assistance Program to promote lower-carbon commute options.
- **Space Reuse and Resource Efficiency:** When redesigning spaces, we reused furniture and equipment to reduce material waste and extend asset life where possible.

As of December 31, 2024, Snap maintained approximately 1.9 million square feet of leased office space, all actively managed with a focus on space utility and energy performance.



## Supporting Commutes with CAP

In late 2024, we piloted the Commuter Assistance Program (CAP) in San Francisco to help ease the transition back to office-based work. The program provides a commuter card to subsidize parking and public transportation, along with other initiatives that promote public transit use. The pilot saw approximately 75% adoption among eligible team members, helping to inform our full rollout in 2025.



# Climate Engagement on Our Platform

At Snap, we believe in using our platform for good — amplifying climate action, driving awareness, and enabling our partners and community to make more sustainable choices. In 2024, we deepened our commitment to responsible media by blending performance with climate-conscious innovation, helping advertisers measure and reduce their impact while delivering results.

26%  
Snapchat campaigns produce, on average, 26% lower emissions than industry benchmarks.

LEAST  
ENERGY-CONSUMING

All Snapchat ad formats are more carbon efficient than industry benchmarks.

44%

Six second Snap Commercials produce approximately 44% fewer emissions than the social benchmark.

# Snap for Green: Helping Brands Take Action

Our Snap For Green program gives advertisers tools to reduce their environmental impact and drive brand performance. When brands invest in media packages that include AR and Commercials (at least €160K with 40% AR), we offer a complimentary carbon impact study, along with brand lift and attention studies powered by third-party partners like IMPACT+ and Scope3.

These insights help advertisers evaluate their campaign footprint, benchmark against social competitors, and make data-driven decisions about formats, targeting, and creative optimization.

## PARTNERSHIP SPOTLIGHT

### Lowest Carbon Digital Advertising

In 2024, Snap became the first platform to be audited by IMPACT+ in France and the first to contribute to Scope3’s global emissions model, setting a new standard for transparency and accountability in digital advertising. Snap outperformed both social and online video benchmarks across 32 campaigns, consuming less energy and generating significantly fewer emissions.

This performance means our partners do not have to choose between reducing their emissions and maximizing the effectiveness of their message — Snap delivers both.



“

We’re thrilled to be collaborating with Snap — a company that’s not only innovating in digital experiences, but also pushing the boundaries of what’s possible in sustainable media. Their openness to measurement and commitment to reducing carbon emissions makes them a standout partner, and we’re excited to keep advancing this work together.

Brian O’Kelley  
CEO and Co-founder, Scope3



OUR MATERIAL TOPICS

- Gender Equality and Equal Pay
- Training and Skills Development
- Workplace Harassment and Violence
- Belonging
- Privacy

PEOPLE

We are a technology company. But people are the core to who we are as an organization, a platform, and a community. Whether it’s Snapchatters connecting on our app or team members working together across the globe, we strive to ensure everyone feels seen, supported, and empowered to show up authentically.



Key Metrics  
& Highlights

50%

Nearly 50% of team members belong to Snap’s 10 global ERGs, hosting 200+ events.

~90%

Approximately 90% of teams engaged in Council sessions to build connection and trust.

90TH PERCENTILE

Snap benefits ranked near the 90th percentile versus industry benchmarks.

In This Section:

Belonging at Snap .....	25
Supporting Our Team .....	26

# BELONGING AT SNAP

We believe that belonging is built through empathy, authenticity, and intentional action. It’s how we foster connection across teams, communities, and the global platform we’ve created. In 2024, we reinforced belonging as a core thread woven into everything that we do, strengthening programs for all team members, scaling the impact of Employee Resource Groups (ERGs), and sharing our stories of product innovation through [belonging.snap.com](#). We continue to demonstrate our commitment to belonging in ways that are inclusive, authentic, and impactful across the company.

“

Our dedication to belonging is not only the right thing to do, but it also fuels our innovation and strengthens our ability to create products that authentically reflect and serve our incredibly vibrant global community.”

Maureen Ufomadu  
Head of Inclusion and Belonging, Snap



Learn more about [our approach to belonging](#).



## Belonging in Action

In 2024, we prepared to launch [belonging.snap.com](#), highlighting how Snap brings belonging to life across our teams, products, and partnerships. From AR features that make storytelling more authentic and inclusive, to internal communities driving cultural celebration and professional growth, the site is an always-on reflection of our values.

Our strategy is anchored by three pillars that guide how we work, how we lead, and how we build.

- **Inspire Empathy** through storytelling and connection
- **Design Inclusively** by building with a global lens
- **Cultivate Belonging** by creating space for everyone to thrive

Teams across Snap showcase belonging in action through innovative products like the Coca-Cola Olympic AR vending machines, inclusive Bitmoji for Paralympians, and the Ramadan AR Mall in MENA — bringing community perspectives into Snap’s global storytelling.

## Growing Community Through ERGs

Snap’s 10 global ERGs are central to how we foster connection and build culture. In 2024, nearly half of Snap team members participated in at least one ERG — a powerful reflection of our community’s desire to learn, grow, and support each other.

To better scale impact and support for our communities, we introduced regional and global ERG leadership roles, expanded our executive sponsor model to involve more senior leaders across Snap, and enhanced programming focused on community-building and professional development. Together, Snap’s ERGs hosted more than 200 internal events, ranging from cultural celebrations and speaker series to career workshops and unique in-app experiences.

# SUPPORTING OUR TEAM

Snap succeeds when our people thrive. That’s why we continue to invest in meaningful ways to support team members at work and beyond. In 2024, we focused on strengthening connection, development, and well-being through cross-functional efforts from Council, Learning and Development, Inclusion and Belonging, and Benefits teams. These programs help shape the team member experience and reinforce a shared message: Everyone belongs at Snap.



## Building Trust Through Council

Council remains a foundational part of Snap’s culture. It provides a dedicated space — guided by a trained facilitator — where team members can share their stories, reflect on their experiences, and listen deeply to one another. One person speaks at a time, without interruption, creating a rhythm of conversation that encourages connection and trust.

In 2024, 90% of Snap teams participated in Council. These sessions are ongoing experiences designed to build community across roles, functions, and geographies. Council also partners with our ERGs, who host their own dedicated Councils as part of community-building and cultural celebrations.

## Growing Talent, Together

Snap’s talent development programs are designed to help team members grow into the next version of themselves, whether they’re new to the company or evolving into leadership.

