

# Impact Report 2024



made on **fiverr.** @itamako

**fiverr.**

## About this Report

We are proud to share our annual Impact Report, highlighting the progress we have made and the work still ahead as we continue advancing our mission to change how the world works together. This report is intended for all our stakeholders—including our community, employees, and shareholders—and, unless otherwise noted, reflects quantitative data from the 2024 calendar year.

This report has been prepared in alignment with guidelines set by the Sustainability Accounting Standards Board (SASB) and the Taskforce on Climate-Related Financial Disclosures (TCFD). Additionally, Fiverr's sustainability priorities, strategy, and reporting are supported by our ongoing commitment to the Sustainable Development Goals (SDGs) set forth by the United Nations and our established impact reporting targets and goals.

We invite stakeholders to learn more about our ongoing sustainability efforts by visiting our [website](#) or contacting us directly at [investors@fiverr.com](mailto:investors@fiverr.com).

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# Introduction

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## A Message from our CEO

In a year marked by disruption and reinvention, the Fiverr community showed what resilience and innovation look like in action. Freelancers on our platform continued to power global commerce, nonprofits found new ways to deliver their missions, and businesses adapted to changing demands with the help of flexible, on-demand talent. These stories underscore the incredible value independent workers bring to today's economy—and the responsibility we have to support them.

During the last year, we advanced our commitment to create meaningful impact at scale. That meant investing in new ways to serve our communities: from launching the Freelancer Equity Program and Fiverr for Nonprofits, to expanding our Future Collective accelerator and helping non-governmental organizations (NGOs) tap into freelance talent more strategically. We also grew our ecosystem of support—hosting nearly 100 community events, publishing multiple thought leadership reports, and deepening our partnerships across sectors. This work reflects the heart of our mission: to build a platform that makes economic opportunity more accessible, equitable, and sustainable for all.

*“The way people work is evolving, and Fiverr remains committed to meeting that change with creativity, responsibility and purpose. We are building not just a platform, but a global ecosystem where individuals and organizations can thrive.”*

Internally, we continued to prioritize workforce well-being. We introduced new benefits for employees, enhanced our learning and development programs, and maintained a culture of listening and feedback through our annual engagement survey. We also launched Chat with Micha, a new initiative where employees can book one-on-one time with me to share feedback, ask questions, or pitch ideas for Fiverr's future. Our people remain the engine of our success, and we are proud to support them at every stage of their journey.

We also made real progress on our environmental commitments. With 50% of our Tel Aviv office now powered by renewable energy and Scope 1 & 2 emissions down from the prior year, we are steadily advancing toward our 2030 carbon neutrality goal. While we still have work to do, this progress demonstrates our dedication to integrating sustainability into our operations.

The way people work is evolving, and Fiverr remains committed to meeting that change with creativity, responsibility and purpose. We are building not just a platform, but a global ecosystem where individuals and organizations can thrive. I am grateful to our freelancers, customers, employees and partners who make this work possible. Together, we are not just imagining a better future of work—we are building it.

**Micha Kaufman,**  
Founder and CEO



## A Message from our Board of Directors

At Fiverr, we see sustainability as a natural extension of our purpose: to create fair, inclusive and forward-looking economic opportunities for people everywhere. This belief is central to the way we lead, govern and grow. As a Board of Directors, we are proud to continue supporting this important work as we release our 2024 Impact Report.

Our governance model encourages a deep level of engagement across teams. We continue to integrate sustainability considerations into every level of our business. The Board of Directors remains focused on long-term value creation, risk oversight, and ensuring that our strategy reflects the evolving needs of our stakeholders. This includes working closely with senior leadership on issues that are connected to workforce resilience, climate goals, responsible platform practices, and social impact.

*“The Board of Directors remains committed to responsible oversight and fostering a culture where ethical leadership, transparency, and stakeholder accountability guide every step of our sustainability journey.”*

We are proud of the strides Fiverr has made over the past year, especially in advancing economic participation for freelancers around the world, broadening community access to digital tools and skills, and reinforcing integrity in how our marketplace operates. These achievements are the result of intentional, values-based decision-making that is championed at every level of the organization.

As we look to the future, the Board of Directors remains committed to responsible oversight and fostering a culture where ethical leadership, transparency, and stakeholder accountability guide every step of our sustainability journey.

A handwritten signature in black ink, appearing to read 'Ron Gutler'.

**Ron Gutler,**  
Lead Independent Director

## 2024 Impact Highlights

# Creating Fair Economic and Social Opportunities



Launched the [Freelancer Equity Program](#) in early 2025



Published [The State of Nonprofits and Freelance Report](#)



Introduced [Fiverr for Nonprofits](#), a dedicated hub for NGOs



Hosted nearly 100 community events with 26K+ participants

# \$200K+

Invested in entrepreneurs and social impact organizations through community donation programs and product credits

# \$1.1M+

Philanthropic donations to nonprofit initiatives

## 2024 Impact Highlights

# Marketplace Integrity and Ethics



Published the [European Union Digital Services Act \(DSA\) 2024 Transparency Report](#) on marketplace integrity and enforcement



Strengthened compliance and policy enforcement



Hosted cybersecurity week and legal compliance week to boost internal awareness

Zero data breaches reported globally

Maintained ISO 27001 and ISO 27701 certifications

## 2024 Impact Highlights

# Empowering Our People



Recognized as one of the top companies to work for by LinkedIn



79% of employees participated in 2024 engagement survey with 77% favorable score



Introduced support benefits for employees affected by the war

# 51%

of global team identified as female and **40%** of global management team identified as female

# 83%

of employees utilized the learning management system

## 2024 Impact Highlights

# Climate Change



### 2024 Emissions

Scope 1 14 tons CO<sub>2</sub>e

Scope 2 106 tons CO<sub>2</sub>e

Scope 1 & 2 119 tons CO<sub>2</sub>e

# 50%

of electricity usage at our HQ in 2024 was provided by renewable energy sources

# -58%

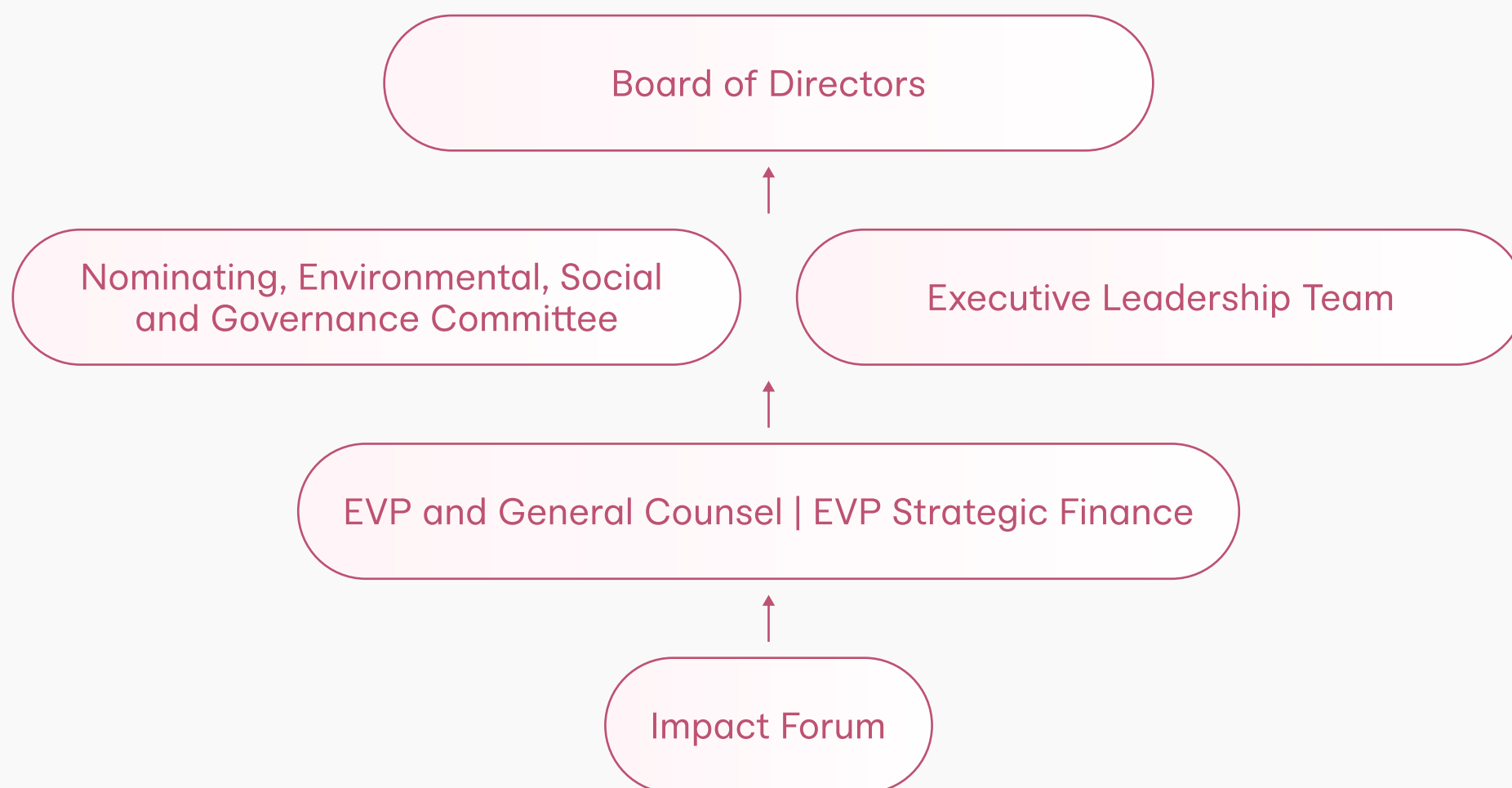
Reduction in scope 1 & 2 emissions compared to 2023

