

2021 CitizenSnap Report

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Snap Inc.



A Letter from Evan

We believe that it is in Snap's best interest to work towards creating a healthy, safe society. When our community and partners thrive, our business grows, and we are always thinking about ways to make a positive impact and contribute to human progress. Over this past year, our team across the world doubled down on our efforts to support our communities, our partners, and the planet.

This 2021 CitizenSnap Report recounts the work we did — and outlines the overwhelming amount that remains to be done. Last year we remained apart because of the pandemic, but we worked together to keep people connected to their friends and to support mental health and well-being. In the face of deep injustice across the world, we sought to use our platform to support efforts to seek justice and spread peace, to alleviate poverty, and to provide educational opportunities. During the election season we empowered our community to vote and to engage. As we witnessed continued devastation on our planet, we made our first major commitment to reducing our environmental impact. Within our products, we deepened our commitment to privacy, safety, and ethics. And within our team, we worked to make progress in diversity, equity, and inclusion.

We wrote last year that our 2020 CitizenSnap Report was a "rough draft," reflective of our desire to learn, grow, and iterate. That's still true. It always will be. We know there are many ways we fall short, and much more work to be done. But we will keep striving to improve. Through this report on Snap's Environmental, Social, and Governance efforts, we hold ourselves accountable to the communities we support. We know these communities, in particular the hundreds of millions of Snapchatters who use our platform every day, care deeply about how we contribute to society, and we want to build trust through transparency and engagement. As we roll up our sleeves, we welcome your feedback to help us learn and grow.



A handwritten signature in black ink, appearing to read 'Evan Spiegel'.

Evan Spiegel,
Co-founder and CEO

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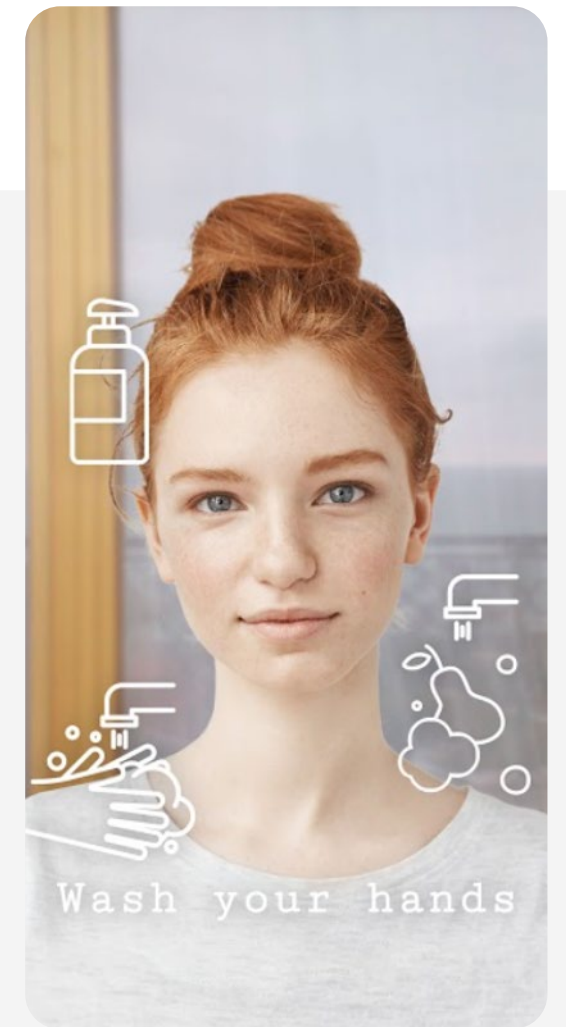
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At Snap, our mission is to contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. In doing so we lead with our values — kind, smart and creative — but it always begins with kindness. We design kindness into the way we run our company, how we build our products, and how we treat our people, society, and the planet. That’s how we think about Environmental, Social, and Governance (ESG), and we set our ESG priorities to match.

This CitizenSnap Report recounts our ESG efforts during 2020. In a year that saw huge upheaval, we focused on supporting our team and our Snapchat community. We are proud of what we were able to accomplish — from rolling out resources to support the mental health and well-being of Snapchatters, to helping millions of young people cast their vote, to achieving carbon neutrality, to educating our community about COVID-19, to fighting misinformation, to creating a more inclusive culture and using our platform to promote racial justice. But we know there is so much more to do, and so many ways we can continue to improve.

This Executive Summary recounts the highlights of our ESG work, organized into four categories: Society, Planet, People, and Governance. For those who want a deep dive into each category, the main body of the report follows.



Executive Summary

Society



Every day, on every Snap team, decisions we make have an impact on the broader society of which we are a part. That’s why we believe we have a moral responsibility to design our products ethically, to promote civic education, to fight for online privacy and safety, and to give back through philanthropy, volunteerism, and nonprofit partnerships.

2020 highlights include:

Snap partnered with TurboVote and others to create tools within Snapchat that helped users register to vote, make a plan to vote, and learn about candidates and issues. More than 30 million people used these tools, and more than 1.2 million people used our app to get help registering to vote in the US elections. More than half of these Snapchatters were first-time voters.

We doubled down on our commitment to ethical product design in 2020. Snap has never stockpiled user data. And because we intentionally designed Snapchat with no open newsfeed and a curated content platform, we don’t give unvetted content an opportunity to get reach. In 2020, we intensified our efforts to protect privacy, moderate content and ads, and fight misinformation and hate.

We leveraged our platform to help our community navigate the COVID-19 pandemic. We reached more than 197 million people with in-app tools aimed at keeping people safe amid COVID-19. More than 88 million viewers watched COVID-related content on our Discover platform. We donated more than 200,000 meals to organizations supporting COVID-19 relief efforts. And during the early days of the pandemic, we donated N95 masks to hospitals and custom face shields, made at our R&D facility in Los Angeles, to local healthcare workers.

We utilized both our products and our content platform to support the emotional well-being of our community. In March 2020, we launched a feature called [Here For You](#) that provides Snapchatters resources from expert partners when they search for a range of mental health topics. We also debuted content aimed at supporting and empowering viewers with mental health challenges.

We worked to support diversity through our content offerings. We invested in content that is more fully inclusive of the Snapchat community; at least 53% of our Snap Originals featured leads or hosts who are BIPOC or LGBTQ+. We also focused on coverage of racial justice issues: Our Content team produced daily coverage surrounding the murders of George Floyd and Breonna Taylor, highlighting powerful Snaps our community

More than **1.2 million** people used our app to get help registering to vote in the US election.

shared from across America, and our news partners produced more than 120 editions on Snapchat covering issues of race, gender, LGBTQ+ rights, discrimination and inclusion.

We spread kindness to our communities through strategic partnerships, giving, and volunteering. We donated several million dollars in ad space to nonprofits and several million more to organizations focused on youth, education, and the arts around the world. Our team members contributed more than 8,500 service hours to Snap Philanthropy projects globally. And we created opportunities for historically underrepresented groups through our Snap Academies, Yellow Accelerator, career exploratory events, and mentorship programs.

“Users trust Snapchat when it comes to civics, which is why TurboVote sees higher engagement rates there than on any other platform.”

– MIKE WARD,
VP, VOTER ENGAGEMENT,
DEMOCRACY WORKS



Executive Summary

Planet



The Snapchat community cares passionately about combating climate change and stands to experience some of its worst impacts. We feel a deep responsibility to take action at the pace and scale that is needed. So we are thrilled to announce an ambitious three-part climate strategy:

First, we have achieved Carbon Neutral Snap. We have purchased offsets sufficient to make the company carbon neutral going back to its founding in 2011, and we have committed to going-forward carbon neutrality, starting now, through a strategic mixture of emissions reductions, offsets, and renewables.

Second, we have adopted science-based emissions reduction targets approved by the Science Based Targets initiative (SBTI). These targets help mitigate climate change based on what the latest science says is needed to meet the Paris Agreement's goals.

Third, we've committed to purchase 100% renewable electricity for our facilities globally.

That three-part plan is just the beginning. We are starting the process to make a Net Zero commitment within the next year, as part of our work to keep building upon this strategy. And we will double down on efforts to educate our Gen Z audience on

Snapchat about the climate crisis and actions they can take, through original content and augmented reality experiences.

We took additional steps to fulfill our Planet commitments in 2020. For example:

We continued hunting for ways to reduce the environmental footprint of our products across their lifecycle, including increasing software and battery efficiency. In 2020, for instance, we reduced by 48% the power consumed by iOS users when they type in Chat. That adds up to notable energy savings across hundreds of millions of users worldwide.

We expanded workplace programs to conserve natural resources, reduce waste, and serve healthy, sustainable food to our team. When our team wasn't in the office, we diverted our campus food resources to feeding our local community by donating over 30,000 meals and \$500,000 to organizations fighting against food insecurity.

We began enhancing travel policies to minimize business travel and reduce emissions as the world and workplace return to normal. We also provide our employees with incentive programs that support lower-carbon commuting alternatives.

Our **climate strategy** includes a science-based reduction target, historic and future carbon neutrality, and a commitment to renewables.

“We congratulate Snap Inc. for setting science-based targets consistent with limiting warming to 1.5°C, the most ambitious goal of the Paris Agreement. By setting ambitious science-based targets grounded in climate science, Snap Inc. is taking action to prevent the most damaging effects of climate change.”

– ALBERTO CARRILLO PINEDA,
SCIENCE-BASED
TARGETS AT CDP



Executive Summary

People



At Snap we want to create an environment where all members of our team feel supported to grow and succeed. We strive to build a culture where our team members feel welcome, safe, and able to show up authentically and be their best selves. Key 2020 initiatives included:

To support our DEI goals, we began redesigning our systems to build products that work for all Snapchatters — for example, by rewriting machine learning algorithms to remove bias, and by adopting inclusive design principles. We are scaling empathy to inspire all team members to do their part, and are launching new tools to help team members operate in a more inclusive manner each day. We have also rolled out new DEI accountability mechanisms. This includes incorporating DEI into our performance management process into how we measure employee performance, regularly reviewing progress driven by our executive team, and creating an Employee Resource Group Advisory Council with executives to foster candid conversations

and accountability. And we made progress — though not enough — toward our representation goals. Our recently published 2021 [Diversity Annual Report](#) reflects these efforts and provides detailed representation data and updated goals.

We expanded our living wage program — an initiative that sets localized baseline wages for team members so they can afford to live near where they work — to our international offices.

We expanded our training and development options, rolling out more offerings across everything from leadership to privacy to job-specific training. In all, Snap team members participated in more than 33,000 combined hours of training and development in 2020.

We supported our teams working remotely by providing best-in-class benefits and resources. Among other things, we expanded the availability of therapy sessions, as well as providing added child and family care resources, and we extended parental leave to 16 weeks globally for birthing and non-birthing parents.



Executive Summary

Governance



Snap maintains a governance structure focused on long-term shareholder value, transparency, and robust decision-making processes. Our Board is diverse and experienced. Our compliance program hews to governmental best practices but also looks beyond the law to ensure we hold ourselves to the highest level of integrity. Our tax program is aimed at paying fair taxes where we do business. And we run a robust enterprise risk program that links enterprise-level risks with company strategic objectives. 2020 governance highlights include:

We increased representation of women on our Board to 50%. Our Board contains eight independent directors, 63% of whom are current or former Chief Executive Officers of prominent companies.

We expanded our already robust certification program for key non-financial metrics, such as Daily Active Users. These metrics are substantively audited on a recurring basis; they are subject to demanding change management and quality standards; and we commission third-party review of our data integrity procedures annually.

We took a leading role in an industry consortium that is developing broader standards around non-financial metrics to ensure they are rigorous and trustworthy.

We began revamping our Code of Conduct to focus more broadly on ethical decision making principles, in addition to specific rules.

Across the board, we deepened our commitment to the communities we serve in 2020. We are dedicated to expanding on this work in 2021.



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About Snap

Snap is a global company, with approximately 4,000 employees located in 15 countries worldwide. We care about supporting diverse, global voices both inside our company and in our community of 280 million daily active users. Snapchat is available in 35 unique languages with 7 variants, and more than 5 billion Snaps are created each day using our camera.

Snap's headquarters are located in Santa Monica, California, with a significant operational footprint in the communities we serve around the world with offices in Dubai, London, Mumbai, New York, San Francisco, Seattle, Sydney, Ukraine, Toronto, and more. Because we rely on outsourced infrastructure to support the vast majority of our computing, storage, bandwidth, manufacturing and other services, our operational footprint consists primarily of office space.

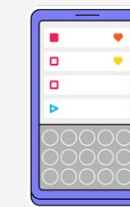
Our largest software platform is the Snapchat mobile application, and we also host several other apps, including Bitmoji and Zenly. At the heart of the Snapchat application is the camera; the app encourages our community to communicate visually

with their friends and use augmented reality camera features. Snapchat also offers a host of other products and features, such as Creative Tools, Chat, Snap Map, Discover, Memories, Stories, Games and Spotlight. Our core hardware product is Spectacles, our wearable sunglasses product with a camera inspired by the human eye.

Through our products, we empower people to express themselves freely and grow real friendships. From the outset, Snapchat was built differently than social media platforms. We don't feature an open newsfeed, don't allow unvetted content to be shared with a large audience, and much of our content is ephemeral — all making it much harder for misinformation to “go viral.” We believed products should be organized around humans, and not the other way around, and we have stuck to that belief. Authentic self-expression is at the heart of everything we build, and we apply this focus on honesty, storytelling, and surfacing our shared connections to our Environment, Social and Governance (ESG) work as well.



Approximately
4,000 employees located
in 15 countries worldwide.



Our community of
280 million daily active
users creates more than
5 billion Snaps each day.



Snapchat is available in
35 unique languages with
7 variants.

ESG Strategy

As we work to fulfill our mission, ESG issues are fundamentally integrated into how we evolve our strategy.

We engage with both internal and external stakeholders to understand their priorities and incorporate their ideas into our work. In 2020, we had an opportunity to speak candidly with external stakeholders in conducting our first materiality assessment, and we continue to explore ways to deepen and expand those conversations. We actively seek input and engagement opportunities with organizations that have expertise on our material issues. Partnerships with groups that support our local communities where we operate are also an important part of how we engage.

The ESG priorities we then set are integrated into teams across Snap. For example, issues of privacy, safety, and transparency are at the heart of how we think about designing our products. And doing our part to fight climate change is a key driver for decisions about how we operate our business and how we engage with partners in our supply chain. We are still early in our journey, and this report is an important step in the direction of being more transparent and accountable for our impacts.

Our ESG work reports into a Vice President-level company executive, and it receives regular visibility and oversight from senior leaders across the company, including the CEO. We are also incorporating ESG updates into semi-annual Board committee meetings and annually into full Board meetings.



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Snap's ESG Priorities



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, civic engagement and promote initiatives and causes with a positive social impact.



Planet

Combating climate change by mitigating 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.



Governance

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

Selecting a diverse and representative Board of Directors.

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.

Operating a tax strategy that positions us as a responsible part of communities where we operate.

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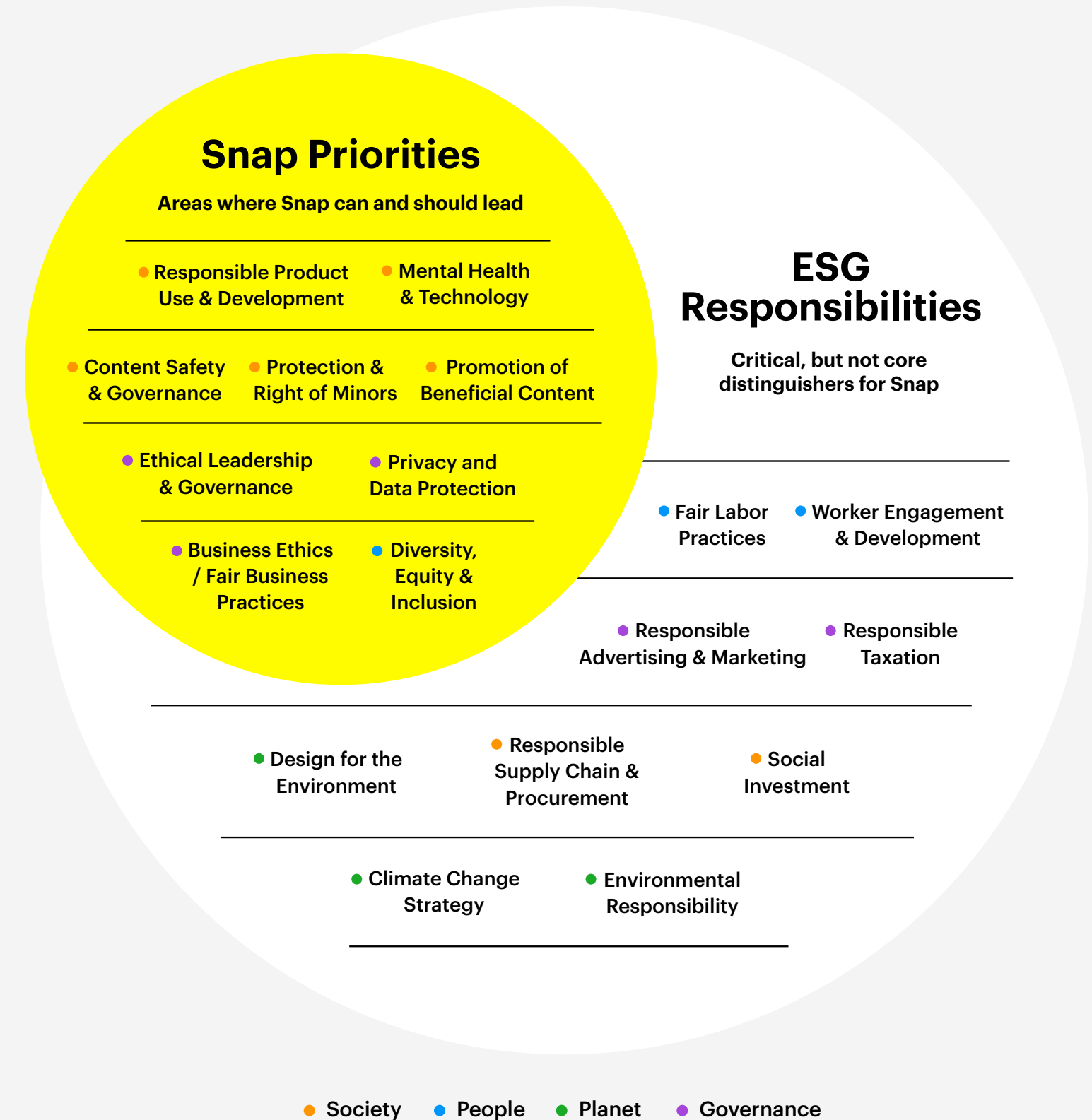
Materiality

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



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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](#).



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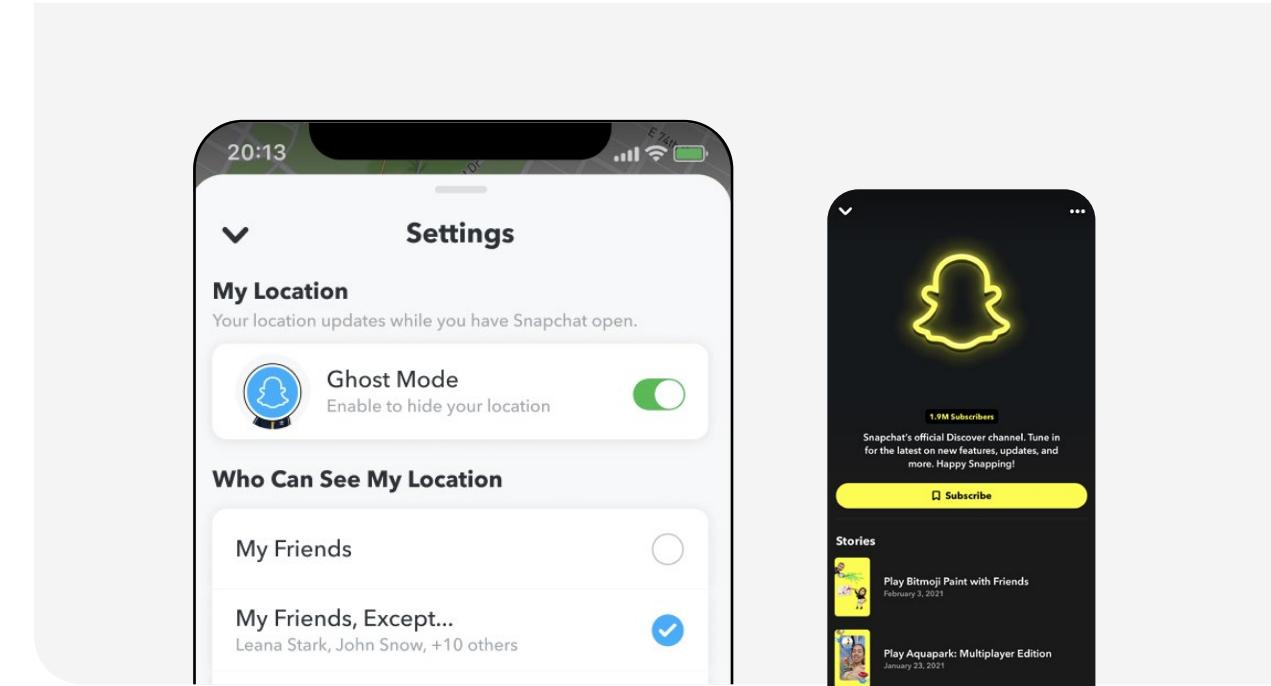


Responsible Products

Creating products that empower people to express themselves is a key part of our mission to be a source for good in the world. Hand in hand with that mission: our commitment to ensure that those products reflect the highest standards of ethics, privacy, safety, and inclusion. To that end, we have long embedded privacy-by-design and safety-by-design principles into our work, and we are working hard to broadly roll out ethics-by-design and inclusion-by-design frameworks too. We seek to design our products to support fairness and inclusivity, and we ask tough questions to determine whether something we're designing might have unintended consequences when launched into the world. And we leverage data governance controls, cutting-edge information security, robust content curation and moderation practices, and a range of safety tools to ensure our products continue to advance our missions once they are launched.