Our “Go Grow” campaign reached hundreds of team members through workshops focused on high performance, feedback, and growth. Our Aperture Leadership Program and People Manager Hub continued to equip managers with tools for inclusive, effective leadership.

### Listening and Learning

We continue to prioritize open, honest feedback across the company. Through our biannual “All Ears” survey, team members share insights about their experience at Snap and help shape what comes next. In 2024, results showed notable improvements in team members recommending Snap as a great place to work, feeling valued for their contributions, and clarity around career conversations and performance feedback.

This feedback helps guide our evolving employee value proposition and reinforces the idea that building a culture of belonging starts from within. We also continued long-standing forums like “Ask Evan” and “Snap in Focus” — two ways team members can engage directly with leadership, ask questions about the business and culture, and hear updates on priorities across the company.

In 2024, over 1,000 team members across 40 offices joined Snap, guided by a global onboarding program, a New Hire Summit, and a peer ambassador network, with approximately 86% of Q3 hires reporting they felt supported by their onboarding ambassador.

We also scaled a wide range of learning and coaching opportunities:

- Leadership Lens engaged over 30 emerging leaders
- Hogan Workshops brought together nearly 70 leaders across six executive teams
- Leadership Link pilot welcomed over 125 participants
- BetterUp coaching supported over 50 leaders through personalized development
- Onboarding enhancements helped nearly 25 new leaders transition smoothly into their roles



## Prioritizing Well-Being

Snap remains committed to supporting the full spectrum of team member well-being — mental, physical, financial, and family. In 2024:

- Our partnered mental health benefit covered up to 15 sessions of therapy and coaching sessions for our team members and their immediate family members at no cost.
- We launched a new platform with Healthee to help employees compare healthcare plans, find providers, and navigate benefits with greater transparency.
- We introduced a global partnership with UrbanSitter for backup child and elder care available to team members across all Snap locations.
- We ran campaigns focused on Mental Health Awareness Month and financial wellness, featuring expert-led sessions and tools for planning and saving.
- We offered up to 16 weeks of paid leave for birthing and non-birthing parents, with an option to work part-time for an additional month upon returning to Snap.
- Our medical plans also provided up to \$10,000 in annual coverage for US team members in the event that certain medical procedures are not available in the person’s state of residence.

# 90TH PERCENTILE

Snap remains near the 90th percentile<sup>6</sup> in benefits compared to industry benchmarks — reflecting our continued investment in making Snap a great place to work.

## Championing Workplace Safety

In 2024, we advanced our global Environmental, Health, and Safety (EHS) programs. Key initiatives included:

- Conducting machine risk assessments and developing safety procedures to mitigate potential hazards
- Performing gap analyses and inspections at high-risk sites to proactively identify and address hazards
- Supporting new site openings by ensuring safety protocols are integrated from the beginning to create a safe working environment
- Updating the ergonomics program to improve working conditions and reduce related risks
- Reviewing and developing emergency response plans and training programs

These improvements helped Snap maintain a Total Recordable Incident Rate below industry average again in 2024. Looking ahead, we’re launching new Risk Assessment and Inspection Modules through our EHS Management platform to streamline the management of EHS incidents, facilitate risk assessments, and support effective action management.



<sup>6</sup> Metrics based on annual third-party review on Snap's programs against industry standards.

OUR MATERIAL TOPICS

- Corporate Culture
- Corruption and Bribery

# GOVERNANCE

Responsible governance is foundational to driving meaningful progress. It’s how we build trust, stay accountable, and ensure that our actions match our values. Our governance practices are rooted in transparency, integrity, and a human-centered approach to leadership, reflecting our commitment to being kind not just in how we design our products, but in how we operate as a business.



Photo by: Andrea Calo

## Read Our Policies

Learn more about our [Board and Committees](#), [Tax Strategy](#), [Corporate Governance Guidelines and Committee Charters](#), and [Snap’s Global Code of Conduct](#).

For company updates, financial information, and more, visit [investor.snap.com](https://investor.snap.com).

## In This Section:

Board and Committees .....	29
Data Governance .....	29
Integrity and Compliance .....	30
Our Supply Chain .....	34

## Board and Committees

Every year, we review the charter of each of our Board committees to make updates in line with corporate governance best practices and Directors’ feedback. We also regularly survey our directors for their insights on the Board’s composition and operations, incorporating their feedback to continuously enhance our effectiveness. Additionally, relevant ESG updates are integrated into both committee and full Board meetings.

In 2024, our Board of Directors consisted of two Executive Officers and nine independent Directors, with a non-executive and independent Chairperson. Each of our three standing Board committees — the Audit Committee, the Compensation Committee, and the Nominating and Corporate Governance Committee — is chaired by and composed of independent Directors.

## Data Governance

At Snap, we take a thoughtful, multi-layered approach to how we govern the data we use internally and share externally. We’re committed to ensuring that all public-facing information — including financials, user metrics, advertising performance, and the data in our Transparency Report and this Citizen Snap Report — is accurate, complete, and responsibly presented. All public data statements follow a rigorous review process with robust checks and controls to uphold the highest standards of integrity.

Snap uses a multi-layered governance framework to uphold the integrity of key business metrics.

### Defining and Building Data Controls

Our first layer is focused on advising teams during the design, definition, and implementation of engineering controls to promote accuracy and completeness in data collection. When new products or features are introduced, cross-functional discussions between product, legal, and engineering teams determine how the feature should impact existing metrics. This is critical for establishing clear, consistent definitions and ensuring that data is captured correctly.

