2022

CitizenSnap Report

Grounded in Kindness

Snap Inc.

Snap Inc.

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Grounded in Kindness

Even as Snap grows and faces new opportunities and challenges, we remain grounded in kindness. Our engineers, designers, product managers, and other team members build our products and services to serve people. The well-being of the community informs our decision-making, which in turn creates more value for our business over the long term. Just as we encourage our users to embrace authentic self-expression in our products, Snap embraces honesty and transparency in our environmental, social, and governance (ESG) reporting.

ABOUT SNAP

SOCIETY

PLANET

PEOPLE

GOVERNANCE

APPENDIX

A letter from Evan

We published our first Citizen Snap Report in 2020 as a way to better explain the way we operate our business and support our team, our community, and our partners – as well as, more broadly, our society and planet. As we continue to learn, grow, and iterate, we have published a report every year to increase transparency and hold ourselves publicly accountable in these areas. In a year that has been defined by change and global uncertainty, we have focused our efforts around building trust, scaling empathy, and leading with our values.

We build trust with our community by continuing our ongoing efforts to create technology that serves humanity, from augmented reality experiences that help Snapchatters learn American Sign Language to civic tools that help our next generation of leaders make a positive impact by running for office.

We scaled empathy with our team and partners by working to integrate diversity, equity, and inclusion (DEI) into our core business, launching our first content accelerator to support minority-owned creatives and media companies, and helping to launch the Action to Catalyze Tech (ACT) Report to bring over 30 technology companies, DEI experts, advocates and researchers together to drive industry-wide accountability. And because our shared prosperity depends on our ability to address the environmental crisis, we upleveled our commitments and used our platform to help Snapchatters better understand how to take action.

We led with our values by sharing how we build safety and privacy into the design of our platform and products, and more importantly, how we're improving in areas where we fall short. Since our early days, we have taken responsibility for the impact that our technology can have on society, and constantly think about changes we can make when we see our products being used in a way that isn't aligned to our values.

There's no doubt that we still have an overwhelming amount of work to do, and we will keep striving to live up to our values of being kind, smart and creative in all aspects of how we operate. We know our responsibilities extend far beyond the compliance laws we are required to abide by, and will keep doing our part to make a positive impact on our broader world. We believe that this isn't just the right thing to do, it's the only way for Snap to succeed in the long-run.

Evan Spiegel,
Co-founder and CEO

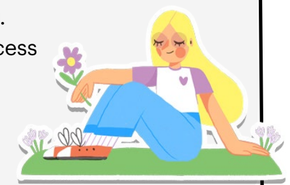
Executive Summary

At Snap, our mission is to contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. Snap is built around our core values of being kind, smart, and creative. From the beginning, we have designed these values into our products and into the way we treat our team, our communities, and our partners. And as we evolve and grow, we hold steadfast in upholding our mission and our values, never losing sight of our foundation.

In our third annual CitizenSnap Report, we demonstrate progress towards our environmental, social, and governance (ESG) goals, and we lay out our plans looking forward. This Executive Summary highlights our key ESG accomplishments in 2021, organized by our four core pillars: **Society, Planet, People, and Governance.**

While we continued to make progress during another challenging year, there will always be more opportunities to make a more positive impact. **This work is never finished.**

Launched *Heads Up* — an in-app education portal that surfaces trusted information and resources to Snapchatters who search for common drug-related terms and slang. We also worked to ensure that our community had access to accurate, credible information about the COVID-19 pandemic through partnerships with government agencies and health organizations.



Released the Run for Office Mini, an in-app tool that empowers Snapchatters in the US to run for elected office in their local community based on the issues they care most about. Since launch, more than 4.5 million Snapchatters have used the Run for Office Mini.

Joined other online platforms in testifying before the Senate Commerce Committee's Subcommittee on Consumer Protection, Product Safety, and Data Security about **Snap's approach to protecting young people on our platform.**

Society

We continued to enhance our responsible design principles to help ensure that inclusion, safety, and privacy come first for everyone who uses our products. We leveraged our platform to support mental health, civic engagement, and to promote initiatives and causes with a positive social impact. We worked to strengthen our communities through strategic partnerships, giving, and volunteering.

"Since [the] early days, we have worked to continue evolving responsibly. Understanding the potential negative effects of social media, we made proactive choices to ensure that all of our future products reflected those early values."

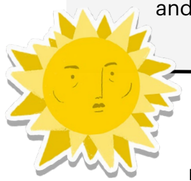
— JENNIFER STOUT, VP, GLOBAL PUBLIC POLICY

Published our Safety and Impact blog as a helpful resource for anyone who wants to better understand how young people experience our product, or the many stakeholders and advocates who seek to better understand how we approach critical issues around safety and trust. We also rolled out Safety Snapshot, a new safety and privacy-focused channel on our Discover Platform.

Invested in content that is more inclusive of the Snapchat community and throughout 2020 and 2021, over 50% of our hosts or leads in Snap Originals have been BIPOC or LGBTQ+. And we **launched our 523 program, an accelerator designed to support and spotlight small, minority-owned content companies and creatives** that traditionally lack access to resources.

Donated over $9 million dollars in Snapchat advertising to nonprofits and $4.5 million more to organizations focused on equitable access to education and exposure to career pathways for underserved youth. We devoted more than 6,870 volunteer hours to Snap Philanthropy projects, supporting 162 community organizations in 61 cities across 21 countries. And we created opportunities for historically underrepresented groups through our Snap Academies, Yellow Accelerator, career exploratory events, and mentorship programs.

Conducted our first scenario analysis in line with The Taskforce on Climate-Related Financial Disclosures (TCFD) recommendations. The scenario analysis is a first step in understanding our climate risks and opportunities and we will continue to incorporate TCFD recommendations into our 2022 initiatives and disclosures.



Continued to be focused on making Snapchat as energy efficient as possible through engineering our products for lower battery use, less charging, and reduced energy demand. While our global community grew by 20% in 2021, we **reduced Snapchat's total global energy consumption by 17% per user**. And we partnered with our cloud storage providers to optimize how our data is stored on their network to lower our carbon emissions. While we increased our daily active users by 20%, our carbon emissions for data storage remained neutral.

Met our 2025 science-based emissions reduction targets, **reducing our absolute Scope 1 and 2 emissions by over 50% and our Scope 3 emissions by 40% per unit of revenue.** We purchased carbon removal credits and renewable energy to reach Net Zero Carbon for our Scope 1 and 2 emissions.

Planet

We continued our work towards a more sustainable planet by upleveling our climate commitments, conserving natural resources, and reducing waste. We engaged our team, Snapchatters, and our partners on important environmental issues. We are expanding programs to minimize the environmental footprint of our products across their lifecycle and building a socially and environmentally responsible supply chain that emphasizes worker well-being and responsible materials use.

Sourced 100% renewable electricity in our workplace, expanding our purchases to cover our offices globally and electricity consumed by our team members working at home or remotely. Our onsite food services resumed when our offices opened but with food insecurity still on the rise, we continued our programs to reallocate resources and over $300,000 from the Snap food budget to serve multiple organizations focused on food security. In addition,we distributed over 100,000 meals to marginalized members of our community.

Committed to achieving Net Negative carbon emissions by 2030.

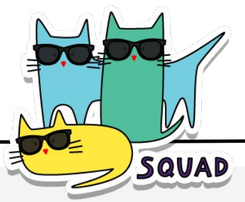
This means that we will go beyond Net Zero to remove more carbon than we are emitting. This follows on the heels of our 2020 climate commitments when we announced our inaugural climate strategy, with commitments to historical and future carbon neutrality, SBTi approved science-based reduction targets, and 100% renewable electricity.

Joined 200+ other businesses in **signing The Climate Pledge** to act on the climate crisis and take actions to reach net-zero carbon emissions by 2040 — 10 years ahead of the Paris Agreement.

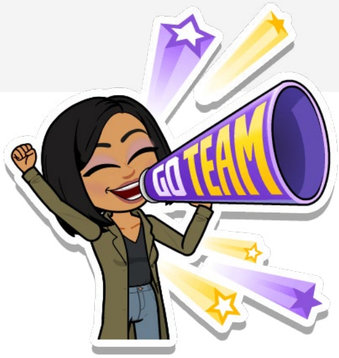
People

We continued our journey to build a more diverse, equitable, and inclusive workplace to strengthen our culture and inspire innovation. We supported our team's mental and physical well-being, and as we re-opened our offices, we worked to cultivate a healthy, safe work environment. And we worked to engage, support, and develop employees to foster our values.

Drove key initiatives focused on inspiring empathy, redesigning our systems, and driving accountability related to Diversity, Equity and Inclusion (DEI) at Snap and across the tech industry. To that end we spearheaded a working group of industry experts, Catalyze Tech, to spend a year deeply considering what it would take to transform DEI outcomes in our industry. The first key outcome of this group was the publication of the Action to Catalyze Tech Report (the ACT Report), which lays out concrete actions that tech companies can take to truly shift the DEI paradigm. Our recently published 2021 Diversity Annual Report recounts this work and our DEI progress in 2021.



Expanded our training and development options, rolling out more offerings across everything from leadership to allyship to Snap values training. In all, Snap team members participated in more than 55,000 combined hours of training and development. We also rolled out 1:1 coaching through BetterUp, with unlimited coaching being offered to 650 team members.



Supported our teams by **providing best-in-class benefits and resources.** We improved our mental health benefits by increasing the number of sessions covered from 16 to 25 for each US Snap team member and for each of their family members, and we are also working to expand this benefit globally. We extended parental leave to 16 weeks globally for birthing and non-birthing parents, introduced a one-month return to work part-time period for returning parents, and launched a global fertility support program.

Made several **additions and improvements to our Transparency Reporting** by offering new detail on the amount of content we enforced against drug-related violations and by creating a new category to share data on reports related to instances where our teams determined that a Snapchatter may be in crisis. In addition to these new elements in our latest Transparency Report, our data shows that we saw a reduction in two key areas: Violative View Rate (VVR) and the number of accounts we enforced that attempted to spread hate speech, violence, or harm.

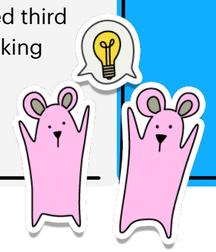
Continued to avoid operating in tax havens, and avoid having any stateless or "nowhere" income that is not taxed. Our profits are fully subject to tax in jurisdictions where we have substantive business operations.

Governance

Snap maintains a governance structure focused on long-term shareholder value, transparency, and robust ethical decision-making. 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.

Identified 199 total enterprise level risks through our **robust enterprise risk assessment process**. Many of these are ESG-related risks including those related to privacy, trust and safety on our platform, integrity of data used to make business decisions, and retention of talent. We prioritize the list to identify the top risks and each of these risks are assigned to an executive sponsor to oversee.

Released our revamped Global Code of Conduct that codifies the high standards we hold ourselves to every day. We also increased automation of our due diligence processes and screening that covers 100% of identified third parties to ensure we are working with responsible partners.



Maintained **representation of women at 50%** and increased representation of Black, Indigenous, and People of Color (BIPOC) to 25% of our Independent Directors on Snap's Board.

Across each pillar, we deepened our commitment to the communities we served in 2021. We are dedicated to expanding on this work as we look ahead in 2022 and beyond.

About Snap

Snap Inc. is a camera company. We believe that reinventing the camera represents our 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.

While headquartered in Santa Monica, California, Snap is a global company with offices in the United Kingdom, France, Ukraine, India, Australia, and many more countries. We are proud to serve an incredibly diverse community of more than 300 million daily active users, on average, around the world, and we believe that building inclusive products and workplaces are central to our mission.

2011
founded

5B Snaps
created each day

Nearly
6K employees
across 15 countries

Snapchat is available in
40 languages.

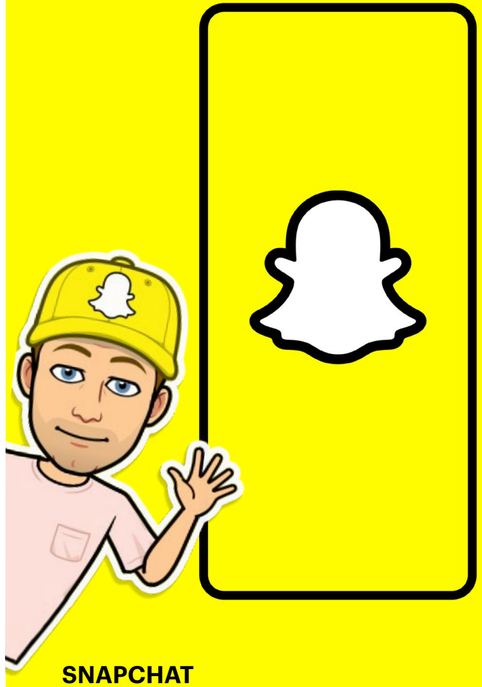
Over
6B AR Lens plays
per day on average

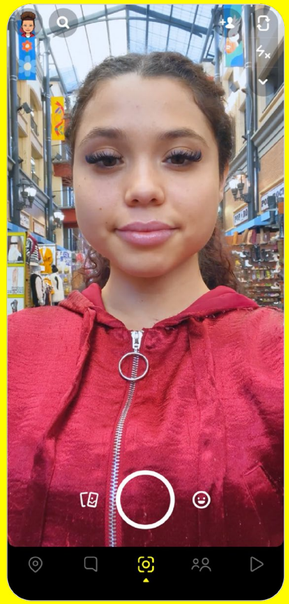
Snapchat is a community of
600M+ people
with more than 300 million daily active users, on average, around the world.

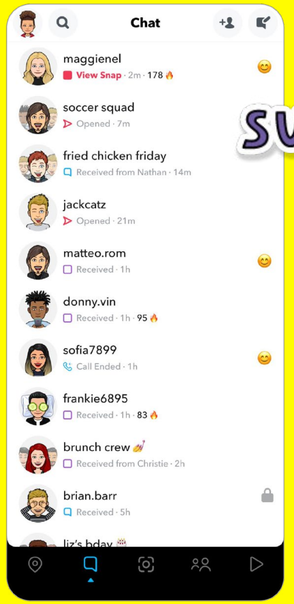
500M Snapchatters
watched Shows on Discover in 2021.

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

Products and Services







SNAPCHAT

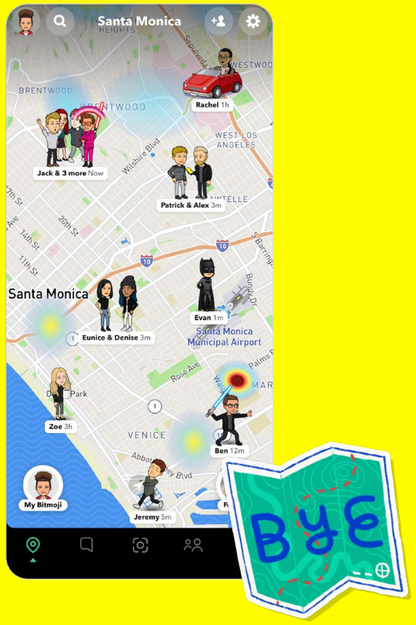
Our flagship product, Snapchat, is a camera application that helps people communicate visually with friends and family through short videos and images called Snaps. By opening directly to the camera, we empower users to express themselves instantly. Snapchat contains five distinct tabs.

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 creativity and self-expression. While Snaps are deleted by default, users can save their creativity through a searchable collection of Memories stored on both their Snapchat account and their mobile device. A user can also capture Snaps on our wearable devices, Spectacles. Spectacles connect seamlessly with Snapchat and capture photos and video from a human perspective.

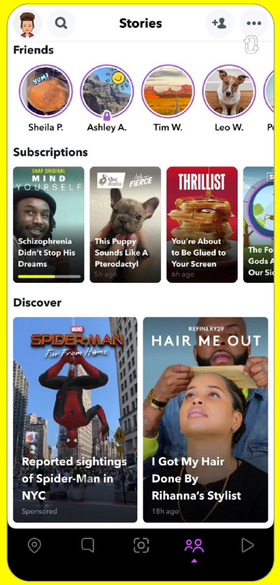
COMMUNICATION

Communication allows users to send Snaps to friends, collectively or individually, through our ephemeral, efficient messaging architecture. Within Communication, users 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. Further, users can communicate by playing one of our Games together and through Minis, which bring bite-sized utility experiences to our community inside Snapchat.



SNAP MAP

Snap Map is a live and highly personalized map that allows Snapchatters to connect with friends and explore what is going on in their local area. Snap Map makes it easy to locate 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 and reviews, overlay specialized experiences from select partners on top of Snap Map, and allow Snapchatters to take direct actions such as sharing a favorite store, ordering takeout, or making a reservation.



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, shown in chronological order. The Discover section of this tab displays curated content based on a Snapchatter's subscriptions and interests, and features news and information from our vetted media publishers and content creators, as well as original content in Snap Originals. We also offer Public Profiles, as a way for our creator community and our advertising partners to surface their AR content and AR Lenses on our platform.

SPOTLIGHT

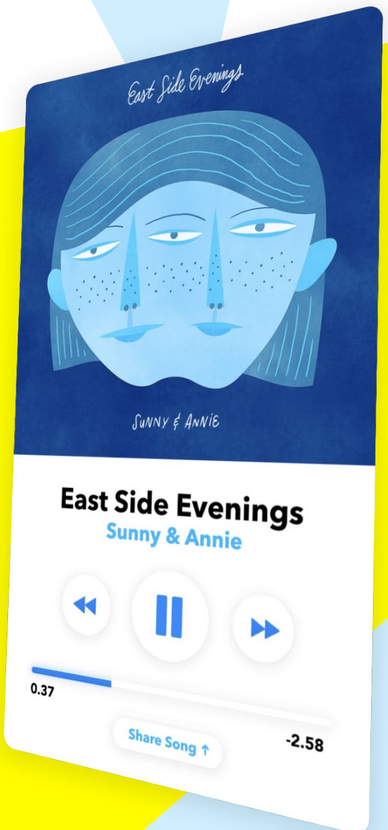
Spotlight is a way to share user-generated content with the entire Snapchat community. Here we surface the most entertaining Snaps from our community all in one place, which becomes tailored to each Snapchatter over time based on their preferences and favorites. Spotlight is proactively moderated using human review before content can reach more than 25 people.

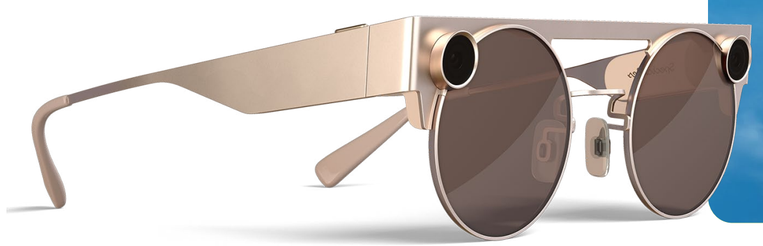
Many elements and features of Snapchat are enhanced by our expansive partner ecosystem that includes developers, creators, publishers, and advertisers, among others. We help them create and bring content and experiences into Snapchat, leverage Snapchat capabilities in their own applications and websites,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

Developers are able to integrate with Snapchat in many ways, including through Games, Minis, and Snap Kit. Snap Kit invites developers to easily build with Snapchat, bringing the best of Snapchat's technology to grow their businesses and create engaging experiences. Through Camera Kit, our partners can embed Snap's AR platform directly into their application, extending our reach and expanding our opportunity to learn through new AR use cases.

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.

And we are building hardware that will help bring augmented reality to life, redefining how we interact with and overlay computing on the world, with products such as Spectacles and Pixy.





ESG Strategy and Priorities

Our ESG strategic framework, "Grounded in Kindness," consists of four pillars: **Society, Planet, People, and Governance.** Under each pillar, we establish key drivers that we integrate into teams across Snap.

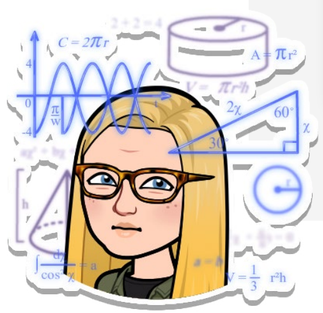
Core to our ESG strategy is the pursuit of partnerships. We won't be successful if we go it alone — with complex ESG challenges nobody can — and we actively seek input and engagement opportunities with organizations that have expertise on our business and our priority issues. Partnerships with groups that support our local communities where we operate are also an important part of how we engage.

In 2020, we conducted our first materiality assessment (please see the Appendix for more information about the materiality assessment) to better understand the ESG issues where Snap can and should lead. After engaging internal and external stakeholders through a series of surveys and interviews, we found that many of Snap's highest priorities relate to product design and use.

Snap's approach to these issues can be found in the Society and Governance sections of this report. Diversity, Equity, and Inclusion also emerged as a priority and is a critically important topic for our company, and more information about this work can be found in the People section of this report and in our Diversity Annual Report.

Our ESG priorities are integrated into our business strategy. Issues such as privacy, safety, inclusion, and transparency are important aspects of product design — while taking action to address the climate crisis factors into decisions around our business operations and supply chain. We also incorporate ESG updates into semi-annual Board committee meetings and annually into full Board meetings.

Reporting to globally recognized reporting standards from the Global Reporting Initiative (core standards) and the Sustainability Accounting Standards Board, we cover our ESG progress during 2021. In 2021, we focused on making progress on many of the commitments we outlined in the 2021 CitizenSnap report.



Our High Priority ESG issues

1. **Responsible Product Use and Development**
2. **Content Safety and Governance**
3. **Mental Health and Technology**
4. **Privacy and Data Protection**
5. **Diversity, Equity, and Inclusion**
6. **Ethical Leadership and Governance**
7. **Business Ethics / Fair Business Practices**
8. **Promotion of Beneficial Content**
9. **Protection and Rights of Minors**

Society · People · Governance

PLANET

Addressing the climate crisis by reducing the carbon footprint of our products and operations

Conserving natural resources and reducing waste

Minimizing the environmental footprint of our products across their lifecycle

Building a socially and environmentally responsible supply chain that emphasizes worker well-being and responsible materials use

PEOPLE

Creating a diverse, equitable, and inclusive workplace to strengthen our culture and inspire innovation in our organization and the industry at large

Encouraging wellness and ensuring a healthy, safe environment

Engaging, supporting, and developing employees to foster our unique values and our strong commitment to integrity

SOCIETY

Strengthening communities through strategic partnerships, giving, and volunteering

Implementing responsible design principles to ensure inclusion, safety, and privacy for everyone who uses our products

Leveraging our platform to support mental health and civic engagement, and promote initiatives and causes with a positive social impact

GOVERNANCE

Maintaining a governance structure focused on creating long term shareholder value, transparency, and robust decision-making processes

Doing business responsibly and ethically, and expecting the same of our partners

Integrating a robust enterprise risk framework to anticipate, identify, prioritize, and manage material risks to business objectives

CitizenSnap
ESG Priorities

Society

At Snap, we strengthen our communities through strategic partnerships, giving, and volunteering. We implement responsible design principles to help promote inclusion, safety, and privacy for those who use our products. We also leverage our platform to support mental health, civic engagement, and promoting initiatives that create positive impact.

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Responsible Products

Empowering people to express themselves through the products we create is critical to our approach to kind business. We foster trust in our platform by considering the privacy, safety, and inclusiveness of a new feature at the front end of the design process. And in 2021, we made major progress advancing inclusion by design.

As we develop products that overlay computing onto the world around us, we have a big opportunity and responsibility to do it in a way that respects, empowers, and improves the lives of those who use our product. We seek to develop products that are human-centered, approachable, and easy to understand. We work to anticipate and mitigate unintended consequences of our products in use.

Privacy by Design

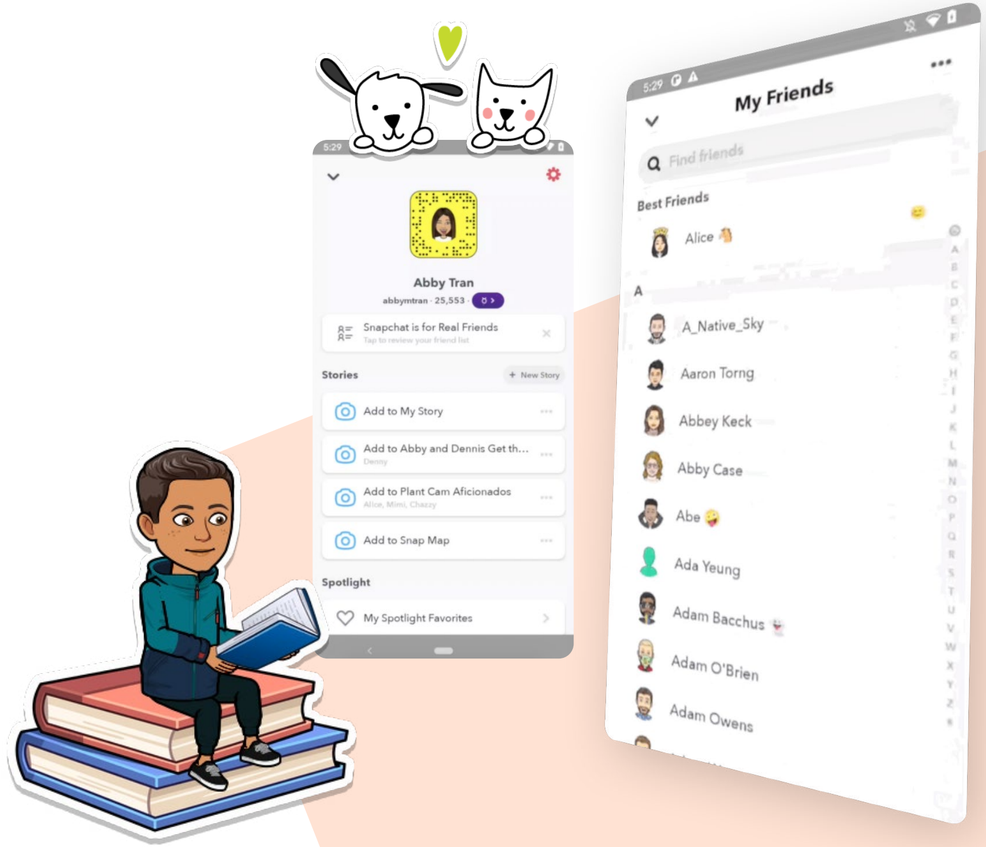
Snapchat was designed to help people communicate with their close friends and family members – and from the outset, we wanted to build our service to reflect the way we talk to each other in real life, replicating real world conversations. Privacy is integral to our mission of contributing to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.

We don't stockpile private messages and we don't publicly showcase a timeline of everything our users ever posted. Snapchat is designed so that people can only see the things people want to share, for as long as they want to share them, and encourages users to interact with their real friends, not strangers. This makes Snapchat feel less like a permanent public record and more like a conversation with friends. When we process personal data of Snapchatters, we do so in a way that is in line with our Privacy by Design standards and principles.

We seek to develop products that are human-centered, approachable, and easy to understand.

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
- Default to location-sharing off for Snapchatters when they first use our Snap Map, and only offer them the chance to share their location with friends. We also periodically remind users when they are sharing location to ensure that they wish to continue doing so
- Offer a feature called Friend Check Up, which prompts Snapchatters to review their friend lists and make sure these Snapchatters are people they actually know



Privacy by Design Process

Snap's unique Privacy by Design process means we design our products with privacy in mind from the beginning — and new product features, services, and functionalities that process personal data go through an intense privacy review process, which includes teams from across the company. We learn details of how a feature could impact user privacy, and challenge ourselves to find the best way to design the product to align products with our values.

Snap's Privacy by Design program succeeds because it is led by a cross-functional team that includes a wide variety of internal stakeholders — from designers, data scientists, and engineers to product managers, product and privacy lawyers, and privacy engineers. During our unique privacy review process, our legal and privacy engineering team members evaluate the data that a feature collects, considering applicable laws, our Privacy Principles, and Privacy Policy. There is often an emphasis on data minimization and narrowly tailoring the use of data to the purpose for the collection.

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 — we talk about things, we debate them, and we work hard to build products we're proud of and that we'll want to use.

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 account altogether.

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.

We design our products with privacy in mind from the beginning.

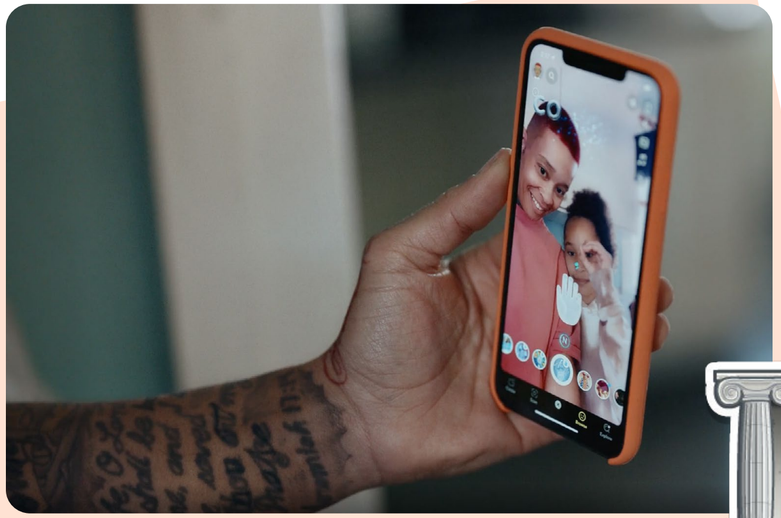
Privacy Center

Helping Snapchatters understand and control how their information is used on our platform is an important part of protecting privacy. Snap's Privacy Center 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.

Auditing

The Privacy Program at Snap is audited on a biennial basis by an independent third-party privacy assessor. Snap also releases Transparency Reports twice a year, providing insight into the volume and nature of governmental requests for Snapchatters' account information and other legal notifications.

Helping Snapchatters **understand and control how their information is used** on our platform is an important part of protecting privacy.



Security by Design

Snap operates an engineering-focused Information Security program, in concert with Privacy and Safety, to bring robust and scalable solutions to secure our products and enterprise. We aim to seamlessly preserve the security and privacy of our user data, while enabling innovation and growth at Snap. We protect Snap infrastructure from cyber threats and vulnerabilities through proactive detection and continued real-time monitoring and response. We provide security assurance to our customers and vendors through internal and external assessments and audits, and maintain ongoing security risk visibility across the enterprise.

