

# Executive Summary





# A Letter from Evan

Every year, we publish a CitizenSnap report that provides more insight into how we run our business, support our global team, and contribute to the communities we serve.

Snapchat helps more than 850 million monthly active users and 432 million daily active users<sup>1</sup> around the world feel closer to the people that matter most to them, even when they're far apart. Our strict privacy settings, content moderation policies, responsibly-built safeguards, and commitment to building products that serve humanity are what set us apart. We have always felt a deep obligation to give back and to make a positive impact, and we know that our responsibilities extend far beyond the laws we're required to abide by.

While we're extremely proud of the progress we've made in 2023, we know that our work is never done and we'll keep striving to live up to our values of being kind, smart, and creative in all aspects of how we operate.



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

**Evan Spiegel,**  
CEO and Co-founder, Snap Inc.

<sup>1</sup> Snap Inc. internal data for Q2 2024.



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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. The 2024 CitizenSnap Report demonstrates our progress and commitment to operating responsibly and purposefully.



In 2023, we advanced our core priorities:

Privacy and Safety  
by Design

We advanced our privacy and safety initiatives by launching in-app videos to educate our community on online sexual risks, holding the first in-person meeting of our reconstituted Safety Advisory Board, and expanding Transparency Reports under new regulations like the EU Digital Services Act. We introduced features such as chat text reporting, enhanced friending protections, and simplified location sharing. Our Trusted Flagger program and in-app crisis resources further underscored our commitment to user safety and security.

Society

We focused on supporting a healthier society and enhancing civic engagement in preparation for the upcoming 2024 election cycle. We launched an in-app voter registration tool in partnership with Vote.org and continued producing high-quality news content through shows like *Good Luck America*. Mental health and substance abuse awareness remained key priorities, with initiatives like the “Seize the Awkward” campaign and the ongoing operations of our “Here For You” in-app portal. As part of our commitment to platform safety, in 2023 we took action against approximately 11.5 million pieces of content that violated our policies, demonstrating our ongoing dedication to creating a positive impact through our platform and partnerships.

Planet

We remain committed to reducing absolute Scope 1 and 2 Greenhouse Gas (GHG) emissions, focusing on energy-efficient operations, and expanding renewable energy sourcing. During 2023, we also achieved an 11% reduction in Scope 3 emissions compared to 2022. Our renewable energy initiatives, particularly through Renewable Energy Certificates (RECs), support our goal of carbon neutrality in our operations.

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People

In 2023, 40.5% of our leadership hires globally were women, our largest year-over-year improvement since 2020. We strengthened initiatives to onboard, engage, and develop our team members, including revamped Employee Resource Groups (ERG), onboarding, and leadership programs. Additionally, 94% of team members participated in our Council program to foster connection and community.

Governance

We continue to adhere to stringent integrity and compliance standards codified in our Code of Conduct. We maintained a diverse board of 40% women and 30% directors from underrepresented racial and ethnic groups. Our expanded supplier diversity initiative and tax transparency approach reflect our responsible business philosophy.

For the year ended December 31, 2023, our total tax contribution was approximately \$1.1 billion.



“Since our founding, we’ve been protecting and empowering our community with a focus on enhancing their creativity and connection with the people who matter most in their lives.”

— JACQUELINE BEAUCHERE, GLOBAL HEAD OF PLATFORM SAFETY



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# Looking Ahead

We’re proud of our accomplishments in 2023 and we know that we have more work to do.

## SOCIETY

- Work to grow trust, engagement, and collaboration with our communities by providing greater transparency around our privacy practices and enhancing our data governance process.
- Launch Snap’s first Council for Digital Well-Being, a pilot program in the US to gain perspectives from teens on the state of life online today, as well as their hopes for more positive online experiences in the future.
- Advance our mission of empowering students from under-resourced communities by supporting equitable access to education and exposure to career pathways in STEAM (Science, Technology, Engineering, Arts, and Mathematics).

## PLANET

- Update our climate risk assessment and foundational scenario analysis to consider recent developments in global climate policy, technological advancements, and market conditions.
- Expand partnerships with cloud service providers to continue optimizing our data storage solutions and use clean energy sources for powering data centers.
- Develop Title 24-compliant design standards globally and adhere to energy efficiency regulations as well as other relevant local and international standards.

## PEOPLE

- Improve diverse workforce representation, particularly within leadership, and accelerate leadership development through our redesigned Aperture Leadership Program at Snap hubs.
- Globalize our ERGs and continue to use Council to foster an inclusive environment where team members are supported, engaged, and embedded into Snap culture in every office we operate in.
- Strengthen our in-person onboarding experience by expanding opportunities for new team members to meet one another and learn more about Snap products and values.

