

2023

CitizenSnap Report





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A Letter from Evan

Each year, we publish our CitizenSnap Report to share more about how we operate our business, support our community and partners, and work together as a team.

Our goal with every CitizenSnap Report is to increase transparency and hold ourselves accountable as we continue to learn, grow, and iterate. 2022 was an especially challenging year for our business and team. We’ve worked to adapt to a more demanding business environment while continuing to focus on making a positive impact.

More than 750 million¹ people around the globe use our products to express themselves, live in the moment, learn about the world, and have fun together. Snapchatters care deeply about how we contribute to supporting a healthier and happier society, and we will

keep working to do our part. We believe that leading with our values isn’t just the right thing to do, it’s the only way for Snap to succeed over the long term.

We have a lot more work to do, and we will continue striving to live up to our mission through the products we create and the way that we operate. We welcome your feedback as we continue to learn and grow.



Evan Spiegel,
Co-founder and CEO

Snap Inc.

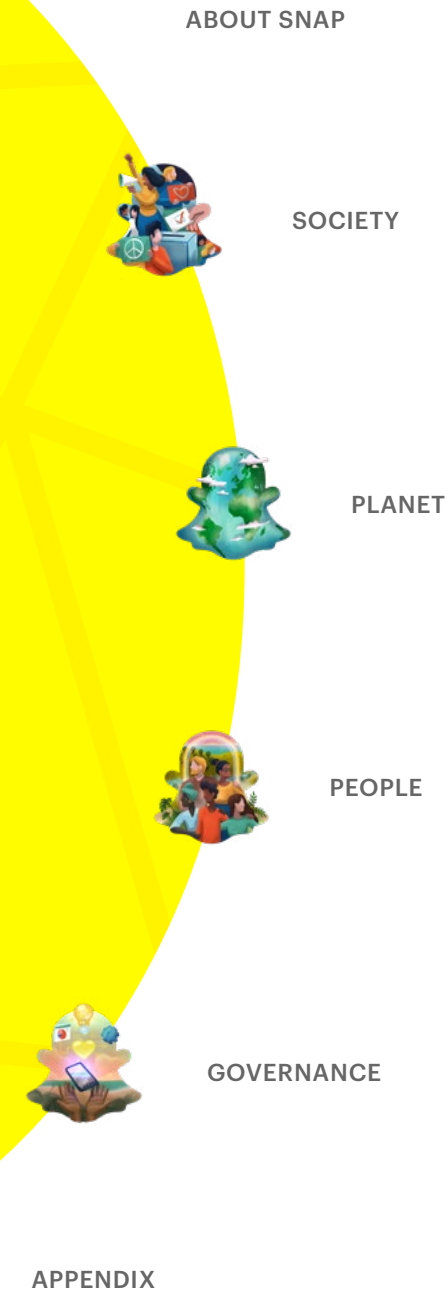


Executive Summary

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.

Our fourth annual CitizenSnap Report not only captures Snap's progress toward our environmental, social, and governance (ESG) goals, but also our resolve to continuously improve. The following pages summarize our key ESG accomplishments in 2022. As we continue advancing our objectives, we also recognize that there will always be new and greater opportunities for Snap to drive a positive impact.

This work is never finished.



ESG Strategy and Priorities

Our strategic framework for ESG consists of four pillars: Society, Planet, People, and Governance. Under each pillar, we establish key drivers and integrate them into the activities of teams across Snap.

Collaborative partnerships remain essential to our ESG strategy. Recognizing that complex challenges demand collective action, we actively seek dialogue and engagement opportunities with organizations possessing expertise in our priority issues. This commitment also extends to working closely with grassroots organizations in every community where we operate.

We have conducted a formal materiality assessment to better understand the ESG areas in which Snap can and should lead. Through engaging internal and external stakeholders in a series of surveys and interviews, we found that many of Snap’s highest ESG priorities relate to the design and use of our products. Our approach to these topics is detailed in the Society and Governance sections of this report. Diversity, Equity, and Inclusion (DEI) is another critically important subject for our company. More information about our DEI work can be found in the People section of this report and in our [Diversity Annual Report](#).

Our ESG priorities and business strategy are deeply intertwined. We work to optimize privacy, safety, inclusion, and transparency throughout our products and platform at the earliest stages of design. We are also taking bold action to address the climate crisis as a factor in decisions about our business operations and supply chain. We deliver updates on our ESG progress annually at Board meetings.

Our 2023 CitizenSnap Report incorporates globally recognized standards from the [Global Reporting Initiative](#) (core standards) and the [Sustainability Accounting Standards Board](#). To fulfill the commitments outlined in this report, we remain focused on strengthening innovation, expanding partnerships, and generating positive impacts across our ESG initiatives.

Our High-Priority ESG Issues



● SOCIETY ● PLANET ● PEOPLE ● GOVERNANCE

For a complete look at our high-priority ESG issues, please review the result of our 2020 Materiality assessment on [page 56](#).

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Society

We continued to prioritize responsible design principles to take into account our community’s wellbeing when we develop products. We leveraged our platform to empower Snapchatters to take meaningful action. We made a positive impact on the communities we serve through strategic partnerships, philanthropy, and volunteering.



More than 8,270 volunteer hours contributed to philanthropic projects in 2022.

198 Snap Academies alumni in our network as of 2022.

Launched our integrated **Privacy and Safety Hub** — providing centralized, streamlined access to many of our privacy and safety materials and policies.

“As a platform that many young people around the world use to communicate with their friends, we are committed to helping protect our community”.

— JACQUELINE BEAUCHERE, GLOBAL HEAD OF PLATFORM SAFETY

Planet



We made progress on fulfilling our climate commitments on both climate mitigation and operational improvements. We continued to take responsibility for not only our current and future carbon footprint, but also for the carbon we created in the past. We used our platform’s reach to raise climate crisis awareness and empower Snapchatters to take action.

Through battery efficiency improvements, **reduced global energy consumption using Snapchat by an average of 12% per user.**

Our carbon emissions related to cloud storage effectively stayed neutral while our Daily Active Users grew by 17%.²

Reduced our absolute scope 1 + 2 emissions by 30% over the 2019 baseline.

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ESG Strategy and Priorities

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People

We continued our work to build a culture that engages, inspires, and rewards our team members. We supported our team’s mental and physical well-being, and unveiled new initiatives to engage and uplift them while providing more opportunities for career growth. We focused on viewing all work through a DEI lens, with a strategy revolving around Inspiring Empathy, Redesigning Systems, and Driving Accountability.

“My team’s transparency on what they’re working on with their coach has led to each of them being personally invested — not just in their own development, but in the development of others.”

— 2022 BETTERUP PARTICIPANT

Launched the
523 Accelerator Program

which helps diverse content partners distribute and monetize their shows achieving over 52 million viewers on Discover.

Partnered with BetterUp to provide nearly 700 Snap team members with 4,400 hours of career coaching.

772 Snap managers completed the Aperture Leadership Program.

Governance

Snap maintains a governance structure that empowers us to drive positive impact in all that we do, and contributes to our culture of transparency, honesty, and kindness. We seek to maintain a Board that is diverse and experienced. Our tax program is aimed at paying fair taxes where we do business and positions us as a responsible part of communities where we operate. We run a robust enterprise risk program that links enterprise-level risks with company strategic objectives.



50% of our independent Board members were women in 2022.

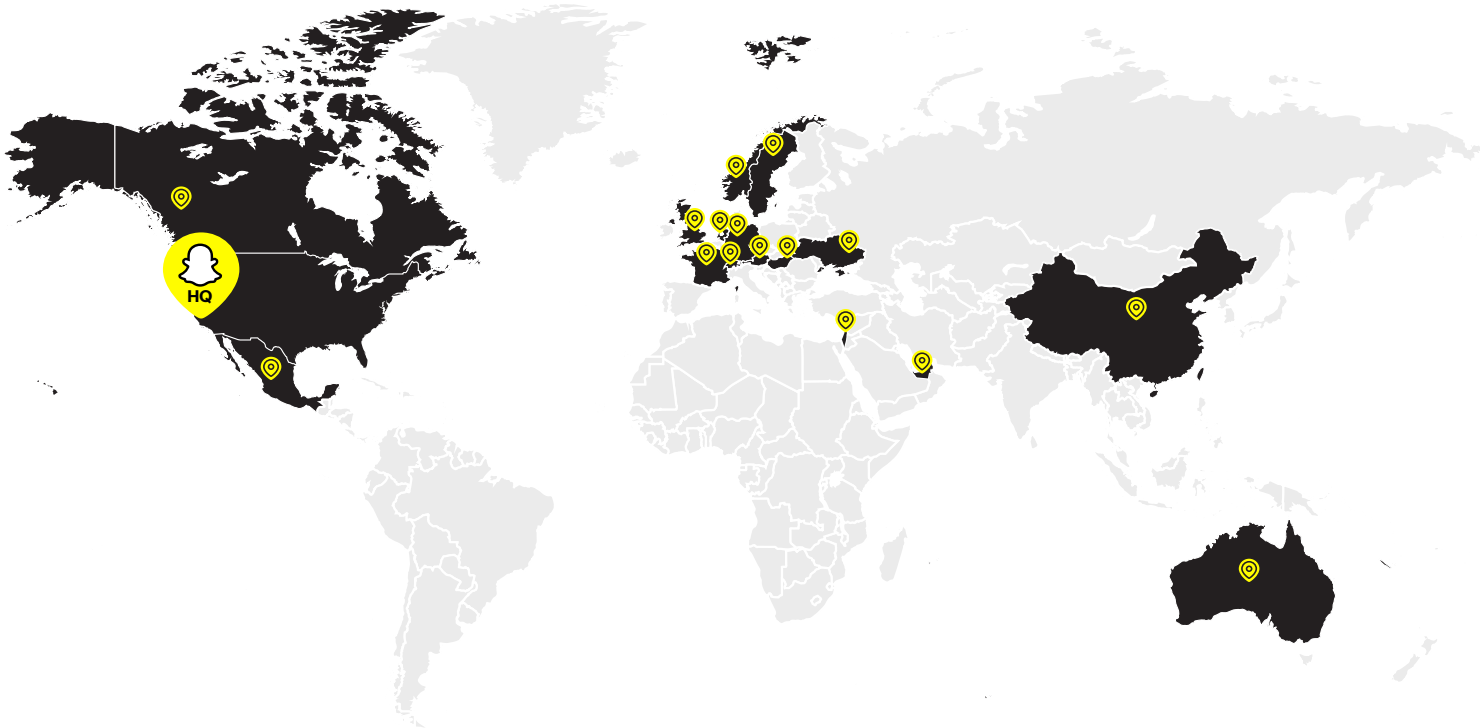
37.5% of our independent Board members were BIPOC in 2022.

For the year ended December 31, 2022, our total tax contribution was approximately \$1.2 billion

98% of team members completed Code of Conduct training in 2022.

About Snap

Headquartered in Santa Monica, California, Snap is a technology company with offices in the United Kingdom, France, India, Australia, and many other countries. We are proud to serve an incredibly diverse community of more than 750 million Snapchatters¹ around the world.



2011 founded

44,000+ hours of leadership training by Snap team members

375 million³ daily active users

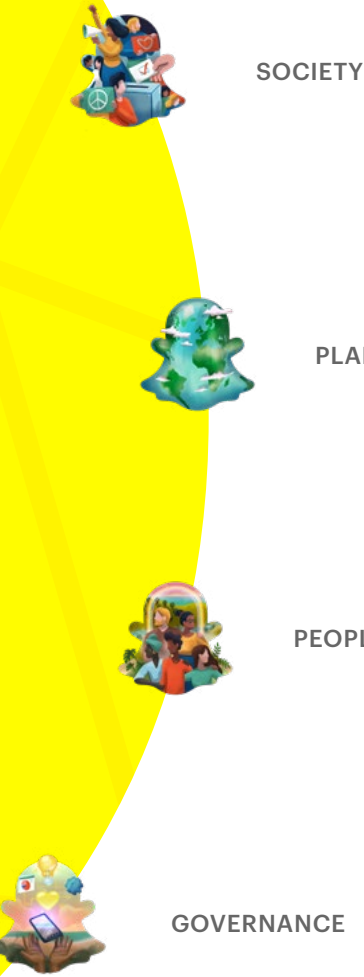
5k+ full-time employees

Committed to The Climate Pledge since 2021

Snap is proud to be included in the North America and World **Dow Jones Sustainability Indices**

³ Snap Inc. internal data in Q4 2022.

ABOUT SNAP
Products and Services



Products and Services

Snapchat

Our flagship product, Snapchat, is a visual messaging application that helps people communicate with friends and family through short videos, images, and text called Snaps and Chats. By opening directly to the camera, we empower Snapchatters to express themselves instantly.

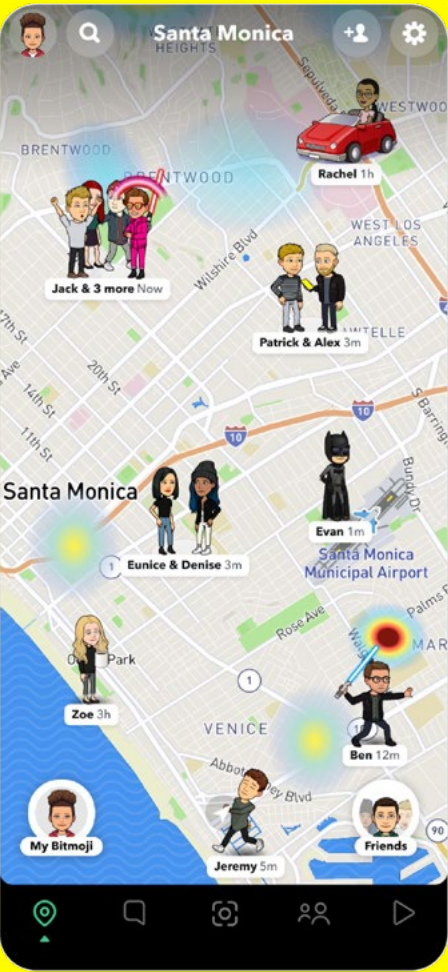
Many elements and features of Snapchat are enhanced by our expansive partner ecosystem of developers, creators, publishers, and advertisers, among others. We help them create and bring content and experiences into Snapchat, leverage Snapchat capabilities in their own applications and websites, and use advertising to promote these and other experiences to our large, engaged, and differentiated community.

AR creators can use **Lens Studio**, our powerful desktop application designed for creators and developers, to build augmented reality 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.

Additionally, we continue to invest in hardware that will help bring augmented reality to life with products such as **Spectacles** — redefining how we interact with and overlay computing on the world.

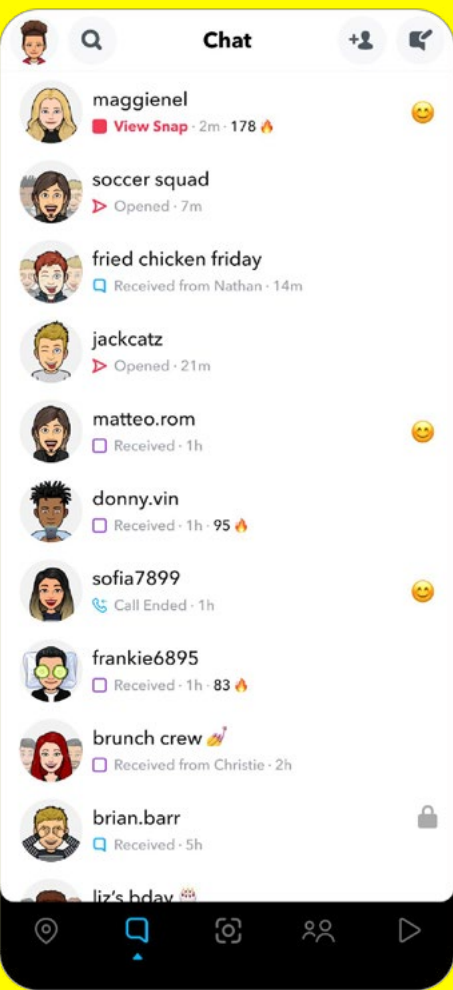
Snapchat contains five distinct platforms:

- Snap Map
- Visual Messaging
- Camera
- Stories
- Highlights



📍 Snap Map

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



💬 Visual Messaging

Our Visual Messaging platform allows our community to communicate with friends, collectively or individually, through our ephemeral and efficient messaging architecture. Snapchatters can send messages through texts, Snaps, and voice or video calling. They can also communicate with a personalized avatar called Bitmoji and its associated contextual stickers and images, which integrate seamlessly into both mobile devices and desktop browsers.

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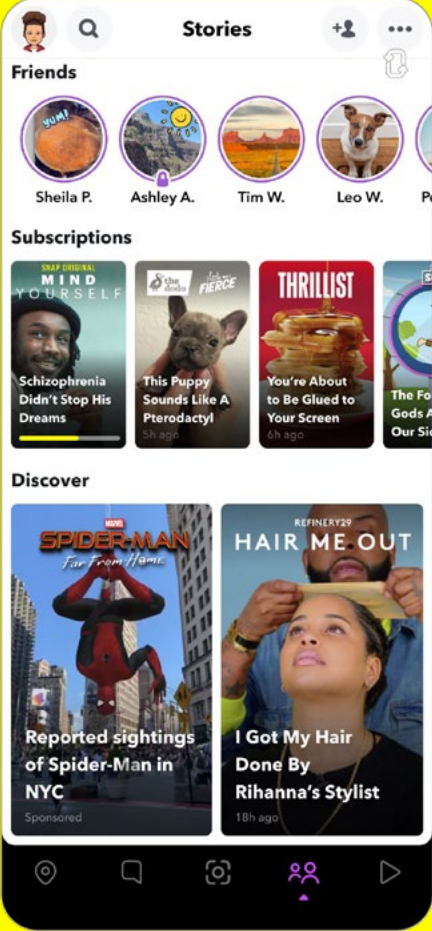
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Camera

Snapchat opens directly to the Camera, making it easy to create a Snap and send it to friends. Our augmented reality (AR) capabilities within our Camera, such as Lenses and creative tools, allow for enhanced creativity and self-expression. While Snaps are deleted by default, Snapchatters can save their Snaps in their own personal collection of Memories. They can also capture Snaps on our wearable devices, Spectacles. Spectacles connect seamlessly with Snapchat and capture photos and videos from a human perspective.



