2024

CitizenSnap Report

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A Letter from Evan

Every year, we publish a CitizenSnap report that provides more insight into how we run our business, support our global team, and contribute to the communities we serve.

Snapchat helps more than 850 million monthly active users and 432 million daily active users[1] around the world feel closer to the people that matter most to them, even when they're far apart. Our strict privacy settings, content moderation policies, responsibly-built safeguards, and commitment to building products that serve humanity are what set us apart. We have always felt a deep obligation to give back and to make a positive impact, and we know that our responsibilities extend far beyond the laws we're required to abide by.

While we're extremely proud of the progress we've made in 2023, we know that our work is never done and we'll keep striving to live up to our values of being kind, smart, and creative in all aspects of how we operate.

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

1 Snap Inc. internal data for Q2 2024.

Executive Summary

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. The 2024 CitizenSnap Report demonstrates our progress and commitment to operating responsibly and purposefully.

In 2023, we advanced our core priorities:

Privacy and Safety by Design

We advanced our privacy and safety initiatives by launching in-app videos to educate our community on online sexual risks, holding the first in-person meeting of our reconstituted Safety Advisory Board, and expanding Transparency Reports under new regulations like the EU Digital Services Act. We introduced features such as chat text reporting, enhanced friending protections, and simplified location sharing. Our Trusted Flagger program and in-app crisis resources further underscored our commitment to user safety and security.

Society

We focused on supporting a healthier society and enhancing civic engagement in preparation for the upcoming 2024 election cycle. We launched an in-app voter registration tool in partnership with Vote.org and continued producing high-quality news content through shows like *Good Luck America*. Mental health and substance abuse awareness remained key priorities, with initiatives like the “Seize the Awkward” campaign and the ongoing operations of our “Here For You” in-app portal. As part of our commitment to platform safety, in 2023, we took action against approximately 11.5 million pieces of content that violated our policies, demonstrating our ongoing dedication to creating a positive impact through our platform and partnerships.

Planet

We remain committed to reducing absolute Scope 1 and 2 Greenhouse Gas (GHG) emissions, focusing on energy-efficient operations, and expanding renewable energy sourcing. During 2023, we also achieved an 11% reduction in Scope 3 emissions compared to 2022. Our renewable energy initiatives, particularly through Renewable Energy Certificates (RECs), support our goal of carbon neutrality in our operations.

People

In 2023, 40.5% of our leadership hires globally were women, our largest year-over-year improvement since 2020. We strengthened initiatives to onboard, engage, and develop our team members, including revamped Employee Resource Groups (ERG), onboarding, and leadership programs. Additionally, 94% of team members participated in our Council program to foster connection and community.

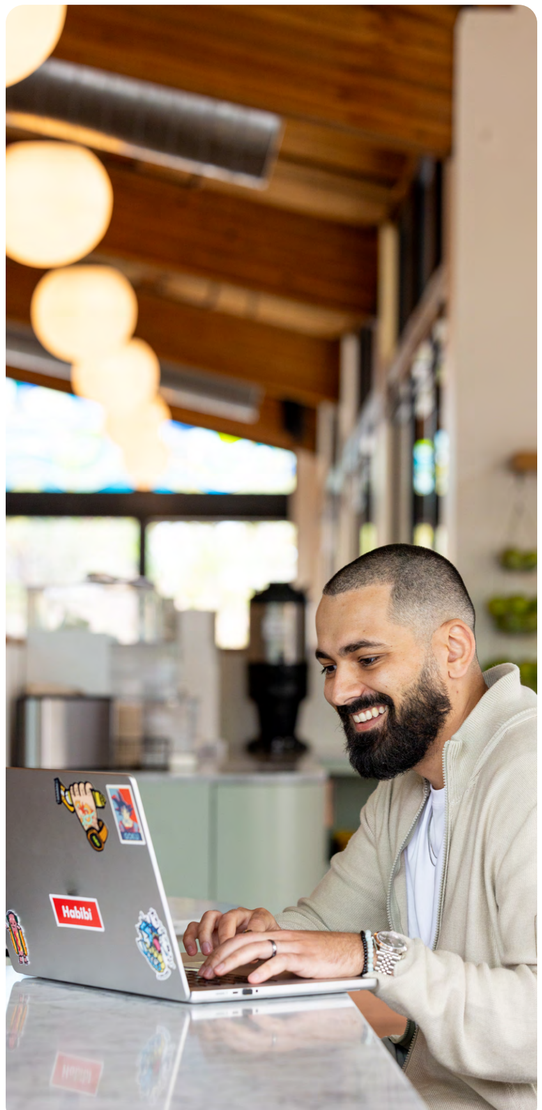
Governance

We continue to adhere to stringent integrity and compliance standards codified in our Code of Conduct. We maintained a diverse board of 40% women and 30% directors from underrepresented racial and ethnic groups. Our expanded supplier diversity initiative and tax transparency approach reflects our responsible business philosophy.

For the year ended December 31, 2023, our total tax contribution was approximately $1.1 billion.

"Since our founding, we've been protecting and empowering our community with a focus on enhancing their creativity and connection with the people who matter most in their lives."

— JACQUELINE BEAUCHERE, GLOBAL HEAD OF PLATFORM SAFETY



Looking Ahead

We're proud of our accomplishments in 2023 and we know that we have more work to do.

SOCIETY

- Work to grow trust, engagement, and collaboration with our communities by providing greater transparency around our privacy practices and enhancing our data governance process.
- Launch Snap's first Council for Digital Well-Being, a pilot program in the US to gain perspectives from teens on the state of life online today, as well as their hopes for more positive online experiences in the future.
- Advance our mission of empowering students from under-resourced communities by supporting equitable access to education and exposure to career pathways in STEAM (Science, Technology, Engineering, Arts, and Mathematics).

PEOPLE

- Improve diverse workforce representation, particularly within leadership, and accelerate leadership development through our redesigned **Aperture Leadership Program** at Snap hubs.
- Globalize our ERGs and continue to use Council to foster an inclusive environment where team members are supported, engaged, and embedded into Snap culture in every office we operate in.
- Strengthen our in-person onboarding experience by expanding opportunities for new team members to meet one another and learn more about Snap products and values.

PLANET

- Update our climate risk assessment and foundational scenario analysis to consider recent developments in global climate policy, technological advancements, and market conditions.
- Expand partnerships with cloud service providers to continue optimizing our data storage solutions and use clean energy sources for powering data centers.
- Develop Title 24-compliant design standards globally and adhere to energy efficiency regulations as well as other relevant local and international standards.

GOVERNANCE

- Continue to scale our core compliance work by redoubling our training and awareness efforts and conducting tone-at-the-top sessions with key leaders.
- Provide increased governance and visibility to the Audit Committee of our Board of Directors through our Risk and Compliance Committee, a management-level compliance oversight committee with cross-functional partners.
- Continue to conduct enterprise compliance risk assessments to identify and prioritize our highest risks, and address the efficacy of related controls.

About Snap

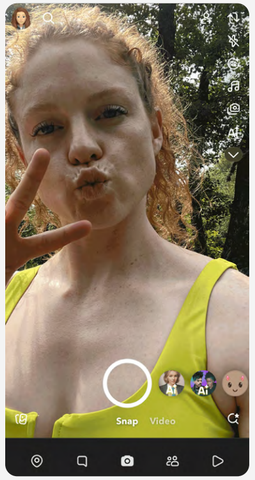
Headquartered in Santa Monica, California, Snap is a technology company with offices around the world. We are proud to serve a diverse community of more than 850 million monthly active users and 432 million daily active users.[2]

2 Snap Inc. internal data for Q2 2024.

Products and Services

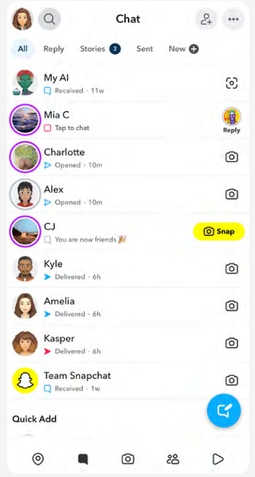
Snapchat

Our flagship product, Snapchat, is a visual messaging application that enhances your relationships with friends, family, and the world. Visual messaging is a fast, fun way to communicate with friends and family using augmented reality, video, voice, messaging, and creative tools. Snaps are deleted by default to mimic real-life conversations, so there is less pressure to look popular or perfect when creating and sending images on Snapchat. Snapchat reduces the friction typically associated with creating and sharing content, and has become one of the most used cameras in the world.



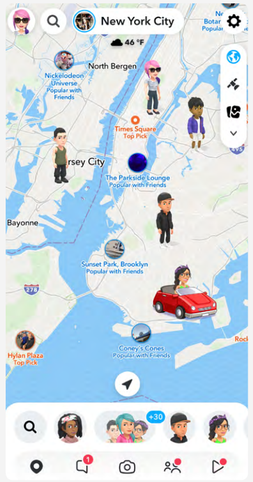
Camera

The Camera is a powerful tool for communication and the entry point for augmented reality experiences in Snapchat. Snapchat opens directly to the Camera, making it easy to create a Snap and send it to friends. Our augmented reality, or AR, capabilities within our Camera allow for creativity and self-expression. We offer millions of Lenses, created by both us and our community, along with creative tools and licensed music and audio clips, which make it easy for people to personalize and contextualize their Snaps. We also offer voice and scanning technology within our Camera. While Snaps are deleted by default to mimic real-life conversations, Snapchatters can save their creativity through a searchable collection of Memories stored on both their Snapchat account and their mobile device. A Snapchatter can also create Snaps on our wearable devices, **Spectacles**. Spectacles connect seamlessly with Snapchat and capture photos and video from a human perspective. Our latest version of Spectacles, designed for creators, overlays AR Lenses directly onto the world.



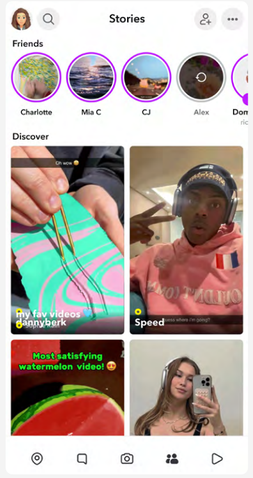
Visual Messaging

Visual Messaging is a fast, fun way to communicate with friends and family using AR, video, voice, messaging, and creative tools. We also offer My AI, our AI-powered chatbot, which helps our community foster creativity and connection with friends, receive real-world recommendations, and learn more about their interests and favorite subjects. They can also communicate through our proprietary personalized avatar tool, Bitmoji, and its associated contextual stickers and images, which integrate seamlessly into both mobile devices and desktop browsers.



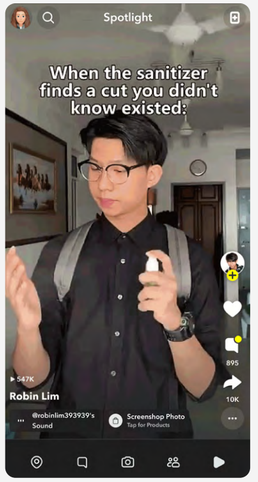
Snap Map

Snap Map is a live and highly personalized map that allows Snapchatters to connect with friends and explore what is going on in their local area. Snap Map makes it easy to locate nearby friends who choose to share their location, view a heatmap of recent Snaps posted to Our Story by location, and locate local businesses. Places, rich profiles of local businesses that include information such as store hours and reviews, overlay specialized experiences from select partners on top of Snap Map, and allow Snapchatters to take direct actions from Snap Map, such as sharing a favorite store, ordering takeout, or making a reservation.



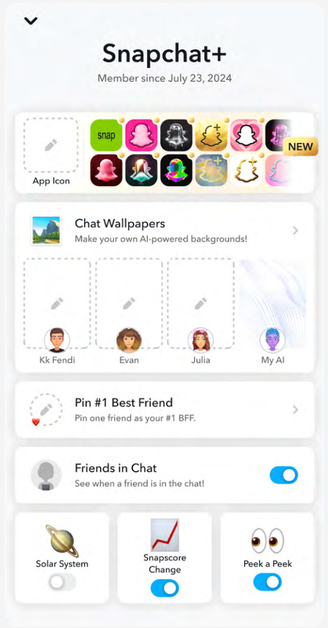
Stories

Stories are a fun way to stay connected, and feature content from friends, our community, and our content partners. Friends' Stories allow Snapchatters to express themselves in narrative form through photos and videos, shown in chronological order, to their friends. The Discover section of this tab displays curated content based on a Snapchatter's subscriptions and interests, and features news and entertainment from both our creator community and publisher partners. We also offer Public Profiles as a way for our creator community and our advertising partners to memorialize and scale their content and AR Lenses on our platform.



Spotlight

Spotlight showcases the best of Snapchat, helping people discover new creators and content in a personalized way. Here we surface the most entertaining Snaps from our community all in one place, which becomes tailored to each Snapchatter over time based on their preferences and favorites. The Trending page allows Snapchatters to discover and engage with popular topics and genres.



Snapchat+

Additionally, we offer Snapchat+, our subscription product that provides subscribers access to exclusive, experimental, and pre-release features. Snapchat+ offers a variety of features from allowing Snapchatters to customize the look and feel of their app to giving special insights into their friendships.