## Sustainability Oversight

We are committed to upholding high standards of ethics and conduct to support the long-term sustainability of our business. We take a holistic, team-driven approach—embedding sustainability principles across all aspects of our operations. This commitment begins at the top, with our Board of Directors and senior management team providing strategic oversight and ensuring we have the resources needed to achieve our impact goals.

The Nominating, Environmental, Social and Governance (NESG) Committee oversees our sustainability programs, strategies, and implementation. Day-to-day sustainability management and reporting are led by our Executive Vice President and General Counsel, along with our Executive Vice President of Strategic Finance and reviewed regularly by our executive leadership team.

To further strengthen sustainability governance, we have a cross-functional Impact Forum composed of team members from Legal, Investor Relations, Public Relations, Operations, Information Technology, Trust and Safety, Human Resources, Marketing, and Data. This group meets to evaluate risks and opportunities, develop supporting policies and practices, and lead sustainability communication efforts in close collaboration with the Board of Directors and senior leadership.



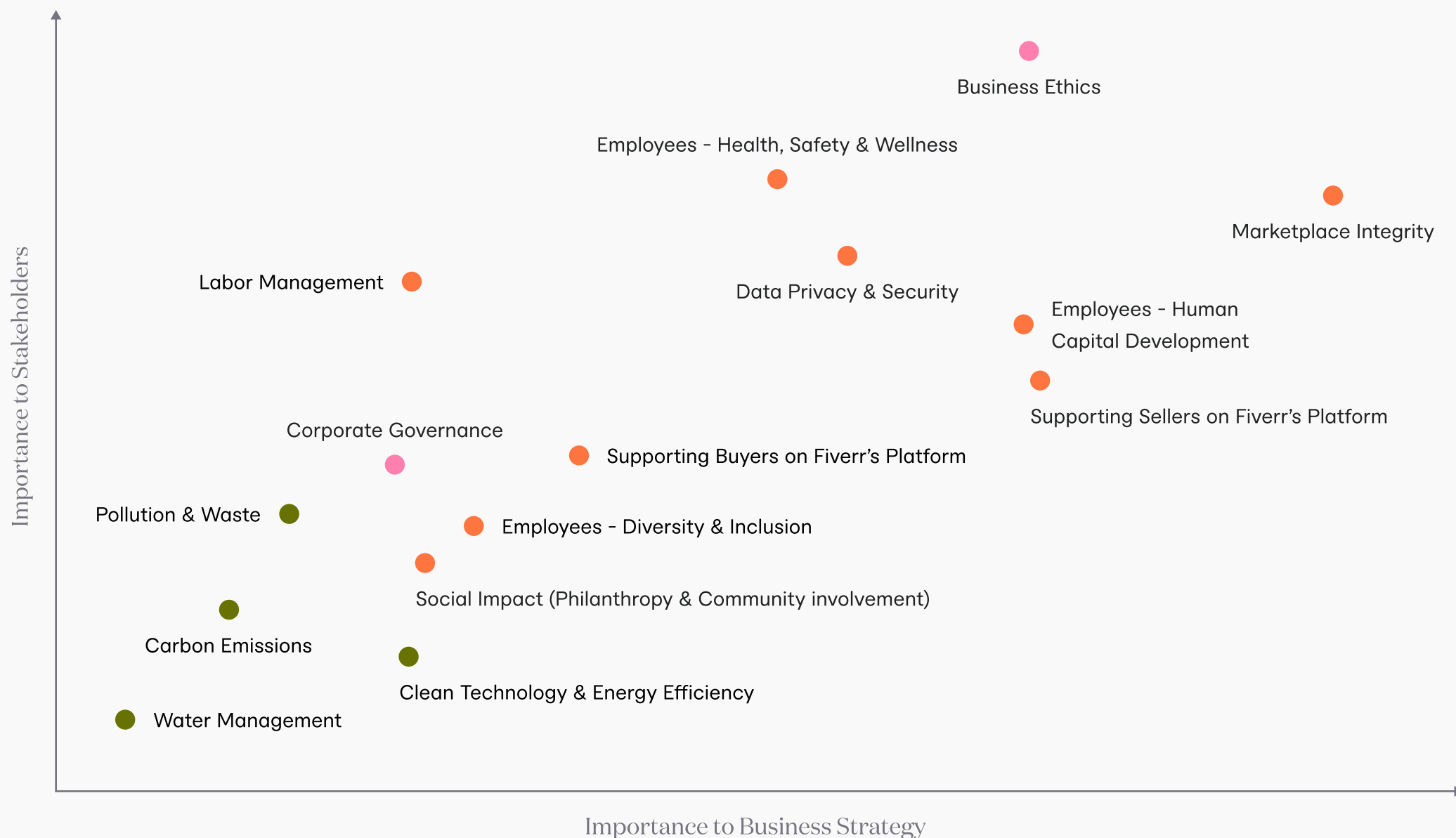
# Materiality Assessment

As we continue to strengthen our sustainability program, incorporating stakeholder input remains essential to aligning our values and goals. Since conducting our first materiality assessment in 2022, we have built on that foundation by deepening engagement and refining our priorities. We have gathered input from a broad range of stakeholders—including Fiverr’s executive leadership, employees, external suppliers, and the customers and freelancers who power our platform—to ensure our strategy remains closely aligned with the evolving priorities of those we serve.

## Four Key Pillars of our Sustainability Strategy

1. Creating fair economic and social opportunities
2. Marketplace integrity and ethics
3. Empowering our people
4. Climate change

● Environmental ● Social ● Governance



# Sustainability Goals

Through a collaborative process, detailed in our 2023 Impact Report, we created a roadmap of impact goals that are aligned with our key pillars and integrate with our overall mission. In 2024, we continued to pursue these goals by advancing the processes, practices, and investments needed to achieve them. We remain committed to driving meaningful progress across each of the following areas:

## Leveraging Fiverr's resources and platform to generate meaningful social impact

**Goal:** Driving substantial social economic impact to our community and reach **\$2,000,000** in community investment by 2030.

At Fiverr, we believe in the power of entrepreneurship to drive positive change. We are committed to expanding access to the tools, networks, and resources that help individuals and organizations overcome barriers and unlock their potential.

**2024 Update:** In 2024, Fiverr contributed over **\$200K+** to entrepreneurs and social impact organizations through community donations and marketplace support. Total investments since 2023 have reached over **\$550K**, which equates to nearly **30%** of our goal set for 2030. We remain dedicated to scaling our impact and supporting inclusive economic growth across our global community.