Stories

Stories feature content from a Snapchatter's friends, our community, and our content partners. Friends' Stories allow our community to express themselves to their friends in narrative form through photos and videos that appear in chronological order. The Discover section of this platform displays curated content based on a Snapchatter's subscriptions and interests, and features news and information from our creator community and publishing partners. We also offer Public Profiles as a way for our creator community and our advertising partners to surface their 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.

Society

At Snap, we believe we have a responsibility to make a positive impact on society through the products we create, the content that we deliver, and the ways that we give back to the communities we serve. We have 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 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 and Safety Hub

Helping Snapchatters understand and control how their information is used on our platform is an important part of our privacy program. In 2022, we launched our integrated **Privacy and Safety Hub** — providing centralized, streamlined access to many of our privacy and safety materials and policies.

The **Privacy Center** on the Privacy and Safety Hub describes our **Privacy Principles** and provides detail on our Privacy Policy. The Privacy Center also contains a **Privacy by Product** page, which provides more information about how prominent Snap features collect and use data.

Our **Family Center** webpage on the Privacy and Safety Hub features new resources to help parents and teens to have open and constructive conversations about online safety. It also guides Snapchatters on how to **report safety concerns** related to content and accounts on our platform.

It also provides important information about Family Center, our in-app tool that gives parents the ability to know exactly who their teens are friends with on Snapchat and who they have been communicating with, without revealing the substance of their teens’ conversations in any way — therefore maintaining Snapchatters’ privacy. We designed Family Center to mirror the way parents engage with their teens in the real world: where parents know who their teens’ friends are and when they are spending time together, but don’t eavesdrop on their private conversations. We continue to add new features, like content controls.

To help develop Family Center, we collaborated with families to understand the needs of both parents and teens, acknowledging that everyone’s approach to parenting and privacy is different. We also consulted with dozens of experts in online safety and well-being to incorporate their feedback and insights.

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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. As part of this process, we look for ways to minimize our collection of data and narrowly tailor its use.

Privacy Auditing and Reporting

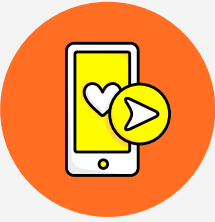
We work with an independent assessor to conduct a biennial audit of Snap’s Privacy Program. Additionally, we release **Transparency Reports** twice a year, providing insight into the volume and nature of governmental requests for Snapchatters’ account information and other legal notifications.



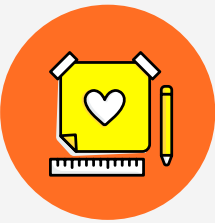
Our Privacy Principles



We communicate honestly and openly: When you use Snap products, 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 that emphasizes discussion and debate — we work hard to build products 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 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 Snaps and Chats are deleted from our servers once they’re opened or expired.

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When we process the personal data of Snapchatters, we do so in a way that is in line with our Privacy by Design standards and principles. 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, and only offer them the chance to share their location with friends. Also, 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 actually know.

PRIVACY CONTROLS

- Clear Data >
- See My Location >
Only Me
- Blocked Users >
- View My Story >
My Friends
- Contact Me >
- See Me in Quick Add >
- Family Center >
- Send Me Notifications >
Everyone
- Spotlight Reply Settings >
- California Privacy Choices >
- Made For Me Panel >
- My Data >



Ad Preferences

You have choices about how Snap and its third-party ad partners use information about you for advertising purposes both on and off Snapchat.

Audience-Based



These are ads targeted based on audience lists we receive from advertisers and other partners. For example, advertisers that already have information about you, like an email address, may want to reach you on Snapchat or other services on which we serve ads. If this setting is enabled, we may use audience information from advertisers and other partners to customize ads for you.
[Learn more](#)

Activity-Based



Snap may target the ads we show you based on information about your activities off Snapchat or other services on which we serve ads. If this setting is enabled, we may use your activity outside the service in which you see the ad to target ads for you. For example, if you search for a movie on a website that shares data with Snap, you may see ads for other movies. If you opt-out, we will not use your Snapchat data to target you with Snapchat ads on third-party advertising platforms that act as a data controller.
[Learn more](#)

Third-Party Ad Networks



Snap may use third-party ad networks to serve ads on Snapchat. To do this, Snap sends the networks a limited amount of data, for example, IP Address, Mobile Ad ID, and whether you saw the ad or interacted with it, so the network can provide advertising services, like ad targeting, measurement and optimization to us and its advertisers. When this setting is enabled, we may allow third-party ad networks to serve you ads on Snapchat.
[Learn more](#)

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Safety by Design

At the heart of our Safety by Design program, we aim to put Snapchatters’ well-being first as we innovate and develop new products. We have zero tolerance for illegal or 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 quickly identify abuse on our platform.



Action

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 & 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 still respecting teens’ privacy.



Response

Our Trust and Safety team reviews and follows up on reports from Snapchatters and law enforcement to crack down on the sources of potentially illegal and harmful content and behavior on our app.



Partnership

In addition to supporting law enforcement agencies in their investigations, we collaborate on educational outreach efforts with an array of safety advocacy organizations, many of which are represented on our Safety Advisory Board.



In 2022, we developed a more robust Platform Governance Framework with a defined process for applying our safety values and principles to potential products. This framework also facilitates internal discussions and allows cross-functional stakeholders to align more easily.

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 deploy and implement.

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.

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Safety Advisory Board

In 2022, we revamped and grew our Safety Advisory Board to include experts from diverse geographies, backgrounds, and areas of expertise to ensure Snap stays attuned to the most pressing safety issues affecting our platform, community, and industry.

Expanded from 7 members to 17 — including three young adults who are youth advocates — the board provides insight and guidance on all facets of safety at Snap. The board also includes safety-focused nonprofit leaders, technologists, academics, researchers, and individuals who have experienced online harm.

Community and Content Guidelines

Snap’s **Community Guidelines** apply to all forms of content — text, images, links or attachments, emojis, and creative tools — 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 the **Snap Commercial Content Policy** in order to ensure that their content is accurate and fact-checked where appropriate.

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. This includes submissions to Spotlight, Snapchat’s entertainment platform for community-generated content.

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 on our platform. We strive to promptly

review reports of child sexual exploitation and abuse — and evidence of this activity results in account termination and reporting to the National Center for Missing & Exploited Children, as required by law.

In 2022, we expanded our global Law Enforcement Operations team to help accelerate its response to agencies’ requests for data related to criminal investigations. We also hosted our second annual Law Enforcement Summit attended by more than 3,000 officials from federal, state and local agencies. Following this summit, 88% of attendees polled said they gained a better understanding of our work with law enforcement, and 84% said they believe Snapchat cares about the safety of teens on the app.

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. Our reports include data on the volume and nature of governmental requests for Snapchatters’ account information and other legal notifications.

In 2022, we took action against over 12 million pieces of content globally that violated our policies. We received 76,625 law enforcement requests for account information spanning 120,089 account identifiers, with 70.9% resulting in disclosure. We also introduced the “Analysis of Content and Account Violations” section, for greater reporting transparency into period-over-period changes.

84% of Law Enforcement Summit attendees said they believe Snapchat cares about the safety of teens on the app.

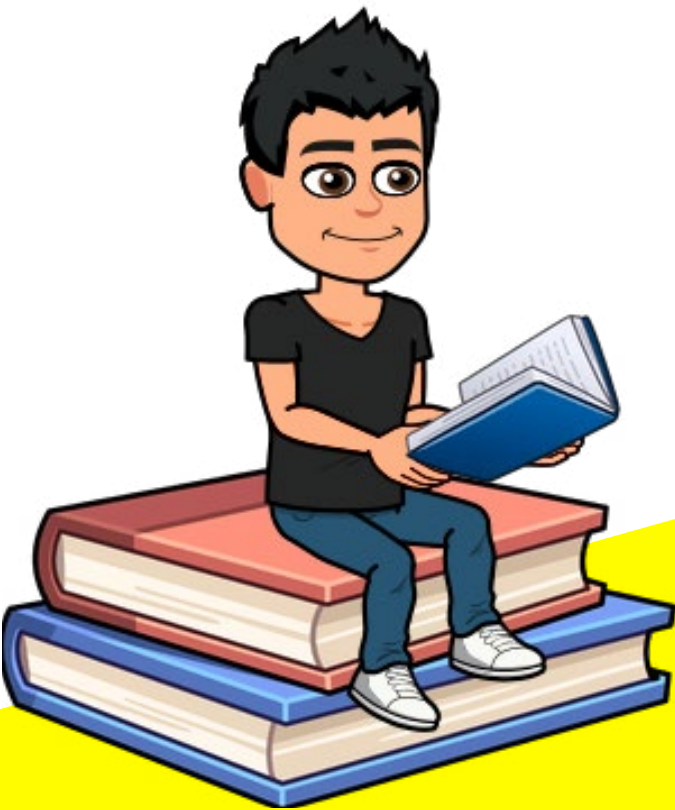
Safety Reporting

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

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 emergency escalations. We work closely with these groups to provide safety education, wellness resources, and reporting guidance to support the Snapchat community.

Our **Parents and Guardians Guide to Snapchat** addresses common misconceptions about our platform, highlights Snap’s safety features, and provides ideas for discussing the app with young people.



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Security by Design

Closely aligned with Snap’s privacy and safety efforts, our Information Security program works to safeguard the data and systems that enable us to remain a trusted part of Snapchatters’ daily lives. Our ability to create and deliver innovative products — thereby fueling Snap’s growth — requires that we also push the boundaries of security engineering and innovation.

We bring an engineering-first mindset to security with a keen focus on eliminating classes of vulnerabilities and simplifying security challenges through automation. Our industry-recognized security engineers, cryptographers, and application and cloud security experts work alongside governance, risk management, and compliance leaders as well as specialized technical program managers to fulfill our vision.

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

In addition, we offer security assurance and review services to our developers, engineers, and vendors to enable a secure product that upholds our security, privacy, and safety principles. We empower our workforce through hands-on security education and resources to unlock a security mindset from the outset.

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

In 2022, we released our Inclusion By Design Principles that lay the foundation for our thinking around product inclusion. Building equity of experience for all current and future Snapchatters is a primary goal at Snap. No matter where you live, your background, what you look like, or how you communicate, you should feel as though Snap products are developed with you in mind. To make this goal a reality, we must evolve product development systems to ensure they 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.

Moving beyond ad-hoc initiatives, the team developed three guiding principles for those involved with product development at Snap:

- Increase Inclusion
- Build with Empathy
- Take Smart Risks

These principles resulted from a large, cross-functional effort between the Design, Product, Engineering, and IDEA (Inclusion, Diversity, Equity, Awareness) teams, with close engagement from Camera Platform, Policy, Platform Integrity, and Legal. These principles are a substantial part of the foundation for development at Snap.



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Social Impact on Our Platform

As a primary source of news and information for Gen-Zers, we recognize our unique opportunity and responsibility to help young people find accurate and diverse coverage of the world around them. Across the Snapchat ecosystem, we help people learn about issues that matter most to them and empower them to take action by providing access to a wealth of resources. In 2022, we added nearly 4,300 new channels globally as part of our ongoing efforts to create an engaging, diverse, and informative experience for Snapchatters.

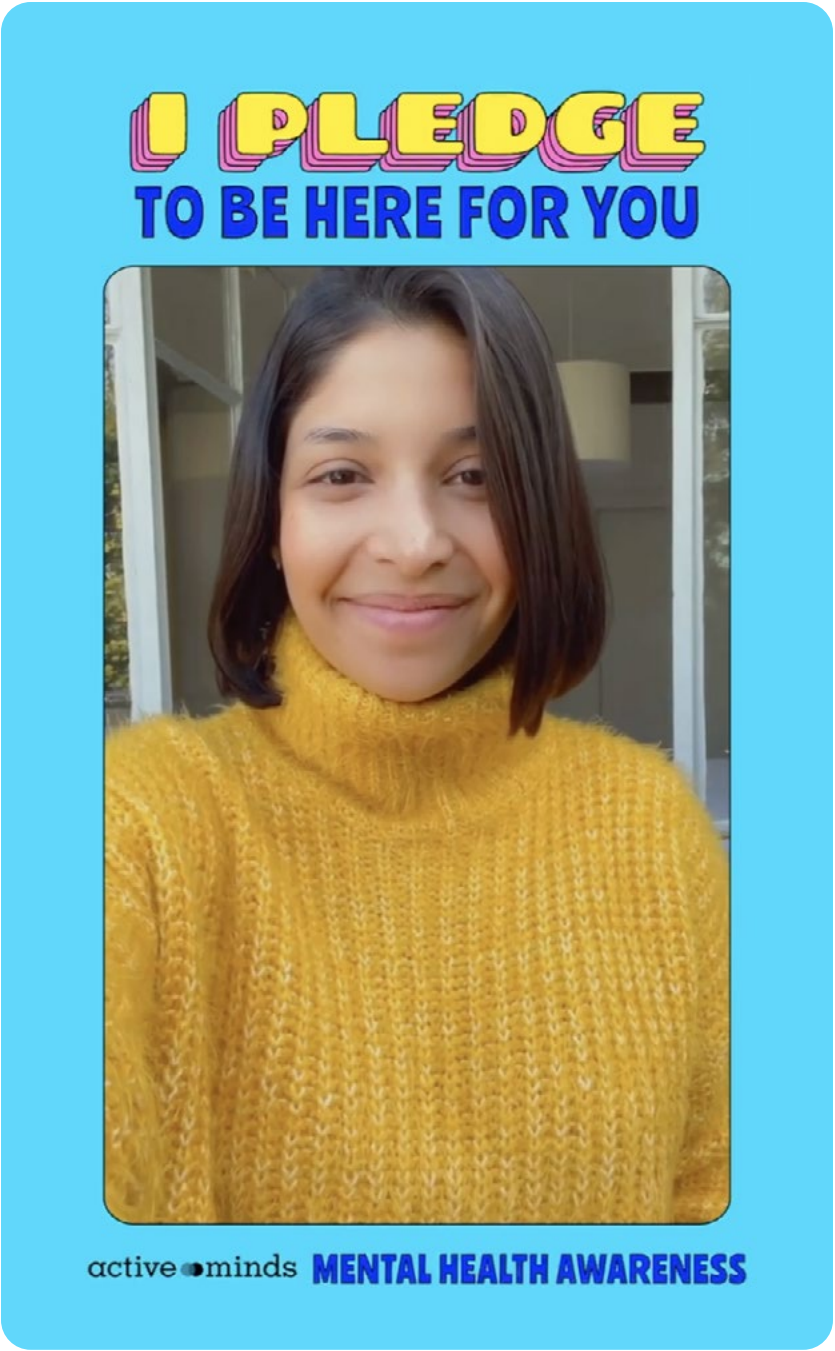
We drive impact through the Snapchat content platform as well as through our Lenses, ads, Stories, Snap Star community, and other creative tools. Often, we engage with leading nonprofit partners and collaborate with governments to bring important issues to light. In 2022, we amplified content and campaigns around civic engagement, mental health, drug education and prevention, and digital well-being.

Mental Health and Well-Being

At Snap, nothing matters more than the health and well-being of our community. In 2022, we expanded our efforts to make Snapchat a safe and supportive space for people to communicate with their friends and find helpful resources.

In response to searches on Snapchat for certain topics related to mental health — including anxiety, depression, stress, body positivity, suicidal thoughts, grief, and bullying — we created an in-app portal called **Here For You**. This search tool is designed to support people in our community who may be feeling the impact of challenging events, and it also serves as a resource for Snapchatters who want to find help for friends or family members. Our **Snapchat Support** homepage also features an array of mental health and well-being resources.

In October 2022, we launched a suite of new bullying prevention and mental health campaigns across the globe to coincide with World Mental Health Day. Through partnerships with local expert organizations, these campaigns encouraged Snapchatters to be kind to one another and provided them with local tools they can lean on when dealing with bullying or mental-health struggles.



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Drug Prevention and Awareness

As drug overdose-related deaths continue to skyrocket in the U.S., we are working to educate more young people about the dangers of illicit substances such as fentanyl. Together with the Ad Council, we launched the **Real Deal on Fentanyl** in October 2022. This campaign featured a series of videos in which former drug dealers take over high school classrooms to talk with students about the dangers of fentanyl. The campaign also provides 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.

As part of this effort, Snapchat launched a series of new AR Lenses, Filters, Stickers, and content that amplify the campaign's messages across our platform.

This education campaign built on our ongoing work to combat illicit drug-related activity on Snapchat, which we have a zero tolerance policy for.

We worked vigorously to improve our proactive detection tools to find and shut down drug dealers who try to abuse our platform. We continued to support law enforcement investigations to bring dealers to justice. Knowing that drug dealers use a range of online platforms to try to target young people, we also partnered with other tech companies and experts to share information.

We also raised awareness directly with Snapchatters through actions such as blocking search results for drug keywords and slang. If Snapchatters search for those keywords, we instead direct them to content about the dangers of fentanyl, which is created by expert partners through our dedicated in-app portal, Heads Up. Throughout 2022, we also continued to add new resources from leading organizations such as Song for Charlie, the Centers for Disease Control and Prevention, the Substance Abuse and Mental Health Services Administration, Community Anti-Drug Coalitions of America, Truth Initiative, and SAFE Project.

Digital Literacy and Online Safety

As part of our efforts to better understand and address the issues that young people face on Snapchat and across different services and devices, we launched a Digital Well-Being Index (DWBI) survey in spring 2022 that centered on young people's psychological well-being in the online realm. The study surveyed three audiences — teens between ages 13-17, young adults between 18-24, and parents of users between 13-19 — in the U.S., UK, Australia, France, Germany, and India. We asked about the online risks young people face, how respondents perceive the influence of social media in their lives, young people's support networks, and other aspects of their lives.

Among our preliminary findings released in 2022:

- 76% of Gen-Z respondents reported being exposed to at least one online risk over a three-month period.
- 68% of teens and 83% of young adults said they personally had fallen victim to some digital risk.
- 19% of teens and 22% of young adults reported being exposed to online bullying or harassment.
- Other personal risks for both age demographics included exposure to hate speech and various sexual risks.