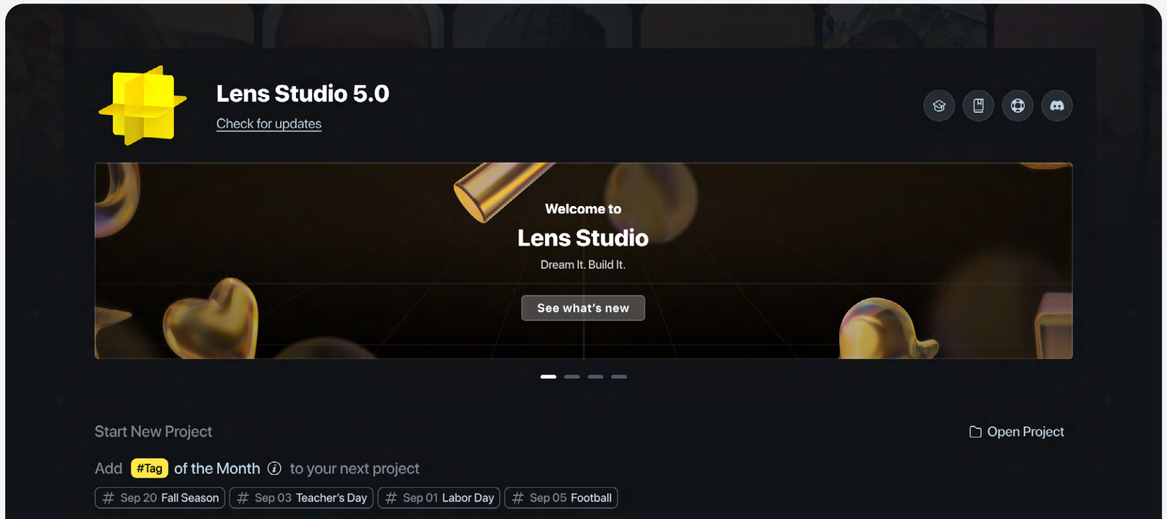
Our Partner Ecosystem

Many elements and features of Snapchat are enhanced by our expansive partner ecosystem that includes developers, creators, publishers, and advertisers, among others. We help them create and bring diverse content and experiences into Snapchat, leverage Snapchat capabilities in their own applications and websites, and use advertising to promote these and other experiences to our large, engaged, and differentiated user base. We seek to reward our partner ecosystem for their creativity, and continue to support them as they grow their audience and build their business on Snapchat.

Developers are able to integrate with Snapchat and its core technologies, like Snap's AR Camera and Bitmoji, through a variety of tools. Creative Kit gives developers and their communities a seamless sharing experience from their app directly to Snapchat. Through Camera Kit, our partners can embed Snap's AR platform directly into their application, extending the use of AR beyond self-expression and communication use cases. We also provide developers a turnkey suite of tools and services that enable them to create AR Lenses and track the performance of those through analytics. Finally, developers can bring an inclusive mode of identity and expression to their apps and games with our Bitmoji for Developers APIs and SDKs.

AR creators can use **Lens Studio**, our powerful desktop application designed for creators and developers, to build AR experiences for Snapchatters. Spotlight creators can utilize our content creation tools to reach millions of Snapchatters and build their businesses through various monetization opportunities. Our Creator Marketplace connects both AR and Spotlight creators directly with our advertising partners. We provide monetizable opportunities through programs like the Snap Lens Network and Ghost, which provide grants to support AR product development across many industries. We also support our content creator community through a number of programs, including advertising revenue sharing on our mid-roll advertisements in Snap Stars' Stories.

Publisher partners can expand their audiences and monetize content through our Discover platform. In addition, we work with various telecommunications providers and original equipment manufacturers, particularly as we build our presence in new markets.



Society

At Snap, we believe we have a responsibility to make a positive impact on society through the products we create, the content we deliver, and the ways we give back to the communities we serve. We observe responsible design principles to help take into account our community's privacy, safety, and security when we develop products. We engage, educate, and empower Snapchatters to take meaningful action through our platform. Snap also contributes to the greater good through strategic partnerships, philanthropy, and volunteering.

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Responsible Products

We are committed to maintaining the trust of our community by upholding the interconnected priorities of privacy, safety, and security across our design process. Our teams start weighing all three priorities from a product's earliest conception through its engineering, testing, launch, and support phases. This approach also supports our larger objectives for Snapchat and the products we create: empowering people, enriching their lives, encouraging them to interact with real friends, and enabling Snapchatters to share only what they want others to see and view only what others want to share.

Privacy by Design

Snap's Privacy by Design program involves a cross-functional team of designers, data scientists, engineers, product managers, attorneys, and privacy engineers. Guided by our **Privacy Principles** and **Privacy Policy**, as well as applicable laws and regulatory standards, this team reviews new apps, features, services, and functionalities that handle personal data, and identifies ways to minimize our collection of data and narrowly tailor its use.

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.

You choose how to express yourself: We believe that privacy is essential to empowering self-expression.

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.

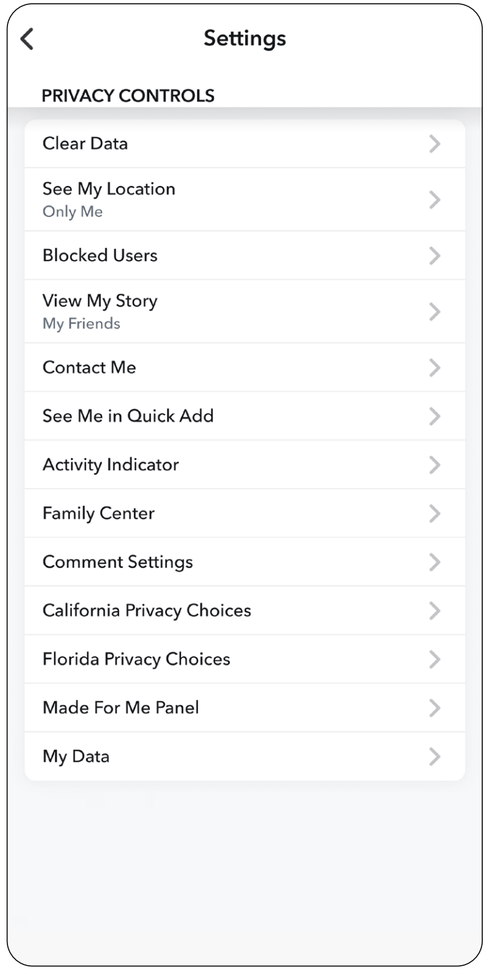
Deletion is our default: Snapchat aims to capture the feeling of hanging out with friends in person — that's why our systems are designed to delete Snaps and Chats with friends from our servers once they've been viewed or have expired (depending on your settings). Learn more.

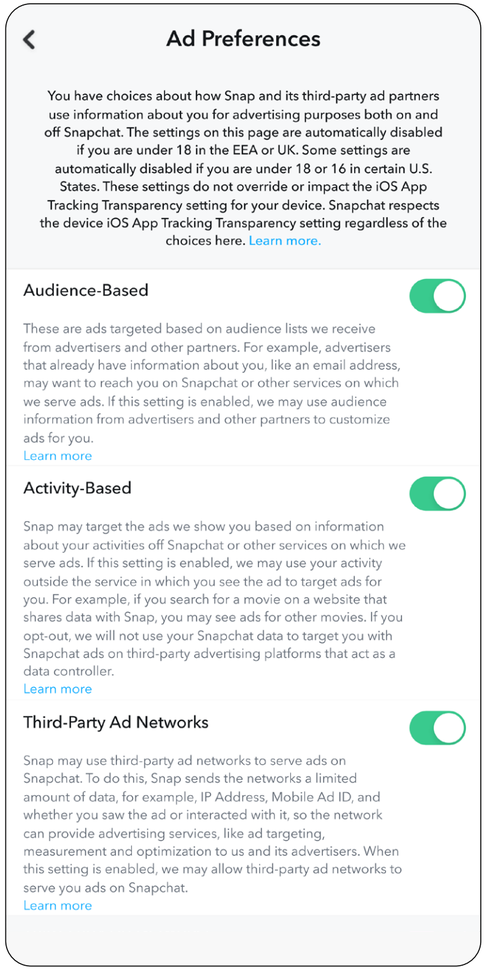
When we process the personal data of Snapchatters, we do so in a way that is in line with our **Privacy Principles** and **Privacy Policy**. For example, we:

- Provide Snapchatters with an **Ad Preferences setting**, where they can better understand and make informed choices about the types of ads they want to see on our platform.
- Turn off location sharing by default when Snapchatters use our Snap Map for the first time. Additionally, Snapchatters can share their location only with friends they've chosen, and we periodically remind Snapchatters that they are sharing their location so they can decide whether to continue doing so.
- Offer a feature called Friend Check Up, which prompts Snapchatters to review their friend list and make sure it only includes people they still want to be connected with.

Privacy Auditing and Reporting

We work with an independent assessor to conduct a biennial audit of Snap's Privacy Program. Additionally, we release **Transparency Reports** twice a year, providing insight into the volume and nature of governmental requests for Snapchatters' account information and other legal notifications. Read more about our approach to data privacy in **Data Governance**.





Safety by Design

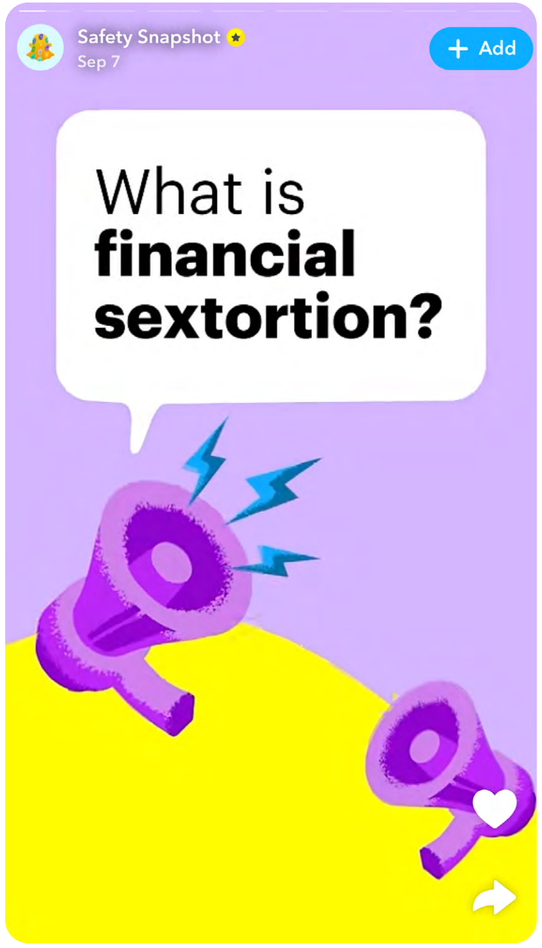
Safety at Snap starts with Safety by Design, which is about putting Snapchatters' well-being first as we develop new products and features. We have zero tolerance for illegal and potentially harmful content or behavior on Snapchat, as stated in our **Community Guidelines** and **Terms of Service**. More broadly, we take a multi-pronged approach to safety built around:

Prevention
Our product design teams strive to anticipate potential safety issues and prevent the opportunity for abuse before it can happen. We also use technology to help identify abuse on our platform.

Tools
We equip Snapchatters with the ability to manage their own experience through safety settings, in-app abuse reporting, controls to select their interests, and other tools for countering potentially harmful content and conduct. We also empower our community to make decisions about the types of ads they see through our **Advertising and Interest Preferences** settings. Additionally, our Family Center gives parents a new degree of insight and, in some instances, control over their teens' use of Snapchat, while respecting teens' privacy.

Response
Our Trust and Safety teams review and follow up on reports from Snapchatters, parents, law enforcement, or others to crack down on the sources of potentially illegal and harmful content and behavior on our app. In addition, when we see content suggesting an imminent threat to human life or safety, we quickly escalate the case to law enforcement so they're able to take appropriate action.

Education
In addition to supporting law enforcement agencies in their investigations, we collaborate on educational outreach efforts with an array of safety organizations around the world, some of which are represented on our **Safety Advisory Board**.



In 2023, we launched a series of new in-app short-form videos educating teens and young adults about a number of online sexual risks that span all platforms and services. The resources are informed by new research that we conducted and released in six countries (Australia, France, Germany, India, the UK, and the US) in June 2023 about teens' and young adults' exposure to sextortion, an online issue that Snap has been tackling.

Our Safety Principles

The principles underpinning Safety by Design at Snap — like many of our Privacy Principles — are grounded in transparency and control. They guide our product design process as well as our safety policies, systems, and frameworks.

We consider the well-being of young people — specifically teens — and age suitability at all stages of product and policy design, implementation, and management.

We work with safety advocates, experts, and other leaders in their fields to discuss, review, vet, and test products and policies until they are ready to be deployed and implemented.

We communicate directly and openly with our community so that Snapchatters understand our policies as well as the consequences of violating them.

We empower Snapchatters by providing readily discoverable, consistent, and easy-to-use features and controls, as well as actionable advice and guidance about staying safe.

We aim to detect, remove, enforce against, and report content and individuals that violate our policies.

We aim to be transparent and timely in our engagements with policymakers, law enforcement agencies, partners, collaborators, parents, and the global public, while acknowledging that we don't have all the answers but are committed to continuous learning and improvement.