Ethics by Design

We believe it's critical to consider ethics in every product development decision made at Snap, so that our products will honor our mission of being a force for good in the world. As we are developing products that overlay computing onto the world around us, we have a tremendous opportunity and responsibility to do it in a way that respects, empowers, and improves the lives of our customers. We work to proactively anticipate and mitigate unintended consequences of our products in use, whether it relates to artificial intelligence, augmented reality or any other product feature. And we design our products to fight misinformation and personal misrepresentation, make everyone feel included, ensure fairness and accountability, maintain human agency, empower civic participation and fight virtual clutter.



Ethics by design involves vetting new potential features for the following considerations (among others):

- We want to develop products that are human-centered, approachable, and easy to understand.
- We want to empower our community with the tools and knowledge to control their experiences when using our products — including related to their privacy, safety and well-being.
- We believe in the importance of facts and accuracy, and want to design our products to fight misinformation and personal misrepresentation.
- We want our products and services to be inclusive of all Snapchatters and accountable to them.

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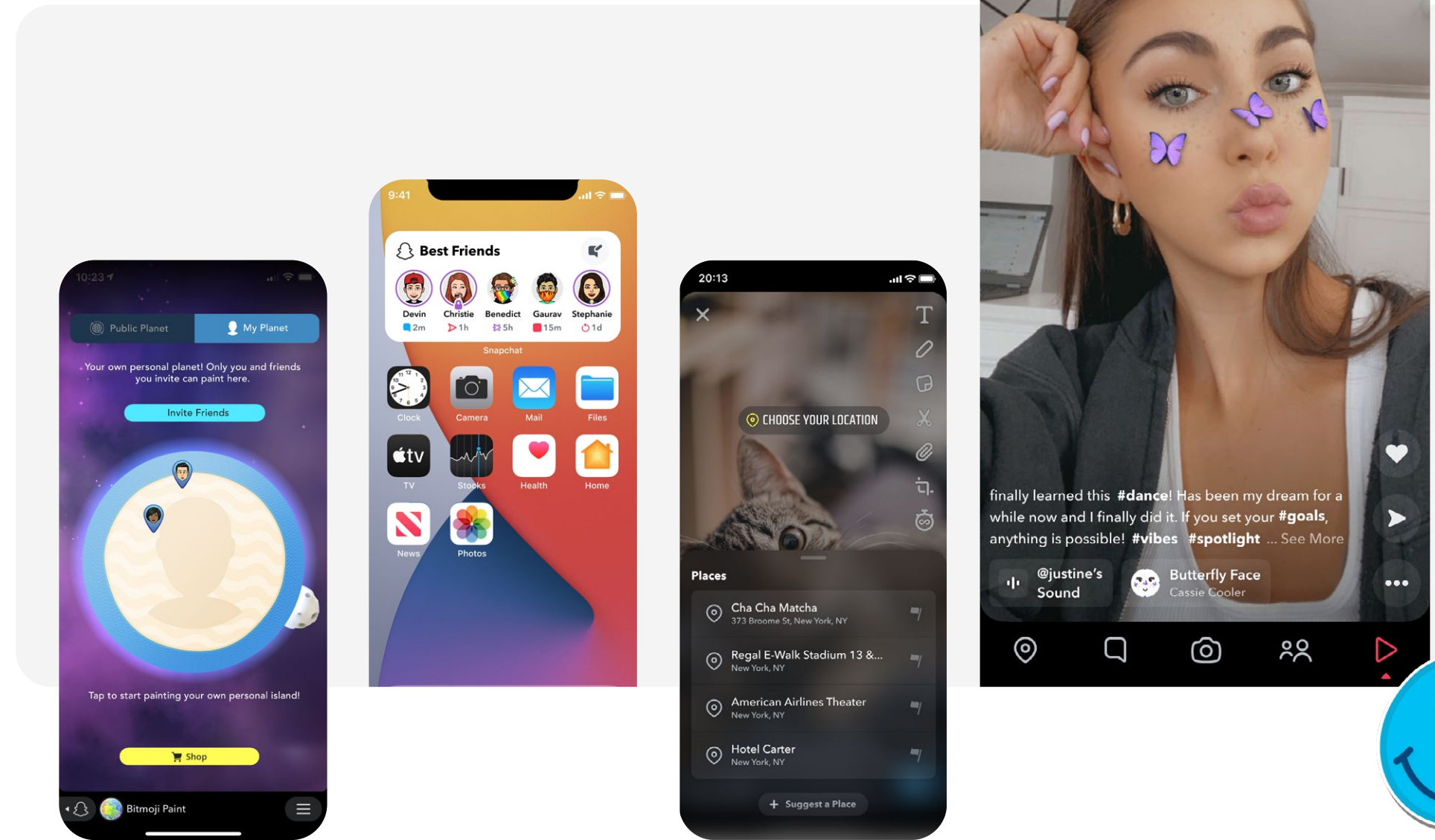
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While we are currently hard at work creating processes to ensure ethics by design in emerging product areas, in other areas we have been doing this work for many years. Our ethics-by-design principles are on display in some of our earliest choices with Snapchat: Since its inception, the app has been designed for communication between real friends, and has avoided features such as “likes,” comments, and viral forwarding. Snapchat also features a closed content platform, with news and entertainment provided by carefully selected, well-regarded professional media partners. These design choices have helped keep Snapchat largely free of the viral misinformation and negativity that have plagued other online communities.

Ethics by design is also at the heart of the products we’re building for the next decade. When it comes to our software products, we are developing fairness principles and supporting empirical mechanisms designed to ensure that products — including those driven by machine learning — are balanced, transparent, inclusive, and avoid adverse impacts. And when it comes to hardware, we keep the community’s trust and personal experience at the core of our work. We design Spectacles to foster human connection and social safety, spread joy, and inspire

self-expression. Our hardware products are meant to be easy to use and control, and we strive to ensure that new technologies are approachable and easy to understand. Finally, we optimize our hardware for experiences that allow you to remain engaged with the environment and loved ones around you, and we continue to leverage technology to find solutions that increase accessibility.



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Privacy by Design

We believe privacy is essential to empowering self-expression and is central to the value we deliver to those who use our platform. We founded Snapchat on the idea of ephemerality and have never lost sight of that initial privacy innovation: We have continued to hone in on the notion that deletion is our default. We set reasonable retention periods for any data we do need to keep. We don't stockpile personal information and other data. And we don't publicly showcase a timeline of everything ever posted. We believe this makes our products feel less like a permanent record and more like a conversation with friends.

Building upon privacy as a foundational principle of our app since its inception, we fully integrated privacy-by-design processes in 2014. Underlying this process is a set of privacy principles and frameworks. We included safety by design in this process, soon after we created it. The principles and frameworks have continued to mature and become more formalized over time to support the evolving needs of the platform.

When we process the personal data of our apps' users, we always do so in a way that meets all statutory compliance and privacy requirements — but our

privacy-by-design standards and principles often go well beyond the statutory requirements imposed by regulators. For example, we:

- Delete conversation data (Snaps and Chats) from our servers once they're opened or expired.
- 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.
- Make location-sharing off by default for Snapchatters when they first use our Snap Map, and only offer them the chance to share their location with friends — never people they don't know.
- Offer a feature called Friend Check Up, which prompts Snapchatters to review their friend lists and make sure their contacts are people they actually know. If they want to remove a contact, they can do so privately and confidentially.

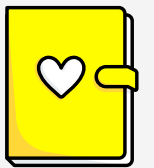
Design Process. Snap's unique privacy-by-design process is at the heart of our approach. What does privacy by design mean? It means we design with privacy in mind from the beginning, and all new product features, services, and functionalities — without exception — go through an intense privacy



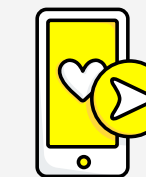
Our Privacy Principles



We communicate honestly and openly



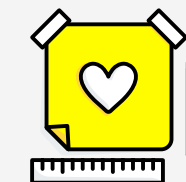
You control your information



You choose how to express yourself



Deletion is our default



We design with privacy in mind



Happy Snapping!

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review process which includes teams from across the company. We learn every detail of how a feature could impact user privacy, we debate the best way to design the product ethically, and we ensure the products align with our values.

Snap’s privacy-by-design program is successful because everyone participates in it: designers, data scientists, engineers, product managers, product counsel, and privacy engineers. In particular, our product counsel evaluates which data each feature collects and whether the purposes of the collection are aligned with the law, our Privacy Principles, and our [Privacy Policy](#), considering the feature’s goals. And our security and privacy engineers ensure that each feature is engineered in a way that aligns with our privacy commitments and that minimizes data use.

We operate a comprehensive security and privacy engineering program. The team is large and mature, composed of industry recognized engineers, ethical hackers, cryptographers, and technical program managers. Our team members have published well known books on application security, and identified numerous major vulnerabilities in open source software. Several members hold patents for security innovations, participate in technical advisory boards and teach security engineering topics.

The security and privacy engineering team reasons from first principles to craft innovative controls and programs. Its motto: “To protect user, customer, employee, and company data whilst enabling innovation at Snap Inc. with confidence and agility.” Our engineers are absolutely committed to privacy and security and above all, to upholding our promise to provide our community with a safe, fun and secure experience.

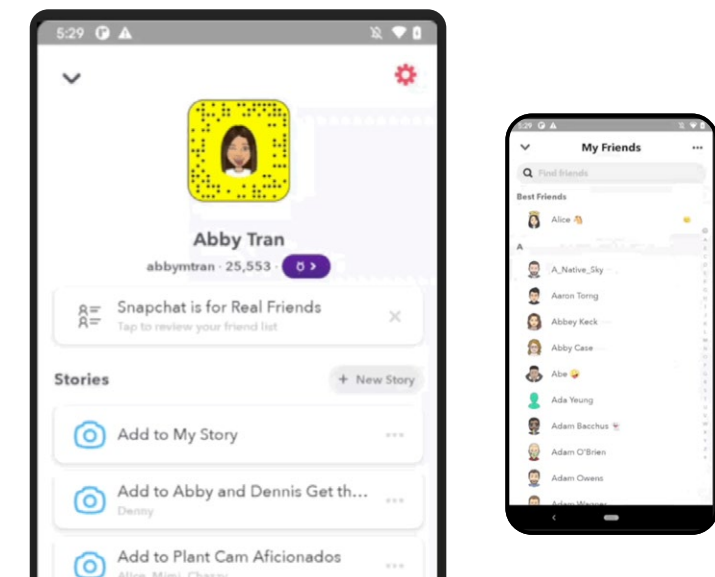
Privacy Center. We’re also focused on making sure Snapchatters can understand and control how their information is used on the platform. Snap’s [Privacy Center](#) describes Snap’s [Privacy Principles](#) and provides detail on our Privacy Policy. The Privacy Center is transparent about the specifics of [Privacy by Product](#), showing how each product uses data. In 2020, we also launched [Friends Check Up](#) in two countries with a wider roll-out expected in 2021.

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.

We work hard to build products we’re proud of and that we want to use. After all, we use these products every day, both at work and in our personal lives. We handle user information with the same care that we use for ourselves, our company, our family, and our friends.

“Our principles express Snap’s deep commitment to privacy, and the entire company participates in the hard but rewarding work of bringing those principles to life in the way we design products and treat the personal data of Snapchatters.”

– KATHERINE TASSI,
SNAP’S DEPUTY
GENERAL COUNSEL,
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Safety by Design

Snap is deeply committed to the safety and well-being of our community, and our teams, products, policies, and partnerships apply safety-by-design principles to keep Snapchatters safe and informed.

Design Process. We have always viewed the privacy and safety of our community as connected. Privacy isn't just about data protection and security — it's about personal protection and security too. For example, 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 do this work proactively, embedding a culture of safety into our product review process and establishing clear ownership for decisions around privacy, safety, and ethics.

Our safety-by-design process over time has led to product decisions that are calibrated to optimize the safety of our community. For example, we:

- Require bidirectional friend requests to be approved by both parties before one person can contact another and start Snapping in 1:1 messaging.

- Build clear safety information into the onboarding experiences we provide Snapchatters when introducing big new features or functionality. For example, when we first introduced Memories and Maps, we designed an onboarding experience that could help our community understand new products and the choices around using them.
- Create limits in size and discoverability of Group Chats, which have become vectors for harmful activity on some social media platforms. In addition, if a Snapchatter is about to enter a Group Chat in which there is a member who they have blocked, they will first receive a pop-up before they enter the Chat letting them know and allowing them to make a choice about whether or not to participate in the Group.

Advisory Board. Many leading global safety advocates advise us through our [Safety Advisory Board](#). These include groups that focus on family online safety, domestic violence prevention, and educational resources for schools. They provide valuable insights that guide our policies and product development, shape our approach to important safety issues, and provide us with strategic advice as we continue to grow as a company. Our Safety Advisory Board members also educate, challenge, and raise issues to Snap on how to keep the Snapchat community safe.

Safety Advisory Board



Community Guidelines. We believe the safety of users is a shared responsibility. To that end, we have [Community Guidelines](#) to encourage the broadest range of self-expression, while helping make sure that Snapchatters are able to use our services safely every day. We moderate content to ensure adherence to these guidelines. No one is exempt from these guidelines, whether they be 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 violent extremism or terrorism.

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Monitoring and Enforcement. The exploitation of any member of our community — particularly young people — is totally unacceptable, and prohibited on Snapchat. Preventing, detecting and eliminating abuse on our platform is a priority for us, and we are constantly improving our capabilities for combating this type of illegal activity. Reports of child sexual abuse materials (CSAM) are quickly reviewed and evidence of this activity results in account termination and reporting to the National Center for Missing & Exploited Children. We provide around-the-clock support to international law enforcement agencies who contact us for assistance with cases involving missing or endangered juveniles.

Read more in our [Transparency Report](#), in which we highlight how we enforce safety across our platform and report on the volume and nature of governmental requests for Snapchatters' account information and other legal notifications. Beyond simply reporting our data, we provide additional context and insight into our safety principles and practices, as well as links to safety and privacy resources. In 2020, we enhanced our Transparency Report to provide insights into the volume and nature of accounts reported on Snapchat for violations of our Terms of Service or Community

Guidelines. We also introduced country-level insights and we expanded the policy areas we report on to include terrorism, response time and proactive review percentages for CSAM. Read the [full report here](#).

Safety Reporting and Tips. Our in-app reporting tools allow Snapchatters to alert us when they worry their friends are at risk for self-harm. We also notify the friend who alerted us of support that is available to them as well. This intervention appears as a message from Snapchat Support and we direct people to expert help, such as emergency services like 911, professional hotlines like the Crisis Text Line, the Suicide Prevention Hotline, and crisis hotlines resources in over 20 countries and languages. Within our Safety Center, parents, teachers, and Snapchatters can find safety tips and resources on how to stay safe on our platform.

Content Rules and Moderation. We take a safety-first approach to content and content moderation. From the get-go, we designed our content platform, Discover, to be a closed, curated news source. Discover is built on the value of authoritative and credible sources, and our publishing partners must abide by strict Content Guidelines.

Across the board, our guidelines prohibit Snapchatters and our partners from sharing content that deceives or deliberately spreads false information, and we do not have an open news feed where unvetted publishers or individuals have an opportunity to broadcast misinformation. In 2020, the COVID-19 pandemic and US election integrity emerged as issues where clear, accurate information was critical. You can find more about how we addressed these topics in the Platform section of this report.

We have always believed that human editorial judgment is important, and that what our users see shouldn't just be determined simply by clicks or shares. Our editorial team works closely with our partners to ensure content is presented in a way that is safe and responsible. In addition, we have a moderation team working 24/7, and Snapchatters can also report [safety concerns](#).



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Snapchatters represent a wide range of ages, cultures and beliefs and we want to provide a safe and healthy experience for each one of them, especially those as young as 13. Recognizing many Snapchatters may see our partners' content through Tiles and First Snaps without actively choosing to do so, we designed our guidelines to help provide a responsible content experience and protect Snapchatters from experiences that may be unsuitable or unwanted.

Our values likewise are driving our approach to content moderation on Spotlight, Snapchat's entertainment platform for user-generated content. We designed Spotlight to be a safe and positive experience for our community. With that goal in mind, we are taking a moderation-first approach for all content submitted to Spotlight. Any publicly-shared user-generated content that is eligible for broad amplification to Snapchatters will first go through moderation to ensure compliance with our Community Guidelines, which prohibit the spread of misinformation that can cause harm, hate speech, bullying, harassment, violent content, impersonation, and sexually explicit content. If a Snap is in violation of these Guidelines, it will get reported to our Trust and Safety Team, and won't be eligible for wider promotion.

Safety Partnerships, Education and Support. In addition to our internal team of content moderators who directly work to keep our platform safe, we work with industry experts and non-governmental organizations to provide resources and support to Snapchatters in need.

Parent Guide: We feel strongly that we have a responsibility to help parents understand Snapchat and the features we've created to keep their children safe. In 2020, we launched the [Parent's Guide to Snapchat](#) in 41 languages. With the pandemic, parents and kids are spending more time together at home — which also includes more time online. This guide promotes a healthy dialogue, in an accessible format, to help make parents dispel misconceptions about Snapchat and gives them ideas on how to talk to their kids about the app.

Continuing our investment in building a strong safety network, we will be growing our list of operational partners as well as expanding existing ones in 2021. This will include the following organizations and safety experts:

CRISIS TEXT LINE |

Crisis Text Line: Crisis Text Line is 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 expanding our partnership with Crisis Text Line, which will make it even easier for Snapchatters to get support if they need it, and 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.



The Trevor Project: TrevorSpace is a resource for LGBTQ youth around the world to build a community of peer support. TrevorSpace is a global platform, with about half of users located outside of the US. We are partnering with The Trevor Project on a series of mental health initiatives for LGBTQ youth, including new in-app resources, and partnering with MindUP | The Goldie Hawn Foundation, on an online parent course that will offer basic tools and strategies to support their teens' well-being.

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Inclusion by Design

Our North Star at Snap is building products that are fully inclusive of our community. No matter where you live, what your background is, what you look like, how you communicate, or how much money you make, you should feel as though Snap products are made for you. We believe that better tools and principles for building empathy will translate into products that meet the needs and desires of an entire global community.

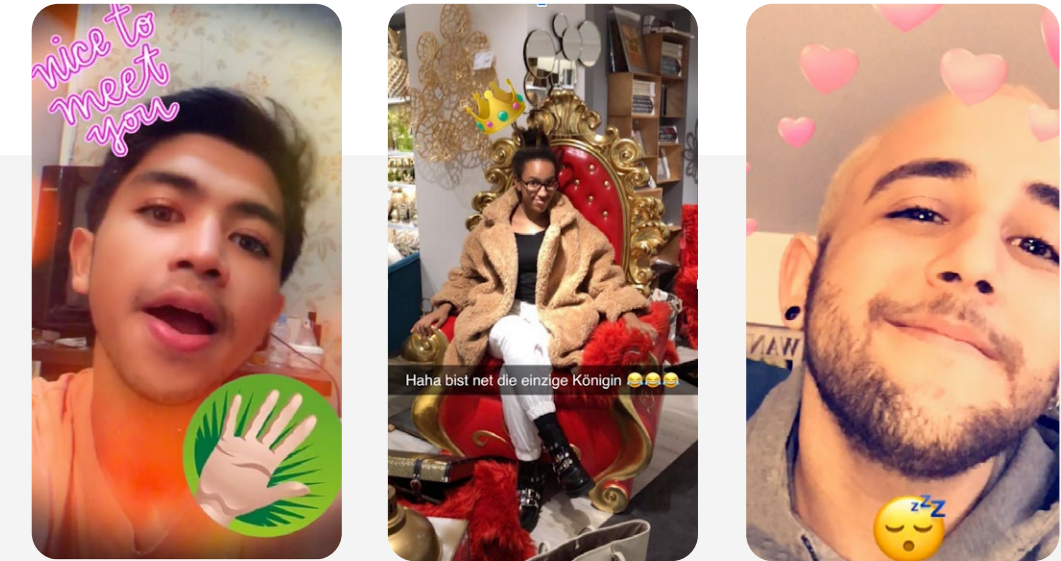
We are incorporating an inclusion-by-design process into how we develop and evaluate new products.

Our approach combines empathy with research so that we can understand how users interact with our products, perform experimentation to validate our findings, and iterate our design to enhance inclusiveness. Take Snapchat's camera, for example.

We are building a more inclusive camera that works for each Snapchatter, regardless of who they are, and what they look like, and is flexible enough to support their creativity and self-expression. We are starting by partnering with a diverse group of experts outside Snap to develop technology that counteracts bias, ultimately improving how our camera represents our community.

A key area of our work is in machine learning (ML). Technology companies have always prioritized optimizing their products for the middle: that is, being good for most people, rather than being great for a larger swath of the user community. As a consequence, products gravitate toward the mean – working well for majority groups, but perhaps not at all for anybody who falls outside of that majority. To mitigate this problem at Snap, we're investing in tooling, processes, and frameworks to help ensure our ML models are both data-driven and human-guided. As part of an initiative to democratize our ML tools and processes for our product and engineering teams and external partners, we are building tools to improve observability, predictability, and debuggability of ML models. Additionally, a cross-functional working group is developing a robust framework for how we think about bias and fairness within the realm of Artificial Intelligence.

We're also evolving our approach to diversity and inclusion in our Engineering department. We understand this requires rethinking our ways of working, redesigning some of our systems, and in some places, simply breaking them.

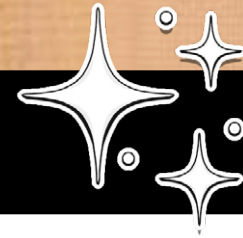


To help lead this effort, we've created a new role of Director, Engineering Inclusion to lead our engineers in developing more inclusive products.

Refer to our [Diversity Annual Report](#) for more on inclusive design.