We are exploring ways to incorporate these and other insights from the DWBI into our work across areas such as safety, privacy, and mental health support. To learn more and view the full report, visit our **DWBI page**.



LOOKING AHEAD

- **We will continue focusing on creating diverse, accurate content that reflects a rich variety of views across our global community. We will initiate meaningful social impact projects that support our community and leverage strategic partnerships with best-in-class experts and nonprofits.**
- **We will also focus on growing engagement globally by putting team members on the ground to understand local markets and deliver content that is tailored to be relevant and meaningful to those communities.**

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Community and Giving

In 2022, Snap Philanthropy continued to build upon our mission to empower students from under-resourced communities by supporting equitable access to education and career opportunities in STEAM (Science, Technology, Engineering, Arts, and Mathematics), while strengthening the cities where we live and work.

Through our unwavering commitment to a “volunteer-first” approach, we supported hyperlocal community organizations that offered Snap team members opportunities to roll up their sleeves and engage through hands-on service.

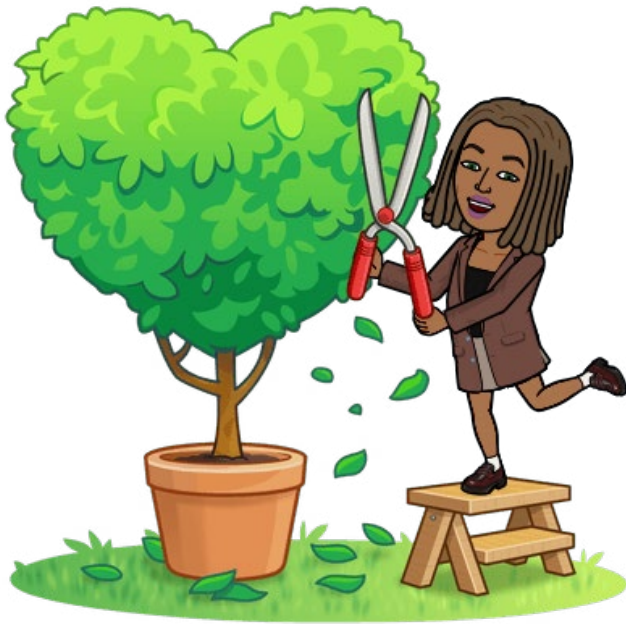
In 2022, we:

- Graduated another 60 incredible Snap Academy scholars from our Design, Engineering, Storytelling, and Lens programs.
- Fortified our long-term commitment to upskilling the next generation of Lens leaders and creators.
- Reached hundreds of students in rural communities spanning the globe through the power of AR.
- Brought back in-person volunteer initiatives after two years of virtual-only programming.

We also continued to build and strengthen programming that meets the growing demand for philanthropic events at team gatherings. In addition, we engaged with new mission-aligned organizations that are doing critical work to support our communities — including 14 new partnerships in 12 countries – and scaled our menu of philanthropic opportunities to more offices around the world.

Our global Snap team devoted more than 8,270 hours to philanthropic projects this year — impacting hundreds of community organizations and schools in more than 50 cities across 26 countries — resulting in a 20% increase in year-over-year impact. We are thankful for the inspiring work of our partners and educators, commitment of our Snap family, and limitless potential of the people we have the opportunity to serve.

Through our work, Snap Philanthropy remains focused on three philanthropic impact areas: Access to Education, Mentorship & Career Pathways, and Community Well-Being.



8,270+

hours devoted to philanthropic projects this year

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Investing in Educational Opportunities for Underrepresented Communities

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

Snap Academies

These summer educational programs are designed to provide meaningful career opportunities to Black, Indigenous, and People of Color (BIPOC) communities and other groups that have been historically disconnected from equal opportunity in the tech sector. These other groups include women, community college students, and youth who may have experienced homelessness, foster care, or the juvenile justice system. Through Snap Academies, we strive to prepare our young scholars for careers that may have been otherwise inaccessible to them.

For its fifth year, Snap Academies returned in-person to our Santa Monica campus after two years of fully remote programming (with the exception of the Snap Lens Academy, which remained virtual to promote nationwide access and participation). Snap team members volunteered 795 hours of mentoring to support Snap Academies scholars along their journey in 2022.

Snap Academies Alumni Network

Snap engaged more than 190 Snap Academies alumni through network building, paid project work, and employment opportunities at leading tech companies, educational institutions, and nonprofit organizations to support their career development.

Alumni also applied their skills to real-world projects — resulting in 370+ paid hours of work in 2022 — including:

- Designing logos, invitation collateral, and Lenses for Snap Philanthropy projects.
- Creating Snap filters and Lenses for multiple nonprofits, including AdColor, Otis College of Art + Design, Chicago Cares, the Coalition for Clean Air, and more.

Additionally, we expanded our Snap Academies alumni development programming by celebrating our five-year anniversary with a Snap Academies Reunion — welcoming all of our alumni to campus for networking and professional development with Snap team members. With the 2022 graduating class, our network is now 198 alumni strong.

Royal College of Art & Stanford Partnerships

For the second year, two Snap Design Academy alumni were selected to participate in a 30-week Graduate Diploma Program at the prestigious Royal College of Art in London. Additionally, one of our 2021 RCA Graduate Diploma scholars, Crysta de la Cuesta (Snap Design Academy, 2019), excelled in the program and was hand-selected to pursue her Master of Art degree at the RCA. Scholarships were awarded to all three students to advance their learning in-person at the London campus and study under brilliant tutors from around the world.

We also launched an inaugural partnership with Stanford University’s Computer Science Department to award three Snap Academies alumni with a summer academic enrichment opportunity exploring advanced programming and technical coding challenges. Snap funded the full tuition for each student to study on-campus and immerse themselves into the university lifestyle.

"The skills I learned in Snap Lens Academy have elevated my perception of what is possible with AR. I now truly believe that if you can dream it, you can build and experience it."

— CHRISTIAN ENRIQUEZ, SNAP LENS ACADEMY, 2022





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Mentorship and Career Pathways

We support a range of programs that connect underrepresented talent with professional development opportunities, leadership coaching, real-world skills training, and access to professional mentors.

Snap AR Lens Challenges

Launched in 2019, Snap AR Lens Challenges help students learn about and easily create AR experiences using our curriculum and Snap’s Lens Studio software. Initially, students participate in free self-paced modules to learn and begin creating in Lens Studio. Next, they learn more advanced skills during a live virtual workshop with a Lens Studio expert. Finally, students submit their AR lens creation to be published in Snapchat.

The Snap AR Lens Challenge also gives participants a chance to win cash prizes, a professional development opportunity to design a Lens for a client, and a personalized invitation to apply to the Snap Lens Academy.

In 2022, we partnered with Snap’s London-based Internal Communications team and the educational nonprofit **We Are Futures** to launch a UK AR Lens Challenge for high schoolers across the UK. More than 150 students participated in the inaugural program, and the Challenge’s 30 winners were invited to Snap’s London office to connect with team members about the future of AR.

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 U.S. and beyond. In 2022, we grew our partnership with SuitUp by helping conduct 10 experiential learning competitions focused on finding creative solutions to real-world community and business challenges. More than 160 Snap team members coached over 250 students from concept pitch through development and presentation.

Global Glimpse

Global Glimpse is a travel and leadership development program for students that combines pre-trip workshops and weekend summits with immersive international travel. In 2022, we collaborated with the organization to help 30 college students from under-resourced communities to build empathy, leadership skills, and knowledge of the world through our Global Office Hours program. Students participated in virtual meetings with 13 Snap business leaders from our offices in China, Australia, Israel, India, the United Arab Emirates, and Europe.

Community Well-Being

We believe the most meaningful way to make a difference is by supporting community-based organizations that offer our team members opportunities to roll up our sleeves and volunteer. From packing meals for unhoused youth to sprucing up a community garden, we encourage team members to get involved through various opportunities that drive hyperlocal impact throughout the year.

World Kindness Day Events

Every year, in honor of World Kindness Day, Snap team members worldwide join together to volunteer in their local communities. During our 2022 day of service, volunteers participated in 30 different projects in 27 cities, contributing 3,373 volunteer hours to efforts including a beach cleanup in Tel Aviv, gardening projects in Amsterdam and Vienna, school beautification projects in Los Angeles, and a homeless shelter renovation in Boulder.

Global Snap Team Events

In 2022, we brought together 23 Snap teams from across the globe to connect with each other while creating a positive community impact. From packing snack kits for youth experiencing homelessness, to building playhouses for children in need, supporting the work of local urban farms and gardens, cleaning up local beaches, and participating in speed-mentoring sessions, we engaged over 690 team members around the world and contributed over 900 volunteer hours to these team-based service initiatives.

IMPACT BY THE NUMBERS

8,270+
volunteer hours contributed to philanthropic projects in 2022

20% ↑
year-over-year increase in volunteer hours

198
Snap Academies alumni in our network as of 2022

LOOKING AHEAD

In 2023, Snap Philanthropy will continue to strengthen its most impactful partnerships and signature programs around the world while also expanding its menu of team-based volunteer initiatives.

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Snap Foundation

Snap Foundation is a separate and independently managed 501(c)(3) nonprofit organization funded by donations from Snap Inc. and our co-founders, Evan Spiegel and Bobby Murphy. Snap also donates office space, computer hardware, and other related resources. In addition, team members across finance, legal, human resources, and IT departments volunteer to support the Foundation’s operations.

The Foundation’s mission is to develop pathways to the creative economy for underrepresented youth in Los Angeles, enabling them to engage in artistic expression and experience economic inclusivity as working creatives. To that end, the Foundation’s giving is split between responsive and strategic initiatives that build the nonprofit field, engage in systems change, and support our values through an overarching lens of equity.

Highlights from 2022 include the continued development of a participatory grantmaking program through the support of the Foundation’s Youth Advisory Council (YAC), a community of Black, Indigenous, and People of Color (BIPOC) youth between the ages of 18-24 that supports reciprocal learning. Alumni from the 2021 YAC cohort partnered with **Ready to Succeed** and **Dreamhaus** to develop and administer the Foundation’s 2022 program.

In all, 22 Los Angeles-area nonprofits received YAC funding from the Foundation in 2022. Through this program, YAC members learned about grantmaking and collectively made decisions to invest in their communities. In turn, the Foundation’s stakeholders now better understand pathways to the creative economy by centering community members with lived experiences.

The Foundation also made numerous collaborative commitments to prioritize strategic, place-based partnerships that focus on systems change — and connect



with community members — in Los Angeles. Frequently building upon shared resources, these opportunities often involve the alignment of funding and steering conversations in the sector to advance positive change for youth, equity, and the creative economy. Grantees in 2022 included **Destination Crenshaw**, **Los Angeles County Department of Arts and Culture**, and **The Alliance for Media Arts + Culture**.

The Foundation’s strategic giving focuses on three areas: Learning and Experimentation, Collaborative Commitments to Los Angeles, and Field Building and Advocacy. Through these contributions, the Foundation hopes to add to the ecosystem of support that is focused on investing in Los Angeles-based nonprofits as well as initiatives that support the greater Los Angeles area in building a more just, inclusive, and equitable community for all.

LOOKING AHEAD

The Foundation will remain a separate and independently managed entity focused on responsive and deliberate grantmaking to address needs of nonprofits in Los Angeles as they continue to rebuild in the post-pandemic era.

Planet

Being kind to the planet means applying a sustainability lens to every aspect of our business — from our workplaces to our products and throughout our supply chain. We address our environmental impacts and aim to decarbonize our products, supply chain, and operations through our Climate Strategy. We work to conserve natural resources, reduce waste and shrink the environmental footprint of our products throughout their lifecycle — while ensuring that our suppliers adhere to our high standards of social and environmental responsibility.



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Climate Strategy

The global climate crisis is one of the greatest challenges of our time. As a company with products that touch millions of young people’s lives, we feel compelled to take decisive action to address climate change through our platform and operations. We believe that governments, businesses, and individuals across the world must act now — working together to avoid the worst impacts of the climate crisis and build a sustainable future.

Our strategic approach to this crisis recognizes the global impact of extreme weather events caused by climate change. We continue to make progress on fulfilling our first major climate commitments focused on both climate mitigation and operational improvements. This includes utilizing carbon offsets as well as enhancing our operational sustainability. Further, we use our platform to engage users on the climate crisis, foster awareness, and inspire collective action.



Snap’s Climate Commitments

We are proud to be among the more than 400 businesses that have committed to **The Climate Pledge** — taking action to achieve the goals of the Paris Agreement 10 years early.

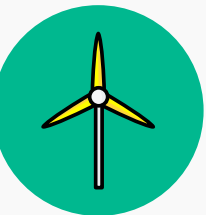
As part of this effort, our climate commitments include:



Science Based Targets:

Reduce absolute scope 1 and 2 GHG emissions 25% by 2025 compared with 2019 baseline

Reduce scope 3 GHG emissions 35% per unit of value added by 2025 compared with 2019 baseline



Source 100% Renewable Electricity

Procure or self-produce 100% of electricity used from renewable sources



Net Negative by 2030

Removing from the environment more carbon than we emit each year

+\$10M

Investment in Carbon Removal Projects through 2030

Snap Climate Action Plan

Launched in December 2021, our Climate Action Plan (CAP) spans three interlocking pillars:

Measurement

We conduct an annual inventory of Snap’s carbon emissions, which we use to track progress on our mitigation goals and commitments.

Mitigation

Snap is committed to being Net Negative by 2030, meaning we will remove more carbon than we are emitting. We work first to reduce the emissions that we control and balance the rest by purchasing renewable electricity as well as carbon offsets and removals. Our emissions reduction programs, which are detailed later in this section, address all facets of Snap’s operations.

Engagement

We engage our team members, partners, and Snapchat community in helping reduce emissions through a range of efforts highlighted throughout the Planet section and elsewhere in this report. Priorities include 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 reductions.

Climate Risk

As a company with a significant global reach, we are committed to lowering the climate impact of our products and organization, and doing so at a pace and scale befitting the urgency of the climate crisis.

In 2021, we conducted our first analysis of how Snap’s performance might be affected by various future outcomes related to the climate crisis. Aligned with guidance from the Taskforce on Climate-related Financial Disclosures (TCFD), this scenario analysis continues to help us understand our climate risks and opportunities through a representative sample of key sites based on square footage, headcount, and electricity consumption across Snap’s international footprint.

Our scenario analysis process explored both physical and transitional risks. The physical analysis looked at potential impacts to our operations caused by increased temperatures, sea level rise, droughts, heatwaves, inland floods, and wildfires. For the transition analysis, Snap applied a net-zero scenario in which global emissions have decreased significantly by 2050, to determine how our business might be affected by potential financial and policy requirements related to reaching net-zero emissions. We plan to reassess our scenario analysis as climate science progresses.

More details from our first scenario analysis are included in our 2022 CDP response. We have submitted an annual disclosure to CDP since 2020, and recently received an “A” score in 2022. This means Snap demonstrates environmental leadership in disclosing action on climate change, exhibits best practices on strategy and action, and aligns with frameworks such as the TCFD.

While our internal risk-planning process includes mitigation of physical risks, a cross-functional Snap team continues to build our roadmap for responding to the risks and opportunities identified in our TCFD scenario analyses. We recognize that this work is essential in meeting our climate commitments as well as enabling us to adapt based on changing global climate impacts.

Our next steps include:

Gathering feedback on our Taskforce on Climate-Related Financial Disclosures (TCFD) summary report internally.

Disclosing our scenario analysis summary report in investor ratings platforms.

Continuing to adopt TCFD recommendations and build them into our disclosures.



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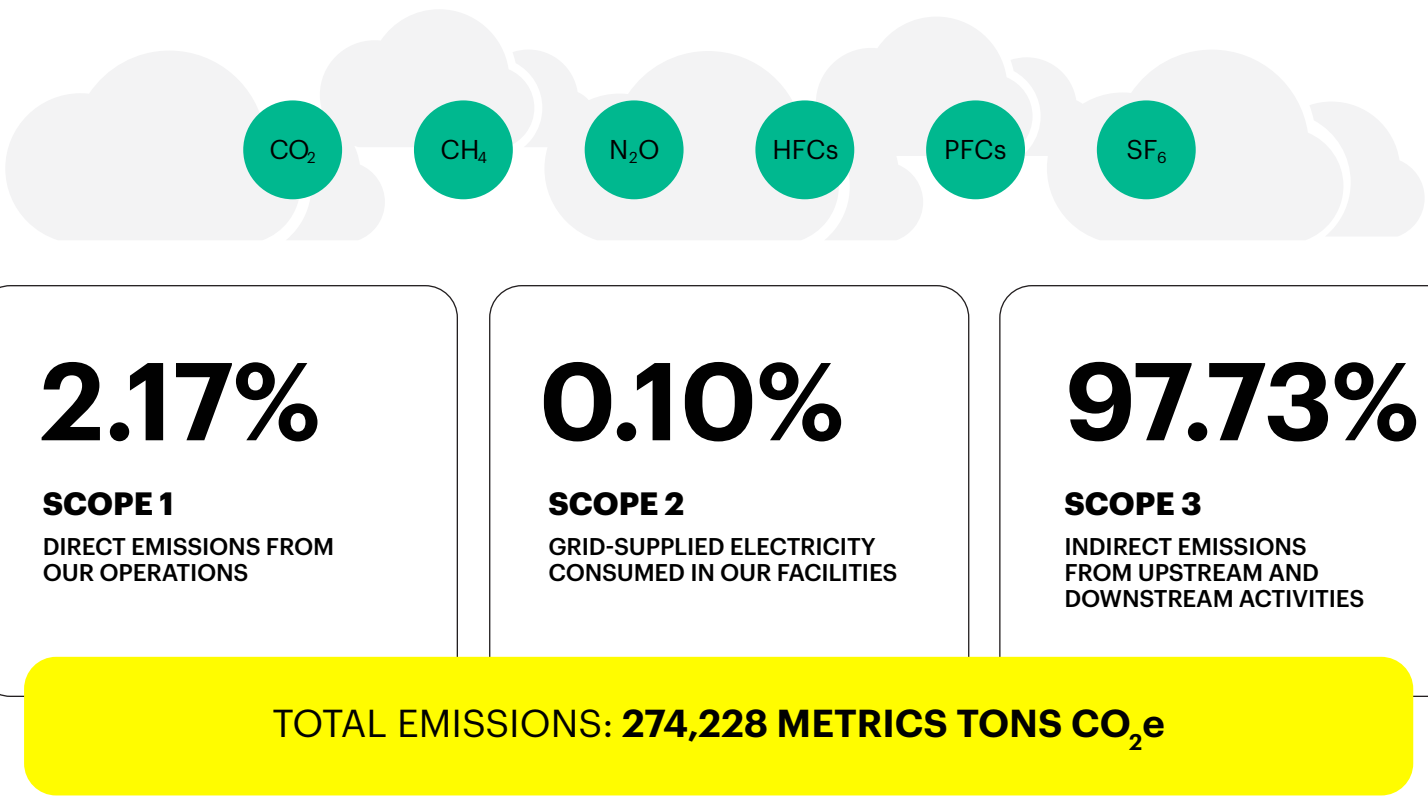


Carbon Emissions

Each year, we calculate Snap’s material emission sources in accordance with the Greenhouse Gas Protocol control approach. We compare the results against our 2019 baseline year, allowing us to track emissions over time. We calculate and estimate our direct emissions (scope 1), as well as our indirect upstream (scopes 2 and 3) and indirect downstream emissions (scope 3 only) annually. Snap’s emissions distribution has remained relatively consistent since 2019, with purchased goods and services and use-of-sold products consistently emitting the most emissions since 2019. In 2022, Snap engaged a third party to verify this data. Refer to our resources page on citizen.snap.com for our Greenhouse Gas Inventory assurance letters.