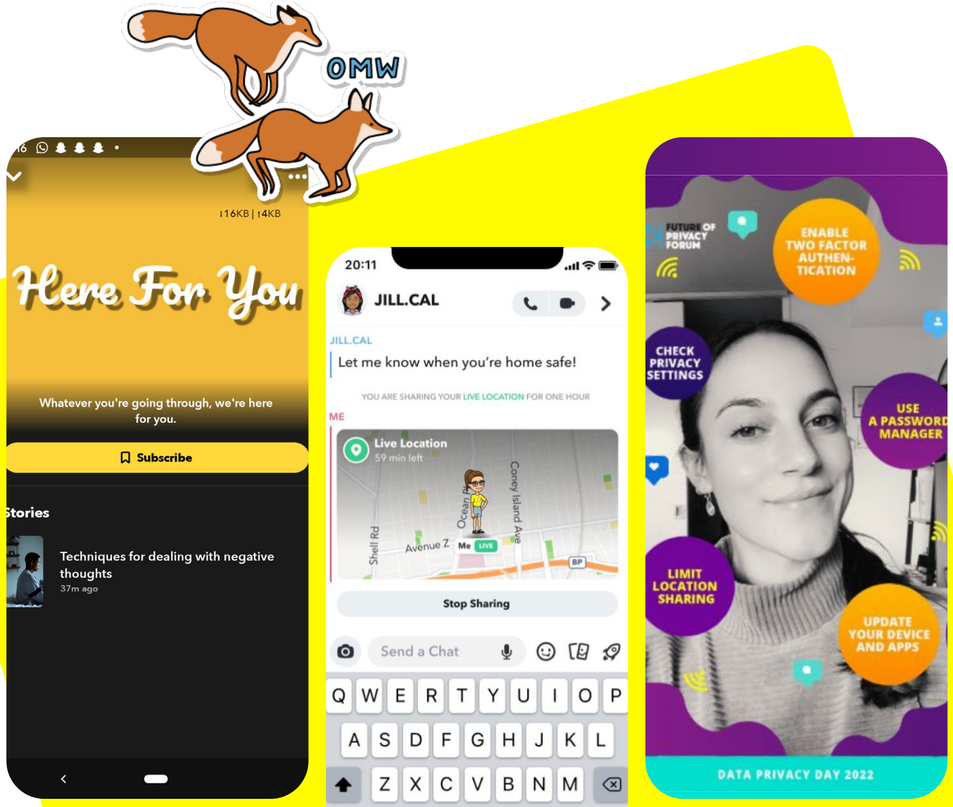
Our team spans all facets of Security, Privacy, and Platform Safety, and is composed of industry recognized engineers, ethical hackers, cryptographers, governance, risk and compliance leaders, and technical program managers. Our team members have published well known books on application security, hold patents for security innovations, led improvements in open source code security, have spoken at notable conferences, and participate in technical advisory boards. We are dedicated to continued security education globally across Snap, and share security and privacy as an enterprise-wide responsibility, starting at onboarding.

With Responsible Products as a key part of our mission, our leadership, engineers, and developers are committed to taking security and privacy into account when thinking about growth and product strategy, and continue to provide our community with a safe, fun, and secure experience.

We aim to seamlessly preserve the security and privacy of our user data, whilst enabling innovation and growth at Snap.

Safety by Design

Snap is committed to the safety and well-being of our community, and we apply Safety by Design principles to keep Snapchatters safe and informed. We have zero tolerance for illegal or harmful content on Snapchat and clearly illustrate the types of content that are not acceptable in our Community Guidelines and Terms of Service. Safety by Design for Snap is a multi-pronged approach, and is architected into many of our products and features right from the start. In 2021, we launched our Safety and Impact blog as a helpful resource for anyone who wants to better understand how young people experience our product, or the many stakeholders and advocates who seek to better understand how we approach critical issues around safety and trust.



Safety by Design Process

Safety by Design, which is deeply integrated into Snap's product design process, is a shared responsibility and we relentlessly adapt and evolve safety practices as the platform grows and changes. We seek to keep our users safe while we build meaningful and impactful products.

Snap's approach to Safety is characterized by four main pillars: **Prevention, Action, Response, and Partnership.**

Prevention is anchored by a Safety by Design program to anticipate and prevent the opportunity for abuse before it can happen. We also utilize certain non-public algorithmic and technological tools to catch abuse before it goes live on our platform.

Action gives users the ability to control their experience in the moment. This control includes user-controlled settings and in-app abuse reporting. These not only give our users the ability to manage their Snapchat environment, but also take action on inappropriate content when it occurs. We also empower our community to make decisions about the types of ads they see through our Advertising and Interest Preferences settings.

Response is our reactive review and response to abuse reports from Snapchatters and law enforcement. We have dedicated teams focused on creating a space where users and brands feel safe and we have dedicated teams who review and respond to reports about harmful behavior on the app.

Lastly, **Partnership** includes educational outreach and relationships. In addition to working with law enforcement agencies, we collaborate with expert not-for-profit safety advocacy organizations, many of whom sit on our Safety Advisory Board.

We seek to keep our users safe while we build meaningful and impactful products.

Our Safety Principles

The principles underpinning Safety by Design at Snap dovetail well with many of our privacy principles, sharing the foundation of transparency and control. From these principles we design products, implement policies, systems, and frameworks to prevent, investigate, and address abuse and ensure that safety is part of the fabric of our culture.

- We take into account the unique sensitivities and considerations of minors when we design products.
- We empower Snapchatters by providing consistent and easy-to-use controls.
- We communicate directly and openly with our community so that Snapchatters can understand our policies.
- We strive to mitigate and deeply understand the vectors of abuse and inappropriate behavior or content, and we work with industry experts to discuss, review, and test products until we think they are ready to use.
- We design products, create policies and execute by taking into account the context, reach, and nature of the content on Snapchat.

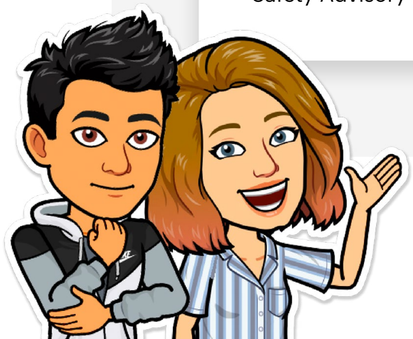
In 2021, we continued to implement additional measures to keep Snapchatters safe on our platform. That includes new measures that:

Prevent underage use. We implemented a new safeguard that prevents Snapchat users between 13-17 with existing accounts from updating their birthday to an age of 18 or above. Specifically, if a minor attempts to change their year of birth to an age over 18, we will prevent the change as a way to ensure that users are not accessing age-inappropriate content within Snapchat. Additionally, we make no effort to market to children, and individuals under the age of 13 are not permitted to create Snapchat accounts. When registering for an account, individuals are required to provide their date of birth, and the registration process fails if a user inputs an age under the age of 13.

Take into account the unique sensitivities and considerations of minors when we design products. We intentionally make it harder for strangers to find minors by banning public profiles for people under 18 and rolled out an additional feature this year to limit the discoverability of minors in Quick Add (friend suggestions). We have also long deployed age-gating tools to prevent minors from viewing age-regulated content and ads.

Invest in educational programs and initiatives that support the safety and mental health of our community — like Friend Check Up. Launched in 2021, Friend Check Up prompts Snapchatters to review who they are friends with and make sure the list is made up of people they know and still want to be connected with.

Increase collaboration with cross-industry safety partners. Since online safety is a shared responsibility, spanning a host of sectors and actors, we increased our efforts to work in concert with key safety partners this year. That includes our Safety Advisory Board, technology industry peers, government, and civil society.



Advisory Board

Snap maintains a Safety Advisory Board to ensure we stay on the forefront of the most pressing safety issues, including family online safety, key content topics, and educational resources for schools. The board is made up of leading global safety advocates who offer insights that guide our policies and product development, shape our approach to important safety issues, and provide us with strategic advice. The board members educate, challenge, and raise issues on how to keep the Snapchat community safe. We will continue to expand and diversify the board to include members from additional geographies, professional disciplines, and areas of expertise.

Community and Content Guidelines

Snap maintains Community Guidelines to support our mission by encouraging the broadest range of self-expression, while making sure Snapchatters can use our services safely every day. We intend for these Guidelines to be clear and understandable for all members of our community. These Guidelines apply to all Snapchatters and their content, whether it's text, images, links or attachments, emojis, and creative tools. Advertisers and media partners in Discover agree to additional publisher guidelines, including the requirement that their content is accurate and, where appropriate, fact-checked. No one is exempt from these guidelines, whether they are celebrities, politicians, or other public figures. Terrorist organizations and hate groups are prohibited from Snapchat and we have no tolerance for content that advocates or advances hate, violent extremism, or terrorism.

Our publishing partners must abide by strict Content Guidelines and we maintain an editorial team that works closely with our partners to present content that is accurate and responsible. To provide further safeguards against misinformation, we have a human moderation team that works 24/7, and we encourage Snapchatters to report safety concerns.

With Spotlight, Snapchat's entertainment platform for user-generated content, we designed it to be a safe and positive experience for our community. All content eligible for broad amplification (25+ people) to Snapchatters first goes through human moderation to ensure compliance with our Community Guidelines. This helps to prohibit the spread of misinformation that causes harm, hate speech, bullying, harassment, violent content, impersonation, and sexually explicit content. If a Snap is in violation of these Guidelines, it is reported to our Trust and Safety Team, and won't be eligible for wider promotion.

Monitoring and Enforcement

Snapchat prohibits exploitation of any member of our community — and young people in particular — and actively works to prevent, detect, and eliminate abuse on our platform. We are always working to improve our capabilities for countering illicit activity. 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.

Our global in-house Law Enforcement Operations team is dedicated to reviewing and responding to law enforcement requests for data related to their investigations. Over the past year, we invested in growing this team by 74%, with many new team members joining across all levels, including some from careers as prosecutors and law enforcement officials with experience in youth safety. As a result of these investments, we significantly improved our response times for law enforcement investigations by 85% year-over-year. We also welcomed Rahul Gupta to serve as our first Head of Law Enforcement Outreach.

In October 2021, we held our first-ever Snap Law Enforcement Summit to help build stronger connections and explain our services to US law enforcement officials. More than 1,700 law enforcement officials from federal, state, and local agencies participated, after which 86% of attendees said they have a better understanding of our work with law enforcement.

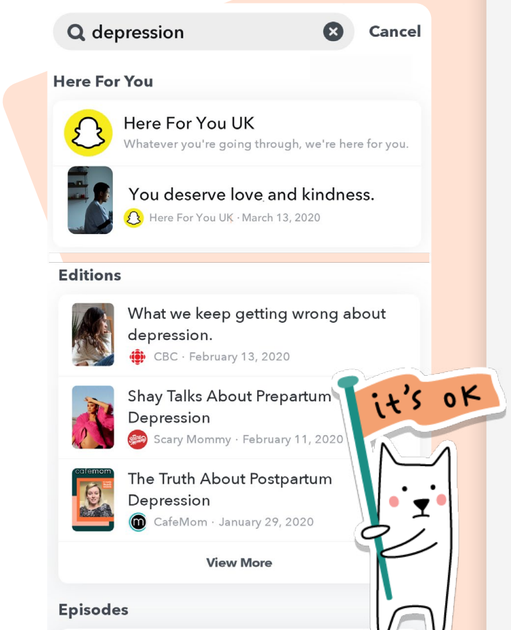
TRANSPARENCY REPORTING

Our Transparency Report highlights how we enforce our Community Guidelines, which results in a safer, healthier, and more respectful community across our platform. We report on the volume and nature of governmental requests for Snapchatters' account information and other legal notifications. In 2021, we enforced against 12.9 million pieces of content globally that violated our policies. We received 61,236 law enforcement requests for user information for 93,930 account identifiers[1], with 72.2% resulting in disclosure. We also started sharing our median turnaround time to action user reports in minutes instead of hours, to provide more granular detail on our operational practices and efficacy.

We also continued to expand our partnerships with industry experts as well as our in-app features to help educate Snapchatters about online risks and how to use in-app reporting to alert our Trust and Safety teams to any type of concern or policy violation. Likewise, we continued to add partners to our trusted flagger program, which provides vetted safety experts with a confidential channel to report emergency escalations. We work closely with these groups to provide safety education, wellness resources, and other reporting guidance so they can help support the Snapchat community. Read the full report here.

Safety Reporting and Tips

As a community that cares, we empower Snapchatters to alert us via an in-app reporting tool if they worry a friend is at risk for self-harm. Likewise, we provide support to the alerting friend if needed. Appearing as a message from Snapchat Support, the intervention directs people to expert help — such as emergency services like 911, professional hotlines like the Crisis Text Line, the Suicide Prevention Hotline, and crisis hotline resources in over 20 countries and languages. Within our Safety Center, we provide parents, teachers, and Snapchatters with safety tips and resources on how to stay safe on our platform.



1 "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.

Demonstrating Privacy and Safety Leadership on Capitol Hill

In 2021, our VP of Global Public Policy, Jennifer Stout, joined other tech platforms in testifying before the Senate Commerce Committee's Subcommittee on Consumer Protection, Product Safety, and Data Security about Snap's approach to protecting young people on our platform. Stout explained to the Subcommittee how Snapchat was built differently from traditional social media platforms, how we have responsibly evolved our platform and products over the years, and where we need to continue to improve to better protect the wellbeing of our community. We have always believed that we have a moral responsibility to put the wellbeing of our community first.

> **"Since [the] early days, we have worked to continue evolving responsibly. Understanding the potential negative effects of social media, we made proactive choices to ensure that all of our future products reflected those early values. We didn't need to reinvent the wheel to do that. Our team was able to learn from history when confronting the challenges posed by new technology."**
>
> — JENNIFER STOUT, VP OF GLOBAL PUBLIC POLICY

Safety Education and Support

We provide educational resources and support to Snapchatters to help keep them informed and safe.

PARENT GUIDE

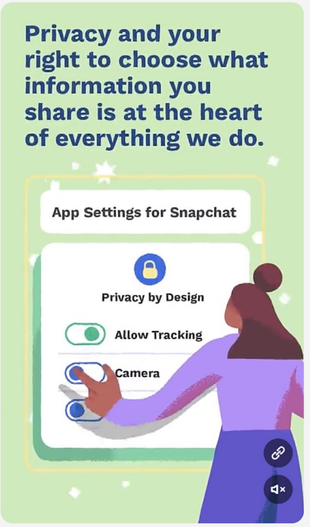
We take responsibility for helping parents understand Snapchat and the features we've created to help keep their children safe. The Parent's Guide to Snapchat, available in 41 languages, promotes a healthy dialogue in an accessible format to help dispel parents' misconceptions about Snapchat and give them ideas on how to talk to their kids about the app.

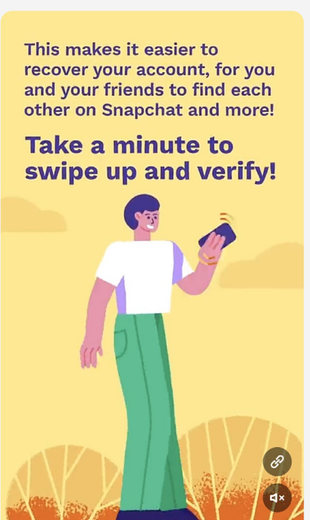
CRISIS TEXT LINE

We partner with Crisis Text Line, a global nonprofit organization providing free mental health texting service through confidential crisis intervention via SMS message. In the last year, we've supported over 10,200 conversations. In 2020, we partnered with Crisis Text Line on our new Parent's Guide to Snapchat and the launch of our well-being tool, Here For You. We are partnering with Shout in the UK, where we will launch a crisis text line for local Snapchatters — similar to what we offer our community in the US.

UPLEVELING DIGITAL LITERACY

In 2021, we doubled down on our commitment to safety and privacy when, on Global Privacy Day, we launched a new digital literacy initiative. Safety Snapshot is a safety- and privacy-focused channel on our Discover Platform produced in partnership with outside experts. This channel provides Snapchatters with straightforward tips, such as how to better protect their account by verifying their email and phone number. Other episodes focus on Snapchat's privacy settings, the importance of two-factor authentication, and how to set strong passwords to protect against phishing attacks. Our goal is to find innovative ways to further integrate online safety education in Snapchat, in ways that will resonate with this mobile-first generation.





Inclusion by Design

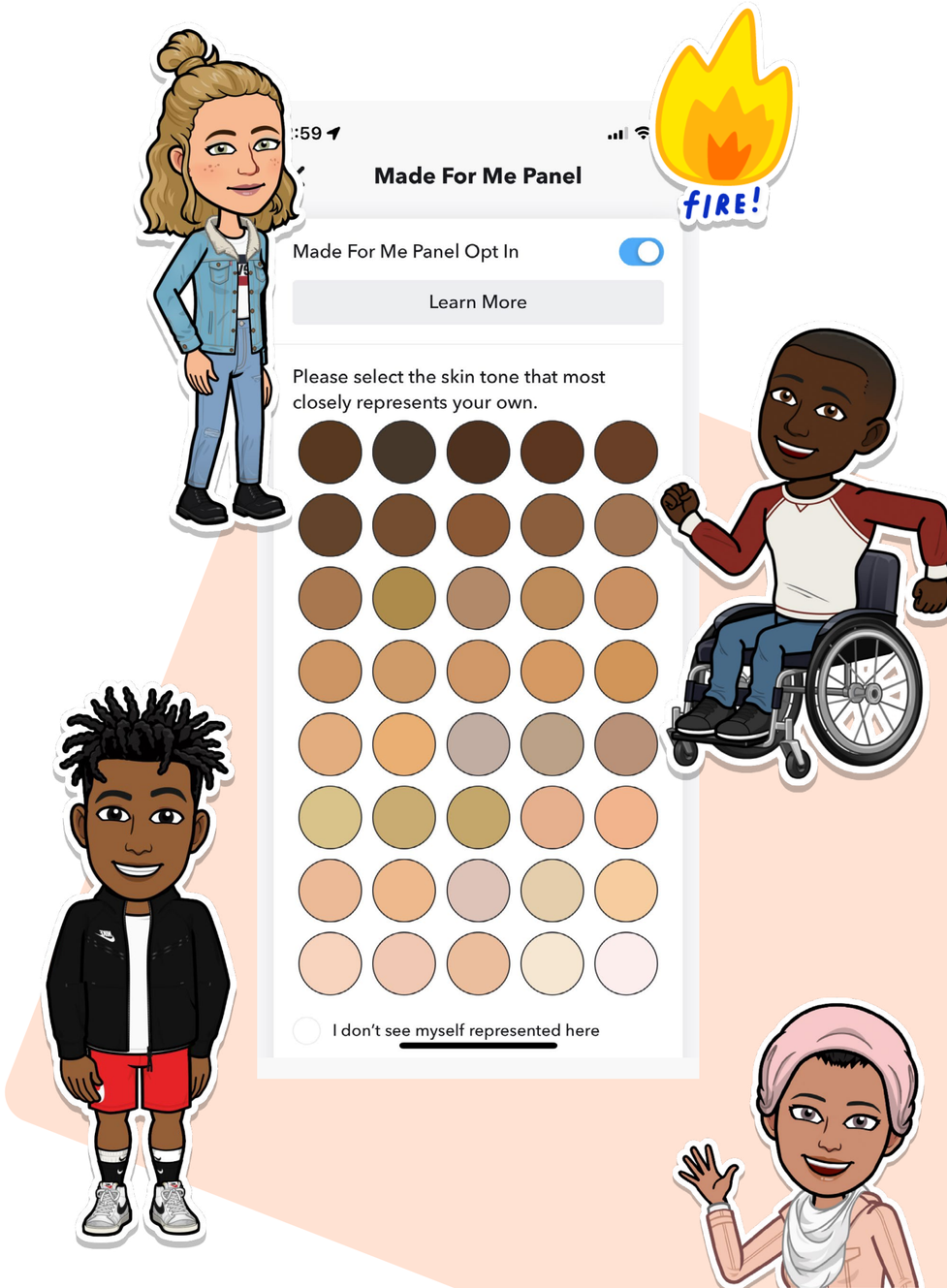
At Snap, our North Star is to build products that our community can use and enjoy no matter where you live, what your background is, what you look like, how you communicate, or how much money you make. We believe that better tools and principles for building empathy will translate into products that meet the needs and desires of our global community.

Inclusion by Design at Snap began as several different initiatives that are being formalized under a cross-functional program, Made For Me. Today, our process is driven by product science and our Inclusion, Diversity, Equity, and Awareness (IDEA) team, which puts inclusion principles into action, in partnership with many cross-functional partners. We are starting to incorporate fairness and inclusion into how we develop and evaluate new products. Our approach is to combine empathy with research so that we can understand how users interact with our products, evaluate why they do, perform experimentation to validate our findings, and iterate our future designs to enhance inclusiveness and fairness.

Made For Me

As part of our newly-formed product inclusion team, Made For Me, we are developing new methods for testing the inclusivity of features by increasing the diversity of testers and points at which we test. This initiative adds a component that specifically tests products with users from underrepresented communities to understand how they would use products and what they need. The insights gained will help our product team better understand the perceptions, usage, and implications of a new product experience for marginalized communities — ensuring that we build not just for our community, but with them.

Our approach is to combine empathy with research.



Inclusive Engineering

We're also evolving our approach to diversity and inclusion in our engineering work. We understand this requires rethinking our ways of working, redesigning some of our systems, and in some places simply breaking them. In 2021, we launched a new team dedicated to ensuring that all of our products are designed from the beginning with an eye for inclusivity. Led by the Head of Inclusive Engineering, the Inclusive Engineering team has two overarching directives:

1. Ensure the products Snap builds are inclusive, and that teams operate cross-functionally as allies toward shared goals.
2. Ensure the funnel of talent coming into Snap's engineering team is inclusive and representative of our diverse communities, which is aligned with Snap's commitments to increasing the diversity of our overall global team.

We know that having a diverse engineering team that reflects the diversity of our community is the only way our products can be truly inclusive. Towards this goal, we expanded our Snap Up initiative to recruit more diverse candidates at Snap. In 2021, our Snap Up apprenticeships increased by 60 percent over 2020.

MEET OUR NEW HEAD OF INCLUSIVE ENGINEERING

Antoine Bohannon, Head of Inclusive Engineering

In December 2021, Snap appointed Antoine Bohannon as Head of Inclusive Engineering at Snap. Having been at Snap since 2016, Antoine has helped drive quality within our products for over 6 years. In his new role, Antoine will shift his focus to ensuring that Snap products are inclusive, teams collaborate cross-functionally, and the talent pipeline is inclusive and supportive of our broader DEI efforts.

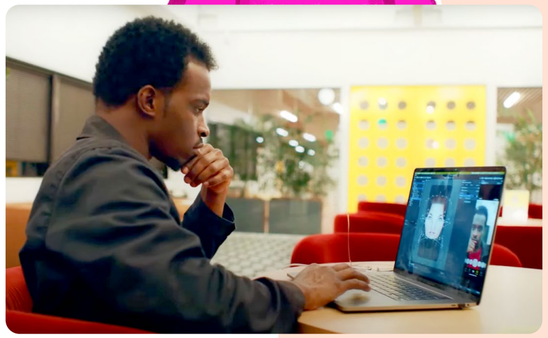
> **"At Snap, we have the opportunity to build a more holistic ecosystem in which quality, inclusivity, and global insights are systematically embedded throughout the product development life cycle, thereby empowering the collective consciousness needed to build quality products that will resonate with our customers — no matter where you live, what language(s) you speak, your abilities, or background — Snap products are made with you in mind."**
>
> — ANTOINE BOHANNON, HEAD OF INCLUSIVE ENGINEERING

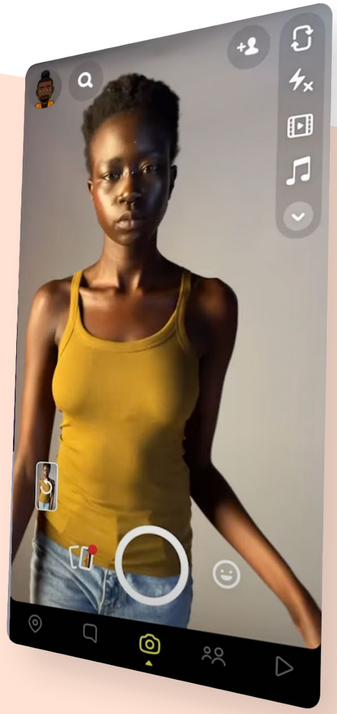
Inclusive Camera

Many don't realize that conventional cameras are generally designed to favor lighter skin colors, so we have been working on the development of a camera with more inclusive features. The goal of a more inclusive camera is to improve the user experience for people of all skin colors. Perfecting this product will be a multi-year effort requiring input and collaboration from multiple teams. We know that the process of creating inclusive products must, in and of itself, be inclusive. We assembled a group of diverse people to give feedback on camera improvements. We also are partnering with outside experts, such as photographers who are testing camera features in different environments, such as Ava Bekofsky, the cinematographer from HBO's *Insecure*.

Accessibility

We also are working toward improving accessibility by partnering to hire, create, and promote awareness regarding the accessibility of products at Snap.





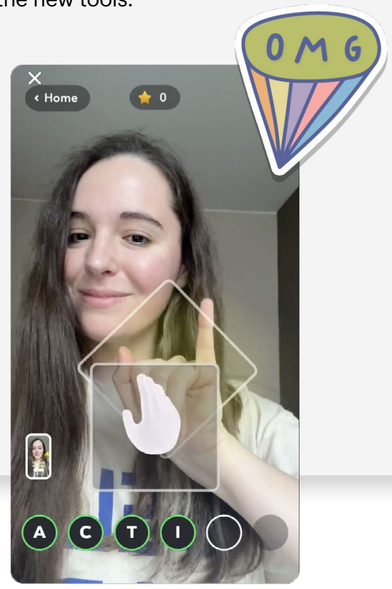
The goal of a more inclusive camera is to **improve the user experience for people of all skin colors**.

CASE STUDY

American Sign Language Lenses

In 2021, Snap launched custom stickers and three AR Lenses to encourage users to fingerspell in American Sign Language (ASL). The new features were designed by incorporating feedback and guidance from deaf and hard-of-hearing employees at the company, and using AI and computer vision technology developed by Hungarian startup SignAll, which focuses on technology for deaf people. The new Snap features were also driven internally by Snap Lab software engineer Jennica Pounds, who is deaf herself. Pounds said her oldest son has had a hard time learning American Sign Language, which was a big motivation for her to work on the new tools.

Refer to our Diversity Annual Report for more on inclusive design.



SOCIETY

Responsible Products

Impact by the Numbers

- 12.9 million pieces of global content that violated our policies were enforced.
- 61,236 law enforcement requests for user information from 93,930 account identifiers
- 72.2% of requests resulting in disclosure
- Violative View Rate (VVR) of 0.09 percent, which means that out of every 10,000 Snap and Story views on Snapchat, 9 contained content that violated our guidelines
- More than 9,000 conversations were supported on the Crisis Text Line.

Social Impact on Our Platform

At Snapchat we aim to educate and empower Snapchatters on the most pressing issues impacting our communities. Through the Snapchat ecosystem, we help people learn about issues that matter most to them and provide them with resources to take action. We bring these issues to light through several different features and products on Snapchat including Lenses, creative tools, Minis, and our content platform, Discover. Discover features content from vetted media publishers and content creators, including Snapchat original shows.

In 2021, we continued to leverage our platform to amplify content and campaigns addressing issues like COVID-19, civic engagement, diverse representation, racial and social justice, mental health and wellbeing, drug education/prevention, and the climate crisis. With so many social challenges continuing to impact our communities, we doubled down on our efforts to create and curate accurate, representative, and authentic content and in-app experiences.

By the end of 2021, 25 partners reached an audience of more than 50 million across their channels. We donated over $9 million in advertising space and creative assets to help nonprofit organizations leverage Snapchat to highlight their messages through in-app activations. We're always working to make Discover the best experience for our community, leveraging our partners' expert storytelling abilities. We develop and share content through a few key formats:

- Shows from partners all over the world, including NBC, ESPN, Viacom, NFL, Group Nine Media, Condé Nast Entertainment, Channel 4, Rotana and more
- Snap Originals, which are shows made exclusively for Snapchat and are reflective of the wide range of passions, experiences, and voices of our community, along with Snap's commitment to the emotional and social well-being of our audience. We launched our first original show in 2016 with "Good Luck America," and have aired nearly 150 to date.
- Publisher Stories, which are magazine-like editorial content produced by leading media publishers, including The Wall Street Journal, Hearst, Condé Nast, The Telegraph, Le Monde and more. These Stories offer in-depth exploration of topics.

We **donated over $9 million** in advertising space and creative assets to help nonprofit organizations leverage Snapchat to highlight their messages through in-app activations.

Ongoing COVID-19 Support

The rapid spread of false information can pose serious threats to our institutions and public health, and we have always felt a deep responsibility to make sure that the news and information our community sees on Snapchat Discover is credible, from trusted and clear sources. As the world continued to battle the latest developments of the COVID-19 pandemic in 2021, we worked to ensure the public had access to accurate, credible information through partnerships with governments and health organizations.

We worked closely with public health officials and agencies, including the World Health Organization and the US Centers for Disease Control and Prevention, to publish regular safety updates, and our news partners around the world have produced constant coverage of the pandemic. As vaccines became available for young people in the US, we launched an effort with the White House to help Snapchatters get answers to common questions about COVID-19 vaccines. In July, we partnered with the UK's National Health Service on a similar effort. We have also partnered with the Ad Council, Australia Department of Health (Aus) and several world leaders and government agencies to ensure our community had access to trusted information about COVID-19 and how to protect themselves.

In the fall of 2021, in light of data that young people were among the lowest cohorts when it came to vaccine adoption, we worked with our syndicated partners to publish and share episodes dedicated to providing accurate information about the shot. MTV launched a dedicated mini series and hosts of other partners contributed episodes to help inform our community.

In 2021, over half a billion Snapchatters watched content on Discover. Snapchatters turned to Discover as a source for credible, up-to-date news on the pandemic. During the pandemic, more than three dozen of our partners produced coverage on COVID-19, including NBC News' "Stay Tuned," The Washington Post, SkyNews, The Telegraph, Le Monde, VG, Brut India, and Sabq. In our Creator series with Indian comedian Vir Das, Vir Das' Most Epic Max Show, we addressed staying connected with your friends during COVID and remembering to continue to have fun together even if you can't be together safely right now. This message came at a particularly challenging time in India and we were able to support our audience with this comedic series.