## Creating a more empowered and engaged workforce at Fiverr

**Goal:** Continue enhancing our human resource management practices to drive employee engagement. We aim to maintain **above 75%** in both participation rate and overall employee engagement level for our annual employee engagement survey.

We allocate significant resources to management and enrichment programs, as well as comprehensive training content for all employees and managers—reflecting our belief that workforce empowerment is essential to long-term success. By **prioritizing employee growth**, we aim to foster a more engaged, capable and satisfied workforce, which we believe will ultimately be reflected in greater participation and more favorable outcomes in our employee engagement surveys.

**2024 Update:** In 2024, we achieved a **79%** participation rate and **77%** engagement score in our annual engagement survey.

## Committing to being carbon-neutral across our business operations by 2030

**Goal:** Fiverr is committed to driving positive environmental impact through enhancing our business operations and maximizing the use of renewable energy. We aim to reach **carbon net zero** (Scope 1 and 2) by 2030, and convert **at least 60%** of our total energy consumption to renewable energy across all our offices.

We recognize the urgency of reducing our environmental impact and are actively working to measure, manage, and mitigate our carbon emissions.

This commitment includes enhancing energy efficiency in our offices, increasing the use of renewable energy, and offsetting any remaining emissions through credible carbon reduction initiatives.

We are working to **become carbon neutral** across our Scope 1 and Scope 2 emissions by 2030.

As part of this effort, we are monitoring our year-over-year emissions from our direct business operations, including purchased electricity for our offices.

**2024 Update:** We reduced Scope 1 and 2 emissions by **58%** from 2023 to 2024. As of January 2024, **50%** of the energy used in our headquarter office was from renewable energy.

## United Nations Sustainable Development Goals

Our commitment to making a positive impact aligns with the United Nations Sustainable Development Goals (UN SDGs). Fiverr prioritizes six of the seventeen goals—Quality Education, Gender Equality, Affordable and Clean Energy, Decent Work and Economic Growth, Reduced Inequalities, and Climate Action—as the areas where we believe we can drive the most meaningful change. Through a range of targeted initiatives and ongoing programs, we have consistently advanced our contributions toward these goals, reinforcing our dedication to responsible and impactful business practices.

<p><b>4 QUALITY EDUCATION</b></p> 	<p>We believe in quality education for all. Through our education and upskilling programs, we strive to provide equitable access to learning and training opportunities, regardless of gender, background, or income level. In 2024, we supported expanding access to technology education through partnerships with Education for Excellence and ForStart to offer weekly youth coding classes.</p>	<p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p> 	<p>We provide a platform that enables freelancers to earn a living from anywhere in the world, free from the limitations of traditional employment structures. We continue expanding access to the digital economy by creating inclusive, accessible pathways for at-risk individuals and communities to succeed as freelancers on our marketplace.</p>
<p><b>5 GENDER EQUALITY</b></p> 	<p>We are committed to fostering an inclusive environment—both within our company and across our platform. Fiverr empowers talent of all genders to connect with businesses and individuals on equal footing, with access to the same opportunities. This year, to further support gender equality, we partnered with Yozmot Atid, an organization dedicated to helping women establish and grow small businesses. Through this collaboration, we provided tailored platform training and digital marketing courses to equip participants for success. Internally, we are equally committed to pay equity, ensuring team members in similar roles are compensated fairly, regardless of gender, race, ethnicity, or any other protected characteristic.</p>	<p><b>10 REDUCED INEQUALITIES</b></p> 	<p>Fiverr's global marketplace enables freelancers to offer their services and earn income regardless of gender, race, location, or background. By removing the barriers associated with traditional employment—such as office space, commuting, and work visas—our platform empowers individuals to work across borders and access economic opportunities on more equitable terms.</p>
<p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p> 	<p>We recognize the critical role of energy efficiency, clean technology, and carbon reduction in building a more sustainable future. We aim to reach carbon net zero (Scope 1 and 2) by 2030, and convert at least 60% of our total energy consumption to renewable energy across all our offices.</p>	<p><b>13 CLIMATE ACTION</b></p> 	<p>We are actively working to address climate change by targeting carbon neutrality across our Scope 1 and Scope 2 by 2030. We track our Scope 1, Scope 2, and select Scope 3 emissions annually to monitor progress and identify areas for improvement. We collaborate with strategic third-party partners to enhance the environmental performance of our facilities, including initiatives to expand our use of renewable energy, reduce energy consumption during non-working hours, and promote public transportation use among employees wherever feasible.</p>

# Creating Fair Economic and Social Opportunities

Fostering Community Engagement

Amplifying Nonprofit Impact

Nonprofits and Freelancers

Colors Foundation

Social Impact Program

Creating Learning and Development Opportunities

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# Creating Fair Economic and Social Opportunities

Fiverr is redefining how businesses and individuals connect with talent through one of the world's largest freelance networks and a dynamic platform of digital services. At its core is a structured system of productized service offerings across hundreds of categories—designed to provide businesses with unmatched flexibility and value, while helping freelancers access opportunities beyond their personal networks.

We are committed to creating equal opportunities for everyone—regardless of gender, race, age, religion, sexual orientation, or socio-economic background. As a global marketplace, we strive to reflect the world we serve by attracting and supporting freelancers from all walks of life.

We believe inclusive perspectives drive innovation and growth. That is why we foster an environment where all employees, partners, and community members are treated with fairness and respect, and why we invest in targeted initiatives that help individuals and organizations market their skills and succeed on our platform. Our goal is simple: to build a marketplace where everyone has the opportunity to thrive.

## Advancing Social Impact Through Access and Community Investment

At Fiverr, we are committed to broadening access to meaningful economic opportunity. We use our platform and resources to support individuals and organizations seeking to overcome structural barriers and build sustainable paths to growth. As part of this effort, by 2030 we aim to reach \$2 million in community investments, strengthening economic resilience and expanding participation in the digital economy. We recognize our unique position to influence positive change and take that responsibility seriously.

## 7th Annual Freelance Economic Impact Report

As one of the world's largest platforms for freelance work, Fiverr is uniquely positioned to offer data-driven insight into the evolving dynamics of independent work. In its seventh year, our [Freelance Economic Impact Report](#), developed in partnership with Illuminas Associates, analyzed millions of U.S. tax records and Non-Employer Census Bureau statistics to better understand the size, growth, earnings, and skillsets of the freelance economy. These insights are foundational to how we shape platform improvements and long-term strategy—supporting a global shift toward flexible, purpose-driven work.

In 2024, freelancers faced heightened economic uncertainty due to inflation, slower client spending, and rapid advancements in artificial intelligence (AI). These shifts created both risks and opportunities, requiring greater agility, stronger brand-building, and more diversified income streams. In response, Fiverr enhanced its tools and services to better support freelancers through these challenges. This included platform investments like Seller Plus, access to AI-powered services, improved analytics, and educational resources to help sellers remain competitive.

The report also provides a macro-level view of the freelance economy in the U.S., highlighting trends that reflect broader shifts in how people work and how businesses engage talent. It continues to affirm that freelancers are not just adapting to new realities—they are leading them. Our companion research, such as the 2024 Gen Z and AI Surveys, reinforces this: nearly 70% of Gen Z respondents globally reported freelancing or intention to freelance, signaling a generational pivot toward independent work as a long-term career path.

# Fostering Community Engagement

At Fiverr, we are committed to building a thriving, inclusive ecosystem where freelancers can grow both personally and professionally. Our Community team leads efforts and initiatives to support well-being, connection and opportunity, including access to healthcare benefits, crisis support, and professional development resources.

Fiverr provides a robust suite of tools and services to help sellers succeed, including access to online forums and exclusive programs like Seller Plus—a subscription offering that provides advanced analytics, marketing tools, faster withdrawals, and dedicated support to help sellers grow their businesses.

Through the platform, sellers also benefit from integrated resources such as messaging, promotional tools, badges, advertising, and a centralized dashboard to manage their services. By taking a holistic approach to community engagement, we aim to ensure freelancers are equipped not only with the tools to succeed, but also with the support of a global network that empowers them to thrive.



