

A Letter from Evan

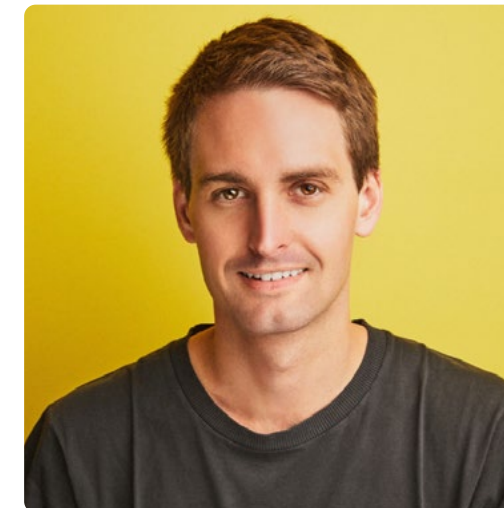
Each year, we publish our CitizenSnap Report to share more about how we operate our business, support our community and partners, and work together as a team.

Our goal with every CitizenSnap Report is to increase transparency and hold ourselves accountable as we continue to learn, grow, and iterate. 2022 was an especially challenging year for our business and team. We've worked to adapt to a more demanding business environment while continuing to focus on making a positive impact.

More than 750 million¹ people around the globe use our products to express themselves, live in the moment, learn about the world, and have fun together. Snapchatters care deeply about how we contribute to supporting a healthier and happier society, and we will

keep working to do our part. We believe that leading with our values isn't just the right thing to do, it's the only way for Snap to succeed over the long term.

We have a lot more work to do, and we will continue striving to live up to our mission through the products we create and the way that we operate. We welcome your feedback as we continue to learn and grow.



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

Evan Spiegel,
Co-founder and CEO

Snap Inc.



Executive Summary

Snap Inc. is a technology company. We believe the camera presents the 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.

Our fourth annual CitizenSnap Report not only captures Snap's progress toward our environmental, social, and governance (ESG) goals, but also our resolve to continuously improve. The following pages summarize our key ESG accomplishments in 2022. As we continue advancing our objectives, we also recognize that there will always be new and greater opportunities for Snap to drive a positive impact.

This work is never finished.

ESG Strategy and Priorities

Our strategic framework for ESG consists of four pillars: Society, Planet, People, and Governance. Under each pillar, we establish key drivers and integrate them into the activities of teams across Snap.

Collaborative partnerships remain essential to our ESG strategy. Recognizing that complex challenges demand collective action, we actively seek dialogue and engagement opportunities with organizations possessing expertise in our priority issues. This commitment also extends to working closely with grassroots organizations in every community where we operate.

We have conducted a formal materiality assessment to better understand the ESG areas in which Snap can and should lead. Through engaging internal and external stakeholders in a series of surveys and interviews, we found that many of Snap’s highest ESG priorities relate to the design and use of our products. Our approach to these topics is detailed in the Society and Governance sections of this report. Diversity, Equity, and Inclusion (DEI) is another critically important subject for our company. More information about our DEI work can be found in the People section of this report and in our [Diversity Annual Report](#).

Our ESG priorities and business strategy are deeply intertwined. We work to optimize privacy, safety, inclusion, and transparency throughout our products and platform at the earliest stages of design. We are also taking bold action to address the climate crisis as a factor in decisions about our business operations and supply chain. We deliver updates on our ESG progress annually at Board meetings.

Our 2023 CitizenSnap Report incorporates globally recognized standards from the [Global Reporting Initiative](#) (core standards) and the [Sustainability Accounting Standards Board](#). To fulfill the commitments outlined in this report, we remain focused on strengthening innovation, expanding partnerships, and generating positive impacts across our ESG initiatives.

Our High-Priority ESG Issues



● SOCIETY ● PLANET ● PEOPLE ● GOVERNANCE

For a complete look at our high-priority ESG issues, please review the result of our 2020 Materiality assessment on [page 56](#).