We also use an in-house system to track all global utility spending and consumption — including electricity and other fuels, waste, and water. This helps us to monitor our consumption and measure progress. The energy data feeds into Snap’s greenhouse gas inventory, which helps us to track targets against our climate strategy.

TOTAL CARBON EMISSIONS



Refer to our Emissions Reductions measures on [page 30](#) for more information on trends against our baseline.



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CARBON EMISSIONS BREAKDOWN⁴

Scope	2019 Emissions ⁵ (metric tons CO ₂ -equivalent)	2020 Emissions ^{5,6} (metric tons CO ₂ -equivalent)	2021 Emissions ^{5,6} (metric tons CO ₂ -equivalent)	2022 Emissions (metric tons CO ₂ -equivalent)
Scope 1	4,656	2,952	4,106	5,960
Scope 2	4,284	902	160	259
TOTAL (Scope 1 + 2)	8,940	3,854	4,266	6,218
Scope 3 Categories:				
Category 1: Purchased goods and services	56,460	71,554	102,160	153,180
Category 2: Capital goods	8,783	15,508	16,566	32,167
Category 3: Fuel- and energy-related activities	1,564	1,441	2,144	3,312
Category 4: Upstream transportation and distribution	Not applicable	5	11	76
Category 5: Waste generated in operations (estimated)	3,015	3,121	2,806	3,157
Category 6: Business travel	18,752	4,039	3,524	16,172
Category 7: Employee commuting	2,894	2,463	3,264	3,511
Category 8: Upstream leased assets	Not applicable	Not applicable	Not applicable	Not applicable
Category 9: Downstream transportation and distribution	26	8	13	16
Category 10: Processing of sold products	Not applicable	Not applicable	Not applicable	Not applicable
Category 11: Use of sold products	33,181	49,266	50,218	56,333
Category 12: End-of-life treatment of sold products	7	5	5	59
Category 13: Downstream leased assets	46	57	215	15
Category 14: Franchises	Not applicable	Not applicable	Not applicable	Not applicable
Category 15: Investments	Not applicable	Not applicable	Not applicable	Not applicable
SCOPE 3 TOTAL	124,727	147,466	180,924	268,009
TOTAL (Scope 1 + 2 + 3)	133,667	151,320	185,190	274,228
REVENUE (USD millions)	1,716	2,507	4,602	4,602
SCOPE 3 (indexed to revenue, metric tons CO ₂ e/USD millions revenue)	72.7	58.8	58.2	58.2
TOTAL (Scope 1 + 2 + 3) with carbon credits and renewables applied	0.0	0.0	0.0	0.0

⁴ Emissions by Source [including all data within this table].

⁵ For consistency, the 2019, 2020, and 2021 scope 1 and 2 greenhouse gas inventories were updated to match a new methodology used when calculating 2022 GHG inventory. These data points have been updated accordingly.

⁶ For consistency and to produce comparable GHG emissions data over time, 2020 and 2021 scope 3 greenhouse gas inventories were updated to correct previously reported discrepancies.



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ELECTRICITY BY COUNTRY

Country	2019 Total Electricity MWH ⁷	2020 Total Electricity MWH	2021 Total Electricity MWH ¹⁰	2022 Total Electricity MWH
Australia	149	98	123	104
Austria	Not reported	75	112	79
Canada	245	234	161	239
China	148	148	148	275
France	303	120	303	235
Germany	66	66	66	98
Hungary	Not reported	Not reported	Not reported	107
Israel	Not reported	86	183	228
Mexico	Not reported	Not reported	Not reported	7
Netherlands	48	48	51	75
Norway	Not reported	14	6	32
Sweden	Not reported	14	7	5
Switzerland	68	68	68	48
Ukraine	193	270	712	216
United Arab Emirates	58	112	104	122
United Kingdom ⁸	447	494	477	474
United States of America	10,738	10,097	9,936	17,606
TOTAL	12,463 ⁹	11,944	12,457	19,950
Renewable Electricity	No direct renewable energy procurement	10,097	12,457	19,950
% Renewable Electricity	0%	85%	100% (+ 7,000 MWh of renewable energy for remote work)	100%

⁷ For consistency, the 2019 electricity data was updated to reflect a corrected methodology for calculating total electricity consumption.

⁸ The total electricity MWH represented here differs from the reported total in our 2023 CDP response by 105 MWH as a result of the addition of one site.

⁹ (+ 7,000 MWh of renewable energy for remote work)

¹⁰ 2021 electricity data for the United Kingdom has been updated to reflect more accurate activity data becoming available in 2022.

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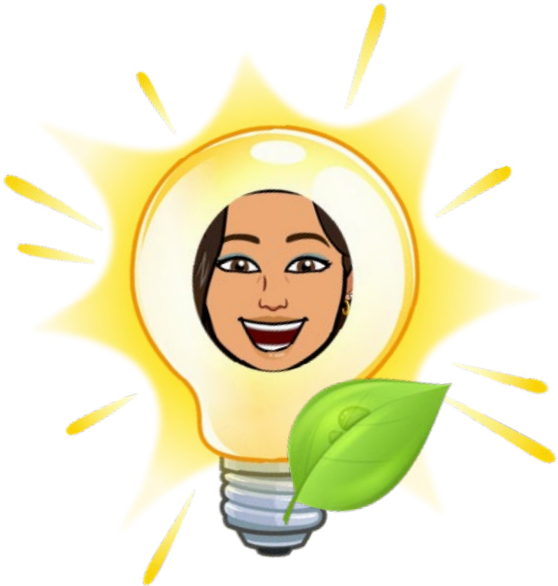
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Emissions Reduction Measures

Scope 1: Our scope 1 emissions grew as our physical location footprint expanded in 2022. As we grow as a company, we remain committed to being carbon negative; we are offsetting 100% of our scope 1 emissions through verified carbon removal credits.

Scope 2: Our renewable electricity purchases were applied to 100% of our scope 2 emissions for all owned and operated Snap locations.

Scope 3: Although our overall scope 3 emissions have grown as we scale as a company, our emissions intensity by revenue has decreased by 20% since our baseline year of 2019. Increases in sales and use of Snap have increased product-related emissions, including increased emissions from upstream and downstream transportation, purchased goods and services, and the use of our sold products. As the world continues to transition, business travel emissions have still not returned to pre-pandemic levels. Breakdown by emissions categories can be found in the carbon emissions breakdown table on [page 28](#).



LOOKING AHEAD

In 2023, we will continue looking for opportunities to partner with our stakeholders in an effort to find solutions to reduce or remove greenhouse gas emissions across Snap’s portfolio.

Scope 1
Initiate new programs to become carbon neutral and utilize sustainable aviation fuel (SAF).

Scope 2
Identify opportunities to implement green building/office standards and perform energy audits for improved energy efficiency.

Scope 3
Develop incentives for our partners to enhance product efficiency.

1.5°C Science-Based Targets

Snap’s emissions reduction targets, developed in 2020, were approved by the **Science Based Targets initiative** (SBTi) in 2021. The Science Based Targets that we have committed to are:

Reduce absolute scope 1 + 2 GHG emissions 25% by 2025

Reduce scope 3 GHG emissions 35% per unit of value added by 2025

Based on our science based reduction targets, in 2022, we reduced our absolute scope 1 and 2 emissions by 30% over the 2019 baseline. While our absolute scope 3 emissions increased over the 2019 baseline, our revenues grew by 168% from 2019 to 2022 and we were able to reduce our scope 3 emissions by 5% per unit of value added over the 2019 baseline. Snap’s scope 1 and 2 reductions put us ahead of meeting our 2025 science-based reduction targets. Snap will continue to work to meet our scope 3 reduction target of 35% from the 2019 baseline in the coming years.

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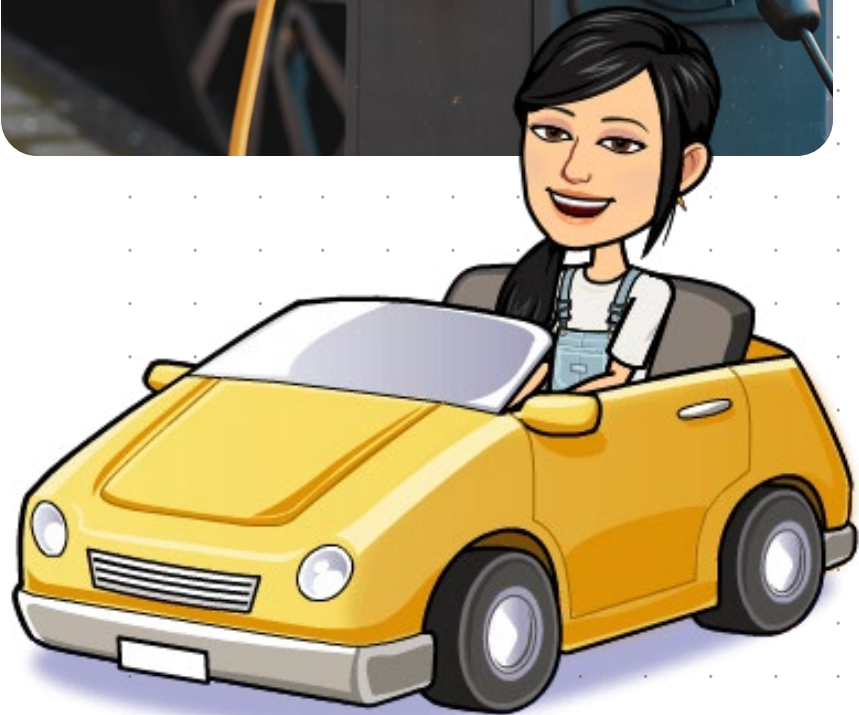
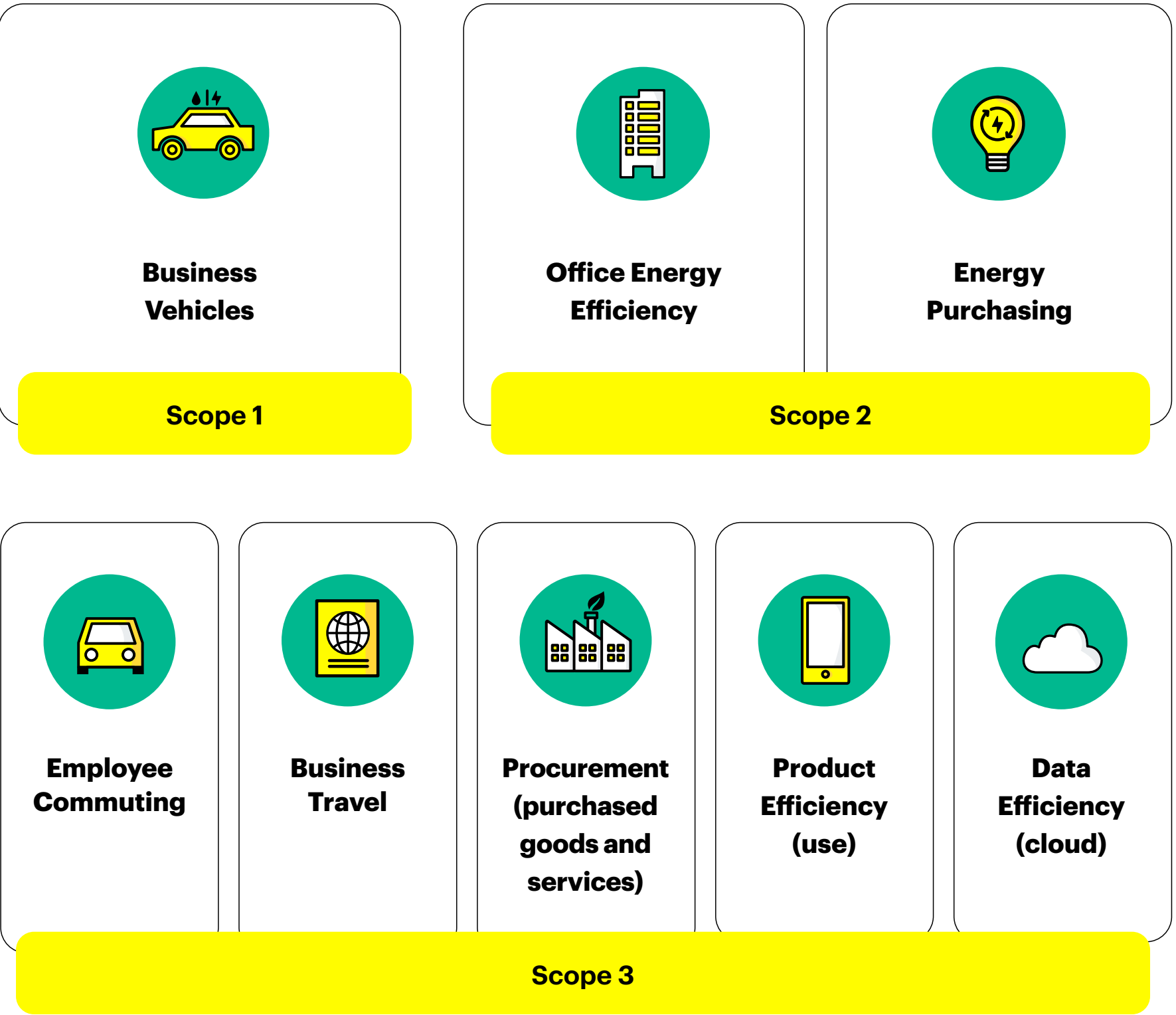
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TARGETING OUR EMISSIONS

We are expanding our programs to reduce emissions across Snap's operations:



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Net-Negative Carbon

We have set a 2030 goal to achieve net-negative carbon emissions, meaning that our company plans to offset or remove more carbon from the atmosphere than we emit. This entails both reducing our carbon emissions as much as possible in the areas that we can control and offsetting additional amounts through a variety of other actions.

As part of our net-negative emissions commitment, which includes covering Snap’s full scope 3 footprint, we plan to:

- Reduce our absolute emissions and purchase renewable energy.
- Source high-quality, verified carbon credits to mitigate remaining scope 1, 2 and 3 emissions. While we will rely on both avoidance and removal offsets, as the supply increases we will progress toward sourcing 100% carbon removal credits by 2030.
- Engage with partners in our supply chain to make similar commitments and advocate for the development of products and services with a lower impact.
- Support carbon removal projects with a commitment to \$10 million in funding by 2030, which will push us past net-zero to become net-negative.

We continue to take responsibility not only for our current and future carbon footprint, but also for the carbon we created in the past. We became carbon neutral in 2021 by calculating and offsetting all our scope 1 and 2 emissions and a significant portion of our scope 3 emissions — going back to Snap’s founding in 2011 through the end of 2020.

For emissions in 2022 that remained after our emissions reductions, we have made purchases of carbon credits to fully compensate for these emissions. In keeping with our Net Negative Carbon commitment, we have become net negative for our scope 1 and 2 emissions. For our scope 3 emissions, we have begun mixing carbon removals into our carbon credit portfolio and we plan to ramp up these purchases to 100% removal credits by 2030.

We recognize that the market for carbon removal is unpredictable, that relevant indirect emissions can be difficult to calculate, and that we may have to revisit our climate commitments over the years as conditions change. Nonetheless, we are dedicated to achieving our climate goals to the best of our ability while also being transparent about our progress and the challenges we face.

Carbon Credits

We work with third-party experts to earn our carbon credits through high-quality, impactful projects. Our rigorous standards and selection criteria include:

Registry: Requiring all offsets be registered through a reputable registry that tracks offset projects and issues offset credits for each unit of emission reduction or removal that is verified and certified using accurate baselines. These registries record the ownership of credits with a serial number assigned to each verified offset credit to ensure they cannot be double counted.

Additionality: Requiring offsets to be additional, meaning that the GHG reductions would not have occurred in the absence of a market for offset credits.

Geography: Selecting projects that reflect the global nature of our business and are aligned with areas where we have a large operational footprint and user base.

Project Type:

- Projects that help to restore nature such as forestry projects in Brazil and Paraguay that focus on reducing emissions from deforestation and forest degradation.
- Projects that have a positive social impact in less-developed economies, such as cookstove projects in Ghana, which help families and small businesses by providing them more efficient ways of cooking that also help to reduce emissions.
- Projects related to renewable energy in India and Turkey to help reflect our geographies of impact and influence.

Moving ahead, we will continue to apply these standards and look for opportunities for projects with the most positive impact. We will also seek to support carbon removal projects as these projects scale to meet market demands.