Safety Advisory Board

In 2023, we held the first in-person meeting of our reconstituted **Safety Advisory Board (SAB)**, which currently consists of three youth advocates and 14 professionals from an array of online safety functions and disciplines. Snap team members updated the SAB on key projects and developments from our product, policy, and outreach teams, and SAB members provided input and feedback across a number of focus areas including parental tools and internal- and public-policy issues. The SAB meets regularly and communicates via email as needed.

Community and Content Guidelines

Snap's **Community Guidelines** apply to all forms of content and to all Snapchatters. We have zero tolerance for content that advocates or advances hate, violent extremism, or terrorism.

Our advertisers and media partners also must adhere to our **Advertising Policy** and **Snap Commercial Content Policy** in order to ensure that 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**, which apply to content submitted for viewing by a large audience.

Monitoring and Enforcement

Snapchat is committed to protecting our community members, especially young people, from exploitation and abuse on our platform. We work to prevent, detect, and eliminate abuse.

In 2023, our global in-house Law Enforcement Operations team maintained typical response times of two to three weeks for legal processes in non-emergency situations despite an 18% increase in volume from 2022. For emergency situations, we consistently respond within 30 minutes. We also hosted our third annual US Law Enforcement Summit attended by more than 3,300 officials from federal, state, and local agencies. Following this summit, 86% of attendees said they believed we are committed to working with the law enforcement community. The perception that Snapchat is a leader in supporting law enforcement also doubled following the event.

Transparency Reporting

Our semi-annual **Transparency Reports** highlight how we enforce our Community Guidelines to help build a safer, healthier, and more respectful community on our platform.

In 2023, we took action against approximately 11.5 million pieces of content that violated our policies. We received over 72,000 law enforcement requests for account information spanning over 110,000 account identifiers, with approximately 75% resulting in disclosure. We also expanded our transparency reports to cover new transparency reporting requirements under new regulations. These include the EU Digital Services Act and California AB 587. We will continue to evolve our transparency reports to share our safety story.

Safety Reporting

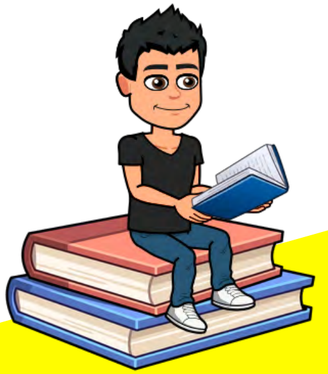
Our in-app reporting tool allows Snapchatters to alert us if they worry a friend is at risk for self-harm. In response, Snapchat Support sends a message containing links to expert assistance — such as 911 emergency services, the Suicide Prevention Hotline, and similar crisis hotlines and resources in more than 20 countries and languages.

To enhance our safety reporting, we have introduced new features including chat text reporting and additional reporting categories. New safeguards include expanded in-app warnings, enhanced friending protections, simplified location sharing, and improvements in blocking. For more information on our latest safety features, please visit our **Safety News and Updates**.

Safety Education

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 Trust and 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.

Learn more about **Safety at Snap**.



Security by Design

We bring an engineering-first mindset to security with a keen focus on eliminating vulnerabilities and simplifying security challenges through automation.

We build resilient, scalable infrastructure and developer tools that enable Snapchat and our enterprise apps to run securely, with integrated security controls and automated mechanisms, such as static and dynamic code analysis tools and third-party code vulnerability checkers.

We provide our workforce with resources to unlock a security mindset from the outset. Part of this includes offering security assurance and review services to our developers, engineers, and vendors to enable a product that is designed to uphold our security, privacy, and safety principles. Our detection and response function drives continuous visibility across external and internal threats, complemented by threat intelligence and proactive security testing to strengthen our defenses.

Inclusion by Design

We prioritize building equitable experiences for all Snapchatters. To make this goal a reality, we aim to evolve product development systems that are rooted in empathy, backed by research, and able to yield measurable impact. An inclusive process includes tools and principles that account for the lived experiences of the Snapchatters we serve globally and follows our core **Inclusion by Design** principles for product development at Snap: Increase Inclusion, Build with Empathy, and Take Smart Risks.

Social Impact on Our Platform

We recognize our role in connecting young people with the world around them. Across the Snapchat ecosystem, we help our community members learn about issues that matter most to them, and we drive impact through our creative tools. Often, we engage with leading nonprofit partners and collaborate with governments to bring important issues to light. In 2023, we amplified content and campaigns around mental wellness, drug education and prevention, civic engagement, online safety, and digital well-being.

Civic Engagement

As a primary service for 13- to 24-year-olds in the US, Snapchat has a unique opportunity to educate and inspire the next generation to be civically engaged. In preparation for the 2024 election cycle, we are focused on advancing three pillars that have remained constant throughout the years: voter education, voter registration, and voter engagement. Our efforts are not limited to the US; we are committed to promoting civic engagement globally. By providing resources and support for voters around the world, we aim to enhance democratic participation and ensure every voice is heard.

In partnership with Vote.org, a nonprofit, nonpartisan voter registration platform, we are launching an in-app tool to make voter engagement and registration as seamless as possible.

Learn more about the **campaign**.

Community Impact and Well-being

At Snap, we prioritize the well-being of our community. Each year, we collaborate with the Ad Council to support the development of their advertising and creative tools on Snapchat. In 2023, we supported their youth mental wellness campaign, Seize the Awkward. This campaign encouraged young adults to engage in uncomfortable conversations around their struggles with mental wellness, arming them with tips on how to best navigate those discussions.

Our in-app portal, Here For You, provides a safe and supportive space for people to communicate with their friends, as well as to find helpful resources and proactive in-app support for Snapchatters who may be experiencing an emotional crisis or who may be curious to learn more about these issues.

NATIONAL AND LOCAL NEWS

We seek to engage Snapchatters on civic and social issues through our slate of high-quality news shows, such as the Snap-produced *Good Luck America* (GLA). We launched GLA in 2016 as a source for credible and up-to-date news stories.

GLA's standout reporting in 2023 elevated dozens of daily stories from the news relevant to the interests of Snapchatters. These episodes included segments on a trip to the Iowa State Fair to interview Republican Primary candidates and talk to potential voters, the kickoff of the US presidential race and the Republican primary race, the ongoing war in Ukraine, and the events leading up to the continuing war in the Middle East.

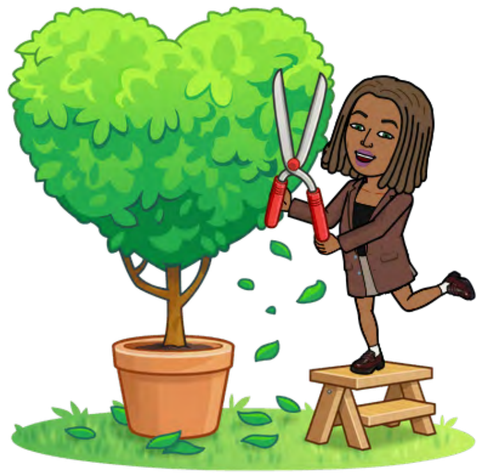
DRUG AND OVERDOSE PREVENTION AWARENESS

We work to educate young people about the dangers of illicit substances such as fentanyl. Snap is a founding partner of National Fentanyl Awareness Day, which takes place in May. In 2023, we worked with the Ad Council to promote the **Real Deal on Fentanyl** campaign, featuring former drug dealers who visited high school classrooms to talk with students about the dangers of fentanyl. The campaign also provided facts about the growing fentanyl epidemic, guidance on the dangers of fentanyl, information on the life-saving overdose reversal medication naloxone, and access to substance-abuse recovery and mental-health resources on a related website.

Community and Giving

Snap Philanthropy remains focused on three philanthropic impact areas: Access to Education, Mentorship and Career Pathways, and Community Well-being. In 2023, we delivered a record year of impact, in which we:

- Focused efforts on strengthening our most impactful partnerships and signature programs, expanding our menu of volunteer initiatives and team-based service events, and investing in partnerships to expand our global impact.
- Prioritized bringing people together, resulting in a 30% increase in team-based engagements and a nearly 20% rise in unique World Kindness Day volunteers as compared to 2022.
- Launched our inaugural Lens Lab in London, expanding access to AR education for students from under-represented backgrounds and under-resourced communities.
- Grew our APAC and EMEA volunteer events by 146% year-over-year, and established 12 new partnerships in seven markets internationally.



As a Snap team, we dedicated more than

9,000

hours to philanthropic volunteer projects in 2023 – impacting hundreds of community organizations and schools in over 50 cities across 34 countries, resulting in an 11% increase in year-over-year impact.

Expanding Access to Education

We invest in educational programs that engage students from under-resourced communities in the cities where Snap has offices. Our team members serve as volunteer curriculum consultants, speakers, project advisors, and much more.

Snap Academies

In 2023, we hosted the sixth year of the Snap Academies, our nine-week, paid summer educational programs for 60 community college students in Engineering, Design, Storytelling, and Lens (Augmented Reality). The Snap Academies are designed to provide meaningful career opportunities to groups who have been historically disconnected from equal opportunities in the tech sector, such as community college students and youth who may have experienced homelessness, foster care, or the juvenile justice system. Through these programs, we strive to prepare our young scholars for careers that may have been otherwise inaccessible to them. In addition to funding and coordinating nine weeks of instruction per Academy, Snap also donates a laptop and provides a scholarship to every student to ensure they do not have to choose between summer work and advancing their education.

Since its introduction in 2018, the Snap Academies have graduated over 250 scholars and engaged thousands of Snap team members as volunteers and mentors. In partnership with Next Shift Learning, the Snap Academies utilize immersive real-world, project-based learning to create lasting skills that prepare our students for careers in the tech and creative industries.

SNAP ACADEMIES 2023 IMPACT

667
applications from 26 states, marking a nearly 20% increase from 2022

524
Snap volunteers engaged

78%
Scholars identify as Black, Indigenous, or People of Color

909
hours dedicated by Snap team members

62%
Scholars are first-generation college students

16 Alums engaged through various projects, amounting to over **$28,000** in paid project work, including:

- Lens design for partners
- Creation of World Kindness Day marketing, Lens, and video collateral
- Implementation of a *South Park* communication and personal development workshop series
- Participation in cross-functional events and programs where alums contributed as panelists, judges, guest speakers, workshop leaders, and mentors

"The Snap Academies have changed my life in so many ways that I would have never even thought of before this opportunity."

— SOLEIL CARDENAS, 2023 SNAP STORYTELLING SCHOLAR

Lens Learning: Doubling Down on Expanding Access to Augmented Reality Education

Introduced in 2023, Lens Learning formalized our most impactful AR education initiatives under one umbrella. Through modular learning, hands-on interactive workshops, creative project challenges, and AR career immersion programs, learners gain access to resources and tools that place them at the forefront of the industry to help shape the future of AR. This program strategically uses our AR curriculum for beginners so that participants have the ability to go from Snapchat consumers to Lens creators.

Snap Lens Labs

Snap Lens Labs are AR education programs that provide students hands-on experience creating AR, developing their creative knowledge and skills, and bringing their ideas to life.

During their time in the 2023 program, 31 students explored how artists, designers, and creative practitioners work with AR, while also combining real-world environments and computer-generated content to create exciting new interactive experiences.

Furthering Our Commitment to Mentorship and Career Pathways

Empathy Week

Empathy Week is a free, education-based initiative offered at no cost to schools and teachers across more than 40 countries. Our mission is to build a generation of students that have the skills and confidence to connect and collaborate with others from different socioeconomic backgrounds, cultures, and countries, and with different abilities.

For the third year in a row, we exposed students to the world of Snap through an in-person AR workshop live in the London, UK office, and collaborated on a virtual career panel focused on “Empathy in Tech” that reached over 100 students from around the world.

LENS LEARNING 2023 IMPACT

30%

of 2023 AR Lens Challenge participants went on to be Snap Lens Academy Scholars.

AR hackathon students created 184 Lens submissions across the US, UK, France, and India.

60+

team members and creators led interactive training sessions with Snap AR curriculum, participated in fireside chats and workshops, and provided student feedback and/or critique on Lens designs, contributing a combined 64 volunteer hours to the LA and London programs.

SuitUp

SuitUp equips students for life and leadership beyond the classroom by partnering with schools/youth organizations and businesses to develop, organize, and implement engaging educational competitions in communities across the US and beyond. For the fourth consecutive year, we grew our partnership with SuitUp to contribute 329 volunteer hours to 14 experiential learning competitions across North America and Europe focused on finding creative solutions to real-world community and business challenges. Through this unique volunteer program, 132 Snap team members provided business insights and mentorship to over 400 students across the globe.

Portal Schools

In January of 2023, our Snap Product Inclusion team partnered with Portal Schools, a project-based learning high school based in LA, to present students with a design brief to help tackle a real Snapchat community challenge: “How might Snapchatters find community and a sense of inclusion in Stories, Spotlight, Discover, and Maps on Snapchat beyond their circle of friends?” This four-week design sprint was extended to three months given students’ deep curiosity and commitment to providing thoughtful insights. The students led research and discovery, empathy interviews, prototyping, and presentation development with support and guidance from both Snap’s Product Inclusion and Design teams. To conclude the project, the group was invited to our headquarters to present their findings and proposed solutions.