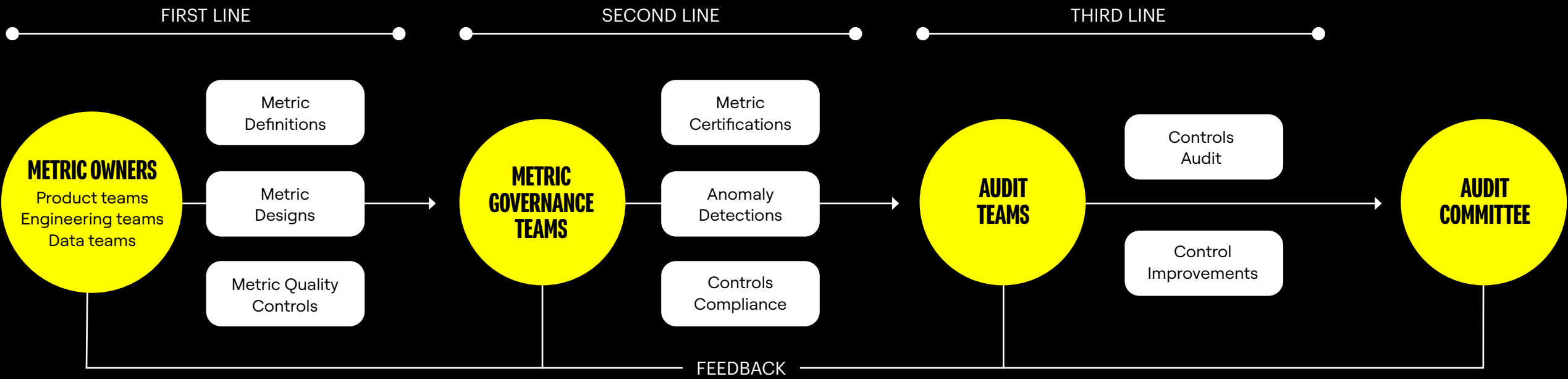
### Compliance and Certification Reviews

Once definitions are finalized, engineering teams build data collection systems and integrated quality checks. Compliance reviews ensure that these controls are implemented as intended.

Key business metrics, such as Daily Active Users, undergo a data integrity certification program, which includes:

- Metric Definition Review: Alignment between product/business owners and the data and engineering teams responsible for metric computation.
- Code and Instrumentation Review: A detailed review of the data instrumentation and supporting code.
- Ongoing Monitoring: Implementation of continuous data quality checks and anomaly detection to safeguard metric integrity over time.

## Our Data Governance Process



### Internal and External Audits

An independent Snap team audits both the certification process and the data quality controls embedded in our pipelines at least once per year. In addition, we commission an external third-party review of our data integrity procedures annually. The findings from this review are presented to our Audit Committee to ensure transparency and accountability at the highest levels.

In addition to the public statement review process in place for statements using Snap data, many of our key metrics for user engagement and revenue used in financial reporting, publicity, partner communications, and other activities receive a data integrity certification. Examples of Snap’s key metrics can be found in our quarterly earnings materials at [investor.snap.com](https://investor.snap.com). We also empower our users to protect the privacy of their data. See [Privacy by Design](#) for more information.

# INTEGRITY AND COMPLIANCE

From training to governance, our Integrity and Compliance (I&C) team provides the structures, policies, and tools that help Snap and its partners act ethically, manage risk effectively, and build trust across markets. As a global company, we use our Code of Conduct and centralized compliance programs to align teams across cultures, regions, and business areas — making compliance a shared language and a way of life.

## The Guide to Kind Business

Snap’s **Global Code of Conduct** outlines the principles and expectations that define how we work. The Code is updated annually to reflect new regulations, internal policy changes, and emerging risks. All employees are trained on the Code during onboarding and on an annual basis, with more than 98% training completion in 2024. The Code is publicly available at [investor.snap.com](#) and on our intranet.

We design our training to be values-led, encouraging team members to act with courage and empathy — even when the right path isn’t obvious. Our goal is to make compliance not just understandable, but meaningful and relevant in day-to-day work.



## Preventing Bribery and Corruption

Snap has zero tolerance for bribery or corruption. We comply with all relevant anti-corruption laws, including the US Foreign Corrupt Practices Act and the UK Bribery Act, and require every team member to uphold our Anti-Bribery and Anti-Corruption Policy and our Gifts, Meals, Entertainment, and Third-Party Travel (GMET) Policy. Employees are required to disclose any GMET above certain reporting thresholds to I&C for review.

## Strengthening Global Compliance

To bring our anti-bribery and anti-corruption efforts closer to teams around the world, we expanded our Compliance Champions program to help local teams understand compliance requirements, navigate jurisdictional complexities, and raise potential risks early. In 2024, we also created regional dashboards that give country General Managers visibility into their team’s training progress and compliance-related activities.



We leverage our leaders in international geographies to support us in upholding our policies and processes. Leaders in EMEA and APAC have helped drive this effort to promote Snap’s values and policies in-market — showcasing what it means to do business the right way.

We also conducted enhanced anti-bribery monitoring and testing in areas such as supplier spend, GMET, research grants, and contract terms and conditions.

## Reporting Concerns, Safely

Snap maintains multiple channels for raising concerns about potential misconduct or violations of our Code. Employees can raise concerns confidentially through their manager, HR, or a third-party managed 24/7 [helpline](#) where they can choose to remain anonymous. Our Whistleblower Policy strictly prohibits retaliation and supports employees who speak up in good faith or refuse to participate in behavior that violates our policies. We strive to foster a culture where compliance conversations are welcomed — not feared — and where people feel empowered to protect Snap’s integrity.

## Compliance as a Culture

Snap is conducting proactive risk assessments and gap analyses to stay ahead of compliance changes, balancing global standards with a values-driven approach that prioritizes trust and transparency. We continue to evolve our compliance frameworks to meet emerging global regulations.

Compliance at Snap is not an isolated function — it’s a culture supported by cross-functional partnerships, leader engagement, and a consultative approach. Our I&C team serves as a trusted resource to other departments, helping integrate compliance into everyday workflows and product decisions. This holistic model allows us to scale with integrity, support innovation, and maintain a unified global standard, no matter where growth takes us.

By embedding ethics into how we lead, work, and collaborate, we’re not just meeting expectations — we’re aiming to exceed them in a way that reflects who we are: a company driven by kindness, committed to doing what’s right.