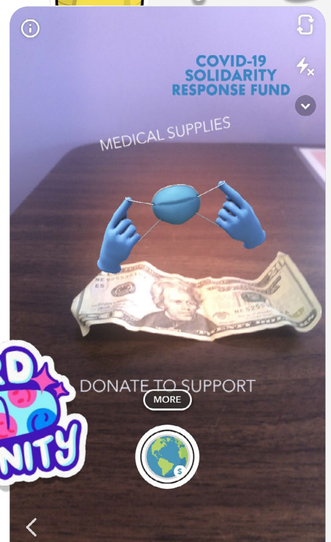
In 2021, we...

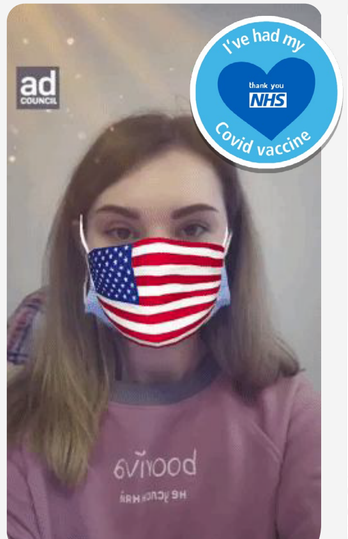
Launched Creative Tools

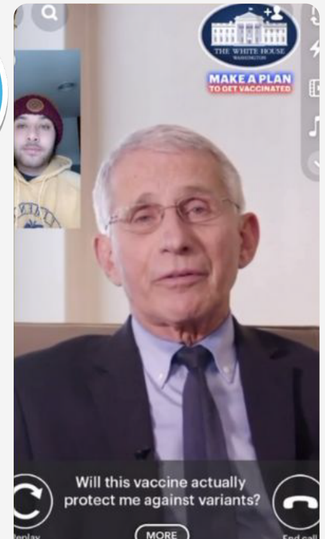
to help Snapchatters share expert-approved best practices with their friends and family members, to stay healthy, and to express themselves.

Created AR experiences

aimed at educating our community about the risks of COVID-19, to encourage users to learn more about vaccines, and share tips on how to stay safe and stop the spread.







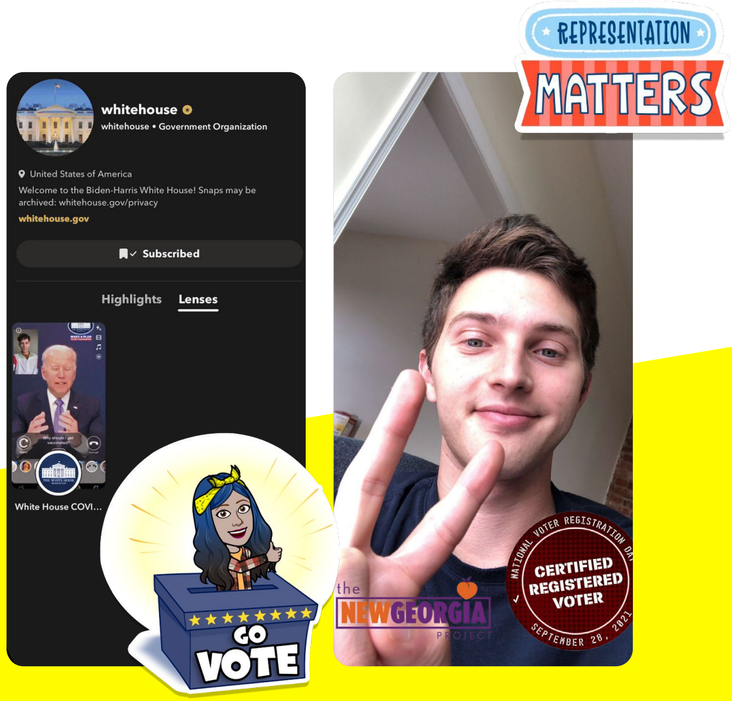
Civic Engagement

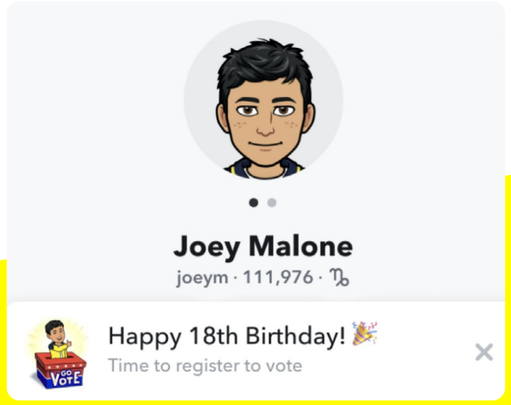
We believe there is no more powerful form of self-expression than civic engagement, which is why we focus on building technology that makes it easier for young people to vote, educate themselves about the issues they care about, hold public officials accountable, and even run for office. Snapchat reaches 90 percent of 13–24 year-olds in the United States — giving us a meaningful opportunity to empower the next generation to become active and engaged citizens.

Building on the success of our 2020 voter engagement efforts, in 2021 we shifted to a strategy of "Always-On Civic Engagement." Snap launched the Run for Office Mini, an in-app tool that empowers Snapchatters in the US to run for elected office in their local community based on the issues they care most about.

In 2021, we celebrated several civic holidays, including National Voter Registration Day, Vote Early Day, and Constitution Day. We also celebrated the 50th anniversary of the ratification in the US of the 26th Amendment that gave 18-year-olds the right to vote by continuing our always-on efforts to empower 18-year-olds to register to vote on their birthday. Each month, an average of 400,000 Snapchatters automatically receive a notification to register to vote as they celebrate their 18th birthday.

We also supported global elections campaigns in Germany and Canada that educated Snapchatters about voting, and encouraged Snapchatters to cast their ballots and make their voices heard. These campaigns were done in partnership with leading civic and election agencies to ensure Snapchatters received factual information from trusted sources in-country.





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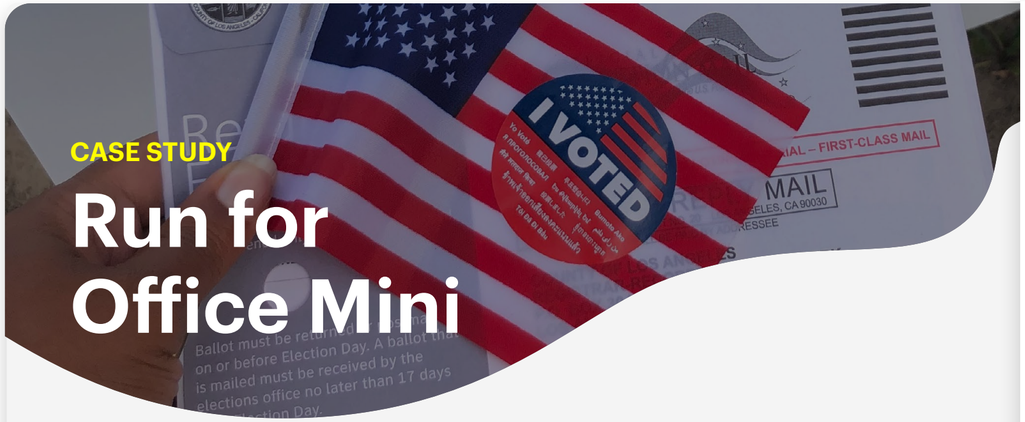


CASE STUDY

Run for Office Mini

This initiative is designed to help Snapchatters engage with democracy in an easy, native-to-mobile way. Powered with information from BallotReady's CivicEngine API, this simple tool helps Snapchatters explore thousands of opportunities — from City Neighborhood Commission and Township Council to School Board and State Representative.

Snapchatters have always been eager to get involved and help make a difference in their communities, but in many democracies, democratic processes haven't evolved to meet the needs of younger voters. Civic engagement has not caught up with the way young people get involved with the causes that matter most to them — through their phones and with their close friends. We wanted to do our part to make it easier for Snapchatters to make a difference in their local communities on the issues they care most about by running for office through our Run for Office Mini, which includes:

- A centralized portal on local elected offices that can be filtered by issue
- Access to experienced candidate recruitment organizations and training programs across the political spectrum
- The ability to nominate friends to run for office
- A personalized campaign hub

We partnered with 10 candidate-recruitment organizations, including ones that focus on helping young progressives, conservatives, and immigrants to seek elected office.

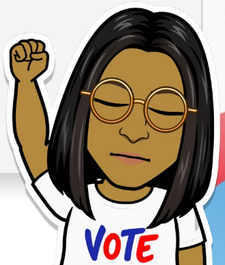
More than
4.5 million Snapchatters
have used the Run for Office Mini.

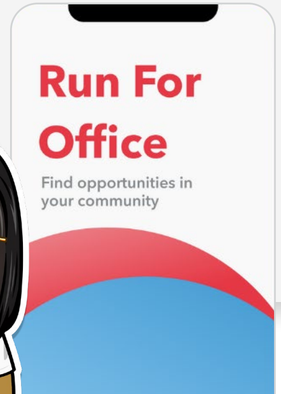
More than
25,000 sign-ups
with one of our partner organizations to help take the next steps in launching their campaign

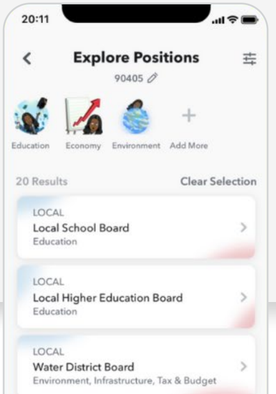
Over **46,000 Snapchatters**
nominated a friend to run for office.

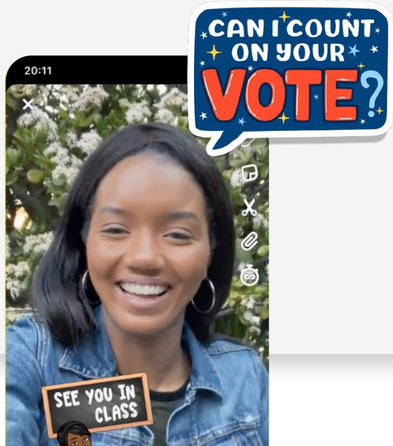
In addition to exploring the idea of running, users can input their top issues or their ZIP code to **learn about relevant races in their area.**

As part of this effort, and building upon our 2020 research, we partnered with the Center for Information and Research on Civic Learning and Engagement (CIRCLE) at Tufts University's Tisch College. Their research has shown that a new, diverse generation of young people want to lead political change and we are working together to better understand the barriers that prevent some youth from running for office so we can create more equitable pathways to civic engagement and public service.









Mental Health and Well-Being

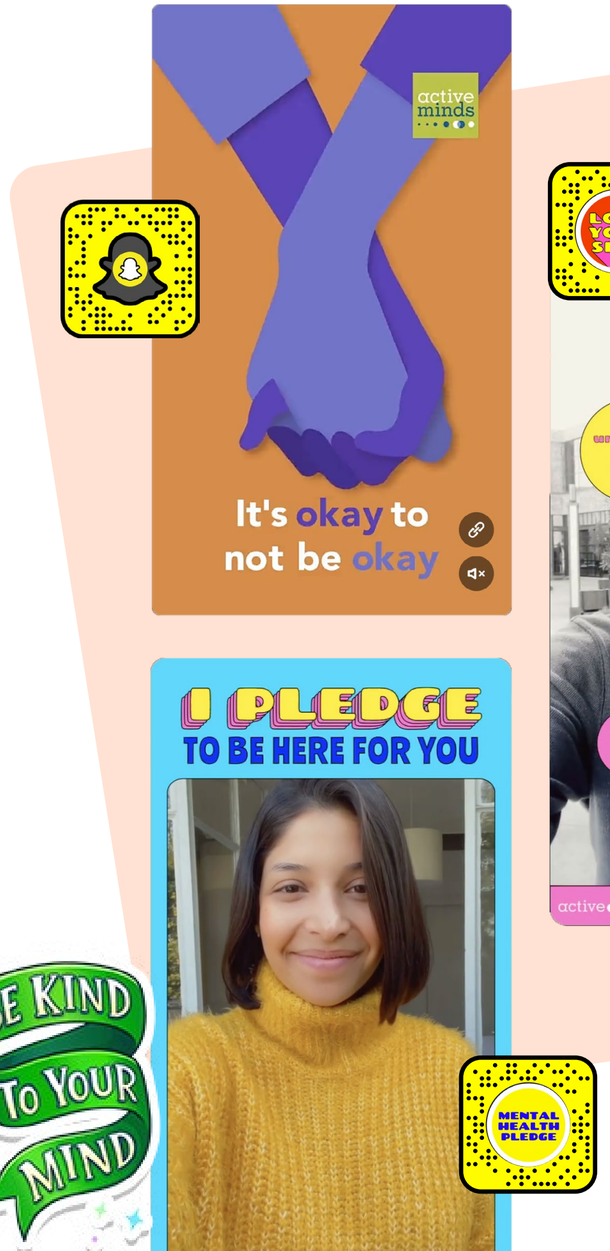
At Snap, we take the mental health and well-being of our users seriously. Recognizing the stresses of an ongoing pandemic, the fight for racial equality, and other challenges, Snap is committed to helping people stay connected to their friends and loved ones and support one another through visual communication.

In 2021, Snap expanded our offerings in Here For You. Here For You is designed to support those in our community who may be feeling the impact of challenging events on their mental health — or want to support a friend or loved one who is. It shows Snapchatters resources from expert local partners when they search for certain topics related to mental health, including anxiety, depression, stress, body positivity, suicidal thoughts, grief, and bullying.

Snap also launched Club Unity, a new initiative that unites a cohort of celebrities around an issue that is uniquely impacting the Snapchat Generation. Last year, Club Unity focused on increasing awareness and support around mental health and wellness, particularly for BIPOC and LGBTQ+ youth. As a part of this initiative, we expanded our partnership with Active Minds, a nonprofit organization dedicated to promoting mental health, especially among young adults, via peer-to-peer dialogue and interaction, and offered in-app mental health resources and new Here For You content focused on how to start difficult conversations with friends, active listening tips, and affirmations.

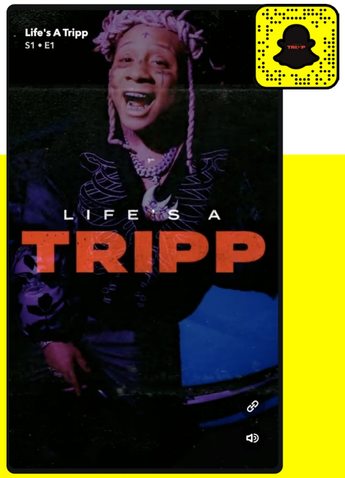
The US Surgeon General joined Snap for this launch and shared helpful insights about the pandemic's effects on young people's mental health and feelings of loneliness.

Snap is committed to helping people stay connected to their friends and loved ones and support one another through visual communication.

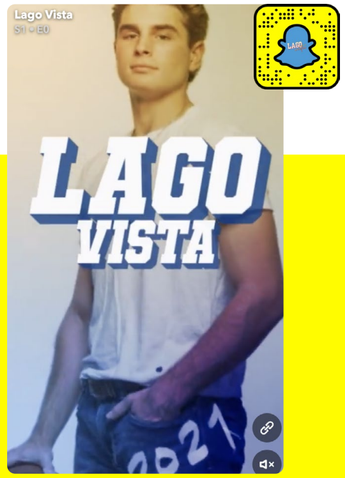


Snap Originals that Focus on Mental Health Developed in 2021

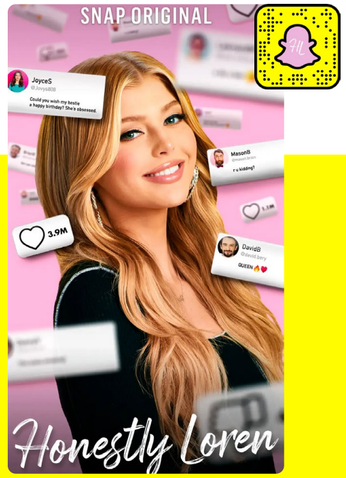
Everything's Fine — from Powderkeg and Paul Feig (*Bridesmaids, Ghostbusters*) this scripted series follows a college junior who learns to navigate life after being diagnosed with bipolar disorder. The series, which depicts bipolar symptoms, suicidal behavior, diagnosis, medication, therapy, and the often non-linear process of managing mental health issues, was created in consultation with Active Minds. The series includes swipe ups at the end of every episode for viewers to gain instant access to mental health resources.



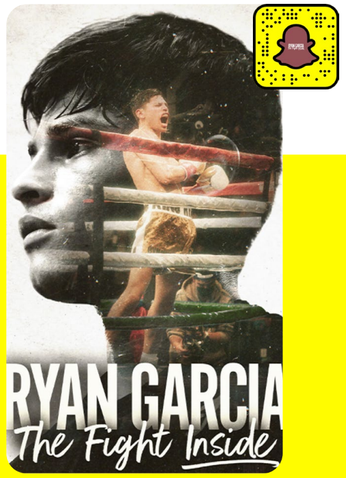
In Life's A Tripp, from Trooper Entertainment, Trippie Redd is on a journey to experience firsthand the major issues gripping our country today, from drug addiction to police reform. Episodes focused on mental health included Trippie talking to his therapist, friends, and the audience about addiction and his belief that celebrities have a responsibility to not glorify drugs. His goal was to support the idea that ***mental health IS health***. Resources in key episodes included swipe ups to Snap Safety Resources and Support to let viewers know where to seek help if they or a loved one needed it.



In Lago Vista, from GoodStory Entertainment, we redefined what it means to be a teen growing up in Texas during the pandemic. Seven young high school grads documented their struggles and joys in group chats through self-shot footage. Major storylines focused on the mental health struggles of Manolo, a 19-year-old first-generation transgender Mexican-American beginning to transition, and Emma, a 17-year-old track star trying to overcome addiction. Resources in key episodes included swipe ups to Snap Safety Resources and Support to let viewers know where to seek help if they or a loved one needed it.



In Honestly Loren from Sirens Media, Loren Gray, a social media superstar who began her career at the age of thirteen, questions everything from love, to friendship, to career in order to figure out who she is, and what happiness really means to her. Issues addressed included social anxiety, past traumas including her sexual assault and struggle with an eating disorder, and the pressure of being a teenager who is forced to grow up fast. Resources in key episodes included swipe ups to Snap Safety Resources and Support to let viewers know where to seek help if they or a loved one needed it.

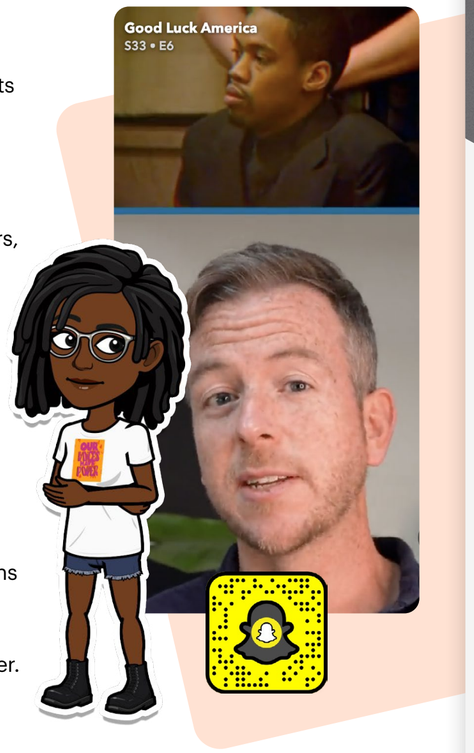


Ryan Garcia: The Fight Inside — Undefeated boxer and social media star Ryan Garcia guides fans through an intimate exploration of mental health with the help of celebrity athlete friends and wellness experts. Sharing his personal experiences, he learns from his peers how they have overcome their own struggles and uncovers new techniques along the way.

Racial Justice

We have long covered racial and justice movements through content produced by our partners and our own original content. We continued to publish a "Living While Black'' Story, which featured members of the Black community talking about their experiences in America. Our Discover partners, which include The Washington Post, The Wall Street Journal, NBC News and more, frequently cover issues of race, feminism, LGBTQ+ rights, discrimination and inclusion.

In 2021, Good Luck America covered topics from the battle over voting rights, the impact of broken infrastructure on communities of color, capital punishment, and the racial and economic disparities laid bare by the COVID-19 pandemic. Interviews on the show have included conversations with President Barack Obama, Anthony Fauci, Hillary Clinton adviser Huma Abedin, and activist Yolanda King, Martin Luther King Jr.'s granddaughter.



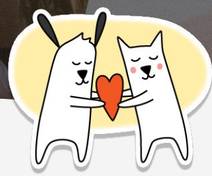
Drug Prevention and Awareness

In 2021, the Center for Disease Control and Prevention (CDC) announced that more than 100,000 people died from drug overdoses in the US over a 12 month period — with fentanyl being a major driver of this spike. Snap recognizes the horrible human toll that the opioid epidemic is taking across the county, and the impact fentanyl and adulterated drugs are having on young people and their families. We also know that young Americans are dealing with high levels of stress and anxiety, leading them to experiment with drugs as a coping strategy.

Nothing is more important to us than the safety of the Snapchat community. We take a holistic approach to addressing the drug crisis that includes deploying tools that proactively detect drug-related content and working with law enforcement to support their investigations.

CASE STUDY

Heads Up Portal

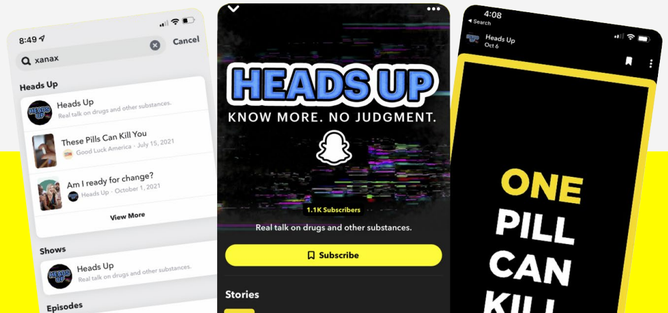


As Snapchat is widely used by young Americans between the ages of 13–34, we know we can play a role in educating our community about substance use and abuse. This is why we launched *Heads Up*, an in-app education portal that surfaces trusted information and resources to Snapchatters who search for common drug-related terms and slang.

When a Snapchatter searches for a drug-related key-term like 'xanax' or 'percocet', we proactively block any related content and instead encourage the individual to explore *Heads Up* and its suite of resources related to topics like addiction and substance use. To ensure the content is accurate and trusted, we partner with government agencies and expert organizations focused on substance education, prevention, and rehabilitation to deliver in-app resources on a variety of drug-related topics.

Our 2021 US partners included: the Centers for Disease Control and Prevention (CDC), Song for Charlie, Shatterproof, Substance Abuse and Mental Health Services Administration (SAMHSA), and the Truth Initiative. We have also launched the *Heads Up* portal in the UK and France.

We continue to add new content and new partners to the *Heads Up* portal, and we work with these agencies to ensure our search terms reflect the latest terms and slang commonly used to solicit illegal drugs.



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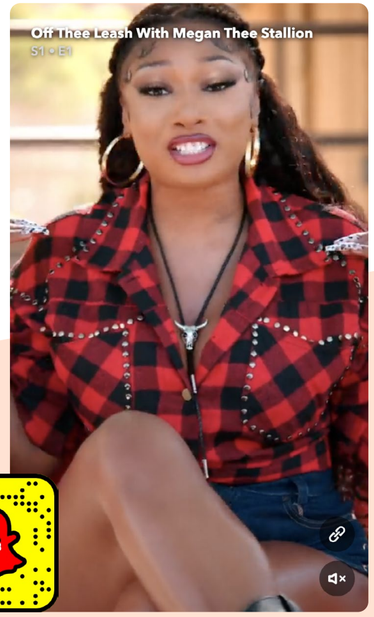
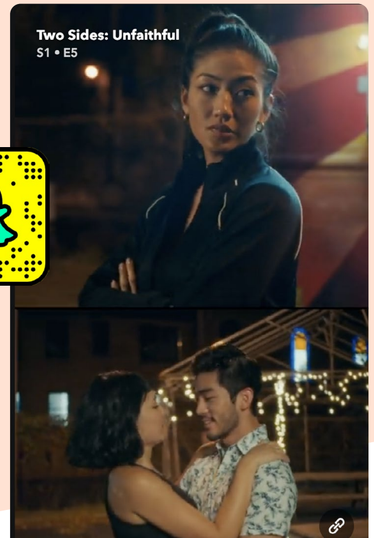
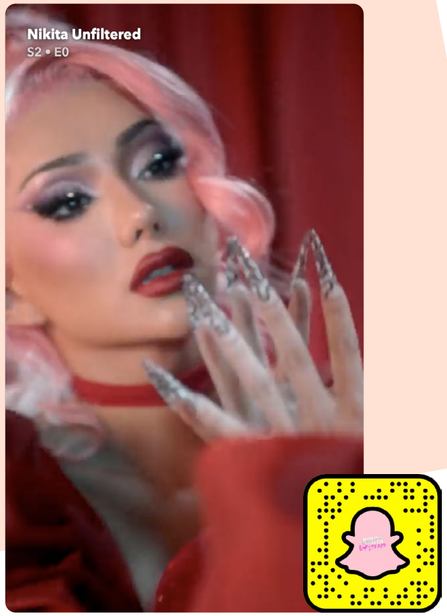






Inclusive Content

Our ambition is to ensure that our Discover content platform, which we intentionally curate, features content from partners that reflects the diversity of our Snapchat community. To help us better understand how we are living up to that goal, we conducted research into the demographics, interests, and values of our US Discover audience in 2021. Relative to the US population, we found that 25% of Discover viewers do not identify as heterosexual, 13% identify as bisexual, nearly 8% identify outside the gender binary, and overall these Snapchatters are more likely to be Black than white or Asian.

In 2020 and in 2021, more than 50% of hosts or leads in Snap Originals were BIPOC or LGBTQ+. In 2021, we continued to expand content that is more fully inclusive of the Snapchat community.

We also partnered with University of Southern California and UC Santa Barbara to conduct an audit of the representation in Discover Content. See some examples of these shows on the following page.

More than 50% of hosts or leads in Snap Originals were BIPOC or LGBTQ+.

"We see the fact that Snapchat has such broad reach among young people both in the US and globally as both an opportunity and a huge responsibility for our Originals brand, and we work hard to create exceptional mobile-first content that promotes our values of curiosity, diversity, kindness (to self and others), empathy, and inclusion."

— JILL DICKERSON, HEAD OF UNSCRIPTED ORIGINALS, SNAP

Snap Originals DEI Pledge

We know that we can't make meaningful change on or behind the camera on our own, so we work with partners that share our values. That's why Snap is making a public commitment to having 50% of Snap Originals partners[2] consist of women and/or people from historically excluded backgrounds, such as those in the BIPOC and LGBTQ+ communities, by 2025.

Diverse Originals Spotlight

Life By the Horns: A docuseries following Ezekiel Mitchell, a 23-year-old on his journey to become the best bull rider in the world and the first African American to win the title in over 35 years.

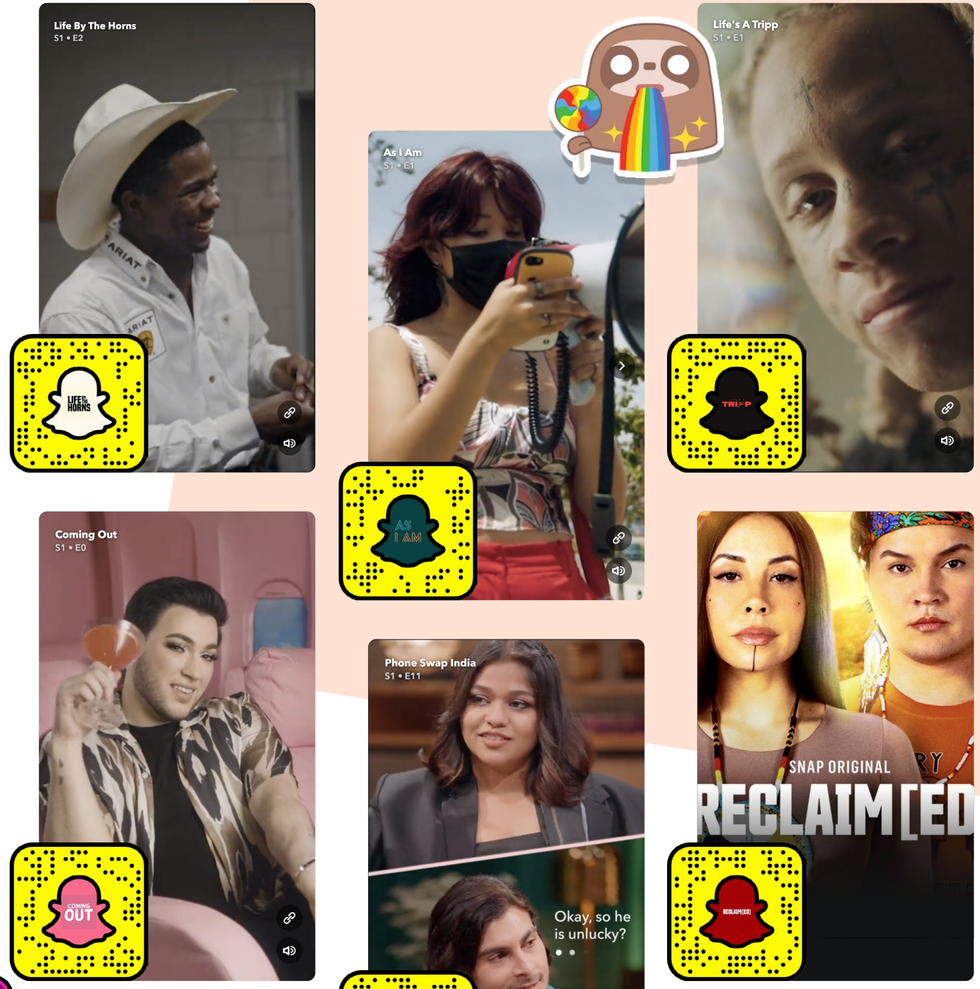
As I Am: A first person series about Asian Americans, from their own point of view, meant to challenge and break down stereotypes, address ongoing discrimination, hate crimes, and terrorism, while also shedding light on and celebrating the diverse experience of being Asian American in 2021 America.