Impact by the Numbers



More than 5 billion Snaps are created each day using our camera. From January 1, 2020 to June 30, 2020, we enforced against **3,872,218** pieces of content, globally, for violations of our [Community Guidelines](#), which amounts to less than 0.012% of all Story postings. Refer to our [Transparency Report](#) for complete data, which is updated twice a year

More than **10,000** conversations were supported on the Crisis Help Line

Looking Ahead

- Continuing our investment in building a strong safety network, we will be growing our list of operational partners as well as expanding existing ones in 2021.
- Continuing Snap's broader commitment to safety and transparency through our Transparency Report.
- Continuing to strengthen Snap's Privacy Program by facilitating the design of product features and functionality that not only support Snapchatters' data rights, but also consider broader data issues like ethics, inclusivity and fairness.

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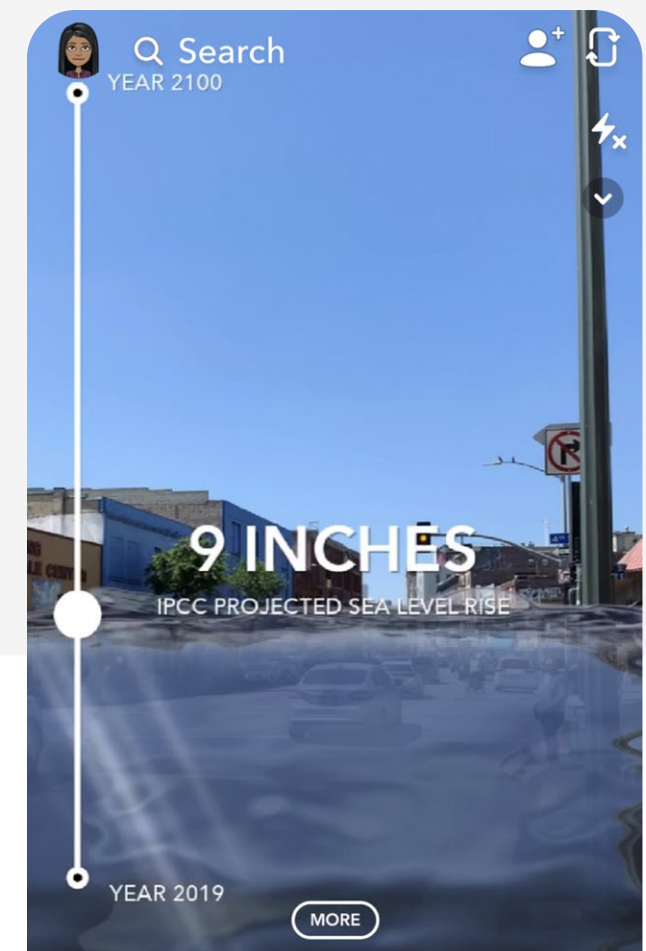
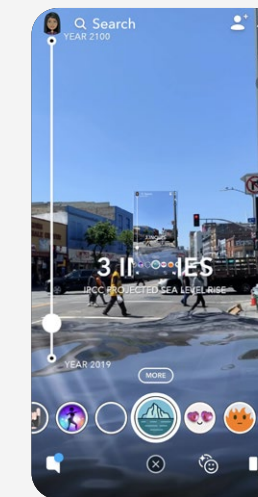
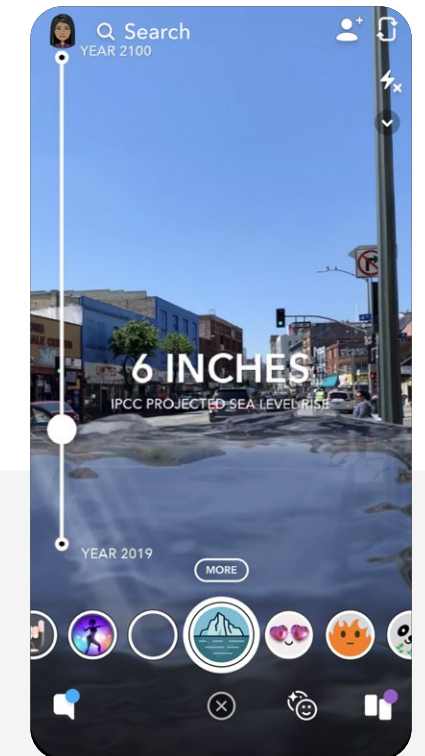
Social Impact on Our Platform

Through our Snapchat platform, we have the unique opportunity to educate Snapchatters about important issues that have an impact on our community. We want to help people learn about the world and express themselves and contribute to human progress on the issues that matter most to them using the Snapchat ecosystem. As we grow our reach, we want to create a platform where everyone feels like they belong. And as we continue to expand our reach, we remain focused on an app design philosophy that puts privacy and safety first.

In 2020, we focused heavily on content and partnerships related to COVID-19 response, civic engagement, diverse representation, racial and social justice, mental health and well-being, and climate change. In a year where unprecedented challenges were faced by so many, creating and curating accurate, representative, authentic content was more important

than ever. By the end of 2020, 25 different channels on Discover had a monthly audience of more than 20 million viewers. We donated over \$3.3 million in advertising space in 2020 to help nonprofit organizations leverage Snapchat to highlight their messages through in-app activations. And we helped over 1.2 million Snapchatters register to vote in the US elections.

By design, Snapchat Discover is a closed platform, with content from trusted and credible media partners and storytellers who maintain editorial independence over the content they create. All editorial content produced by Publishers, Show partners, or Snap teams are reviewed and edited by each respective creator, and must abide by Snap's content guidelines. In addition, we do not promote accounts that are linked to people who incite racial violence and injustice, whether they do so on or off our platform.



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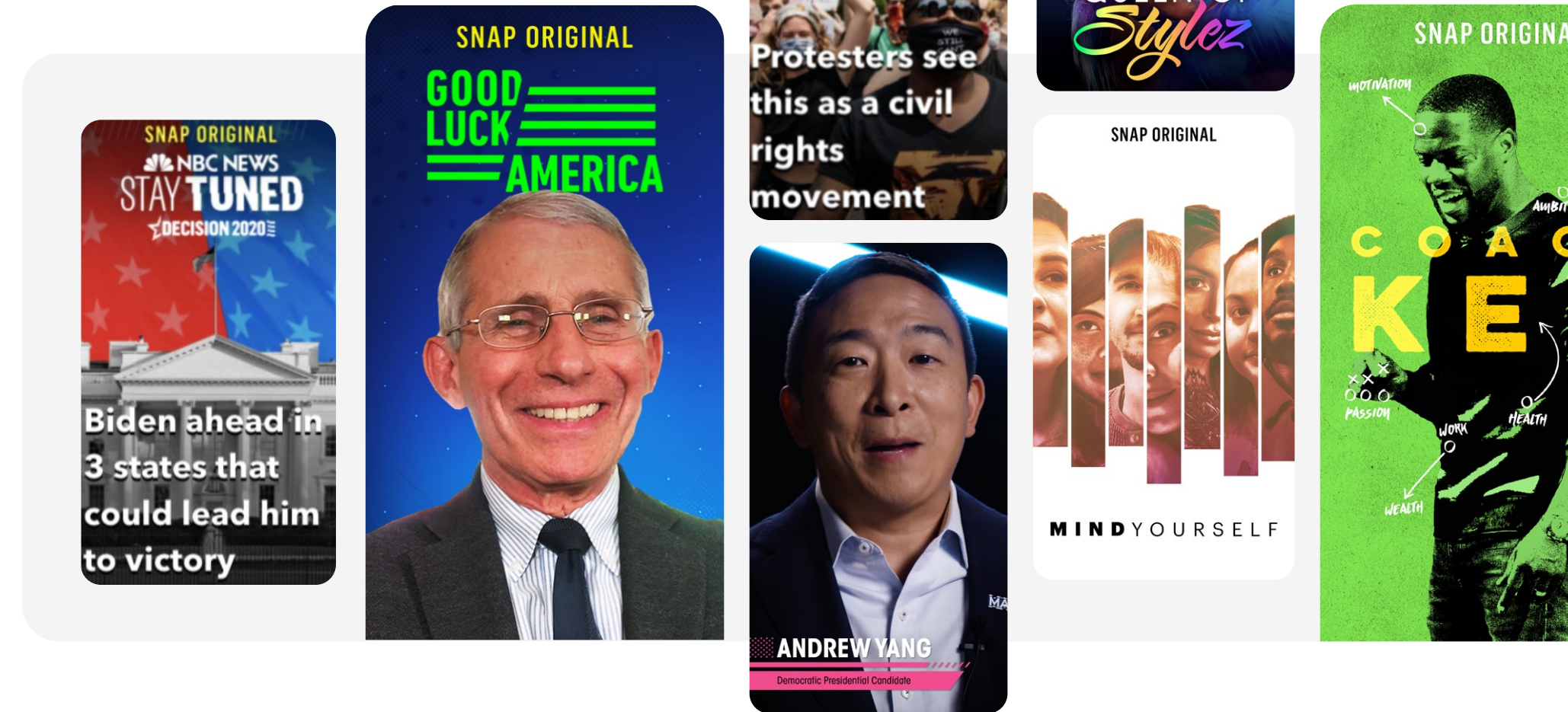
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We're always working to make Discover the best experience for our community, leveraging our partners' expert storytelling abilities. We develop and share content through a few key formats:

- Shows from partners all over the world, including NBC, CBS, 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 over 100 to date.
- Publisher Stories are magazine-like editorial content produced by leading media publishers, including The Wall Street Journal, Hearst, Condé Nast, The Telegraph, Le Monde, Bunte and more. These Stories offer in-depth exploration of topics.

We are also able to leverage our Creative Tools for social impact by creating filters, lenses, stickers, bitmojis and more in our activations that Snapchatters interact with and share.



COVID-19 Response

In 2020, it was critically important to provide accurate information about COVID-19. Our guidelines prohibit Snapchatters and our partners from sharing content that deceives or deliberately spreads false information that causes harm, and we do not offer an open news feed where unvetted publishers or individuals have an opportunity to broadcast misinformation. As the pandemic started to spread early last year, we partnered with the World Health Organization, White

House COVID-19 Taskforce, the AdCouncil, MIT Media Lab and countless world leaders and government agencies to ensure our users had access to trusted information about COVID-19 and how to protect themselves.

We also launched Creative Tools to help Snapchatters share expert-approved best practices with their friends and family members, to stay healthy, and to express themselves. We reached more than 197 million Snapchatters with these activations. We developed

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Filters on topics like social distancing, thanking essential workers, staying home, and #AloneTogether. We created AR experiences aimed at education about the risks of Coronavirus and how to stay safe and stop the spread, such as the Coronavirus Myth-Busting Snappable, the “fun at home” randomizer Lens, and other Lenses aimed at thanking healthcare workers, practicing social distancing, and sharing that “we are in this together”.

From March to July, over 88 million people — and over 50% of US Gen Z — watched COVID related 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. We also featured a Snap Original, “Frontline Heroes”, which shared self-shot stories of frontline workers. And we enabled a “swipe up to donate” feature for COVID-19 relief that could be activated when watching shows.

Spotlight:

In honor of World Health Day, Snap launched an AR marker tech experience that drove donations from 33 countries to the World Health Organization’s [COVID-19 Solidarity Response Fund](#).

Cross-functional teams joined forces to bring our first-ever global donation Lens to life. Through this Lens, Snapchatters held banknotes in front of their cameras to trigger AR visualizations of the causes that the fund supports. The AR experience visually represented how your money was ‘raised’ and transformed into the three funding areas: a hospital to represent patient care, a mask to represent medical supplies, and beakers and a microscope to represent research and development.



“We’re encouraging Snapchatters around the world to take action in response to the pandemic by showing them that every dollar can make a difference. Their loose bills can make real change.”

- JEFF MILLER,
SNAP’S SENIOR DIRECTOR,
CREATIVE STRATEGY





Civic Engagement

US Elections

We empower our users to express themselves, and we believe there is no more important form of self expression than civic engagement. Heading into 2020, our existing voting processes hadn't been modernized for a mobile-first generation — making an already confusing system even harder for Snapchatters to navigate. We wanted to change that, by building new mobile tools that Snapchatters can easily find in the same app they use to talk to their friends throughout the day. Our new features focused on helping Snapchatters through every stage of the voting process, including:

Voter Registration Support: We partnered with TurboVote to build a voter registration app directly within Snapchat. Taking into account our own learnings from Snap Games, this Mini also includes a tracker to monitor how many users have registered to vote on Snapchat while gamifying the experience. Through this tool, we were able to reach young and first-time voters.

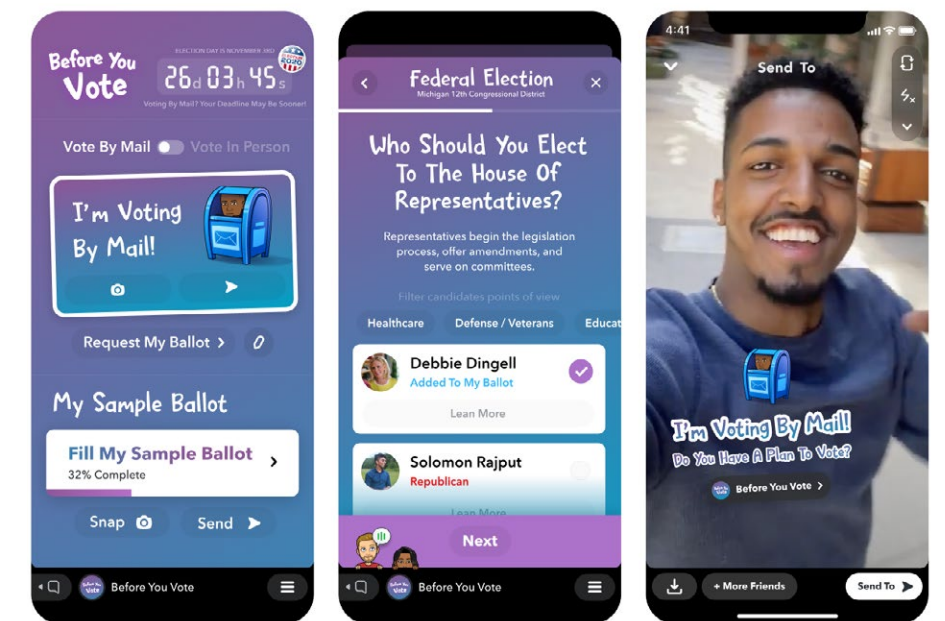
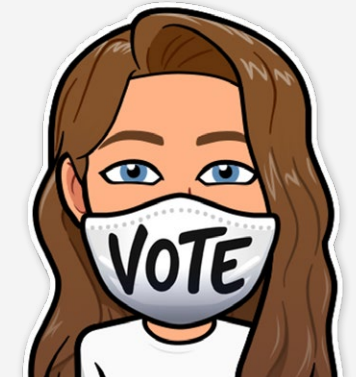
Voter Education Guide: We released a Voter Guide available via keyword search in an effort to help make voting more accessible for all groups who have been historically disenfranchised. This guide is surfaced when Snapchatters search our app for topics such as vote by mail, ballot education, voter registration, accessibility and voter suppression, and features content from the NAACP, ACLU, BallotReady, DemocracyWorks, When We All Vote, APIA Vote, I am a Voter, Vote Early Day, National Voter Registration Day and more.

Make a Plan to Vote: We partnered with BallotReady on a new feature that educated Snapchatters on their voting options and encouraged them to make a plan to vote. This product also gave them the tools to fill out their sample ballot with friends in advance of Election Day and look up their polling location. As the election approached, we sent reminders to Snapchatters about early voting deadlines in their states, programmed Lenses featuring a button that directed users to our Make a Plan to Vote tool, launched special Lenses for Election Day, and revived our "I Voted" sticker.

This effort was planned well before the pandemic. But with COVID-19 disrupting many in-person voter engagement efforts that usually help young and

“As the platform with the greatest reach among 18- to 29-year-olds in the US, we believe we have a responsibility to invest in native to mobile civic products and partnerships designed to empower first-time and young voters to help inspire this next generation of Americans to engage civically”

– SOFIA GROSS,
SNAP'S HEAD OF
POLICY PARTNERSHIPS
AND SOCIAL IMPACT



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first-time voters, these mobile-first tools became even more critical. Given the pandemic’s impact on college campuses – and the number of young people who aren’t traditional full-time students – digital tools can serve as an equalizer in providing civic and political information to young Americans across the country. Over 30 million Snapchatters used our voter engagement Mini programs, which helped Snapchatters register to vote or make a plan to vote, including looking up their polling location). In the end, we helped more than 1.2 million Snapchatters register to vote through our app in 2020.

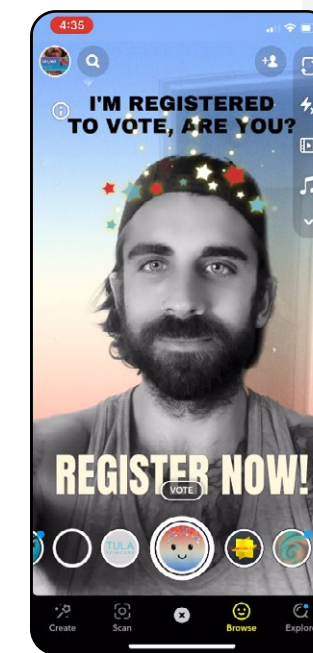
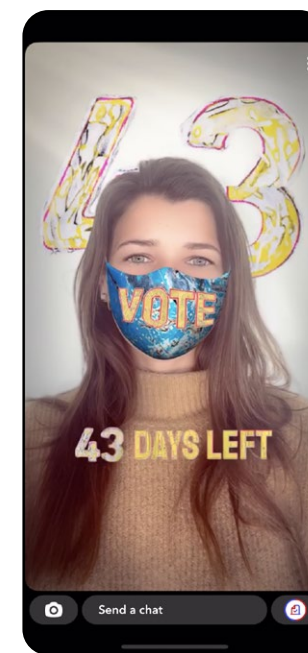
While we launched these tools in time for the US election cycle, they will be able to be leveraged for our Snapchat community globally for their local elections.

Political News and Information

In a year of intense political divisiveness, providing trusted accurate news programming was more critical than ever. We only work with partners who provide accurate, fact-based news and information, regardless of topic or ideological perspective. We believe strongly in content that is authoritative and credible and that we have a responsibility to make sure that our users know where their news and information

is coming from. Most importantly, we believe in human editorial judgement. All editorial content produced by Publishers, Show partners, or Snap’s Our Stories teams are reviewed and edited by each respective creator, and must abide by Snap’s content guidelines.

In 2020, Snap Originals related to the US election included a call to action to register Snapchatters to vote. Included in that list; Jaden Smith hosted “The Solution Committee,” partnering with friends like Hailey and Justin Bieber, Bella Hadid and Yara Shahidi to break down social and racial justice issues. The series was watched by 11 million viewers. “Good Luck America”, aired daily and included live updating highlights during Election Week — and in “Good Luck Voter,” celebrities and Snap Stars like Erin Lim, Kimberly Jones, MK Asante, and Loren Gray came



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together to educate Snapchatters on how to vote and get to the polls. During Election Week, over 30 million Snapchatters watched US election content on Snapchat. On Election Day, 167 credible Stories on the US election were published on both Happening Now and Discover, and on November 3, US Election Day, over 9.5 million Snapchatters tuned in to watch US.

We were hyper-focused on continuing to protect Snapchat from viral misinformation that has plagued other platforms. We made intentional policy decisions to further protect our community from the spread of misinformation, conspiracy theories that could cause harm, and the denial of tragic events. Leading up to Election Day in the US, we formed an internal task force that worked vigorously to protect our platform from being misused in any way, and to ensure we can continue to be a source for factual news and information. We proactively worked with news and other partners to make sure they didn't amplify any misinformation about the election. When we identified misinformation, we removed it immediately and notified the user of the violation.

Political Ads

Snap has [specific guidelines](#) in place for political advertising that apply to Ads related to elections and advocacy issues. Like all Ads we run, we prohibit political ads that are misleading or deceptive. Every Ad submitted goes through human review by an internal team to assure compliance. We also work with established credible media fact checking organizations for additional support. To ensure transparency in political advertising on Snapchat, all political, issue, and advocacy Ads are [publicly available](#), a long with relevant information on impressions, spend, and paying entities in Snap's Political and Advocacy Ads Library. We are proud to provide a responsible path for our community to engage with their elected officials, candidates and campaigns.



Snap Political & Advocacy Advertising Policies

Effective: May 15, 2019

Snapchat empowers self-expression, including about politics. But political advertising that appears on Snapchat has to be transparent, lawful, and right for our users.

The bottom line

These Political Advertising Policies apply to all political advertisements served by Snap, including election-related ads, advocacy ads, and issue ads.

- Election-related ads include ads about candidates or parties for public office, ballot measures or referendums, political action committees, and ads that urge people to vote or register to vote.
- Issue or advocacy ads are ads concerning issues or organizations that are the subject of debate on a local, national, or global level, or of public importance. They include ads about abortion, immigration, the environment, education, discrimination, and guns.

Political advertising must comply with all applicable laws and regulations, including all national election laws, copyright law, defamation law, and (where applicable) Federal Election Commission regulations and state or local laws and regulations.

Snap Political Ads Library



Trust. It's what makes it 'Real'

At Snap we strive to create a safe, transparent, and trusted platform for our users. Our Political and Advocacy Ads Library is one of the many efforts we've taken in doing that. This gives the public an opportunity to find out details about all political and advocacy advertising running on our platform.