## 2024 Highlights

### Community Events

91

events hosted

102K+

RSVPs to events

345K+

livestream views of events

### Fiverr Forum

62K+

new users joined

97K+

posts were posted

956K+

reactions occurred

## Fiverr's Community Hub and Forum

Fiverr is one of the only freelance platforms making a deep, sustained investment in building and supporting a global freelance community. [Fiverr's Community Hub](#), a one-of-a-kind digital gathering place purpose-built to empower freelancers throughout their professional journey—exemplifies this commitment, offering a centralized space where freelancers can connect, learn, and grow together.

At the heart of the Hub is the Fiverr Forum, a dynamic platform for real-time, peer-to-peer conversations. Freelancers worldwide exchange insights, ask questions, share experiences, and connect directly with Fiverr team members. Fiverr actively participates in these discussions by providing platform guidance, success tips, and regular updates. The Hub also features Fiverr Clubs, which foster connections among freelancers through shared interests, industries, and local communities.

The Hub also features a robust calendar of live events, workshops, and virtual sessions that are regularly updated, focusing on skill development and business growth.

Notable events during the last year include:

- **Fiverr Go Launch:** Introduction of a new suite of personalized AI tools designed to help freelancers harness cutting-edge AI technology to grow their businesses on Fiverr. We also introduced a new Freelancer Equity Program and hosted a live Q&A, allowing our talent community to engage directly with our Founder and CEO to discuss challenges and opportunities, reinforcing our commitment to a community-centric platform.
- **Live Broadcast & Fireside Chat with Micha Kaufman and Steven Bartlett:** A pivotal virtual event featuring a keynote from Founder and CEO Micha Kaufman and an exclusive fireside chat with the world-renowned entrepreneur, podcaster, author and the youngest 'dragon' on BBC's Dragon's Den, Steven Bartlett. The event outlined Fiverr's vision for the future of talent and technology.
- **PLUGGED X Fiverr Co-Working Days (London):** An event series designed for founders and entrepreneurs launched in partnership with PLUGGED. The event combines co-working sessions, hiring workshops, and after-hours networking in the heart of London.
- **Workshop on Enhancing Efficiency and Optimizing Your Workflow (Asia):** A regional workshop aimed at helping freelancers streamline their processes and improve productivity.

These events, along with regular virtual workshops, seller spotlight sessions and marketplace training, reinforce Fiverr's commitment to helping freelancers thrive. Whether through access to peers, direct engagement with leadership, or cutting-edge tools like Fiverr Go, our investment in the community continues to serve as a foundation for Fiverr's vision of a more empowered, connected freelance workforce.



*Fiverr Go Launch*



*Live Broadcast & Fireside Chat with Micha Kaufman and Steven Bartlett*

## 2024 International Freelancer Day

In 2024, Fiverr marked International Freelancer Day with the theme “A World of Human Talent”, spotlighting the creativity, resilience, and expertise that power innovation across our platform. As part of our ongoing commitment to fostering community engagement, the celebration centered around a two-hour virtual summit designed to inspire, educate, and connect freelancers worldwide. The event featured thought-provoking sessions led by industry experts and Fiverr leaders, including Founder and CEO Micha Kaufman. A highlight of the summit was the panel discussion, “Humans Are Our Business: Freelance Leaders on the Future of the Industry,” which explored the evolving role of human talent in a tech-driven world, strategies for transitioning to full-time freelancing, and building lasting client relationships.

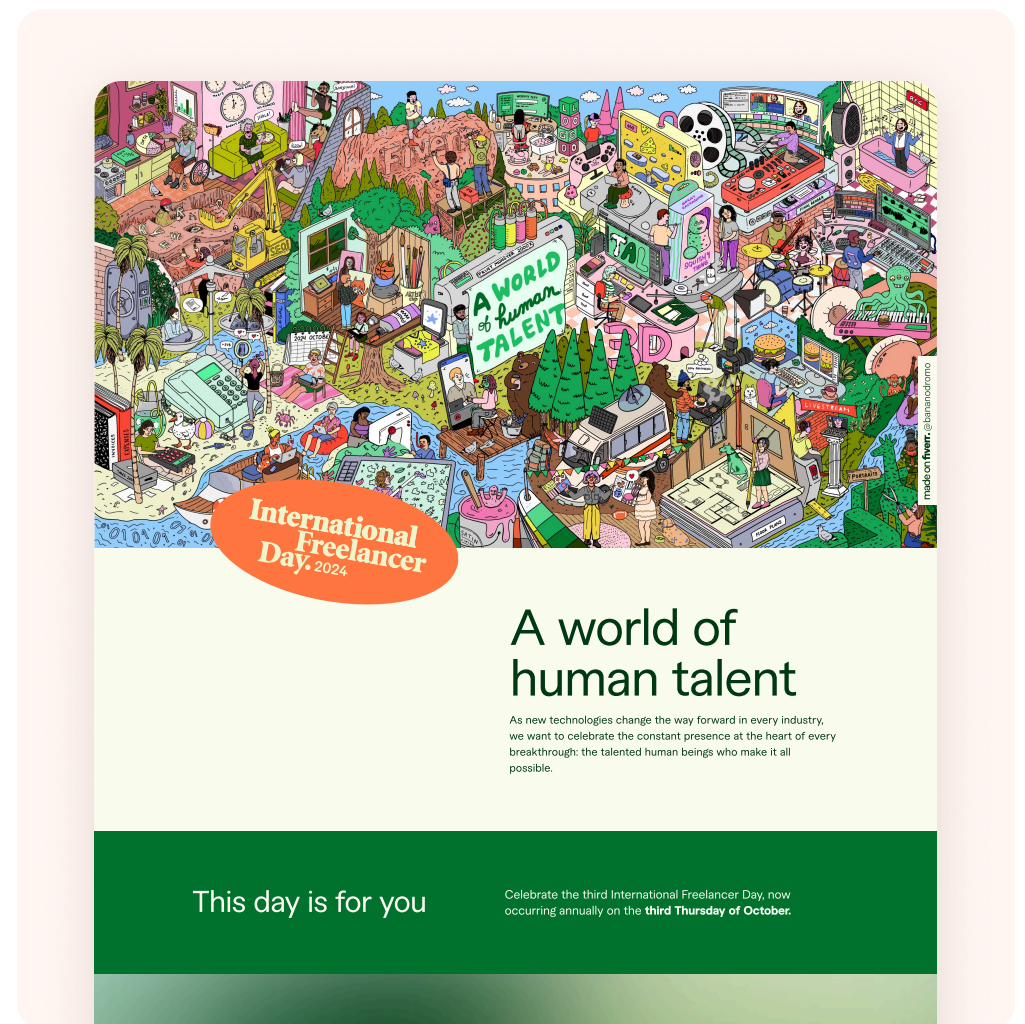
The celebration featured several other activations, including:

- **Selfie Generator:** Freelancers had the opportunity to create personalized filters that showcased their freelance identity, with a chance to appear in Fiverr ads.
- **Freelancer Healthcare Access:** U.S.-based freelancers received information about Fiverr’s quality coverage from Aetna CVS Health.
- **Google Workspace Discount:** Freelancers received an exclusive 50% discount on Google Workspace.

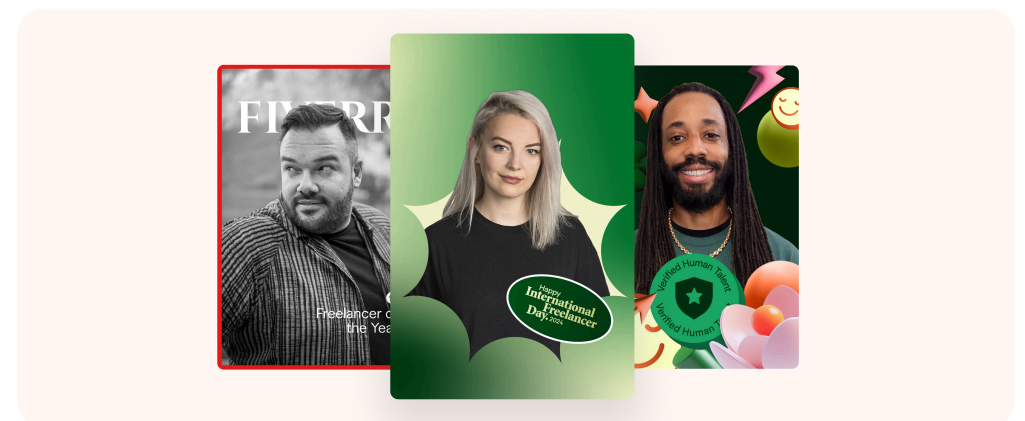
For additional information about the event, see our detailed recap [here](#) or watch the full replay on-demand at [community.fiverr.com](https://community.fiverr.com).