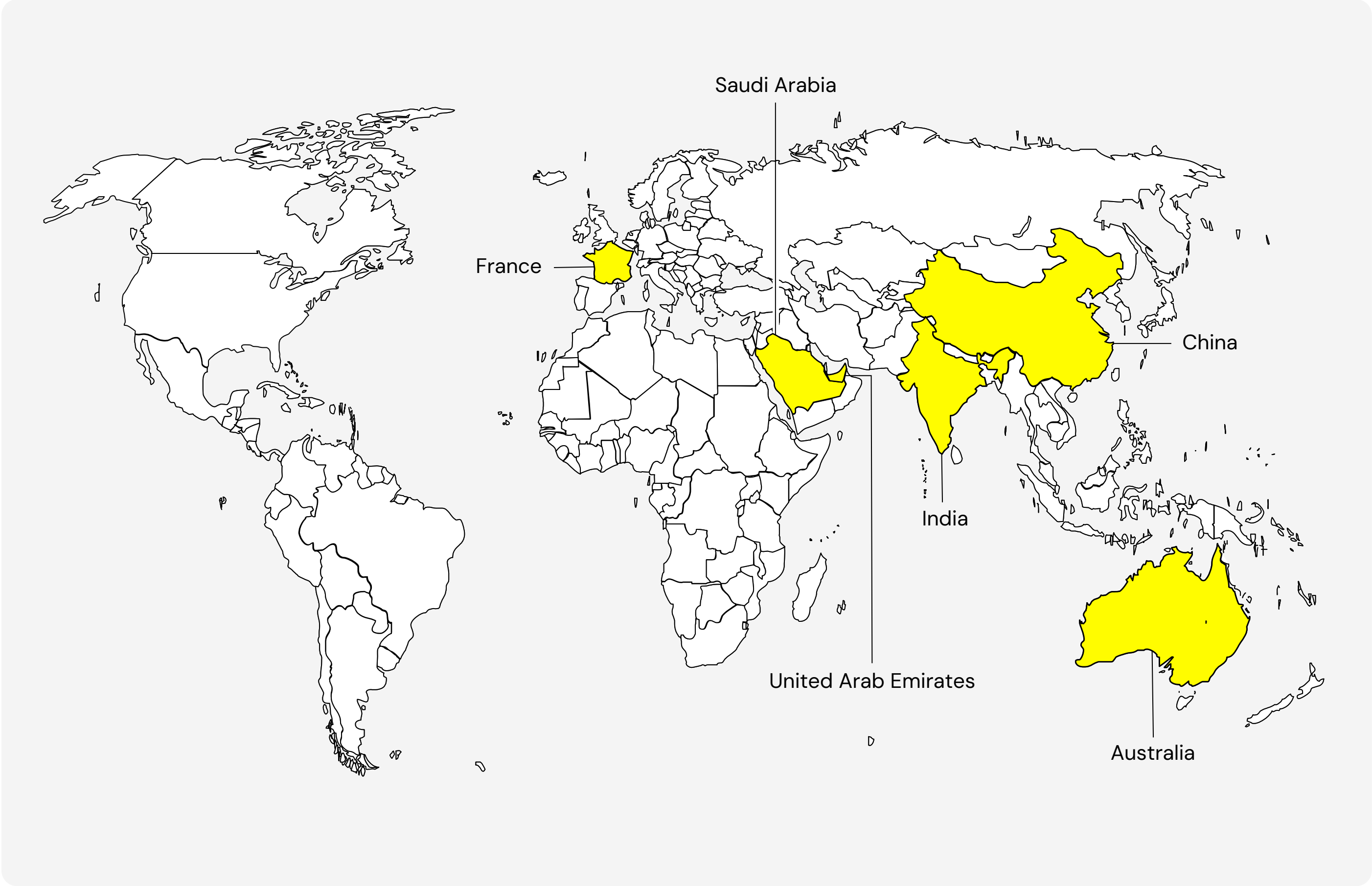


## Snap Compliance Champions

Snap’s Compliance Champions program plays a vital role in extending the reach of our integrity and compliance efforts across the globe. In 2024, we expanded the program to include Champions based in India, China, Australia, the United Arab Emirates, Saudi Arabia, and France.

These individuals represent key functions, such as sales, global brand experience, public policy, communications, and talent partnerships. As trusted liaisons between the business and Snap’s I&C team, Champions help local teams understand and apply compliance policies, navigate jurisdiction-specific complexities, and elevate potential risks before they escalate.

Beyond their day-to-day support, Compliance Champions serve as culture carriers, reinforcing Snap’s expectations and helping to embed our values into local operations. They assist with training, promote awareness of compliance requirements, and support global initiatives such as anti-bribery testing and reporting protocols. In 2024, we formalized the program by establishing goals and tracking participation, enabling better coordination and more proactive risk management across regions. As Snap continues to grow internationally, the Compliance Champions program is key to ensuring that our standards remain consistent — and our commitment to ethical business practices remains strong — wherever we operate.



SPOTLIGHT

Ben Au, Compliance Champion for Australia & New Zealand

As Snap’s Public Policy Lead for Australia and New Zealand, Ben Au also serves as the region’s Compliance Champion. In this role, he acts as a key link between local teams and Snap’s global compliance function, helping to embed a culture of responsibility, transparency, and trust across the business.

“Integrity has always been central to who I am,” Ben shares. “Earlier in my career, I worked in criminal justice, where I saw how strong cultures of integrity — both formal and informal — underpinned the most effective institutions.”

Ben’s approach to compliance is rooted in collaboration. A key part of his work is making sure colleagues feel comfortable raising tricky or sensitive questions and helping them navigate complex situations. “I recently supported our sales team in reviewing a strategy to ensure it aligned with Snap’s policies,” he says. “I also passed along local feedback to help improve and better localize one of our global compliance trainings. That two-way exchange is so important.”

Ultimately, Ben sees his role as helping make compliance less about policing behavior and more about creating an environment where acting with integrity is second nature. “I want integrity to be something we celebrate, not something we fear. My goal is to help build a culture where everyone feels empowered to uphold Snap’s values.”

What sets Snap apart, according to Ben, is that its compliance culture doesn’t stop at checking boxes. “It’s about collective responsibility,” he says. “Acting with integrity is baked into how we work — and that’s what helps us earn and keep the trust of our community.”



“

Compliance Champions bring cultural insights to our work and act as an important link to the wider business. They strengthen Snap’s dedication to ethical business practices worldwide.”

**David Mangini**  
Senior Manager, Compliance Operations, Snap



# OUR SUPPLY CHAIN

Snap is committed to maintaining a supply chain that reflects our values of responsibility, transparency, and care for people and the planet. Since launching our first AR glasses product in 2016, we have worked to uphold social and environmental responsibility across all supplier relationships — an effort that’s even more important as we expand Specs availability and prepare for additional regulatory expectations.

Our approach combines global compliance, engagement with suppliers, and readiness for emerging risks and frameworks. In 2024, we enhanced internal coordination, established additional oversight roles, and took further steps to assess risk and elevate ethical sourcing.

Rather than a top-down mandate, our goal is to foster collaboration — sharing methodologies, aligning expectations, and supporting suppliers in building stronger environmental and social programs, and we aim to continue this work into 2025 and beyond.