Life's a Tripp: Trippie Redd is on a journey to experience firsthand the major issues gripping communities of color in our country today, from drug addiction to police reform, with the help of fellow celebrity friends who have a personal stake just like the rest of us.

Coming Out: Six young people invite us into their lives as they share the next milestone in their coming out journey, supported by one of the most-loved icons in the LGBTQ+ community, Manny MUA.

Phone Swap India: In 2021 Snap launched the first ever non-English Language Original series in India. Phone Swap India was produced by local producers and signals Snap's commitment to local language content.

Reclaimed: Every episode our Indigenous host leads us to meet Canadian Indigenous people as we explore a cultural celebration, a unique tribal challenge, or experience first-hand a timely topic with their tribe.



2 Snap Originals leads, hosts, showrunners, above the line talent, below the line crew, and production company owners or leaders

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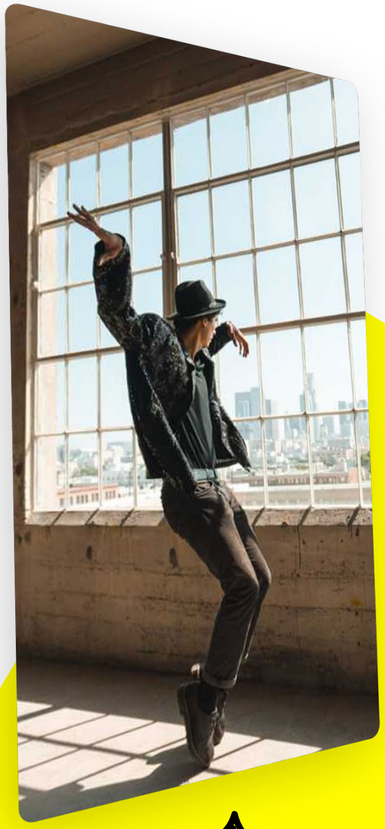


523

SNAP LAUNCHES 523 PROGRAM

In 2021, we launched our 523 program, an accelerator designed to support and spotlight small, minority-owned content companies and creatives that traditionally lack access and resources — particularly when compared to larger competitors and publishers. The program's goal is to help participants build their businesses and audiences through the creation of Shows for Discover. Since we launched 523 in December, we have received nearly 500 applicants. This March, we announced our inaugural class of 19 participants who will be hard at work concepting and filming content over the next six months — with direct access to extensive resources, exposure to sponsors, mentorship, hands-on learning, and financial backing. Participants will also receive $10,000 per month for six months to help them create content for Discover. Learn more here.

The Climate Crisis

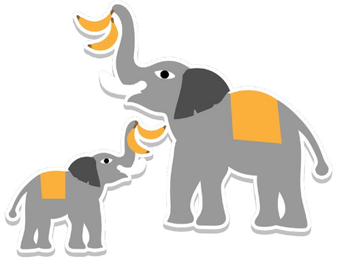
Given the size and reach of our platform, we take responsibility for sharing information on the climate crisis in a science-based, accurate way through Snap originals and partnered lenses and experiences.

Snap Originals Related to the Climate Crisis

First Person — First Person features stories told using Snapchat Spectacles through the eyes of extraordinary young innovators creating positive change as they fight to protect our planet.

Breakwater — This is a futuristic young adult drama set in a world of climate refugees. In the dangerous coastal slums outside the Los Angeles Seawall, people dream of winning the visa lottery to the safe zone while Mai, a savvy 20-year-old fixer who grew up in the Breakwater, must race against an impending hurricane to complete a mission for survival. Breakwater has an AR lens tied to every episode, enabling viewers to enter the climate-ravaged world of the show and the green-tech haven of the resistance HQ.

Planet Rewild — In partnership with Re:wild, a new environmental organization founded by a group of renowned conservation scientists together with Leonardo DiCaprio. Planet Rewild reimagines a world where biodiversity matters, depicting Earth in 2050 if we don't learn to "rewild" our planet, and envisioning a flourishing ecosystem if we allow the wild to be restored.



Restoring Forests After Wildfires

In 2021, before launching Planet Rewild, we launched a multi-year partnership with Re:wild, the National Park Service, and the Santa Monica Mountains Fund to support restoration efforts in areas devastated by California's wildfires. Snap is working closely with Re:wild to educate Snapchatters on the impacts of climate change on landscapes and communities through original content and AR experiences.

Protecting the Great Barrier Reef

In 2021, we also partnered with the Great Barrier Reef Foundation to launch a global campaign to help protect the reef system from the impacts of climate change. The campaign harnessed the power of Snapchat's camera and its AR technology to enable Snapchatters around the world to dive into the reef, take and share an environmental pledge in AR via a unique Water Segmentation Lens. The Lens demonstrates the impact of climate change on the Reef and how Australians can act to help protect it.

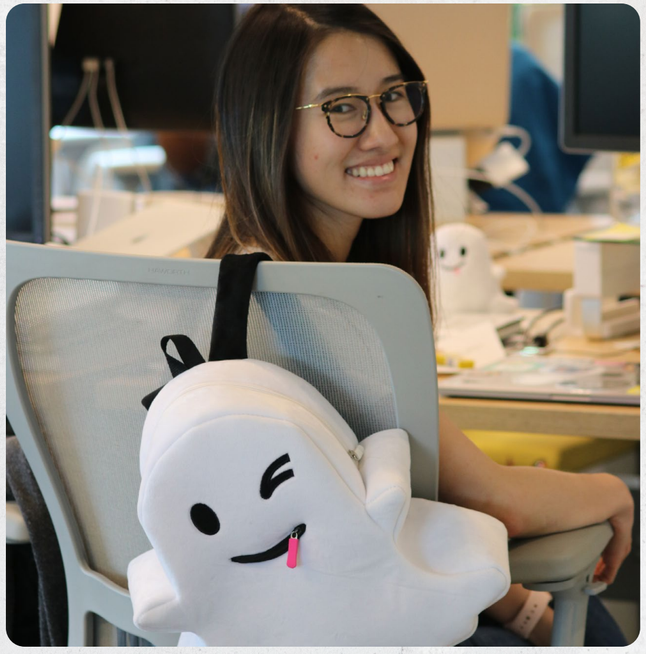
Earth Day and World Environment Day Lenses

For Earth Day Day 2021, we partnered with the UN Environment Programme to create a lens that allowed Snapchatters to take a pledge to "Restore Our Earth" through several different possible actions, spreading the message of conservation across our platform.

On World Environment Day 2021, we partnered again with the UN Environment Programme on a lens that shows Snapchatters the negative effect climate change will have on various parts of the world over 10 years.

SOCIETY

Social Impact on Our Platform



Impact by the Numbers

$9.2 million in donated advertising space and creative assets to nonprofit organizations

More than 4.5 million Snapchatters have used the Run for Office Mini.

Over 46,000 Snapchatters nominated a friend to run for office.

More than 25,000 sign-ups with one of our partner organizations to help take the next steps in launching their campaign

Looking Ahead

We will continue focusing on **creating diverse, accurate content that reflects a rich variety of views across our global community.** And we will deliver on meaningful social impact projects that support our community and leverage strategic partnerships with best-in-class experts and non-profits.

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.**

Snap Originals DEI Pledge

We are making a public commitment to having 50% of Snap Originals partners consist of women and/or people from historically excluded backgrounds by 2025.

Community and Giving

Snap Philanthropy's mission is to empower students from under-resourced communities by supporting equitable access to education and exposure to career pathways in STEAM (Science, Technology, Engineering, Arts, and Mathematics), while strengthening the cities where we live and work. We believe the most meaningful way to make a difference is by supporting hyperlocal community organizations that offer our team members opportunities to roll up our sleeves and volunteer. By taking a "volunteer-first" approach to philanthropy, we make it easy for team members to give back to our local communities. Snap Philanthropy builds authentic relationships with our nonprofit partners and listens to their needs so that we are able to make the most strategic and impactful local investments.

Thanks to our team's commitment to supporting our local communities, we collectively devoted more than 6,870 volunteer hours to Snap Philanthropy projects in 2021 — impacting 162 community organizations in 61 cities across 21 countries — and donated over $4.5 million to charitable organizations. We also had 60 scholars graduate from our Snap Academies in 2021, adding two new academies to our offerings.

Snap Academies

Snap Academies provide meaningful career opportunities to BIPOC communities and other groups who have been historically disconnected from equal opportunity in the tech sector such as women, community college students, and youth who may have experienced homelessness, foster care, or the juvenile justice system. Through these programs, we prepare young students for careers that may have been otherwise inaccessible to them.

In addition to funding and coordinating six-to-eight weeks of instruction per academy, Snap also donates a laptop and provides a scholarship to each student to ensure they do not have to choose between summer work and advancing their education.

This year, we hosted our **fourth annual Snap Design Academy**, our **second annual Snap Engineering Academy**, and launched the inaugural Snap Lens Academy and Snap Storytelling Academy, with a total of 60 scholars attending and graduating from the academies in 2021.

Snap Lens (AR) Academy

The Snap Lens Academy (SLA) launched in 2021 to inspire future creators of AR worlds. This academy was developed in partnership with the Los Angeles County Museum of Art (LACMA) to highlight the intersection of art and technology. These Scholars practice creating memorable interactions with the real world via AR through 2D and 3D art they design. SLA Scholars may graduate from the Academy, but their Snapchat Lenses and the worlds they built in AR stay with us forever as they go build Lenses for local and global brands.

Snap Storytelling Academy

The Snap Storytelling Academy (SSA) launched in 2021 to humanize the people who interact with products daily from their camera phones. SSA projects tackle marketing, communications, and brand experiences through stories that influence people's way of thinking through customer experience journeys, data-driven insights about ways people act, and how to amplify voices. SSA Scholars leave the Academy ready to give marketing, communications, and branding a new mission: to drive empathy and kindness everywhere.

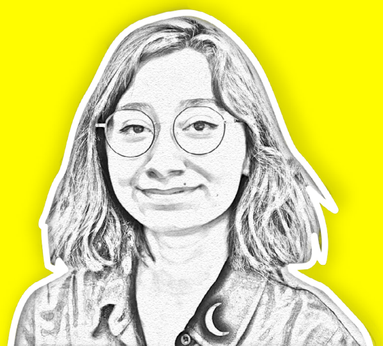
Snap Academy Alumni Studio

Our Academy alumni engaged with Snap teams on short-term projects to support ideation, design, and/or feedback on several Snap projects, including contributing to the design of our Diversity Annual Report, creating the logos and creative for our global week of service World Kindness Week, and assisting with the design of our Snap Philanthropy Impact Report, among others.

Royal College of Art's Graduate Diploma Program for Art and Design

Two Snap Design Academy alumni graduated from the 30-week Graduate Diploma Program at the London-based Royal College of Art (RCA), one of the most prestigious art schools in the world. Both received a fully-funded scholarship from the RCA and Snap to attend the program and advance their education.

> **"The community and environment are my favorite parts about my experience with Snapchat. They create a safe space to express your ideas and creativity. It's really like no other."**
>
> — JAZMINE MENDEZ, SNAP ACADEMY ALUMNUS



SPOTLIGHT

Snap Academy

In 2021, Snap Academy alumni completed 200+ hours of paid work, which provides valuable on-the-job experience and gives them additional real world projects to add to their portfolios.

In addition to supporting our internal Snap teams, the Academy alumni created Snap Filters and Lenses along with marketing collateral for local nonprofits such as the Los Angeles Mayor's small business program, LA Optimized, The Nature Conservancy, Coalition for Clean Air, National Alliance on Mental Health (NAMI), and more.

CA CLEAN AIR DAY

Lenses designed by Snap Lens Academy alum Di Xu

THE NATURE CONSERVANCY KELP FOREST

Lens designed by Tyler Nunley

IMPACT REPORT

Our 2021 Impact Report was designed by two Academy Alumni, Sami Sanchez and Maribel Hernandez

Volunteering

From mentoring local youth to packing meals for the hungry, we encourage team members to get involved through various volunteer programs throughout the year. We group our volunteer offerings into three key categories with corresponding opportunities that contribute to advancing our mission: **Access to Education, Mentorship and Career Pathways,** and **Community Well-Being.**

Thanks to our team's commitment to supporting our local communities, we collectively **devoted more than 6,870 hours to Snap Philanthropy** projects this year — impacting 162 community organizations in 61 cities across 21 countries.

"Next Shift Learning has been developing learning experiences with Snap to level the playing field for historically excluded and underinvested communities of color for years. We know there isn't a one-size-fits-all approach to addressing the systemic inequities we see in the tech industry. However, Snap has led the industry in investing in educational initiatives, approaching the space intentionally to listen, reflect, and invest in learning experiences that help talent see and experience the tech industry."

— SERGIO ROSAS, FOUNDER AND CEO, NEXT SHIFT LEARNING

Access to Education

We invest in programs that advance access to quality education for students from under-resourced communities within the cities where Snap has offices.

GIRLS WHO CODE

We partnered with Girls Who Code to sponsor their Summer Immersion Program (SIP), a two-week virtual program that aims to increase the number of women in tech. The sponsorship supports our University Recruiting team by engaging a new network of diverse talent for future internship opportunities with Snap.

In addition, over 60 high school girls from around the country participated in six Snap-led career preparation and computer sciences workshops.

LENS STUDIO CURRICULUM

In 2021, we continued to engage high school and community college students through our custom Lens Studio curriculum and AR Lens challenge. We collaborated with the Camera Platform team and curriculum developers at Next Shift Learning to expand this program, increasing access to AR and virtual learning tools for more than 300 students from under-resourced communities.

ACCESS TO TECHNOLOGY

Through donations to community-based organizations and initiatives, we continued to expand access to education by providing equipment and technology to at-risk youth and students. These donations included 100 laptops donated to local public schools and global refugee camps, 690 pairs of Spectacles donated to nonprofit partners, and 60 Chromebook desktops donated to under-resourced communities in the United States.

CODETALK

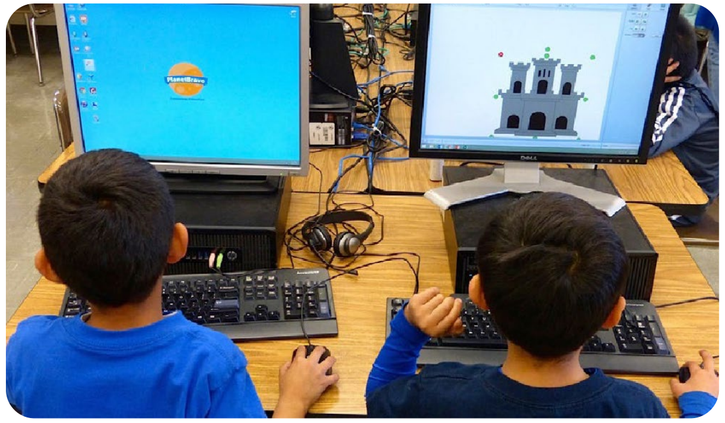
In 2021, for the fifth year in a row, Snap fully funded Codetalk, a digital technology job training program serving low-income, underemployed women in Los Angeles. The 16-week program provided 33 participants with skills, tools, training, and professional development support to prepare graduates for entry-level jobs in technology.

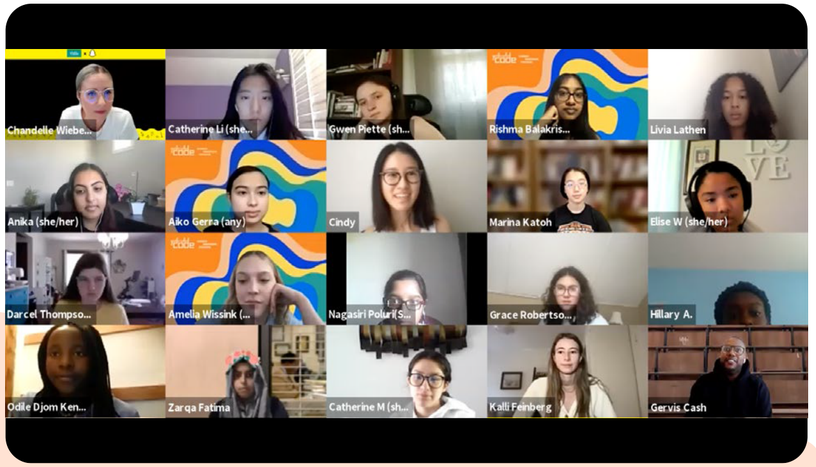
CHAMPIONING COMPUTER SCIENCE

We expanded our partnership with Planet Bravo, an organization that provides technology curriculum and instruction to under-resourced schools, by funding the salaries of computer science teachers at two Title 1 public elementary schools in Los Angeles. In 2021, more than 650 elementary school students received high-quality computer science education as a direct result of Snap-funded Planet Bravo programming.

SUPPORTING TEACHERS IN THE CLASSROOM

Snap team members from our Beijing, Shenzhen, Yverdon-les-Bains, and Atlanta offices volunteered alongside various nonprofits to support the education of the next generation of leaders and tech entrepreneurs around the world. They employed their individual experiences and skills to create learning aids for local students, including digital flashcards, visual presentations, and other educational tools pertaining to financial literacy, coding concepts, and STEAM topics to support teachers in under-resourced classrooms.





“The Snap team consistently goes above and beyond to champion access and equity and provide opportunities for our students to develop leadership skills and expand their global perspective. We have had to pivot and innovate our programs throughout the pandemic to meet the evolving needs of our students and through this time, Snap has approached our partnership with flexibility and creativity, allowing us to build new and impactful program offerings that involve the Snap community in powerful ways. We are beyond excited to continue to grow our collective impact in 2022 and we look forward to continuing to open the eyes of tomorrow’s leaders together!”

— ELIZA PESUIT, FOUNDING EXECUTIVE DIRECTOR, GLOBAL GLIMPSE

More than 650 elementary school students received high-quality computer science education as a direct result of Snap-funded Planet Bravo programming.

Mentorship and Career Pathways

We remain invested in programs that offer professional development opportunities, leadership, real-world skills training, and access to professional mentors for untapped talent from under-resourced communities.

BIG BROTHERS BIG SISTERS

Snap team members around the world support the personal and professional development of students in their local communities through our ongoing partnership with Big Brothers Big Sisters. This year, we continued to partner with Big Brothers Big Sisters in Los Angeles and New York City, and expanded our reach to include Sydney, Australia. This partnership allows our team to provide meaningful mentorship opportunities to students. In 2021, we served more than 60 students from three different cities with a total of 1,000 volunteer hours provided through one-on-one mentorship.

GLOBAL GLIMPSE

In collaboration with Global Glimpse, we launched a new exploratory program to provide students from diverse backgrounds with the opportunity to connect with Snap leaders around the world, including Dubai, Paris, Oslo, and Amsterdam. We created this program to focus on building empathy and expanding global perspectives.

Through this program, 20 college students preparing to enter the workforce participated in five learning sessions to learn how a global company like Snap operates, understand the skills required to succeed in the global economy, and explore the cultures of various Snap offices. Our first-ever Global Office Hours program laid the foundation for an even stronger global program in 2022 and beyond.

MAKING THE LEAP

For the third year in a row, our London office hosted a series of virtual resume review and interview prep workshops for under-served youth in partnership with Making the Leap, a nonprofit supporting personal and professional skill development for youth from disadvantaged backgrounds. In 2021, our team volunteered 140 hours to serve more than 300 students from the London area preparing for their careers.

SUITUP

SuitUp is a career readiness nonprofit that provides students from under-resourced communities with exposure to tech industry leaders through innovative business pitch and hackathon competitions. In 2021, 70 Snap team members volunteered their time at eight different SuitUp events across the US and UK.

JOB READINESS

Snap team members across the world participated in a series of virtual, one-on-one mentorship programs to provide local students with support for career preparation and job readiness. Through partnerships with nonprofit organizations, Snap volunteers helped students with their resumes, LinkedIn profiles, and interview skills to build their professional confidence and prepare them for future job opportunities.

Community Well-Being

We remain invested in programs that offer professional development opportunities, leadership, real-world skills training, and access to professional mentors for untapped talent from under-resourced communities.

EMPATHY WEEK

We partnered with Empathy Week to run a lens studio workshop with students from across the world. Empathy Week exists to build an #EmpathyGeneration, students who can enter the working world with the ability to understand, reserve judgment, and work alongside any other human being with respect, kindness, and authenticity. In June 2021, 25 students from 5 schools in the UK, Mexico, and US took part. A workshop taught students about the history of AR and how they themselves could use this software to make empathetic lenses they can use in the real world.

WORLD KINDNESS WEEK

In honor of World Kindness Day, our Snap family comes together every year to volunteer in each city where we live and work. In 2021, we dedicated an entire week to service for our inaugural World Kindness Week program. A truly global effort, our entire team participated in a mix of in-person and virtual service events in the spirit of living our value of kindness. We built playhouses for children and families living in shelters, mentored students building their careers, served meals to the hungry, shared career advice for students pursuing STEAM fields, and more.

Throughout the week, more than 100 volunteer projects were completed in every community around the world where Snap has offices. Nearly 2,000 Snap volunteers provided their time and skills as part of World Kindness Week.

COMMUNITY BEAUTIFICATION

To support homeless shelters, under-resourced schools, and other organizations in our communities, Snap team members participated in various community beautification projects. In total, 300 Snap volunteers spent 720 volunteer hours gardening, painting, and cleaning community spaces in cities across the world including Seattle, Brisbane, Dubai, and others.

“Working with Snap has been incredible for our organization and community. As a small startup, the support of a global organization is an example that many other companies should follow. I look forward to working together and continuing to build empathy as a skill whilst upskilling students with the wonderful technology that Snap provides.”

— ED KIRWAN, CEO, FOUNDER AND FILMMAKER AT EMPATHY WEEK

CARE KITS FOR THOSE IN NEED

Snap volunteers teamed up with nonprofit organizations serving individuals and families from low-income communities to assemble and distribute care kits. These care kits included meal kits, hygiene, and wellness items for new mothers experiencing homelessness, and toys, games, and school supplies for elementary school students living in shelters. More than 2,000 kits were assembled by over 200 Snap volunteers and then donated to community members in need.

ENVIRONMENTAL STEWARDSHIP

More than 90 Snap volunteers from Berlin, Chicago, Tel Aviv, and other cities across the world participated in local events to create green spaces, support local farming, pick up litter, and raise awareness about the climate crisis. We mulched 72 trees at a New York City park, harvested enough food to feed 600 families in Israel, and continued to care for our planet in the communities where we live and work.

FOOD SECURITY

Snap team members assembled over 150 food boxes to feed hungry families in Washington, D.C. and Boulder during the holiday season. In Los Angeles, the Snap Food Team prepared more than 100,000 meals to nonprofit organizations serving youth, families, and individuals experiencing homelessness.

CLOTHING COLLECTIONS

Our London-based Snap team helped collect and distribute over 600 winter coats to those in need in partnership with WrapUp London, a local winter volunteering event. Snap volunteers spent early mornings at tube stations collecting warm coats, and then helped sort and donate them to charities and programs supporting service beneficiaries.

Career Exploratory Events

Through partnerships with schools, community colleges, and nonprofit organizations, we hosted programs providing over 1,780 students with exposure to career tracks and opportunities to build skills and grow their network. We focused on partnerships with organizations and schools that help to develop creativity, skills, and confidence for youth from under-represented backgrounds.

SOCIETY

Community and Giving

Impact by the Numbers

$4.5+ million donated to global organizations supporting access to education, exposure to career pathways, and community wellbeing

6,800+ service hours dedicated to Snap Philanthropy projects impacting 162 community organizations in 61 cities across 21 countries

Looking Ahead

DIGEST AND DELIVER ON OUR KEY FOCUS AREAS

In 2022, we will continue to invest in our nonprofit partnerships that offer volunteer opportunities for our team members within our three key focus areas: Access to Education, Mentorship and Career Pathways, and Community Well-being.

RETURN TO IN-PERSON VOLUNTEERING

While the global pandemic forced us to move from in-person to virtual volunteering, in 2022 we plan to return to in-person global volunteering projects by offering team members hyper-local opportunities to roll up their sleeves and get out into the community. Projects will include mentorship opportunities, career exploratory panels, community beautification projects, and our signature Snap Academies.

Snap Foundation

Snap Foundation is a 501(c)(3) nonprofit funded by donations from Snap Inc. and our co-founders, Evan Spiegel and Bobby Murphy, who have each pledged to donate 13 million shares of Snap stock (39 million total) and continue to make contributions since the initial commitment.

This mission of the Snap Foundation is to develop pathways to the creative economy for underrepresented youth in Los Angeles. Through it, Snap imagines a future where youth thrive from opportunities to engage in artistic expression, and experience economic inclusivity as working creatives. The creative economy transforms individual lives and society at large — in particular when centering racial equity and uplifting arts as a healing modality.

Responsive grants provide emergency stop-gap support for urgent needs or provide funding to leverage towards opportunities that capitalize on a moment in time, whereas Strategic grant funding focuses on long-term impact on building pathways to the creative community with an emphasis on Participatory Grantmaking, Learning and Experimentation, Collaborative Commitments to Los Angeles, and Field Building and Advocacy.

To date, $2.2M in grants has been committed via the Participatory Grantmaking channel. For example, the Snap Foundation Youth Advisory Council (YAC) is a community of BIPOC youth between the ages of 18-24 formed to support reciprocal learning. YAC members learn about grantmaking and collectively make decisions to invest in their communities. In turn Snap Foundation stakeholders better understand pathways to the creative economy by centering community members with lived experience. In 2022, the Snap Foundation will engage a second cohort to expand this work and will lead grant allocations in support of mission-aligned nonprofits based in Los Angeles. The YAC-I alumni will remain active to support the incoming cohort as well as pursue meaningful collaboration opportunities with community partners.

The Snap Foundation supported the LA Arts Recovery Fund to address the impact of the COVID-19 pandemic on arts and cultural organizations and achieve goals set forth in the Collaborative Commitments to LA portfolio. Through this channel, the Snap Foundation works to answer the question: What does a love letter to Los Angeles look like in action? Collaborative Commitments prioritize strategic, place-based partnerships focused on systems change for the future of our city and county. Frequently building upon shared resources, these opportunities often involve aligning funding and steering conversations in the sector to youth, equity, and the creative economy. Snap Foundation's partnership with the Goldhirsh Foundation and the MyLA2050 grant challenge are other examples of this kind of collaboration.

Moving forward, the Snap Foundation will continue to center inquiry, listening, and responsible resource stewardship so that more underrepresented young people across Los Angeles thrive in creative fields.

In 2021, Snap Foundation distributed $6.2 million into the community through Responsive and Strategic grants.

Yellow Accelerator

Snap created Yellow as an ecosystem that serves companies at the intersection of creativity and technology. Yellow Accelerator serves as a gateway to the startup community to access capital, mentorship, and partnerships that help bring world-changing innovations to life. Since launching Yellow Accelerator in 2018, Snap each year has chosen a group of individuals and teams from around the world to join our three-month program. They receive the tools needed to take their business to the next level, including:

Investment of $150,000

Mentorship from industry veterans and experts across creative and technical industries and roles

Weekly programming on topics ranging from business strategy and management to growth to fundraising

Remote networking events and opportunities to learn from a curated cohort of entrepreneurs

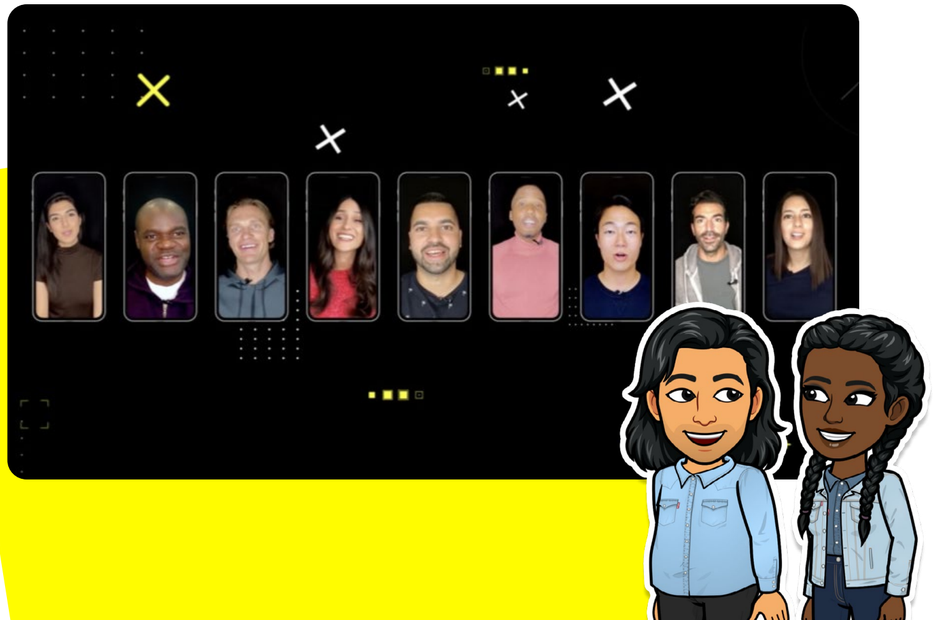
Opportunity for partnership with Snap

We continue to invest in a diverse group of founders, and leverage our platforms to highlight and support diverse voices.

Companies like MyLife (formerly known as Stop, Breathe, and Think), Hashtag Our Stories, Dose of Society, Love Stories TV, Toonstar, and others have become Discover partners, while companies like Givingli, Wabisabi Games, AN/RK, Stacks, SketchAR, and others have integrated and built on top of the Snap platform.

In addition to running our main Accelerator program twice a year, we continue to create innovative programs to invest in and support a diverse range of founders. In 2021, for example, we ran Bootcamps, a three day crash course that took select programming from the Accelerator and offered it to a much broader audience to make entrepreneurship education more accessible and equitable.

At Snap, we recognize that systemic problems often exclude certain groups from realizing their dreams of entrepreneurship and we are committed to doing something about it. We continue to invest in a diverse group of founders, and leverage our platforms to highlight and support diverse voices. For our 2021 program, we selected a new cohort of investments made up of nine companies. Of these, seven were founded by women or individuals who identify as Black, Indigenous, and People of Color (BIPOC). Across five classes, 76% of our participating companies have been founded by women or BIPOC, of which 45% of the companies have a female founder, and 60% of the companies have a BIPOC founder.