Fostering Community Well-being

In 2023, we remained committed to supporting community-based organizations that offer our team members opportunities to roll up their sleeves and volunteer. From packing meals for unhoused youth to cultivating a community garden, we encourage team members to get involved through various opportunities that drive local impact throughout the year.

World Kindness Day Events

We celebrated Snap's sixth annual World Kindness Day by volunteering across 57 organized events in communities around the world. Collectively, we contributed over 2,900 volunteer hours to support important philanthropic causes from food security and greenspace beautification to career readiness and literacy access.

Team & Leadership Events

In 2023, we brought together 30 teams from across the globe to connect with each other while creating a positive community impact. Teams packed snack kits for youth experiencing homelessness, built playhouses for children, cared for local urban farms and gardens, cleaned up local beaches, and participated in speed mentoring sessions. In total, we contributed over 1,500 volunteer hours to these team-driven service initiatives.

"Incorporating a philanthropy event into the 2023 Global Security Summit furthered our objective to bring the team together in creative ways, and to remind ourselves the importance of giving back and how that is a foundational element of the Snap culture."

— MIKE FRAZIER, SENIOR DIRECTOR, GLOBAL SECURITY OPERATIONS

Planet

At Snap, our commitment to environmental stewardship guides our operations, from the design of our workplaces to the products we create and the suppliers we partner with. Through our Climate Strategy, we strive to decarbonize our product offerings, supply chain, and business operations to address our impact on the environment. We focus on conserving natural resources, minimizing waste, and reducing the environmental footprint of our products throughout the lifecycle.

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Climate Strategy

In the face of the pressing global climate crisis, we acknowledge our responsibility to take meaningful action through our platform and operations. We recognize that the climate crisis poses one of the greatest challenges of our time and that concerted efforts from governments, businesses, and individuals worldwide are urgently needed to mitigate the severe consequences of the climate crisis and forge a sustainable future for generations to come.

Snap's Climate Commitments

We are proud to be one of the 500+ businesses that have joined **The Climate Pledge**, taking decisive action to achieve the goals of the Paris Agreement a decade ahead of schedule. In our pursuit of meaningful climate action, Snap adopted a set of science-based emissions reduction targets in 2021 which were validated by the Science Based Targets initiative (SBTi). These targets serve as our road map for reducing our carbon footprint in line with the latest climate science:

We are committed to reducing our absolute Scope 1 and 2 GHG emissions by 25% by 2025 compared with our 2019 baseline, ensuring that our direct operations are increasingly energy-efficient and low-carbon.

We are dedicated to reducing our Scope 3 GHG emissions from purchased goods and services, business travel, and use of sold products by 35% per unit of value added[3] by 2025 compared with our 2019 baseline, working closely with our suppliers and partners to drive sustainability throughout our value chain.

We are committed to sourcing 100% of the electricity used in our global operations from renewable sources and maintaining carbon neutrality for our operations.

In 2021, we achieved carbon neutrality with the purchase of carbon offsets for our historical operations from our founding in 2011 through 2020. Since then, we've maintained our carbon-neutral status each year through the purchase of carbon offsets for emissions attributable to Snap, including for the year ended December 31, 2023.

3 "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.

Snap Climate Action Plan

Launched in December 2021, our Climate Action Plan (CAP) spans three interlocking pillars that form our pathway to achieving our SBTi goals.

Measurement

We conduct an annual inventory of Snap's GHG emissions, which we use to track progress toward our mitigation goals and commitments.

Mitigation

We work to reduce the emissions that we control and balance the rest by purchasing renewable electricity, carbon offsets, and removals. Our emissions reduction programs address all facets of Snap's operations, aiming to meet our SBTi-approved reduction goals.

Engagement

We engage our team members, partners, and communities in helping reduce emissions by providing credible and accurate information about the climate crisis through our content platform and collaborating with our suppliers and vendors to build a shared strategy for emissions reduction.

These pillars support our journey from carbon neutrality (offsetting all emissions produced) to Net Zero (reducing our emissions as much as possible and then removing or offsetting any remaining emissions).

PROGRESS AND GOALS

Goal	Progress
Reduce Scope 1 and 2 GHG emissions by 25% by 2025	**21% as compared to 2019 base year**
Reduce Scope 3 GHG Emissions from purchased goods and services, business travel, and use of sold products by 35% per unit of value added by 2025	**29% as compared to 2019 base year**
Maintain carbon neutrality in our operations	**Achieved carbon neutrality across operations since 2021**
Procure 100% renewable electricity	**Procured Renewable Energy Certificates (RECs) and Energy Attribute Certificates (EACs) for 100% of sites since 2021**

Climate Action Report: Continuing our Commitment to Carbon Neutrality

In 2023, we bolstered our commitment to environmental stewardship, advancing our climate strategy through the implementation of our transition plans, targeted reductions in GHG emissions across all operational scopes, and financial strategies to support these initiatives.

Greenhouse Gas Emissions and Energy Consumption

In 2023, we continued our commitment to managing our environmental impact across all operational scopes in alignment with our long-term sustainability goals.

- **Scope 1 and 2:** Our direct and indirect emissions for 2023 increased 21% compared to our 2019 base year, while our operational intensity per square foot decreased by 43% compared to our 2019 base year. While we experienced some fluctuations in our direct emissions due to operational changes, we are committed to ensuring our direct operations become increasingly energy-efficient.
- **Scope 3:** In 2023, we reduced our Scope 3 emissions by 11% compared to 2022. When measured by intensity (emissions per revenue in millions USD), we reduced Scope 3 emissions by 29% from our 2019 base year.
- **Renewable Energy Initiatives:** Our ongoing expansion of renewable energy procurement, particularly through the acquisition of RECs and EACs, supports our goal of achieving operational carbon neutrality. We purchase RECs and EACs to reduce our carbon footprint from purchased electricity by ensuring that the equivalent amount of electricity we consume is generated from renewable sources such as wind, solar, or hydroelectric power.
- **Carbon Offsetting:** While RECs and EACs address our electricity consumption, we use carbon offsets to address any remaining residual emissions across Scopes 1 and 2 and 35% of total Scope 3 emissions. Carbon offsets allow us to invest in projects that avoid additional emissions or remove emissions elsewhere, such as reforestation or renewable energy projects.
- **Carbon Neutrality:** We are proud to maintain our operational carbon-neutral status in 2023 by purchasing offsets for emissions attributable to Snap for the year ended December 31, 2023.

Financial Strategies for Climate Initiatives

We have developed a financial strategy that aligns our investments with our sustainability priorities. Key elements of this strategy include:

- **Investment in Carbon Removal Technologies:** In 2023, we allocated over $350,000 to support the development of both nature-based and technological carbon removal projects, including extensive reforestation initiatives and the launch of direct air capture facilities.
- **Funding for Renewable Energy Projects:** Our investments in renewable energy projects were financed through capital expenditures and demonstrate our commitment to a sustainable energy transition.

"We believe Snap is well-positioned to drive sustainability and stewardship beyond our operations and value chain. We serve millions of users every day, which gives us the opportunity to empower positive decisions at scale."

— NANA WILBERFORCE, HEAD OF SUSTAINABILITY

Climate Risk and Resilience Assessment

In 2021, we conducted our inaugural scenario analysis in alignment with recommendations from the Task Force on Climate-related Financial Disclosures (TCFD). This exercise assessed both physical risks, including the effects of rising temperatures and extreme weather events on our operations, and transitional risks, such as the potential impacts of carbon pricing regulations on our costs and profitability.

The 2021 analysis identified several key facilities that could face heightened exposure to physical risks such as heatwaves, rising sea levels, and droughts in the coming decades under a high-emissions scenario. Additionally, we found that the implementation of a carbon price increase could increase our operating costs if we do not take measures to reduce our emissions.

Climate Resilience and Transition Strategies

As informed by our 2021 climate risk assessment, we are implementing strategies to enhance our climate resilience and capitalize on opportunities presented by the low-carbon transition. For physical risks, we are developing site-specific adaptation plans for our most vulnerable assets and investing in resilient design features like flood protection and backup power systems.

To mitigate transition risks, we are accelerating our efforts to reduce our carbon footprint in alignment with the best available climate science. This includes investing in renewable energy and energy efficiency across our operations, engaging with our suppliers to drive emissions reductions upstream, and innovating to make our products more sustainable.

Our Products

Although Snap doesn't mass-produce physical products or operate data centers, our products still have environmental impacts — and we're working to minimize them.

Snapchat consumes battery life, requiring energy to recharge devices and for data storage provided by our cloud partners. Alongside our partners' own aggressive climate goals, we continually seek to reduce our computing and storage needs and increase our app's efficiency.

Software: Cloud Efficiency

We work to optimize our data storage and reduce the associated environmental impact by collaborating with our cloud service providers to enhance our data storage efficiency and support sustainability initiatives.

Our partnerships involve several key actions:

- **Carbon-Free Energy Initiatives:** We support our cloud service providers' carbon-free energy initiatives by factoring carbon emissions into decisions on where to locate our services within their infrastructures to ensure our data storage decisions align with broader sustainability goals.
- **Transitioning to Energy-Efficient Servers:** We actively identify ways to transition our data onto more energy-efficient servers. This involves working closely with our providers to use the latest advancements in server technology and optimize our data storage for reduced energy consumption.

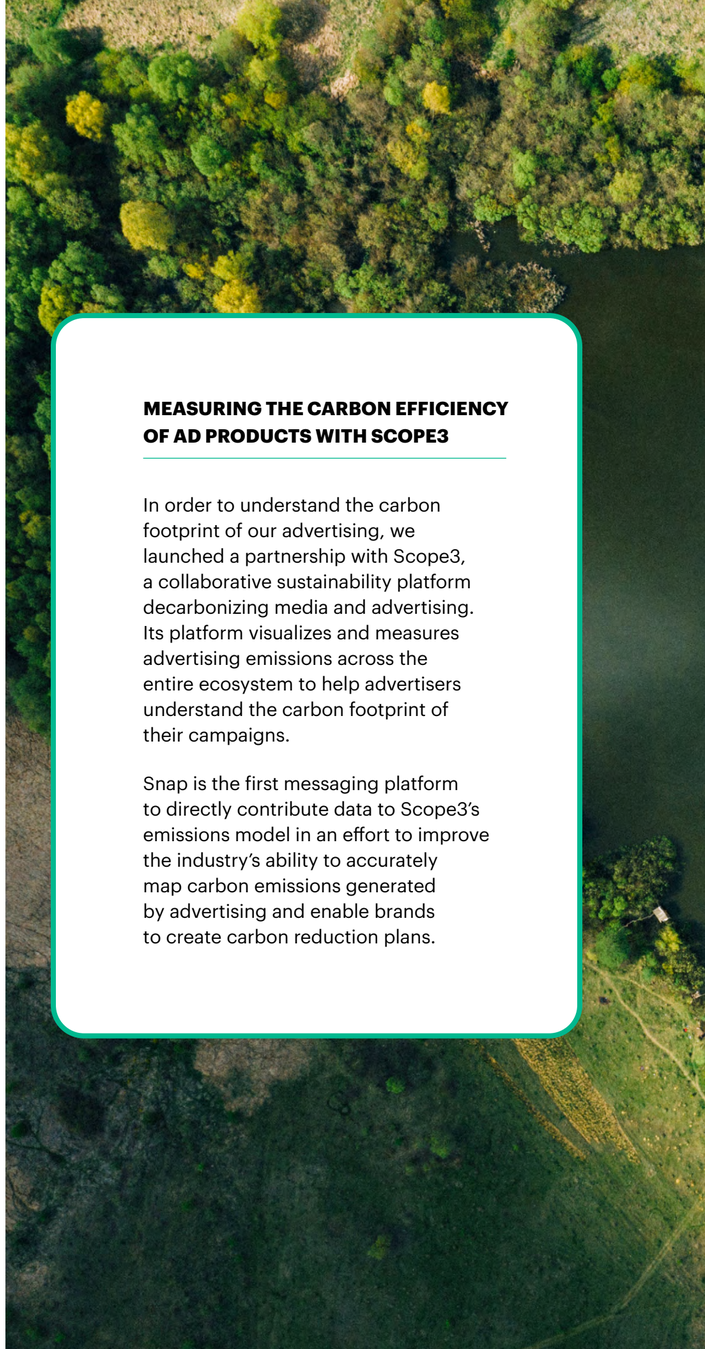
Through these efforts, we are committed to minimizing our environmental footprint while maintaining high performance and reliability of our services.

Hardware: Materials Compliance

We adhere to a range of stringent regulations designed to mitigate the environmental impact of electronic devices, including:

- The EU Restriction of Hazardous Substances (RoHS) Directive
- The EU Registration, Evaluation, Authorisation, and Restriction of Chemicals (REACH) regulation
- State of California Proposition 65

We engage closely with our suppliers to identify the materials and chemicals used in our products and require each supplier to certify their conformance with the aforementioned regulations and submit detailed data and information to a third-party validation entity. Our products also undergo third-party testing to ensure they meet exposure safety standards.



MEASURING THE CARBON EFFICIENCY OF AD PRODUCTS WITH SCOPE3

In order to understand the carbon footprint of our advertising, we launched a partnership with Scope3, a collaborative sustainability platform decarbonizing media and advertising. Its platform visualizes and measures advertising emissions across the entire ecosystem to help advertisers understand the carbon footprint of their campaigns.

