

Etsy, Inc.

2024

Etsy, Inc. (Nasdaq: ETSY) operates two-sided online marketplaces that connect about **96 million passionate and creative buyers** and **8 million sellers** around the world.¹ These marketplaces—which collectively create a “House of Brands” — share our mission, common levers for growth, similar business models, and a strong commitment to using business and technology to strengthen communities and empower people.

House of Brands

Etsy, Inc. is developing focused investment plans designed to deliver value creation throughout our House of Brands portfolio. In particular, we see opportunities to benefit from shared expertise in product, marketing, technology, and customer support across all three marketplaces.

Etsy

Our primary marketplace and the global destination for unique and creative goods

Reverb

Online marketplace for buying and selling musical instruments

depop

People-powered fashion marketplace where anyone can buy, sell, explore, and discover incredible secondhand fashion



More than 100M Etsy.com listings for sale



People are buying or selling from **nearly every country in the world**



Headquartered in **Brooklyn, NY**



~2400 employees²

Building Buyer Consideration

We develop initiatives to drive buyer consideration by highlighting our sellers’ quality listings, at great value, that we believe our sellers can deliver in a way that is both reliable and dependable.



Consideration

Helping buyers think of us more often



Quality

Making it easier to find the good stuff on Etsy



Great Value

Driving association that there are great deals on Etsy



Reliability

Making shopping on Etsy more dependable

The Etsy.com Marketplace

Etsy is the global destination for unique, creative goods from independent sellers. Buyers come to Etsy looking for special, one-of-a-kind items that are handcrafted, designed, handpicked and sourced by creative entrepreneurs. Our mission is to Keep Commerce Human, and we do that by fostering connections between buyers and sellers, building engaging and inspiring shopping experiences, and helping buyers find original items that reflect their tastes and values.



Did you know?

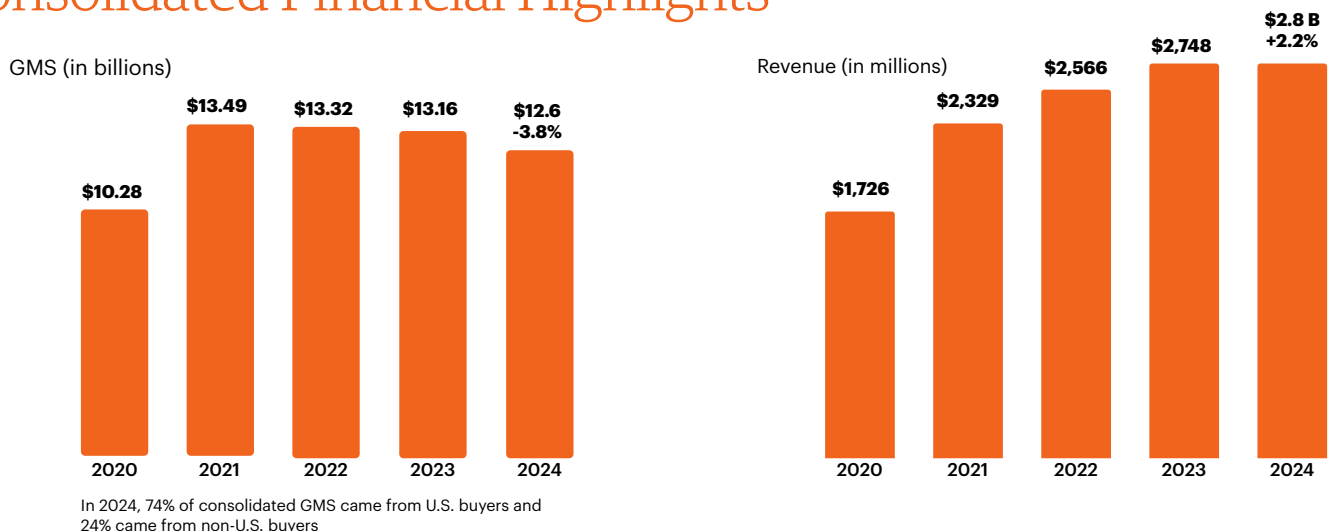
Every second on Etsy there are...

- 15 searches for **gifts**
- 4 searches for **birthday items**
- 9 searches for **personalized or customized items**
- 30 searches for **jewelry**
- 7 searches for **vintage or antique items**

¹Consolidated to include the Etsy, Reverb, and Depop marketplaces

²As of December 31, 2024

Consolidated Financial Highlights



Environmental, Social, and Governance Strategy

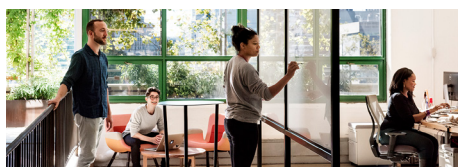
Our business and ESG strategies are inextricably linked and mutually reinforcing. We are committed to making a positive impact for people and the planet, while advancing and complementing our business strategy.



Environmental

We strive to build long-term resilience by reducing our carbon impacts and fostering responsible resource use.

- We set the ambitious goal of achieving Net Zero carbon emissions, with a near-term 2030 target as well as a long-term 2040 target. In 2024, we made consistent progress toward our target.
- We provide U.S. Etsy and Depop sellers access to affordable planet friendly packaging, made from certified responsible and 100% recycled materials.



Social

We strive to ensure equal access to the opportunities we create.

- More than 50% of all global employees identify as women or marginalized genders.
- Approximately 40% of people in Etsy.com marketing assets in the U.S. are people of color.³
- During 2024, we spent \$43 million with diverse-owned suppliers, which we define as woman, disability and LGBTQ-owned globally; as well as Black, Asian-Indian, Asian-Pacific, Hispanic/Latinx, Indigenous and veteran-owned in the United States.
- In 2024, as part of Etsy's commitment to supporting creative small businesses navigating challenges, Etsy's Uplift Fund continued to support organizations driving critical resources to entrepreneurs.



Governance

We foster a culture of ethics and accountability through:

- Thoughtful marketplace and corporate governance practices.
- Transparent and accountable reporting. Since 2018, we've shared our ESG metrics alongside our financial results in our Integrated Annual Report.

As of December 31, 2024, Etsy deployed about ⅓ of its \$30 million Impact Investment Fund in investments that are intended to further our Impact Strategy to help accelerate the development of the creative economy, support financially underserved communities, and promote environmental sustainability.

³For Etsy.com-owned and Etsy.com-managed channels in 2024