EXECUTIVE SUMMARY

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Responsible Products
Social Impact on Our Platform
Community and Giving
Snap Foundation
Yellow Accelerator

PLANET

PEOPLE

GOVERNANCE

APPENDIX

SOCIETY

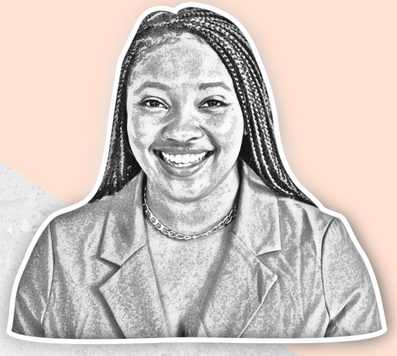
Yellow Accelerator

Looking Ahead

We look forward to continuing to **expand Yellow Accelerator** and offering a hand to entrepreneurs innovating at the intersection of creativity and technology. In 2022, we are expanding our cadence to run two cohorts per year.

"Yellow helped me become a more ambitious founder, and encouraged me to take risks. Yellow also made key introductions, and provided my startup with great resources."

— BRITTANI HUNTER, CEO & FOUNDER MOGUL MILLENNIAL



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 value chain. We identify and address our environmental impacts in our workplace, products, and our supply chain. Through our Climate Strategy, we have set targets to decarbonize our products, supply chain, and operations. Each day, we work to conserve natural resources and reduce waste in our workplace. And we are working to reduce the environmental footprint of our products across their lifecycle — while ensuring that our suppliers adhere to our high standard of social and environmental responsibility.

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Climate Risk

Snap has embarked on seeking a better understanding of how we might be impacted by various possible future outcomes as they relate to the climate crisis. **The Taskforce on Climate-Related Financial Disclosures (TCFD)** has provided guidance for how companies can approach and manage climate risks and opportunities, and Snap has conducted its first scenario analysis in line with TCFD recommendations. The scenario analysis was used to help Snap understand its climate risks and opportunities via a representative sample of key global facilities.

Snap's scenario analysis process looked at both physical and transition risk and opportunity. The physical analysis focused on what the physical impacts could be when applying different scenarios and impacts from increased temperature, sea level rise, drought, heatwaves, inland floods, and wildfires. The transition analysis assumes a net-zero scenario in which global emissions decrease significantly, and what the impact will be on Snap as it adapts to financial and policy requirements towards this global achievement.

Snap will develop a roadmap to respond to the identified risks and opportunities for our business and assets. As we strive towards meeting our climate commitments, it is important to continue to adapt based on changes and projections to global climate impacts. The full report will be included in our 2022 CDP response.

Climate Strategy

Snap recognizes the climate crisis as one of the greatest challenges of our time. With extreme weather events impacting our communities across the globe, we are committed to doing our part to address this crisis through our platform and in our operations. We stand with the overwhelming scientific consensus that governments, businesses, and individuals across the world must immediately do more to avoid the worst impacts of the climate crisis and build a more sustainable future.

As a company with products that touch the lives of the younger generations — who both care passionately about addressing the climate crisis and who will experience its worst impacts — we feel a responsibility to take decisive action. We also understand that the climate crisis disproportionately impacts people of color and many disadvantaged communities across the world. In 2021, we made progress on our first major climate commitments, and advanced our efforts to improve our operational sustainability and leverage our platform to engage Snapchatters on the climate crisis.

2021 Climate Commitment Updates

In 2021, we took two major actions to uplevel our 2020 climate strategy: **committing to becoming Net Negative by 2030** and **signing The Climate Pledge**.

Becoming Net Negative by 2030

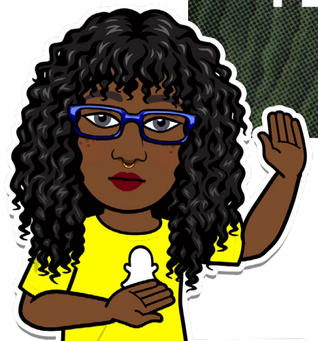
While Net Zero commitments proliferated in 2021, Snap wanted to go even further by committing to achieving Net Negative carbon by 2030 — this means going beyond Net Zero to remove more carbon than we are emitting. This follows on the heels of our 2020 climate commitments when we announced our inaugural climate strategy, with commitments to carbon neutrality, science-based reduction targets, and 100% renewable electricity. More details on the following page.

Signing The Climate Pledge

We are proud to have joined 200+ other businesses in signing The Climate Pledge to turn the climate crisis into climate action, reaching the goals of the Paris Agreement 10 years early. As part of this Snap is committing to:

- Measuring and reporting greenhouse gas emissions on a regular basis
- Implementing decarbonization strategies in line with the Paris Agreement through business change and innovations, including efficiency improvements, renewable energy, materials reductions, and other carbon emission elimination strategies
- Taking action to neutralize any remaining emissions with additional, quantifiable, real, permanent, and socially beneficial offsets to achieve net zero annual carbon emissions by 2040

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 these commitments over the years as conditions change. But we commit to achieving these goals to the best of our ability and being transparent about our progress and any challenges we face.



"The effects of climate change are becoming more and more apparent in our surroundings and daily lives, and we firmly believe that the private sector must continue to innovate and collaborate across regions and industries in order to decarbonize the global economy at scale."

— ANDY JASSY, AMAZON CEO

1.5°C Science Based Reduction Targets

Snap's emissions reduction targets developed in 2020 were approved by Science Based Targets initiative in 2021.

Science based targets are emissions reduction targets in line with what the latest climate science says is needed to meet the goals of the Paris Agreement — to limit global warming to below 2°C above pre-industrial levels and pursue efforts to limit warming to 1.5°C and prevent the worst impacts of climate change. Science based targets show companies how much and how quickly they need to reduce their greenhouse gas emissions in order to be consistent with keeping warming below the most dangerous levels.

Reducing absolute Scope 1 and 2 GHG emissions 25% by 2025 from a 2019 base year.

The targets covering greenhouse gas emissions from Snap's operations (Scopes 1 and 2) are consistent with reductions required to keep warming to 1.5°C, the most ambitious goal of the Paris Agreement.

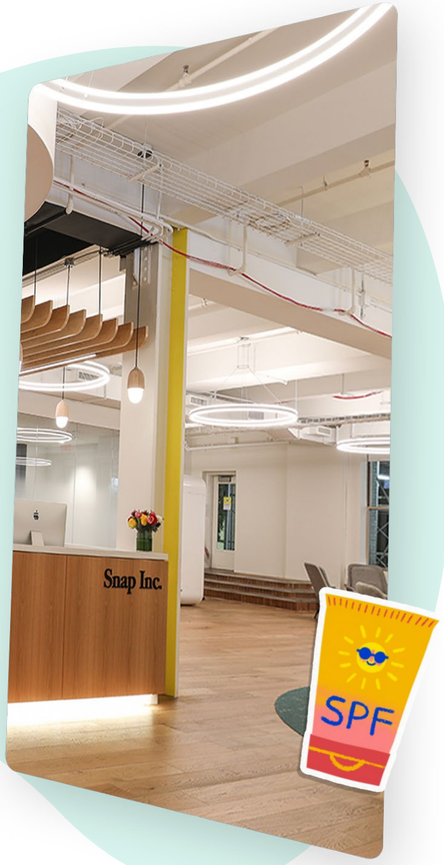
Reducing Scope 3 GHG emissions from purchased goods and services, business travel and use of sold products 35% per unit of value added by 2025 from a 2019 base year.

Snap's target for the emissions from its value chain (Scope 3) meet the SBTi's criteria for ambitious value chain goals, meaning they are in line with current best practices. Our Scope 3 emissions account for the majority of our emissions, so we need to hold our suppliers accountable for action and use our influence to make our products cleaner and more efficient.

100% Renewable Electricity

Snap remains committed to purchasing 100% renewable electricity for our facilities using Green-e® certified renewable energy certificates (RECs) for the US and energy attribute certificates (EACs) globally. In 2022, 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.

**Snap's direct electricity consumption is below the threshold of 100,000 MWh (or 100 GWh) required by RE100 for new members to join the initiative.*



Net Negative Carbon

In 2021, we built on our commitment from past, present, and future carbon neutrality to a commitment to reach Net Negative by 2030. This means we will not only achieve Net Zero emissions — removing from the environment as much carbon as we emit each year — but will go beyond Net Zero to make Snap Net Negative by 2030. Net Negative means we will remove more carbon than we are emitting through a commitment to fund $1 million in carbon removal projects annually. As Snap works toward achieving Net Zero and 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. In 2021, we completed the process of becoming historically carbon neutral by calculating and offsetting all of our Scope 1 and Scope 2 emissions and a significant portion of our Scope 3 emissions going back to Snap's founding in 2011 through the end of 2020.

To become Net Negative by 2030, which includes covering our full Scope 3 footprint, we will:

- Reduce our absolute emissions and purchase renewable energy
- Source high-quality verified carbon credits to mitigate remaining Scope 1-3 emissions. As we make the shift to Net Negative and as the supply increases, we will increase the percentage of carbon credits sourced from carbon removal projects each year until we are sourcing 100% carbon removal credits as needed.
- 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 $1 million in funding each year, which will push us past Net Zero to become Net Negative

Snap's Climate Commitments

Science Based Targets:

Reduce absolute Scope 1/2 GHG emissions 25% by 2025

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

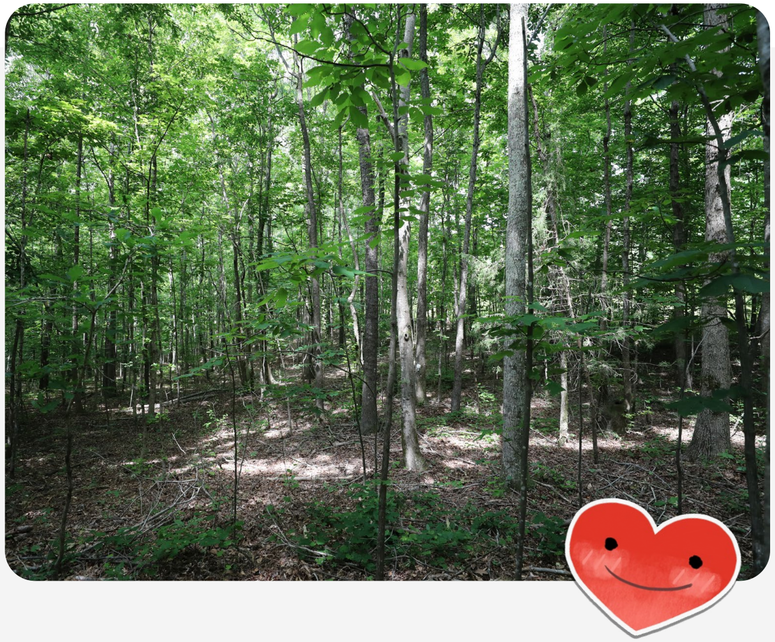
Source 100% renewable electricity

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

Net Negative by 2030

Removing from the environment more carbon than we emit each year

+$1M Annual Investment in Carbon Removal Projects through 2030



We continue to take responsibility not only for our current and future carbon footprint — but also for the carbon we created in the past.

Snap Climate Action Plan

In December 2021, Snap launched its first Climate Action Plan to operationalize our strategy. With increasingly dire warnings from the UNIPCC, the growing youth climate movement, and increasing investor action, we knew this was the moment to put climate front and center.

Our Climate Action Plan Includes the Following Pillars:

MEASUREMENT

We create an annual inventory of Snap's carbon emissions annually, from which we continue to track progress. 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). This data is annually assured by a 3rd party — see page 60 for our 2021 greenhouse gas inventory data, along with the assurance letter.

MITIGATION

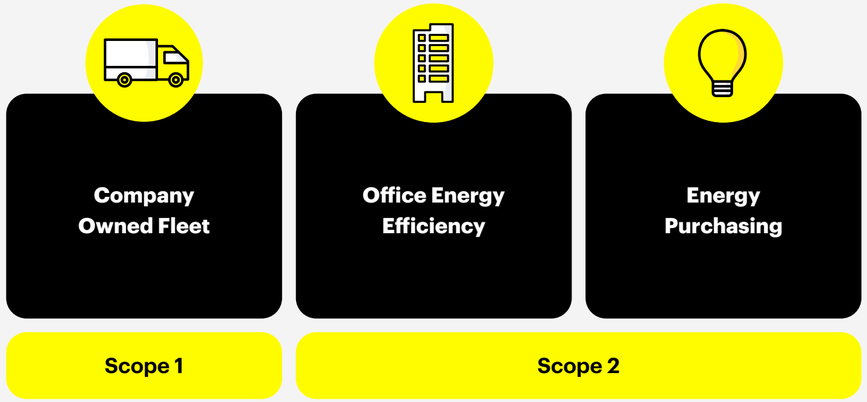
We reduce the emissions we control and balance the rest by purchasing renewable electricity and carbon offsets/removals. We are building and expanding our emissions reduction programs for the areas shown to the right.

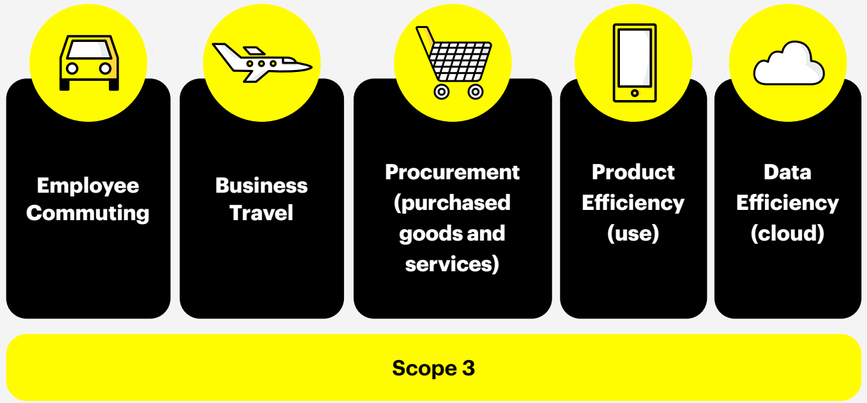
ENGAGEMENT

We engage our team, partners, and those who use our products through our SnapGreen Employee Engagement Programs, in-App Partnerships on Climate and Sustainability (NGOs and advertisers), philanthropic initiatives, and provide credible and accurate information on our content platform Discover. Our ambitious reduction target will inform our engagement with our suppliers and vendors to build a shared strategy for emission reduction.

MITIGATION

Emissions Reduction Pillars





Carbon Credits

Not all carbon credits are created equal. That's why we work with third-party experts to select high-quality impactful projects using rigorous standards and the following selection criteria:

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 can not 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 to areas where we have a large operational footprint and user base.

Project Types:

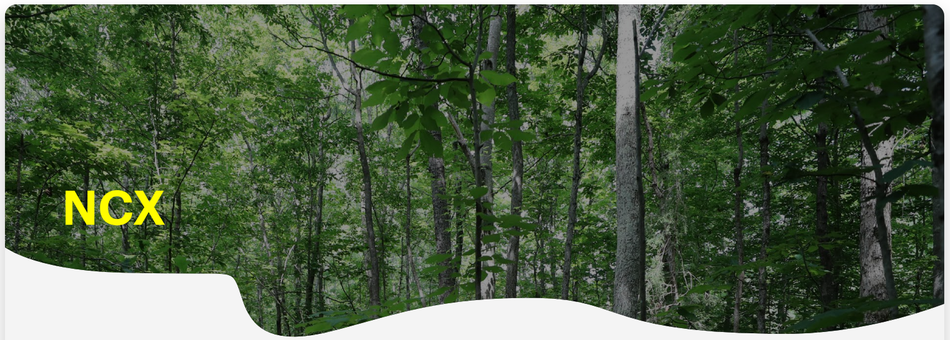
- Projects that help to restore nature such as forestry projects in Brazil, Canada, and the US that focus on reducing emissions from deforestation and forest degradation
- Projects that have a positive social impact in less developed economies, such as cook stove projects in Nigeria and solar cooker projects in China, 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 China, Egypt, India, and Turkey to help reflect our geographies of impact and influence

In keeping with our Net Negative Carbon commitment, we have become Net Negative for our Scope 1 and 2 emissions.

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.

For emissions in 2021 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 will ramp up these purchases to 100% removal credits by 2030.

Carbon Project Spotlights



Natural Capital Exchange (NCX) is an improved forest management program that incentivizes the growth of older, more carbon rich forests through annual harvest deferrals. NCX contracts with landowners to defer the harvest of their timber, and in turn produces carbon credits for companies and organizations looking to use offsets in their sustainability strategies. In its first year of the exchange, NCX generated participation from 2,470 landowners with a collective 4.3 million acres across 39 states. The result was 1.13 million $MTCO_2e$ of expected climate impact from forests across an area bigger than the state of Connecticut.

"As an SBTi aligned and historically carbon neutral organization, Snap has set the course for any company interested in being a force for nature and the climate. NCX is proud to support that commitment with offsets that provide measurable, quantifiable impact to forests across the US while supporting rural communities."

— ZACK PARISA, CEO AND CO-FOUNDER OF NATURAL CAPITAL EXCHANGE

Puro.earth is the world's first marketplace, standard, and registry focused solely on carbon removals. Their standard consists of high-quality carbon removal methodologies that remove carbon from the atmosphere and without crediting reduced or avoided emissions, only net removals. The removal activity is verified by independent third-party experts, according to Puro Standard protocols. Through Puro.earth, Snap has invested in two wooden building element projects, Moelven and ARE, represented by supply aggregator Accend. These projects remove carbon with bio-based construction materials using wood sourced from sustainably managed forests where carbon is stored in the building for the long term, disrupting the normal carbon cycle and creating a Net Negative process because sustainable forestry ensures that trees are replanted.

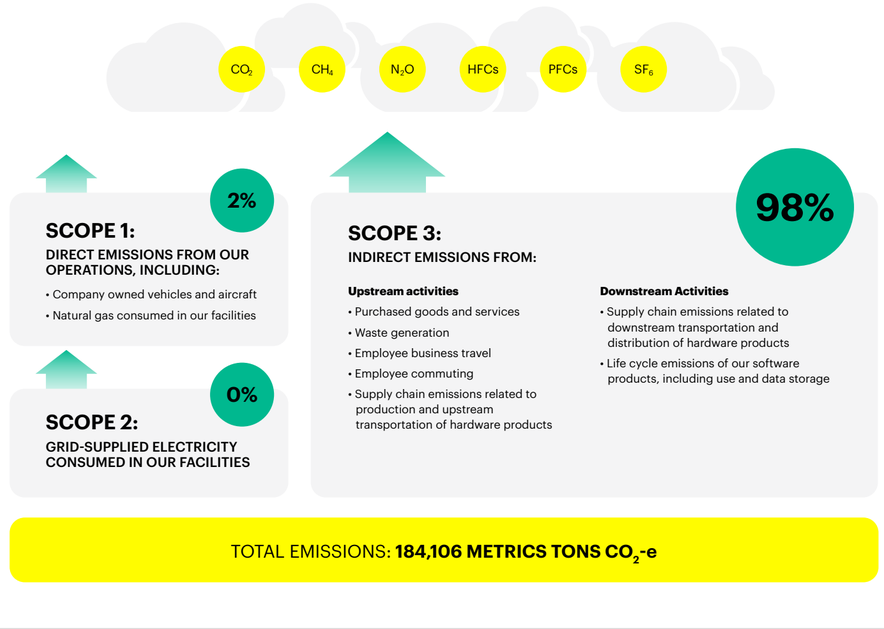
"It's great to see a company that has millions of users in the digital world take responsibility for their carbon emissions in the real world by supporting innovative carbon removal projects. I am confident their climate action will inspire their users to act for the planet, too. Puro.earth is glad to help Snap Inc. with high-quality carbon removal issued under the Puro Standard."

— ANTTI VIHAVAINEN, CEO OF PURO.EARTH

Carbon Emissions

Each year, we calculate all of Snap's material emission sources in accordance with the Greenhouse Gas Protocol market-based approach. This includes our direct emissions (Scope 1), as well as our indirect upstream and downstream emissions (Scopes 2 and 3). We obtained third-party verification of our 2021 Scope 1, 2, and 3 greenhouse gas emissions data. Refer to our assurance statement here.

In 2021, we reduced our absolute Scope 1 + 2 emissions by 52% over the 2019 baseline. And while our absolute Scope 3 emissions increased, our revenues grew by 140% and we were able to reduce our Scope 3 emissions indexed to revenue by 40% over the 2019 baseline. Both of these reductions put Snap ahead of meeting our 2025 science-based reduction targets, and we will therefore consider re-stating our targets within the next year.



Scope	2019 Emissions[1] (metric tons CO_2-equivalent)	2020 Emissions[1] (metric tons CO_2-equivalent)	2021 Emissions (metric tons CO_2-equivalent)	% Increase or decrease over 2019
Scope 1	4,392	2,681	3,688	
Scope 2	4,549	1,173	578	
Scope 1 + 2	8,940	3,854	4,265	52% absolute decrease
Scope 3	124,727	147,502	179,841	44% absolute increase
Revenue ($millions)	1,716	2,507	4,117	140% increase
Scope 3 (indexed to revenue, metric tons CO_2-e/$M revenue)	72.7	58.8	43.7	40% decrease
Total (Scope 1 +2 +3)	**133,667**	**151,357**	**184,106**	
Total (Scope 1 +2 +3) with carbon credits and renewables applied	0	0	0	

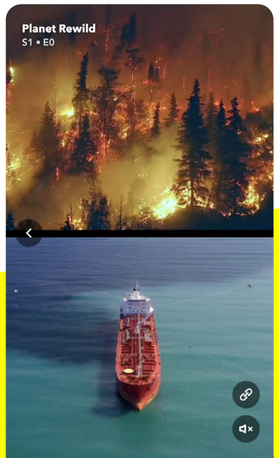
1 For consistency, the 2019 and 2020 greenhouse gas inventories were updated to match new methology used when calculating the 2021 ghg inventory. These data points have been updated accordingly.

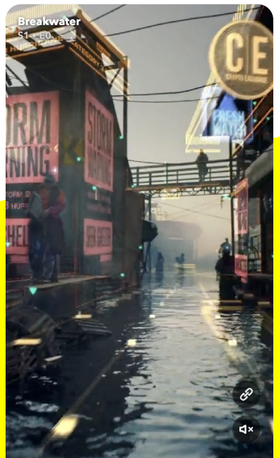
Emissions Reduction Measures

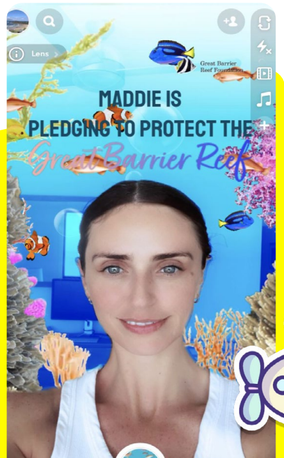
Scope 1: We reduced our Scope 1 emissions through reduced operations of our corporate-owned aircraft and fleet from our 2019 baseline. While emissions ticked up over 2020, a year dominated by the global pandemic, we expect them to remain relatively flat in the coming years.

Scope 2: While we increased our real estate footprint by 24% and re-opened our offices for employees to work from voluntarily, our overall electricity consumption in our offices remained relatively flat with the majority of employees working from home more than in the office. We applied our renewable electricity purchases to our Scope 2 emissions and since we purchased renewables to cover 100% of electricity globally, this is accounted for as zero emissions. We then extended our purchase of renewable energy to cover electricity consumption associated with 2021 telecommuting (accounted for in Scope 3) since we consider our team members' homes to be an extension of our Snap offices.

Scope 3: Our overall emissions grew as we scaled as a company, but not at the same pace as our revenue increases, meaning we are becoming more efficient as we grow. Business travel emissions decreased even as travel became more business as usual and emissions associated with goods and services increased, but again not on pace with revenue growth. Emissions associated with the use of our products and data storage increased as we grew our user base by 20%, but not at the same pace as our community growth. Breakdown by emissions categories can be found in Impact by the Numbers on page 63.







Climate Engagement on Our Platform

At Snap, we recognize that we are in a unique position and have a big opportunity to engage with our community of Snapchatters to catalyze change for the future. We know that reducing our impacts is important, but leveraging our platform to raise awareness and catalyze change on environmental issues can have an even bigger impact. To increase environmental awareness and engage with our Snapchat community of over 300 million daily active users, we have partnered with the UN Environment Programme and other organizations to create in-app activations that educate our community and provide them with resources to become a part of the solution.

In 2021, we announced a new Snap Original, "Planet Rewild," produced by Re:wild and Underknown. This series was developed as part of a larger multi-year partnership between Snap and Re:wild, focused on bringing Re:wild's mission to "protect the wild that's left and restore the rest" in-app, allowing Snapchatters to learn, explore, and uncover some of the most pressing threats to nature and our own survival. Planet Rewild, premiering in 2022, depicts what the Earth will look like in the coming decades if we don't learn to "rewild" our planet – and also offers a vision of the flourishing ecosystems that could emerge if we allow the wild to be restored.

We also produced a Snap Original called "Breakwater", a futuristic young adult drama set in a world of climate refugees. In the dangerous coastal slums outside the Los Angeles Seawall, people dream of winning the visa lottery to the safe zone while Mai, a savvy 20-year-old fixer who grew up in the Breakwater, must race against an impending hurricane to complete a mission for survival.

We create AR experiences that can help to advance sustainability. Snapchatters, for example, can use AR lenses to try on clothes to determine look and fit before purchasing. This can help to avoid the negative impacts associated with shipping products, as well as ensuring the clothing does not go to waste. Snap will continue to explore the sustainability opportunities of AR.

In collaboration with the Great Barrier Reef Foundation, we launched the first-ever augmented reality experience of the Great Barrier Reef. This allows users to dive into the Reef and experience this incredible ecosystem on their phone. Read more in the Society/Our Platform section.

Team Engagement

At Snap, environmental sustainability is deeply embedded in our culture, and our team members share in this commitment. We develop programming to engage our team and inspire action on pressing environmental issues. SnapGreen is our employee engagement initiative aimed at promoting sustainable education and taking action.

BRING YOUR KIDS TO WORK DAY ON EARTH DAY

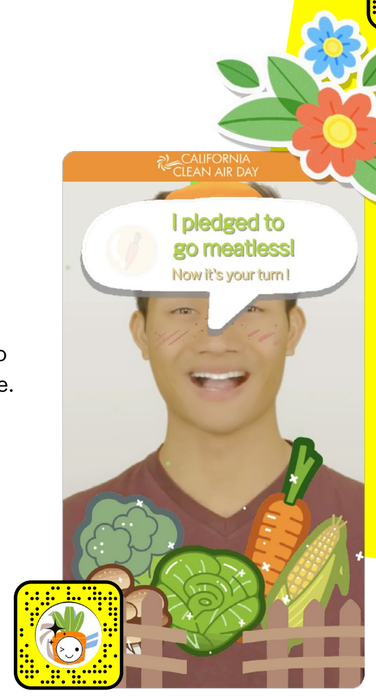
In 2021, we held Bring Your Kids to Work Day on Earth Day to engage the children of our team members on environmental action. Education is the first step in taking action, which is why our youngest group tuned in to watch Snap leaders reading books about the environment aloud to them. For the middle age group, we provided a nature-based craft activity. Our oldest group heard from some youth climate activists who created an organization called OneUpAction. We conducted a Q&A, which demonstrated to the kids how people of all ages can be a part of the solution.

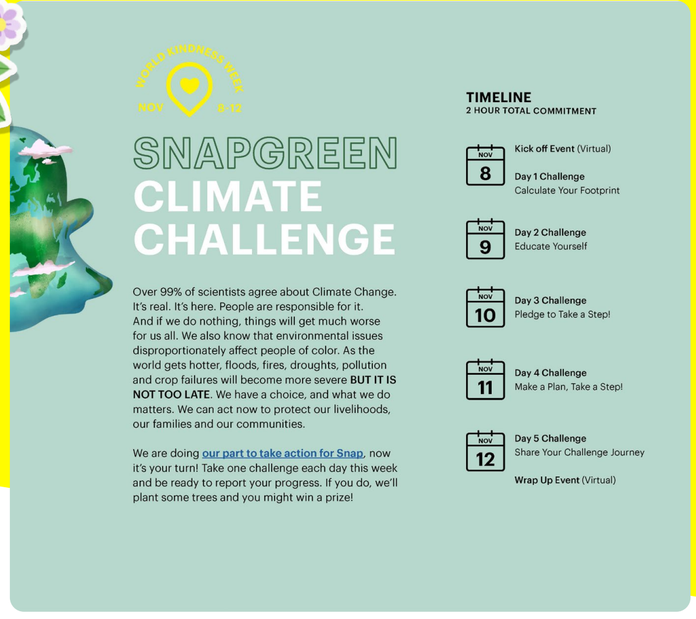
SNAPGREEN CLIMATE CHALLENGE

During World Kindness Week, over 50 Snap team members participated in the SnapGreen Climate Challenge. This involved taking actions such as calculating their personal carbon footprint, educating themselves on environmental issues, pledging to take action, and creating an action plan. Together, Snap team members completed 90 challenges and pledged to take 69 steps to reduce our climate impacts.

CALIFORNIA CLEAN AIR DAY PARTNERSHIP

Snap was an official California Clean Air Day partner, in which Snap took the Clean Air Day pledge, created a series of Snapchat lenses for the organization to use in their media campaign, and encouraged team members to take the pledge. A total of 125 team members pledged over 800 actions towards cleaner air. The campaign reached over 1.8 million Californians who pledged over 3.4 million actions, and over 600 organizations took part as well.