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Verra manages the world’s leading voluntary carbon market. They build standards for activities as diverse as reducing deforestation, to improving agricultural practices, to addressing plastic waste, and to achieving gender equality. Verra manages programs to certify that these activities achieve measurable high-integrity outcomes. They work with governments, businesses, and civil society to advance the use of these standards, including through the development of markets. The Verified Carbon Standard (VCS) program drives finance toward activities that reduce and remove emissions, improve livelihoods, and protect nature. VCS projects have reduced or removed nearly one billion tons of carbon and other GHG emissions from the atmosphere. Snap has invested in two Vera projects, Envira Amazonia in Brazil and Atria Power in India. These projects will support initiatives such as reducing emissions from deforestation and degradation forest degradation (REDD) and wind energy projects to prevent additional carbon emissions.



The Gold Standard is considered one of the most rigorous climate standards by many NGOs, including WWF and the David Suzuki Foundation. They believe that offsetting creates more value for local communities and ecosystems and contributes in a measurable way to the UN Sustainable Development Goals. Gold Standard supports countries in accessing climate and development finance to deliver progress toward the Paris Agreement and the Sustainable Development Goals. Gold Standard carbon credits supported through this marketplace are retired in real-time through their Impact Registry for full traceability. Snap has purchased offsets for projects in Turkey and Ghana which would prevent additional carbon emissions through initiatives like solar cookstoves and wind energy farms.

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. We also implement processes to help reduce environmental impacts related to Snap hardware products as we continue to grow this area of our business.



Software: Data and Energy Efficiency

We continuously focus on increasing efficiency throughout the Snapchat app by reducing its energy demands. In 2022, we optimized battery life to reduce power usage for features such as sticker search, typing, Snap Capture, Lenses, and Snap Maps.

In 2022, we grew our global community of Daily Active Users by 17%⁸ while reducing global energy consumption from the use of Snapchat by 12% per community member.

We partner with our cloud storage providers, Google Cloud Platform and Amazon Web Services (AWS), to better understand our data storage impact and optimize data storage on their networks. We are collaborating with Google Cloud to support its carbon-free energy initiative by factoring carbon emissions into decisions on where to locate our services across Google Cloud’s infrastructure. With AWS, we’re identifying ways to transition our data onto more energy-efficient servers.

Hardware: Materials Compliance

We follow all applicable regulations aimed at reducing the environmental impact of electronic products, 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.

As part of our compliance program, we work with our suppliers to determine which materials and chemicals they use. We expect each supplier to declare its conformance with the above regulations. Our suppliers submit their data and information to a third party for validation, and our products undergo third-party testing for exposure concerns.

IMPACT BY THE NUMBERS

Battery Efficiency Improvements

We reduced global energy consumption using Snapchat by an average of 12% per user

Cloud Data Efficiency Improvements

Our carbon emissions related to cloud storage effectively stayed neutral while our Daily Active Users grew by 17%*

*Snap Inc. internal data in Q4 2022 as compared to Q4 2021.

LOOKING AHEAD

Our goal is to persistently enhance our products’ energy efficiency. We will collaborate with our cloud service providers to optimize our data storage, use data centers powered by clean energy sources, and reduce the footprint per user.



Our Workplaces

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

Optimizing our Space

As team members increasingly returned to Snap’s offices in 2022, we found creative ways to utilize the space that we have and conserve resources by avoiding unnecessary expansion. We realigned Snap’s real estate portfolio to match demand. We continue taking a data-driven approach to our occupancy decisions and implemented desk-sharing arrangements in many locations.

We prioritize leasing energy-efficient buildings and incorporating sustainability features when we relocate or expand our spaces. Our site-selection criteria emphasize locations close to public transit hubs, housing, restaurants, gyms, hair salons, bike paths, parks, and other amenities for our team members.

Energy Use in Our Facilities

We source 100% renewable electricity for all Snap offices globally. In 2022, we also continued to expand our renewable energy purchases to cover team members’ electricity use while working from home. The 100% renewable statement refers to all Snap operated facilities included in scope 1 and 2 (including leased as well as owned facilities). In 2023, we will work to find more direct ways to procure renewable electricity for our leased real estate footprint. We are aligning to the **RE100 Standards**, including those that require purchasing renewables in the geographies that match where we use the electricity.

In addition, we strive to minimize energy consumption in our offices while maintaining workspaces that support our team and global expansion. Our efforts in 2022 included conducting a conference room and desk utilization audit to help guide smarter long-term investments. We also consider sustainable design in our facilities construction process but do not seek certifications to validate our efforts.

New construction in California — home to more than half of Snap’s total real estate footprint — is required to meet Title 24 energy efficiency standards, which include achieving 40% lower energy usage compared with existing buildings. Our Climate Action Plan includes developing Title 24-compliant design standards for our offices globally.

We have also implemented a system that tracks our global utilities spending and consumption. The energy data feeds into Snap’s greenhouse gas inventory, which helps us track targets against our climate strategy.

Incentives to Use Lower-Impact Transit

At our U.S. locations, we offer employee benefits promoting public transportation and alternate commuting methods. The Fidelity Commuter Transit Account is a pre-tax benefit that our team members can use for train, subway, bus, ferry, or vanpool expenses when traveling to and from work.

We provide additional incentives to minimize commuting by car, such as bike parking, showers, and stipends for employees who forgo their allocated parking space.

Our Santa Monica campus features 12 electric vehicle (EV) charging stations that team members can use for free. As EV ownership among our employees continues to grow, we plan to install up to 100 EV charging stations by the end of 2024.

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 out third-party expertise and consultancy, 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.

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. When a supplier is deemed to be higher risk, we schedule a third-party, on-site audit to interview management, review records, and talk with workers to assess compliance with our Code and local regulations.

The most common issue we have identified during supplier audits is excessive working hours. In such cases, we inform the supplier of our standard 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 timeframe, 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 issues we identify and prevent them from recurring.

Should we find “zero tolerance” issues, such as child labor or human trafficking, our policy is to immediately terminate our relationship with the supplier and notify the proper authorities. For other issues, when possible we connect our suppliers with experts who help them develop an effective corrective action plan and guide remediation processes in efforts of having a bigger impact in continuously moving CSR initiatives forward for the industry.

Anti-Slavery

Our Statement Against Human Trafficking and Slavery demonstrates our commitment to ensuring that our suppliers respect human rights. We require all suppliers to certify that their businesses are free from slavery and human trafficking — verified through detailed risk assessments and auditing processes. 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 must certify that they source minerals from conflict-free smelters and exercise due diligence on their own suppliers. We also work with a supply chain data-management company to verify suppliers’ commitments.

Stakeholder Engagement

Snap is a member of the Responsible Business Alliance (RBA) and fully supports the RBA’s vision and goals. The 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.

IMPACT BY THE NUMBERS

Supply Chain

105
on-site supplier
audits since 2016

92%
of suppliers responded to
our conflict minerals data
request for 2022

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AHEAD

Snap Lab is revisiting our supply partners globally through the lens of business resiliency. We safeguard our commitment to an environmentally and socially responsible supply chain while assessing potential new partners in this effort.

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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 augmented reality (AR) experiences that visualize the most pressing environmental threats to Snapchatters.

Protecting the Great Barrier Reef

Working with the [Great Barrier Reef Foundation](#), we continued our global campaign aimed at safeguarding the reef system from climate-change impacts. During 2022, this campaign utilized Snapchat’s camera and AR technology, allowing Snapchatters worldwide to virtually explore the reef as well as make and share an environmental pledge using a distinctive Water Segmentation Lens. The Lens illustrates the consequences of climate change on the Great Barrier Reef while also enabling Snapchatters to swipe up and discover more about preservation efforts.

This campaign received the 2022 Social Idea of the Year Award from Mumbrella as well as several honors from the PR Asia Awards, including:

- **Gold** – Best Use of Social Media
- **Gold** – Best Use of VR/AR/MR
- **Gold** – Best Brand Development (Service)
- **Silver** – Best Experiential PR
- **Bronze** – Best Environmental Campaign



The Monumental Issue of Plastic Waste

In 2022, we partnered with the German government to launch two AR experiences highlighting the environmental dangers of plastic waste.

Our #PlasticGate Lens transforms Berlin’s Brandenburg Gate, one of Germany’s most iconic landmarks, into a monument made entirely of discarded plastic bottles, shopping bags, and other trash. With our #PlasticWorld Lens, Snapchatters everywhere can visualize their surroundings covered in plastic waste.

We believe that the experience of capturing and sharing these provocative images will inspire our community to prevent plastic pollution.





Team Engagement

Environmental sustainability is deeply embedded in Snap’s culture, and our team members actively participate in this commitment. SnapGreen is our employee engagement initiative aimed at promoting sustainable education and taking action. In addition to participating in various SnapGreen activities and events throughout the year, Snap team members also support efforts to address sustainability issues in our facilities and local communities.

The Food We Serve

We strive to provide dining services at our facilities that support a sustainable future — from offering healthful menu items to sourcing our food from suppliers whose practices respect farmers, workers, animals, and the land. In addition, we work to reduce food waste wherever possible.

We emphasize our commitment to sustainable practices through our partnership with **Compass Group**, which has long championed the farm-to-fork movement, reduction of high-carbon-producing ingredients, and plant-based protein menu development.

Reducing Waste and Fighting Hunger

Since 2016, we have donated all excess food from our cafés — the equivalent of about **50,000 meals per year** — to local shelters and compost any remaining food. As Snap launched in-office catering at 17 of our locations globally in 2022, we partnered with a nonprofit in each community to rescue unserved meals. This practice will continue in 2023 as we open Snap-operated cafés in more offices.

Snap and our team members in various locations actively support nonprofits addressing food insecurity. For example, in the Los Angeles area:

- Employees volunteer serving hot meals at **Safe Place for Youth**, which is dedicated to addressing the needs of unhoused youth.
- Members of SnapNoir, one of our 11 Employee Resource Groups (ERGs), regularly help prepare and serve meals at Bread & Roses Cafe, a program of the LA **St. Joseph Center**.
- Our SnapWomen ERG collaborated with the **Downtown Women’s Center** on a winter food drive in 2022, collecting more than 100 items to donate to the center’s residents.

Also, Toronto-based members of our SnapKaleidoscope ERG donated \$3,500 in December 2022 to "Holiday Spice and Everything Nice", a fundraiser for the city’s food banks.

Since 2016, we have donated all excess food from our cafés — the equivalent of about 50,000 meals per year — to local shelters and composted any remaining food.

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In 2023, we will continue to work toward operationalizing our Climate Action Plan and meeting our climate commitments:

Science-based Targets

Reduce absolute scope 1 and 2 GHG emissions 25% by 2025, compared with our 2019 baseline.

Reduce scope 3 GHG emissions 35% per unit of value added by 2025, compared with our 2019 baseline.

Procure or self-produce 100% of electricity from renewable sources

We will focus on ways to procure renewable energy more directly.

Net-Negative Carbon by 2030

We will continue our investments in carbon removal projects through our \$10 million commitment to fund through 2030. We will also continue to offset all emissions, with 100% of these offsets coming from removal projects by 2030.

Emissions Reductions

We will continue to make our products more energy efficient, partner with our cloud service providers to optimize our data storage, and utilize data centers that rely on clean energy sources. We will reduce energy consumption in our workplace through our green building standards and by performing energy audits to identify opportunities for efficiency.

Engagement

Our mission is not only to 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 driven to make a difference. This might involve initiatives such as encouraging our team to opt for public transportation or carpooling, spearheading tree-planting activities, or even launching a company-wide carbon reduction challenge.

We're not just stopping at our internal operations. We're extending our environmental responsibility 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.

Finally, we believe in the power of community. We'll be reaching out to local communities, sponsoring environmental projects, and even organizing cleanup events. It's a two-pronged approach of helping to offset our carbon emissions and enhancing our company's reputation as an environmentally responsible entity. Together, we can make a significant positive impact on the planet.

People

Nearly 5,300* full-time team members generate the kindness that shapes our business and fuels our commitment to making the world a better place. We value our team members and promote a workplace culture that engages, inspires, and rewards them. Further, we emphasize wellness and maintain a safe work environment.



Diversity, Equity, and Inclusion	41	➔
Supporting Our Team	44	➔

*As of December 31, 2022.

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Diversity, Equity, and Inclusion

Instead of approaching diversity, equity, and inclusion (DEI) as one aspect of Snap's business, we recognize that all our work should be viewed through a DEI lens. To advance this fundamental shift in perspective, our DEI strategy revolves around three interconnected pillars: Inspire Empathy, Redesign Systems, and Drive Accountability.

These are not boxes to be checked through a quick burst of action. Rather, they map a long-term journey that involves our people, products, partners, and the broader tech ecosystem. We are incorporating several key lessons into our DEI strategy:

- **Our current leaders must be more inclusive, and our future leaders must be more diverse.** We are integrating inclusive-leadership expertise into our expectations and training throughout Snap. While we believe all team members are responsible for advancing DEI, the work begins with our leadership team.
- **Great leadership requires great insight.** To drive meaningful progress, we must deepen our understanding of DEI issues at both the organizational and individual levels. We rely on objective data and the nuanced experiences of our team members to drive more focused and effective DEI initiatives.
- **We must balance incentives with clear expectations.** Our goal of elevating DEI beyond a box-checking exercise to an intrinsic value at Snap requires meaningful accountability. For example, we are recalibrating our performance assessment tools to recognize team members who demonstrate inclusive leadership. Also, elements of Snap's leadership team rewards program consider how actively those leaders support DEI efforts.





OFFSET PROJECT SPOTLIGHTS



INSPIRING EMPATHY:

DEI Learning Collection

In 2022, our Learning & Development Team offered a range of self-paced DEI courses and live workshops. These covered topics such as understanding unconscious bias, developing actionable allyship skills among team members, and navigating conversations about identity. Many teams have built upon these courses by sharing their personal experiences about how unconscious bias, power dynamics, and identity shape work relationships.

We also continued to offer Inclusive Leadership Coaching Circles for our leaders to enhance qualities such as empathy, emotional intelligence, and cultural competence.

Get a comprehensive view of Snap’s DEI strategy, programs, initiatives, and progress in our [2023 Diversity Annual Report](#).



REDESIGNING SYSTEMS:

523 Content Accelerator

Beyond our efforts to create more diverse teams at Snap, we’re also working to diversify the talent creating our content. One successful initiative is the 523 Content Accelerator, a group of programs providing stipends, educational tools, and networking opportunities for small content companies and creators from underrepresented backgrounds in our industry.

523 for Content Companies, launched in March 2022, is a one-year program that helps diverse content partners distribute and monetize their shows within our Discover feed. The program’s inaugural group of creators has reached 52 million viewers on Discover as of early 2023.

In September 2022, we launched 523 for Black Creators, attracting over 4,000 applications. This year-long program expands emerging Black creators’ access to vital industry knowledge, support, and connections. Some participating creators have already secured partnerships with Snap, Westbrook Media, Google Pixel, and other content platforms.



DRIVING ACCOUNTABILITY:

Snapchatters’ Global Identity Study

In 2022, we commissioned research to help shine a light on the dimensions of identity that Snapchatters consider most important and wish to see more frequently represented on Snapchat. This study created identity profiles across 13 countries and revealed that, in most of our markets, Snapchatters are more diverse than the general population. For example, approximately 20% or more of daily Snapchatters identify as LGBTQ+.

The research also showed that globally, Snapchatters are most concerned with mental health, bullying, and equality. Many said they experience a disconnect between the way they see themselves and the way society views them – such as with respect to their values, skills, and character.

These findings have already prompted us to set new content representation targets for ourselves in 2023. We are also using the Global Identity Study insights to help connect Snap’s advertising, marketing, and media partners more closely with Snapchatters as a means of helping us better serve our diverse community.

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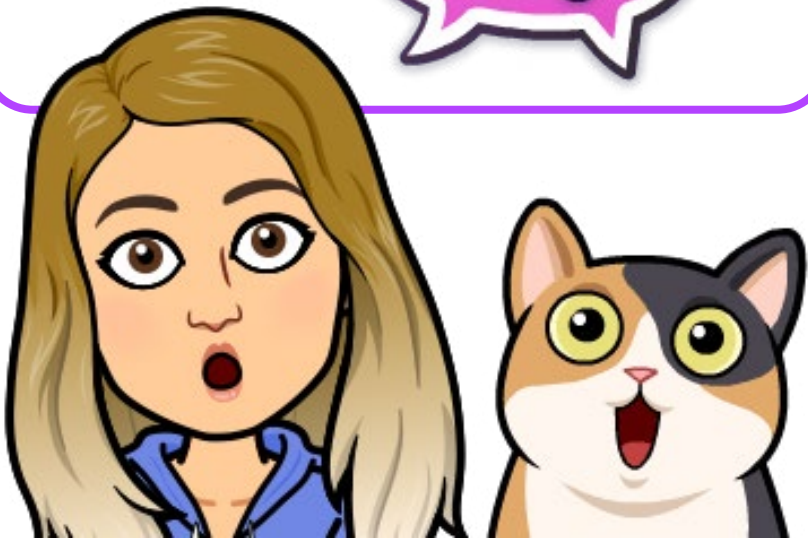
IMPACT BY THE NUMBERS

52M

viewers reached by diverse content partners involved in our 523 for Content Companies program

Snapchatters in 13 countries

profiled as part of our Global Identity Study conducted in 2022

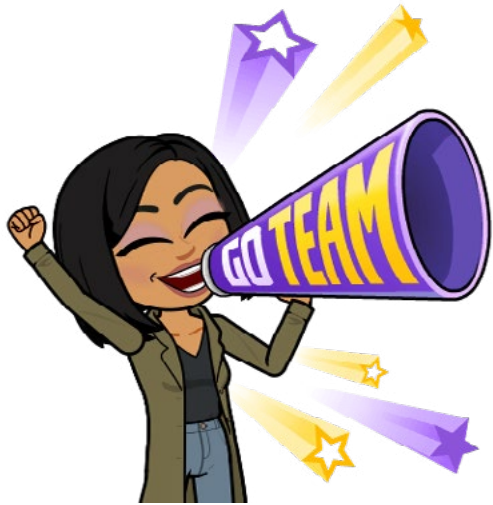


OUR DEI GOALS BY 2025

- Increase U.S. underrepresented racial and ethnic groups to 20% (from 16.2% in 2022)
- Increase women in tech roles to 25% (from 21.2% in 2022)
- Increase women in leadership to 34.5% (from 29.1% in 2022)
- Increase U.S. underrepresented groups in leadership to 19.5% (from 13.8% in 2022)

More DEI metrics can be found in the CitizenSnap data tables on **pages 61** and in our 2023 Diversity Annual Report at diversity.snap.com.