Society

We continued to prioritize responsible design principles to take into account our community’s wellbeing when we develop products. We leveraged our platform to empower Snapchatters to take meaningful action. We made a positive impact on the communities we serve through strategic partnerships, philanthropy, and volunteering.



More than 8,270 volunteer hours contributed to philanthropic projects in 2022.

198 Snap Academies alumni in our network as of 2022.

Launched our integrated **Privacy and Safety Hub** — providing centralized, streamlined access to many of our privacy and safety materials and policies.

“As a platform that many young people around the world use to communicate with their friends, we are committed to helping protect our community”.

— JACQUELINE BEAUCHERE, GLOBAL HEAD OF PLATFORM SAFETY

Planet



We made progress on fulfilling our climate commitments on both climate mitigation and operational improvements. We continued to take responsibility for not only our current and future carbon footprint, but also for the carbon we created in the past. We used our platform’s reach to raise climate crisis awareness and empower Snapchatters to take action.

Through battery efficiency improvements, **reduced global energy consumption using Snapchat by an average of 12% per user.**

Our carbon emissions related to cloud storage effectively stayed neutral while our Daily Active Users grew by 17%.²

Reduced our absolute scope 1 + 2 emissions by 30% over the 2019 baseline.



People

We continued our work to build a culture that engages, inspires, and rewards our team members. We supported our team’s mental and physical well-being, and unveiled new initiatives to engage and uplift them while providing more opportunities for career growth. We focused on viewing all work through a DEI lens, with a strategy revolving around Inspiring Empathy, Redesigning Systems, and Driving Accountability.

“My team’s transparency on what they’re working on with their coach has led to each of them being personally invested — not just in their own development, but in the development of others.”
— 2022 BETTERUP PARTICIPANT

Launched the 523 Accelerator Program which helps diverse content partners distribute and monetize their shows achieving over 52 million viewers on Discover.

Partnered with BetterUp to provide nearly 700 Snap team members with 4,400 hours of career coaching.

772 Snap managers completed the Aperture Leadership Program.

Governance

Snap maintains a governance structure that empowers us to drive positive impact in all that we do, and contributes to our culture of transparency, honesty, and kindness. 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.



50% of our independent Board members were women in 2022.