Snap is the first messaging platform to directly contribute data to Scope3's emissions model in an effort to improve the industry's ability to accurately map carbon emissions generated by advertising and enable brands to create carbon reduction plans.

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Our Workplaces

As a growing company with strong community roots, we prioritize sustainability in the design, construction, and occupancy of our facilities and engage our team members on workplace sustainability issues.

Optimizing our Space

Since 2022, we have reduced our real estate footprint by over 300,000 GSF of underutilized leased space, with the majority of lease dispositions completed in 2023. In 2024, we will continue to optimize our portfolio to meet capacity requirements as teams return to the office.

We prioritize office locations in urban areas with good transit access and historically low emissions levels. Additionally, we promote diverse mobility options such as car shares, bicycles, transit, and other alternatives.

We are exploring the installation of more efficient systems to better use resources while maintaining indoor air quality and comfort. Most of our offices are in existing buildings, optimizing the embodied carbon benefits of the original construction.

Energy Use in Our Facilities

We source 100% renewable electricity for all Snap offices globally through EAC purchasing. This commitment covers all Snap-operated facilities under Scope 1 and 2 emissions. Scope 1 refers to direct emissions from owned or controlled sources, and Scope 2 covers indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed by the reporting company.

4 Embodied carbon benefits refer to the avoidance of carbon emissions that result from using existing materials and structures rather than creating new ones.

Our Supply Chain

Since the launch of our first hardware product in 2016, we have been committed to maintaining an environmentally and socially responsible supply chain. We continuously certify our products against changing regulations, seek third-party expertise and advice, audit new factories, hold our suppliers accountable for their performance, and strive for continuous improvement in our supply chain practices. We also educate partners on best practices, communicate our expectations, and allow time for them to meet Snap's standards.

Snap is a member of the **Responsible Business Alliance** (RBA) and fully supports RBA's vision and goals. RBA is the world's largest industry coalition dedicated to corporate social responsibility in global supply chains, and our membership allows us to engage with our peers and suppliers on social, environmental, and ethical risks in the supply chain.

Supplier Code of Conduct

Our **Supplier Code of Conduct** codifies the standards we expect our suppliers to meet to ensure safe working conditions, fair worker treatment, and responsible environmental practices. It incorporates social responsibility standards drawn from the **Responsible Business Alliance (RBA) Code of Conduct**, the **Universal Declaration of Human Rights**, and other guiding principles of international law.

Snap's Supplier Code of Conduct requires suppliers to uphold workers' human rights and treat workers with dignity and respect. They must avoid any use of forced or child labor, set reasonable working hours, prevent discrimination, and conform to industry-standard health and safety practices. Additionally, suppliers must protect the environment through actions such as obtaining required permits, minimizing pollution, and safely managing hazardous substances. Further, the Supplier Code of Conduct specifies that suppliers uphold the highest standards of ethics — for example, by rejecting commercial bribery and respecting third parties' intellectual property rights.

Monitoring

We use a risk assessment methodology to evaluate our supply chain. Prior to selection, prospective suppliers go through a multi-step diligence process that includes review of controls, systems, and applicable ESG requirements. If a supplier is deemed to be higher-risk, we perform in-depth research and may request a third-party, on-site audit through RBA.

A common issue identified during supplier audits is excessive working hours. In such cases, we inform the supplier of our standards and provide support to reduce the supplier's required working hours to an acceptable level. If the supplier cannot meet our standards within a reasonable time frame, we shift our business elsewhere.

Beyond merely holding our suppliers accountable, we also offer resources — such as training and assistance with implementing management systems — to correct the identified issues and prevent them from recurring.

In the event of "zero tolerance" issues, such as child labor or human trafficking, our typical policy is to immediately terminate our relationship with the supplier and notify the proper authorities.

82

on-site supplier audits conducted since Spectacles launched in 2016

91%

of suppliers responded to our conflict minerals data request for 2023

Anti-Slavery

Our **Statement Against Human Trafficking and Slavery** demonstrates our commitment to ensuring that our suppliers respect human rights. We conduct onsite assessments through a third party to verify that suppliers businesses are free from slavery and human trafficking. We also provide training on forced labor and human trafficking for our supplier-facing team members.

Conflict Minerals

Our **Conflict Minerals Statement** outlines steps we take to comply with laws regarding conflict minerals — those that are mined under conditions of armed conflict and human rights abuses, such as in the Democratic Republic of Congo — and to reduce risk in our supply chain.

We are committed to complying with regulations on the use of conflict minerals such as tantalum, tin, tungsten, and gold. Our suppliers certify that they source minerals from conflict-free smelters and exercise due diligence on their own suppliers in accordance with the Organisation for Economic Cooperation and Development (OECD) guidance. We also work with a supply chain data-management company to verify suppliers' commitments.

Climate Engagement on Our Platform

We use our platform's reach to raise climate crisis awareness and empower Snapchatters to take action. Collaborating with sustainability-focused partners around the world, we take a science-based approach to sharing accurate information about climate change, pollution, and other environmental issues. We also create AR experiences that visualize environmental threats to Snapchatters.

EXPERIENTIAL EDUCATION ON ENERGY SAVINGS

As part of our commitment to leveraging our platform for climate action and education, Snap partnered with **EDF**, a leading electric utility company, to develop an immersive AR experience that allows Snapchatters to explore a virtual apartment and learn about energy-efficient behaviors through interactive challenges and quizzes.

The campaign originally reached seven million Snapchatters in France with a 30-second average playtime and more than 200K shares.

Engagement

Our mission is to not only raise awareness about climate-related issues within our team, but also to inspire action through our platform. We aim to cultivate a working environment that is environmentally conscious and motivated to make a difference. This involves initiatives such as encouraging our team to opt for public transportation or carpooling and spearheading tree-planting activities.

We extend our environmental responsibility beyond our internal operations to our supply chain, engaging with our suppliers and vendors to reduce our collective carbon footprint. Our strategy includes giving preference to suppliers with sustainable practices and motivating our current partners to embrace greener processes. We also engage local communities by sponsoring environmental projects and organizing cleanup events.

People

In 2023, nearly 5,300 team members generated the kindness that shapes our business and fuels our commitment to making the world a better place. We value our team members and promote an inclusive workplace culture that is safe, engaging, and inspiring.

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Diversity, Equity, and Inclusion

At Snap, we believe that Diversity, Equity, and Inclusion (DEI) is everyone's job and critical to long-term growth. We see how hiring great, diverse talent helps improve our business performance. That's why Snap remains committed to continuing the journey of improving workforce representation, asking all teams to bring a DEI focus to their work, and deepening our commitment to cultivating diverse leaders who bring dynamic perspectives, ideas, and talent to Snap.

Read more about Snap's DEI strategy to Inspire Empathy, Redesign Systems, and Drive Accountability and how our team members prioritized DEI in their own ways, and see progress towards our 2025 representational goals in our **2024 Diversity Annual Report**.

Inspiring Empathy

Snap currently has ten global Employee Resource Groups (ERGs), each centered around a cultural affinity shared by members of our global team. ERGs provide opportunities and resources that help inspire empathy, promote understanding, and encourage inclusion of all team members.

Driving Accountability: Supplier Diversity Pilot

In 2023, our Strategic Sourcing Team, in collaboration with our Inclusion, Diversity, Equity, Awareness (IDEA) team, completed a pilot project to increase diverse supplier spend across different teams at Snap. The goal was to test strategies tailored to individual teams instead of offering blanket solutions. The initial pilot focused on our AR organization, gathering information about supplier selection, types of services, and potential diverse suppliers and ultimately identified strategies for this team. They also evaluated and onboarded new software called TealBook to help the Snap team source new diverse suppliers.

EMPLOYEE RESOURCE GROUPS (ERGS)

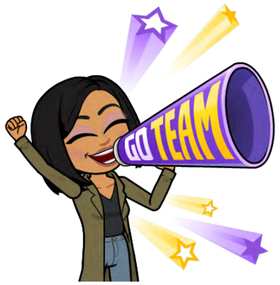
In 2023, our ERGs showcased how building empathy can inspire new perspectives and tangible business impact.

Led by **SnapPride**, **Snap OutLoud** is a Snap Show that educates Snapchatters about the meaning of LGBTQIA+, spotlights the different communities under the LGBTQIA+ umbrella, and celebrates the people who make up the community. Across 11 countries, 25x million unique users were reached and the Lens was shared one million times.

SnapWomen partnered with our AR studio team in Paris to launch an AR activation, **8 Mars 8 femmes**, or 8th of March, 8 women. This activation featured female AR statues next to male ones to celebrate great women in history who were never given appropriate credit for their impact, and won the global Drum Award for Marketing.

An Ode to Noir is a short film by **SnapNoir EMEA** that amplifies the stories and culture of Black team members, revealing cultural richness, what they've learned, and how to expand a sense of belonging for underrepresented groups.

Find more inspiring stories in our **2024 Diversity Annual Report video**.



Supporting Our Team

Snap succeeds when our people succeed. That's why we're dedicated to supporting them — at work and beyond. In 2023, we doubled down on initiatives to engage and uplift Snap employees.

Employee Engagement

There are many ways for team members to share their experiences and engage with leadership at Snap, including a monthly "Ask Evan" and "Snap in Focus," where team members ask leaders questions about the business, company, and culture, and learn about upcoming initiatives throughout the company. There is also a biannual team member experience survey called "All Ears," where team members answer questions about their experience at Snap and have an opportunity to share open-ended feedback.

"All Ears" results are shared in a company-wide forum, and detailed results are shared with every manager to create visibility around what team members could change to make Snap a better place to work.

Council

Council is a fundamental part of our culture, providing structured time with an experienced facilitator where team members can listen to and better understand colleagues from across the company. As part of Council's approach, one person speaks at a time without interruption while everyone else listens to their stories. Council practices have been shown to accelerate and scale connection, build community, and establish trust.

Every team member is invited to participate in Council beginning on their first day at Snap. In 2023, 94% of all teams at Snap, from individual contributors to our Board of Directors, participated in Council.

Talent Development

New Hire In-Person Onboarding

In order to bring people together effectively, we have over 60 global ambassadors, volunteers from every office, and varying organizations and roles to support our redesigned new hire experience.

Snap's major offices now offer new hire Councils, sessions around our culture and inclusion, and opportunities to work with and understand our products. These interactive sessions allow new team members to get to know each other while experiencing our products and values firsthand.

Aperture Leadership Program

In 2023, we introduced a redesigned Aperture Leadership Program — Snap's People Manager training — that focuses on Snap's values and key manager practices. The program went from seven online instructor-led sessions to a two-day in-person program in the spirit of connecting fellow managers and fostering an in-person work culture. Participants focused on personal leadership styles, working styles for high performing teams, feedback, and developmental coaching. Afterwards, there were online sessions and follow-up coaching calls led by alumni of this program.

65%+

of Snap People Managers have completed the Aperture Leadership Program

~90

Snap People Managers attended three in-person sessions in 2023 (covering US and EMEA)

Well-being and Benefits

We prioritize team members' well-being as part of empowering them to be creative, innovative, and productive. This includes offering attractive compensation and healthcare benefits. Snap's commitment to our team members also extends to helping them take great care of their loved ones.

Our partnered mental health benefit covers up to 25 counseling and coaching sessions per year for our team members and their immediate family members. We offer 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. Another program, Carrot Fertility, provides reimbursement for family-forming services such as adoption, surrogacy, egg/sperm freezing, and fertility treatment.

Our medical plans also provide 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. We also expanded our gender affirmation benefits to include coverage for additional procedures.

Our wellness benefits include a quarterly allowance for eligible fitness expenses such as gym memberships, classes, lessons, sports leagues, and races. Snap also offers an assortment of resources and programs to assist with backup childcare, elder care, and chronic condition or special needs support. Additionally, our Northstar financial well-being program offers complimentary financial consulting services for team members in the US and several other countries.

Workplace Safety

We maintain a rigorous Environment, Health, and Safety (EHS) program designed to anticipate, recognize, evaluate, prevent, and control workplace hazards throughout our operations. Our EHS team collaborates with other Snap managers and strives to ensure that conditions and activities at our facilities do not put team members or contractors at risk. We also strive to comply with applicable regulatory requirements and adhere to EHS best practices. In 2023, our total recordable incident rate was below industry average based on OSHA calculations and metrics, signaling another successful year in keeping our team members from injury. We achieved this improvement through an increased focus on identifying, assessing, documenting, and correcting safety hazards, which included new risk assessments and gap analyses, more frequent safety inspections as team members returned to our offices, and the development of a new safety policy.

Governance

For us, living up to our value of being kind means going beyond what's simply required to ensure that we stay responsible to our communities, partners, employees, and investors. We maintain a corporate governance structure that empowers us to drive positive impact in all that we do, and contributes to our culture of transparency, honesty, and kindness.

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Board and Committees

In 2023, our Board of Directors consisted of two Executive Officers and eight independent Directors, with a non-executive and independent Chairperson. Four of our Directors identified as female and three identified as BIPOC. 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.

Learn more about our **Board and committees**.

