

Etsy, Inc.

2023

Etsy, Inc. (Nasdaq: ETSY) operates two-sided online marketplaces that collectively connect **more than 96 million passionate and creative buyers** and **9 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 use 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 employees^{1, 2}

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

Buyers come to the Etsy marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by our creative entrepreneurs, often items they can't find anywhere else. We are focused on attracting potential buyers to Etsy for everyday items that have meaning and those “special” purchase occasions that happen throughout the year. We are also working to make the Etsy brand synonymous with gifting with the help of Gift Mode™.



Did you know?

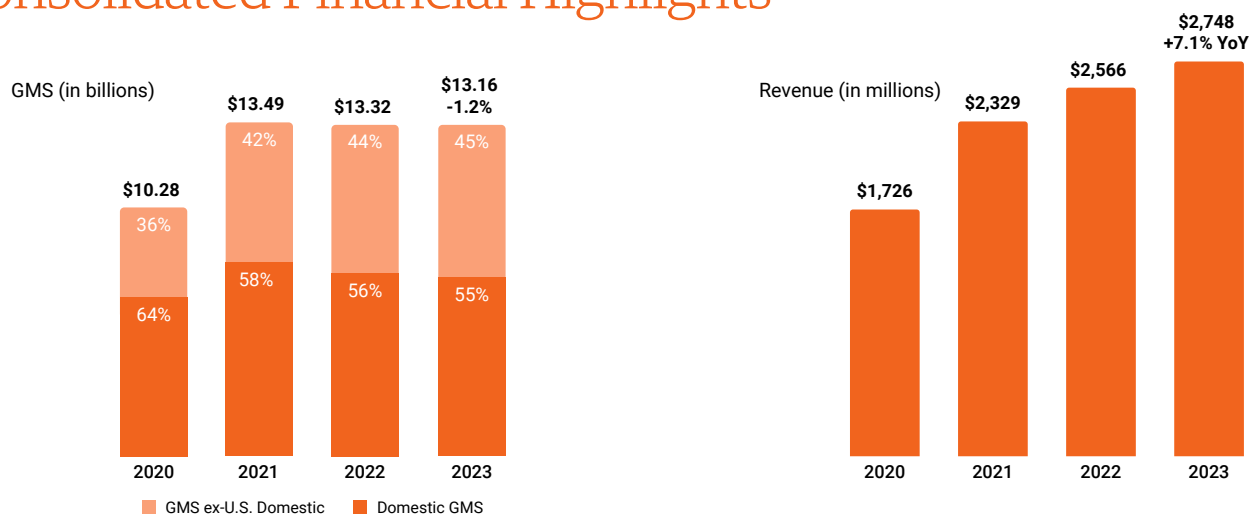
On Etsy, someone searches for...

- **Birthday** every second
- **Wall art** every two seconds
- **Baby shower** every three seconds
- **Custom or handmade furniture** every minute
- **Anniversary** every two seconds

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

²As of January 4, 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, serving as a leader in social and environmental action.



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 2023, we made consistent progress toward our target.
- We provide U.S. Etsy and Depop sellers access to affordable planetfriendly packaging, made from certified responsible and 100% recycled materials.



Social

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

- Etsy proudly maintains approximate gender parity across its employee population and leadership team.
- Nearly half (49.7%) of people in Etsy.com marketing assets in the U.S. are people of color.¹
- Etsy launched a new Supplier Diversity Program in 2023, including a target to reach \$120 million in diverse spend across our House of Brands by 2025.
- In 2023, the Uplift Makers program continued Etsy's commitment to supporting heritage artisan communities in gaining economic independence through inclusion in the digital economy.



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.

In 2023, 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.

¹For Etsy.com-owned and Etsy.com-managed channels in 2023

²From January 1, 2022 through the end of 2025, across Etsy, Reverb and Depop.