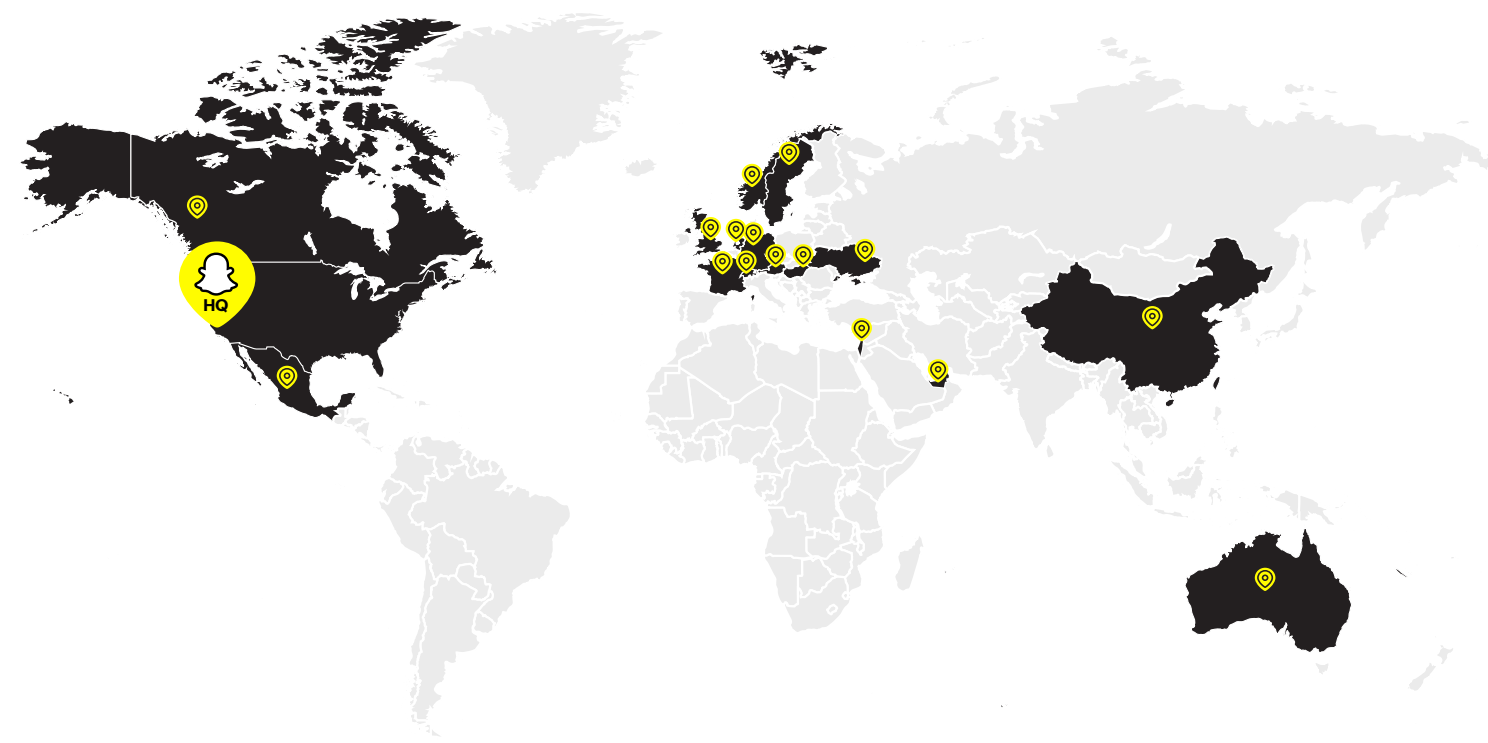
37.5% of our independent Board members were BIPOC in 2022.

For the year ended December 31, 2022, our total tax contribution was approximately \$1.2 billion

98% of team members completed Code of Conduct training in 2022.

About Snap

Headquartered in Santa Monica, California, Snap is a technology company with offices in the United Kingdom, France, India, Australia, and many other countries. We are proud to serve an incredibly diverse community of more than 750 million Snapchatters¹ around the world.



2011 founded

44,000+ hours of leadership training by Snap team members

375 million³ daily active users

5k+ full-time employees

Committed to The Climate Pledge since 2021

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

³ Snap Inc. internal data in Q4 2022.

Products and Services

Snapchat

Our flagship product, Snapchat, is a visual messaging application that helps people communicate with friends and family through short videos, images, and text called Snaps and Chats. By opening directly to the camera, we empower Snapchatters to express themselves instantly.

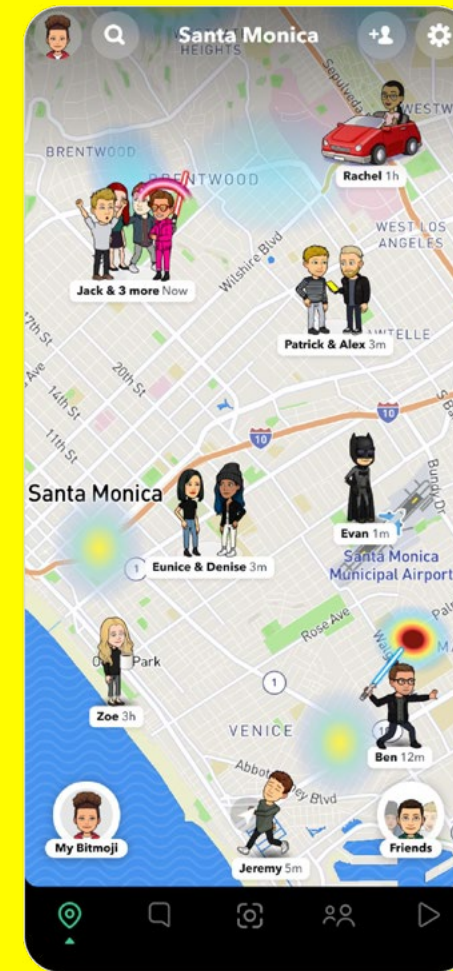
Many elements and features of Snapchat are enhanced by our expansive partner ecosystem of developers, creators, publishers, and advertisers, among others. We help them create and bring content and experiences into Snapchat, leverage Snapchat capabilities in their own applications and websites, and use advertising to promote these and other experiences to our large, engaged, and differentiated community.