Archives

[2018](#)

[2019](#)

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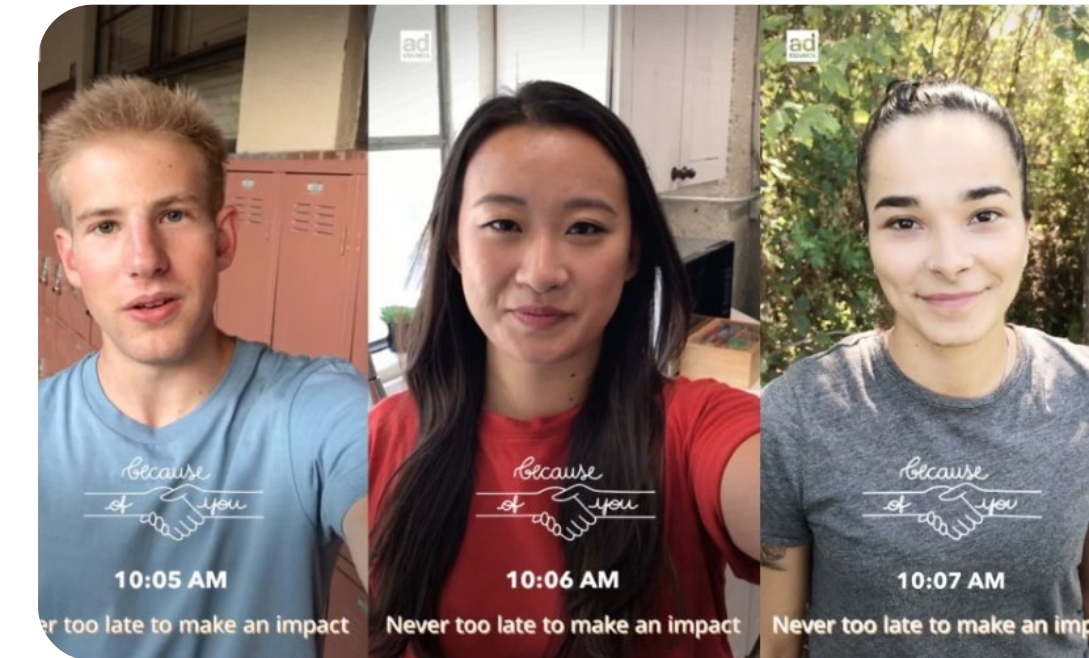


Mental Health and Well-Being

Snapchat connects close friends and family – and that’s been more important than ever over the past year. We are fortunate to be able to help people stay connected to their friends and loved ones through visual communication, and support each other as we navigate this unprecedented and challenging time.



Snap supported our community by launching a new feature called [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. Resources related to COVID-19 were made available from the World Health Organization, the US Centers for Disease Control, UK National Health Service, the Crisis Text Line and many more.

We have always been inspired by the power that real friendships have in supporting health and happiness and – as the platform that young people use to talk to their close friends – believe that Snapchat can play a unique role in empowering friends to help each other through these difficult moments. Here For You was informed by studies (including [The Friendship Report](#)) that show how connecting with friends, whether in person or online, is often the best defense against feelings of loneliness and anxiety.



🔍 here for you ✕ Cancel

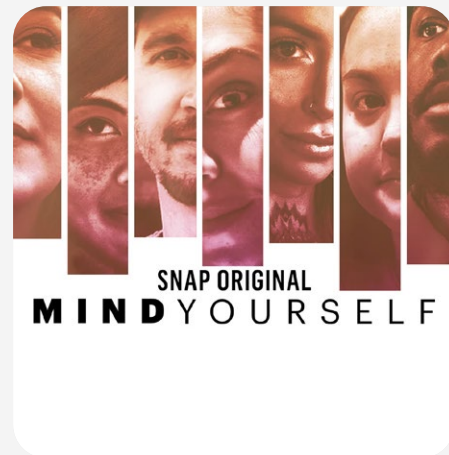
Here For You

-  **Here For You**
Whatever you're going through, we're here for you.
-  **Here For You UK**
Whatever you're going through, we're here for you.

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Mental Health Originals Spotlights



Snap to unlock

[Mind Yourself](#) features honest portraits of diverse young people who, on the surface, seem like they're thriving, but beneath it all are struggling with or have overcome crippling mental health issues. Each episode features one incredible young person suffering or recovering from a mental health issue. From OCD and body dysmorphia to depression and PTSD, the series gives a human face — and hope — to young people facing similar issues. The series has reached over 12 million unique viewers.



Snap to unlock

[Hashtag Our Stories](#), a longstanding profile series, recently launched "Our Health," a show spotlighting the experiences of individuals with mental and physical health differences and challenges. Its first-person storytelling shows a broad swath of experiences and destigmatizes conversations around health. We featured stories in BIPOC Mental Health Month in July and World Mental Health Day in October.



Snap to unlock

[Coach Kev](#), starring Kevin Hart, used the series to address well-being — inspired by his own experiences, Kevin was a coach, mentor and friend all rolled into one — sharing daily doses of positivity and wisdom for anyone aspiring to live their best life.



Racial Justice

We have long covered racial and justice movements through content produced by our partners and our own original content. But in a year that exposed a history of discrimination and racism, we saw a huge increase in the appetite for content related to racial justice. In the month after George Floyd’s murder, over 36 million viewers watched racial justice content on Snapchat.

Our Content team produced daily coverage surrounding the murders of George Floyd and Breonna Taylor, highlighting some of the thousands of powerful Snaps that the Snapchat community has shared with us from protests across America. Additionally, the team published a “Living While Black” Story, which featured members of the Black community talking about their experiences in America. These stories reached 10.9 million viewers.

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. Since the end of May 2020 they have also extensively covered the fight for racial justice, and have produced over 120 editions on this subject. We also aired series like “Free Tuition with MK Asante” and re-promoted episodes of

“While Black” that specifically tackled racial justice, in addition to airing season two of the series in November.

“Good Luck America,” our first Snap Original that helps explain current issues in American politics across a range of perspectives, has been regularly covering critical social issues over the last four years — from the fight over mandatory minimum sentencing for drug offenders to voting rights to the racial disparities of COVID. Recent episodes also include conversations with President Barack Obama, Mayor Levar Stoney, and professor MK Asante.

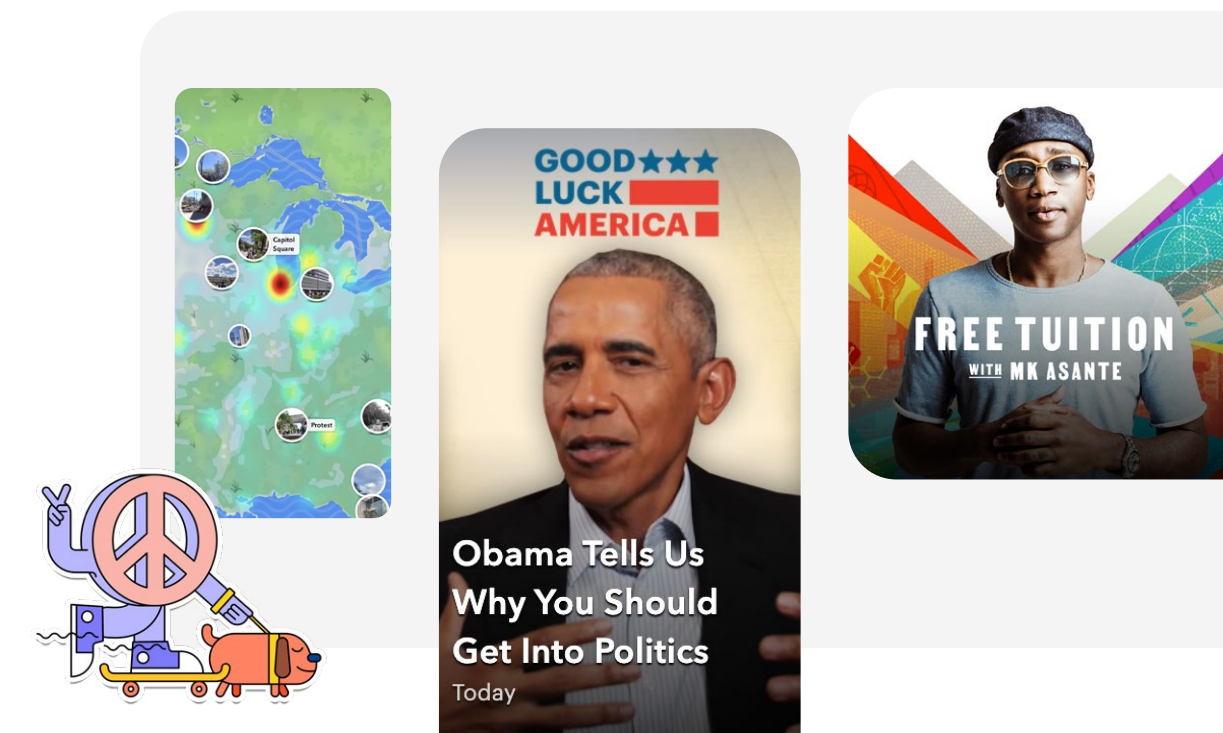
We also created a heatmap for Black Lives Matter in Snap Maps. The heatmap showed powerful, personal perspectives and helped protestors organize and monitor what was happening in their cities. On Memorial Day, one of the biggest days of nationwide protests, views of content on the Snap Map grew 334% from the average of the first two weeks in May, before the protests started.

Diverse Representation

For us, it is critical to offer content and experiences that represent the diverse makeup of our community and speak to the issues they care about. Representation matters, and we focus on ensuring

that both our content and our partner base accurately reflect the diversity of our Snapchat audience. We recently completed a survey that gave us more insights than ever before into how our audience identifies and how well they feel they’re being reflected in our content. We found that 25% of Discover users do not identify as straight and nearly one in 13 identify outside traditional gender categories. Discover users also are less likely to be White or Asian and more likely to be Black than the general US population. More data from this study can be found in our Diversity Annual Report.

In 2020, we continued to expand content that is more fully inclusive of the Snapchat community: at least 53% of our Snap Originals featured leads or hosts who are BIPOC or LGBTQ+ talent. See some examples of these on the next page.



2021 CitizenSnap Report

Powered by Kindness

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Diverse Originals Spotlight



Snap to unlock

Nikita Unfiltered: A docuseries following superstar Nikita Dragun as she navigates her career and dating life as a transgender woman in Hollywood.



Snap to unlock

While Black with MK Asante: A series exploring what it means to be young and black in America, taking on racially charged social issues through candid conversations.



Snap to unlock

The Solution Committee: Jaden Smith seeks out the help of young activists and celebrity friends to explore and understand what we can do to create change around the most important racial and social justice issues of our time.



Snap to unlock

Will From Home: Will Smith spotlights viral sensations and surprising incredible people whose inspirational stories have been bright spots in the otherwise dark year of 2020.



Snap to unlock

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.



Snap to unlock

Two Sides: Unfaithful: Season three of the scripted drama features an all Asian cast and follows two young women who think they have the perfect relationship, until they discover that they're both dating the same guy, told from both perspectives at the same time.

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Climate Change

Climate change is one of the most pressing issues facing all of us, and in particular the Snapchat generation. We feel a strong responsibility to represent this issue on our platform in a science-based, accurate way. Many of our news partners, including The Washington Post, The Wall Street Journal, NowThis, and “Stay Tuned,” cover climate change regularly. “Climate Frontline” from Channel 4 in the UK and Pattn, a channel focused exclusively on climate and the environment, likewise cover the issue for our audience. We’ve also dedicated several Originals in this space, including “First Person,” which tells the stories of young people fighting to save our planet, and the upcoming “Breakwater,” a scripted drama series that’s set in a world of climate refugee.



Climate Frontline



Snap to unlock



First Person



Snap to unlock

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Impact by the Numbers



88 million viewers watched
COVID related content on Discover

1.2 million Snapchatters signed up to
register to vote in the US elections

36 million viewers watched racial justice content on
Snapchat in the month after George Floyd's murder

\$3.3 million in donated advertising space
to nonprofit organizations





Looking Ahead

As we continue to grow our reach, we will double down on our efforts to make sure that everyone feels that they belong on our platform, no matter who they are or where they live.

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 launch several Originals with diverse content and unique perspectives on important social issues:

“Life’s a Tripp” will feature Trippie Redd on a journey to experience firsthand the major issues gripping 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.

“Everything’s Fine” will follow a college student who’s coping with a brand new bipolar diagnosis. It’s created and written by EP Hannah Klein, an up-and-coming writer who draws on her own experience with bipolar disorder.

“Coming Out with Manny Mua” will explore one of the biggest transitions of a young LGBTQ+ person’s life.

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.



Community and Giving

Snap cares deeply about being a good neighbor. We thoughtfully consider how we can make the greatest impact in service of our local communities around the world. We do more than write checks. We strengthen and promote the well-being of the neighborhoods where we work through volunteering and engaging in partnerships with nonprofits focusing on our three philanthropic pillars — youth, education, and the arts. We do this by building long-term, sustainable partnerships with nonprofit organizations with deep roots in our local communities that help to improve education in underfunded schools, use coding as a means to uplift the students we serve, champion the creativity of underserved youth, and drive other important initiatives for positive change.

2020 required us to think differently to ensure we continued to provide support in the midst of uncertainty and we came together in new and creative ways to support our communities around the world. Our team spent over 8,500 hours volunteering and we donated over \$3 million dollars to our partners and other charitable organizations.

Volunteering

Volunteering is an integral part of our approach to philanthropy. On any given week, our team members can be found participating in volunteer initiatives organized by Snap Philanthropy that support youth, education, and the arts. Additionally, all full time team members are allotted four hours of paid time off each month to volunteer with causes they care deeply about. These hours are in addition to time spent volunteering with company-organized service projects.

We also celebrate the power of kindness and volunteerism by coming together as a global team to give back to our local communities on our annual day of service, Snap Day In, hosted on World Kindness Day. This year, we were inspired to think creatively and come together virtually to spread positivity around the world. Each team member received an Impact Box containing a menu of curated volunteer opportunities and materials for a virtual Kindness Quest organized by Snap Philanthropy. Each item inside of our Impact Boxes gave back to meaningful causes around the world.



In addition to the impact described above, Snap also made donations to a variety of organizations serving our communities around the world, including 24,112 meals donated to children through [Feed the Children](#), 873 days of diapers donated through [Baby2Baby](#), one year of life-saving vitamins to 2,196 children through [Vitamin Angels](#), and critical financial support enabling medical care around the world to hundreds of individuals battling COVID-19 through [Doctors Without Borders](#).

Our team spent over **8,500 hours** volunteering in 2020.

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Empowering the Next Generation of Leaders

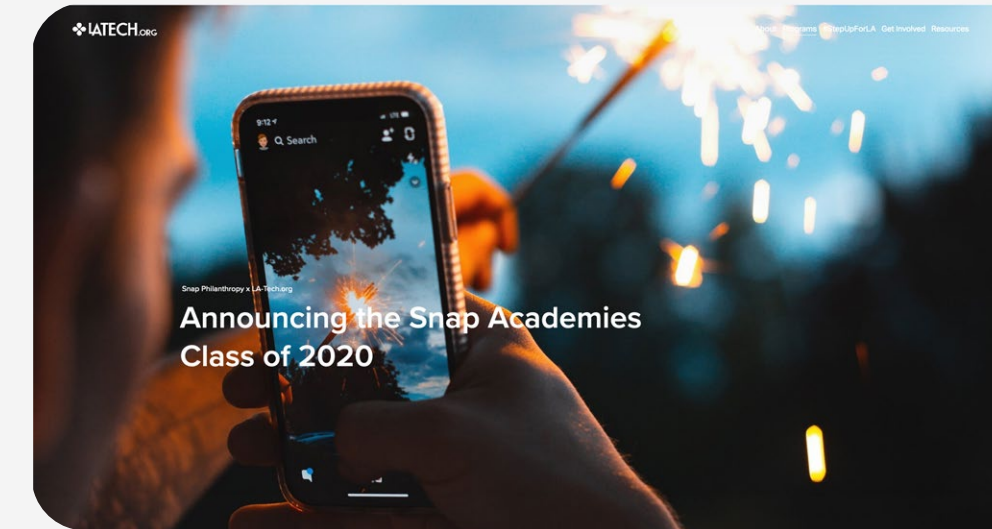
Snap Academies

Our signature [Snap Academies](#) are ambitious programs designed to provide meaningful career opportunities to Black, Indigenous, and People of Color (BIPOC) communities and those 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 strive to prepare our young scholars for careers that may have been otherwise inaccessible to them.

In 2020, we hosted our third Snap Design Academy (SDA) and our inaugural Snap Engineering Academy. Thirty under-represented community college students graduated from the six-week programs and 400 Snap team members volunteered through mentorship, workshops, and fireside chats. We also awarded \$90,000 in scholarships and donated laptops and monitors to each student to support our scholars after graduation.

Our Snap Academies Mentorship Program connects each student with a Snap team member to support their program experience and prepare them to be internship ready. Each Snap mentor meets with their assigned scholar weekly throughout the summer program.

Through a partnership between Snap and the United Kingdom’s Royal College of Art (RCA), we jointly funded a full-ride scholarship for two graduates of the Snap Design Academy to participate in the RCA’s 30-week Graduate Diploma Program. We are grateful to help support both of our talented alums as they further their education and pursue their passion for design.



Snap Engineering Academy, 2020.				
Ebony Warren Santa Monica Community College	Giovanni Quevedo California State University Long Beach	Pavan Kaur Piedmont City College	Joshua Williams Grand Canyon University	Nisa Cheng Long Beach City College
Carlos Dávila Santa Monica Community College	Petula Pascall Santa Monica Community College	Sebastian Cevallos Piedmont City College	Brandan Herron Santa Monica Community College	Mark Calvelo Cypress College
Mariamawit Jembere Santa Monica Community College	Hassan Aziz Elnasri Santa Monica Community College	Grace Park Long Beach City College	Napoleon Cerna Los Angeles Mission College	Corbin Young Riverside City College

Snap Design Academy, 2020.				
Alessandra Vargas College of the Canyons	Christopher Aguirre Los Angeles Mission College	Imani Ritchards Glendale Community College	Courtney Taylor Santa Monica College	Valeria Aguirre College of the Canyons
Dehkota Varela Mt. San Antonio Community College	Maribel Hernandez Santa Monica College	Lorenzo Corley Trade Tech College	Harmony Simpson Santa Monica College	Randy Vargas Los Angeles Mission College
Emma Doyle College of the Canyons	Roy Allen Santa Monica College	Eduardo Paz Los Angeles Mission College	Samantha Miranda El Camino College	Juan Mendoza El Camino College





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.

Career Exploratory Partner Spotlights:

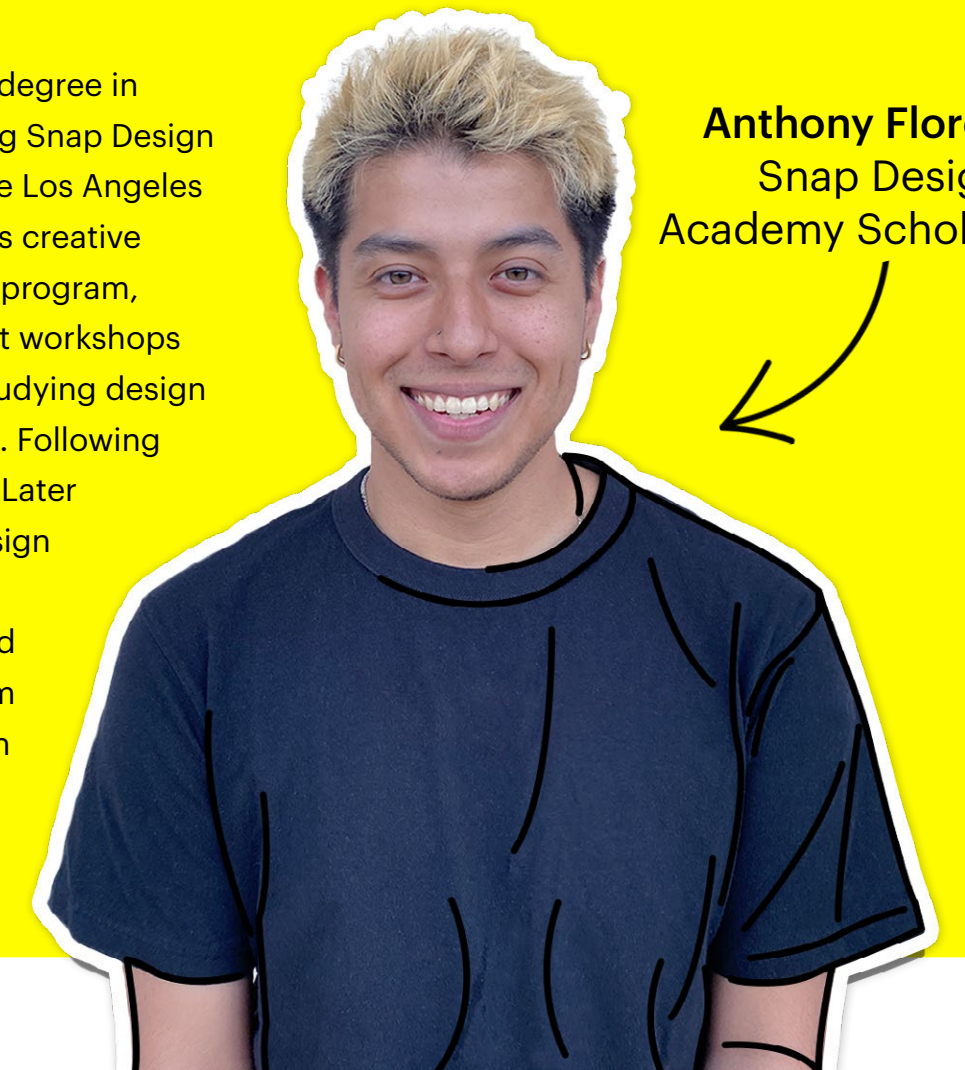
Gardena High School is a public high school in Los Angeles that encourages individual creativity and skills development. Members of our executive and leadership teams hosted an interactive virtual career panel reaching more than 1,440 students, 93% of whom live at or below the poverty level.

[Making the Leap](#) is a nonprofit that helps develop skills, confidence, and the outlook of young people from under-represented backgrounds in the UK. For the second consecutive year, our London office hosted virtual resume review and mock interview workshops for almost 350 young people, offering the opportunity to network with Snap professionals so they can see themselves as leaders in tech roles in the future.

[SuitUp](#) prepares students from underserved communities for life beyond the classroom. Snap team members volunteered to be mentors during our SuitUp business pitch competition, a week-long program encouraging a group of 29 high school students to practice their entrepreneurial skills by coming up with innovative new Snapchat features.