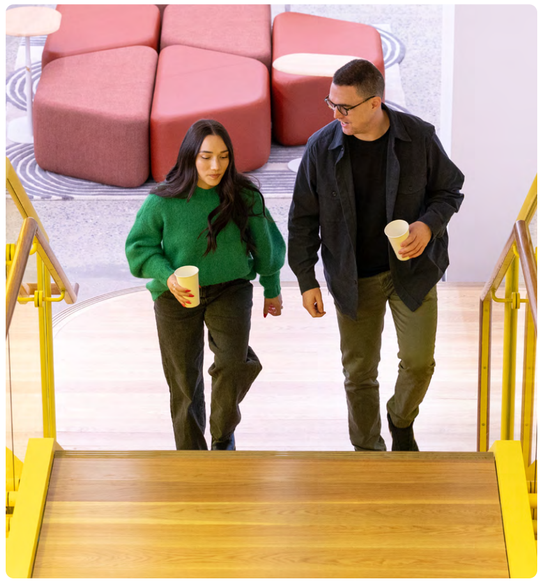
At least annually, we review the charter of each Board committee and make updates based on corporate governance best practices as well as Directors' feedback. We also survey our Directors to gather insights on the composition and operations of the Board and incorporate that feedback into the Board's operations moving forward. Further, we incorporate certain ESG updates into Board committee and full-Board meetings.

Learn more about our **Corporate Governance Guidelines and committee charters** and our **Stock and Voting Structure**.

Integrity and Compliance

Acting with integrity is central to maintaining the trust of our community, which in turn enables us to grow our business and enrich our culture. We uphold high standards of integrity and ethical behavior, as outlined in the **Guide to Kind Business: Snap's Global Code of Conduct**. This guide helps Snap team members practice kindness and build trust across our most important business relationships.

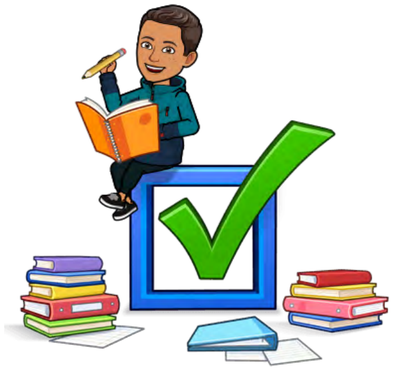
All new hires receive Code of Conduct training during their onboarding process and on an annual basis thereafter. More than 98% of team members completed Code of Conduct training in 2023.



Anti-Bribery and Corruption

We do not tolerate any form of bribery or corruption and are committed to compliance with the letter and spirit of anti-corruption laws everywhere we do business, including the US Foreign Corrupt Practices Act and the UK Bribery Act. Our Anti-Bribery and Anti-Corruption Policy, and our Gifts, Meals, Entertainment, & Third Party Travel Policy are the foundation for how we conduct business transparently and ethically throughout the world. We provide training to all employees at onboarding, with advanced training for certain customer and third-party facing teams.

In 2023, we implemented an enhanced disclosure system for employees to disclose anything of value that meets our internal reporting thresholds. This system also supports our efforts to maintain accurate books and records. Our robust monitoring and testing program is designed to prevent, detect, and investigate improper payments to government officials. The results help us continuously improve our policies, systems, processes, and controls. We also expanded our Kind Business Ambassadors program to additional markets. Ambassadors raise awareness of our key policies and ensure team members in those markets know where to find compliance resources like our disclosure system.



Reporting Concerns

We strive to create a safe environment that encourages all team members to raise concerns involving potential breaches of Snap policy or the law with their manager, an HR representative, or through other channels. Snap keeps these reports confidential to the greatest extent possible. We also provide a 24/7 **helpline**, managed by a third-party provider, for people internal or external to Snap to report issues.

Under our Whistleblower Policy, we do not tolerate retaliation of any kind for concerns raised in good faith. This policy also forbids retaliating against any team member for refusing to do something that violates our Code of Conduct, the law, or Snap's policies, or for cooperating with an investigation. Team members who violate our Whistleblower Policy are subject to disciplinary action up to and including termination.

Enhancing Compliance

We continue to scale and improve our compliance program in line with US Department of Justice guidance. This includes automating aspects of our due diligence process, which involves sanctions and restricted-party screening of all identified third parties associated with our business. As part of this process, we developed a proprietary ranking formula to identify our highest-risk partners, address potential red flags, and ensure we execute proper controls. We conduct an in-depth compliance review on all potential mergers and acquisitions.

We have also developed a robust conflicts of interest program to help ensure team members' personal interests do not interfere with our business integrity or create the appearance of impropriety. As part of this effort, we maintain a mandatory disclosure process for all new hires and a refresh for all team members who have been at Snap at least one year. This refresh helps us update our guidance on previous disclosures and create guardrails around newly disclosed conflicts.

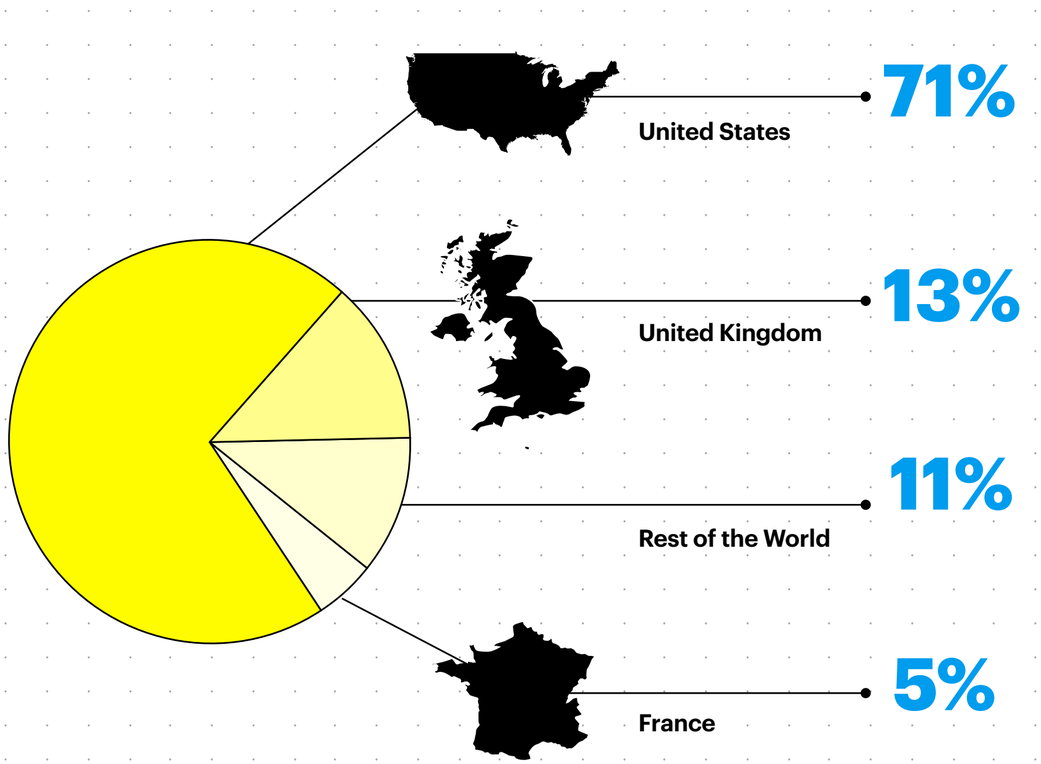
Tax Strategy

At Snap, we view tax not just as a legal obligation, but as a way to appropriately support the communities where we operate — in other words, we view it as part of our overall corporate mission. We understand that our tax strategy is an important element of earning the trust of our customers, business partners, governments, and the public. We want the way we pay our taxes to follow the commercial substance of our business — we don't want tax considerations pushing our business to do things it wouldn't normally do. This is different from the historical norm in our industry, where many companies have kept their profits in artificially low- or no-tax structures that have little relationship to the substance of their business. We don't and won't use tax havens to manage taxes, and do not have any stateless income that is not subject to tax. Our profits are fully subject to tax in jurisdictions where we have substantive business operations.

Our global business activities require us to pay a variety of taxes, including corporate income taxes, employment taxes, transaction taxes, property taxes, and other gross receipts-based taxes. For the year ended December 31, 2023, our total tax contribution was approximately $1.1 billion. As a growing company that is not yet profitable, this comprised $200 million in taxes borne by Snap and $900 million in taxes collected by Snap from our employees on their compensation and customers on their purchases. Taxes directly borne and collected by Snap are a meaningful economic contribution that supports the communities where we operate. Our global tax strategy covers all of these taxes, not just corporate income tax, and applies to all of our entities and in all jurisdictions.

Learn more about our **Tax Strategy**.

TAXES BY GEOGRAPHICAL LOCATION



TOTAL TAX CONTRIBUTION FOR THE YEAR ENDED DECEMBER 2023

$1.1 billion

Data Governance

Transparently reporting accurate data is core to upholding Snap's integrity. We take a layered approach to governing the data that we report to the public and utilize in our business decisions.

Snap is committed to accuracy and completeness in all public statements that characterize Snap's finances, user metrics, performance metrics, advertising metrics, and other company data, including the data used in our Diversity Annual Report, Transparency Report, and this CitizenSnap Report. It is a corporate policy that all public statements using Snap data go through a rigorous controls and checks process.

In addition to the public statement review process in place for all 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**. We also empower our users to protect the privacy of their data.

See **Privacy by Design** for more information.

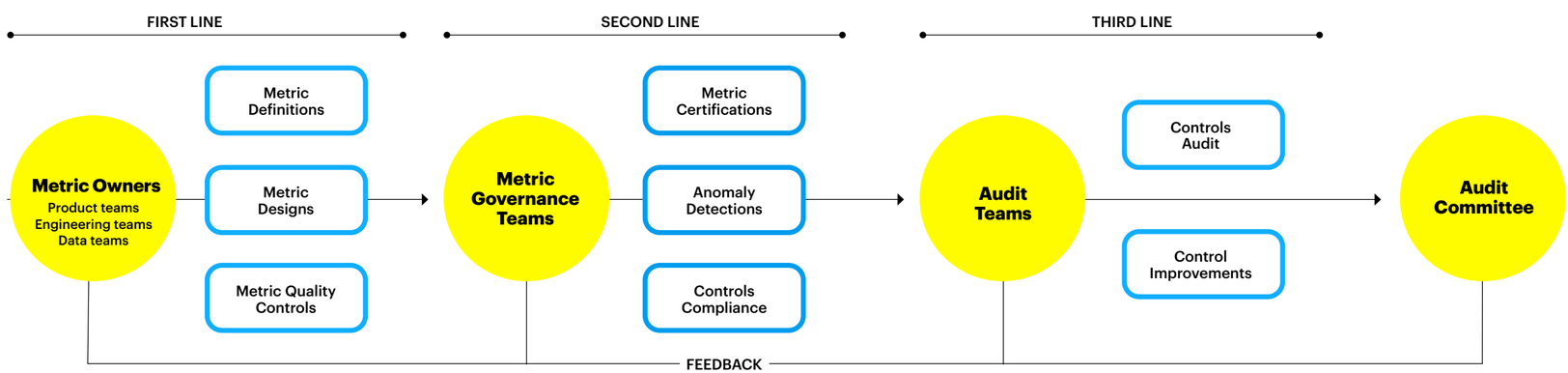
At the first layer, we advise on the design, definition, and implementation of engineering controls to strive to ensure data accuracy and completeness of key metrics.

At the second layer, we perform compliance reviews of our controls to ensure that teams are implementing them appropriately. Key business metrics, such as Daily Active Users, go through a data integrity certification program that involves:

- Metric definition review, in which we ensure alignment between the product team or business unit that oversees the metric and the engineering and data science teams responsible for building the data pipeline to compute the metric.
- A substantive data instrumentation and code review.
- Continuous data quality and anomaly detection controls are added to protect the metric's data going forward.

At the third layer, an independent Snap team reviews and audits our certification process, as well as the data quality controls implemented throughout our data pipeline, at least once a year. We also commission independent third-party reviews of our data integrity procedures annually, with findings presented to the Audit Committee of our Board of Directors.

OUR DATA GOVERNANCE PROCESS



Appendix

About this Report

Snap Inc.'s 2024 CitizenSnap Report reflects our work during the 2023 fiscal year (January 1–December 31, 2023) unless otherwise noted. It builds on topics outlined in our 2023 CitizenSnap Report. This year's report was prepared in reference to the Global Reporting Initiative (GRI) standards, with guidance from the Sustainability Accounting Standards Board (SASB), Internet and Media Services Industry Standards, the United Nations (UN) Global Compact, the UN Sustainable Development Goals (SDGs), and the Task Force for Climate-Related Financial Disclosures (TCFD).

In line with TCFD recommendations, we conduct climate-related risk and opportunity assessments to help us take the right measures to build our company's resilience. We disclose emissions annually based on the Greenhouse Gas (GHG) Protocol and update our GHG emissions as we increase the accuracy of our data. Our environmental metrics and methodology can be found in the index of this report. Our third-party sustainability auditor, Cameron Cole, LLC, verified our environmental data.

The information included in, and any issues identified as material for purposes of, this document may not be considered material for Securities and Exchange Commission (SEC) reporting purposes. In the context of this report, the term "material" is distinct from, and should not be confused with, such a term as defined for SEC reporting purposes.

SOCIETY

PLANET

PEOPLE

GOVERNANCE

APPENDIX

Materiality

2023 ESG Data Tables

SASB Index

GRI Index

Materiality

In 2020, Snap conducted a materiality assessment to better understand the evolving ESG landscape and reaffirm the most pertinent issues for our company and its stakeholders. The outcomes of our materiality assessment help ensure that we continue to identify, prioritize, manage, and communicate transparently about ESG issues.