AR creators can use **Lens Studio**, our powerful desktop application designed for creators and developers, to build augmented reality experiences for Snapchatters. Spotlight creators can utilize our content creation tools to reach millions of Snapchatters and build their businesses through various monetization opportunities. Our Creator Marketplace connects both AR and Spotlight creators directly with our advertising partners.

Additionally, we continue to invest in hardware that will help bring augmented reality to life with products such as **Spectacles** — redefining how we interact with and overlay computing on the world.

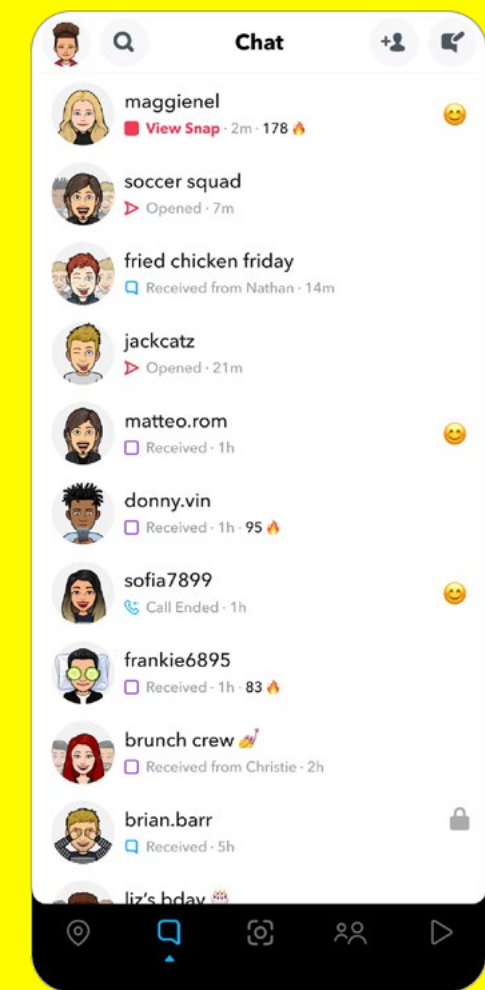
Snapchat contains five distinct platforms:

- Snap Map
- Visual Messaging
- Camera
- Stories
- Highlights



📍 Snap Map

Snap Map is a highly personalized map that allows Snapchatters to connect with friends and explore what is going on in their community. Snap Map makes it easy to locate friends who choose to share their location and view a heatmap of recent Snaps posted to Our Story by location. Places, rich profiles of local businesses that include information such as store hours, photos, and reviews, allow Snapchatters to take direct actions such as sharing a favorite store, ordering takeout, or making a reservation.