Scholar Spotlight:

Anthony Flores is a graphic designer pursuing an Associate of Arts degree in graphic and multimedia design from College of the Canyons. During Snap Design Academy, Anthony was introduced to other talented creatives in the Los Angeles community that he still talks to today. SDA helped expand Anthony's creative potential while developing new skills in product design. During the program, teachers and students from the RCA visited to host a series of guest workshops and lectures. Inspired by the RCA, Anthony shared his dreams of studying design in London and hopes of one day starting a design studio of his own. Following SDA, Anthony stayed in touch with the RCA students and teachers. Later that year, he built his portfolio and successfully secured a Snap Design Academy x Royal College of Art Scholarship. With this scholarship, Anthony's dream of studying at the RCA came true. Anthony studied Communication in the RCA Graduate Diploma program, helping him shape his design perspective through multiple creative mediums. In the future, Anthony hopes to pursue a Master of Arts from the RCA and continue his dream of having his professional design studio.



Anthony Flores
Snap Design
Academy Scholar

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Mentorship Programs

Opportunities for professional growth, development, and employment in tech and related fields are limited for students who traditionally lack exposure to the industry and access to a network of working professionals. Snap Philanthropy offers turn-key ways for our team members to connect with and support the professional and personal development of students in our communities.

In addition to our Snap Academies Mentorship Program, we also partnered with Big Brothers Big Sisters to help students realize their potential and build their futures. We hosted the third year of this program in Los Angeles and launched a partnership in New York City, both of which paired high school students with a Snap team member who served as a mentor and coach for eight months.

We also continue to be inspired by the women we support through St. Joseph Center's [Codetalk](#), a technology training program for underserved and at-risk women in Los Angeles. For the sixth consecutive year, we fully funded and hosted our custom mentorship program that matches over 30 Snap team members with Codetalk students for 10 weeks.

Graduate Spotlight:

When Lima applied for Codetalk she had been struggling with income for many years. The employment she did attain never affording her financial stability, and certainly not rewarding her strong work ethic. No matter how hard Lima worked her income never rose above minimum wage, and she struggled to stay afloat.

Lima found that her biggest challenge was working as part of a team, with communication and with productively resolving conflict. Lima's Snap mentor guided and supported her through, meeting Lima every week and offering her reassurances that she was on the right track. As she navigated the challenges presented, Lima's confidence grew, and a natural leadership quality began to blossom. She took the lead. After graduating from Codetalk, Lima secured a position as QA Associate with Lensabl. She has since been hired at the Honest Company to their Engineering Department's QA team and has since been expanding her role to assume Project Coordinator responsibilities.

“Codetalk is a place that has challenged me in ways that have stretched my comfort zone, the way I handle situations, and gave me confidence in knowing that I can pursue the opportunities that will help me build my career in tech.”

- LIMA,
CODETALK GRADUATE

Lima
Codetalk
Graduate



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Lens Studio Curriculum

In partnership with Next Shift Learning LLC, we developed a self-paced Lens Studio curriculum with the goal of increasing access and exposure to augmented reality tools for students from under-resourced communities. As part of the curriculum, Snap launched an AR Lens Challenge pilot that engaged more than 70 students in Los Angeles. The Lens Challenge also awarded a grand prize to the top designer who had the opportunity to create a Lens for our nonprofit partner Hands on ATL in support of their Martin Luther King Jr. Day events. We are excited to help build a more diverse creator community by bringing our Lens Studio curriculum to deserving students all over the world.

Supporting Computer Science and the Arts

In partnership with public schools and nonprofits, we provide students with resources and tools to strengthen their education, with a specific focus on computer science (CS) and the arts.

Computer Science and the Arts Spotlights:

TEALS helps schools build and grow sustainable CS programs through partnerships between teachers and volunteers. Snap team members dedicated more than 1,200 hours teaching computer science in classrooms through the program.

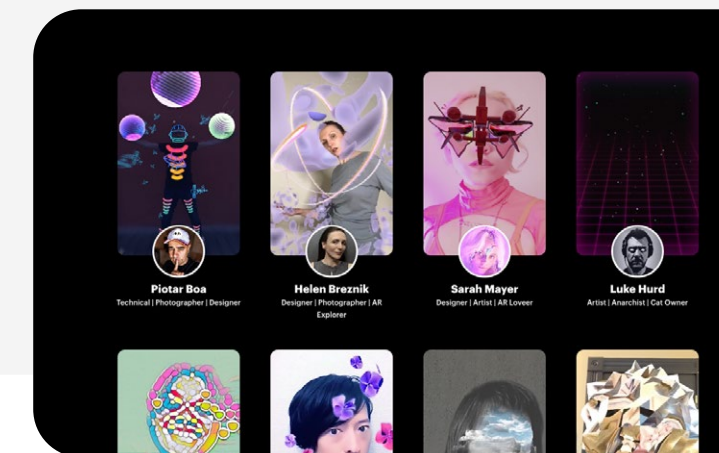
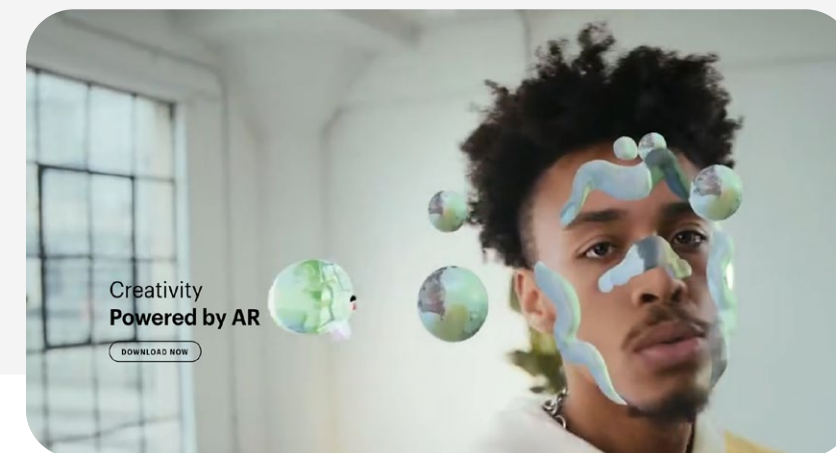
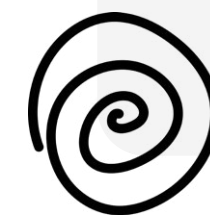
GoGlobal – GoCamps is the largest volunteer program in Eastern Europe motivating Ukrainian students to learn foreign languages through project-based learning. We sponsored the third year of creativity camps for over 2,600 young people from local villages and small towns throughout Ukraine. Snap team members volunteered to teach lessons, webinars, and Lens Studio workshops throughout the online program.

Planet Bravo is an organization that provides technology curriculum and instruction in underfunded schools in Los Angeles. Through our partnership with Planet Bravo, Snap is proud sponsor the salary

of Computer Science teachers at two Title 1 public elementary schools:

- Westminster Elementary in Venice, which serves 355 students, 80% of whom live at or beneath the federal poverty line.
- Kingsley Elementary School in East Hollywood, which serves 450 students, 93% of whom live at or beneath the federal poverty line.

In addition to supporting these programs, Snap donated 245 laptops to youth programs in Los Angeles and Ukraine, providing critical technology to classrooms and community members in need. The recipient organizations were **Tabletochki**, a Ukraine-based local children’s cancer charity fund, and **Santa Monica’s Virginia Avenue Park**, an after school program that offers a combination of active outdoor activities, educational enrichment, and homework help.



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Supporting Causes That Matter

Each year, we support important causes through financial contributions. In 2020, the COVID-19 pandemic and racial justice issues became key areas where we provided targeted support, often as part of broader coalitions aimed at maximizing impact.

COVID-19

As the COVID-19 pandemic unfolded, we found opportunities to both help in targeted ways and also to join broader coalitions to maximize the impact of our support.

Early in the pandemic, we were proud to support frontline workers in China through a donation to humanitarian aid organization Direct Relief. As the pandemic continued, we developed ways to focus the impact of our employee giving on this topic. We hosted an internal donation matching campaign, leading to over \$90,000 in donations to the World Health Organization’s COVID-19 Solidarity Response Fund, Doctors Without Borders, Blessings in a Backpack, and DonorsChoose. Recognizing the importance of supporting basic human

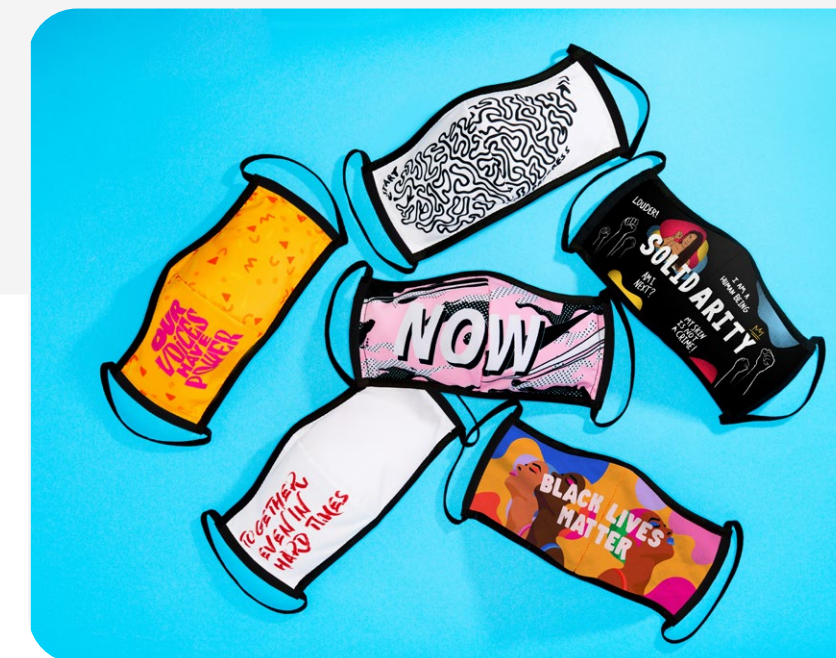
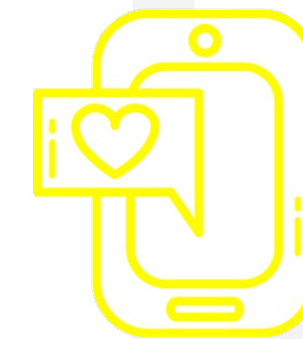
needs during this challenging time, we also donated over 200,000 meals and over \$300,000 to organizations supporting COVID-19 relief efforts.

And, since this year resulted in unforeseen challenges for all of our nonprofit partners, we created new flexible spending grant agreements that allowed grant recipients unrestricted funds to support general operations in response to changing needs during the pandemic.

Racial Justice

Snap strongly supports racial equity and justice. In partnership with our Employee Resource Group, SnapNoir, and the IDEA team, Snap Philanthropy hosted the “Snap Stands with the Black Community” internal donation matching campaign, which resulted in more than \$700,000 donated to the American Civil Liberties Union, Color of Change, the Boris L. Henson Foundation, NAACP-LDF, and The Innocence Project. Funds raised included both contributions from Snap team members and the company.

With contributions from our team and the company, we donated **over \$700,000** in support of racial equity and justice.





Impact by the Numbers



\$3+ million donated to supporting youth, education,
and the arts across our local communities

8,500+ service hours dedicated to Snap Philanthropy projects

Service projects in **31** cities across 16 countries

47% of Snap team members volunteered in support of a
Snap Philanthropy service project — in a year when volunteer
opportunities were significantly limited due to safer-at-home orders

Looking Ahead

In 2021, we will expand our [Snap Academies](#) to include a Snap Storytelling Academy and a Snap Lens Academy. And, as always, we will retain the flexibility that we need to provide the type of support that's most needed — whatever 2021 may throw at us.

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Snap Foundation

Formed in 2017, the [Snap Foundation](#) is a 501(c)(3) nonprofit funded by donations from Snap Inc. and our co-founders, Evan Spiegel and Robert Murphy. Evan, Robert, and Snap Inc. have each pledged to donate 13 million shares of Snap stock (39 million total) to fund the Snap Foundation and have been making contributions since they made this commitment.

The Snap Foundation’s mission is to develop pathways to the creative economy for youth in Los Angeles. Each of the Snap Foundation’s decisions are held up to four primary values: innovation, collaboration, transformation, and creativity — each viewed through the lens of equity. The Foundation focuses on long-term systems change and community-centered impact.

In 2020, the Snap Foundation allocated more than \$4 million in COVID-19 relief and recovery, including funding for basic needs — food, shelter, and utilities — for low-income families, childcare services for first responders and essential workers, and financial assistance for young creatives.

In 2020, the Snap Foundation allocated more than **\$4 million** in COVID-19 relief and recovery.

Snap Foundation

Our mission is to develop pathways to the creative economy for underrepresented youth in Los Angeles.

The Foundation has also been developing a number of pilot programs to advance its mission which will be shared publicly in the near future.



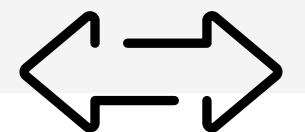
Innovation



Collaboration



Creativity



Transformation



Yellow Accelerator

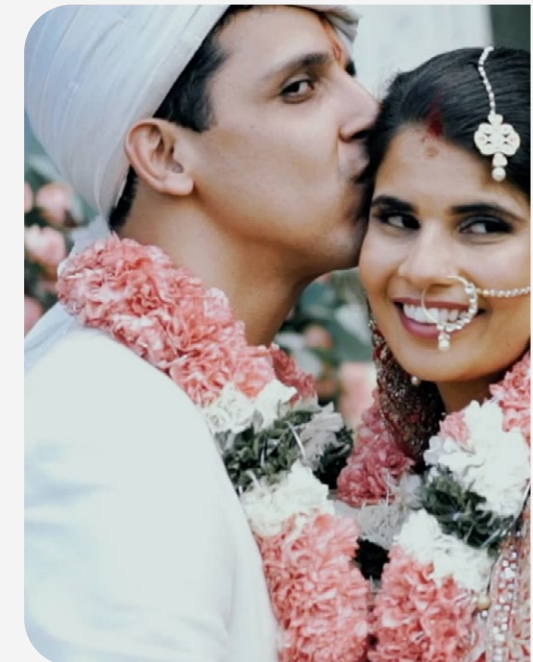
At Snap, we're excited about the future of mobile content, storytelling, and entrepreneurs who push the creative boundaries of what's possible. To jump-start those companies — and support a diverse entrepreneurial community — we run the Yellow Accelerator. Yellow is an ecosystem that serves companies at the intersection of creativity and technology.

Yellow serves as a gateway to the startup community. Since the Yellow Accelerator's launch 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
- Commercial support and partnerships
- Creative office space in Los Angeles
- Opportunity for partnership with Snap

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





In 2020, we expanded from a single Accelerator program to a collection of three programs — Accelerator, Collabs, and Community. Through these programs, we continue to invest in and support a diverse range of founders.

- **Accelerator** invests in up to 10 companies each year
- **Collabs** is focused on companies that want to integrate with the Snap platform
- **Community** supports the broader startup community through events, networking, education, and more

We are intentional about making sure that we look beyond the traditional structures that often exclude talented but underrepresented founders. As such, we've continued to invest in a diverse group of founders, and leveraged our platforms to highlight and support diverse voices. We selected our new cohort of investments for our 2021 program, in which seven out of the nine companies announced are founded by women or Black, Indigenous, and People of Color (BIPOC). Across four Accelerator classes and one Collabs class, 76% of our companies have been

founded by women or BIPOC, of which 45% of the companies have a woman founder, and 60% of the companies have a BIPOC founder.

Although some of our in-person programming was put on hold in 2020 because of COVID-19, we continued to actively support the entrepreneur community in 2020 through open office hours, panel discussions, and mentorship.

In 2020, we expanded from a single Accelerator program to a collection of **3 programs.**



“When we started Yellow, we looked for mission-oriented founders — people with personal reasons why their companies need to exist. Those are the types of founders that push through tough circumstances. And that’s exactly what we saw with this year’s class. Their passion helped them thrive.”

– MIKE SU,
SNAP’S DIRECTOR, ACCELERATOR



Impact by the Numbers



76% of the companies we have invested in have been founded by women or BIPOC

45% of the companies have a woman founder

60% of the companies have a BIPOC founder

Looking Ahead

We look forward to continuing to expand Yellow and offering a hand to entrepreneurs innovating at the intersection of creativity and technology.



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Our Climate Strategy

Climate change is one of the most pressing issues facing our world and we saw the effects in 2020 as wildfires raged, polar ice melted, temperatures soared and a record number of catastrophic storms were experienced. The latest science has made it clear that more needs to be done — and faster — in order to avoid the worst impacts of climate change and secure a thriving, sustainable economy.

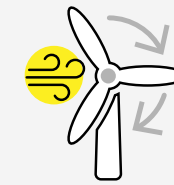
We feel a deep responsibility to take action at the pace and scale that is needed as a company whose products have significant reach with the younger generations, who both care passionately about combating climate change and who will also experience its worst impacts. We also feel a moral imperative because we know climate change disproportionately impacts people of color. We are proud to be making our first big climate commitments and share what we are doing in our operations and on our platform to help reduce negative impacts and raise awareness about these high stakes issues. Our goal is to reduce our entire carbon footprint and do our part to contribute to a sustainable future through three key commitments.

First, we worked with the Science-Based Targets Initiative (SBTi) to set aggressive carbon reduction goals in line with the more ambitious goal of restricting [warming to 1.5°C](#). Second, we commit to continually achieve 100% renewable electricity use across all our global facilities. Third, for the emissions that remain, we commit to — and have achieved — Carbon Neutral Snap. That commitment to carbon neutrality is for both historic and future emissions: We have become historically carbon neutral by offsetting our emissions going back to our founding through 2020, and we commit to continuing to be carbon neutral going forward through a combination of renewables, reductions, high-quality offsets, and carbon removals.

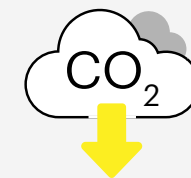
Going forward these three levers — absolute reduction, renewable energy, and carbon offsets and removals — will help ensure we can contribute to a thriving planet.



Set a science based target:
Join the SBTi and drive emissions reductions in line with the Paris Agreement



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



Achieve Carbon Neutral Snap:
Offset residual emissions with carbon offsets (historical AND future)

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1.5°C Science-Based Reduction Targets

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 well 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.

Snap has had its emissions reduction targets reviewed and approved by the [Science Based Targets initiative](#) as consistent with levels required to meet the goals of the Paris Agreement.

Snap Inc. is committing to reduce absolute Scope 1 and 2 GHG emissions 25% by 2025 from a 2019 base year.

Snap Inc. is committing to reduce absolute scope 1 and 2 GHG emissions 25% and **Scope 3 emissions by 35%** per unit of value added 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.

Snap Inc. is committing to reduce 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 practice. 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.

“It is wonderful to see Snap Inc. achieving carbon neutrality and striving to be a leader in climate change mitigation. They have taken a holistic approach with both science-based targets and tangible strategies towards sustainability. I anticipate these decisions will create a positive ripple effect in the communities they operate in and the planet as a whole.”

– MARIA MCCAIN,
SENIOR SUSTAINABILITY COORDINATOR
NATURAL RESOURCES DEFENSE COUNCIL





Ultimately, we know that Net Zero is the only option to get us where we need to be. Our commitments above are the first step and we will continue to be guided by science again to plant our next stake in the ground. We are closely monitoring the release of this upcoming standard from the SBTi for net-zero science-based targets. Using the final standards as guidance, we anticipate making a Net Zero commitment to build upon our climate strategy within the next year.

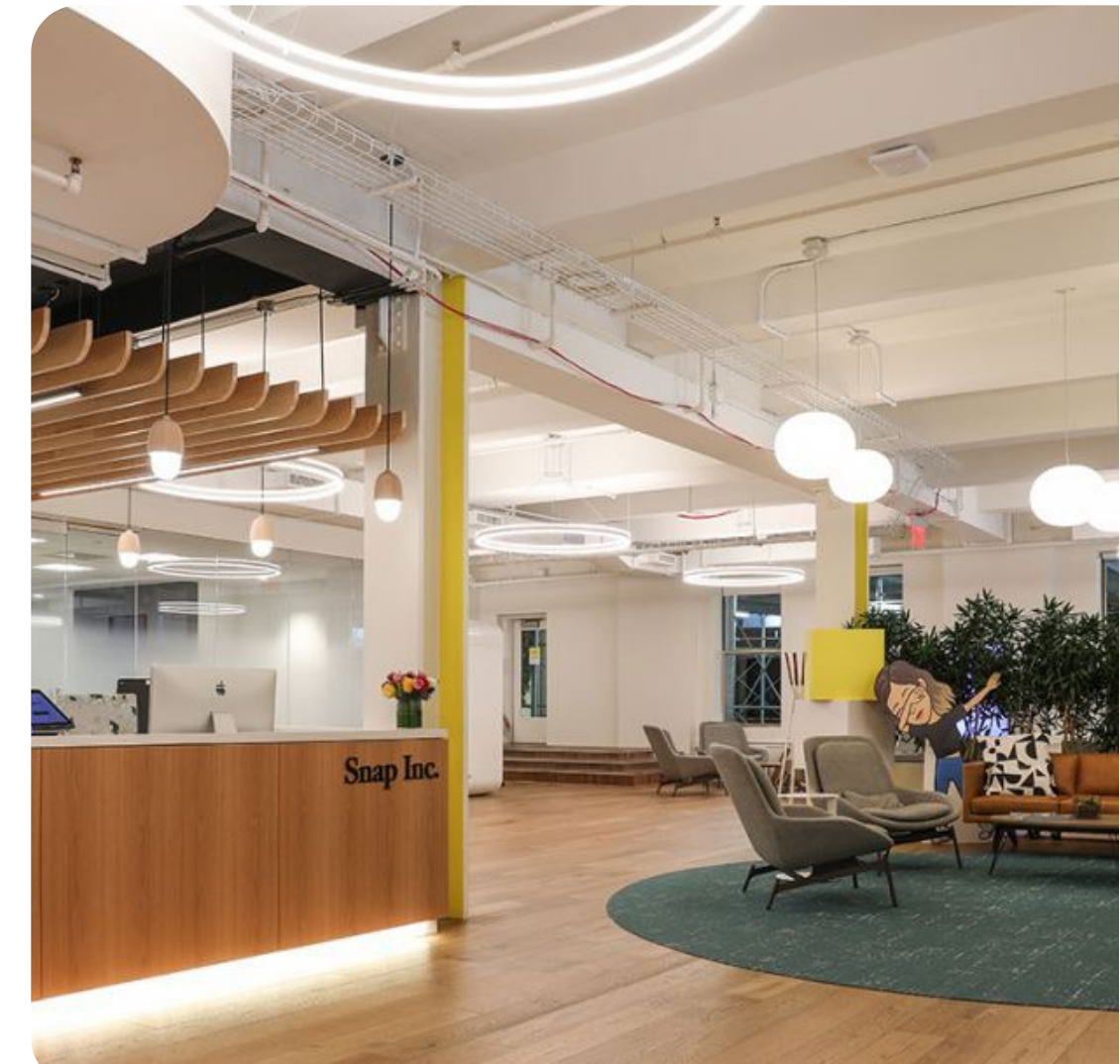
100% Renewable Electricity

Snap is committing to purchasing 100% renewable electricity for our facilities globally by 2021, starting with the purchase of Green-e® certified renewable energy certificates in the US for 2020 and expanding over time and working 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 us to purchase renewables in the geographies that match where we use the electricity.