Supporting Our Team

Snap succeeds when our people succeed. That’s why we’re dedicated to supporting them — at work and beyond. In 2022, we continued unveiling new initiatives to engage and uplift Snap employees worldwide while also providing more opportunities for career growth.

Employee Engagement

We are dedicated to making Snap a place where all of our team members love to work and where they have the opportunity to reach their full potential. Listening to our people — about what they value at Snap and how we can be better — helps us stay accountable and on course.

We regularly field a company-wide All Ears survey to learn more about what’s going well and what team members would change to make Snap a better place to work. Team members provide feedback on a wide range of topics, including Team Dynamics; DEI; Learning and Development; Snap Culture; Work Autonomy; Wellbeing; and Performance Feedback.

Our executives also encourage openness and active listening through alternating weekly “Ask Evan” meetings as well as monthly “Snap in Focus” meetings. These sessions typically start with leaders acknowledging team

accomplishments, recognizing cultural celebrations and events enjoyed by our global team members, and discussing important company issues. Team members can then freely ask questions of our leaders.

Employee Resource Groups

We currently sponsor 11 different Employee Resource Groups (ERGs), each centered around a cultural affinity shared by members of our global team. These grassroots, voluntary ERGs provide opportunities and resources aimed at helping to promote understanding and inclusion of all team members. Read more in our [2023 Diversity Annual Report](#).

Council

Council is a fundamental part of our culture and a core component of our DEI strategy, providing structured time led by an experienced facilitator where team members can listen and better understand colleagues from across the company. Council cultivates the kind of bonds that contribute to an environment where people feel more connected to each other — which, research shows, can lead to higher retention rates. The feedback we’ve received demonstrates that Council is helping us scale empathy across boundaries — along lines of race, gender, LGBTQ+ status, disability, age, socio-economic status, parental and caregiver status, veteran status, and more. This program is unique to Snap, and we have developed a training program, Dandelion, to help prepare underrepresented talent to lead Council.

In the aftermath of the outbreak of war in Ukraine, the Council team collaborated with Human Resources to welcome relocated team members to their new offices and provide ongoing support.

Every team member is invited to participate in Council from day one. More than 80% of Snap teams, all of our ERGs, and 97% of new hires participated in Council during 2022.

2,000+
team members involved in ERGs

Our ERGs



SnapAbility



SnapAsia



SnapFamilia



SnapKaleidoscope



SnapNoir



SnapParents



SnapPride



SnapShalom



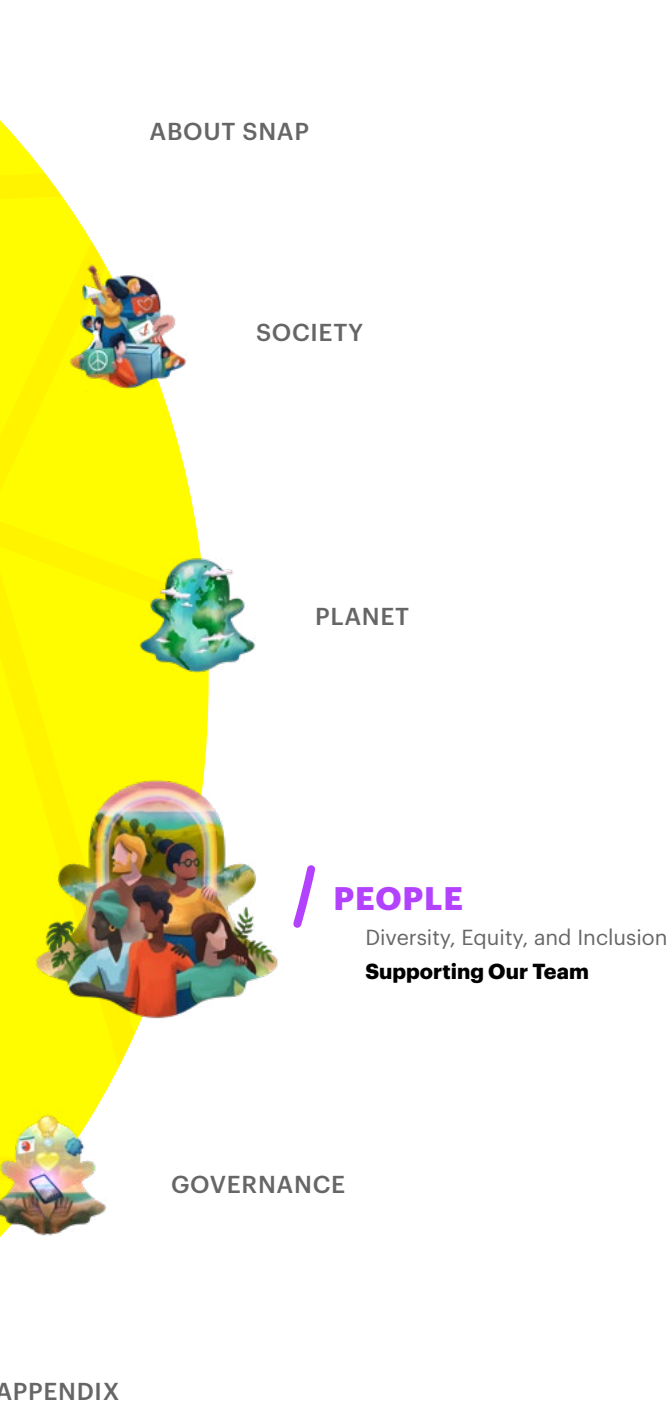
SnapSWANA



SnapVets



SnapWomen



Talent Development

Agility and fast-paced innovation are among Snap’s greatest strengths. Our Learning & Development Team nurtures these and other in-demand skills by providing resources that empower team members to grow professionally and personally.

In 2022, we expanded our foundational coursework with new sessions on navigating and leading change, building resilience, and creating moments of connection. Collectively, Snap team members received nearly 44,000 hours of professional development training — an average of more than 6 hours per learner.

Through partnership with BetterUp, we also provide unlimited 1:1 coaching to our full-time team members. In 2022, nearly 700 team members completed about 4,400 hours of BetterUp coaching on topics such as improving cross-functional communication and interpersonal skills.

Leadership Lens Pilot Program

In 2022, we debuted Leadership Lens, a six-month experience designed to further elevate the skills of our high-achieving senior managers. Leadership Lens focuses on building community and encouraging cross-functional collaboration, reinforcing Snap’s unique approach to the concept of servant leadership. In addition to regular leadership sessions, the program convened two in-person summits in 2022. These events featured Council engagements, coaching sessions, and conversations with our leaders. Afterward, 90% of attendees said they would recommend the program to a colleague.

Aperture Leadership Program

Aperture, our flagship program for rising leaders at Snap, reached a single-year record of 772 graduates in 2022. We guided 21 groups through the immersive program, focusing on building practical and action-oriented skills that our managers can draw upon as they coach their teams to perform at a higher level.

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 comprehensive healthcare benefits. Snap’s commitment to our team members also extends to helping them take great care of their loved ones.

For example, our partnered mental health benefit covers up to 25 counseling sessions per year for our team members globally and for their immediate family members. We offer at least 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.

In 2022, we improved our medical plans to provide up to \$10,000 in annual coverage for U.S. team members in the event that certain medical procedures are not available in the person’s state of residence. We also expanded our transgender 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. Additionally, our Northstar financial well-being program offers complimentary financial consulting services for team members in the U.S. and several other countries.

Living Wage Pledge

We believe our team members should be able to afford to live near Snap offices — not only in the interest of maintaining healthy work-life integration, but also so our people contribute to the local economy in which we work. Paying a livable wage to all team members also supports our DEI goals. To support these goals, we have established localized living wages for team members across all global offices.

We set the benchmark for each location where we operate by analyzing cost-of-living data in those locales and comparing our findings against third-party data. We regularly review our wage standards in each market to help ensure Snap keeps pace with cost-of-living changes and other relevant factors.

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 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 2022, our total recordable incident rate was 0.03 and our lost time incident rate was 0.016 — significantly lower than the respective rates of 0.11 and 0.07 that we experienced in 2021. We achieved this improvement through an increased focus on safety awareness, which included more frequent safety inspections as team members returned to our offices.

“My team’s transparency on what they’re working on with their coach has led to each of them being personally invested — not just in their own development, but in the development of others.”

— 2022 BETTERUP PARTICIPANT

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Talent Development

44,000+ hours

Snap team members participated in hours of training and development — an average of 6+ hours per learner

~700

team members participated in 1:1 coaching through BetterUp, with 89% saying they feel more effective at work as a result

772

managers completed the Aperture Leadership Program

Employee Health and Safety

Our total recordable incident rate declined to **0.03 from 0.11** in 2021

Our lost-time incident rate fell to **0.016 from 0.07** in 2021

LOOKING AHEAD



DEI

Continuing to hone our three strategic DEI pillars — Inspiring Empathy, Redesigning Systems, and Driving Accountability — in ways that embed DEI at the heart of Snap’s business.

Talent Development

Growing the Aperture Leadership Program to provide additional in-person sessions at various global locations.

Launching our Director+ programming.

Continuing to enhance our BetterUp partnership and involve more team members.

Running additional Growth Day events at other offices globally.

Extending our new-hire onboarding experience to support team members for a full year.

Creating more virtual and in-person events to support our Return to Office initiative.

Governance

For us, 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 2022, our Board of Directors consisted of two Executive Officers and eight **Independent Directors**, with a non-executive and independent Chairperson. Four of our independent 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.

We are committed to attracting Board members who bring a diverse range of perspectives and life experiences, which can help us make decisions that best align with our mission and values. In making recommendations for Board and committee membership, the Nominating and Corporate Governance Committee considers:

- The interests, independence, and experience of the Directors.
- The independence and experience requirements of the New York Stock Exchange (NYSE), which lists Snap Inc.'s publicly-traded common stock.
- Securities and Exchange Commission rules and regulations.
- All applicable laws.

Learn more about our Board and committees [here](#).

Stock and Voting Structure

Snap has three classes of common stock. Class A common stock is non-voting and is listed on the NYSE as our only class of publicly traded stock. Holders of our Class B and C common stock are entitled to one vote and 10 votes per share, respectively, and must convert their voting shares into Class A common stock in order to sell them on the NYSE.

As a result of the Class C common stock they hold, our co-founders — Chief Executive Officer Evan Spiegel and Chief Technology Officer Bobby Murphy — currently have majority voting control over matters submitted to our stockholders for approval. Examples include the election of Directors, strategic investment decisions, and decisions on whether to engage in change-of-control or merger transactions.

We recognize that this type of founder control is not typically favored by proxy advisors and certain institutional investor associations. However, we believe our corporate governance structure provides significant advantages — including helping us withstand the short-term pressures of the quarterly earnings cycle so we can pursue our long-term vision. Further, our structure also gives us flexibility to serve as a force for good by pursuing a multi-stakeholder operating framework — one that measures our success not just by corporate valuation, but also by what we give back, the way we care for our team, and the value we provide to people who use our products.



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Integrity and Compliance

Acting with integrity reinforces our value of being kind and 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. The Code covers important topics such as:

- Fostering a safe, healthy, and inclusive workplace culture.
- Serving the Snap community with empathy and respect.
- Engaging ethically with our partners.
- Representing our investors' interests honestly and fairly.
- Complying with laws in all jurisdictions where we operate.
- Protecting the environment.
- Respecting and promoting human rights.
- Giving back through volunteerism and philanthropy.

All new hires receive Code of Conduct training during their onboarding process and on a biannual basis thereafter. More than 98% of team members completed Code of Conduct training in 2022. Additionally, we regularly communicate about — and offer supplemental training in — key policy areas such as anti-bribery, trade law, and our third-party policies concerning gifts, meals, entertainment, and travel.

Last year, we introduced the Kind Business Ambassadors program, in which Snap leaders in certain markets help raise awareness of our Code and ensure team members in those markets know where to find essential compliance resources.

Another pilot program, the Kind Business Speaker Series, helps bring our Code of Conduct to life through in-depth conversations about ethical leadership.

In 2022, ComplianceWeek recognized Snap's Compliance program with the "Compliance Department of the Year" award.

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 U.S. Department of Justice guidance. This includes further automating our due diligence process, which involves 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 and ensure we execute proper controls. We also conduct a compliance review on all potential mergers and acquisitions, including a due diligence screening.



Our third-party controls also include a robust monitoring and testing program to prevent, detect, and investigate improper payments to government officials. The results help us continuously improve our policies, systems, processes, and controls.

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. In 2022, we introduced an annual 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.

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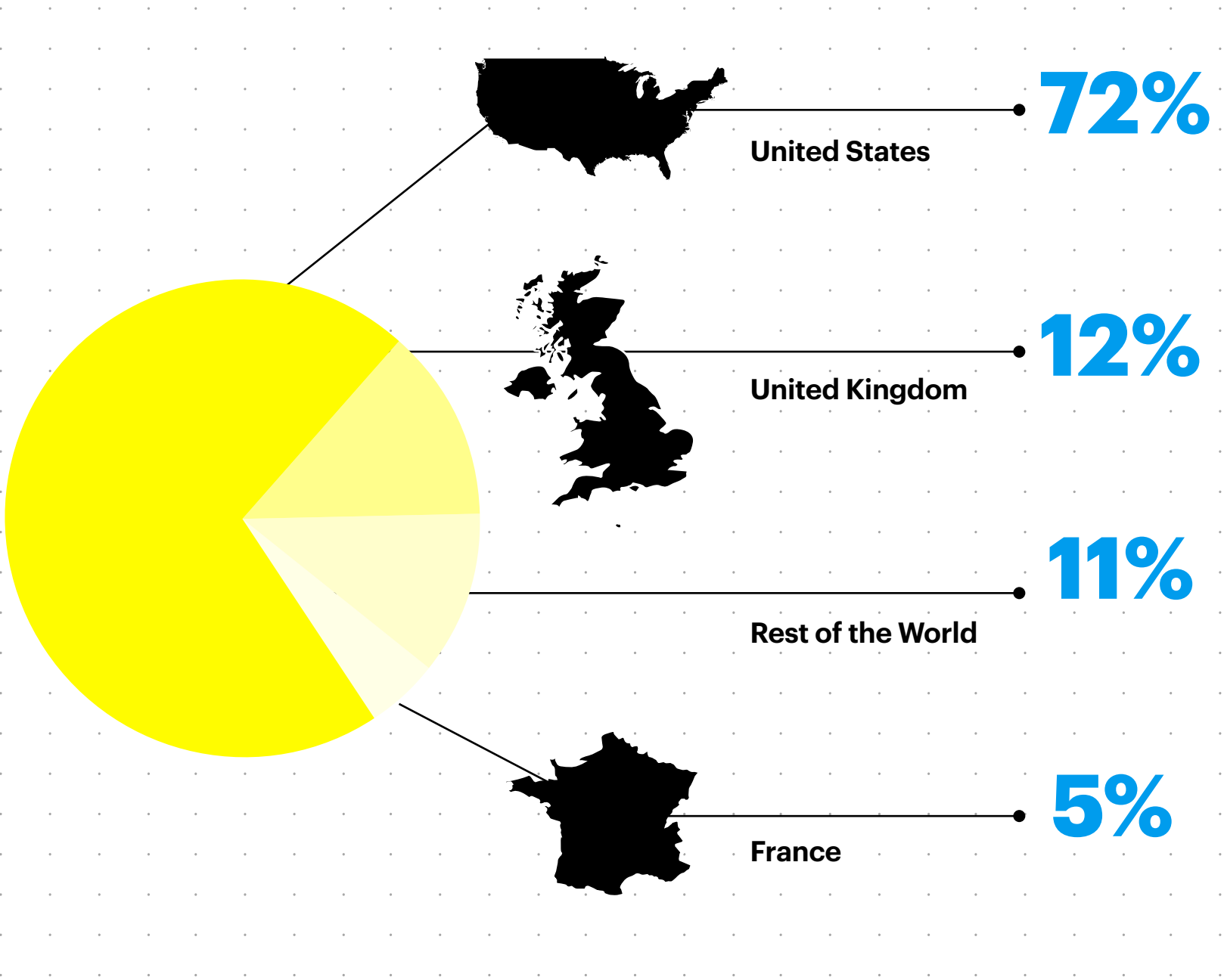
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Tax Strategy

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. This includes doing the right thing even when no one is looking. We want our tax structure 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 artificial low- or no-tax structures that have little relationship to the substance of their business. We don’t and won’t operate in tax havens, 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, value-added taxes, property taxes, and other gross receipts-based taxes. For the year ended December 31, 2022, our total tax contribution was approximately \$1.2 billion. As a growing company that is not yet profitable on a full-year consolidated basis, this comprised \$200 million in taxes borne by Snap and \$1 billion 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.

TAXES BY GEOGRAPHICAL LOCATION



TOTAL TAX CONTRIBUTION

\$1.2 billion



Tax Governance, Risk Management, and Compliance

Risk management describes the actions we take to lower the risk of us accidentally getting something wrong. We manage risk through a mix of policies and internal controls. Snap operates a global tax control framework that includes process risk and control management for financial reporting purposes and based on relevant local regulations. Our aim is to proactively identify and mitigate tax risks while ensuring an ongoing monitoring plan to remain compliant.

We align with industry best practices around tax governance and annually benchmark our tax strategy and tax control framework against leading practices. Our tax strategy is overseen and explicitly reviewed and approved by the Audit Committee of Snap Inc.’s Board of Directors. While the Audit Committee has primary oversight of tax matters, including reviewing our tax risk assessment and system of internal controls, these matters are escalated to the attention of the full Board if appropriate.

Our tax control framework helps ensure that our tax strategy is being followed in our everyday approach to tax. This includes meeting all our tax obligations such as tax return filing, payment of taxes, and tax accounting and reporting. We proactively test and monitor these controls to ensure they are operating effectively, and our internal audit team periodically reviews our assessments to provide an outside viewpoint. We have a tax risk management policy and carry out risk assessments before entering into tax planning for significant transactions.