## GOVERNANCE

- Continue to scale our core compliance work by redoubling our training and awareness efforts and conducting tone-at-the-top sessions with key leaders.
- Provide increased governance and visibility to the Audit Committee of our Board of Directors through our Risk and Compliance Committee, a management-level compliance oversight committee with cross-functional partners.
- Continue to conduct enterprise compliance risk assessments to identify and prioritize our highest risks, and address the efficacy of related controls.





# About Snap

Headquartered in Santa Monica, California, Snap is a technology company with offices around the world. We are proud to serve a diverse community of more than 850 million monthly active users and 432 million daily active users.<sup>2</sup>

<sup>2</sup> Snap Inc. internal data for Q2 2024.



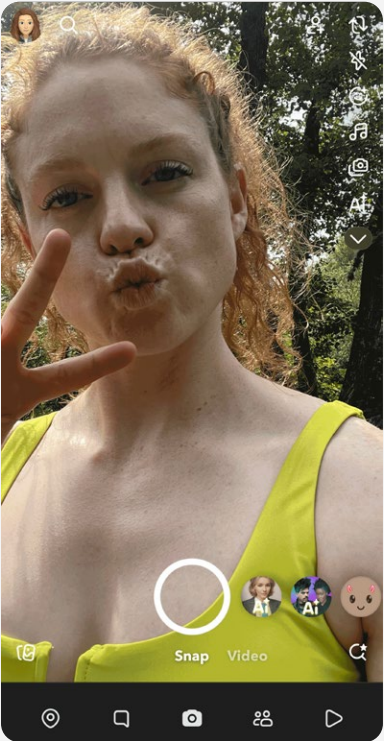
# Products and Services



## Snapchat

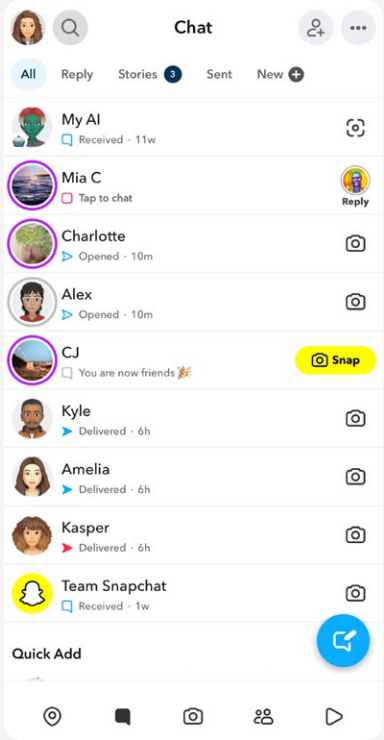
Our flagship product, Snapchat, is a visual messaging application that enhances your relationships with friends, family, and the world. Visual messaging is a fast, fun way to communicate with friends and family using augmented reality, video, voice, messaging, and creative tools. Snaps are deleted by default to mimic real-life conversations, so there is less pressure to look popular or perfect when creating and sending images on Snapchat. Snapchat reduces the friction typically associated with creating and sharing content, and has become one of the most used cameras in the world.

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## Camera

The Camera is a powerful tool for communication and the entry point for augmented reality experiences in Snapchat. Snapchat opens directly to the Camera, making it easy to create a Snap and send it to friends. Our augmented reality, or AR, capabilities within our Camera allow for creativity and self-expression. We offer millions of Lenses, created by both us and our community, along with creative tools and licensed music and audio clips, which make it easy for people to personalize and contextualize their Snaps. We also offer voice and scanning technology within our Camera. While Snaps are deleted by default to mimic real-life conversations, Snapchatters can save their creativity through a searchable collection of Memories stored on both their Snapchat account and their mobile device. A Snapchatter can also create Snaps on our wearable devices, **Spectacles**. Spectacles connect seamlessly with Snapchat and capture photos and video from a human perspective. Our latest version of Spectacles, designed for creators, overlays AR Lenses directly onto the world.



## Visual Messaging

Visual Messaging is a fast, fun way to communicate with friends and family using AR, video, voice, messaging, and creative tools. We also offer My AI, our AI-powered chatbot, which helps our community foster creativity and connection with friends, receive real-world recommendations, and learn more about their interests and favorite subjects. They can also communicate through our proprietary personalized avatar tool, Bitmoji, and its associated contextual stickers and images, which integrate seamlessly into both mobile devices and desktop browsers.