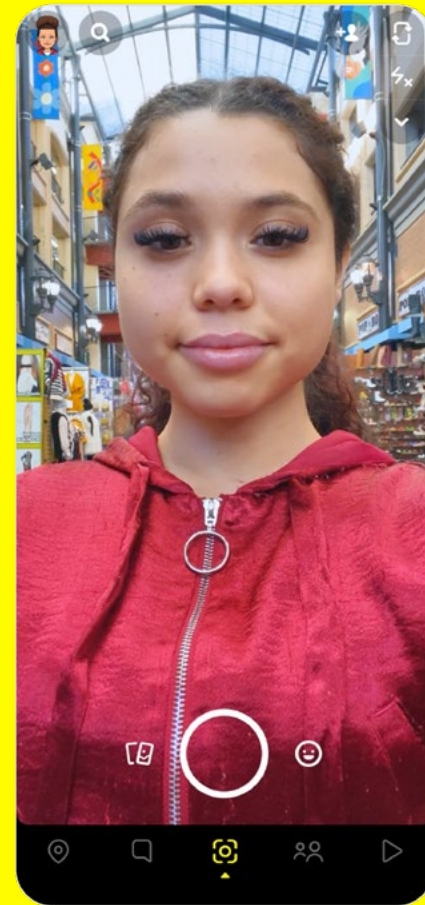
💬 Visual Messaging

Our Visual Messaging platform allows our community to communicate with friends, collectively or individually, through our ephemeral and efficient messaging architecture. Snapchatters can send messages through texts, Snaps, and voice or video calling. They can also communicate with a personalized avatar called Bitmoji and its associated contextual stickers and images, which integrate seamlessly into both mobile devices and desktop browsers.

Snap Inc.

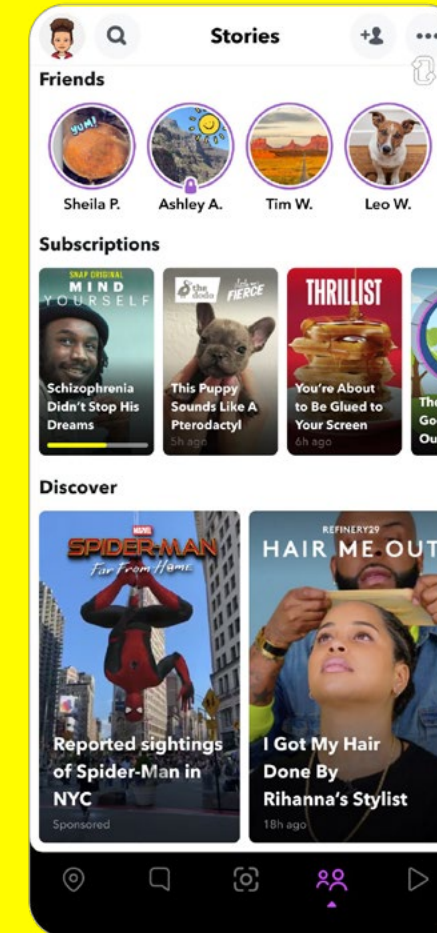
2023

CitizenSnap Report Executive Summary



Camera

Snapchat opens directly to the Camera, making it easy to create a Snap and send it to friends. Our augmented reality (AR) capabilities within our Camera, such as Lenses and creative tools, allow for enhanced creativity and self-expression. While Snaps are deleted by default, Snapchatters can save their Snaps in their own personal collection of Memories. They can also capture Snaps on our wearable devices, Spectacles. Spectacles connect seamlessly with Snapchat and capture photos and videos from a human perspective.



Stories

Stories feature content from a Snapchatter's friends, our community, and our content partners. Friends' Stories allow our community to express themselves to their friends in narrative form through photos and videos that appear in chronological order. The Discover section of this platform displays curated content based on a Snapchatter's subscriptions and interests, and features news and information from our creator community and publishing partners. We also offer Public Profiles as a way for our creator community and our advertising partners to surface their AR Lenses on our platform.



Spotlight

Spotlight showcases the best of Snapchat, helping people discover new creators and content in a personalized way. Here we surface the most entertaining Snaps from our community all in one place, which becomes tailored to each Snapchatter over time based on their preferences and favorites. The Trending page allows Snapchatters to discover and engage with popular topics and genres.

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

SNAPCHAT 