

# Etsy, Inc.

## Q4 2021



Etsy, Inc. (Nasdaq: ETSY) operates two-sided online marketplaces that collectively connect **nearly 100 million passionate and creative buyers** and **7.5 million sellers** around the world.<sup>1</sup> 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 four marketplaces.

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

**Reverb**  
Online marketplace for buying and selling musical instruments

**elo7**  
The “Etsy of Brazil” providing a marketplace for unique items in LatAm’s largest market

**depop**  
Fashion resale marketplace that has built a true home for its Gen Z audience



Etsy is the **7th most downloaded** shopping app in the iOS App Store<sup>2</sup>



**120+M** items for sale



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



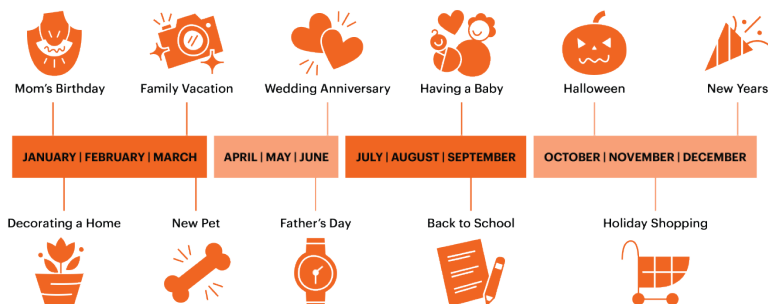
Headquartered in **Brooklyn, NY**



**2,402** employees<sup>1</sup>

## 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. 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. These include items that reflect an individual’s unique style; gifting that demonstrates thought and care; and celebrations that express creativity and fun.



## Our Right to Win

Our investments in product, marketing and talent will be focused on capitalizing on what we believe are our core competitive advantages, or our Right To Win.



### Did you know?

On Etsy, someone searches for...

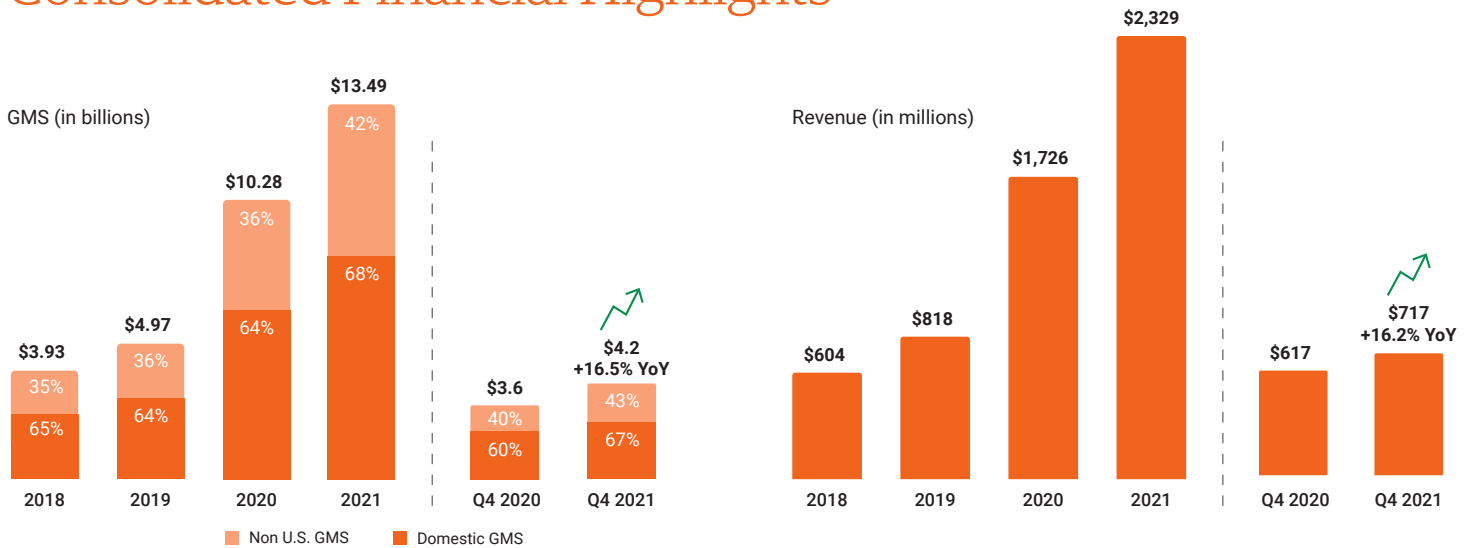
- **Wall art** every two seconds
- **Wedding-related** items every two seconds
- **Gift-related** items every second
- **Antique or vintage** items every half a second

All figures are for the Etsy marketplace and are as of September 30, 2021 unless otherwise noted

<sup>1</sup>Consolidated to include the Etsy, Reverb, elo7, and Depop marketplaces

<sup>2</sup>As of December 31, 2021

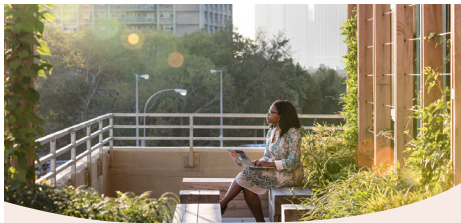
# Consolidated Financial Highlights



Etsy has retained much of the positive impact from the dramatic adoption of e-commerce in the last two years. More than half of Etsy's 2020 active buyers, and 37% of 2020 new buyers, came back to make a purchase in 2021.

## 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 being Net Zero carbon emissions, with a near-term 2030 target as well as a long-term 2040 target.
- We were the first global ecommerce company to offset 100% of carbon emissions from shipping.
- We provide U.S. sellers access to affordable planet-friendly packaging, made from certified responsible and 100% recycled materials.



### Social

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

- Nearly half of Etsy's entire workforce and leadership, and the majority of the executive team, are women.
- Working to ensure that at least 50%<sup>1</sup> of Etsy's small and medium sized suppliers are owned by women, minorities, or veterans.
- In 2021, Etsy launched the *Uplift Initiative*, a diverse set of programs aimed at providing pathways to economic freedom.



### 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.

<sup>1</sup>Based on suppliers providing impact data through our supplier vetting program.