## Supplier Code of Conduct and Monitoring

Our **Supplier Code of Conduct** continues to anchor expectations for safe working conditions, fair labor practices, and environmental responsibility. Modeled after the **Responsible Business Alliance (RBA) Code of Conduct**, it outlines requirements on issues such as discrimination, excessive working hours, responsible chemical management,

and anti-bribery standards. All new hardware suppliers must acknowledge our Code at onboarding and are enrolled into the RBA system. In 2024, eight supplier audits were completed through the RBA’s validated audit process. When issues are identified, we work with suppliers to implement corrective action and provide support to help meet our standards.

## Addressing Human Rights Risks

Our **Statement Against Human Trafficking and Slavery** demonstrates our commitment to ensuring that our suppliers respect human rights. To strengthen protections against forced labor and modern slavery, Snap’s Intelligence and Risk team deployed new tools in 2024 to detect early indicators of human rights violations across the countries where we do business. These signals are shared with a cross-functional team to inform oversight and response. We continue to provide training to supplier-facing teams on how to identify and mitigate labor-related risks, and we maintain our policy of terminating suppliers who violate our zero-tolerance policies for issues such as child labor or human trafficking.

“

As we scale Specs, we see supply chain responsibility as an opportunity to lead with integrity. We’re partnering with suppliers to strengthen transparency, uphold human rights, and advance shared progress on environmental and social impact.”

Daniel Muñoz  
Head of Supply Chain, Snap



## Conflict Minerals Due Diligence

Our **Conflict Minerals Statement** outlines the measures we take to comply with regulations governing minerals sourced from regions affected by armed conflict and human rights abuses and to reduce related risks in our supply chain.

We remain committed to aligning with Organisation for Economic Co-operation and Development guidance and require our suppliers to use only smelters verified as conflict-free. Through our partnership with a third-party data provider, we continue to validate supplier claims and strengthen transparency around sourcing of tantalum, tin, tungsten, and gold.

99%

Snap achieved a 99% supplier response rate to our FY 2024 conflict minerals campaign — an 8% increase from 2023.

# APPENDIX



## About This Report

Snap Inc.'s FY2024 Citizen Snap Report highlights our work and progress during the 2024 fiscal year (January 1 – December 31, 2024), unless otherwise stated. It builds on disclosures and commitments shared in previous reports, with a continued focus on the values that drive our business: kindness, integrity, transparency, and impact.

This report was prepared with reference to the VSME, developed by the European Financial Reporting Advisory Group, as well as the Global Reporting Initiative (GRI) Standards. It was also informed by guidance from the Sustainability Accounting Standards Board (SASB) Internet & Media Services Industry Standards, the United Nations Global Compact, the United Nations Sustainable Development Goals (SDGs), and the Task Force on Climate-related Financial Disclosures (TCFD).

In line with TCFD recommendations, we assess climate-related risks and opportunities to inform our resilience strategy and decision-making. We disclose greenhouse gas emissions in accordance with the GHG protocol and continue to refine and update emissions data as methodologies and data accuracy improve. Our environmental metrics and methodologies are detailed in the report index. In 2024, our environmental data was third-party verified by Cameron-Cole, LLC.

Please note: Any information or issues identified as “material” in this report are determined through Snap’s internal double materiality assessment process and may differ from definitions used in filings with the US Securities and Exchange Commission (SEC). In this context, “material” refers to topics most relevant to our stakeholders and business strategy — not necessarily those considered material for SEC reporting purposes. For information on our Company and financial performance, please refer to our SEC filings and earnings materials at [investor.snap.com](https://investor.snap.com).

## In This Section:

2024 ESG Data Tables .....	36
SASB Index .....	41
GRI Index .....	43

# 2024 ESG DATA TABLES

The following pages highlight tangible progress across our environmental, social, and governance priorities in 2024.

This year, we continued to deepen our commitment to user privacy and platform safety, evolving our tools, policies, and cross-functional processes to meet the needs of a dynamic and growing community. We launched new features to protect teens and engaged in global research and collaboration to advance online well-being.

We also expanded our investment in the communities we serve, with a focus on initiatives related to education and digital well-being. Snap team members helped drive this impact, dedicating thousands of volunteer hours across more than 30 countries through local service, mentorship, and skilled volunteering programs.

As the climate crisis remains an urgent global challenge, we strengthened the foundation of our climate strategy by refining our emissions accounting processes,

preparing for evolving disclosure regulations and planning new supplier engagement efforts to improve transparency and action across our Specs supply chain. We also continued funding climate-focused financial strategies, including support for renewable energy and carbon removal technologies.

Internally, we reinforced a culture of belonging and support through initiatives that empower our teams. We scaled Council participation, expanded leadership development programming, and enhanced well-being and family benefits. In parallel, our global ERGs led over 200 activations focused on cultural celebration, community building, and professional growth.

See the data tables in this section for third-party verified environmental metrics and key performance indicators.

## Society

Data Point	2019	2020	2021	2022	2023	2024
Number of volunteer projects	27 cities across 15 countries	31 cities across 16 countries	61 cities across 21 countries	50 cities across 26 countries	50 cities across 34 countries	53 cities across 34 countries
In-kind donations — pro bono advertising	\$3.5 million	\$3.3 million	\$9+ million	\$6+ million	\$371,000	\$128,000
Tech						
Number of law enforcement requests for user information	25,225	43,508	61,236	76,625	72,554	92,313
Number of accounts specified <sup>1</sup>	39,657	66,705	93,930	120,089	110,120	141,706
Percent (%) of requests resulting in disclosure	74.05%	74.65%	72.20%	70.90%	74.92%	77.57%
Number of government requests to remove content, percent (%) compliance with requests	26, 8%	0, n/a	2, 0%	4, 0%	0, n/a	0, n/a
Other transparency data	<a href="#">Transparency Report</a>	<a href="#">Transparency Report</a>	<a href="#">Transparency Report</a>	<a href="#">Transparency Report</a>	<a href="#">Transparency Report</a>	<a href="#">Transparency Report</a>

<sup>1</sup> "Account Specified" reflects the number of identifiers (e.g., username, email address, and phone number) specified by law enforcement in legal process when requesting user information.