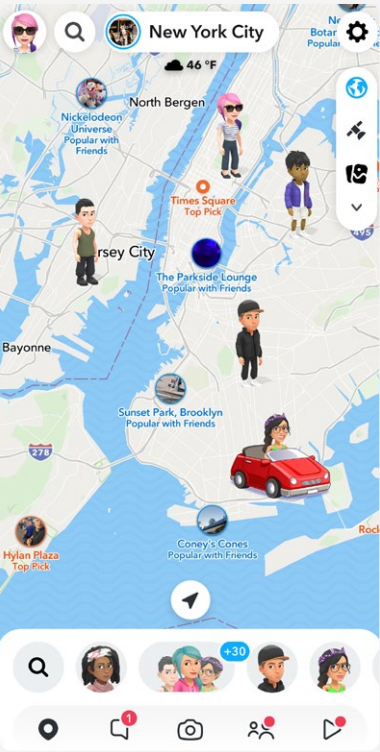
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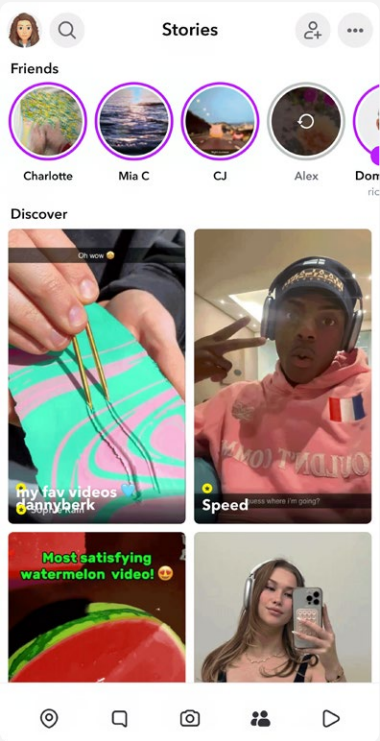
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## Snap Map

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



## Stories

Stories are a fun way to stay connected, and feature content from friends, our community, and our content partners. Friends' Stories allow Snapchatters to express themselves in narrative form through photos and videos shown in chronological order to their friends. The Discover section of this tab displays curated content based on a Snapchatter's subscriptions and interests, and features news and entertainment from both our creator community and publisher partners. We also offer Public Profiles as a way for our creator community and our advertising partners to memorialize and scale their content and 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.





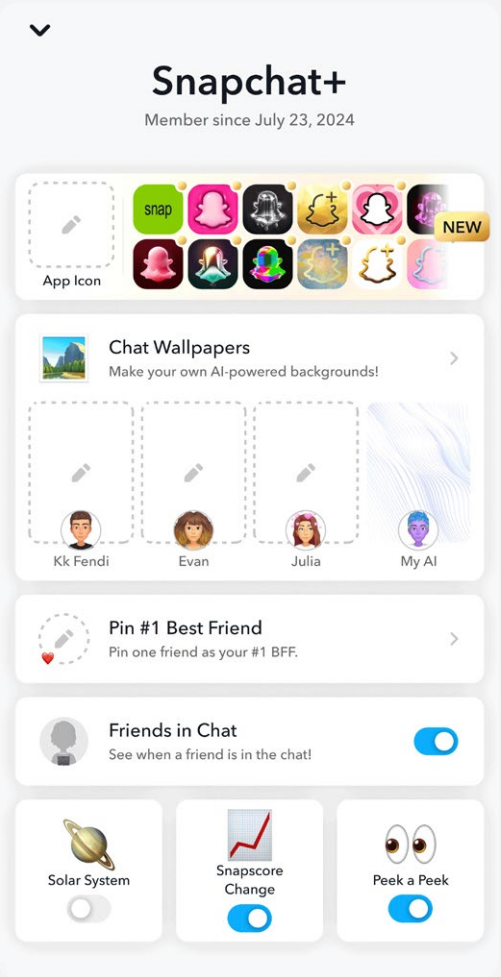
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**Snapchat+**

Additionally, we offer Snapchat+, our subscription product that provides subscribers access to exclusive, experimental, and pre-release features. Snapchat+ offers a variety of features from allowing Snapchatters to customize the look and feel of their app to giving special insights into their friendships.