PLANET

Climate Strategy

Impact by the Numbers

Carbon Emissions Breakdown

Scope	2019 Emissions[1] (metric tons CO_2-equivalent)	2020 Emissions[1] (metric tons CO_2-equivalent)	2021 Emissions (metric tons CO_2-equivalent)
Sub-total Scope 1 (with RF)	4,392	2,681	3,688
Sub-total Scope 2 (market-based)	4,549	1,173	578
Scope 3 Categories			
Category 1: Purchased goods and services	56,460	71,554	102,160
Category 2: Capital goods	8,783	15,508	16,566
Category 3: Fuel-and energy-related activities	1,564	1,441	2,144
Category 4: Upstream transportation and distribution	Not applicable	5	11
Category 5: Waste generated in operations (estimated)	3,015	3,121	2,806
Category 6: Business travel	18,752	4,039	3,524
Category 7: Employee commuting	2,894	2,463	2,181
Category 8: Upstream leased assets	Not applicable	Not applicable	Not applicable
Category 9: Downstream transportation and distribution	25.73	8	13
Category 10: Processing of sold products	Not applicable	Not applicable	Not applicable
Category 11: Use of sold products	33,181	49,266	50,218
Category 12: End-of-life treatment of sold products	7	5	5
Category 13: Downstream leased assets	46	93	215
Category 14: Franchises	Not applicable	Not applicable	Not applicable
Category 15: Investments	Not applicable	Not applicable	Not applicable
Scope 3 Total	**124,727**	**147,502**	**179,841**
Total	**133,667**	**151,357**	**184,106**

1 For consistency, the 2019 and 2020 greenhouse gas inventories were updated to match new methology used when calculating the 2021 ghg inventory. These data points have been updated accordingly.

Electricity

11,945 MWH of electricity consumed in our facilities globally.

Electricity by Country

Country	2019 Total Electricity MWH	2020 Total Electricity MWH	2021 Total Electricity MWH
Australia	149	98	123
Austria	Not reported	75	112
Canada	245	234	161
China	148	148	148
France	303	120	303
Germany	66	66	66
Israel	Not reported	86	183
Netherlands	48	48	51
Norway	Not reported	14	6
Sweden	Not reported	14	7
Switzerland	68	68	68
Ukraine	193	270	712
United Arab Emirates	58	112	104
United Kingdom	447	494	868
United States of America	10,861	10,097	9,936
TOTAL	**12,587**	**11,945**	**12,849**
Renewable Electricity	No direct renewable energy procurement	10,097	12,849
% Renewable Electricity	0%	85%	100%

Looking Ahead

In 2022, we will continue to work towards operationalizing our Climate Action Plan and meeting our three climate commitments:

Science-Based Targets

- Reduce absolute Scope 1/2 GHG emissions 25% by 2025
- Reduce Scope 3 GHG emissions 35% per unit of value added by 2025

In 2022, we will ensure that we continue to meet these targets and consider our timeline for modifying these targets before the target period ends.

Source 100% Renewable Electricity

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

In 2022, we will focus on ways to procure renewable energy more directly.

Net Negative Carbon by 2030

- Removing from the environment more carbon than we emit each year

In 2022, we will start investing in carbon removal projects with our fund of $1 million per year.

Engagement

We will also focus on ways to raise awareness about climate-related issues and inspire action with our team and through our platform. We will also engage our suppliers and vendors to start decarbonizing our supply chain.

Workplace

As Snap continues to grow, we keep environmental sustainability top of mind with the design, construction, and ongoing occupancy of our spaces and kitchens. That's true for both the food we serve and the workspaces we create.

We also find meaningful ways to engage with our team on sustainability issues. Our workplaces continued to be mostly empty during 2021, meaning a lower impact from employee commuting, food consumption, and energy use in our workplaces. We continued to find ways to shift our resources to support our local communities and our team members working from home.

Facilities

In 2021, we followed up on our commitment the previous year to source 100% renewable electricity by expanding our purchases to cover our offices globally, which represents a full leased portfolio. We also expanded our renewable energy purchases to cover our employees' electricity use while working from home. But we first work to minimize our energy consumption in our offices and facilities by renovating and delivering global workspaces that meet the needs of a growing team and global footprint. While we don't seek certifications to demonstrate that we are building sustainably, we consider all aspects of sustainable design in the process. All new construction in California is required to meet Title 24 energy efficiency standards, which correlates to 40% energy reductions over existing buildings. With over 50% of our real estate footprint in California, these renovations represent a huge upgrade in the energy efficiency of the spaces where we work. As a part of our Climate Action Plan, we have committed to developing design standards that will apply consistently to construction of our offices globally.

We have also implemented a system that tracks all of our global utilities' spend and consumption (e.g., electricity, waste, water, etc.). 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. In 2021, where most of our team members were working from home for most of the year, we measured energy consumption during telecommuting at home in our greenhouse gas emissions using data from our reservation system on office capacity.

When team members need to come into the office, in the US we offer commuter benefits programs to promote public transport and other alternate commuting. The WageWorks Commuter Transit Account is a pre-tax benefit account used to pay for public transit — including train, subway, bus, ferry, or vanpool — as part of our team members' daily commutes to and from work. We also offer additional incentives to minimize commuting by car, including bike parking and showers in most offices globally. In some offices, we offer a stipend for those willing to give up a parking space allocated for them to encourage alternate commuting.

We have electric vehicle charging stations online at our Santa Monica campus to help enable more of our team members to drive to work in electric vehicles and charge for free. While these stations were not fully utilized to capacity in 2021 because most team members were working from home, we will continue to track uptake once we return to working in the office and will add additional capacity as needed.

Food

THE FOOD WE SERVE

We provide food services that support a sustainable future. This means nourishing our community with healthy food, produced using practices that respect farmers, workers, animals, and the land. And we work to reduce food waste wherever possible.

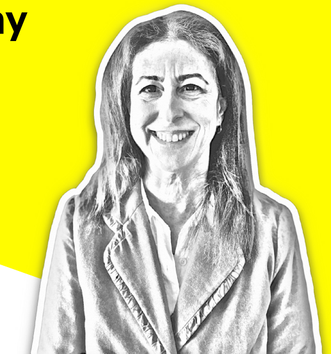
Our sourcing guidelines prioritize using organic produce whenever possible, serving seafood that adheres to the sustainability guidelines outlined by the Monterey Bay Aquarium's Seafood Watch program, with a goal of sourcing at least 20% of our ingredients from small, owner-operated farms, ranches, and artisan producers within 150 miles of our kitchens. We are also focused on reducing the amount of meat we serve our team, shifting to lower carbon proteins (e.g., shifting to more chicken and plant-based proteins from beef and pork) in our cafes and eliminating 20% of animal protein by continuing Plant Forward Wednesdays when our team came back to the office.

In 2021, **over $300,000** from the Snap food budget was reallocated to serve multiple organizations focused on food security.

In 2021, our onsite food services resumed when our offices opened. But with food insecurity still on the rise, the Snap Food team continued to partner with Snap Philanthropy to reallocate resources. In 2021, over $300,000 from the Snap food budget was reallocated to serve multiple organizations focused on food security. Since the time when we have been able to send essential workers back into the kitchen after the pandemic began, we have been rolling up our sleeves to cook and prepare meals for the community. In 2021, we distributed over 100,000 meals for low-income students, youth experiencing homelessness, struggling families, and partner organizations focused on food security and education in our communities. We maintained the same sustainable practices when sourcing food to prepare these meals that we follow when we feed our own team.

"The city was shutting down, doors were literally closing on a population that already had little access to life sustaining support. With Snap Inc's extraordinarily generous support of our meal program, our members were well fed both physically and emotionally, to know that such a company was in their corner."

— SHARON GROBMAN LERMAN,
MEALS COORDINATOR, SAFE PLACE FOR YOUTH (SPY)



REDUCING WASTE AND FIGHTING HUNGER

We have always done our part to reduce waste and help address hunger by donating food to our local communities. Since 2016, we have donated all excess food from our cafes — the equivalent of about 50,000 meals per year — to local shelters, and we compost any food from the cafes that cannot be donated. In 2022, we are expanding programs to donate unused food globally as we scale our Snap-operated cafes to more offices.

Since 2015, Snap has provided support and team members have served thousands of hot meals to one of Snap's long-standing partners, Safe Place for Youth. SnapNoir, our Employee Resource Group for fostering cultural understanding and professional development for people of the African diaspora at Snap, organizes regular volunteer events where team members help prepare and serve meals at Bread & Roses Cafe, a program of the St. Joseph Center.

We know that access to healthy food is an issue that disproportionately affects people of color, and we will continue to donate food, support food literacy programs, and share information about food justice issues and opportunities with our employees.

EDUCATION

We strive to educate our team members about sustainable food issues through campaigns tied to key events. In partnership with SnapFit, SnapGreen, and SnapFood, we host many sustainable food series events. This series aims to educate the team about climate-friendly diets, food systems, and how to source food sustainably. While we didn't get to gather around the table as much as we would have liked in 2021, we still honored the series through virtual events.

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

PLANET

Workplace

Impact by the Numbers

12,849 MWH of electricity consumed in our facilities globally

20,000 MWH of Renewable Energy purchased to match 100% of our consumption of electricity in our offices and electricity consumed with our team members working from home

100,000+ meals and over $300,000 donated through our food budget reallocation program

Looking Ahead

In 2022, as we continue to return to the workplace, we will work to ensure we return with the same sustainable practices in place as when we left. And we will pick back up the work of continuing to find opportunities to reduce our footprint. As a part of our climate commitments outlined in the climate section, we will continue to source 100% renewable electricity and work to reduce energy consumption in our workplace by building out green building standards and performing energy audits to identify opportunities for efficiency.

Products

While 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 that requires energy consumption for recharging and requires data to be stored via our cloud partners. While these partners have aggressive climate goals in place, reducing our computing and storage needs and increasing the efficiency of the app still has a positive environmental impact.

Separately, producing hardware creates environmental impacts throughout the product life cycle. From product design to the selection of components to final assembly, building any hardware product uses chemicals, consumes energy, and generates waste. We have processes in place to help reduce our impacts across the life cycle, and we will increase our focus in these areas as we scale our hardware business.

And we seek to educate Snapchatters and promote a call to action around key environmental issues through our platform.

SOFTWARE

Data and Energy Efficiency

We are continuously focused on increasing efficiency throughout the Snapchat app, which means less battery use, less charging, and reduced energy demand. In 2021, we continued to optimize battery life to reduce power usage for features including sticker search during chat/caption typing, snap capture, snap/story playback, preview creative tools, and others. We reduced foreground session power usage by 12% on iOS and 9% on Android. These improvements reduce electricity consumption for millions of Snapchatters, and those savings add up. While our global community grew by 20% in 2021, we reduced our global energy consumption using Snapchat by 17% per user. That's only the beginning — there are vast opportunities for efficiency that the team will continue to explore and quantify.

We partner with our cloud storage providers — Google Cloud Platform and Amazon Web Services (AWS) — to ensure we understand the impact of our demand for data storage and to ensure we optimize how our data is stored on their network. These partners have made large climate commitments and investments and we want to be partners in their mission while also holding them accountable to those commitments. We're collaborating with Google Cloud to support their carbon free energy initiative, working with Google to incorporate carbon emissions into decisions on where to locate our services across Google Cloud's infrastructure and partnering with Google to make this data useful for our engineering teams. We have also teamed up with AWS to identify opportunities within our storage needs to transition our data onto more energy efficient servers. While we increased our daily active users by 20%, our cloud carbon emissions remained close to the same as in 2020.

All of these efforts help to support Snap's climate commitments that include reducing our Scope 3 emissions.

HARDWARE

Materials Compliance

Regulations aimed at reducing the environmental impact of electronic products apply to our hardware products. These standards restrict the type or amount of materials that we put into our products, including hazardous and toxic substances. For example, the EU Restriction of Hazardous Substances (RoHS) Directive restricts the use of hazardous materials in the manufacturing of electronic and electrical equipment. Examples of regulated substances include heavy metals (lead, mercury, cadmium, chromium), brominated flame retardants, and phthalates. And the EU's Registration, Evaluation, Authorisation, and Restriction of Chemicals (REACH) regulation places responsibility on the industry to manage the risks from chemicals and to provide safety information for specific substances of concern.

To meet these requirements, we engage our suppliers to determine which materials they use and ensure they declare their conformance to each of these requirements. They submit their data and information through a software application that helps us validate and document conformance. We also perform testing on our products to ensure there are no exposure concerns in the use of our products.

HARDWARE

End-of-Life Product Management and Recycling

Other regulations place responsibility on producers to ensure that their products are managed properly and recycled at their end of life. In the EU, the Waste of Electrical and Electronic Equipment (WEEE) regulations govern the collection, treatment, and recycling of electronics at the end of their life. The EU's Batteries Directive, designed to minimize the negative impact of batteries and battery waste, imposes materials restrictions as well as marking and labeling requirements. And the EU's Packaging Directive controls packaging waste and its impacts on the environment.

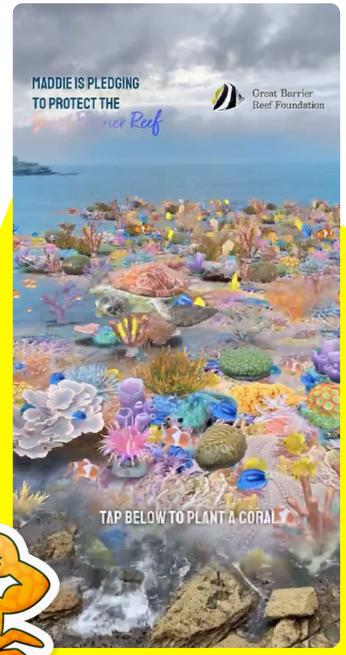
Snap is currently obligated by these requirements in 13 EU member states. To ensure compliance, we partner with approved recycling programs and pay fees, based on sales, for recycling our products. These fees are somewhat like a tax that gets combined with other producer fees and helps to fund municipal or regional recycling programs.

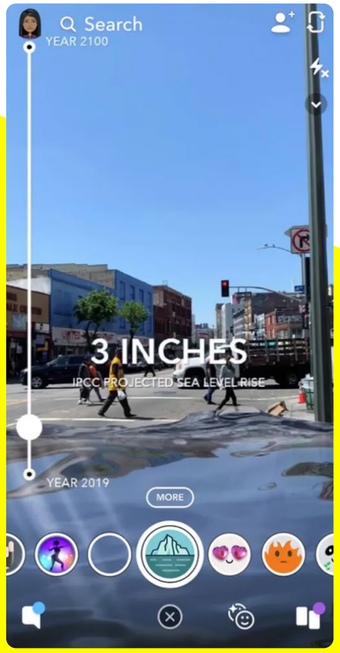
PLATFORM

Engaging Snapchatters on the Climate Crisis

The climate crisis is one of the biggest challenges of our time. We leverage the size and reach of our platform to enable Snapchatters to learn and take action on the climate crisis. To learn more, see the Social Impact on Our Platform and Climate section.

We leverage the size and reach of our platform to enable Snapchatters to **learn and take action on the climate crisis.**





PLANET

Products

Impact by the Numbers

Battery Efficiency Improvements

Foreground session power usage reduced by 12% on iOS and 9% on Android

Reduced global energy consumption using Snapchat by 17% per user

Cloud Data Efficiency Improvements

Through the commitments of our cloud service providers and our partnerships, we were able to keep our carbon emissions related to cloud storage effectively neutral while our daily active users grew by 20%.

Looking Ahead

Moving forward, we will continue to **make our products more energy efficient.** We will also partner with our cloud service providers to optimize our data storage and utilize data centers that rely on clean energy sources.

Supply Chain

Snap buys components for our hardware products, such as Spectacles, from companies across the globe and outsources the assembly of those products. We work hard to ensure these partners do business responsibly. Each product goes through a complex supply chain before going to market — from the mining of raw materials and the production of components, to the final product assembly and the logistics that take the product to the end consumer. To ensure that our products are being made responsibly and the workers who make them are treated well, we require our suppliers to agree to a stringent Supplier Code of Conduct, and we monitor adherence through third-party audits and remediation support.

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 includes 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.

The Code requires suppliers to uphold workers' human rights and treat workers with dignity and respect. It rejects any use of forced or child labor and calls for suppliers to set reasonable working hours, avoid discrimination, and conform to industry-standard health and safety practices. The Code also requires suppliers to respect the environment by obtaining required permits, minimizing pollution, and safely managing hazardous substances. And the Code requires our suppliers to uphold the highest standards of ethics by rejecting commercial bribery and respecting third parties' intellectual-property rights, for example.

Monitoring

Auditing: We use a risk assessment methodology to evaluate our supply chain. When that methodology deems a supplier higher-risk, we schedule on-site supplier audits to assess compliance with our Code. Leveraging a third-party auditing firm, we send auditors directly to the factories where our parts or products are being made. The auditors are familiar with local laws and can speak the native language of the factory. They spend their time on-site interviewing management, reviewing records, and interviewing workers to determine compliance with our Code and local regulations.

The Issues: The most common issue we identify during supplier audits is excessive working hours. If we find that a supplier has working hours longer than our standards, we inform the supplier of our expected standard and then provide them support to bring the hours to acceptable levels. If the supplier is not able to meet our standards within a reasonable timeframe, we will shift our business to alternate suppliers.

Remediation: We go beyond holding our suppliers responsible for meeting our standards. We also provide them the support they need — including training and implementation of management systems — to correct the issues we identify and prevent them from recurring.

If we ever find "zero tolerance" issues, such as child labor or human trafficking, we're committed to immediately ending our relationship with the supplier and notifying the proper authorities. But for all other issues, Snap connects the supplier with experts to help them develop an effective corrective action plan and guide them through the remediation process. Working with suppliers to improve labor and environmental conditions is fundamental to our program. Walking away from a supplier that has issues doesn't help improve conditions for the workers. It's far better, in our view, to help them raise their standards and make life better for the workers. If they succeed, then both parties are invested in a lasting partnership.

Anti-Slavery

Forced labor and trafficking are heartbreaking but persistent issues in some countries' labor markets. Our Anti-Slavery Statement demonstrates our commitment to ensuring that our suppliers respect human rights. Snap requires our suppliers to certify that slavery and human trafficking are not taking place in their businesses. We verify those commitments through a detailed risk assessment and auditing process. We also provide training on forced labor and human trafficking to all of our supplier-facing team members.

Conflict Minerals

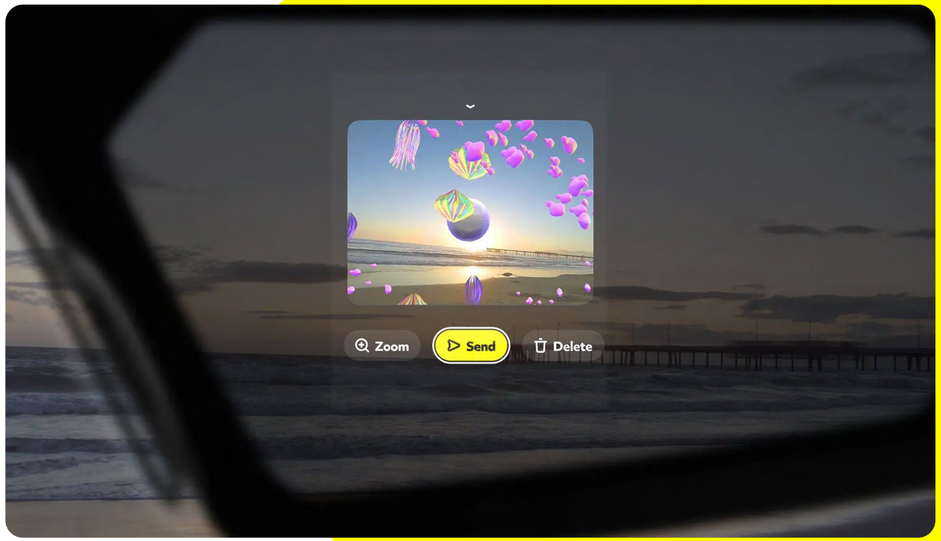
Our Conflict Minerals Statement lays out the steps we take to comply with laws regarding conflict minerals and to reduce risk in our supply chain.

The term "conflict minerals" refers to four metals — tantalum, tin, tungsten, and gold — that are commonly sourced from mines in the Democratic Republic of Congo. Illegal armed groups may use proceeds from those mines or nearby transit routes to fund their violent operations.

Snap is committed to complying with rules regulating the use of conflict minerals and we require our suppliers to certify that they source minerals from conflict-free smelters and exercise due diligence on their own suppliers. And we have engaged a supply chain data-management company to facilitate supply-chain tracking and ensure that our suppliers are honoring their commitments.

Stakeholder Engagement

Snap is a member of the Responsible Business Alliance (formerly the Electronic Industry Citizenship Coalition) 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.



PLANET

Supply Chain

Impact by the Numbers

71 on-site supplier audits since Spectacles launched in 2016

91% of suppliers responded to our conflict minerals data request.

Looking Ahead

In 2022, we will continue to implement the programs we established before the launch of the first version of Spectacles to **reach our suppliers in a deeper and more meaningful way.**

People

At Snap, kindness begins and ends with our people. We strive to create a diverse, equitable, and inclusive workplace to strengthen our culture and inspire innovation in our organization and broader industry. We also encourage wellness and ensure a healthy, safe environment. We engage, support, and develop employees to foster our unique values and our strong commitment to integrity.

IN THIS SECTION

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Diversity, Equity, and Inclusion

Over the past two years, we have embarked on a long-term DEI strategy to inspire empathy, redesign systems, and drive accountability through our people, products, partners, and our wider tech ecosystem.

We've learned that, even with ambitious goals, making meaningful progress in our workforce representation data takes time. That said, we have been able to drive change more quickly in our company by treating DEI as a business imperative across all of our operations — from how we build our products, to who we partner with, to how we spend our money.

While we have made strides in redesigning our systems, we still have more work to do to give our team members the tools and resources they need to truly take ownership of DEI.

Efforts to drive change reveal three key learnings:

- **DEI is a marathon, not a sprint.** Yet there is no finish line because DEI is a means, not an end. We must invest for the long-haul, by introducing behavior tools for fundamental changes that last a lifetime, and spread responsibility for delivering DEI across the entire leadership team and company. Our ambition is to create an "ownership" culture for DEI where team members are inspired, incentivized, and rewarded for building an inclusive culture, workforce, and product.
- **Data is key.** You can't improve what you don't measure. We will continue to refine our internal demographic data collection, share those data insights with key stakeholders, and create tailored, strategic plans that take account of different team cultures within Snap. One size does not fit all, and DEI strategies for individual teams require nuanced data and strategy.
- **Impact requires prioritizing systems change over ad hoc requests for DEI support.** When it comes to DEI, we too often react to events instead of driving deep systemic change. To shift that dynamic requires greater intentionality and capacity from DEI teams, as well as business teams themselves. Investing in a DEI team cannot alone drive systemic change. By the same token, failure to invest protects the status quo. Since publishing our first Diversity Annual Report in 2020 we have more than doubled the size of Snap's IDEA Team (Inclusion, Diversity, Equity and Awareness), and we now have a dedicated partner from nearly every business vertical with a responsibility for taking forward systemic change.

In January 2020, we began convening a coalition of leading DEI experts from academia and business to create a new blueprint for tech companies to take bold, collective action. In 2021, this coalition released the Action to Catalyze Tech (ACT) Report. Over 30 CEOs and executives from leading tech companies signed on.

In 2022, we will deepen our investments in each pillar of our DEI strategy. Our goal is to further operationalize DEI across Snap, and combine enhanced DEI governance with scaled learning to increase DEI expertise in all teams.

Visit diversity.snap.com to read the full 2022 Diversity Annual Report.

Supporting Our Team

Snap succeeds when our people succeed. That's why we're dedicated to supporting our team at work and beyond. In 2021, we continued to unveil new initiatives to engage and uplift Snap employees worldwide, including expanding mental health services, increasing management training, and accelerating our DEI learning programming.

COUNCIL ORIGINS

Our CEO Evan Spiegel attended Crossroads School for Arts & Sciences in Santa Monica, California where students sit together in Council and **learn to communicate more effectively by sharing their stories and listening to each others' stories.** The particular form of Council practiced at Crossroads is fostered by The Ojai Foundation, an educational retreat center in Ojai, California. By the time Evan and Bobby Murphy started Snap Inc., Evan had long recognized the value of people sitting in Council and learning to listen deeply to one another. Evan and his early team members began leading Councils while the company was still in its infancy. Now, we have a robust team of trained Council facilitators leading Councils across the globe.

Council

Being a kind company means fostering a community of connection, empathy, collaboration, integrity, and creativity. Since our founding, Snap has embraced Council — a listening practice where participants speak, one at a time, without interruption — to cultivate empathy and compassion among our team. Every team member is invited to participate in Council starting from day one of their time at Snap. By actively listening and sharing stories, our team members are able to connect more deeply with their teammates, and learn how to listen. Over the past decade, Council has grown from a small group led by Evan working in the Blue House on the Venice Beach boardwalk to a company-wide effort in our global offices to connect and listen to the heart.

Our Council team facilitates Councils globally for Employee Resource Groups, teams, office locations, and cross-functional engagements. In 2021, we experimented with hybrid programming to serve the Snap global community during the COVID-19 pandemic. Team members' rapport with the program allowed Councils to be utilized even more strongly as a way to connect with colleagues working in various locations and share experiences during a rapidly changing time across countries.

Council enables our Snap team members to lead from the heart — and better connect with others through empathy and global consciousness. This is critical to our ability to operate with kindness, collaborate, and to face the dynamic challenges our world faces. Council is a practice where each person speaks from their heart and the participants listen with empathy and respect. In 2021 we led over 4,000 Councils in 32 cities. We lead Councils with teams, employee resource groups, and Sales. Basically we want everyone to find their circle, whether it is with their team, people from their city, people across the globe with a commonality, or cross functionally. We use Council in joy and celebration as well as a way to process difficulties and injustice.

For the past four years we have also led complementary training series with the intention of making Council available to the wider community and to cultivate facilitators for the Snap program to support the tremendous growth of the company.

In 2021 we led over 4,000 Councils in 32 cities.

Employee Engagement

We are dedicated to making Snap a place where all of our team members love to work, and surveying our team is an important tool to help us learn what our team loves about working at Snap, and how we can make it better. As such, during 2021, we released biannual employee engagement surveys aimed at understanding employee sentiment around engagement, health and well-being, and DEI efforts. Questions are disseminated to all employees for a two week time period. Results are reviewed and actioned upon at this cadence as well.

Our executives also regularly make time for our team to foster a culture of openness and listening through our alternating weekly "Ask Evan" and "Ask Execs" meetings, along with our monthly "Snap in Focus" meetings. The sessions begin with leaders acknowledging the accomplishments of different teams, recognizing cultural heritage months and other traditions our global team members are celebrating, and responding to pressing events impacting our team and company as a whole, as well as timely reminders. These team gatherings are also an open forum for team members to ask our leadership questions, from key priorities and organizational shifts, to what they're currently reading and how they're finding balance amid the pandemic. These Q&As give leaders valuable insight into what's important to our team, and allow our team members to hear directly from our leadership the hows and whys behind many initiatives and processes at Snap.

We also invest in our Employee Resource Groups (ERGs), which are Snap-sponsored, grassroots, employee-led, volunteer groups that provide opportunities and resources to employees in order to advance the understanding and inclusion of all employees, consistent with Snap's mission and values. Read more in our Diversity Annual Report.

Flexible Work

As the pandemic continued in 2021, we maintained a flexible work policy to support both virtual work and in-person collaboration. We offered team members the autonomy to work in the way that is best for them by giving most Snap team members the choice to work virtually in a Snap operating location or in-person from a Snap office, contributing to a productive, inclusive, and creative work environment. We also believe that in-person interactions facilitate collaboration, connection, and creativity, so we gather with intention to move the business forward, build relationships, and reinforce our Kind, Smart, Creative culture.

Our Values represent **who we are and who we aspire to be.**

Talent Development

Snap's culture of kindness and strong values create an environment that encourages large scale impact. At Snap, our positions are inherently challenging, our business is dynamic and iterative, and our organization is flat and creative. We empower our people to seek new opportunities and grow by navigating these challenges. Our goal is to support all team members in their pursuit of personal and professional growth as they create a positive impact for the world.

Snap's values form the foundation of our performance feedback process, driving culture-enhancing behaviors across our global team. Our Values represent who we are and who we aspire to be. Our 9 Behaviors illustrate how we act and work to live our values. It's also how we measure and track our individual progress. Team members and managers have clear, behavioral expectations of what great values-based performance looks like at Snap, and are better equipped to deliver impactful feedback to drive career growth and high performance. Every Snap team member is a part of the performance feedback process to ensure everyone is being measured against the same standards in an open and documented way.

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In 2021, we launched training focused on Snap's values to ensure every team member understands how to work Kind, Smart, and Creative. We offered Design Thinking Workshops in partnership with Stanford to build creativity, empathy and trust workshops, and a series of talks focused on improving skills in each of our nine values-based behaviors.

We also rolled out 1:1 coaching through BetterUp, with unlimited coaching being offered to 650 team members.

Our work to support diversity, equity, and inclusion continued with a series of pilots and offerings. We piloted a program called Intentional Interactions Around Identity, aimed at supporting leaders and team members in navigating discussions around sensitive and personal issues. We piloted an Inclusive Leadership Coaching Circles where leaders could discuss and get peer knowledge as they aspired to grow in their ability to lead inclusive teams. 2021 also marked the launch of a new leadership program designed to support Employee Resource Group leaders. This program helped teach key skills that ERG leaders could use to influence and rally their community around a vision for their ERG.

To create a truly inclusive culture at Snap, we need our team members to be skilled allies. Through our workshops, participants learn how to develop their ally skills through everyday interactions. Post training feedback results showed that 97% now understand what it means to be an ally after the training.

We continued our popular flagship manager training program, Aperture. Aperture helps leaders build coaching skills and foster inclusive teams through an immersive six month program. The curriculum is designed to help leaders develop the essential skills needed to create engaging team environments.

In 2021, we continued to provide a wide range of resources aimed at helping our team members grow and succeed in a year that continued to be riddled with uncertainty. These included well-being resources, Flex Your Style workshops, Burnout workshops, Feedback workshops, and Designing Your Life, a life design program in partnership with Stanford.

Key 2021 Achievements

Snap team members participated in over
55,000 combined hours
of training and development.

650 team members
participated in BetterUP Coaching —
91% reported gaining valuable insight.

523 team members
participated in hands-on workshop to learn our values of Kind, Smart, and Creative.

110 team members
graduated from the Designing Your Life program with Stanford — reporting that 87% made developmental progress as a result.

258 team members
participated in Ally Skills workshops in 2021.