Planet

Data Point	2019	2020	2021	2022	2023	2024
Global Electricity						
Electricity (global total renewable and non-renewable)	12,463 MWh	11,945 MWh	12,457 MWh (Snap facilities electricity)	19,950 MWh (Snap facilities electricity)	30,995 MWh (Snap facilities electricity)	32,110 MWh (Snap facilities electricity and, new for 2024, includes Scope 2 and Scope 3 Categories 8 + 13)
			7,000 MWh (estimated remote work electricity)	7,202 MWh (estimated remote work electricity)	7,321 MWh (estimated remote work electricity)	4,352 MWh (estimated remote work electricity)
Renewable electricity (global total, % of total electricity use)	0	10,097 MWh	19,849 MWh	19,950 MWh	30,995 MWh	36,415 MWh
	0%	85%	>100% inclusive of workplace and estimated remote work	100%	100%	99.9%
Electricity by Country (MWh)						
Australia	149	98	123	104	235	204
Austria	Not reported	75	112	79	282	382
Canada	245	234	161	239	238	381
China	148	148	148	275	590	595
France	303	120	303	235	209	173
Germany	66	66	66	98	422	334
Hungary	Not reported	Not reported	Not reported	107	13	2
Israel	Not reported	86	183	228	103	168
Mexico	Not reported	Not reported	Not reported	7	7	2
Netherlands	48	48	51	75	167	266

<sup>1</sup> "Account Specified" reflects the number of identifiers (e.g., username, email address, and phone number) specified by law enforcement in legal process when requesting user information.

# Planet (Continued)

Data Point	2019	2020	2021	2022	2023	2024
Norway	Not reported	14	6	32	0	22
Saudi Arabia	Not reported	Not reported	Not reported	Not reported	19	148
Sweden	Not reported	14	7	5	0	201
Switzerland	68	68	68	48	176	72
Ukraine	193	270	712	216	192	81
United Arab Emirates	58	112	104	122	181	249
United Kingdom	447	494	477	519	3,101	3,101
United States	10,738	10,097	9,936	17,606	25,057	24,538
Total (renewable and non-renewable)	12,463 <sup>1</sup>	11,944	12,457	19,950	30,995	30,919
Total renewable	No direct renewable energy procurement	10,097	12,849	19,950	30,995	30,919
% Renewable electricity	0%	85%	>100% (+7,000 MWh of renewable energy for remote work)	100%	100%	100%
GHG Emissions <sup>2</sup>						
Scope 1 emissions (metric tons CO <sub>2</sub> e)	4,656	2,952	4,106	5,960	9,822	4,509
Scope 2 emissions (market-based, in metric tons CO <sub>2</sub> e)	4,284	902	160	259	961	8,948
Scope 2 emissions (location-based, in metric tons CO <sub>2</sub> e)	–	–	–	–	–	7,671
Total (Scope 1 + Scope 2 <sup>3</sup> )	8,940	3,854	4,266	6,219	10,783	13,457
Category 1: Purchased goods and services	56,460	71,554	102,160	153,180	101,339	136,236
Category 2: Capital goods	8,783	15,508	16,566	32,167	51,186	40,606

<sup>1</sup> +7,000 MWh of renewable energy for remote work.  
<sup>2</sup> 2019 baseline year.  
<sup>3</sup> Refers to Scope 2 market-based emissions.

# Planet (Continued)

Data Point	2019	2020	2021	2022	2023	2024
Category 3: Fuel- and energy-related activities	1,564	1,441	2,144	3,312	2,942	7,467
Category 4: Upstream transportation and distribution	Not applicable	5	11	76	22	725
Category 5: Waste generated in operations (estimated)	3,015	3,121	2,806	3,157	2,585	1,039
Category 6: Business travel	18,752	4,039	3,524	16,172	20,050	16,934
Category 7: Employee commuting	2,894	2,463	3,264	3,511	7,182	4,672
Category 8: Upstream leased assets	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	282
Category 9: Downstream transportation and distribution	26	8	13	16	4	12
Category 10: Processing of sold products	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
Category 11: Use of sold products	33,181	49,266	50,218	56,333	52,712	69,475
Category 12: End-of-life treatment of sold products	7	5	5	59	4	4
Category 13: Downstream leased assets	46	57	215	15	983	161
Category 14: Franchises	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
Category 15: Investments	Not applicable	Not applicable	Not applicable	Not applicable	Applicable, not calculated	Applicable, not calculated
Total Scope 3 emissions (metric tons CO <sub>2</sub> e)	124,727	147,466	180,924	267,998	239,009	277,613
Total GHG emissions (Scope 1 + Scope 2 <sup>1</sup> + Scope 3)	133,667	151,320	185,190	274,217	249,792	291,070
GHG emissions intensity <sup>2</sup>	72.7	58.8	43.9	58.2	51.9	57.0

<sup>1</sup> Refers to Scope 2 market-based emissions.  
<sup>2</sup> GHG emissions intensity = (Scope 1 + Scope 2, market-based + Scope 3) ÷ average annual full-time employee (FTE) headcount.

People

Data Point	2019	2020	2021	2022	2023	2024
Training hours	67,000+ training hours (21 training hours per person)	33,000+ training hours (8 training hours per person)	55,000+ training hours (9.7 hours of training per person)	44,000+ training hours (6+ hours of training per person)	26,000+ training hours for Snap internal courses	24,000+ training hours (Snap internal courses and LinkedIn Learning)
Total Recordable Incident Rate (TRIR)	0.2	0.05	0.11	0.03	0.018 <sup>1</sup>	0.078 <sup>1</sup>
Total Lost Time Incident Rate (LTIR)	0.14	0	0.07	0.016	0 <sup>1</sup>	0.039 <sup>1</sup>
Notices of non-compliance / violation related to EHS	0	0	0	0	0	0

<sup>1</sup> TRIR and LTIR calculated using OSHA formula.

Governance

Data Point	2019	2020	2021	2022	2023	2024
Integrity and Compliance						
Percent of team compliant with Code of Conduct Training Requirement	99.25%	99.80%	100% of new hires <sup>1</sup>	>98%	>98%	>98%
Additional Governance Data						
Number of third-party supplier audits	–	–	71 on-site supplier audits since 2016	105 on-site supplier audits since 2016	116 on-site supplier audits since 2016	124 on-site supplier audits since 2016
% supplier response for conflict minerals and compliance	<ul style="list-style-type: none"><li>97% of suppliers responded to our conflict minerals data request</li><li>100% of suppliers campaigned for materials disclosure</li></ul>	<ul style="list-style-type: none"><li>91% of suppliers responded to our conflict minerals data request</li><li>100% of suppliers campaigned for materials disclosures</li></ul>	<ul style="list-style-type: none"><li>91% of suppliers responded to our conflict minerals data request</li><li>100% of suppliers campaigned for materials disclosures</li></ul>	92.45% of suppliers responded to our conflict minerals data request for 2022	91% of suppliers responded to our conflict minerals data request for 2022	99% of suppliers responded to our conflict minerals data request for 2022

<sup>1</sup> 99% overall completion in 2021.