Our Partner Ecosystem

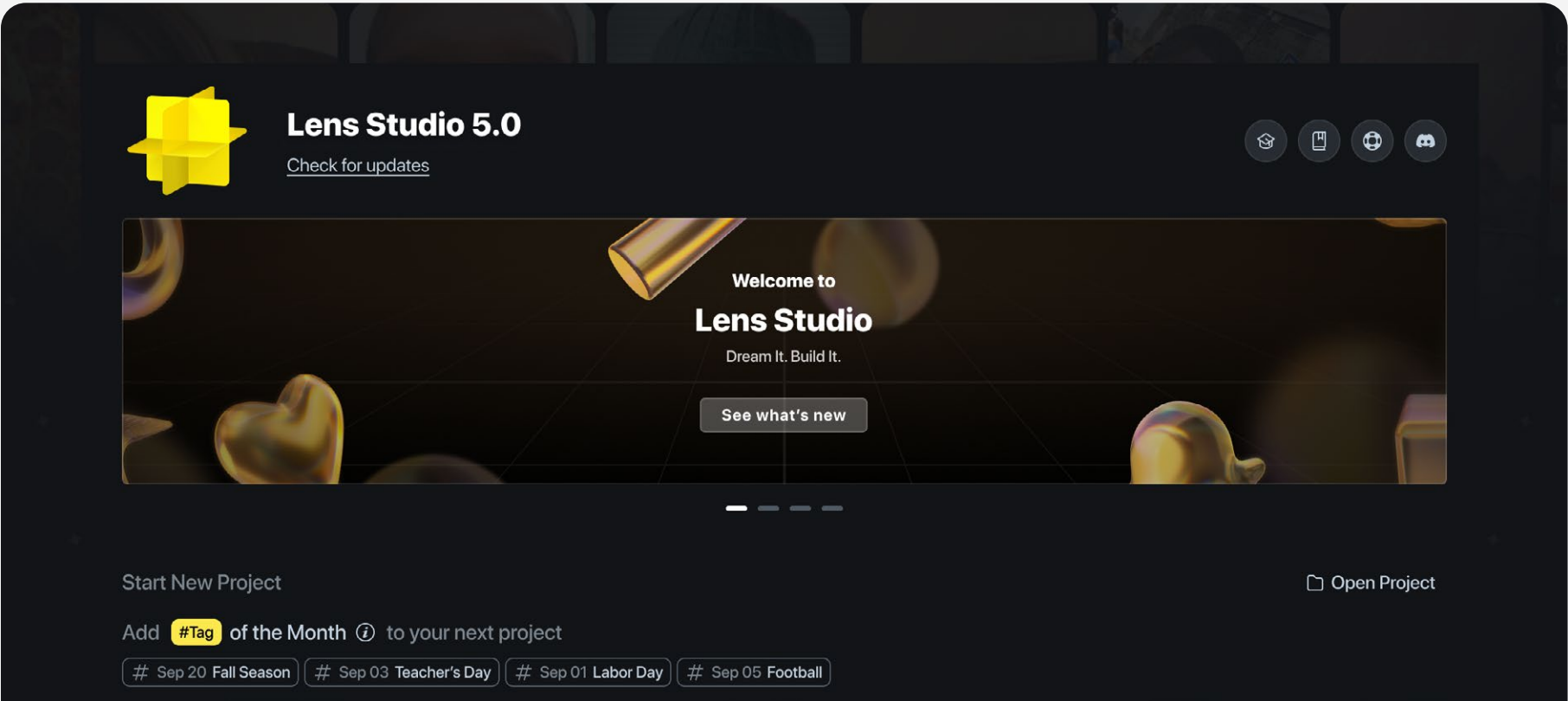
Many elements and features of Snapchat are enhanced by our expansive partner ecosystem that includes developers, creators, publishers, and advertisers, among others. We help them create and bring diverse content and experiences into Snapchat, leverage Snapchat capabilities in their own applications and websites, and use advertising to promote these and other experiences to our large, engaged, and differentiated user base. We seek to reward our partner ecosystem for their creativity, and continue to support them as they grow their audience and build their business on Snapchat.

Developers are able to integrate with Snapchat and its core technologies, like Snap’s AR Camera and Bitmoji, through a variety of tools. Creative Kit gives developers and their communities a seamless sharing experience from their app directly to Snapchat. Through Camera Kit, our partners can embed Snap’s AR platform directly into their application, extending the use of AR beyond self-expression and communication use cases. We also provide developers a turnkey suite of tools and services that enable them to create AR Lenses and track the performance of those through analytics. Finally,

developers can bring an inclusive mode of identity and expression to their apps and games with our Bitmoji for Developers APIs and SDKs.

AR creators can use **Lens Studio**, our powerful desktop application designed for creators and developers, to build AR 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. We provide monetizable opportunities through programs like the Snap Lens Network and Ghost, which provide grants to support AR product development across many industries. We also support our content creator community through a number of programs, including advertising revenue sharing on our mid-roll advertisements in Snap Stars’ Stories.

Publisher partners can expand their audiences and monetize content through our Discover platform. In addition, we work with various telecommunications providers and original equipment manufacturers, particularly as we build our presence in new markets.





**Snap Inc.**