*“The event celebrated human talent and creativity in a world that often seems obsessed with machines and robots. Even when the speakers did talk about AI, they emphasized that, at the end of the day, it’s still us humans who are driving the freelance economy. It was so refreshing to attend an event that gave the focus back to us and our unique, creative human intelligence.”*

**Vicky Sidler** | Fiverr freelancer & summit attendee



Freelancer Day landing page - header illustration by @bananodromo



Freelancer Day Selfie Generator contest

## Freelancer Crisis Response Task Force

At Fiverr, we recognize that global events and local disruptions can significantly impact freelancers' ability to work and thrive. That is why we have established a dedicated [Crisis Response](#) process to provide timely, thoughtful support when our community needs it most.

This cross-functional team mobilizes quickly in response to emerging crises—assessing the situation and developing coordinated action plans. Responses may include direct communication with affected users, temporary product or policy adjustments, and in more severe cases, financial support delivered through trusted local NGOs.

## Giving Freelancers a Stake in the Future

As part of our broader commitment to fostering community engagement, Fiverr launched the Freelancer Equity Program in early 2025, an industry-first initiative designed to provide top-performing U.S.-based freelancers a direct stake in the company. Eligible freelancers will receive up to \$10,000 in Fiverr shares over a four-year period, based on annual performance benchmarks.

This program reflects Fiverr's belief that true community engagement means recognizing freelancers not only as contributors, but as long-term partners in the platform's success. By offering equity, Fiverr is redefining how digital platforms reward excellence and build long-term loyalty. Learn more about Fiverr's Freelancer Equity Program [here](#).

*"Freelancers are the backbone of today's economy and the heart of Fiverr's success. With this initiative, they're not just shaping the future of work—we're actually giving them a piece of it, making Fiverr not just a platform for work, but a place where equity can also be earned."*

**Micha Kaufman** | Founder and CEO of Fiverr

FREELANCER

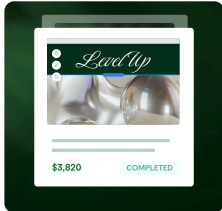
# Equity Program

**Our success is your success**

Exceptional talent gets exceptional recognition.  
Get rewarded for your performance with Fiverr shares.

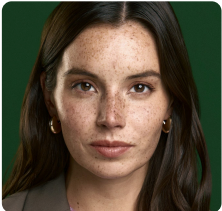
### Meet the Fiverr Freelancer Equity Program

The Freelancer Equity Program fuses the future of Fiverr and the talent behind it. Now, your growth goes beyond earnings, granting you a stake in our shared success.



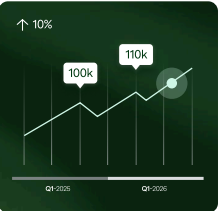
**Your success, multiplied**

Growth on Fiverr now means more than increased earnings; it means tangible interest in the company's overall success. Your business growth unlocks annual share grants, scaling up your rewards.



**From top freelancer to partner**

This is an evolution in how freelancers build their future. Meet your growth targets and join an exclusive group of freelancers who benefit from Fiverr's success as shareholders.



**Growth-aligned rewards**

Earn up to \$10,000 in equity value over 4 years, with \$2,500 worth of Fiverr shares granted each year that you achieve 10% growth.

### How does it work?

- 01** If you qualify, you'll receive an email inviting you to enroll in the program.
- 02** Fill out and submit a simple form to help us verify your eligibility.
- 03** Track your growth with regular updates on your progress toward annual targets.
- 04** Over the next four years, you'll receive Fiverr shares each year that you achieve 10% growth. So, increase your earnings by 10% by January 2026 and you'll get the first of four share installments.

Freelancer Equity Program landing page

## Amplifying Nonprofit Impact

Fiverr remains deeply committed to supporting NGOs around the world by connecting them with purpose-driven freelance talent and the tools they need to scale their impact. Through strategic partnerships and platform-based initiatives, we help nonprofits streamline operations, access global expertise, and expand their capacity to do good.



### 2024 Highlights

#### Community Investment

800+

applicants to the Female Founders Competition

35K+

social impact organizations sourced freelancers using Fiverr

\$200K+

in community investment and product credits

\$600K+

invested through Fiverr's Future Collective program since its launch

#### Colors Foundation

50+

partnerships with nonprofit and community organizations

350+

Fiverr employees participated in volunteer events

1,500+

volunteer hours contributed by Fiverr employees

\$1.1M+

donated to nonprofit initiatives

## Fiverr for Nonprofits

Launched in December 2024, Fiverr for Nonprofits represents a major new milestone in Fiverr's commitment to social impact. This dedicated platform is designed to help mission-driven organizations access top freelance talent with greater ease, confidence, and affordability. The hub features pre-vetted professionals across categories like graphic design, copywriting, web development, and more—giving nonprofits a trusted way to complete essential projects without straining their internal resources.

To further reduce barriers, eligible nonprofits can access exclusive credit-based incentives that allow them to invest in high-quality services without impacting their budgets. The platform also offers tailored resources, curated project bundles, and real-world case studies to support more effective decision-making and creative execution. With Fiverr for Nonprofits, we are unlocking the full potential of freelance work to accelerate impact, increase operational capacity, and help nonprofits focus more time on what matters most—their mission.

Throughout the year, nonprofits turned to Fiverr for freelance services including graphic design, video editing, and website development. Notable NGOs included Solidatech and Project Alianza.



*"Nonprofits, like businesses, need strong marketing, social media, and engaging websites to attract and retain donors- all with limited resources. Fiverr is a game changer for leaders like me, helping us delegate tasks we're not experts in, so we can stay focused on our core mission."*

**Kristin Van Busum** | Co-founder & CEO | Project Alianza

## Solidatech Partnership:

In partnership with Solidatech—a leading digital inclusion organization with a network of over 42,000 registered members in the French nonprofit ecosystem— Fiverr launched a grant initiative to help nonprofits in France advance their digital and operational capabilities. Fiverr provided a total of €15,000 in Fiverr credits to selected nonprofits, which they used to collaborate with freelance professionals on a range of impactful projects—from mobile app development and website redesigns to SEO optimization and user experience improvements. These projects and webinars showcased the diverse ways freelancers can help nonprofits enhance their reach, efficiency, and innovation.

*"A big thank you for the support you've given us, which has enabled us to significantly improve our communications over the past few months. We partnered with a freelancer to completely rethink all of our communication materials."*

**Camille Boissinot** | Head of Development & Partnerships | Solidatech

# Nonprofits and Freelancers: A Growing Alliance for Impact Report

As part of our ongoing commitment to supporting the nonprofit sector, Fiverr published [The State of Nonprofits and Freelance 2024](#)—a research report exploring how nonprofit organizations are increasingly leveraging freelance talent to address critical operational challenges. Based on insights from more than 1,500 NGO leaders across the U.S., U.K., Germany, and France, the report reveals a clear trend: **freelancers are playing a vital role in helping nonprofits strengthen internal capacity, access specialized expertise, drive innovation and remain agile amid limited resources and staffing shortages.**

## Report Insights

*“In 2024 alone, over 35,000 social impact organizations turned to Fiverr to source freelancers, reflecting the growing recognition of the value that freelance talent can bring. As this trend continues, integrating freelancers more strategically into their workflows will allow NGOs to address evolving needs, strengthen their missions, and ultimately drive greater social impact. By embracing freelancers, NGOs are better positioned to thrive in an increasingly dynamic world.”*

The State of Nonprofits and Freelance 2024, page 10

## Report Insights



NGOs are increasingly integrating freelancers into both operational and strategic roles.



Many NGOs currently employ freelancers, with a significant number planning to expand their freelance workforce both in the short term and long term.



Freelancers are becoming key contributors to strategic planning and decision-making—not just task execution.



Over 99% of NGOs that use freelancers report a significant boost in their on-the-ground impact.



Freelancers bring specialized skills, fresh perspectives, and access to global networks, enhancing organizational flexibility.



