

A letter from Evan

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

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

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

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

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



Evan Spiegel,
Co-founder and CEO



Snap Inc.

2022

**CitizenSnap
Executive Summary**



Executive Summary

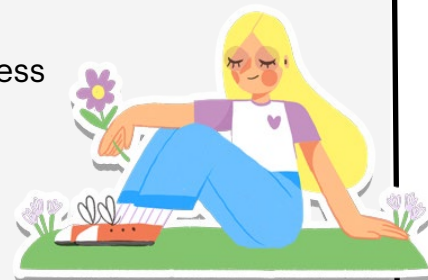
At Snap, our mission is to contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. Snap is built around our core values of being kind, smart, and creative. From the beginning, we have designed these values into our products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

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

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

FOR THE FULL REPORT, GO TO:
[CITIZEN.SNAP.COM](https://www.snap.com/citizen)

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



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

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

Society

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



AWESOME

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

— JENNIFER STOUT, VP, GLOBAL PUBLIC POLICY

Published our *Safety and Impact blog*

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

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

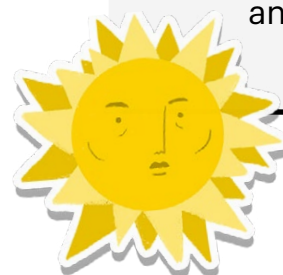


Donated over \$9 million dollars in Snapchat advertising to nonprofits

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

Conducted our first scenario analysis

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



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

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

Planet

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

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



Committed to achieving Net Negative carbon emissions by 2030.

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

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



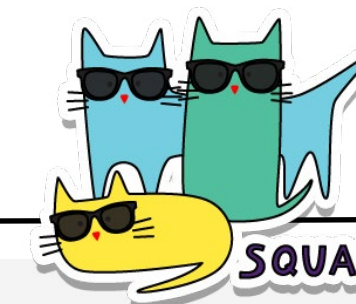
People

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

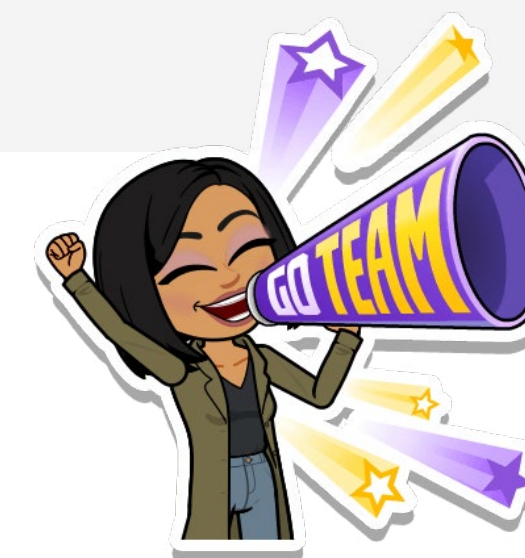


Drove key initiatives focused on **inspiring empathy, redesigning our systems, and driving accountability** related to Diversity, Equity and Inclusion (DEI)

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



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

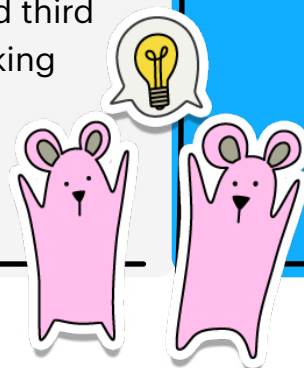


Supported our teams by **providing best-in-class benefits and resources**. We improved our mental health benefits by increasing the number of sessions covered from 16 to 25 for each US Snap team member and for each of their family members, and we are also working to expand this benefit globally. We extended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



Released our revamped **Global Code of Conduct**

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



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



Governance

Snap maintains a governance structure focused on long-term shareholder value, transparency, and robust ethical decision-making. We seek to maintain a Board that is diverse and experienced. Our tax program is aimed at paying fair taxes where we do business and positions us as a responsible part of communities where we operate. We run a robust enterprise risk program that links enterprise-level risks with company strategic objectives.

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

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

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



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

About Snap

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.

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



FOR THE FULL REPORT, GO TO:
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2011

founded

Nearly

6K employees

across 15 countries

Over

**6B AR
Lens plays**

per day on average

**500M
Snapchatters**

watched Shows on Discover
in 2021.

5B Snaps

created each day

Snapchat is available in

40 languages.

Snapchat is a community of

600M+ people

with more than 300 million
daily active users, on average,
around the world.



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



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