# SUSTAINABILITY ACCOUNTING STANDARDS BOARD (SASB) INDEX

## Internet Media & Services Standard

Topic	SASB Code	Accounting Metric	Category	Unit of Measure	Explanation
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	(1) Total electricity consumed, (2) percentage grid electricity, and (3) percentage renewable	Quantitative	Gigajoules (GJ), percentage (%)	(1) Total electricity consumed in 2024 was 87,201 MWh (2) 100% (3) 100% covered by renewable energy credits
	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 meters (m³), percentage (%)	Water is not considered a material input for Snap based on our most recent double materiality assessment.
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	n/a	<a href="#">FY2024 Citizen Snap Report, Planet, Our Products</a>
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	<a href="#">FY2024 Citizen Snap Report, Society, Responsible Products</a> <a href="#">FY2024 Citizen Snap Report, Society, Privacy by Design</a> <a href="#">Privacy Center</a>
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	Quantitative	Number	Snap does not calculate and report the number of users whose information is used for secondary purposes.  Please see Snap's <a href="#">Privacy Policy</a> for additional information on data practices.
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Presentation currency	When relevant, see <a href="#">FY2024 Form 10-K</a>
	TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Quantitative	Number, percentage (%)	(1) 92,313 (2) 141,706 (number of accounts specified) <sup>1</sup> (3) 77.57%  Please see Snap's <a href="#">Transparency Report</a> for additional information.
	TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	n/a	Snap is globally available in more than 180 countries; but like many internet services, it may be blocked in some countries, and some features are blocked in other countries. Snap does not publicly disclose the list of countries where core products are blocked, filtered, or censored.
	TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Quantitative	Number, percentage (%)	0, N/A  Please see Snap's <a href="#">Transparency Report</a> for additional information.

<sup>1</sup> "Account Specified" reflects the number of identifiers (e.g., username, email address, and phone number) specified by law enforcement in legal process when requesting user information.

Snap Inc.

INTRODUCTION

SOCIETY

PLANET

PEOPLE

GOVERNANCE

APPENDIX

FY2024 Citizen Snap Report // 42

SUSTAINABILITY ACCOUNTING STANDARDS BOARD (SASB) INDEX

(Continued)

Topic	SASB Code	Accounting Metric	Category	Unit of Measure	Explanation
Data Security	TC-IM-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	Quantitative	Number, percentage (%)	Except as required by law, Snap does not report this information.
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks	Discussion and Analysis	n/a	<a href="#">FY2024 Citizen Snap Report, Society, Security by Design</a> <a href="#">FY2024 Form 10-K</a>
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Percentage of employees that require a work visa	Quantitative	Percentage (%)	Snap does not report on this metric.
	TC-IM-330a.2	Employee engagement as a percentage	Quantitative	Percentage (%)	<a href="#">FY2024 Citizen Snap Report, People, Belonging at Snap</a> <a href="#">FY2024 Citizen Snap Report, People, Supporting Our Team</a>
	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 (%)	Snap does not report on this metric.
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	Quantitative	Presentation currency	There were no losses associated with anticompetitive behavior regulations in 2024.

# GLOBAL REPORTING INITIATIVE (GRI) INDEX

Topic	Disclosure	Disclosure Title	Response
GRI 1: Foundation		Statement of Use	Snap Inc. has reported with reference to the GRI Standards (GRI 1: Foundation 2021) for the period January 1, 2024 to December 31, 2024.
GRI 2: General Disclosures	2-1	Organizational details	<p>Snap Inc. is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.</p> <p>Snap operates in 17 countries worldwide. The locations of our operations can be found on Snap's career page <a href="#">here</a>. Snap is headquartered in Santa Monica, CA.</p>
	2-2	Entities included in the organization's sustainability reporting	<p>Unless otherwise noted in footnotes of specific disclosures, this report is inclusive of the controlled operations of Snap Inc.</p> <p><a href="#">FY2024 Citizen Snap Report, About Snap</a> <a href="#">FY2024 Form 10-K</a></p>
	2-3	Reporting period, frequency and contact point	Our 2024 Citizen Snap Report covers the period from January 1, 2024 - December 31, 2024, unless otherwise noted. We report on an annual cycle. Questions regarding this report can be sent to <a href="mailto:sustainability@snap.com">sustainability@snap.com</a> .
	2-5	External assurance	In 2024, Snap's environmental data was third-party verified by Cameron-Cole, LLC.
	2-6	Activities, value chain and other business relationships	<a href="#">FY2024 Form 10-K</a>
	2-7	Employees	<p>As of December 31, 2024, we had 4,911 full-time employees.</p> <p><a href="#">FY2024 Form 10-K</a></p>
	2-8	Workers who are not employees	In addition to full-time Snap employees, we use contracted labor to meet fluctuating labor demands. Contractor headcount data has not been provided.
	2-9	Governance structure and composition	<a href="#">FY2024 Citizen Snap Report, Governance, Board and Committees</a> <a href="#">FY2024 Form 10-K</a>
	2-10	Nomination and selection of the highest governance body	<a href="#">FY2024 Form 10-K</a>
	2-11	Chair of the highest governance body	<a href="#">Board of Directors</a> <a href="#">FY2024 Form 10-K</a>
	2-12	Role of the highest governance body in overseeing the management of impacts	<a href="#">FY2024 Citizen Snap Report, Governance, Board and Committees</a> <a href="#">FY2024 Form 10-K</a> <a href="#">Governance Documents</a>

GLOBAL REPORTING INITIATIVE (GRI) INDEX (Continued)