Our tax strategy is reflective of, and reactive to, our wider business here at Snap. The tax team is involved in the planning and implementation of significant transactions such as changes to business activities, acquisitions and divestitures, changes in corporate structure, and financing arrangements. Members of the tax team support our global business strategy development to ensure the tax implications of business decisions are considered.

Our people are the critical component in delivering on our tax strategy and governance commitments. Our tax team members are highly qualified and knowledgeable specialists who undergo ongoing training and development, and possess relevant professional licenses. Snap tax team members receive training on and agree to follow Snap’s tax strategy, governance policies, and internal controls.

Additionally, Snap’s Code of Conduct requires that we respect the laws (including tax laws) of the places where we operate. Our Code of Conduct and Whistleblower Policy encourage all employees to speak up and provide clear avenues of communication to raise any concerns they may have about compliance, expressly including all tax matters.

Our Attitude Toward Tax Planning and Risk

Our tax risk approach is governed by the tax principles set out in this section and is underpinned by our commitment to paying the right amount of tax at the right time and in

the right place. Our values and commitment to doing business responsibly and ethically guide the way we manage these risks.

Where we are unclear on a particular matter, we seek advice from professional advisors who are chosen for their knowledge of the subject matter, as well as their alignment with our approach to tax risk. We proactively gather and document the relevant facts and technical basis of positions taken. We don’t undertake transactions for the sole purpose of creating a tax benefit inconsistent with a reasonable interpretation of tax law. We aim for substance — we don’t seek abusive tax results.

Supporting Our Business

Our tax team works to support the commercial activity of our business and make sure that tax is firmly embedded in the overall planning process in the same way as other costs, and in Snap’s product and business roadmaps.

Intellectual property (IP) plays a critical role in our industry, and you can tell a lot about a company by its IP structure. Our IP structure is straightforward and follows the commercial substance of our business. In 2016, our UK subsidiary licensed a portion of our IP from our US parent in a taxable transaction. The UK serves this role because it’s an important market for us, it has a strong talent pool and business environment, and we have significant operations there. We recognize most of our revenue “locally,” which results in more profit being recognized where our customers are located and more transaction taxes being collected and remitted to local governments, as compared to a more centralized sales structure that is the historical norm in our industry. Revenue that is not booked “locally” (e.g., where we have no local business presence, or our local business presence is still developing) is recognized by our UK subsidiary and is subject to tax in the UK at standard corporate income tax rates.



Group Transactions and Pricing

As part of the normal commercial activity of our global business, there are many transactions between Snap group companies in different countries. These transactions reflect an “arm’s-length” or market price in alignment with OECD principles. This is based on the functions, assets, and risks of the parties involved and supported by the appropriate economic analysis of similar transactions between unrelated parties, such that we pay tax according to the value created by each part of our business.

Incentives

Some jurisdictions allow taxpayers to claim tax incentives, for example, to support investment and employment. We may claim such incentives where they are aligned with the commercial activities of our business and are made available to all taxpayers in that jurisdiction, and we seek to implement them consistent with the intent and spirit of the law.

Relationships With Tax Authorities

We want to get our taxes right. We strive for the highest level of compliance with tax rules and disclosure requirements, including accurate and timely reporting. But it is not always clear what the tax legislation intends. Because of the complex tax laws in countries where we operate, and the interaction between these rules, there is a risk that tax authorities might disagree with us or with each other.

We seek to develop cooperative relationships with tax authorities and aim to engage in a transparent manner, including proactive disclosure of all relevant facts.

Supporting Global Tax Administration

We proactively and constructively engage in dialogue with governments, intergovernmental organizations, and industry groups to support the development of tax systems that are fair, efficient, effective, administrable, and sustainable. This includes support for the OECD’s ongoing work on international tax reform. We urge tax policy makers to implement international tax reform to:

- Tax only net profits — not revenue — and do so only once.
- Recognize, and allow taxation of, some element of value creation that is not currently being taxed in market jurisdictions where companies have no or limited physical presence but do have local customers/users.
- Maximize certainty and administrability while minimizing controversy.
- Ensure a level playing field.

Transparency

We are transparent about our approach to tax. The income tax disclosures in our publicly available audited financial statements are straightforward and easy for stakeholders to understand. We obtain an assurance opinion annually, which encompasses our income tax accounting, disclosures, and the design and operating effectiveness of our controls for income taxes. We commit to publicly disclosing, on a country-by-country basis, our total tax contribution when we become profitable on a full-year consolidated basis and income tax expense and income taxes paid become material.

We welcome stakeholder feedback on our tax strategy and our transparency on tax matters. Please address any comments or suggestions to tax@snap.com.



Data Governance

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. This section describes the data governance framework specifically applied to our financial statement filings and non-financial metrics included within that process.

At the first layer, we advise on the implementation of engineering controls to ensure the accuracy and completeness of data used in our business engagements, revenue reporting, publicity, partner communications, and other activities. Examples of Snap’s key metrics can be found in our January 2023 [Investor Presentation](#).

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

- Metric definition review, in which we ensure alignment between the product team or business unit that oversees the metric owners and the engineering and data science teams responsible for building the data pipeline to compute the metric.
- A substantive instrumentation review.

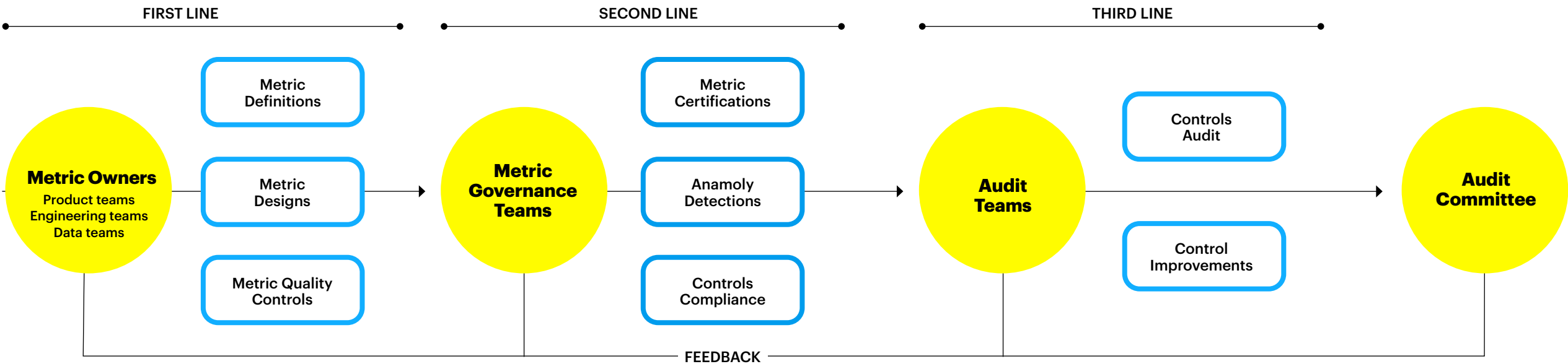
At the third layer, an independent Snap team reviews and audits our certification process, as well as the data quality controls implemented throughout our data pipeline, at least once a year. We also commission independent third-party reviews of our data integrity procedures annually, with findings presented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

Data Governance Standards

We play a leading role in efforts to create robust self-regulation around account metrics and other non-financial data. While financial metrics have long been the subject of detailed accounting guidance and federal regulation, this has not been the case for non-financial metrics such as user counts and advertising demographics.

Along with taking care to report our non-financial metrics accurately, we collaborate with others in our industry to develop trustworthy and principle-based standards for non-financial metrics. These rigorous principles include criteria for defining metrics, testing their accuracy, implementing appropriate monitoring and change controls, and determining which metrics to report. We regularly publish updates on the Snap Engineering Blog, such as a [May 2022 post](#) detailing our work on the Social Technology Operating Measures Principles (STOMP) for improving consistency and trustworthiness in metrics.

OUR DATA GOVERNANCE PROCESS



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Enterprise Risk

Our Enterprise Risk Management (ERM) program is designed to deepen our understanding of the factors driving current and emerging risks that could interfere with achieving our business objectives. More specifically, ERM provides a framework for teams across Snap to anticipate, identify, prioritize, and mitigate such risks.

Our ERM process has three elements:

- Risk assessment.** We meet with internal stakeholders to identify enterprise-level risks and map them to our strategic objectives. We then share the results with Snap’s management team and the Audit Committee.
- Risk management and re-evaluation.** We periodically reevaluate our risks, considering the rapid changes within our business and other external factors.
- Risk-based decision making.** We aim to further embed the ERM process as a tool providing input for leaders during their strategic planning.

Through this process, we have identified 72 enterprise-level risks, many of which are related to ESG. We have prioritized our 10 most significant risks, including those related to trust and safety on our platform, privacy, integrity of data used to make business decisions, and global geopolitical conditions. Our efforts to address these and other ESG-related risks are highlighted throughout this report.

IMPACT BY THE NUMBERS

50%
of our independent
Board members were
women in 2022

37.5%
of our independent
Board members were
BIPOC in 2022

98%
of team members
completed Code of
Conduct training in 2022

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Integrity and Compliance

We continually review the effectiveness of our programs and mature them based on risk and in line with updated regulatory guidance. We plan to expand the footprint of the Kind Business Ambassadors program and continue efforts such as the Kind Business Speaker series to engage our team members in conversations about leading ethically and acting with integrity.

Enterprise Risk Management

Our newly updated Risk & Compliance Committee will involve more of Snap’s cross-functional leaders in our ERM efforts, including oversight of risk management plans companywide. Other priorities include further automating our risk-reporting process and dashboards to improve analysis and decision making.

Data Governance

We are expanding the scope of our self-regulation process by applying rigorous controls and checks to data in our CitizenSnap Report, Diversity Annual Report, Transparency Report, and other non-financial communications.

Appendix

About This Report

As part of Snap's commitment to transparent business practices, we publish an annual report summarizing our environmental, social, and governance (ESG) efforts. Along with highlighting Snap's priorities, challenges, and successes during the past year, this fourth annual CitizenSnap report serves as a comprehensive reference for our continued ESG disclosures in future years. We will continue to enhance Snap's transparency as our data collection systems mature.

Unless otherwise noted, all data in this report represents the 2022 calendar year and encompasses Snap's global operations. The compilation of this report was informed by the Sustainability Accounting and Standard Board (SASB)'s Internet Media & Services and Software & IT Services guidance, the Global Reporting Initiative (GRI) Standards, and our most recent ESG materiality assessment.

As a company that takes climate risk seriously, we recognize the importance of the TaskForce on Climate-related Financial Disclosures (TCFD) and intend to align more closely with the TCFD framework in future years. We reported the results of our TCFD scenario analysis in our CDP disclosure for the 2023 cycle. For additional insights on our business refer to our **2022 Form 10-K**, our **Diversity Annual Report**, and our semi-annual **Transparency Report**.

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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 2023 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

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

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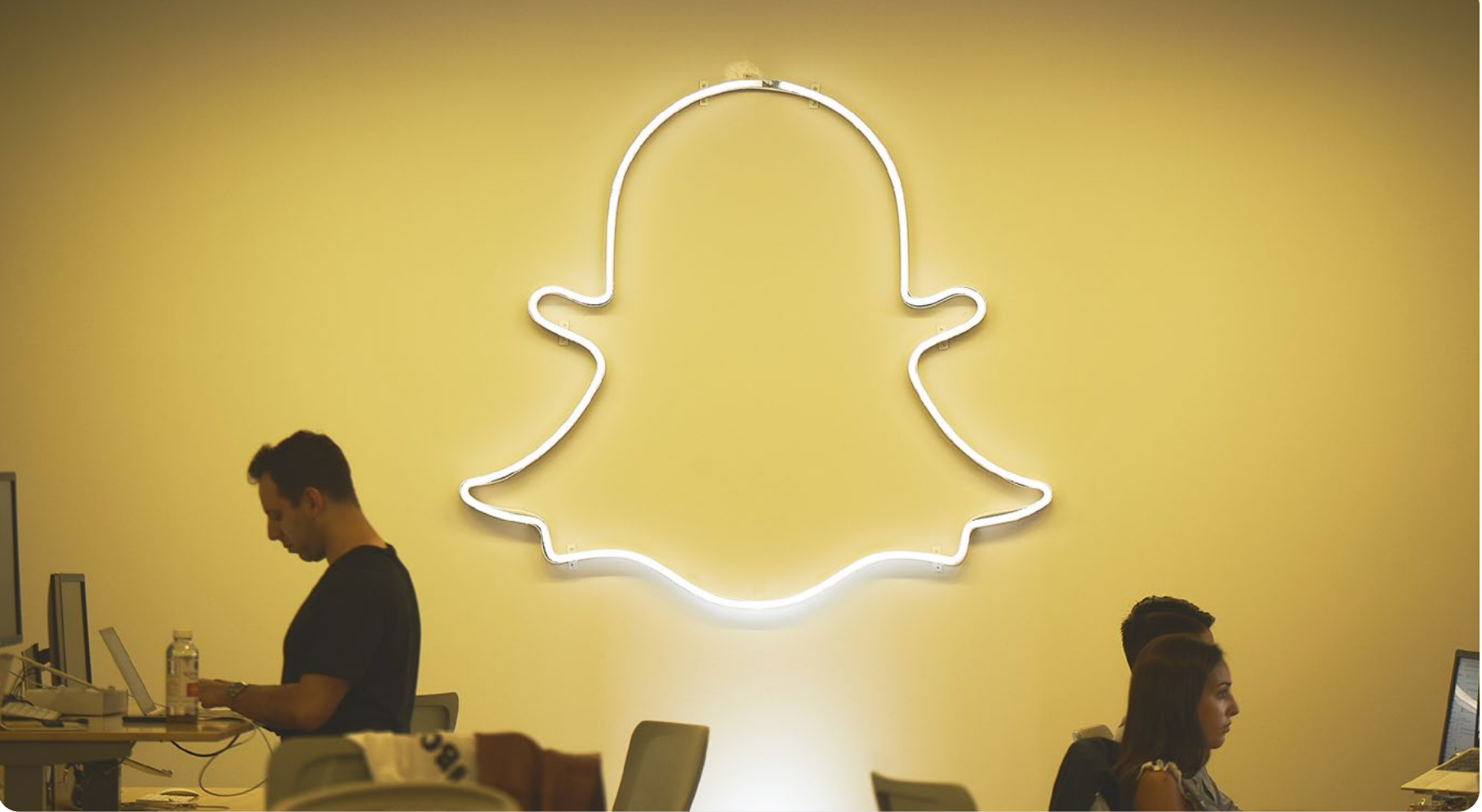
2022 ESG Data Tables

As our communities continued to face numerous social and environmental challenges in 2022, Snap remained committed to making a positive difference. The following pages highlight tangible results of our ESG efforts.

Throughout 2022, we further increased our giving to communities, nonprofit organizations, and partners. Our philanthropic priorities included addressing socioeconomic challenges, mental health issues, impacts of the opioid crisis, and threats posed by climate change. Snap team members across the globe supported our efforts through in-person and virtual volunteerism. In addition, we fostered team members’ unity and growth through our Employee Resource Groups (ERGs), companywide Council sessions, and professional development resources.

We sought to drive greater social impact on our platform and inspire our global community of Snapchatters through content geared toward civic engagement, emotional and mental well-being, drug prevention and awareness, and other salient topics. In addition, we deepened our commitment to protecting Snapchatters’ privacy and safety on our platform.

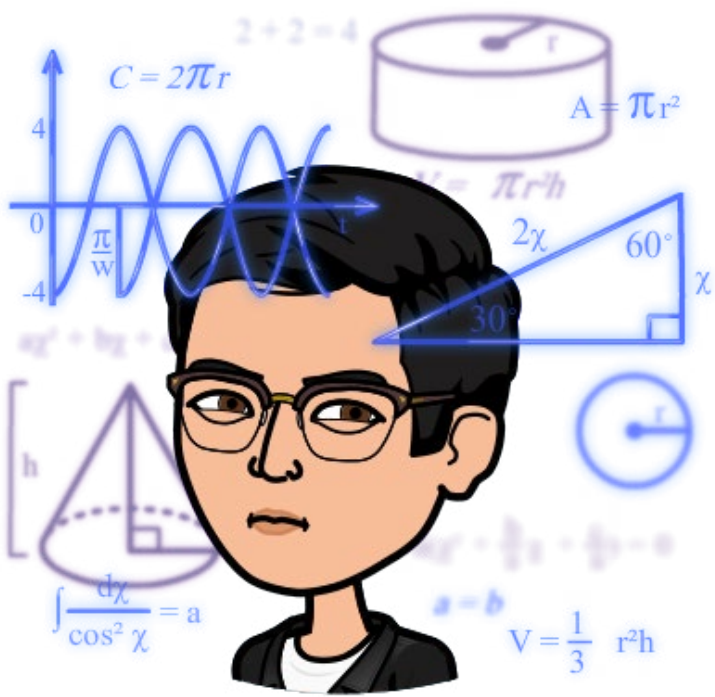
Our efforts to reduce Snap’s climate impact also gained momentum in 2022. Although the company’s absolute emissions increased, our emissions indexed to revenue decreased — which demonstrates that Snap improved its carbon efficiency. We are meeting our SBTi-approved reduction targets ahead of schedule and continue to maintain carbon neutrality as we move closer to being net negative by 2030. As part of our climate strategy, we purchased renewable electricity and energy attribute certificates to cover our global electricity consumption.



Also, we reduced global energy consumption from the use of Snapchat on a per-user basis. See the data tables in this section for third-party verification of our GHG inventory and other details.

In addition, we further strengthened Snap’s commitment to DEI on our platform and throughout our company. Our actions in 2022 included expanding our DEI-focused training, ERGs support, and data-driven accountability efforts. In addition, we doubled down on opening greater opportunities for content creators from diverse and underrepresented backgrounds through our 523 Content Accelerator programs.

Looking ahead, we intend to consistently enhance our reporting and data governance processes and broaden the data we share each year.