Snap's materiality process involved:

- **Identifying potential material issues**. This included analyzing international sustainability frameworks and standards including the GRI and SASB standards, ESG ratings and ranking assessments, and global and industry-specific megatrends.
- **Engaging internal and external stakeholders**. We conducted structured interviews to gather perspectives on current and emerging future priorities. In addition, we consulted external stakeholders across relevant geographies and areas of expertise.
- **Analyzing results and prioritizing issues**. Snap synthesized the interview findings, alongside external sustainability landscape trends, to determine issue prioritization. All final decisions were validated through feedback from Snap's stakeholders.

Through this process, we segmented our material issues into two groups: those in which Snap is uniquely positioned to lead based on the nature of our products, and those in which our opportunity to make an impact is similar to that of other companies.

SNAP'S MATERIAL ISSUES

We developed our 2024 CitizenSnap Report in alignment with our most material ESG issues, which include:

Responsible product use and development	**Content safety and governance**	**Mental health and technology**	**Privacy and data protection**	**Diversity, equity, and inclusion**

Snap Priorities

Areas where Snap can and should lead

- Responsible Product Use and Development
- Mental Health and Technology
- Content Safety and Governance
- Protection and Right of Minors
- Promotion of Beneficial Content
- Ethical Leadership and Governance
- Privacy and Data Protection
- Business Ethics/Fair Business Practices
- Diversity, Equity, and Inclusion

ESG Responsibilities

Critical, but not core distinguishers for Snap

- Fair Labor Practices
- Worker Engagement and Development
- Responsible Advertising and Marketing
- Responsible Taxation
- Design for the Environment
- Responsible Supply Chain and Procurement
- Social Investment
- Climate Change Strategy
- Environmental Responsibility

SOCIETY PLANET PEOPLE GOVERNANCE

More details about Snap's ESG strategy, actions, and progress are featured throughout this report.

2023 ESG Data Tables

The following pages highlight tangible results of our sustainability efforts in 2023.

Throughout the year, we remained vigilant in our efforts to protect user privacy and safety on our platform. We further invested in the communities we serve, focusing our philanthropic activities around priority initiatives such as expanding access to education and drug and overdose prevention awareness. Snap team members fueled our collective efforts, dedicating thousands of volunteer hours in over 30 countries around the world.

As the climate crisis continued to present immense global challenges in 2023, we drove progress toward our climate goals with a continued focus on strategies around emissions measurement and reduction, renewable electricity procurement, and stakeholder engagement to influence collective climate action. In alignment with our sustainability priorities, we developed a financial strategy that includes investment in carbon technologies and funding for renewable energy products.

Additionally, we bolstered Snap's commitment to DEI on our platform and throughout our company. Our actions in 2023 included leveraging ERGs to demonstrate how improving empathy can positively impact business performance, executing a supplier diversity pilot project, and introducing a redesigned training program to support our People Managers.

See the data tables in this section for third-party verification of our GHG inventory and other details.

Society

Data Point	2019 Data	2020 Data	2021 Data	2022 Data	2023 Data
Volunteer hours	10,500+ service hours	8,500+ service hours	6,800+ service hours	8,270+ service hours	9,180+ service hours
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
In kind donations – pro bono advertising	$3.5 million	$3.3 million	$9+ million	$6+ million	$371,000
Transparency Reporting					
Number of law enforcement requests for user information	25,225	43,508	61,236	76,625	72,554
Number of account identifiers[5]	39,657	66,705	93,930	120,089	110,120
Percent (%) of requests resulting in disclosure	74.05%	74.65%	72.20%	70.90%	74.92%
Number of government requests to remove content, % compliance with requests	26, 8%	0, n/a	2, 0%	4, 0%	0, n/a
Other transparency data	Refer to the Transparency Report	Refer to the Transparency Report	Refer to the Transparency Report	Refer to the Transparency Report	Refer to the Transparency Report

Planet

Data Point	2019 Data	2020 Data	2021 Data	2022 Data	2023 Data
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)
			7,000 MWh (estimated remote work electricity)	7202 MWh (estimated remote work electricity)	7,231 MWh (estimated remote work electricity)
Procured renewable electricity (global total, % of total electricity use)	0	10,097 MWh	19,849 MWh	19,950 MWh	30,995 MWh
	0%	85%	>100% inclusive of workplace and estimated remote work	100%	100%

5 "Account Identifiers" 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 Data	2020 Data	2021 Data	2022 Data	2023 Data
Electricity by Country					
Australia	149	98	123	104	235
Austria	Not acitve	75	112	79	282
Canada	245	234	161	239	238
China	148	148	148	275	590
France	303	120	303	235	209
Finland	0	0	0	0	3
Germany	66	66	66	98	422
Hungary	Not active	Not active	Not active	107	13
Israel	Not active	86	183	228	103
Mexico	Not active	Not active	Not active	7	7
Netherlands	48	48	51	75	167
Norway	Not active	14	6	32	0
Saudi Arabia	0	0	0	0	19
Sweden	Not active	14	7	5	0
Switzerland	68	68	68	48	176
Ukraine	193	270	712	216	192
United Arab Emirates	58	112	104	122	181
United Kingdom	447	494	477	519	3,101
US	10,738	10,097	9,936	17,606	25,057
Total (renewable and non-renewable)	12,463[6]	11,944	12,457	19,950	30,995
Total Renewable	No direct renewable energy procurement	10,097	12,849	19,950	30,995
% Renewable Electricity	0%	85%	>100% (+7,000 MWh of renewable energy for remote work)	100%	100%

6 +7,000 MWh of renewable energy for remote work

Planet

Data Point	2019 Data	2020 Data	2021 Data	2022 Data	2023 Data
GHG Emissions					
Scope 1 emissions (Metric tons CO_2e)	4,656	2,952	4,106	5,960	9,822
Scope 2 emissions (Market-based, in metric tons CO_2e)	4,284	902	160	259	961
Total (Scope 1 + Scope 2)	8,940	3,854	4,266	6,219	10,783
Category 1: Purchased goods and services	56,460	71,554	102,160	153,180	101,779
Category 2: Capital goods	8,783	15,508	16,566	32,167	51,186
Category 3: Fuel- and energy-related activities	1,564	1,441	2,144	3,312	2,942
Category 4: Upstream transportation and distribution	Not applicable	5	11	76	22
Category 5: Waste generated in operations (estimated)	3,015	3,121	2,806	3,157	2,585
Category 6: Business travel	18,752	4,039	3,524	16,172	20,050
Category 7: Employee commuting	2,894	2,463	3,264	3,511	7,182
Category 8: Upstream leased assets	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
Category 9: Downstream transportation and distribution	26	8	13	16	4
Category 10: Processing of sold products	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
Category 12: End-of-life treatment of sold products	7	5	5	59	4
Category 13: Downstream leased assets	46	57	215	15	482
Category 14: Franchises	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
Category 15: Investments	Not applicable	Not applicable	Not applicable	Not applicable	Applicable, not calculated
Total Scope 3 emissions (Metric tons CO_2e)	124,727	147,466	180,924	267,998	238,947
Total GHG emissions (Scope 1 + Scope 2 + Scope 3)	133,667	151,320	185,190	274,217	249,730
Revenue (USD Millions)	1,716	2,507	4,117	4,601	4,606
GHG emissions intensity[7]	72.7	58.8	43.9	58.2	51.9

7 GHG emissions intensity figure is indexed to revenue, metric tons CO2e/USD millions revenue.

Planet

Data Point	2019 Data	2020 Data	2021 Data	2022 Data	2023 Data
Additional Planet Data					
Food donations	50,000 meals worth over $100,000	Reallocate resources and nearly $500,000 from the Snap food budget to serve 60 global organizations supporting COVID-19 relief	Donated $300,000 from the Snap food budget and distributed over 100,000 meals to global organizations supporting food insecurity	Donated approximately $300,000 from the Snap food budget and distributed nearly 28,000 meals to global organizations	Donated approximately $1M from the Snap food budget and distributed nearly 62,340 meals to global organizations
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
% supplier response for conflict minerals and compliance	• 97% of suppliers responded to our conflict minerals data request • 100% of suppliers campaigned for materials disclosure	• 91% of suppliers responded to our conflict minerals data request • 100% of suppliers campaigned for materials disclosures	• 91% of suppliers responded to our conflict minerals data request • 100% of suppliers campaigned for materials disclosures	• 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

People

Data Point	2019 Data	2020 Data	2021 Data	2022 Data	2023 Data
Council	1,485 Council engagements/26 office locations/12 countries	3,479 Council engagements/27 office locations/16 countries	4,000 Council engagements/32 cities	4,000+ Council engagements	2,338 Council engagements
Training hours	67,205 training hours (21 training hours per person)	33,273 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)	26,391 training hours for Snap internal courses
Total Recordable Incident Rate (TRIR)	0.20	0.05	0.11	0.03	0.018[8]
Total Lost Time Incident Rate (LTIR)	0.14	0	0.07	0.016	0[8]
Notices of non-compliance/violation related to EHS	0	0	0	0	0

8 TRIR and LTIR calculated using OSHA formula.

Governance

Data Point	2019 Data	2020 Data	2021 Data	2022 Data	2023 Data
Gender Representation on Board of Directors[9]					
Men	70%	50%	50%	50%	60%
Women	30%	50%	50%	50%	40%
Race/Ethnicity Representation on Board of Directors[9]					
BIPOC[10]	Not reported	Not reported	25.50%	37.50%	30%
White	Not reported	Not reported	74.50%	62.50%	70%
Integrity and Compliance					
% of team compliant with Code of Conduct Training Requirement	99.25%	99.80%	100% of new hires[11]	>98%	>98%

9 Percentages reflect % of independent Board Directors.
10 Black, Indigenous, and People of Color.
11 99% overall completion in 2022.

Diversity, Equity, and Inclusion[12]

	RACE/ETHNICITY (US)							GENDER (GLOBAL)			
	Asian	Black	Hispanic/Latinx	Indigenous	Middle Eastern/ North African/Arab	Multiple Races	White	Men	Non-Binary	Undeclared	Women
Workforce Representation											
Company-wide											
2023	41.3%	4.7%	7.2%	<1%	2.6%	4.7%	39.2%	62.8%	<1%	<1%	36.3%
2022	39.8%	4.3%	7.3%	<1%	2.6%	4.9%	40.9%	63.0%	<1%	<1%	35.6%
2021	37.2%	5.2%	7.2%	<1%	2.6%	5.3%	42.3%	63.2%	<1%	1.2%	34.9%
Director+ Tech											
2023	39.4%	3.0%	1.5%	0%	0%	6.1%	50.0%	84.7%	1.4%	0.0%	13.9%
2022	32.4%	2.8%	2.8%	0%	5.6%	8.5%	47.9%	82.7%	2.5%	0.0%	14.8%
2021	18.4%	0.0%	2.0%	0%	6.1%	8.2%	65.3%	84.5%	1.7%	0.0%	13.8%
2020	13.3%	2.2%	2.2%	0%	4.4%	8.9%	68.9%	82.4%	2.0%	2.0%	13.7%
Director+ Non-Tech											
2023	20.6%	2.0%	5.9%	2.0%	2.9%	4.9%	61.8%	56.6%	0.0%	0.0%	43.4%
2022	15.5%	3.6%	5.5%	<1%	2.7%	4.5%	67.3%	61.9%	0.0%	<1%	37.4%
2021	15.5%	3.1%	7.2%	1.0%	3.2%	3.1%	67.0%	67.5%	0.0%	0.0%	32.5%
2020	14.8%	3.4%	8.0%	1.1%	2.3%	3.4%	67.0%	67.5%	0.0%	0.0%	32.5%

12 For more of our diversity data, please visit our **Diversity at Snap website**.

Diversity, Equity, and Inclusion[12]

	RACE/ETHNICITY (US)							GENDER (GLOBAL)			
	Asian	Black	Hispanic/Latinx	Indigenous	Middle Eastern/ North African/Arab	Multiple Races	White	Men	Non-Binary	Undeclared	Women
Hiring Representation											
Company-wide											
2023	46.2%	6.3%	8.8%	<1%	3.4%	4.2%	30.8%	61.8%	<1%	0.0%	37.8%
2022	44.8%	5.0%	9.2%	<1%	2.6%	4.9%	33.0%	60.8%	<1%	<1%	37.6%
2021	41.4%	6.6%	9.0%	<1%	2.8%	5.8%	34.1%	58.3%	<1%	2.1%	38.9%
2020	37.4%	9.2%	6.2%	0.0%	1.9%	5.0%	40.4%	63.8%	<1%	2.1%	33.5%
Tech											
2023	60.1%	3.9%	7.3%	<1%	3.7%	2.0%	22.7%	79.3%	<1%	0.0%	20.3%
2022	58.5%	2.4%	6.7%	0.0%	2.7%	3.8%	25.9%	75.5%	1.0%	<1%	22.6%
2021	57.9%	2.7%	6.3%	<1%	3.1%	4.7%	25.0%	72.1%	1.0%	3.1%	23.9%
2020	52.6%	3.9%	3.1%	0.0%	2.1%	4.1%	34.2%	80.0%	<1%	2.6%	16.7%

12 For more of our diversity data, please visit our **Diversity at Snap website**.

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 (3) percentage renewable	Quantitative	Gigajoules (GJ), percentage (%)	(1) Total electricity consumed in 2023 was 31,977 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 (m^3), percentage (%)	Water is not considered a material input for Snap based on our most recent materiality assessment. We are currently in the process of updating our 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	2024 CitizenSnap Report, Planet, Our Products
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	2024 CitizenSnap Report, Society, Security by Design 2024 CitizenSnap Report, Society, Privacy by Design Privacy Center
	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. Snap Inc. Privacy Policy
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Presentation currency	No monetary losses as a result of legal proceedings associated with user privacy in 2023.
	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) 72,554 (2) 110,120 (number of account identifiers)[13] (3) 74.92%
	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 241 countries, but like many internet services, 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 Transparency Report for additional information.