Initial concerns about quality, dependency, and cultural fit often fade as NGOs gain experience with freelancers.



More than one-third of NGO leaders prefer sourcing freelancers through platforms like Fiverr for quality assurance, reviews, and built-in protections such as payment security and dispute resolution.



When selecting freelancers, NGOs prioritize relevant expertise and alignment with the organization’s mission and values.

## Colors Foundation

The Colors Foundation embodies Fiverr's long-term commitment to creating positive social impact in the communities where we live and work. Originally launched through personal pledges from Fiverr executives, the foundation has since evolved into a company-wide initiative supported by employee contributions and volunteer efforts across the organization.

Its mission is to foster meaningful connections between Fiverr and the broader community by combining financial donations, skilled volunteering, and freelance services to help nonprofits expand their reach and effectiveness. From grassroots efforts to global collaborations, the Colors Foundation serves as a vital bridge between our platform and purpose-driven organizations striving to make a difference.

In 2024, the Colors Foundation expanded its reach and deepened its impact—donating over \$1.1 million to more than 50 NGOs, which is supported by both Fiverr's executive team's contributions as well as corporate donations. Our continued commitment to meaningful social change came to life through strategic partnerships and active employee engagement. Over 1,500 volunteer hours were contributed by more than 350 Fiverr employees. They supported initiatives across six focus areas: at-risk children and youth, education for tech and leadership, women's empowerment, the elimination of violence against women, supporting lone soldiers and post-traumatic stress disorder (PTSD) recovery, and fostering intergenerational connections with a focus on Holocaust remembrance.

Key initiatives included support for the "Hafuch al Hafuch" youth center in Nof HaGalil, Israel, through **ELEM**, offered crucial volunteer support to "HaLev" youth shelter in Tel Aviv, Israel, and holiday food distribution and schoolbag donations for families in South Tel Aviv, Israel, in partnership with the NGO **HaPardes**.

We also championed technology education programs with **Education for Excellence** and **ForStart**, offering weekly coding sessions at our offices and launching new groups for girls in Jerusalem and youth in Gaza border towns. Our support for women included a tailored digital marketing and Fiverr platform course in partnership with **Yozmot Atid**. We also expanded our collaboration with the **Michal Sela Forum** to combat online abuse and funded the development of a vital new evidence-gathering platform.

In support of Israel's lone soldiers and PTSD recovery, we partnered with "Kol Echad Mimkomo" to renovate and support the Beit HaYotzer campus in Israel. Our team also engaged in hands-on volunteering with displaced families. In partnership with **Pink Glasses**, we enhanced services for Holocaust survivors by funding medical transport, team expansion,

and digital upgrades. Through the Colors Foundation, Fiverr continues to build bridges between its people and the communities we serve, fostering inclusion, resilience, and opportunity.



*Supported HaPardes NGO's in holiday food and schoolbag donation initiative for South Tel Aviv families.*



*Renovated the "Halev" youth shelter in Tel Aviv with ELEM NGO to improve conditions for at-risk youth.*

## Social Impact Programs

At Fiverr, we believe in using our platform and resources to drive meaningful social change. We are committed to expanding access to opportunities for individuals and organizations, helping them overcome systemic barriers and unlock their full potential.

### Social Impact Hub

The [Social Impact Hub](#), creates a centralized hub that highlights and expands on the meaningful work Fiverr has undertaken in recent years. It invites Fiverr users, nonprofit organizations, partners, employees, and prospective team members to explore how we are driving positive change across our three core focus areas: economic opportunity, freelancer well-being, and nonprofit impact. The Hub serves as a platform for connection, collaboration, and inspiration, bringing our broader community into the heart of our social impact efforts.

### Key Program Spotlight: Future Collective

The Future Collective is a six-month accelerator program created to support entrepreneurs across the U.S. and Canada at critical stages in their business journeys. In partnership with [New Majority Ventures](#) (formerly 1863 Ventures), a company dedicated to helping founders grow from high potential to high growth, Fiverr is working to expand access, opportunity, and resources for entrepreneurs navigating systemic and structural barriers.

The program equips selected participants with the tools, mentorship, and networks needed to scale their businesses with confidence. In 2024, the cohort expanded to 15 entrepreneurs—the largest group to date—reflecting the program’s growing demand and impact. Over the past three years, Fiverr’s Future Collective has donated \$600K in capital to 33 entrepreneurs, with \$450K in direct cash and \$150K in Fiverr credits.

### Key Program Features:

- **Direct financial support:** Each entrepreneur receives \$12,000 in total support, \$8,000 in unrestricted funding and \$4,000 in Fiverr credits—to invest in their business needs and access professional services on the platform.
- **Live learning & mentorship:** Interactive workshops, led by Fiverr and New Majority Ventures, offer actionable insights on business operations, risk mitigation, and sustainable growth strategies.
- **Community and connection:** The program fosters a deep sense of community, linking participants with Fiverr’s Executive and Customer Success teams, a growing alumni network, and the broader New Majority Ventures ecosystem to unlock new opportunities for collaboration and support.

Since launching in 2021, the Future Collective has grown from just five participants to a robust, growing network of mission-driven entrepreneurs. To learn more about the latest cohort and their business outcomes, see [here](#).

### 2024 Future Collective Highlights:

72+

hours of 1:1 coaching provided to entrepreneurs in 2024

10

live virtual educational workshops

35

business challenges addressed with Fiverr services

13

business opportunities generated from the program

89

meaningful connections created



*“The Future Collective supported me in figuring out how to properly plan and market my upcoming launch into major retail.”*

**Gayneté Jones** | Best, Periodt



*“Based on my learnings, I will be building out a management team to run hotel operations until I am ready to exit.”*

**Deidre Mathis** | Wanderstay Hospitality Group



*“During the marketing module, we worked hard to hone in on several buyer personas and began personalizing our messaging. This approach led to a notable increase in ad engagement and site visits.”*

**Kelli Poole** | Talent Poole

## Female Founder Competition

Fiverr and Virgin StartUp have launched the Female Founders Competition to help address the barriers that often prevent entrepreneurs, especially women, from fully realizing their potential. The competition awarded four inspirational female founders with £3,000 Fiverr credits to spend on Fiverr to support their businesses, along with six weeks of mentorship and business advice from leading female business leaders and entrepreneurs. Access to the right support and guidance is crucial to the success of any new start-up, and we know that female founders are often more likely to face barriers when it comes to accessing the right support and funding.

We were proud to announce Sophia Lan, founder of WInvest Collective, as the winner of the 2024 Female Founders Competition. Selected from a highly competitive pool of over 800 candidates and four finalists, Lan was awarded £15,000 in Fiverr credits to accelerate her startup's growth and software development. With over five years of entrepreneurial experience, Sophia has focused her career on empowering women in the financial and wellness spaces. Through WInvest Collective, she is building an AI-powered app designed to demystify finance for women by offering personalized, inclusive financial guidance tailored to real-life experiences. Her mission aligns closely with the goals of this competition—to break down barriers, champion innovation, and equip female founders with the tools they need to grow.

*“I’m now looking forward to scaling WInvest, launching Money Bestie and empowering hundreds of women to actively take charge of their finances, transforming them into tools that benefit their families, societies and communities.”*

**Sophia Lan** | CEO of WInvest Collective



fiverr. ×   
 Female Founder  
 Winner



*Our Female Founders Community Breakfast had a networking and inspiration event designed to bring together freelancers, female entrepreneurs, and industry professionals.*

# Creating Learning and Development Opportunities

At Fiverr, we believe that continuous learning is essential to success in the evolving world of independent work. That is why we invest in creating accessible, high-impact learning and development opportunities for freelancers across our platform. Whether someone is just starting out or looking to scale their business, we provide tools and training to help them sharpen their skills, stay competitive and unlock new opportunities.

For example, our [Help and Education Center](#) provides freelancers and buyers with a robust library of tutorials, how-to videos, and FAQs, helping users navigate the Fiverr platform and get the most out of its features. It is a key resource for day-to-day learning and self-guided support.

Our in-house editorial team regularly publishes educational content on the [Fiverr Blog](#), including industry insights, marketing tips, freelancer spotlights, and career advice.