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Society



Data Point	2019 Data	2020 Data	2021 Data	2022 Data
Volunteer Hours	10,500+ service hours	8,500+ service hours	6,800+ service hours	8,270 + 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
In Kind Donations – Pro Bono Advertising	\$3.5 million	\$3.3 million	\$9+ million	\$6+ million
Transparency Reporting				
Number of law enforcement requests for user information	25,225	43,508	61,236	76,625
Number of account identifiers ¹²	39,657	66,705	93,930	120,089
Percent (%) of requests resulting in disclosure	74.05%	74.65%	72.20%	70.90%
Number of government requests to remove content, % compliance with requests	26, 8%	0, n/a	2, 0%	4, 0%
Other transparency data	Refer to the Transparency Report	Refer to the Transparency Report	Refer to the Transparency Report	Refer to the Transparency Report

12 “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.



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Data Point	2019 Data	2020 Data	2021 Data	2022 Data
Electricity (global total)	12,463 MWH	11,945 MWH	12,849 MWH (Snap facilities electricity) 7,000 MWH (estimated remote work electricity)	19,890 MWH (Snap facilities electricity)
Renewable Electricity (global total)	0	10,097 MWH (85% of workplace and estimated remote work electricity))	19,850 MWH (100% of workplace and estimated remote work electricity)	19,890 MWH (100% of workplace electricity)
Scope 1 emissions (Metrics tons CO ₂ e)	4,656	2,952	4,106	5,960
Scope 2 emissions, market-based (Metrics tons CO ₂ e)	4,284	902	160	259
Scope 3 emissions (Metrics tons CO ₂ e)	124,727 ¹³	147,466 ^{13, 14}	180,924 ^{13, 14}	268,009
Total GHG Emissions: Scope 1, Scope 2, and Scope 3 (Metrics tons CO ₂ e)	133,667	151,320	185,190	274,228
Revenues (millions, USD)	\$1,716	\$2,507	\$4,117	\$4,602
Intensity-based Total GHG Emissions (indexed to revenue, metric tons CO ₂ e/USD millions revenue)	72.7	58.8	43.9	58.2
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.
Battery efficiency improvements	<ul style="list-style-type: none">• 50% reduction in Snapchat’s median background running time• 36% reduction in battery drain when swiping between Chat and friends feed; during Story and Discover video playback• 23% reduction in battery drain when scrolling through your friends feed		<ul style="list-style-type: none">• Reduced the power usage of typing in chat on iOS by 48%• Reduced the power usage of taking, editing and sending an image snap on iOS by 10%• Reduced foreground session power usage by 12% on iOS and 9% Android.• Reduced global energy consumption using Snapchat by 17% per user.• Reduced global energy consumption using Snapchat by an average of 12% per user.	
Number of 3 rd party supplier audits			71 on-site supplier audits since 2016	105 on-site supplier audits since 2016
% response for conflict minerals and compliance	<ul style="list-style-type: none">• 97% of suppliers responded to our conflict minerals data request• 100% of suppliers campaigned for materials disclosures	<ul style="list-style-type: none">• 91% of suppliers responded to our conflict minerals data request• 100% of suppliers campaigned for materials disclosures	<ul style="list-style-type: none">• 91% of suppliers responded to our conflict minerals data request• 100% of suppliers campaigned for materials disclosures	<ul style="list-style-type: none">• 92.45% of suppliers responded to our conflict minerals data request for 2022.

13 For consistency and to produce comparable GHG emissions data over time, 2020 and 2021 scope 3 greenhouse gas inventories were updated to correct previously reported discrepancies.
14 For consistency, the 2019, 2020, and 2021 scope 1 and 2 greenhouse gas inventories were updated to match a new methodology used when calculating 2022 GHG inventory. These data points have been updated accordingly.

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People



Data Point	2019 Data	2020 Data	2021 Data	2022 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
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)
Total recordable incident rate	0.2	0.05	0.11	0.03
Total lost time incident rate	0.14	0	0.07	0.016
Notices of noncompliance/violation related to EHS	0	0	0	0

Governance



Data Point	2019 Data	2020 Data	2021 Data	2022 Data
Gender representation on Board of Directors	<ul style="list-style-type: none">30% of independent directors are women	<ul style="list-style-type: none">50% of independent directors are women	<ul style="list-style-type: none">50% of independent directors are women25.5% of independent directors are Black, Indigenous, and People of Color (BIPOC)	<ul style="list-style-type: none">50% of independent directors are women37.5% of independent directors are Black, Indigenous, and People of Color (BIPOC)
Integrity & Compliance - % of team compliant w/Code of Conduct training requirement	99.25%	99.8%	100% of new hires, 99% overall completion	More than 98% of team members completed Code of Conduct training in 2022.

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Diversity, Equity, and Inclusion

	RACE/ETHNICITY (US)							GENDER (GLOBAL)			
	Asian	Black	Hispanic/Latinx	Indigenous	Middle Eastern/ North African/ Arab	Multiple Races	White	Men	Women	Non-Binary	Undeclared
Intersectional Leadership Representation											
Director+											
2022	32.4%	2.8%	2.8%	0.0%	5.6%	8.5%	47.9%	82.7%	14.8%	2.5%	0.0%
2021	18.4%	0.0%	2.0%	0.0%	6.1%	8.2%	65.3%	84.5%	13.8%	1.7%	0.0%
2020	13.3%	2.2%	2.2%	0.0%	4.4%	8.9%	68.9%	82.4%	13.7%	2.0%	2.0%
Non-Tech											
2022	15.5%	3.6%	5.5%	<1%	2.7%	4.5%	67.3%	61.9%	37.4%	0.0%	<1%
2021	15.5%	3.1%	7.2%	1.0%	3.1%	3.1%	67.0%	67.5%	32.5%	0.0%	0.0%
2020	14.8%	3.4%	8.0%	1.1%	2.3%	3.4%	67.0%	67.5%	32.5%	0.0%	0.0%
Intersectional Hiring											
Company-wide											
2022	44.8%	5.0%	9.2%	<1%	2.6%	4.9%	33.0%	60.8%	37.6%	<1%	<1%
2021	41.4%	6.6%	9.0%	<1%	2.8%	5.8%	34.1%	58.3%	38.9%	<1%	2.1%
2020	37.4%	9.2%	6.2%	0%	1.9%	5.0%	40.4%	63.8%	33.5%	<1%	2.1%
Tech											
2022	58.5%	2.4%	6.7%	0%	2.7%	3.8%	25.9%	75.5%	22.6%	1.0%	<1%
2021	57.9%	2.7%	6.3%	<1%	3.1%	4.7%	25.0%	72.1%	23.9%	1.0%	3.1%
2020	52.6%	3.9%	3.1%	0%	2.1%	4.1%	34.2%	80.0%	16.7%	<1%	2.6%

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 energy consumed, (2) percentage grid electricity, (3) percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	The total electricity consumed in 2022 was 119,890 MWH. 100% of that electricity was sourced from the electric grid, with 100% covered by renewable energy credits.
	TC-IM-130a.2	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	Thousand cubic meters (m³), Percentage (%)	Water is not considered a material input for Snap. Snap uses third party data centers and outsourced hardware manufacturing. For more information, see the Climate section of the CitizenSnap Report.
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	n/a	Information on the environmental considerations into strategic planning for data center needs can be found in the Looking Ahead section in Our Products (page 34) section of the CitizenSnap Report.
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	n/a	Information on privacy and consumer data can be found in the Security by Design and Safety by Design (pages 15-17) section of the CitizenSnap Report and in Snap's Privacy Center .
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	Quantitative	Number	Snap does not calculate and report a metric on the bases specified in the standard. Snap's Privacy Policy describes the information Snap collects from customers and how it is used.
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Reporting currency	Snap discloses all material legal proceedings in our SEC reports. In 2022, Snap did not disclose any monetary losses as a result of legal proceedings associated with privacy.
	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) Number of law enforcement requests for user information: 76,625 (2) Number of account identifiers ¹⁵ : 120,089 (3) Percent (%) of requests resulting in disclosure: 70.9% Refer also to Snap's Transparency Reports for further details about these metrics.
	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	Snapchat is globally available but like many internet services, the app is blocked in some countries and some features are blocked in other countries.
	TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Quantitative	Number, Percentage (%)	4, 0% Refer also to Snap's Transparency Reports for further details about these metrics.

15 "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.

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Topic	SASB Code	Accounting Metric	Category	Unit of Measure	Explanation
Data Security	TC-IM-230a.1	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII) (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 andaddressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	n/a	Information on the approach to identifying and addressing data security risk see the Responsible Products (page 12) section of the CitizenSnap Report.
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Percentage of employees that are foreign nationals	Quantitative	Percentage (%)	Snap does not report on this metric.
	TC-IM-330a.2	Employee engagement as a percentage	Quantitative	Percentage (%)	Snap's employee engagement programs are described in the People (page 40) section of the CitizenSnap report.
	TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Quantitative	Percentage (%)	Diversity data can be found in Snap's Diversity Annual Report .
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Quantitative	Reporting currency	There were no losses associated with anticompetitive behavior regulations.

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GRI INDEX

Statement of use:
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GRI 1 used:
GRI 1: Foundation 2021

General Disclosures 2021

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 2: General Disclosures 2021	2-1	Organizational details	<p>Snap Inc. is a publicly held holding company, listed on the New York Stock Exchange (NYSE: SNAP). The ownership and legal form can be found in the Stock and Voting Structure section of the CitizenSnap Report (page 48).</p> <p>Snap operates in 17 countries worldwide. The locations of operations can be found in the About Snap section of the CitizenSnap Report and on Snap's career page here.</p>
GRI 2: General Disclosures 2021	2-2	Entities included in the organization's sustainability reporting	Snap's CitizenSnap report covers environmental, social and governance (ESG) topics for all entities included in the consolidated financial statements (see SEC Form 10-K).
GRI 2: General Disclosures 2021	2-3	Reporting period, frequency and contact point	Reporting period is January 1, 2022 - December 31, 2022, unless otherwise noted. We follow an annual reporting cycle. Questions regarding this report can be sent to sustainability@snap.com .
GRI 2: General Disclosures 2021	2-4	Restatements of information	The organization has not made any restatement in the reporting period.
GRI 2: General Disclosures 2021	2-5	External assurance	Snap's greenhouse gas emission are verified by an independent third-party verification. Assurance Statement .
GRI 2: General Disclosures 2021	2-6	Activities, value chain and other business relationships	More information can be found in the Form 10-K .
GRI 2: General Disclosures 2021	2-9	Governance structure and composition	Governance section of the CitizenSnap Report and the Governance (page 42) section of the Snap Investor Portal .
GRI 2: General Disclosures 2021	2-22	Statement on sustainable development strategy	A letter from Snap's CEO can be found in the CitizenSnap Report (page 3).
GRI 2: General Disclosures 2021	2-23	Policy commitments	Our Supply Chain section (page 35) of CitizenSnap Report and our Code of Conduct .
GRI 2: General Disclosures 2021	2-24	Embedding policy commitments	Responsible Products section (page 12), the Governance section (page 42) of the CitizenSnap Report and our Code of Conduct .
GRI 2: General Disclosures 2021	2-25	Processes to remediate negative impacts	Governance section (page 42) of the CitizenSnap Report.



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GRI 1 used:
GRI 1: Foundation 2021

General Disclosures 2021

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GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 2: General Disclosures 2021	2-28	Membership associations	Snap is a member, sponsor, or partner of of the Business Ethics Leadership Alliance (BELA), AnitaB.org, Disability!N, 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.
GRI 2: General Disclosures 2021	2-29	Approach to stakeholder engagement	Materiality section (page 56) of the CitizenSnap Report and the company's Form 10-K .
GRI 3: Material Topics 2021	3-1	Process to determine material topics	Materiality (page 56) and About this Report (page 55) section of the CitizenSnap Report.
GRI 3: Material Topics 2021	3-2	List of material topics	Materiality (page 56) and About this Report (page 55) section of the CitizenSnap Report.
GRI 3: Material Topics 2021	3-3	Management of material topics	Materiality (page 56) and About this Report (page 55) section of the CitizenSnap Report.

GRI 200 Economic

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 201: Economic Performance 2016			
GRI 201: Economic Performance 2016	201-1	Direct economic value generated and distributed	More information can be found in the Form 10-K .
GRI 3: Material Topics 2021	3-3	Management of material topics	Monitoring (page 36), Community and Giving (page 20), Materiality (page 56), and Governance (page 47) sections of the CitizenSnap Report and in the company's Code of Conduct .



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GRI 1 used:
GRI 1: Foundation 2021

GRI 200 Economic (Continued)

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 204: Procurement Practices 2016			
GRI 3: Material Topics 2021	3-3	Management of material topics	Materiality (page 56) and Our Supply Chain (page 35) sections of the CitizenSnap Report and in the company's <u>Code of Conduct</u> .
GRI 205: Anti Corruption 2016			
GRI 205: Anit Corruption 2016	205-2	Communication and training about anti-corruption policiesand procedures	All of Snap’s employees are trained on the company’s <u>Code of Conduct</u> which includes policies and guidance on anti-corruption.
GRI 3: Material Topics 2021	3-3	Management of material topics	Integrity and Compliance section (page 49) of the CitizenSnap Report and the <u>Code of Conduct</u> .
GRI 207: Tax 2019			
GRI 207: Tax 2019	207-1	Approach to tax	Tax Strategy section (page 50) of the CitizenSnap Report and Snap’s <u>Global Tax Strategy</u> document.
GRI 207: Tax 2019	207-2	Tax governance, control and risk management	Tax Strategy section (page 50) of the CitizenSnap Report and Snap’s <u>Global Tax Strategy</u> document.
GRI 207: Tax 2019	207-3	Stakeholder engagement and management of concerns related to tax	Tax Strategy section (page 50) of the CitizenSnap Report and Snap’s <u>Global Tax Strategy</u> document.
GRI 3: Material Topics 2021	3-3	Management of material topics	Tax Strategy section (page 50) of the CitizenSnap Report and Snap’s <u>Global Tax Strategy</u> document.



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GRI 1 used:
GRI 1: Foundation 2021

Environmental

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 301 Materials 2016			
GRI 3: Material Topics 2021	3-3	Management of material topics	Planet (page 24) and Our Products (page 34) section of the CitizenSnap Report.
GRI 302: Energy 2016			
GRI 302: Energy 2016	302-1	Energy consumption within the organization	Planet (page 24) and Our Products (page 34) section of the CitizenSnap Report.
GRI 302: Energy 2016	302-4	Reduction of energy consumption	Planet (page 24) and Our Products (page 34) section of the CitizenSnap Report.
GRI 302: Energy 2016	302-5	Reductions in energy requirements of products and services	Planet (page 24) and Our Products (page 34) section of the CitizenSnap Report.
GRI 3: Material Topics 2021	3-3	Management of material topics	Planet (page 24), Climate (page 25) and Looking Ahead (page 34) in Our Products sections of the CitizenSnap Report.
GRI 305: Emissions 2016			
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	Planet (page 24) section of the CitizenSnap Report.
GRI 305: Emissions 2016	305-2	Energy indirect (Scope 2) GHG emissions	Planet (page 24) section of the CitizenSnap Report.
GRI 305 - Emissions 2016	305-3	Other indirect (Scope 3) GHG emissions	Planet (page 24) section of the CitizenSnap Report.
GRI 305 - Emissions 2016	305-4	GHG emissions intensity	Planet (page 24) section of the CitizenSnap Report.
GRI 305 - Emissions 2016	305-5	Reduction of GHG emissions	Planet (page 24) section of the CitizenSnap Report.
GRI 3: Material Topics 2021	3-3	Management of material topics	Planet (page 24), Climate (page 25) and Looking Ahead in Our Products (page 34) sections of the CitizenSnap Report.

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GRI 1 used:
GRI 1: Foundation 2021

Social

GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 401 Employment 2016			
GRI 401 Employment 2016	401-1	New employee hires and employee turnover	Snap's Diversity Annual Report .
GRI 401 Employment 2016	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Supporting our Team section (page 44) of the CitizenSnap Report.
GRI 401 Employment 2016	401-3	Parental leave	Supporting our Team section (page 44) of the CitizenSnap Report.
GRI 3: Material Topics 2021	3-3	Management of material topics	Supporting our Team section (page 44) of the CitizenSnap Report.
GRI 403: Occupational Health and Safety 2018			
GRI 403: Occupational Health and Safety 2018	403-9	Work-related injuries	Total recordable incident rate: 0.31 Total lost time incident rate: 0.016
GRI 3: Material Topics 2021	3-3	Management of material topics	Supporting our Team section (page 44) of the CitizenSnap Report.
GRI 404: Training and Education 2016			
GRI 404: Training and Education 2016	404-1	Average hours of training per year per employee	There were nearly 44,000 hours of professional development training — an average of more than 6 hours per learner.
GRI 404: Training and Education 2016	404-2	Programs for upgrading employee skills and transition	Supporting our Team section (page 44) of the CitizenSnap Report.
GRI 3: Material Topics 2021	3-3	Management of material topics	Talent Development section (page 45) of the CitizenSnap Report.

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GRI Standard Title	Disclosure Number	Disclosure Name	Location/Section in Report/Explanation
GRI 405: Diversity and Equal Opportunity 2016			
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	Governance section (page 47) of the CitizenSnap Report and Snap's Diversity Annual Report .
GRI 3: Material Topics 2021	3-3	Management of material topics	Snap's Diversity Annual Report .
GRI 406: Non-Discrimination 2016			
GRI 3: Material Topics 2021	3-3	Management of material topics	Snap's Diversity Annual Report .
GRI 414: Supplier Social Assessment 2016			
GRI 3: Material Topics 2021	3-3	Management of material topics	Our Supply Chain section (page 35) of the CitizenSnap Report.
GRI 416: Customer Health and Safety 2016			
GRI 3: Material Topics 2021	3-3	Management of material topics	Safety by Design section (pages 15-16) of the CitizenSnap Report.
GRI 418: Customer Privacy 2016			
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Security by Design section (page 17) of the CitizenSnap Report and in Snap's Privacy Center .
GRI 3: Material Topics 2021	3-3	Management of material topics	Security by Design section (page 17) of the CitizenSnap Report and in Snap's Privacy Center .

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