Well-Being and Benefits

Our mission is to build a culture and community at Snap that empowers and equips team members to improve the quality of their lives, make their well-being a top priority, and unlock their highest level of performance. Our approach to benefits and well-being is approaching people as their whole self. We believe supporting our team members' well-being enables them to bring their best, most productive, most innovative, and most creative selves. Offering supportive health and well-being offerings and promoting a forward thinking, growth mindset allows our team to focus on bringing their whole selves to work and feel a strong sense of belonging.

In 2021, we continued our Kind to Your Mind series, an initiative focused on supporting team members when it comes to their emotional, psychological, and social well-being. We encourage team members to take the time to prioritize mental health and well-being, especially in times of uncertainty. A total of 486 team members participated in live facilitated Kind to Your Mind programming in 2021 including a new workshop called Burnout Relief for Real People.

We offer support for individuals, couples, families, and children in the form of therapy, coaching, and self-help tools and resources. We improved our partnered mental health benefit by increasing the number of sessions covered from 16 to 25 for each US Snap team member and for each of their family members. We have expanded this benefit globally.

Since early 2020 we have launched a number of programs aimed at supporting team members and their families as they navigate the complex and challenging situations that arise when working during a pandemic. These included offering healthcare coverage for part-time team members, covering 100% of the cost of all COVID-19 testing and treatment, introducing a virtual physical therapy program, and improving back-up childcare hours in the US and extending childcare and eldercare coverage to the UK and Canada. We also provide a quarterly allotment for eligible fitness expenses such as gym memberships, classes, lessons, sports leagues, and races.

We also extended parental leave to a minimum of 16 weeks globally for birthing and non-birthing parents, introduced a one-month return to work part-time period for returning parents, and launched Carrot Fertility globally, which provides reimbursement for family forming services such as fertility, egg/sperm freezing, adoption, and surrogacy. To make all of these resources more accessible, we launched our first ever virtual health fair.

In 2021, we launched Northstar, a financial well-being program that provides free financial consulting to our team members.

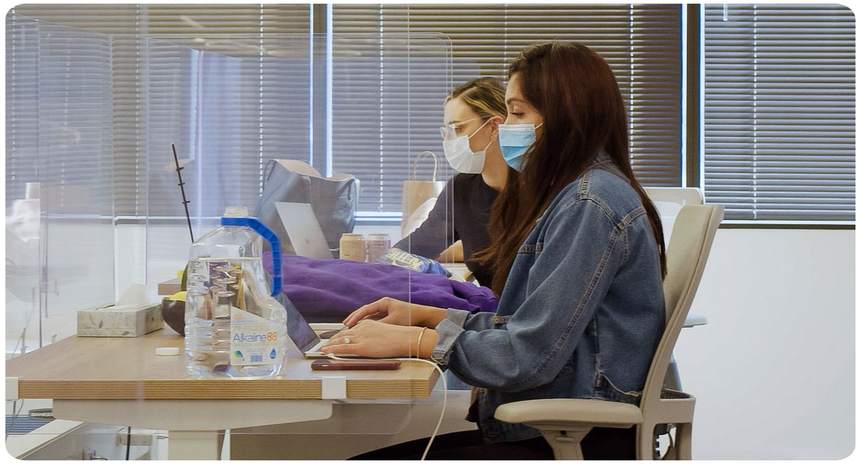
Living Wage Pledge

At Snap we believe our team members should be able to afford to live near our offices — that contributes to healthy work-life integration and to the local economy in which we work. We also believe that paying a livable wage to all employees supports our DEI goals. To that end, we have established a localized living wage for all team members across our offices globally.

For example, in Santa Monica, our living wage is $73,000 annually, exclusive of overtime for non-exempt workers. We developed the living wage for each local geography that we operate in by analyzing cost of living data in those locales and validating the living wage against third party data.

In the US, the minimum annual equity target is $5,000, to encourage team members to grow wealth with the company. In Santa Monica, this results in annual minimum full-time target pay of $78,000.

We regularly review the living wages in all of our markets to make sure we keep pace with cost of living and cost of labor changes.



Health and Safety

Our Environment, Health, and Safety (EHS) program is a coordinated effort designed to anticipate, recognize, evaluate, prevent, and control workplace hazards. EHS addresses workplace safety, occupational health, emergency management, and environmental programs. The overall goal of the EHS program is to ensure that work undertaken at Snap Inc. does not put employees', contractors', and visitors' health and safety at risk, complies with regulatory requirements, and follows best practices. As more employees returned to the office our injury and illness rates went up, but they are still well below industry averages. In 2021, our total recordable incident rate was 0.11 and our lost time incident rate was 0.07.

In 2021, we continued to support team members in a work from home environment, and remained agile in gradual re-openings of our global offices. Robust office protocols were established, aligning with government guidelines, and Snap team members were provided with the opportunity to regularly test and remain equipped with personal protection gear. The Return to Office team prioritized the Snap COVID response so employees felt safe coming to the office should they desire to. A major win for the team was the integration of badging and self screening, reducing friction and remaining compliant for team members visiting offices. Lastly, navigating productions and in person gatherings required creative approaches to ensure team member safety and government compliance.

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Impact by the Numbers

Learning

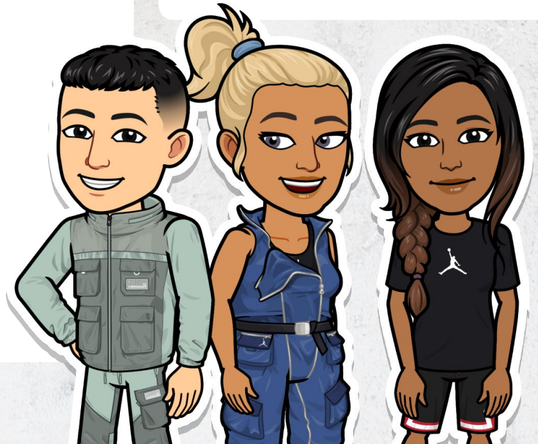
- 55,000+ training hours across Snap, which is 9.7 hours of training per person
- 120 Snap managers went through Aperture management training program — 88% showed visible progress in management skills.
- 650 team members participated in BetterUp — 91% reported gaining valuable insight.
- 523 team members participated in hands-on workshops to learn our values of Kind, Smart, and Creative.
- 258 team members participated in Ally Skills workshops in 2021.

Diversity, Equity, and Inclusion

- Refer to the CitizenSnap Data Tables and the Diversity Annual report at diversity.snap.com

Injury and Illness Data

- Total recordable incident rate: 0.11
- Lost time incident rate: 0.07



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Looking Ahead

EMPLOYEE ENGAGEMENT

In 2022, we are shifting our biannual employee engagement survey cadence to a monthly pulse survey, **allowing for more regular insights.**

BENEFITS AND WELL-BEING:

Looking at reimagining rewards and recognition — **focus on rewarding with experiences**

Evolving global programs. Working on global parity and competitiveness across the market

Continuing to invest in wellness programs. Stay ahead of teams needs when working in a hybrid environment

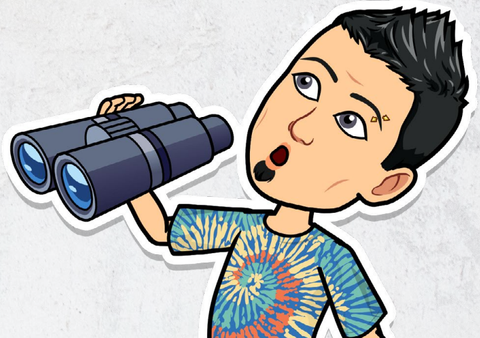
LEARNING AND DEVELOPMENT:

Scaling Aperture Leadership program from 120 managers to **up to 1500+ managers**

Continuing partnership with BetterUp Coaching in support of career growth and development **increasing reach by 30%**

Focusing on mobility within the company **enabling multi-faceted, long careers at Snap**

Rethinking the onboarding experience to support the team members for a full year and not just the first 30 days



Governance

Being kind means going above and beyond what's simply required to ensure that positive impact shines through in all that we do. We maintain a governance structure that contributes to our culture of transparency, honesty, and kindness.

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Board Structure

Snap's Board consists of two executive officers and eight independent directors. The Chairperson of Snap's Board is non-executive and independent. Of our eight independent directors, four identify as female, and two are BIPOC.

Our Board

EXECUTIVE OFFICERS

EVAN SPIEGEL
Chief Executive Officer

ROBERT MURPHY
Chief Technology Officer

INDEPENDENT DIRECTORS

KELLY COFFEY
Audit Committee

JOANNA COLES
Nominating and Corporate Governance Committee

LIZ JENKINS
Audit Committee

MICHAEL LYNTON[1]
Compensation[2], and Nominating and Corporate Governance Committees

STANLEY MERESMAN
Audit Committee[2]

SCOTT D. MILLER
Audit and Compensation Committees

POPPY THORPE
Audit and Compensation Committees

FIDEL VARGAS
Nominating and Corporate Governance Committee

1 Chairman of the Board of Directors
2 Committee Chairman

We have three standing Board committees: **Audit Committee, Compensation Committee, and Nominating and Corporate Governance Committee.** All are chaired by and composed of independent directors. In making recommendations for Board and committee membership, the Nominating and Corporate Governance Committee considers the interests, independence, and experience of the directors and the independence and experience requirements of the stock exchange that lists Snap Inc.'s publicly traded capital stock, the rules and regulations of the Securities and Exchange Commission, and applicable law.

At least annually, we review the charter of each of our Board committees and make updates based on corporate governance best practices and director feedback. Additionally, we conduct an annual survey of our directors regarding the composition and operations of the Board, and seek to incorporate that feedback into the Board's operations going forward. Starting in 2021, we have incorporated material ESG updates into semi-annual Board committee meetings and annually into full Board meetings.

Directors and each committee have complete and open access to our management and the power to hire, at Snap's expense, independent legal, financial, or other advisors that they may deem necessary. Directors are expected to avoid any action, position, or interest that conflicts with the interests of Snap Inc. or gives the appearance of a conflict.

Read more about our Corporate Governance Guidelines and committee charters here.

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Stock and Voting Structure

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

As a result of the Class C common stock they hold, our co-founders, CEO Evan Spiegel and CTO Bobby Murphy, currently have a majority voting control over matters submitted to our stockholders for approval. That means they can control major corporate matters, such as the election of directors, strategic investment decisions, and decisions about whether to engage in change of control or merger transactions.

While we recognize that this type of founder control is not typically favored by proxy advisors and certain institutional investor associations, we believe our corporate governance structure provides Snap with significant advantages — including helping us withstand the short-term pressures of the quarterly earnings cycle so we can pursue our long-term vision for Snap. This brings many benefits: We have the flexibility to fulfill our desire to be a force for good by pursuing a multi-stakeholder operating framework 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. We see ourselves as responsible to our communities, our partners, our employees, and our investors — our success must be shared. Our corporate governance structure makes it easier for us to execute on this philosophy, including in the ways evidenced by this report.

While our corporate governance structure does not require us to do so, we maintain a Board with an independent chairperson, a majority of independent directors, as well as a Compensation Committee and Nominating and Governance Committee composed entirely of independent directors (our Audit Committee is also fully independent, but this is required regardless of our governance structure). We've chosen this path because we are committed to having a board that brings a diverse range of perspectives and life experiences to help us make decisions that best align with our mission and values.

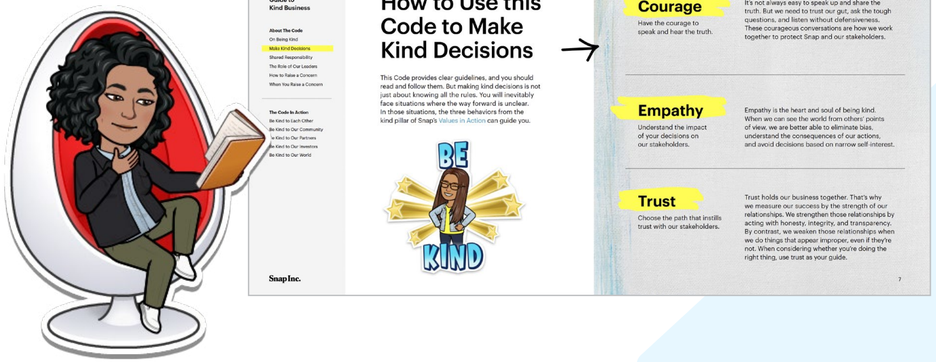
We have the flexibility to fulfill our desire to **be a force for good** by pursuing a multi-stakeholder operating framework that **measures our success** not just by corporate valuation but also **by what we give back, the way we care for our team, and the value we provide to people who use our products.**

Integrity and Compliance

People don't usually think about kindness as a part of business strategy. For Snap, it's central to how we grow our business and work as a team to serve our community and partners. At Snap, being kind is one of our core values. We don't disrupt things first and fix them later, we bring care and long-term thinking into how we solve problems from the start. That's why in 2021 we increased the number of training offerings and updated our Code of Conduct.

In 2021, Snap revamped our Global Code of Conduct. Our "Guide to Kind Business" codifies the high standards we hold ourselves to every day. Conducting business with kindness means having the courage to hear and speak the truth, using empathy to understand the impact of our actions, and taking actions that build trust. The Code of Conduct helps team members apply these behaviors to each one of our five stakeholder relationships: team members, community, partners, investors, and world. It also lays out specific rules and guidelines that team members should follow, including forward-looking ESG principles around antitrust, a commitment to environmental sustainability, and respect for human rights.

We bring the Code of Conduct's principles to life through training and messaging that encourages our team members to practice ethical leadership rooted in care for our stakeholders. In 2021, 100% of new hires were required to acknowledge that they read the Code of Conduct and received Code of Conduct training during onboarding. We also ask all employees to refresh their understanding with additional training again every two years. The overall completion rate for Code of Conduct training is 99%.



Scaling Integrity and Compliance

We also continue to scale and improve our other compliance program elements following the ten pillars laid out in US Department of Justice guidelines. One notable achievement this year has been increased automation of our due diligence process that incorporates sanctions and restricted or denied-party screening on 100% of identified third parties. This process incorporates a proprietary risk-ranking formula that identifies our highest-risk partners to ensure we execute proper controls. We also developed and implemented a mergers and acquisitions due diligence protocol to ensure that a compliance review is fully integrated into the acquisition process.

In addition, we have developed a monitoring and testing program that helps enable us to fulfill our obligations under our charter: to prevent, detect, and investigate improper payments to government officials. More direct access to relevant data sources has allowed us to improve the frequency of our periodic testing and the results of the monitoring and testing program have allowed us to continuously improve policies, systems, processes, and controls.

Snap maintains a robust Conflicts of Interest program. We are a company of kind, smart, and creative people with various outside activities. We encourage and support those activities as long as they do not interfere with our business judgment or create the appearance of impropriety. To properly evaluate such activities, we maintain a mandatory Conflict of Interest disclosure process for all new hires. In 2021, we took a targeted, risk-based approach to proactively reach out and provide guidance to team members who may need to update their previous disclosures or submit any new ones so we could review them against Snap's growing business and product roadmap. We also matured our program by formalizing a cross-functional escalation process to evaluate disclosures for risks ranging from intellectual property overlap to corporate opportunity to misappropriation of confidential information.

We maintain robust compliance governance processes, including periodic reports to the Audit Committee and annual Board training on effective program oversight. In 2021, our Compliance Committee focused on key risk mitigation partners across the company. We hold quarterly meetings as well as ongoing workshops to find cross-functional solutions to address compliance risk.

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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 want to earn the trust of our customers, business partners, and the public, and our tax philosophy is a part of that. But we also want to do 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 with little substance. We don't and won't operate in tax havens, and do not have any stateless or "nowhere" income that is not taxed. Our profits are fully subject to tax in jurisdictions where we have substantive business operations.

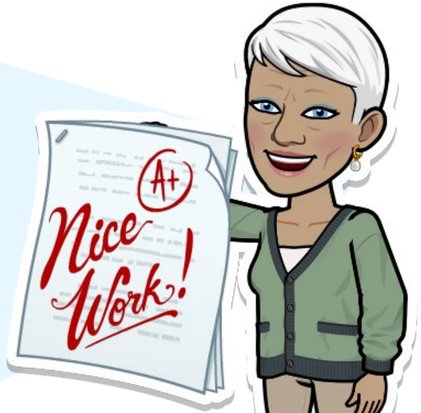
Our global business activities require us to pay a variety of taxes, including corporate income taxes, employment taxes, value added taxes, property taxes, and other gross-receipts based taxes. We also collect and pay taxes on behalf of our employees. As a growing company that is not yet profitable on a full-year consolidated basis, the majority of our total tax contribution, which was approximately $2 billion for the year ended December 31, 2021, comes from taxes remitted by Snap that were collected from our employees on their compensation and customers on their purchases. Our global tax strategy and our commitment to tax fairness covers all of these taxes, not just corporate income tax.

We want to earn the trust of our customers, business partners, and the public, and our tax philosophy is a part of that. But we also want to do the right thing even when no one is looking.

Governance, Risk Management, and Compliance

"Risk management" is a term that describes the actions we take to lower the risk of us accidentally getting something wrong. In simple terms, this involves working out what could possibly go wrong and then determining what steps we should take to lower the risk of that happening. This is achieved through a mix of policies (decisions on what we should do) and internal controls (the means by which we try to lower that risk).

We align with industry best practices around tax governance and annually benchmark our tax strategy and tax control framework against leading practices. At Snap, our tax strategy is a core part of corporate responsibility and governance and is overseen and explicitly approved by the audit committee of Snap Inc.'s Board of Directors, including annual updates or more often as circumstances change. The audit committee is composed of independent directors and has a charter that outlines its responsibilities. Those responsibilities include reviewing our tax risk assessment and our system of internal controls. The audit committee meets at least quarterly and frequently discusses tax matters. If the committee believes any matters require the attention of the full board, these matters are discussed at the next board meeting. Our executive officers, including our general counsel and chief financial officer, are responsible for the day-to-day implementation of risk management. They rely on specialists on their teams and our system of internal controls to execute our risk management strategy. There is an open dialogue between the audit committee and those individuals tasked with the day-to-day implementation of risk management.



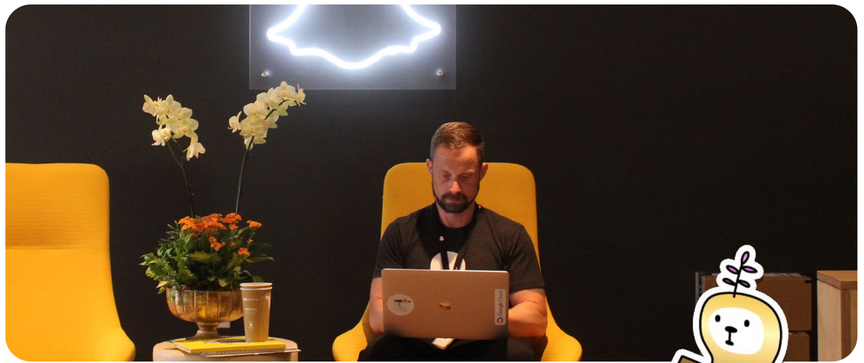
Our tax control framework ensures that our tax strategy is being followed in our everyday approach to tax including that all tax obligations such as tax return filing, payment of taxes, and tax accounting and reporting have been met. We test and monitor those controls in real time to make sure they are operating effectively, and our internal audit team periodically reviews our assessments to provide an outside viewpoint. We have clear procedures for tax risk management and carry out risk assessments before entering into tax planning for significant transactions.

Our tax strategy is deeply embedded within Snap, including outside of the tax function. The tax team is involved from the planning stage through implementation of any significant (i) changes to business activities, (ii) acquisitions, divestitures, and investments, (iii) changes in corporate structure, (iv) financing arrangements, (v) international expansion plans and (vi) global mobility and employment-related matters. Members of the tax team participate in regular global business strategy meetings 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 to our stakeholders. Our tax team members are highly qualified and knowledgeable specialists who benefit from ongoing training and development, and possess relevant professional licenses. Snap tax team members receive specific training on Snap's tax strategy, governance policies, and internal controls, and individually commit to executing their roles consistent with them.

Additionally, Snap's Code of Conduct requires that we respect the laws of the places where we operate, including paying the right amount of tax at the right time. Our Code of Conduct and Whistleblower Policy encourage all employees to speak up and provide clear avenues to raise any concerns they may have about compliance or violations of law or policy, including all tax matters. These concerns may be reported through various channels of communication, including directly to our Chief Compliance Officer or through our anonymous helpline.

We hold our employees and anyone working on our behalf to the highest standards of lawful and ethical conduct.



Our Attitude Towards Tax Planning and Risk

Our tax risk appetite is governed by the tax principles set out in this document and our commitment to tax fairness. Our values and commitment to doing business responsibly and ethically guide the way we manage these risks and we consider them as part of our broader business risk management processes. We are subject to financial reporting requirements and have implemented internal controls to ensure any financial risks associated with our tax positions are properly accounted for and documented. Along with our tax control framework, we seek to identify, assess, and mitigate any tax risk inherent in our activities and educate other teams within Snap on risk awareness to mitigate tax risk not aligned with our tax strategy.

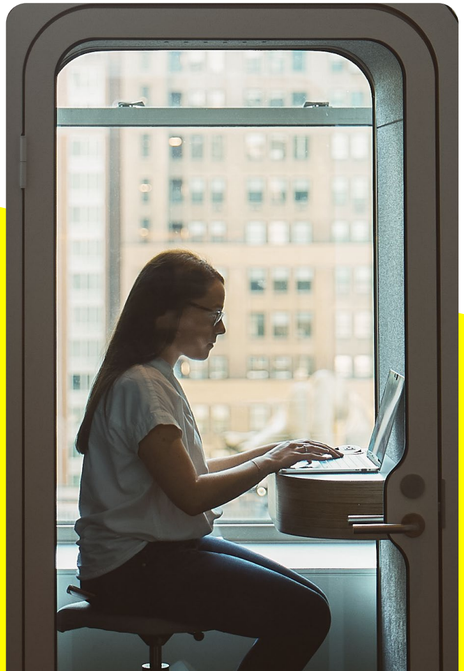
We hold our employees and anyone working on our behalf to the highest standards of lawful and ethical conduct. These high standards reflect our values — we want to maintain the trust of our customers, business partners, governments, and the public, and foster a reputation for integrity and transparency.

Where we are unclear on a particular matter, we seek advice and counsel from professional advisors outside the company who are chosen for their knowledge of the subject matter and issues, as well as their alignment to our approach to tax risk. Along with seeking advice from professional advisors, we compile the relevant facts and document the technical basis and strength of positions taken. We don't undertake transactions the sole purpose of which is to create 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 both the overall planning process in the same way as other costs, as well as in the 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. Our US parent and our UK subsidiary take the vast majority of the business risk in our group. As such, because our group is currently not profitable on a consolidated basis, both of these entities are currently loss-making. 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 sales-based taxes (such as value added taxes) that we collect and remit 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 normal 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. Our goal is for the transfer pricing for these transactions to reflect an "arm's-length" or market price consistent with OECD principles, based on the functions, assets, and risks of the parties involved and supported by 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 (for example, a credit for the research and development we undertake) 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. Ensuring that we pay the right amount of tax, at the right time, and in the right place is a critical part of our approach. We strive for the highest level of compliance with tax rules and disclosure requirements, including complete, accurate, transparent, and timely reporting. But sometimes it is not clear what the right tax answer is. Because of the complex tax laws in countries around the world 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 an open, honest, and transparent manner, including proactive disclosure of all relevant facts and circumstances, to resolve disputes or where there may be uncertainty in the interpretation of tax laws.

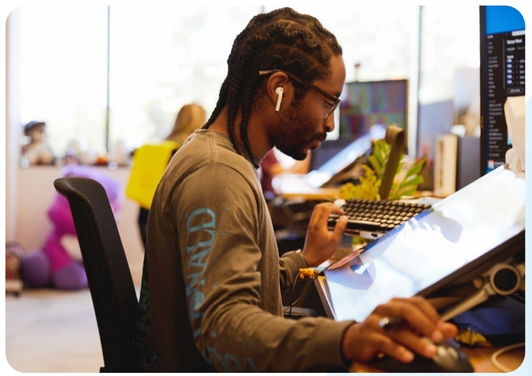
Supporting Global Tax Administration

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 ("Pillar One" and "Pillar Two," intended to address the digitalization of the economy). We urge tax policy makers to implement international tax reform to (1) tax only net profits (not revenue), and only once (2) 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 (3) maximize certainty and administrability, and minimize controversy, and (4) 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 basis and income tax expense and income taxes paid become material.

Read more here about our global tax strategy.



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.

Data Governance

Snap invests significant resources into data governance, integrity, and accuracy. These efforts give us confidence in the data that we report to the public and use for our own business decisions. We see providing accurate data, along with helping the industry establish standards, as core to our company's integrity.

Governance

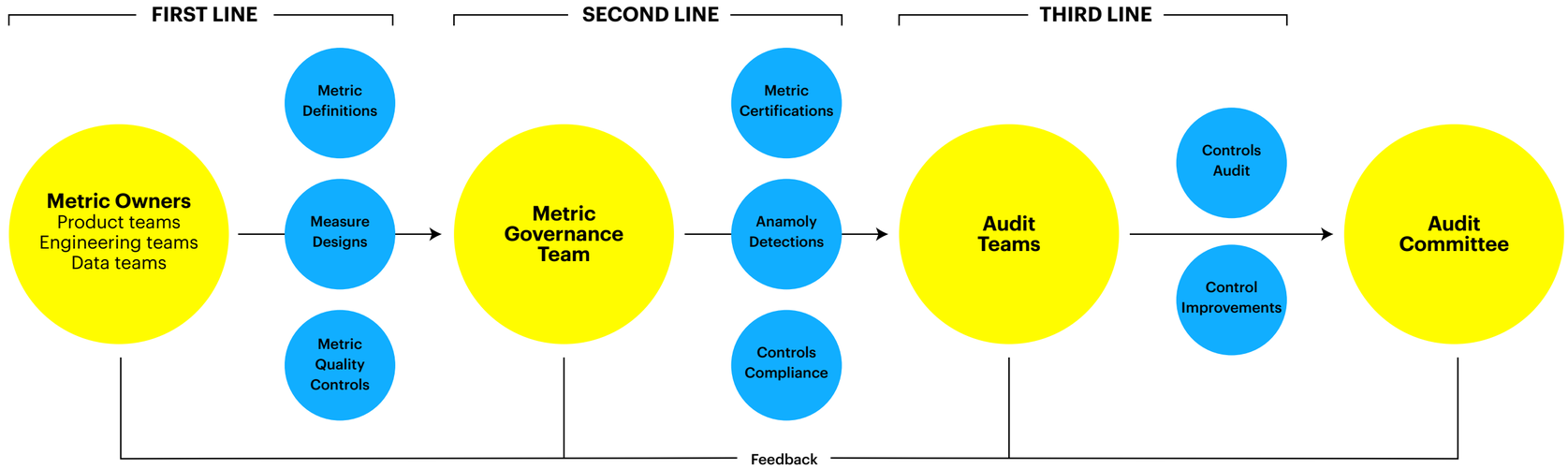
For example, we apply a layered defense approach to our key business metrics.

At the first layer, we advise on the implementation of engineering controls to ensure the accuracy and completeness of Snap data used in key engagement and revenue reporting shared publicly and with our partners. An example of key metrics can be found in our February 2022 Investor Presentation.

In the second layer of defense, we regularly perform compliance reviews of these controls to ensure that the responsible teams are operating them appropriately. In addition, the key business metrics that we use internally and externally to measure business success, such as Daily Active Users, go through a robust certification program. The program consists of two reviews: a metric definition review, in which we ensure alignment between the product or business unit metric owners and the engineering and data science teams responsible for building the data pipeline to compute the metric, and a substantive instrumentation review. These reviews ensure that the metrics are designed to meet high change management and quality standards.

At the third layer, the certification process as well as the data quality controls implemented throughout the data pipeline, are reviewed and audited by an independent internal team on an annual basis. We additionally commission independent third-party reviews of our data integrity procedures annually, with findings presented to the audit committed of our Board.

Data Governance Process



Industry Standards

Snap is taking a leading role in seeking to create robust self-regulation around user metrics and other non-financial metrics. Financial metrics have long been the subject of detailed accounting guidance and federal regulation. By contrast, non-financial metrics — metrics like user counts or advertising demographics — have not. That has led to concerns around how companies define and control key metrics.

Snap has always been careful to conservatively and accurately report non-financial metrics. Now Snap is going a step further and working cooperatively with others to ensure that the industry as a whole has these sorts of rigorous rules and controls. Snap has been part of a consortium with others in the industry, and experts in the field, to develop a detailed proposal or principle-based standards around non-financial metrics to ensure they are rigorous and trustworthy. The principles include criteria around how to define metrics, how to test their accuracy, how to implement appropriate monitoring and change controls, and how to determine which metrics to report. We most recently published these principles and the work we've done internally to adopt in Snap's Engineering Blog.

In 2022, we are expanding efforts to deliver more insights and visibility into the nature and volume of content reported on our platform through Snap's Transparency Report. We are applying a similar set of controls and metric quality checks we have in place for our other non-financial metrics.

Enterprise Risk

At Snap, Enterprise Risk is defined as any significant event or circumstance which could impact the achievement of our business objectives, including strategic, operational, reporting (including financial), and compliance risks. The purpose of an Enterprise Risk Management (ERM) program is to provide a structure that links enterprise-level risks with company strategic objectives. ERM helps achieve this vision by providing a framework to anticipate, identify, prioritize, and manage material risks to business objectives. ERM institutionalizes risk management procedures in the organization by standardizing the tools, methodology, and processes to monitor risks. This is important so that the impacts of individual failures (in case failures happen) are addressed appropriately. Our ERM process has three elements:

1. **Risk Assessment:** We meet with internal stakeholders to identify the most significant risks that could disrupt critical business processes and prevent us from achieving its goals. Once we've developed the enterprise-level risk inventory and mapped them to our strategic objectives, we share the results with management and our Audit Committee for additional feedback.
2. **Risk Management and Re-evaluation:** We have established a cross-functional risk committee to own the ERM process to monitor how effective Snap's strategic objectives have been at assessing risk and re-evaluating risk on an ongoing basis. We know that given the fast-paced changing nature of the business and other external factors, these risks will continue to evolve and change. Through this committee, we have a process in place to identify new emerging risks and continuously monitor all other risks that are currently not identified as a top risk.
3. **Risk-Based Decision-Making:** We have plans to embed the ERM process as a tool and input for leaders to use in their strategic planning process to help them to more proactively address risk.