We also produce detailed, expert-written [Guides](#) that cover essential freelance categories like digital marketing, graphic design, programming, video animation, music and audio, and more. These guides help freelancers refine their skills, explore new service areas, and stay current with evolving client demands.

Throughout the year, we host live webinars and roundtable discussions covering a wide range of topics—platform tools, business strategy, niche-specific skills, and more. These sessions are designed to deepen freelancer knowledge while offering space for real-time feedback and discussion.

[Help and Education Center →](#)

[Fiverr Blog →](#)

[Guides →](#)

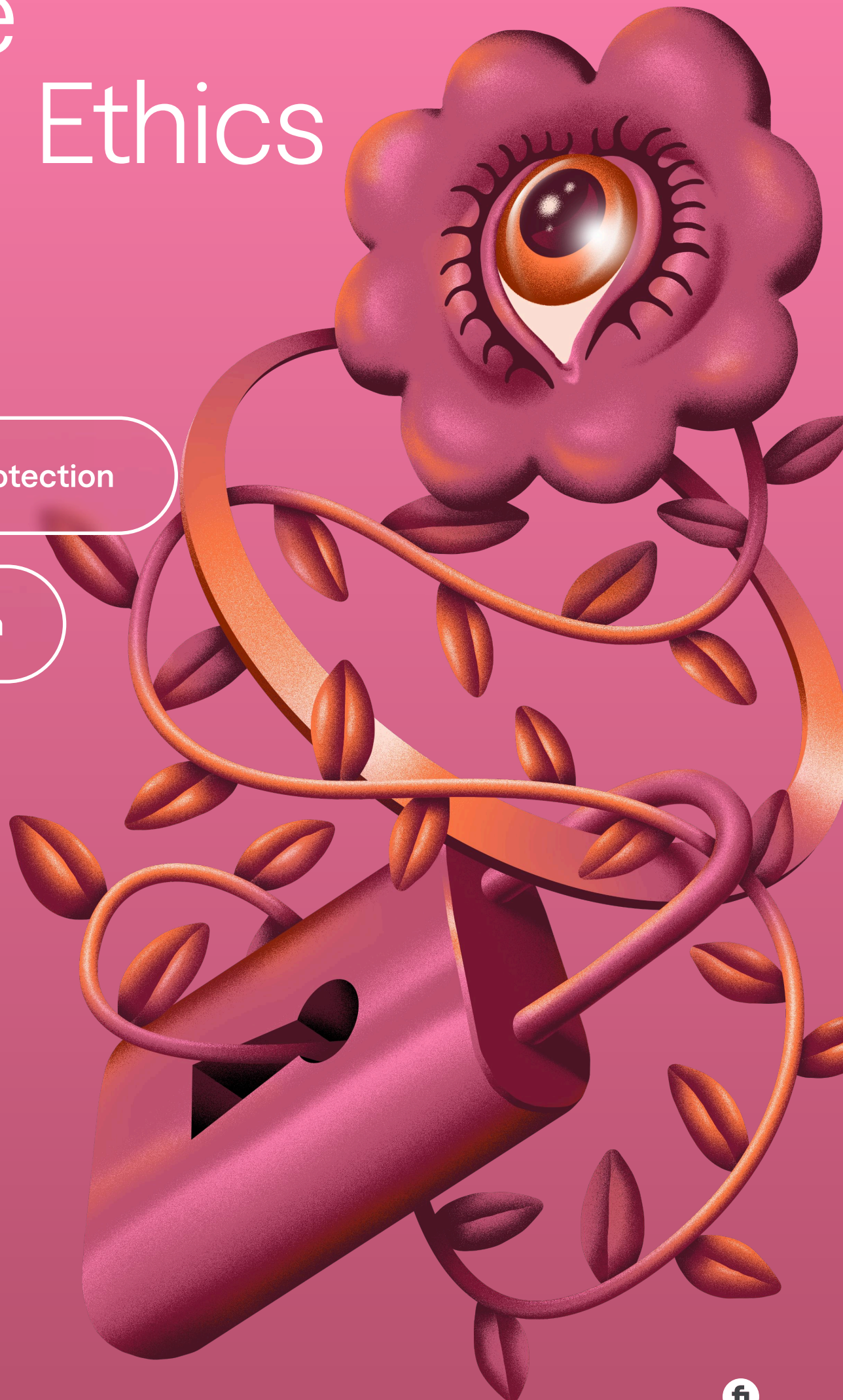
# Marketplace Integrity and Ethics

Building a Trusted Marketplace

Cybersecurity, Privacy, and Data Protection

Board Engagement and Composition

Ethics and Compliance



made on **fiverr.** @itamako



## 2024 Highlights

0 Material Data Breaches

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ISO 27001 and ISO 27701

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PCI DSS certification

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2024 DSA Transparency  
Report Published

# Marketplace Integrity and Ethics

Fiverr is built on the principles of transparency, fairness, and trust. As an open marketplace, we are committed to maintaining a safe and respectful environment where users can confidently offer and request a wide range of services. Integrity is the foundation of our business model, and we take our responsibility to uphold the highest ethical standards across every aspect of our platform seriously.

We have established robust policies, enforcement mechanisms, and support systems to provide a reliable, first-class experience for all users. Internally, we hold our employees to high standards of personal and professional conduct—setting the tone for our freelancers, partners, and suppliers to do the same. Our ongoing commitment to marketplace integrity helps us build trust, protect our community, and deliver value at every interaction.

# Building a Trusted Marketplace

We are committed to fostering a respectful, inclusive and safe environment for all members of the Fiverr community. To support this goal, we have established a clear set of [Community Standards](#) grounded in our core values: respect, consideration, trust, safety, authenticity, transparency, integrity, fairness, inclusivity and accessibility. These standards outline the behaviors and principles that define acceptable conduct on our platform—both in digital interactions and real-world engagements. They are reviewed and updated regularly to reflect the evolving needs of our community and to provide a welcoming space where everyone can collaborate, connect, and succeed.

Fiverr's approach to policy development and content governance is rooted in collaboration, transparency, and adaptability. Our work on policy and content is integrated into our ongoing processes, ensuring that all relevant stakeholders from across the organization—including Trust & Safety, Legal, Public Relations, and Business teams—are involved in complex policy decisions that impact the integrity of our marketplace. We provide ongoing guidance and training to content moderators, escalate high-priority issues to senior leadership, and maintain a cross-functional dialogue to address evolving risks and opportunities.

## Policy

### Platform Integrity

Fiverr is an open and inclusive marketplace, and we are committed to protecting its integrity by prohibiting services that are deceptive, harmful, or misaligned with our values and policies. We do not allow content or services that include hate speech, discrimination, adult content, or any other objectionable material.

We encourage all members of the Fiverr community to report any behavior, services, or activity that may violate our [Community Standards](#) or [Terms of Service](#). Our platform offers a simple and accessible reporting process to ensure that users can quickly flag suspicious or inappropriate content. Every report is evaluated with a focus on consistency, fairness, and transparency, and we take appropriate action based on the nature and frequency of the violation. To stay responsive to emerging issues, we regularly monitor emerging problematic trends and update our list of prohibited services in line with current events, social dynamics, and marketplace trends.

Fiverr strictly prohibits any sexually explicit content involving minors or any material that seeks to exploit, depict, or reference minors in a sexualized context, including Child Sexual Abuse Material (CSAM). We employ robust content moderation tools and proactive monitoring

practices to detect and remove such content from our platform. Any suspected violations are immediately escalated and reported to the National Center for Missing and Exploited Children (NCMEC), which coordinates with law enforcement agencies worldwide. Fiverr may exercise broad discretion in removing content that includes or depicts minors to ensure compliance with our policies and to prioritize safety.

### Protecting Minors

Fiverr is committed to protecting minors and upholding a safe, responsible environment for all users. In accordance with our [Terms of Service](#), individuals must be at least 18 years old and legally able to enter a binding contract to use the platform independently. Users between the ages of 13 and 18 may only access Fiverr through an account owned and managed by a parent or legal guardian, and only with their explicit permission.

### Responsible AI

Fiverr embraces innovation and supports the responsible use of emerging technologies, including generative AI. We allow freelancers and customers to use generative AI tools to create content and deliver services, recognizing that these technologies are reshaping the way work is done across industries.