Topic	Disclosure	Disclosure Title	Response
GRI 2: General Disclosures (Continued)	2-13	Delegation of responsibility for managing impacts	<a href="#">FY2024 Citizen Snap Report, Governance, Board and Committees</a>
	2-14	Role of the highest governance body in sustainability reporting	<a href="#">FY2024 Citizen Snap Report, Governance, Board and Committees</a>
	2-15	Conflicts of interest	<a href="#">Governance Documents</a> <a href="#">Global Code of Conduct</a>
	2-16	Communication of critical concerns	We do not report the number and nature of critical concerns communicated to the Board due to confidentiality constraints.  <a href="#">FY2024 Form 10-K</a>
	2-17	Collective knowledge of the highest governance body	<a href="#">FY2024 Citizen Snap Report, Governance, Board and Committees</a> <a href="#">FY2024 Form 10-K</a> <a href="#">Governance Documents</a>
	2-18	Evaluation of the performance of the highest governance body	<a href="#">FY2024 Form 10-K</a>
	2-19	Remuneration policies	<a href="#">FY2024 Form 10-K</a>
	2-20	Process to determine remuneration	<a href="#">FY2024 Form 10-K</a>
	2-21	Annual total compensation ratio	<a href="#">FY2024 Form 10-K</a>
	2-22	Statement on sustainable development strategy	<a href="#">FY2024 Citizen Snap Report, A Letter from the CEO</a>
	2-23	Policy commitments	<a href="#">FY2024 Citizen Snap Report, Governance, Our Supply Chain</a> <a href="#">Global Code of Conduct</a> <a href="#">Supplier Code of Conduct</a> <a href="#">Snap, Inc. Statement Against Human Trafficking and Slavery</a> <a href="#">Conflict Minerals</a>
	2-24	Embedding policy commitments	<a href="#">FY2024 Citizen Snap Report, Governance</a> <a href="#">Global Code of Conduct</a>
	2-25	Processes to remediate negative impacts	<a href="#">FY2024 Citizen Snap Report, Governance, Integrity and Compliance</a>
	2-26	Mechanisms for seeking advice and raising concerns	<a href="#">FY2024 Citizen Snap Report, Governance, Integrity and Compliance</a>
	2-27	Compliance with laws and regulations	Snap Inc. does not report the number of significant instances of non-compliance with laws and regulations due to confidentiality constraints.  <a href="#">FY2024 Citizen Snap Report, Governance, Integrity and Compliance</a> <a href="#">Global Code of Conduct</a>

GLOBAL REPORTING INITIATIVE (GRI) INDEX (Continued)

Topic	Disclosure	Disclosure Title	Response
GRI 2: General Disclosures (Continued)	2-28	Membership associations	Snap is a member, sponsor, or partner of of the Business Ethics Leadership Alliance (BELA), AnitaB.org, Responsible Business Alliance (RBA), Information Technology Industry Council, and Business for Social Responsibility, among others.
	2-29	Approach to stakeholder engagement	<a href="#">FY2024 Citizen Snap Report, Our Approach, Our Double Materiality Assessment</a>
	2-30	Collective bargaining agreements	<a href="#">FY2024 Form 10-K</a>
GRI 3: Material Topics	3-1	Process to determine material topics	<a href="#">FY2024 Citizen Snap Report, Our Approach, Our Double Materiality Assessment</a>
	3-2	List of material topics	<a href="#">FY2024 Citizen Snap Report, Our Approach, Our Double Materiality Assessment</a>
GRI 201: Economic Performance	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">FY2024 Form 10-K</a>
	201-2	Financial implications and other risks and opportunities due to climate change	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Risk &amp; Resilience</a> <a href="#">FY2024 Form 10-K</a>
GRI 205: Anti-corruption	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Governance, Integrity and Compliance, Anti-Bribery and Corruption</a>
	205-2	Communication and training about anti-corruption policies and procedures	<a href="#">FY2024 Citizen Snap Report, Governance, Integrity and Compliance, Anti-Bribery and Corruption</a> <a href="#">ESG Data Tables, Governance, Integrity and Compliance</a> <a href="#">Global Code of Conduct</a> <a href="#">Supplier Code of Conduct</a>
GRI 302: Energy	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a>
	302-1	Energy consumption within the organization	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, Global Electricity and Electricity by Country</a>
	302-4	Reduction of energy consumption	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, Global Electricity and Electricity by Country</a>
	302-5	Reductions in energy requirements of products and services	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, Global Electricity and Electricity by Country</a>
GRI 305: Emissions	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a>
	305-1	Direct (Scope 1) GHG emissions	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, GHG Emissions</a>
	305-2	Energy indirect (Scope 2) GHG emissions	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, GHG Emissions</a>

GLOBAL REPORTING INITIATIVE (GRI) INDEX (Continued)

Topic	Disclosure	Disclosure Title	Response
GRI 305: Emissions (Continued)	305-3	Other indirect (Scope 3) GHG emissions	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, GHG Emissions</a>
	305-4	GHG emissions intensity	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, GHG Emissions</a>
	305-5	Reduction of GHG emissions	<a href="#">FY2024 Citizen Snap Report, Planet, Climate Strategy</a> <a href="#">ESG Data Tables, Planet, GHG Emissions</a>
GRI 401: Employment	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, People, Supporting Our Team</a>
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	<a href="#">FY2024 Citizen Snap Report, People, Supporting Our Team, Prioritizing Well-Being</a> <a href="#">Snap Inc. Benefits</a>
GRI 404: Training and Education	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report People, Supporting Our Team, Growing Talent, Together</a>
	404-1	Average hours of training per year per employee	<a href="#">ESG Data Tables, People, Training Hours</a>
GRI 405: Diversity and Equal Opportunity	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, People, Belonging at Snap</a> <a href="#">Belonging at Snap</a>
GRI 406: Non-discrimination	3-3	Management of the material topic	<a href="#">Snap's EEO Statement</a>
GRI 414: Supplier Social Assessment	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Governance, Our Supply Chain</a>
	414-1	New suppliers that were screened using social criteria	Our Engineering, Supply Chain, and Supplier Quality teams and go through a rigorous selection process to review new hardware suppliers. Additional ESG assessments are conducted at our discretion depending on supplier spend, type, and risk.  <a href="#">FY2024 Citizen Snap Report, Governance, Our Supply Chain</a> <a href="#">ESG Data Tables, Governance, Additional Governance Data</a>
GRI 416: Customer Health and Safety	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Society, Safety by Design</a>
	416-1	Assessment of the health and safety impacts of product and service categories	<a href="#">FY2024 Citizen Snap Report, Society, Safety by Design</a>
GRI 418: Customer Privacy	3-3	Management of the material topic	<a href="#">FY2024 Citizen Snap Report, Society, Safety by Design</a> <a href="#">FY2024 Citizen Snap Report, Governance, Data Governance</a> <a href="#">Snap Inc. Privacy Policy</a>
	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	<a href="#">FY2024 Citizen Snap Report, Society, Security by Design</a>

**Snap Inc.**