Snap has become **historically carbon neutral** and we are committing to carrying that into the future to account for our remaining impacts.

Past, Present and Future Carbon Neutral Snap

Snap has become historically carbon neutral and we are committing to carrying that into the future to account for our remaining impacts. In early 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 beginning in 2011 through the end of 2020. We are also committing to continuing being carbon neutral in the future, including covering 100% of our Scope 3 footprint. Reducing our absolute emissions and purchasing renewable energy is the first step. Then we will continue to close the gap to carbon neutrality with high-quality verified carbon offsets and carbon removal projects, while engaging with partners in our supply chain to advocate for the development of products and services with a lower impact.



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



We know that not all carbon offsets are created equal, so we worked with third party experts to select high-quality impactful projects using rigorous standards and the following selection criteria:

- 1. Registry:** Requiring all offsets be registered through a reputable registry that track offset projects and issue 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.
- 2. Additionality:** Requiring offsets to be additional, meaning that the GHG reductions would not have occurred in the absence of a market for offset credits.geographies and areas of expertise.
- 3. 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. were validated through feedback from the Snap stakeholders.

4. Project Types: Selecting a blend of projects:

- a.** 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.
- b.** 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.
- c.** Projects related to renewable energy in China, Egypt, India, and Turkey to help reflect our geographies of impact and influence.

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



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Offset Project Spotlights:

Usal Redwood Forest (California, USA)

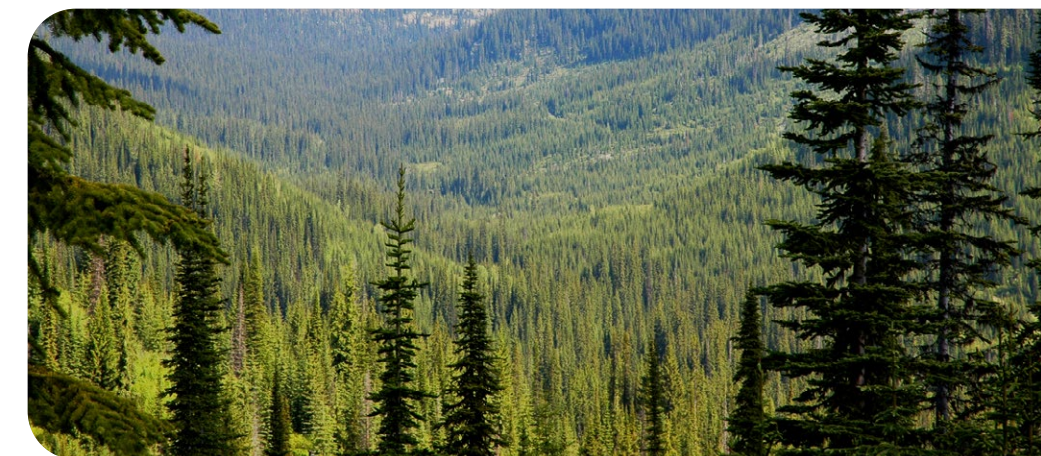
The Usal Redwood Forest is an almost 50,000 acre redwood forest located in the northwestern corner of Mendocino county on California’s Lost Coast. The landscape is almost twice as large as the city of San Francisco. Once a thriving ancient redwood and Douglas fir forest, over-harvesting in the 1970s, 1980s and earlier left the Usal Redwood Forest dominated by second-growth Douglas fir and tanoak with redwood struggling to survive. The Redwood Forest Foundation (RFFI) is restoring the forest, planting redwoods and using sustainable harvesting practices that promote biodiversity, enhance carbon storage, and support local economies. Usal Redwood Forest trees play the important role of sequestering carbon. Carbon offset sales revenue has proven to be a significant resource for allowing RFFI and Usal to achieve their environmental, social and economic objectives. In this way, offsets are accomplishing their greenhouse gas reduction purpose, paying RFFI to sequester carbon by leaving trees standing for at least 100 years, and making it possible for the Usal Forest to mature. As one of the nation’s largest forest carbon projects that has sequestered more than 4,829,103 metric ton of carbon, Usal is a forest carbon offset success story.

Darkwoods (British Columbia, Canada)

At more than 155,000 acres in size, Darkwoods is a globally significant conservation project, which not only holds significant carbon stores but also continues to sequester carbon annually. The revenue generated from the sale of Darkwoods’ carbon credits provides crucial funding for the protection and restoration of forests, wetlands and grasslands across Canada. Conserved in 2008 and expanded in 2019, Darkwoods is the single largest private land conservation project in Canada. Spanning remote valleys, mountains and lakes, Darkwoods provides essential habitat for dozens of species at risk. Large, connected conservation-managed landscapes can play a crucial role in ecosystem-level resiliency in the face of a changing climate. By supporting a diversity of habitats – from valley-bottom wetlands to mid-elevation forests to alpine meadows and lakes – landscape-scale conservation initiatives are essential for supporting a wide range of plants and animals as they adapt to broad environmental changes brought on by drought and fire.

“The Nature Conservancy of Canada’s Darkwoods Forest Carbon project uses the power of the voluntary carbon market to advance large-scale conservation. After taking actions to reduce its own emissions and make use of renewable energy sources, Snap’s support of highly-verified carbon offset projects like Darkwoods, is another important step towards achieving climate goals. The Nature Conservancy of Canada recognizes and applauds Snap Inc.’s commitment to being carbon neutral.”

– ROBERT P. WILSON
DIRECTOR,
CONSERVATION FINANCE
NATURE CONSERVANCY OF CANADA



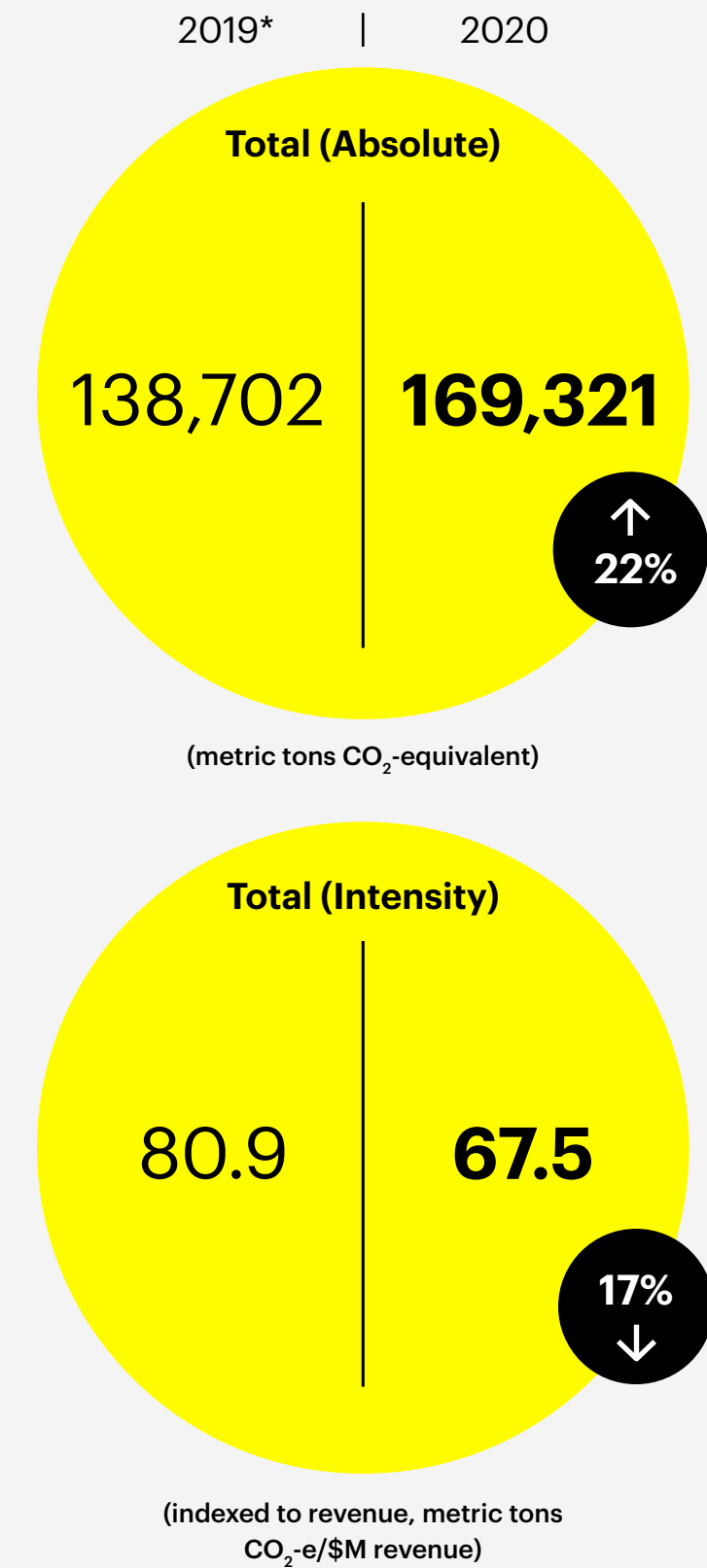
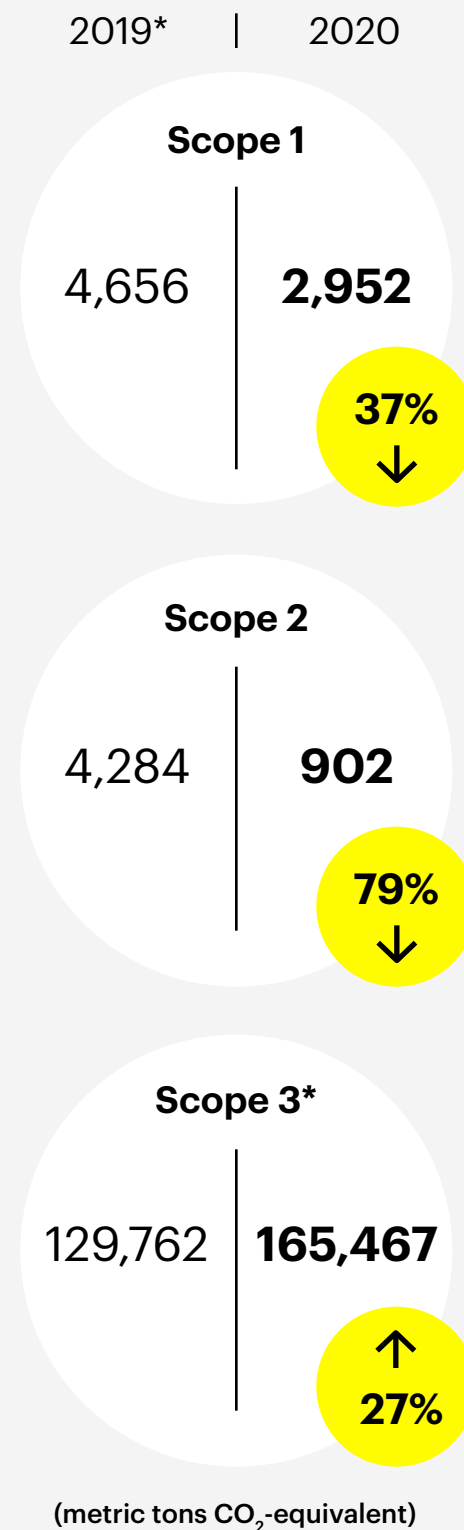
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Carbon Emissions

We annually calculate all material emission sources for snap in accordance with the Greenhouse Gas Protocol market-based approach, including our direct emissions (Scope 1), as well as our indirect upstream and downstream emissions (Scopes 2 and 3). In 2021, we obtained third party verification of our Scope 1, 2, and 3 greenhouse gas emissions data. Refer to [our assurance statement here](#).

In 2020, our absolute emissions increased but our emissions indexed to revenue decreased, meaning that our emissions didn't scale with our revenue growth. We reduced our Scope 1 emissions because of reduced operations of our corporate-owned aircraft and fleet. We reduced our Scope 2 emissions because electricity consumption in our offices went down while employees worked from home and we shifted to accounting for employee telecommuting in Scope 3. We also applied our renewable energy purchases to our Scope 2 emissions, which reduced the overall emissions. Scope 3 emissions grew as we scaled as a company. While business travel emissions decreased, emissions associated with goods and services increased and use of our products increased due to the increase of users on our platform. Breakdown by Scope 3 categories can be found in [Impact by the Numbers](#).



*Note: 2019 greenhouse gas emissions were re-calculated to match with the approach we developed in our 2020 emissions inventory plan, so that our baseline emissions were consistent with our 2020 accounting and future inventories.

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Emissions Reduction Measures

Our Products: Snap has improved the Snapchat app’s battery and data efficiency significantly over the past few years and we will continue to pursue opportunities to enable smarter and cleaner use of our products. We are also partnering with our cloud service providers — Google Cloud Platform and Amazon Web Services — who have also made large climate commitments, to ensure we are working together to reduce our mutual impacts. In 2020, we achieved carbon neutrality for the use of Snapchat globally for our hundreds of millions of users across the globe. Read more in the [Planet/Our Products section](#).

Our Facilities: We measure and track our energy consumption in our facilities and are committing to using 100% renewable electricity across our global portfolio. We provide our employees with incentive programs that support lower carbon commuting alternatives. Nearly 50% of our global facilities have been renovated to meet or exceed California’s Title 24 energy efficiency standards. In our facilities, we consumed an estimated 11,945 MWH of electricity, resulting in 902 metric tons CO₂-equivalent Scope 2 emissions after accounting for renewable electricity purchases. Read more in the [Planet/Our Workplace section](#).

Travel: Our ambitious reduction target will inform our engagement with our travel partners to build a shared strategy for emission reduction. Our Scope 3 emissions associated with business travel were 4,039 metric tons CO₂-equivalent. In 2020, our business travel emissions were less than a quarter of that in 2019 due to COVID-19. Through this, we learned how much we can accomplish without traveling all over the world and with these lessons learned, we are enhancing travel policies to continue to minimize business travel and reduce emissions as the world and workplace return to normal, which will contribute to reducing our Scope 3 emissions.

Food: During a normal year, our food program serves over 500,000 meals and stocks over 40 kitchens globally for our employees. We have made significant strides in reducing food waste and shifting to lower carbon proteins because we know that agriculture and food are major contributors to carbon emissions. This program also serves as a great platform to engage with our team members on sustainable food sourcing and eating. When our team shifted to working from home due to pandemic, we reallocated our food provision budget and rolled up our sleeves to tackle food insecurity within our communities. Read more in the [Planet/Our Workplace section](#).





Our Platform

At Snap we recognize that we hold a unique position and the 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 280 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. Read more in the [Society/Our Platform section](#).



Snap to unlock



And in 2020, we honed in on original content that focuses on the environment and sustainability, such as “[First Person](#),” which tells the stories of young people fighting to save our planet, and the upcoming “Breakwater”, a scripted drama series that’s set in a world of climate refugees. We will continue to seek more opportunities to deliver content and program innovative activations using our Creative Tools to educate those that use our platform and provide them with tangible ways to take action on climate.

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Team Engagement

Sustainability is deeply embedded in the culture at Snap and our team members share in this commitment. We develop programming to engage our team and inspire action. SnapGreen is our employee engagement initiative aimed at promoting sustainable education and taking action.

2020 was the 50th anniversary of Earth Day with the theme of “Climate Action.” To honor Earth Day at Snap, SnapGreen launched a month-long campaign on climate action through our SnapFamily Series, which is aimed at helping global Snap team members deliver value at work while also caring for their families at home. We produced and shared videos on growing food from home using sustainable methods, propagating drought-tolerant plants, and other eco-friendly activities. We also promoted an Earth Day Climate Action Challenge where team members were encouraged to submit videos taken with Snapchat pledging to take one of 10 climate actions promoted in the campaign. Each of 10 winners received a gift box of eco-friendly items and we planted 50 trees on each winner’s behalf for a total of 500 trees through the [Canopy Project](#).



Snap was also an official California Clean Air Day partner, in which Snap took the Clean Air Day pledge, created a Snapchat Filter 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.

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Impact by the Numbers

Carbon Emissions Breakdown

Total
138,702 | 169,321

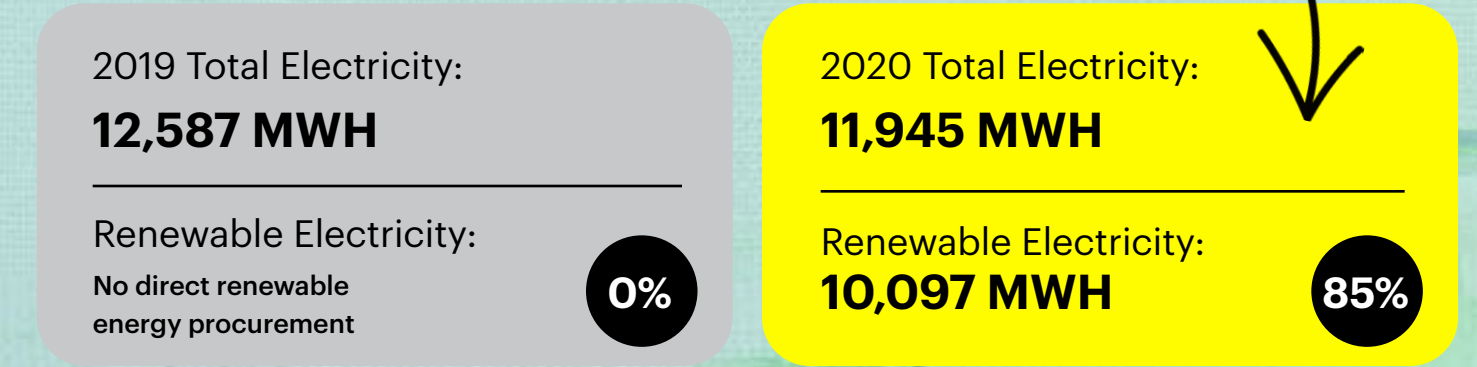
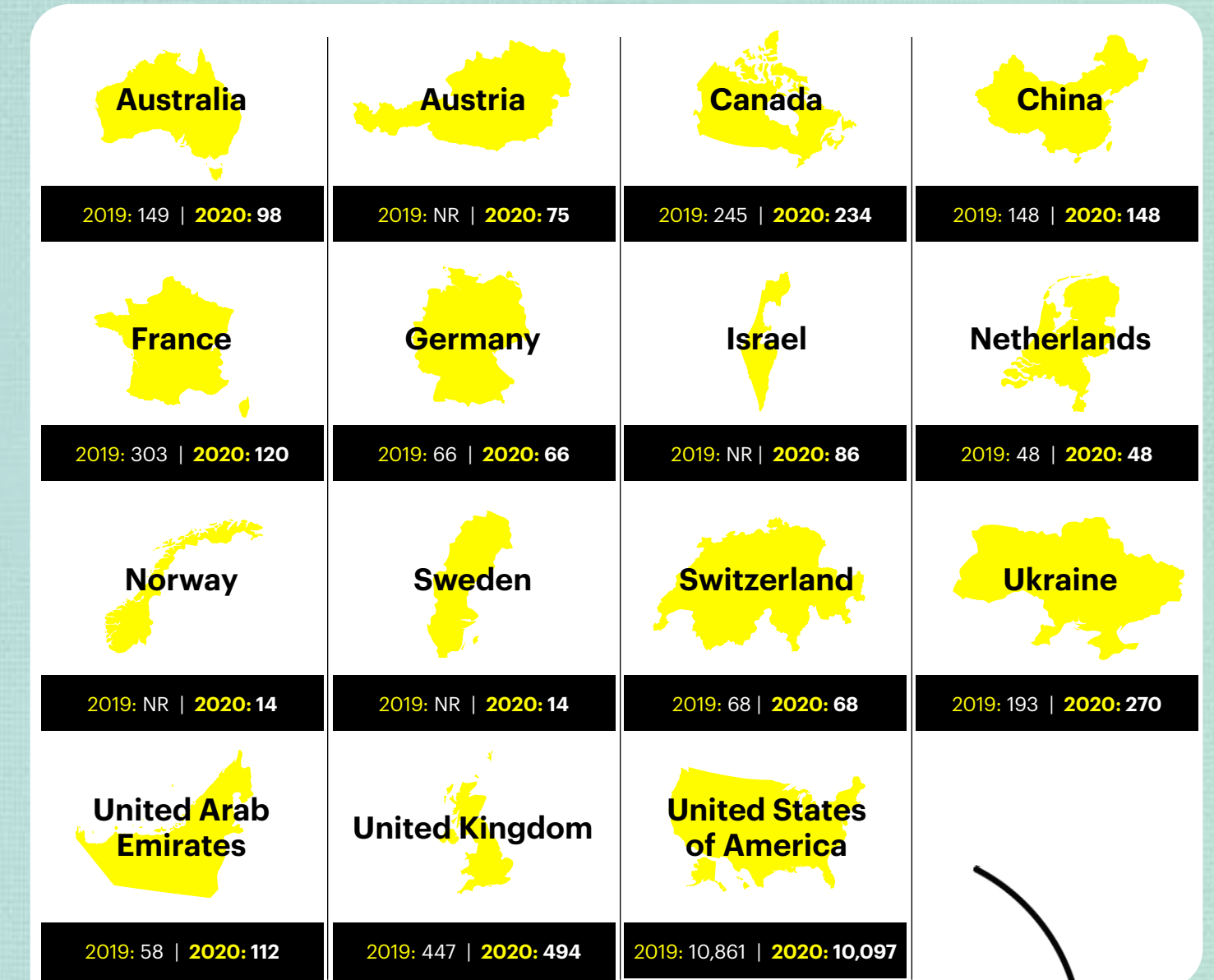
Scope	2019 Emissions	2020 Emissions
Scope 1	4,656	2,952
Scope 2	4,284	902
Scope 3	129,762	165,467
Category 1: Purchased goods and services	64,357	92,570
Category 2: Capital goods	8,623	15,565
Category 3: Fuel- and energy-related activities	1,564	1,441
Category 4: Upstream transportation and distribution	Not reported	5
Category 5: Waste generated in operations (estimated)	312	49
Category 6: Business travel	18,752	4,039
Category 7: Employee commuting	2,894	2,463
Category 8: Upstream leased assets	Not applicable	Not applicable
Category 9: Downstream transportation and distribution	26	8
Category 10: Processing of sold products	Not applicable	Not applicable
Category 11: Use of sold products	33,181	49,266
Category 12: End-of-life treatment of sold products	7	5
Category 13: Downstream leased assets	46	20
Category 14: Franchises	Not applicable	Not applicable
Category 15: Investments	Not applicable	Not applicable

Looking Ahead

In 2020, we will work towards meeting our climate commitments noted above and continue to reduce the impacts of our operations and products across the globe. We will also focus on ways to raise awareness about climate-related issues and inspire action through our platform. And we anticipate making a Net Zero commitment to build upon our climate strategy within the next year.