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

Sustainability Accounting Standards Board (SASB) Index (Continued)
Internet Media & Services Standard

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	2024 CitizenSnap Report, Society, Security by Design FY23 Form 10-K
Employee Recruitment, Inclusion and 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 (%)	2024 CitizenSnap Report, People, Supporting Our Team, Employee Engagement
	TC-IM-330a.3	Percentage of: (1) gender and (2) diversity group representation for (a) executive management (b) non-executive management (c) technical employees (d) all other employees	Quantitative	Percentage (%)	ESG Data Tables, People, Diversity, Equity, and Inclusion ESG Data Tables, Governance, Gender Representation on Board of Directors and Race/Ethnicity Representation on Board of Directors Diversity at Snap, Diversity Data
Intellectual Property Protection and 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 2023.

Global Reporting Initiative (GRI) Index

GRI Standard Title	Disclosure	Disclosure Title	Location/Section in Report/Explanation
GRI 1: Foundation		Statement of Use	Snap Inc. has reported with reference to the GRI Standards for the period January 1, 2023 to December 31, 2023.
		GRI 1 Used	GRI 1: Foundation 2021
GRI 2: General Disclosures	2-1	Organizational details	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. Snap operates in 17 countries worldwide. The locations of our operations can be found in the About Snap section of this report and on Snap's career page here. Snap is headquartered in Santa Monica, CA.
	2-2	Entities included in the organization's sustainability reporting	Unless otherwise noted in footnotes of specific disclosures, this report is inclusive of the controlled operations of Snap Inc. 2024 CitizenSnap Report, About Snap FY23 Form 10-K
	2-3	Reporting period, frequency, and contact point	Our 2024 CitizenSnap Report covers the period from January 1, 2023 to December 31, 2023, unless otherwise noted. We report on an annual cycle. Questions regarding this report can be sent to sustainability@snap.com.
	2-4	Restatements of information	Electricity data for the UK for 2022 has been restated. For more information, see ESG Data Tables, Planet, Electricity by Country
	2-5	External assurance	Snap's greenhouse gas (GHG) emissions are verified by an independent, third-party firm. Assurance Statement
	2-6	Activities, value chain, and other business relationships	FY23 Form 10-K
	2-7	Employees	As of December 31, 2023, we had 5,289 full-time employees. For more information on our employees, please see GRI 405-1. FY23 Form 10-K
	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 is not available.
	2-9	Governance structure and composition	2024 CitizenSnap Report, Governance Board of Directors FY23 Form 10-K
	2-10	Nomination and selection of the highest governance body	Board of Directors FY23 Form 10-K

Global Reporting Initiative (GRI) Index (Continued)

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 2: General Disclosures	2-11	Chair of the highest governance body	Board of Directors FY23 Form 10-K
	2-12	Role of the highest governance body in overseeing the management of impacts	2024 CitizenSnap Report, Governance, Board and Committees FY23 Form 10-K Governance Documents
	2-13	Delegation of responsibility for managing impacts	2024 CitizenSnap Report, Governance, Board and Committees
	2-14	Role of the highest governance body in sustainability reporting	2024 CitizenSnap Report, Governance, Board and Committees
	2-15	Conflicts of interest	Governance Documents Global Code of Conduct
	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. FY23 Form 10-K
	2-17	Collective knowledge of the highest governance body	2024 CitizenSnap Report, Governance, Board and Committees FY23 Form 10-K Board of Directors
	2-18	Evaluation of the performance of the highest governance body	FY23 Form 10-K
	2-19	Remuneration policies	FY23 Form 10-K
	2-20	Process to determine remuneration	FY23 Form 10-K
	2-21	Annual total compensation ratio	FY23 Form 10-K
	2-22	Statement on sustainable development strategy	2024 CitizenSnap Report, A Letter from Evan
	2-23	Policy commitments	2024 CitizenSnap Report, Planet, Our Supply Chain Global Code of Conduct Supplier Code of Conduct Snap Inc. Statement Against Human Trafficking and Slavery Conflict Minerals
	2-24	Embedding policy commitments	2024 CitizenSnap Report, Governance Global Code of Conduct
	2-25	Processes to remediate negative impacts	2024 CitizenSnap Report, Governance, Integrity and Compliance
	2-26	Mechanisms for seeking advice and raising concerns	2024 CitizenSnap Report, Governance, Integrity and Compliance, Reporting Concerns

Global Reporting Initiative (GRI) Index (Continued)

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 2: General Disclosures	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. 2024 CitizenSnap Report, Governance, Integrity and Compliance, Enhancing Compliance Global Code of Conduct
	2-28	Membership associations	Snap is a member, sponsor, or partner of the Business Ethics Leadership Alliance (BELA), AnitaB.org, DisabilityIN, GLAAD, The National Center for Women & Information Technology (NCWIT), Coqual, Kapor Center, Catalyze Tech, Responsible Business Alliance (RBA), Global Alliance for Responsible Media (GARM), Information Technology Industry Council, and Business for Social Responsibility, among others.
	2-29	Approach to stakeholder engagement	2024 CitizenSnap Report, Appendix, Materiality
	2-30	Collective bargaining agreements	FY23 Form 10-K
GRI 3: Material Topics	3-1	Process to determine material topics	2024 CitizenSnap Report, Appendix, Materiality
	3-2	List of material topics	2024 CitizenSnap Report, Appendix, Materiality
GRI 201: Economic Performance	3-3	Management of the material topics	2024 CitizenSnap Report, Planet, Our Supply Chain, Monitoring 2024 CitizenSnap Report, Society, Community and Giving FY23 Form 10-K
	201-1	Direct economic value generated and distributed	2024 CitizenSnap Report, Society, Community and Giving FY23 Form 10-K
	201-2	Financial implications and other risks and opportunities due to climate change	FY23 Form 10-K
GRI 205: Anti-corruption	3-3	Management of the material topics	2024 CitizenSnap Report, Governance, Integrity and Compliance, Anti-Bribery and Corruption
	205-2	Communication and training about anti-corruption policies and procedures	2024 CitizenSnap Report, Governance, Integrity and Compliance, Anti-Bribery and Corruption ESG Data Tables, Governance, Integrity and Compliance Global Code of Conduct Supplier Code of Conduct

Global Reporting Initiative (GRI) Index (Continued)

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 207: Tax	3-3	Management of the material topic	2024 CitizenSnap Report, Governance, Tax Strategy 2023 Global Tax Strategy
	207-1	Approach to tax	2024 CitizenSnap Report, Governance, Tax Strategy 2023 Global Tax Strategy
	207-2	Tax governance, control, and risk management	2024 CitizenSnap Report, Governance, Tax Strategy 2023 Global Tax Strategy
	207-3	Stakeholder engagement and management of concerns related to tax	2024 CitizenSnap Report, Governance, Tax Strategy 2023 Global Tax Strategy
GRI 301: Materials	3-3	Management of the material topic	2024 CitizenSnap Report, About Snap, Products and Services
	301-3	Reclaimed products and their packaging materials	2024 CitizenSnap Report, About Snap, Products and Services Conflict Minerals
GRI 302: Energy	3-3	Management of the material topic	2024 CitizenSnap Report, Planet, Climate Strategy
	302-1	Energy consumption within the organization	2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, Global Electricity and Electricity by Country
	302-4	Reduction of energy consumption	2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, Global Electricity and Electricity by Country
	302-5	Reductions in energy requirements of products and services	2024 CitizenSnap Report, Planet, Climate Strategy, Snap Climate Action Plan 2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, Global Electricity and Electricity by Country
GRI 305: Emissions	3-3	Management of the material topic	2024 CitizenSnap Report, Planet, Climate Strategy
	305-1	Direct (Scope 1) GHG emissions	2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, GHG Emissions
	305-2	Energy indirect (Scope 2) GHG emissions	2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, GHG Emissions
	305-3	Other indirect (Scope 3) GHG emissions	2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, GHG Emissions

Global Reporting Initiative (GRI) Index (Continued)

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 305: Emissions (Continued)	305-4	GHG emissions intensity	2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, GHG Emissions
	305-5	Reduction of GHG emissions	2024 CitizenSnap Report, Planet, Climate Strategy, Snap Climate Action Plan 2024 CitizenSnap Report, Planet, Climate Strategy, Greenhouse Gas Emissions and Energy Consumption ESG Data Tables, Planet, GHG Emissions
GRI 308: Supplier Environmental Assessment	3-3	Management of the material topic	2024 CitizenSnap Report, Planet, Our Supply Chain
	308-1	New suppliers that were screened using environmental criteria	Our Engineering, Supply Chain, and Supplier Quality teams go through a rigorous selection process to review 100% of new hardware suppliers. Additional ESG assessments are conducted at our discretion depending supplier spend, type, and risk. 2024 CitizenSnap Report, Planet, Our Supply Chain ESG Data Tables, Planet, Additional Planet Data
GRI 401: Employment	3-3	Management of the material topic	Snap Inc. Diversity Annual Report 2024
	401-1	New employee hires and employee turnover	ESG Data Tables, People, Intersectional Hiring Diversity at Snap, Diversity Data
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	2024 CitizenSnap Report, People, Supporting Our Team, Well-being and Benefits Snap Inc. Benefits
GRI 403: Occupational Health and Safety	3-3	Management of the material topic	2024 CitizenSnap Report, People, Supporting Our Team, Workplace Safety
	403-9	Work-related injuries	ESG Data Tables, People, TRIR, LTIR
GRI 404: Training and Education	3-3	Management of the material topic	2024 CitizenSnap Report, People, Supporting Our Team, Talent Development
	404-1	Average hours of training per year per employee	ESG Data Tables, People, Training Hours
GRI 405: Diversity and Equal Opportunity	3-3	Management of the material topic	2024 CitizenSnap Report, People, Diversity, Equity, and Inclusion Snap Inc. Diversity Annual Report 2024
	405-1	Diversity of governance bodies and employees	ESG Data Tables, People, Diversity, Equity, and Inclusion ESG Data Tables, Governance, Gender Representation on Board of Directors and Race/Ethnicity Representation on Board of Directors Diversity at Snap, Diversity Data
GRI 406: Non-discrimination	3-3	Management of the material topic	Snap's EEO Statement Snap Inc. Diversity Annual Report 2024
	406-1	Incidents of discrimination and corrective actions taken	Snap Inc. Diversity Annual Report 2024

Global Reporting Initiative (GRI) Index (Continued)

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 414: Supplier Social Assessment	3-3	Management of the material topic	2024 CitizenSnap Report, Planet, Our Supply Chain
	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 100% of new hardware suppliers. Additional ESG assessments are conducted at our discretion depending supplier spend, type, and risk. 2024 CitizenSnap Report, Planet, Our Supply Chain ESG Data Tables, Planet, Additional Planet Data
GRI 416: Customer Health and Safety	3-3	Management of the material topic	2024 CitizenSnap Report, Society, Safety by Design
	416-1	Assessment of the health and safety impacts of product and service categories	2024 CitizenSnap Report, Society, Safety by Design
GRI 418: Customer Privacy	3-3	Management of the material topic	2024 CitizenSnap Report, Society, Security by Design 2024 CitizenSnap Report, Governance, Data Governance Snap Inc. Privacy Policy
	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	2024 CitizenSnap Report, Society, Security by Design
Content safety and governance	3-3	Management of the material topic	2024 CitizenSnap Report, Society
	No applicable GRI Topic Standard		2024 CitizenSnap Report, Society, Responsible Products 2024 CitizenSnap Report, Society, Safety by Design 2024 CitizenSnap Report, Society, Inclusion by Design
Mental health and technology	3-3	Management of the material topic	2024 CitizenSnap Report, Society
	No applicable GRI Topic Standard		2024 CitizenSnap Report, Society, Safety by Design 2024 CitizenSnap Report, Society, Social Impact on Our Platform, Community Impact and Well-Being
Responsible advertising and marketing	3-3	Management of the material topic	2024 CitizenSnap Report, Society
	No applicable GRI Topic Standard		2024 CitizenSnap Report, Society, Responsible Products 2024 CitizenSnap Report, Society, Safety by Design SASB Index, Data Privacy, Advertising Standards and Freedom of Expression Snap Inc. Privacy Policy Snap Advertising Policies
Protection and rights of minors	3-3	Management of the material topic	2024 CitizenSnap Report, Society
	No applicable GRI Topic Standard		2024 CitizenSnap Report, Society, Safety by Design Snap Advertising Policies

Snap Inc.