Through our risk assessment process, we've identified 199 total enterprise level risks, many of which fall into the Environment, Social, and Governance (ESG) space. While all of these risks are important to Snap, we prioritize the list to identify the top ten enterprise level risks which are assigned an executive sponsor and tracked more closely. ESG-related risks that rise to the top include risks related to privacy, trust, and safety on our platform, integrity of data used to make business decisions, and retention of talent. The way in which we are addressing these risks are addressed in other sections of this report.

Governance

Impact by the Numbers

50% of independent directors on Board are women.

25% of independent directors on Board are BIPOC.

99% completion rate for Code of Conduct training

Looking Ahead

INTEGRITY AND COMPLIANCE

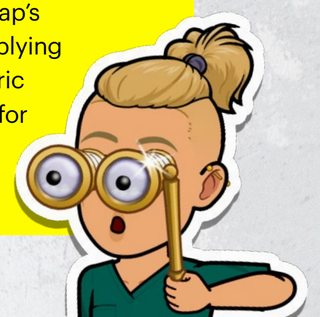
We look ahead to rolling out a values-based training program to help instill the principles in our revamped Code of Conduct, as well as deepening functional guidance based on team members' specific roles.

TAX

We commit to publicly disclosing country-by-country information when we become profitable on a full year basis and income tax expense and income taxes paid become material.

DATA GOVERNANCE

We are expanding our scope of self-regulation to include the metrics and reporting process included in the generation of Snap's Transparency Report. We are applying a similar set of controls and metric quality checks we have in place for our other non-financial metrics.



Appendix

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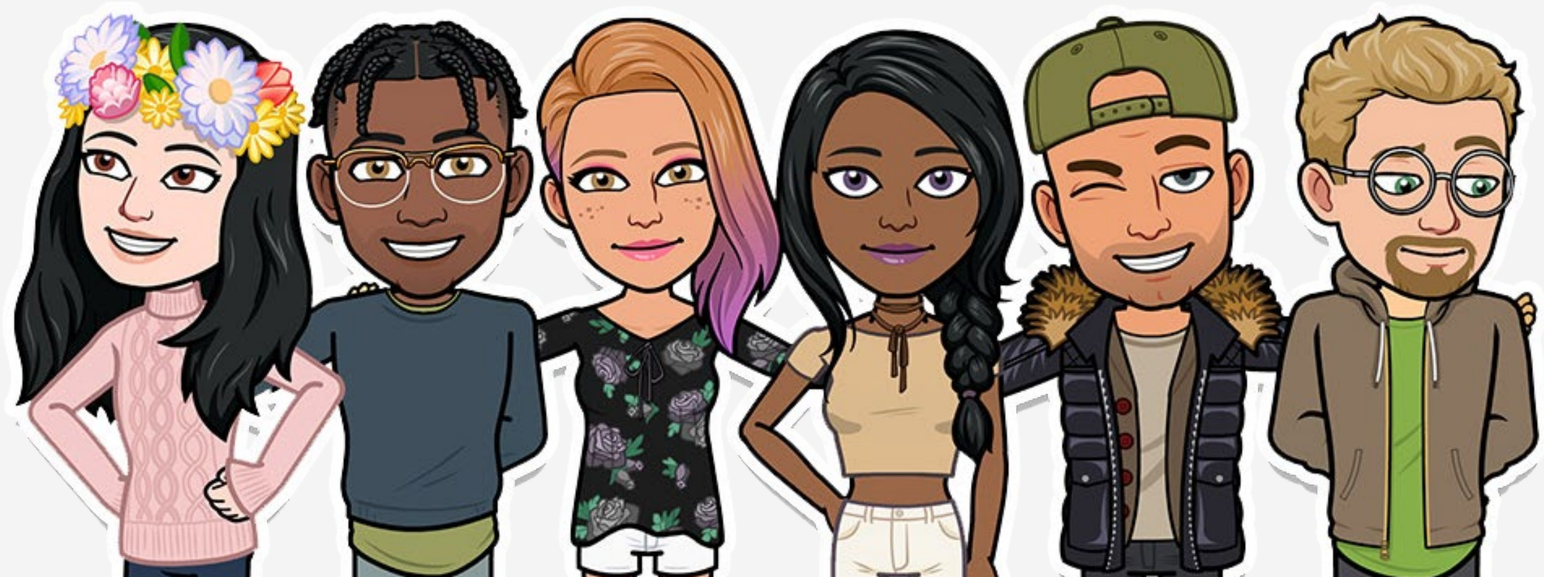
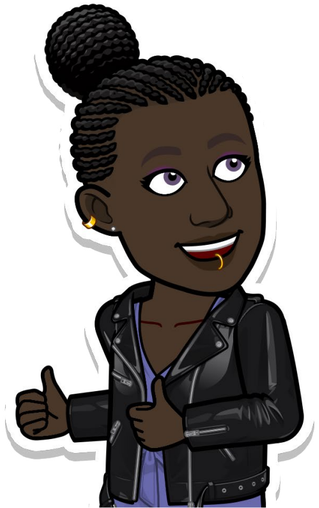
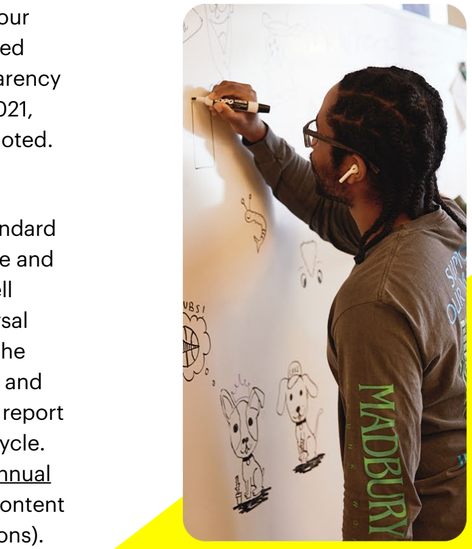


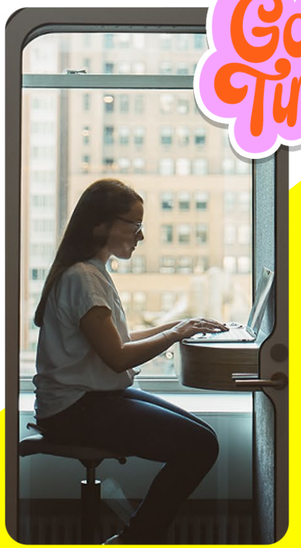
About this Report

We intend to continue publishing an ESG report on an annual basis moving forward so we can continue to transparently share our priorities, our challenges, and our successes. This report will serve as a comprehensive baseline for our continued disclosures in future years and we will continue to expand the level of transparency as we mature data collection systems. This report covers the calendar year 2021, and all data included in the report is from that time period unless otherwise noted. All of Snap's global operations are included.

The content in this report was informed by Sustainability Accounting and Standard Board (SASB)'s Internet Media & Services and Software & IT Services guidance and the Core option of the 2016 Global Reporting Initiative (GRI) Standards, as well as our recent ESG materiality assessment. We will be adopting the GRI Universal Standards in next year's report. We take climate risk seriously and recognize the importance of the Task Force on Climate-related Financial Disclosures (TCFD) and intend to more closely align with the TCFD framework in future years. We will report the results of our TCFD scenario analysis in our CDP disclosure for the 2022 cycle. Report readers can also refer to our Form 10-K Annual Report, our Diversity Annual Report, and our Transparency Report (which offers insight into the violating content we enforce against governmental requests for data, and other legal notifications).







Materiality

In 2020, Snap conducted a materiality assessment to determine which ESG issues are the most material to the company and its stakeholders. This materiality assessment is a critical part of Snap's strategy because it helps to ensure that ESG issues are identified, prioritized, managed, and communicated consistently and clearly.

Snap's materiality process included three main steps:

1. Identifying potentially material issues through analysis of international sustainability frameworks and standards including the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB) standards, ESG ratings and ranking assessments, and megatrends globally and within the technology industry.
2. Engaging internal and external stakeholders via structured interviews to gather perspective on current and emerging future priorities. External stakeholders were engaged across relevant geographies and areas of expertise.
3. 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 the Snap stakeholders.

Snap's material issues can be segmented into two groups:

1. issues where Snap is uniquely positioned to lead because of the nature of our products, and
2. issues that are important to the world, and that Snap must proactively address, but on which Snap is similarly situated to other companies.

This report is written in alignment with Snap's most material ESG issues as defined through this assessment. Many of Snap's highest priority material issues relate to product design and use. Responsible Product Use and Development, Content Safety and Governance, Mental Health and Technology, and Privacy and Data Protection are among the core, product-related ESG topics on which we focus. Snap's approach to these issues can be found in the Society and Governance sections of this report. This assessment confirmed the importance of Snap's focus on building a culture of kindness. Diversity, Equity, and Inclusion also emerged as a priority material issue and is a critically important topic for us, and more information about our approach can be found in the People section of this report and in our Diversity Annual Report.

Snap's Material Issues

Snap Priorities

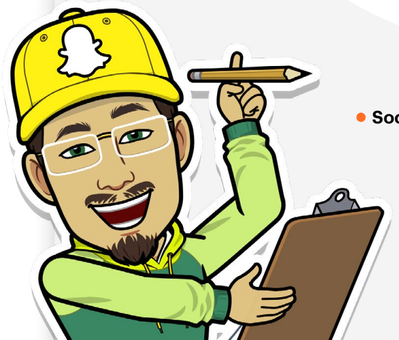
Areas where Snap can and should lead

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

ESG Responsibilities

Critical, but not core distinguishers for Snap

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



- Society
- People
- Planet
- Governance

2021 ESG Data Tables

Following the trends of the previous year, our communities continued to confront many social and environmental challenges in 2021. We increased our giving to communities, non-profit organizations and partners to address socioeconomic issues and to spread awareness to help address mental health issues, the opioid crisis, and climate change. While Snap experienced a drop in volunteer hours due to decreased opportunities for in-person engagements, we saw an increase in internal engagement such as through Council and learning & development. On Snapchat, we witnessed increased engagement around social impact, the climate crisis and civic engagement content. We expanded our transparency reporting related to privacy and safety on our platform and have included key metrics in our ESG data tables.

On the climate front, while our absolute greenhouse gas emissions increased, our emissions indexed to revenue decreased — meaning that Snap's emissions are not increasing proportionally with revenue growth. We are meeting our SBTi-approved science based reduction targets, ahead of schedule and continue to maintain carbon neutrality as Snap transitions to net negative emissions. We purchased renewable electricity and energy attribute certificates to cover our global electricity consumption. Snap reduced energy consumption for data storage and product use on a per user basis. And for the third consecutive year, a third party assured Snap's greenhouse gas inventory.

We will continuously enhance our reporting and data governance process — and expand upon the data we share each year.

Snap also stepped up our commitment to diversity, equity , and inclusion (DEI) on our platform and on our team. We increased the diversity of our original content, our Board, and team — while continuing to bring a diverse cohort into our Yellow Accelerator program.

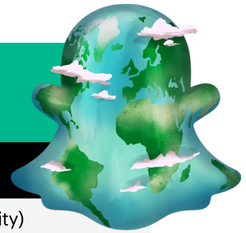
Moving forward, we will continuously enhance our reporting and data governance process — and expand upon the data we share each year.

SOCIETY

Data Point	2019 Data	2020 Data	2021 Data
Corporate giving	$1.1+ million	$3+ million	$4.5+ million
Snap Foundation giving		$4 million in COVID-19 relief and recovery	$6.2 million in community grants
Volunteer Hours	10,500+ service hours	8,500+ service hours	6800+ service hours
Number of volunteer projects	27 cities across 15 countries	31 cities across 16 countries	61 cities across 21 countries
In Kind Donations – Pro Bono Advertising	$3.5 million	$3.3 million	$9+ million
Civic engagement		Helped more than 1.2 million Snapchatters register to vote through our app in 2020	4.5 million Snapchatters used the Run for Office Mini
Transparency Reporting			
Number of law enforcement requests for user information	25,225	43,508	61,236
Number of account identifiers[1]	39,657	66,705	93,930
Percent (%) of requests resulting in disclosure	74.05%	74.65%	72.20%
Number of government requests to remove content, % compliance with requests	26, 8%	0, n/a	2, 0%
Other transparency data	Refer to the Transparency Report	Refer to the Transparency Report	Refer to the Transparency Report
Yellow Accelerator representation	2019 Cohort Founders: • 50% women • 50% BIPOC • 80% women or BIPOC	2020 Cohort Founders: • 44% women • 78% BIPOC • 78% women or BIPOC	2021 Cohort Founders: • 63% women • 25% BIPOC • 75% women or BIPOC

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

PLANET



Data Point	2019 Data	2020 Data	2021 Data
Electricity (global total)	12,587 MWH	11,945 MWH	12,849 MWH (Snap facilities electricity) 7,000 MWH (estimated remote work electricity)
Renewable Electricity (global total)	0	10,097 MWH (85%)	19,850 MWH (100% of workplace and estimated remote work electricity)
Scope 1 emissions (Metrics tons CO_2-e)	4,392[2]	2,681[2]	3,688
Scope 2 emissions, Market-based (Metrics tons CO_2-e)	4,549[2]	1,173[2]	578
Scope 3 emissions (Metrics tons CO_2-e)	124,727[2]	147,502[2]	179,841
Total GHG Emissions: Scope 1, Scope 2, and Scope 3 (Metrics tons CO_2-e)	133,667[2]	153,558[2]	184,106
Revenues (millions, USD)	$1,715,534	$2,506,626	$4,117,048
Intensity-based Total GHG Emissions (Metrics tons CO_2-e/$1M revenue)	77.92	61.26	43.7
Food donations	50,000 meals worth over $100,000	Reallocated 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.
Battery efficiency improvements	• 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	• 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
Number of 3rd party supplier audits			71 on-site supplier audits since Spectacles launched in 2016
% response for conflict minerals and compliance	• 97% of suppliers responded to our conflict minerals data request • 100% of suppliers campaigned for materials disclosures	• 91% of suppliers responded to our conflict minerals data request • 100% of suppliers campaigned for materials disclosures	• 91% of suppliers responded to our conflict minerals data request • 100% of suppliers campaigned for materials disclosures

2 For consistency, the 2019 and 2020 greenhouse gas inventories were updated to match new methodology used when calculation the 2021 ghg inventory. These data points have been updated accordingly.

PEOPLE

Data Point	2019 Data	2020 Data	2021 Data
Council	1,485 council engagements, 26 office locations, 12 countries	3,479 council engagements, 27 office locations, 16 countries	4000 council engagements, 32 cities
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)
Participation in unconscious bias and allyship trainings	1690 team members	• 812 employees participated in the Ally at Work training series • 232 Reflection Councils themed around racial injustice, gender identity and allyship	• 258 employees participated in the Ally at Work training series • 34 global Employee Resource Group (ERG) leaders participated in an ERG Leadership Program
Total recordable incident rate	0.2	0.05	0.11
Total lost time incident rate	0.14	0	0.07
Notices of noncompliance/violation related to EHS	0	0	0

GOVERNANCE

Data Point	2019 Data	2020 Data	2021 Data
Gender representation on Board of Directors	30% of independent directors are women	50% of independent directors are women	• 50% of independent directors are women • 25% 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

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
Workforce Representation											
Overall											
2021	37.2%	5.2%	7.2%	0.2%	2.6%	5.3%	42.3%	63.2%	34.9%	0.8%	1.2%
2020	34.3%	4.9%	6.3%	0.2%	2.4%	5.3%	46.6%	65.7%	32.8%	0.8%	0.8%
Δ	+2.9%	+0.3%	+0.9%	0.0%	+0.2%	0.0%	-4.3%	-2.5%	+2.1%	0.0%	+0.4%
Overall | Tech											
2021	52.6%	2.6%	4.5%	0.2%	2.4%	4.0%	33.7%	78.0%	19.4%	0.9%	1.7%
2020	49.5%	2.5%	3.5%	0.1%	2.1%	4.1%	38.3%	81.6%	16.4%	0.9%	1.1%
Δ	+3.1%	+0.1%	+1.0%	+0.1%	+0.3%	-0.1%	-4.6%	-3.6%	+3.0%	0.0%	+0.6%
Overall | Non-Tech											
2021	15.0%	9.1%	11.1%	0.2%	3.0%	7.0%	54.6%	42.0%	57.0%	0.6%	0.4%
2020	13.7%	8.0%	10.2%	0.4%	2.9%	7.0%	57.7%	43.6%	55.5%	0.6%	0.3%
Δ	+1.3%	+1.1%	+0.9%	-0.2%	+0.1%	0.0%	-3.1%	-1.6%	+1.5%	0.0%	+0.1%
Leadership - Director+											
2021	16.4%	2.1%	5.5%	0.7%	4.1%	4.8%	66.4%	72.9%	26.5%	0.6%	0.0%
2020	14.3%	3.0%	6.0%	0.8%	3.0%	5.3%	67.7%	72.5%	26.3%	0.6%	0.6%
Δ	+2.1%	-0.9%	-0.5%	-0.1%	+1.1%	-0.5%	-1.3%	+0.4%	+0.2%	0.0%	-0.6%

Refer to the full Diversity, Equity, and Inclusion data in the 2022 Diversity Annual Report.

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
Workforce Representation											
Leadership - Director+ | Tech											
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%
Δ	+5.1%	-2.2%	-0.2%	0.0%	+1.7%	-0.7%	-3.6%	+2.1%	+0.1%	-0.3%	-2.0%
Leadership - Director+ | Non-Tech											
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%	67.9%	32.1%	0.0%	0.0%
Δ	+0.7%	-0.3%	-0.8%	-0.1%	+0.8%	-0.3%	0.0%	-0.4%	+0.4%	0.0%	0.0%
Hiring Representation											
Overall											
2021	41.4%	6.6%	9.0%	0.3%	2.8%	5.8%	34.1%	58.3%	38.9%	0.8%	2.1%
2020	37.4%	9.2%	6.2%	0.0%	1.9%	5.0%	40.4%	63.8%	33.5%	0.6%	2.1%
Δ	+4.0%	-2.6%	+2.8%	+0.3%	+0.9%	+0.8%	-6.3%	-5.5%	+5.4%	+0.2%	0.0%
Overall | Tech											
2021	57.9%	2.7%	6.3%	0.4%	3.1%	4.7%	25.0%	72.1%	23.9%	1.0%	3.1%
2020	52.6%	3.9%	3.1%	0.0%	2.1%	4.1%	34.2%	80.0%	16.7%	0.7%	2.6%
Δ	+5.3%	-1.2%	+3.2%	+0.4%	+1.0%	+0.6%	-9.2%	-7.9%	+7.2%	+0.3%	+0.5%

Refer to the full Diversity, Equity, and Inclusion data in the 2022 Diversity Annual Report.

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
Hiring Representation											
Overall | Non-Tech											
2021	19.3%	11.9%	12.7%	0.2%	2.5%	7.2%	46.3%	39.9%	58.7%	0.6%	0.7%
2020	14.7%	17.1%	10.9%	0.0%	1.6%	6.2%	49.6%	37.1%	61.0%	0.5%	1.3%
Δ	+4.6%	-5.2%	+1.8%	+0.2%	+0.9%	+1.0%	-3.3%	+2.8%	-2.3%	+0.1%	-0.6%
Leadership - Director+											
2021	20.8%	4.2%	4.2%	0.0%	4.2%	0.0%	66.7%	61.8%	38.2%	0.0%	0.0%
2020	15.0%	5.0%	10.0%	0.0%	0.0%	5.0%	65.0%	70.8%	29.2%	0.0%	0.0%
Δ	+5.8%	-0.8%	-5.8%	0.0%	+4.2%	-5.0%	+1.7%	-9.0%	+9.0%	0.0%	0.0%

All percentages have been rounded to the nearest tenth. As a result, in some cases, the percentages for total gender and/or total race/ethnicity may not add up to exactly 100%.

Refer to the full Diversity, Equity, and Inclusion data in the 2022 Diversity Annual Report.

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SASB Index - Internet Media & Services Standard

Topic	SASB Code	Accounting Metric	Category	Unit of Measure	Coverage and Level of Maturity. Determine whether there are any gaps in the disclosure.
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 2021 was 12,849 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 (m^3), 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 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 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 and Privacy Engineering 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 Center 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 2021, 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: 61,236 (2) Number of account identifiers[1]: 93,930 (3) Percent (%) of requests resulting in disclosure: 72.20% Refer also to Snap's Transparency Reports for further details about these metrics.

1 "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.

Topic	SASB Code	Accounting Metric	Category	Unit of Measure	Coverage and Level of Maturity. Determine whether there are any gaps in the disclosure.
Data Privacy, Advertising Standards & Freedom of Expression (continued)	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 (e.g., China) 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 (%)	2, 0% Refer also to Snap's Transparency Reports for further details about these metrics.
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 and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	n/a	For information on the approach to identifying and addressing data security risk see the Security and Privacy Engineering 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 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.

GRI Index

GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section/Location in Report/Explanation
GRI100: Universal				
GRI 102	General Disclosures	102-1	Name of the organization	Snap Inc.
GRI 102	General Disclosures	102-2	Activities, brands, products, and services	About Snap section of the CitizenSnap Report
GRI 102	General Disclosures	102-3	Location of headquarters	Santa Monica, CA USA
GRI 102	General Disclosures	102-4	Location of operations	Snap operates in 15 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.
GRI 102	General Disclosures	102-5	Ownership and legal form	Snap Inc. is a publicly held holding company, listed on the New York Stock Exchange (NYSE: SNAP) and NASDAQ (SNAP). The ownership and legal form can be found in the Stock and Voting Structure section of the CitizenSnap Report.
GRI 102	General Disclosures	102-6	Markets served	Markets served can be found in the Form 10-K.
GRI 102	General Disclosures	102-7	Scale of the organization	The scale of Snap can be found in the Form 10-K.
GRI 102	General Disclosures	102-9	Supply chain	Supply Chain section of the CitizenSnap Report
GRI 102	General Disclosures	102-10	Significant changes to the organization and its supply chain	None. More information can be found in the Form 10-K.
GRI 102	General Disclosures	102-13	Membership of associations	Snap is a member, sponsor, or partner of of the Business Ethics Leadership Alliance (BELA), AnitaB.org, DisabilityIN, GLAAD, The National Center for Women & Information Technology (NCWIT), Coqual, Kapor Center, Catalyze Tech, Responsible Business Alliance (RBA), Global Alliance for Responsible Media (GARM), Information Technology Industry Council, and Business for Social Responsibility, among others.
GRI 102	General Disclosures	102-14	Statement from senior decision-maker	A letter from Snap's CEO can be found in the CitizenSnap Report.
GRI 102	General Disclosures	102-16	Values, principles, standards, and norms of behavior	Responsible Products section of the CitizenSnap Report and the Code of Conduct
GRI 102	General Disclosures	102-18	Governance structure	Governance section of the CitizenSnap Report and the Governance section of the Snap Investor Portal
GRI 102	General Disclosures	102-43	Approach to stakeholder engagement	Materiality section of the CitizenSnap Report and in the company's Form 10-K

GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section/Location in Report/Explanation
GRI 102	General Disclosures	102-44	Key topics and concerns raised	Stakeholder Engagement and Materiality section of the CitizenSnap Report
GRI 102	General Disclosures	102-45	Entities included in the consolidated financial statements	Entities included in the consolidated financial statements can be found in the company's Form 10-K.
GRI 102	General Disclosures	102-46	Defining report content and topic boundaries	Materiality and About this Report sections of the CitizenSnap Report
GRI 102	General Disclosures	102-47	List of material topics	Materiality and About this Report sections of the CitizenSnap Report
GRI 102	General Disclosures	102-49	Changes in reporting	Materiality section of the CitizenSnap Report
GRI 102	General Disclosures	102-50	Reporting period	Reporting period is January 1, 2021 – December 31, 2021, unless otherwise noted.
GRI 102	General Disclosures	102-51	Date of most recent report	May 2020
GRI 102	General Disclosures	102-52	Reporting cycle	Annual
GRI 102	General Disclosures	102-53	Contact point for questions regarding the report	citizen@snap.com
GRI 102	General Disclosures	102-54	Claims of reporting in accordance with the GRI Standards	This report is prepared with reference to the Core option of the GRI Standards Disclosures 101, 102, 103, 207, 302, 305, 404, 405, and 418.
GRI 102	General Disclosures	102-55	GRI content index	GRI Content Index is included in the Appendix of the CitizenSnap Report.
GRI 102	General Disclosures	102-56	External assurance	Snap's greenhouse gas emissions are verified externally. Assurance Statement
GRI 200: Economic				
GRI 201 - Economic Performance				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Monitoring section of the CitizenSnap Report and in the company's Code of Conduct
GRI 103	Management Approach	103-2	The management approach and its components	Community and Giving, Materiality, and Governance sections of the CitizenSnap Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Community and Giving, Materiality, and Governance sections of the CitizenSnap Report

GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section/Location in Report/Explanation
GRI 204 - Procurement Practices				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Materiality section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Our Supply Chain and Materiality sections of the CitizenSnap Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Monitoring section of the CitizenSnap Report and in the company's Code of Conduct
GRI 205 - Anti-Corruption				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Integrity and Compliance section of the CitizenSnap Report and the Code of Conduct
GRI 103	Management Approach	103-2	The management approach and its components	Integrity and Compliance section of the CitizenSnap Report and the Code of Conduct
GRI 103	Management Approach	103-3	Evaluation of the management approach	Integrity and Compliance section of the CitizenSnap Report and the Code of Conduct
GRI 205	Anti-corruption	205-2	Communication and training about anti-corruption policies	All of Snap's employees are trained on the company's Code of Conduct which includes policies and guidance on anti-corruption.
GRI 207 - Tax 2019				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Tax Strategy section of the CitizenSnap Report and Snap's Global Tax Strategy document
GRI 103	Management Approach	103-2	The management approach and its components	Tax Strategy section of the CitizenSnap Report and Snap's Global Tax Strategy document
GRI 103	Management Approach	103-3	Evaluation of the management approach	Tax Strategy section of the CitizenSnap Report and Snap's Global Tax Strategy document
	Tax 2019	207-1	Approach to tax	Tax Strategy section of the CitizenSnap Report and Snap's Global Tax Strategy document
GRI 207	Tax 2019	207-2	Tax governance, control and risk management	Tax Strategy section of the CitizenSnap Report and Snap's Global Tax Strategy document
GRI 207	Tax 2019	207-3	Stakeholder engagement and management of concerns related to tax	Tax Strategy section of the CitizenSnap Report and Snap's Global Tax Strategy document

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GRI 300: Environmental				
GRI 301 - Materials				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Planet/Our Products section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Planet/Our Products section of the CitizenSnap Report
GRI 302 - Energy				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Planet/Climate and Looking Ahead in Our Products sections of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Planet/Climate section of the CitizenSnap Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Planet/Climate section of the CitizenSnap Report
GRI 302	Energy	302-1	Energy consumption within the organization	Planet/Climate section of the CitizenSnap Report
GRI 302	Energy	302-4	Reduction of energy consumption	Planet/Climate section of the CitizenSnap Report
GRI 302	Energy	302-5	Reductions in energy requirements of products and services	Planet/Our Products section of the CitizenSnap Report
GRI 305 - Emissions				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Planet/Climate section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Planet/Climate section of the CitizenSnap Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Planet/Climate section of the CitizenSnap Report
GRI 305	Emissions	305-1	Direct (Scope 1) GHG emissions	Planet/Climate section of the CitizenSnap Report
GRI 305	Emissions	305-2	Energy indirect (Scope 2) GHG emissions	Planet/Climate section of the CitizenSnap Report
GRI 305	Emissions	305-3	Other indirect (Scope 3) GHG emissions	Planet/Climate section of the CitizenSnap Report

GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section/Location in Report/Explanation
GRI 305	Emissions	305-4	GHG emissions intensity	Planet/Climate section of the CitizenSnap Report
GRI 305	Emissions	305-5	Reduction of GHG emissions	Planet/Climate section of the CitizenSnap Report
GRI 400: Social				
GRI 401 - Employment				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Supporting our Team section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Supporting our Team section of the CitizenSnap Report
GRI 401	Employment	401-1	New employee hires and employee turnover	Snap's Diversity Annual Report
GRI 402	Employment	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Supporting our Team section of the CitizenSnap Report
GRI 403	Employment	401-3	Parental leave	Supporting our Team section of the CitizenSnap Report
GRI 403 - Occupational Health and Safety				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Supporting our Team section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Supporting our Team section of the CitizenSnap Report
GRI 403	Occupational Health and Safety	403-9	Work-related injuries	Total recordable incident rate: 0.11, Total lost time incident rate: 0.07
GRI 404 - Training and Education				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Talent Development section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Talent Development section of the CitizenSnap Report

GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section/Location in Report/Explanation
GRI 404	Training and Education	404-1	Average hours of training per year per employee	There were over 55,000 training hours across Snap 2021, which is 10 hours of training per person on average. More information can be found in the Supporting our Team section of the CitizenSnap Report.
GRI 404	Training and Education	404-2	Programs for upgrading employee skills and transition	Supporting our Team section of the CitizenSnap Report
GRI 405 and GRI 406 - Diversity and Equal Opportunity and Non-Discrimination				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Snap's Diversity Annual Report
GRI 103	Management Approach	103-2	The management approach and its components	Snap's Diversity Annual Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Snap's Diversity Annual Report
GRI 405	Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees	Governance section of the CitizenSnap report and Snap's Diversity Annual Report
GRI 414 - Supplier Social Assessment				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Our Supply Chain section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Our Supply Chain section of the CitizenSnap Report
GRI 414 - Supplier Social Assessment				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Safety by Design section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Safety by Design section of the CitizenSnap Report
GRI 418 - Customer Privacy				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Security by Design section of the CitizenSnap Report and in Snap's Privacy Center
GRI 103	Management Approach	103-2	The management approach and its components	Security by Design section of the CitizenSnap Report and in Snap's Privacy Center
GRI 103	Management Approach	103-3	Evaluation of the management approach	Security by Design section of the CitizenSnap Report and in Snap's Privacy Center
GRI 418	Customer Privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Security by Design section of the CitizenSnap Report and in Snap's Privacy Center

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