Total Electricity (MWH) by Country

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



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Our Workplace

Snap has grown quickly, and we have continued to think about sustainability in the design, construction and ongoing occupancy of our spaces and kitchens. That's true for both the food we serve and the work spaces we create. We also find meaningful ways to connect with our team on sustainability issues. Our workplaces were mostly empty during 2020, meaning a lower impact from employee commuting and food consumption and energy use in our workplaces. In this unusual year, we found ways to shift our resources to support our local communities and our team members working from home.

Facilities

In 2020, we committed to sourcing 100% renewable electricity starting in 2020. The first step in this journey is minimizing our energy consumption in our offices and facilities. To that end, we have been renovating and delivering global workspaces to 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. Because all new construction in California is required to meet Title 24 energy efficiency standards, we are estimated to reduce energy consumption by 40% over existing buildings. Because over 50% of our real estate footprint is in California, these renovations represent a huge upgrade in the energy efficiency of our space.

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 2020, where most of our team members were working

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from home for most of the year, we will account for energy consumption during telecommuting at home in our greenhouse gas emissions. And in 2020, we committed to sourcing 100% renewable electricity going forward.

When team members need to come into the office, we offer commuter benefits programs in the US 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 also offer a stipend for those willing to give up a parking space allocated for them.

In 2020, we brought 12 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. While they were not fully utilized to capacity in 2020 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. Snap’s Women in Tech group hosted a speaker series on EV Charging and the Modern Workplace with Cathy Zoi, the CEO of EVgo, to inspire Snap team members to learn more about sustainability and electric vehicles.

As we move past the pandemic, we will be adopting much more flexible policies on remote working, which will in many ways reduce our environmental footprint.

Food

The Food We Serve: We strive to 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.

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, and getting 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 our team consumes



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and serving 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 launching Plant Forward Wednesdays.

In 2020, our onsite food services were paused when our team shifted to working from home. Still, we knew our community was in need, and food insecurity was on the rise due to the impacts of COVID-19. The Snap Food team partnered with Snap Philanthropy to reallocate resources and nearly \$500,000 from the Snap food budget to serve 60 global organizations supporting COVID-19 relief, including food security. To allocate a portion of these funds, each of our offices worldwide nominated local organizations furthering pandemic relief efforts in their communities, resulting in donations of \$300,000. Once we could send essential workers back into the kitchen and had implemented strict safety protocols to do so, we rolled up our sleeves. We used the rest of the budget to cook and prepare meals for the community, distributing over 30,000 meals for low-income students, youth experiencing homelessness, struggling families, and partner organizations focused on food security and education in our communities. We kept the same sustainable practices when sourcing food to prepare these meals that we used when we fed our full team.

“With Snap’s generous donations of fresh produce and pantry items, Bread Head has been able to support community members to develop food literacy skills and assist more people experiencing food insecurity. The high quality of the food provided sends a message to our folks that they are cared for and deserve good things no matter their situation. Thank you Snap!”

– ERIN K FLOOD,
EXECUTIVE DIRECTOR OF [BREAD HEAD](#)



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Reducing Waste and Fighting Hunger: We have always done our part to reduce waste and help fight hunger by donating food to the community. 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 composted any food from the cafes that could not be donated.

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 ingredients, support food literacy programs, and share food justice issues 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. We also converted a parking lot on campus into a Snap-managed community garden that hosts pollinators, edible plants, and a butterfly enclosure. Snap team members volunteer their time to maintain the garden over a series of bi-weekly shifts. While we didn’t get to gather around the table or visit our garden as much as we would have liked in 2020, we still honored the series through virtual events.

On [World Food Day](#), we launched an internal series to raise awareness about food equity and justice. We provided team members resources to watch, listen and read to learn more about the issues. We also partnered with Bread Head and [FEAST](#), LA-based organizations created to help families struggling with the effects of living in a broken food system live healthier, more nourishing lives. Snap sponsored a 21-Day Wellness Challenge to support FEAST and encouraged Snap team members to participate. FEAST also hosted a cook and learn where Snap team members learned about food injustice and insecurity and made a healthy meal together.

We have donated all excess food from our cafes, the equivalent of about **50,000 meals per year.**

“Snaps partnership means so much to us, and to our participants! By bringing food education, access, and support together, FEAST’s programs help participants adopt healthy behaviors and build social connections to improve their physical and emotional health. Snap’s generous contribution enables us to bring healthy food to low-income, minority communities. At FEAST, we dream of a world where everyone has access to ingredients that create health and wellness. Thank you for working with us to make that vision a reality!”

– DANA RIZER,
EXECUTIVE DIRECTOR,
FEAST



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Impact by the Numbers



11,944 MWH of electricity consumed in our facilities globally

902 metric tons of CO₂-equivalent in Scope 2 emissions related to the purchase of electricity

10.276 MWH of Renewable Energy Certificates purchased to match our consumption of electricity in the US in 2020

30,000 meals and almost \$500,000 donated through our food budget reallocation program

Over 50% of our real estate footprint globally meets Title 24 standards for building energy efficiency

Looking Ahead

In 2021, as we start 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 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.

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Our 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 [Spectacles](#), our camera sunglasses, 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.

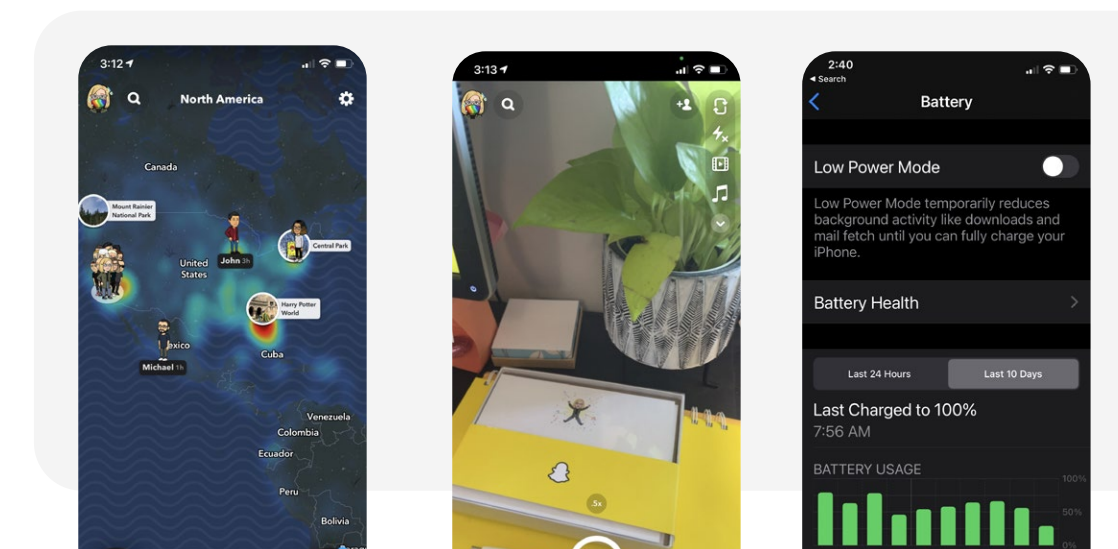
Software: Data and Energy Efficiency

We are continuously focused on increasing efficiency throughout the Snapchat app, which means less battery use, less charging, and reduced energy demand. In 2020, we reduced the power usage of typing in Chat on iOS by 48%, and reduced the power usage of taking, editing and sending an image Snap on iOS by 10% (measured on an iPhone 7). These improvements reduce electricity consumption for millions of Snapchatters, and those savings add up. 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 efforts, which they announced in March of this year. We will work 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. Recent migrations have saved 11.43 TBs of total RAM GB, and 4,856 vCPU.

All of these efforts help towards making the Snapchat app carbon neutral, and contribute to our overall commitment to carbon neutrality for Snap as a whole as noted above.





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. For example, 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.



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Impact by the Numbers



Battery Efficiency Improvements iOS

48% reduction in power usage of typing in Chat and 10% reduction in power usage of taking, editing and sending an image Snap

Looking Ahead

We plan to continue making our products more 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.





Our 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.



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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 end our relationship with the supplier and notify 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.

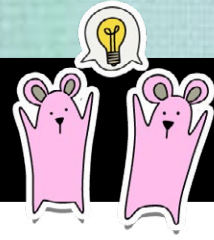
Stakeholder Engagement

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.

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Impact by the Numbers



67
on-site supplier
audits since
Spectacles
launched in 2016

97%
of suppliers
responded to our
conflict minerals
data request

100%
of suppliers
responded to
our materials
disclosure requests



Looking Ahead

In 2021, 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.

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Diversity, Equity and Inclusion

Last year in our first Diversity Annual Report, we publicly committed to becoming a more fair, inclusive, and anti-racist company. We laid out our comprehensive strategy, with goals, to drive the change needed to live up to that promise within our company, our products, and our larger ecosystem of partners and vendors. We have learned three important lessons from the past year, over the course of doing this work:

First, the global racial justice protests proved that one person's story can change the world. Stories create empathy, disrupt stereotypes, and turn statistics that can be overlooked into real people who must be heard. As we move forward, we must better understand and believe the lived experiences of under-represented and excluded groups, and ensure that they have the space and opportunity to tell their own stories.

Second, scaling empathy from those stories among all groups — especially majority groups — is critical. If we want to move the needle and make real change, all of

us, and especially those in majority groups, must feel intrinsically motivated to improve DEI. Our aspiration is that we all recognize and become more expert at understanding when others are marginalized and those lived consequences, and then use majority group status to increase equity.

Third, DEI is collective work. At Snap, we have made significant progress internally, but we are not where we want or need to be. And we can only get there if DEI is everyone's job. It cannot be outsourced to one person or team, and certainly should not be the job of underrepresented groups alone.

These lessons informed the strategy we walk through in this report, built around three key pillars: inspiring empathy, redesigning systems, and driving accountability. While each pillar is powerful on its own, in order to create meaningful change they must work together, as an interlocking solution. We must be collectively accountable and empathetic to change our thinking and our systems.



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Our 2021 Diversity Annual Report, explains how we have done this – and how we are determined to do more. We share our 2020 workforce data, the progress we made toward our representation goals, and set new representation goals that will push us to go farther. We also announce new initiatives, including our ambition to launch a more inclusive camera within Snapchat, new accountability processes for our executive team members, our efforts to add DEI contributions into our performance review processes for all team members, and a larger coalition of companies that Snap is joining to help drive meaningful change across industries. Read the [full report here](#).

“2020 profoundly challenged the way we think and act. It made us consider the sheer scale of the task to embed equity in business and society – from boardroom to courtroom, emergency room to chat room, and everywhere in between.”

– EVAN SPIEGEL,
SNAP’S CO-FOUNDER
AND CEO

– OONA KING,
SNAP’S VP,
DIVERSITY, EQUITY,
AND INCLUSION





Supporting Our Team

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.

For example, In Santa Monica, our living wage — which we internally refer to as a baseline wage — is \$70,000 annually, exclusive of overtime for non-exempt workers. We developed this baseline wage based on data from the Department of Urban Studies and Planning from Massachusetts Institute of Technology. We will also provide minimum new hire equity grants of \$15,000, vesting over three years, to encourage team members to grow wealth with the company. In Santa Monica, this results in annual baseline target pay of \$75,000.

The baseline wage was effective in the United States as of July 2020. And we expanded the program globally to all of our International offices in December 2020 (with any salary increases paid retroactively to July 2020). We will regularly review the baseline wages in all of our markets to make sure we keep pace with cost of living and cost of labor changes

Our annual baseline target pay in Santa Monica, our global headquarters, is **\$75,000.**



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Council

Rooted in Snap’s culture from the very beginning as a company, the mission of the Council program is to help Snap Inc. build and sustain a community steeped in integrity, empathy, connection, collaboration, creativity and kindness. Council is a listening practice where participants speak, one at a time, without interruption, which cultivates empathy and compassion among participants. The team facilitates Councils globally for Employee Resource Groups, teams, office locations, and cross-functional engagements.

Early in 2020, we transitioned our programming from in-person to entirely virtual 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 and share experiences during a rapidly changing time across countries while working from home. Given the online format while working from home, we were able to increase the number of Councils from 1,485 in 2019 to 2,562 in 2020. In addition to the traditional Council format, we hosted 670 offerings outside of the traditional Council format that included

poetry, drawing, painting and music workshops, meditations and events that highlighted our team members’ identities through cultural celebrations, traditions and holidays.

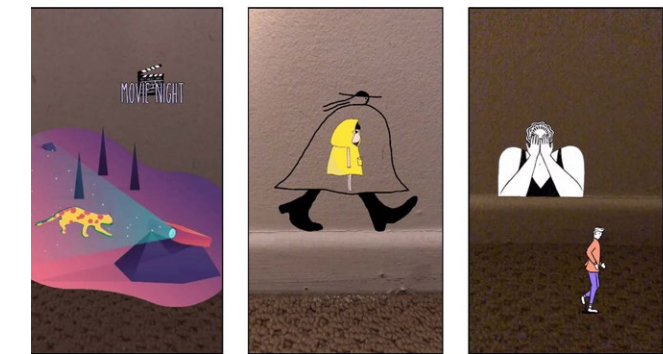
One of these engagements, a global art show entitled “Exhibition of Creativity,” gave team members an opportunity to share their fine art, cooking, gardening and musical creations they had made while at home. We also delivered a virtual onboarding experience for over 1,000 new Snap team members that gave them chances to connect with their new teams, senior leaders and offices.

2020 brought many opportunities for people to be more reflective and empathetic and practice their ability to listen to others. To support strengthening those skills, we led 232 Reflection Councils themed around racial injustice, gender identity and allyship. Through these Councils, team members shared heartfelt stories, deeply listened and reflected on themselves. Council provided a space for people to bring their full selves, grieve and support one another in a challenging year.

We increased the number of Councils from 1,485 in 2019 to 2,562 in 2020.



Exhibition of Creativity



ANNA CHERNENKOVA



ELAINE COHEN

Talent Development

We believe that insatiable learning is not only the path to success at Snap, but the secret to a more fulfilling life. At Snap, we believe team members have a unique opportunity to stretch and develop on the job in a fair and equitable way. Our positions are inherently challenging, our business is dynamic and iterative, and our organization is flat, creative, and performance-driven. Team members are encouraged to seize opportunities and take risks, and are rewarded when they succeed or demonstrate an ability to quickly learn from mistakes.

Our Snap values and impact 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

Snap team members completed **33,000** combined hours of training in 2020.



track our individual progress. Team members and managers have clear, behavioral expectations of what great performance looks like at Snap, and are better equipped to deliver impactful feedback to drive career growth and high performance. All Snap team members are a part of the performance feedback process to ensure everyone is being measured against the same standards in an open and documented way.

In 2020, we provided a wide range of resources aimed at helping our team members grow and succeed in a year full of uncertainty. These included well-being resources, Flex Your Style workshops, Change Agility workshops, Allyship at Work training series, new leadership programming, and DEI coaching for managers. Snap team members participated in over 33,000 combined hours of training and development.

Snap Inc.

Values in Action:

Kind

Courage

Steps up to address difficult issues, says what needs to be said.

Empathy

Relates openly and is comfortable with diverse groups of people; seeks to understand different points of view.

Instills Trust

Gains the confidence and trust of others through honesty and integrity.

Smart

Action Oriented

Takes on new opportunities and tough challenges with a sense of urgency.

Decision Quality

Makes good and timely decisions that keep the organization moving forward in support of our OKRs.

Strategic Mindset

Sees ahead to future opportunities and translates them into high impact strategies.

Creative

Manages Ambiguity

Operates effectively, even when things are not certain or the way forward is not clear.

Cultivates Innovation

Creates new and better ways for the organization to be successful.

Insatiable Learning

Actively learns through experimentation when tackling new problems, using both successes and failures for learning.

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Inclusion represents a huge opportunity for Snap because inclusion drives innovation. To create a truly inclusive culture at Snap, we need our team members to be skilled allies. Through our allyship workshops, participants learn how to develop their ally skills through everyday interactions, in-the-moment interventions, and ongoing advocacy. Participants also learn what they can do to keep learning and continue their journey toward effective allyship. Post-training feedback results showed that nearly all participants would recommend this training and 96% now understand what it means to be an ally.

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 unique hyper 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 self. 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 2020, several groups partnered to launch Kind to Your Mind, an ongoing series 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 2,694 attendees participated in the Kind to Your Mind series in 2020.

We improved our Lyra mental health benefit by increasing the number of sessions from 16 to 25 for each US Snap team member and for each of their family members in 2020. Snap will continue to offer 25 sessions in 2021 and, in addition, we have expanded this benefit through ICAS globally. Lyra/ICAS offer support for individuals, couples, families and children in the form of therapy, coaching and self-help tools and resources.

In 2020, we 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

Kind to Your Mind



2,694 attendees participated in the series.

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therapy program, and improving back-up childcare hours in the US and extending childcare and eldercare coverage to the UK and Canada.

We also 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 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.

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, does not cause undue environmental damage and follows best practices.

In 2020, we stepped up to support global efforts around community responses to the COVID-19 pandemic. This included donating over 2800 N95 masks to local hospitals and making over 2000 custom face shields for donation to local healthcare workers at our R&D facility in Venice. A cross-functional working group transitioned team members to a Win From Home (WFH) environment, while managing an essential onsite worker program to support daily operations. We also facilitated COVID-19 response benchmarking with peer companies in the LA area and readied global offices for re-occupancy with robust COVID-19 protocols. We collaborated with the Office of the Los Angeles Mayor to share best practices and to provide input into decision making, and most importantly, to proactively prepare for anticipated, upcoming changes.



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Impact by the Numbers



Learning

33,273 training hours across Snap, which is more than 8 hours of training per person

71% of Snap managers participated in the Aperture leadership program (to date)



Wellness and Benefits

50 benefits and well-being events globally

23,821

Headspace meditations completed in 2020



Health and Safety

Injury and Illness Data

Total recordable incident rate: 0.05

Lost time incident rate: 0

COVID-19 Response

4,243 desk partitions installed worldwide

201,000 disposable masks stocked

5,000 personal office supply kits assembled and desk dropped



Council

3,479 Council engagements including 1,734 Team Councils and retreats facilitated across 27 office locations, in 16 countries with 364 teams, 310 Councils and retreats welcoming 1,106 new Snap team members and many more

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Looking Ahead

Learning and Development: For professional development, allyship will continue to be a key focus in 2021 and will play a central role in our values-based curriculum. We will be launching a new Values Series to further embed our values at Snap and support team members in building skills around our values-based behaviors. We will also continue building our values more deeply into our Performance Review process, ensuring that team members are rewarded not just for the work they do but for how they demonstrate our values in action by contributing to a more inclusive, equitable, and diverse workplace.

We will be adding onto our suite of leadership offerings to invest in our leaders and teams, and we are taking a closer diversity, equity, and inclusive lens in our learning and development programming. Kind to Your Mind will continue its efforts to support team members with their mental and emotional well-being by offering workshops on burnout support and relief, self-care sessions, and panels on navigating wellness during uncertain times.

Benefits and Well-Being: We will continue our focus on supporting team members as they work from home by continuing to build out parenting and caregiver support. We will also continue our work on global benefits parity, financial well-being support, and ensuring our benefits are inclusive of everyone on our team.

Council: In 2021, Council will support individual offices around the world in celebrating their unique cultures while working remotely and identifying as part of the global Snap community. We want teams to deeply connect with one another and for new team members to feel welcomed and a part of the team. We want to foster a cross-functional collaborative community where people get to know others from around the world and feel a sense of belonging. We want to help make being a Council Facilitator a career for more people and so, are leading free training to create a pipeline of Council facilitators for Snap and the greater world.



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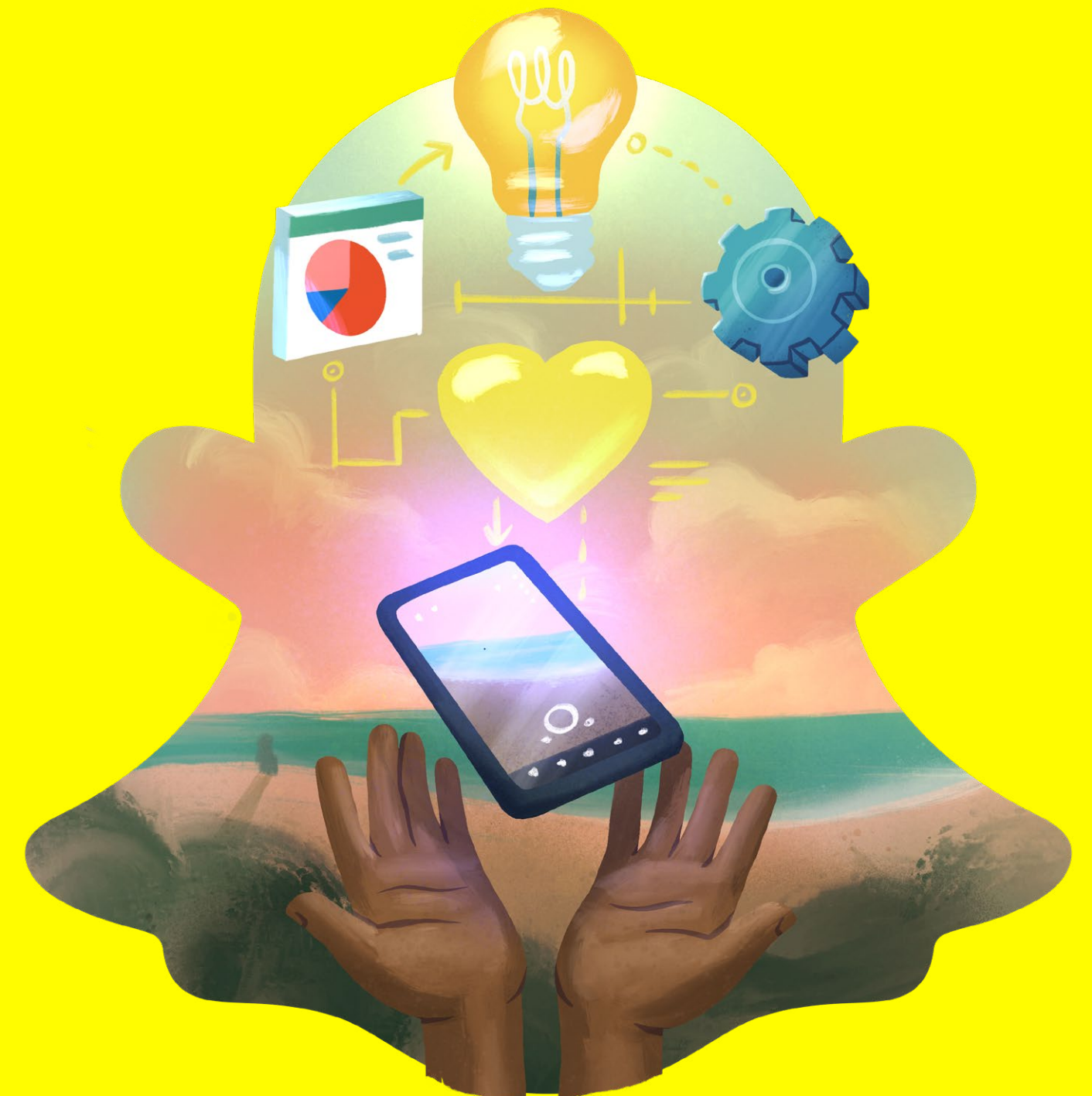
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Board Structure

Our Board consists of two executive officers and eight independent directors. The Chairperson of Snap’s Board is non-executive and independent. Sixty-three percent of our independent directors are current or former Chief Executive Officers of prominent companies, and 50% of our independent directors are women.

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

Our Board

Executive Officers



Evan Spiegel
Chief Executive Officer



Robert Murphy
Chief Technology Officer

Independent Directors



Michael Lynton¹
Compensation², and Nominating and Corporate Governance Committees



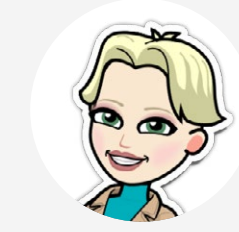
A.G. Lafley
Nominating and Corporate Governance², and Compensation Committees



Kelly Coffey
Audit Committee



Stanley Meresman
Audit Committee²



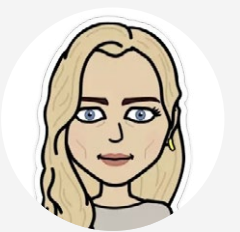
Joanna Coles
Nominating and Corporate Governance Committee



Scott D. Miller
Audit and Compensation Committees



Liz Jenkins
Audit Committee



Poppy Thorpe
Audit and Compensation Committees

¹Chairman of the Board of Directors
²Committee Chairman

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. We have committed to incorporating material ESG updates into semi-annual Board committee meetings and annually into full Board meetings in 2021.

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 Robert 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.

We recognize that this type of founder control is not typically favored from a governance perspective. In our view, however, 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.

Although 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. 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.



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Integrity and Compliance

Our corporate citizenship is more than just a collection of great accomplishments; it's the driver for how we make decisions and behave day to day. We try to do the right thing by our stakeholders regardless of whether the law requires us to do so, or whether it takes more time or costs more.



This year, we captured this ethos in a revamped [Code of Conduct](#), titled [Guide to Kind Business](#).

What does it mean to conduct business with kindness? It means that we have the courage to hear and speak the truth, we use empathy to understand the impact of our actions, and we choose actions that instill 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 don't normally think of kindness as belonging in the workplace, but at Snap we see it as our business superpower. Why? As the Code of Conduct states:

Because success that comes at the expense of others is short-lived ...
When we take care of our stakeholders, they help us succeed. Being kind also helps us remember that business is not just a means to an end ...
When we conduct business with kindness, we bring our humanity to work and make decisions from both heart and head.



Kindness helps us address potential concerns from the start, rather than clean up messes later.

Going forward, we plan to 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 2020, 100% of new hires received Code of Conduct training. We ask all employees to refresh their understanding with an additional training again every one to two years. The overall completion rate for Code of Conduct training is 99.8%.



Scaling Integrity and Compliance

We also continue to scale and improve our other compliance program elements following the 10 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.

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. 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.

Finally, we maintain robust compliance governance processes, including periodic reports to the Audit Committee and annual Board training on effective program oversight. In 2020, 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.

Increased automation of our due diligence process incorporates sanctions and restricted or denied-party screening on **100%** of identified third parties.



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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 our profits are fully subject to tax in jurisdictions where we have substantive business operations.

As a growing company that is not yet profitable on a consolidated basis, the majority of our tax contribution to the communities where we operate currently comes from non-income taxes such as taxes on our employee compensation, our revenue and our purchases. We approach these taxes with the same high bar.

Governance, Risk Management, and Compliance:

We align with industry best practices around tax governance and benchmark our governance and control framework against leading practices. At Snap, our tax strategy is a core part of corporate responsibility and governance and is overseen by the Board. The Audit Committee takes responsibility for tax risk management and delegates ongoing daily management to key employees. To ensure that our tax strategy is being followed in our everyday approach to tax, we have implemented robust processes and controls, 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.

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. Additionally, Snap's Code of Conduct and Whistleblower Policy encourage all employees to speak up and raise any concerns they may have about



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compliance or violations of law or policy, which in turn applies to all tax matters. These concerns may be reported to our Chief Compliance Officer or through our anonymous helpline.

Supporting Our Business: Our tax team works to support the commercial activity of our business and make sure that tax is included in the overall planning process in the same way as other costs. We don't undertake transactions the sole purpose of which is to create a tax benefit inconsistent with a reasonable interpretation of relevant tax law. We aim for substance — we don't seek abusive tax results.

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, or “VAT”) 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, 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 we seek to implement them consistent with the intent and spirit of the law.



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Relationships with Tax Authorities: 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 to resolve disputes or where there may be uncertainty in the interpretation of tax laws.

Supporting Global Tax Governance: 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.

Income taxes are currently only a small piece of our total tax contribution, as we are not yet profitable on a consolidated basis. For the year ended December 31, 2020, our global tax contribution resulted in government tax receipts exceeding \$1 billion. This includes taxes paid to governments in the form of corporate income taxes, employment taxes, value added taxes, property taxes, and other gross-receipts-based taxes. Most of our total tax contribution comes from taxes remitted by Snap that were collected from our employees on their compensation and customers on their purchases. We commit to publicly disclosing, on a country-by-country basis, our total tax contribution when we become profitable and income tax expense and income taxes paid become material.

[Read more here](#) about our global tax strategy.



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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, 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.

This 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 Committee of our Board.

We also 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. We regularly perform compliance reviews of these controls to ensure that the responsible teams are operating them appropriately.

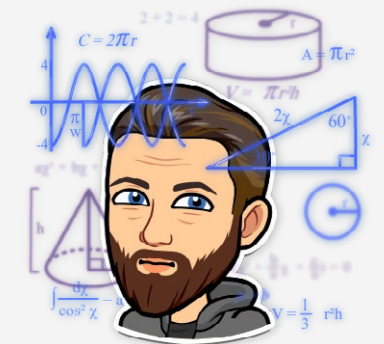
Industry Standards: Snap is taking a leading role in seeking to create robust self-regulation around user metrics and other non-financial metrics. Financial metrics have long been the subject of detailed accounting guidance and federal regulation. By contrast, non-financial metrics — metrics like user 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

“There is no playbook for data governance at Snap’s breadth and scale. We’ve drawn from experts in big data, financial auditing, precision manufacturing, forensic data science, and other fields to build a multi-disciplinary team solely focused on continually raising the bar for data quality.

We’ve been excited to translate this work into improvements for our industry as a whole as we share best practices and principles with other leading tech companies.”

- LUCAS PIERCE,
SNAP’S DIRECTOR OF DATA



with others to ensure that the industry as a whole has these sorts of rigorous rules and controls. For the past 18 months, 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 will 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 expect that these principles will be ready for further distribution with peers in the industry before the end of the year.

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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-evaluate 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. 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 10 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 & 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.

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Impact by the Numbers



50%

of independent directors
on Board are women



99.8%

completion rate for
Code of Conduct training

Looking Ahead

Integrity and Compliance: We look ahead to building 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 and income tax expense and income taxes paid become material.



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About the Report

We intend to publish an annual 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 calendar year 2020, 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 Global Reporting Initiative (GRI) Standard as well as our recent ESG materiality assessment. 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.

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).




Data Tables

2020 was an unusual year. As a result of the upheaval surrounding COVID-19, we saw a drop in volunteer hours, well-being events, and other metrics associated with traditionally in-person engagement. On the flip side, we saw an increase in Council engagements as members of our global team reached out to support each other and forge new connections during a challenging year. We also saw increased engagement around social impact content on our platform. Additionally, corporate giving nearly tripled between 2019 and 2020 as we stepped up to provide as much support as possible during a challenging year.

On the climate front, our absolute greenhouse gas emissions increased but our emissions indexed to revenue decreased, meaning that our emissions didn't scale with our revenue growth. We reduced our Scope 1 emissions because of reduced operations of our corporate owned aircraft and fleet. We reduced our Scope 2 emissions because electricity consumption in our offices went down while employees worked from home. We also applied our renewable energy purchases, which further reduced our market-based Scope 2 emissions.

Scope 3 emissions grew as we scaled as a company, and we also accounted for employee telecommuting as part of our Scope 3, category 7 emissions total. While business travel emissions decreased, emissions associated with goods and services increased and use of our products increased due to the increase of users on our platform.


For some metrics that we're sharing for the first time in 2020, historical data isn't available and is left blank below. We look forward to continuing to share annual data for our metrics moving forward.


 Society		
Data Point	2019 Data	2020 Data
Corporate giving	\$1.1 + million	\$3+ million
Snap Foundation giving		\$4 million in COVID-19 relief and recovery
Volunteer Hours	10,500+ service hours	8,500+ service hours
Number of volunteer projects	27 cities across 15 countries	31 cities across 16 countries
Volunteer participation rates for team members	61%	47%
In Kind Donations — Pro Bono Advertising	\$3.5 million	\$3.3 million
Civic engagement		Helped more than 1.2 million Snapchatters register to vote through our app in 2020
Discover content engagement		- 88 million viewers watched COVID-related content on Discover - 36 million viewers watched racial justice content on Snapchat in the month after George Floyd's murder
Privacy / Safety	Refer to the Transparency Report	Refer to the Transparency Report
Yellow Accelerator Representation		- 76% of the companies we have invested in have been founded by women or BIPOC - 45% of the companies have a woman founder - 60% of the companies have a BIPOC founder


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 Planet		
Data Point	2019 Data	2020 Data
Electricity (global total)	12,587 MWH	11,945 MWH
Renewable Electricity (global total)	0	10,097 MWH (85%)
Scope 1 emissions	4,656 MT CO ₂ e	2,952 MT CO ₂ e
Scope 2 emissions (market-based)	4,284 MT CO ₂ e	902 MT CO ₂ e
Scope 3 emissions	129,762 MT CO ₂ e	165,467 MT CO ₂ e
Total GHG Emissions (Scope 1, Scope 2, and Scope 3)	138,702 MT CO ₂ e	169,321 MT CO ₂ e
Food donations	50,000 meals worth over \$100,000	Reallocate resources and nearly \$500,000 from the Snap food budget to serve 60 global organizations supporting COVID-19 relief.
Battery efficiency improvements	<ul style="list-style-type: none"> - 50% reduction in Snapchat's median background running time - 36% reduction in battery drain when swiping between Chat and friends feed; during Story and Discover video playback - 23% reduction in battery drain when scrolling through your friends feed 	<ul style="list-style-type: none"> - Reduced the power usage of typing in chat on iOS by 48% - Reduced the power usage of taking, editing and sending an image snap on iOS by 10%
Number of 3rd party supplier audits		67 on-site supplier audits since Spectacles launched in 2016
% response for conflict minerals and compliance	<ul style="list-style-type: none"> - 97% of suppliers responded to our conflict minerals data request - 100% of suppliers responded to our materials disclosure requests 	<ul style="list-style-type: none"> - 94% of suppliers responded to our conflict minerals data request - 100% of suppliers responded to our materials disclosure requests

 People		
Data Point	2019 Data	2020 Data
Council	1,485 councils / 26 offices / 12 countries	3,479 Council Engagements including 1,734 Team Councils and retreats facilitated across 27 office locations, in 16 countries with 364 teams, 310 Councils and retreats welcoming 1,106 new Snap team members and many more.
Training hours	67,205 training hours (21 training hours per person)	33,273 training hours (8 training hours 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.
Well-being events	264 events / 12 cities	150 benefits & well-being events globally
Total recordable incident rate	0.2	0.05
Total lost time incident rate	0.14	0
Notices of noncompliance/ violation related to EHS	0	0

 Governance		
Data Point	2019 Data	2020 Data
Gender representation on Board of Directors	30% of independent directors are women	50% of independent directors are women
Integrity & Compliance — % of team compliant w/Code of Conduct training requirement	99.25%	99.8%

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Diversity, Equity, and Inclusion

Representation

	Race/Ethnicity (US)						Gender (Global)			
	Asian	Black	Hispanic / Latin X	Multiple Races	Native American/ Alaskan Native	Native Hawaiian/ Pacific Islander	White	Men	Women	Undeclared
Overall										
2019	33.4%	4.1%	6.9%	4.4%	0.1%	0.3%	50.9%	66.6%	32.9%	0.6%
2020	34.4%	4.9%	6.8%	4.1%	0.1%	0.2%	49.5%	66.0%	33.1%	0.9%
Δ	+1.1%	+0.9%	-0.1%	-0.3%	0.0%	-0.2%	-1.4%	-0.6%	+0.3%	+0.3%
Tech (Company-wide)										
2019	48.5%	2.3%	3.5%	3.0%	0.0%	0.2%	42.5%	83.0%	16.2%	0.8%
2020	49.4%	2.5%	3.6%	3.1%	0.0%	0.2%	41.1%	82.1%	16.7%	1.2%
Δ	+1.0%	+0.1	+0.2%	+0.1%	0.0%	0.0%	-1.3%	-0.9%	+0.4%	+0.4%
Non-Tech (Company-wide)										
2019	14.6%	6.2%	11.1%	6.1%	0.2%	0.5%	61.4%	45.8%	53.9%	0.3%
2020	14.2%	8.3%	11.1%	5.3%	0.2%	0.2%	60.8%	43.6%	55.9%	0.4%
Δ	-0.4%	+2.1%	0.0%	-0.8%	0.0%	-0.3%	-0.6%	-2.2%	+2.0%	+0.1%
Director+										
2019	16.5%	2.6%	2.6%	7.0%	0.0%	0.9%	70.4%	74.1%	24.5%	1.4%
2020	14.3%	3.0%	4.5%	5.3%	0.0%	0.8%	72.2%	72.5%	26.3%	1.3%
Δ	-2.2%	+0.4%	+1.9%	-1.7%	0.0%	-0.1%	+1.7%	-1.6%	+1.8%	-0.2%
Tech (Director+)										
2019	17.5%	2.5%	0.0%	10.0%	0.0%	0.0%	70.0%	91.1%	6.7%	2.2%
2020	13.3%	2.2%	2.2%	8.9%	0.0%	0.0%	73.3%	84.3%	13.7%	2.0%
Δ	-4.2%	-0.3%	+2.2%	-1.1%	0.0%	0.0%	+3.3%	-6.8%	+7.1%	-0.3%
Non-Tech (Director+)										
2019	16.0%	2.7%	4.0%	5.3%	0.0%	1.3%	70.7%	66.0%	33.0%	1.1%
2020	14.8%	3.4%	5.7%	3.4%	0.0%	1.1%	71.6%	67.0%	32.1%	0.9%
Δ	-1.2%	+0.7%	+1.7%	-1.9%	0.0%	-0.2%	+0.9%	+1.0%	-0.9%	-0.1%
Hiring										
Total Hires (Men)										
2019	25.1%	3.7%	5.4%	3.0%	0.0%	0.0%	25.5%			
2020	25.1%	4.2%	4.0%	1.6%	0.0%	0.0%	28.1%			
Δ	+0.3%	+0.5%	-1.3%	-1.5%	0.0%	0.0%	+2.6%			
Total Hires (Women)										
2019	10.7%	2.0%	3.9%	2.2%	0.0%	0.0%	18.4%			
2020	12.3%	5.1%	2.5%	1.7%	0.0%	0.0%	14.9%			
Δ	+1.5%	+3.1%	1.4%	-0.5%	0.0%	-0.2%	-3.5%			

A small percentage (0.2%) of Hires in the US in 2020 were Undeclared with regards to Gender. Hiring data represents hires by group as a percentage of total hires.

SASB Index

Topic	Code	Accounting Metric	Category	Unit of Measure	Response
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 2020 was 11,945 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 (%)	Immaterial. 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 Policy describes the information Snap collects from customers and how it is used.
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Reporting currency	Snap discloses all material legal proceedings in our SEC reports. In 2020, 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 (%)	Snap publishes a Transparency Report twice a year that details these metrics.
	TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	n/a	Snapchat is globally available but like many internet services, the app is blocked in 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 (%)	For information about government requests for data or to remove content, refer to our Transparency Report .
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	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 does not report on this metric.
	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 percentages 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 of the Business Ethics Leadership Alliance (BELA), AnitaB.org, DisabilityIN, GLAAD, NCWIT, Coqual, Kapor Center, 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 at the CitizenSnap Report
GRI 102	General Disclosures	102-16	Values, principles, standards, and norms of behavior	Ethics by Design 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 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, 2020 – December 31, 2020, unless otherwise noted.
GRI 102	General Disclosures	102-51	Date of most recent report	2019
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 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 .

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GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section / Location in Report / Explanation
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 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 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 and procedures	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
GRI 207	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
GRI 300: Environmental				
GRI 301 - Materials				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Our Products and Integrity by Design sections of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Our Products and Integrity by Design sections of the CitizenSnap Report

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GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section / Location in Report / Explanation
GRI 302 - Energy				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Climate and Looking Ahead in Our Products sections of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Climate section of the CitizenSnap Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Climate section of the CitizenSnap Report
GRI 302	Energy	302-1	Energy consumption within the organization	Climate section of the CitizenSnap Report
GRI 302	Energy	302-4	Reduction of energy consumption	Climate section of the CitizenSnap Report
GRI 302	Energy	302-5	Reductions in energy requirements of products and services	Data and Energy Efficiency section of the CitizenSnap Report
GRI 305 - Emissions				
GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	Climate section of the CitizenSnap Report
GRI 103	Management Approach	103-2	The management approach and its components	Climate section of the CitizenSnap Report
GRI 103	Management Approach	103-3	Evaluation of the management approach	Climate section of the CitizenSnap Report
GRI 305	Emissions	305-1	Direct (Scope 1) GHG emissions	Climate section of the CitizenSnap Report
GRI 305	Emissions	305-2	Energy indirect (Scope 2) GHG emissions	Climate section of the CitizenSnap Report
GRI 305	Emissions	305-3	Other indirect (Scope 3) GHG emissions	Climate section of the CitizenSnap Report
GRI 305	Emissions	305-4	GHG emissions intensity	Climate section of the CitizenSnap Report
GRI 305	Emissions	305-5	Reduction of GHG emissions	Carbon Emissions section of the CitizenSnap Report
GRI 400: Social				
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 404	Training and Education	404-1	Average hours of training per year per employee	There were 33,273 training hours across Snap 2020, which is more than 8 hours of training per person. 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 assistance programs	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	Snap's Diversity Annual Report

GRI Index

GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title	Section / Location in Report / Explanation
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 416 - Customer Health and Safety				
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 and Privacy Engineering section of the CitizenSnap Report and in Snap's Privacy Center
GRI 103	Management Approach	103-2	The management approach and its components	Security and Privacy Engineering section of the CitizenSnap Report and in Snap's Privacy Center
GRI 103	Management Approach	103-3	Evaluation of the management approach	Security and Privacy Engineering 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 and Privacy Engineering section of the CitizenSnap Report and in Snap's Privacy Center



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Snap Inc.