As user expectations evolve, we remain focused on maintaining a safe, ethical, and transparent marketplace. Freelancers who use generative AI must comply with our [Community Standards](#), ensuring that all content and services are delivered with integrity and accountability. We encourage community members to report any misuse, misrepresentation, or unethical behavior related to AI-generated content, and we prioritize identifying and managing risks associated with its use. Our goal is to foster an environment where innovation can thrive—without compromising trust, fairness, or the quality of work on our platform.

## Enforcement

Protecting our community is a top priority at Fiverr. Our dedicated Trust and Safety team is responsible for developing and enforcing the policies that uphold the integrity of our marketplace. Using a combination of machine learning technologies, automated tools, manual moderation, and structured review processes, we actively monitor the platform to detect and flag potential violations. When users breach our Terms of Service or Community Standards, we take appropriate enforcement actions to maintain a safe, respectful, and trustworthy environment for all.

## Intellectual Property

Fiverr is committed to protecting the intellectual property (IP) rights of our community. Our [Intellectual Property Claims Policy](#) outlines clear procedures for reporting suspected copyright or related rights violations. These procedures are aligned with global best practices and tailored to comply with region-specific regulations. This includes compliance with frameworks like the Digital Millennium Copyright Act (DMCA), which safeguards copyright holders from unauthorized reproduction or distribution of their work.

Our Marketplace Integrity team carefully reviews all reported IP violations. When a claim is validated, we act swiftly to remove or disable the infringing content. To ensure fairness and guard against misuse, the process also includes the opportunity for counterclaims, allowing users to contest and prove the legitimacy of their content.

## Fraud Protection

We have implemented a multi-layered approach to detect and prevent fraudulent or misleading behavior, including account misrepresentation, feedback manipulation, spam, and other forms of abuse.

To safeguard our users against fraud, we use a combination of machine learning algorithms, bot and fake review detection tools, human moderation, and third-party technologies. These systems work together to identify suspicious activity and ensure authenticity across the marketplace. We also promote transparency by inviting buyers to leave both public and private reviews after transactions. This not only helps future customers make informed decisions but also provides valuable signals that enhance Fiverr's quality and matching systems. In alignment with our zero-tolerance policy, community members found to be engaging in fraudulent practices are permanently suspended.

## Transparency

At Fiverr, we continuously measure the health of our platform through key indicators like Net Promoter Score (NPS), which gauges overall satisfaction and trust among both customers and freelancers.

NPS provides valuable insight into how effectively we are meeting community expectations and maintaining the integrity of our marketplace. In 2024, our customer NPS was 62 and our freelancer NPS was 76, as buyers and sellers continue to see Fiverr as the go-to place to access opportunities and talent.

## Freelancers Account Verification

As part of our commitment to maintaining a secure, trustworthy platform and aligning with industry standards and regulations, Fiverr continues to enhance its account verification processes. We have updated the verification process for all freelancers—particularly those identifying as businesses. These efforts are designed to strengthen trust, improve transparency, and support a higher-quality experience for all Fiverr users.

## EU DSA Transparency Report

As part of our commitment to transparency and regulatory compliance, we published our 2024 Transparency Report in line with the European Union's Digital Services Act ("DSA"). The DSA requires online platforms to disclose how they address illegal content, respond to user reports, and cooperate with public authorities in the European Union. This report reflects our ongoing dedication to maintaining a safe, fair, and lawful digital environment. For full details, see our complete [2024 Transparency Report](#).

# Cybersecurity, Privacy and Data Protection

Fiverr's ability to operate a trusted, secure marketplace depends on our commitment to protecting user data. We implement robust technical and organizational safeguards to ensure the confidentiality, integrity, and availability of the information we collect, use, and process. We continuously evaluate and strengthen our practices to meet evolving security standards. We take this responsibility seriously at every level of the company, our Chief Information Security Officer (CISO) provides quarterly briefings to the Board of Directors on information security developments, risks, and priorities.

## Security Risk Management

As a global online platform, Fiverr is deeply committed to anticipating, identifying, and addressing security risks before they escalate. We maintain a proactive approach to data protection and incident preparedness, supported by strong leadership engagement and an organization-wide culture of security.

Our Board of Directors and senior management understand that effective risk management starts with empowered teams. Fiverr has adopted an integrated structure to manage privacy and security across all levels of the organization. Our CISO leads a dedicated cybersecurity team that focuses on four core areas:

- Product & Application Security (AppSec)
- Cloud Infrastructure Security (DevSecOps)
- Governance, Risk, and Certifications (GRC)
- Security Information and Event Management (SIEM), Security Operations Center (SOC), and Incident Response (IR)

Oversight is provided through separate Cybersecurity and Privacy Steering Committees, which include senior leaders such as the Chief Technology Officer (CTO), CISO, Data Protection Officer (DPO), General Counsel, and key executives across product, technology, and finance. These committees meet regularly to review incidents, monitor vulnerabilities, and evaluate ongoing risks through a centralized risk mapping framework.

The Cybersecurity Steering Committee receives regular updates on roadmap progress, general security initiatives, and the status of Fiverr's security awareness program. It also reviews recent incidents, assesses identified and mitigated vulnerabilities, and evaluates evolving risks.

We apply strict technical and organizational measures to secure sensitive data, including industry-standard encryption, secure authentication protocols, and stringent access controls. Our DPO advises on privacy matters and regularly reports to senior management, helping ensure

compliance with applicable legal, regulatory, and contractual requirements. Our production environment is restricted to authorized personnel, each of whom is authenticated via unique credentials and two-factor authentication (2FA). Employees access core systems through a Single Sign-On (SSO) service combined with mandatory 2FA to strengthen platform-wide security.

Fiverr further ensures that any third-party processors handling personal information meet rigorous confidentiality and security standards through contractual obligations. Our codebase and infrastructure undergo routine security testing, both via automated scanning tools and manual reviews by independent third parties. To enhance platform resilience, we operate a Security Bug Bounty Program, now in its third year. Security researchers can report vulnerabilities and request participation by contacting [support@fiverr.com](mailto:support@fiverr.com). To further enhance our detection and response capabilities, we onboarded an external Security Operations Center (SOC) in 2024 to provide 24/7 security visibility and enable real-time incident response to better protect our platform and community.

## Certifications and Independent Audits

Fiverr supports its cybersecurity, data protection, and privacy commitments through globally recognized certifications and independent audits that reinforce trust in our marketplace. We have maintained ISO/IEC 27001 certification—the international standard for information security management—since 2019 and successfully completed a full recertification across all operations in 2022. Since 2021, we have maintained ISO/IEC 27701 certification, the privacy-focused extension of ISO 27001. We successfully completed a full recertification in 2024.

Together, these certifications reflect our ongoing investment in the people, processes, and technologies necessary to safeguard user data. In addition, Fiverr retains Payment Card Industry Data Security Standard (PCI DSS) certification, which helps us meet rigorous technical and operational requirements for secure payment processing. PCI compliance is mandated by credit card companies and serves as a key standard for protecting transaction data.

As part of our internal controls, Deloitte conducts annual cybersecurity audits to assess Fiverr's practices across various dimensions of our information security operations. These assessments help validate our approach, identify areas for improvement, and ensure our systems remain resilient in the face of evolving threats. In 2024, Deloitte's audit focused on web application penetration, helping us identify vulnerabilities and improve resilience in our digital infrastructure.

## Customer Privacy and Security

Fiverr is committed to safeguarding the privacy of our users and maintaining the security of their personal information. Our [Privacy Policy](#) outlines how we collect, use, store, and protect user data, and details the rights and protections available to all users on our platform. We also maintain an internal process for evaluating and responding to law enforcement or government data requests. Each request is reviewed by Fiverr's legal team to ensure appropriate handling in accordance with applicable laws.

In line with applicable laws and our incident response plan, Fiverr is committed to notifying affected data subjects in a timely manner in the event of a data breach or relevant policy changes. To promote awareness and safety, we offer resources through the [Fiverr Help and Education Center](#), where users can find cybersecurity guidance, account protection tips, and user security best practices.

## Data Privacy and Security Training

Fiverr also invests in employee education. All new hires complete mandatory training in privacy and data protection, including Secure Software Development Lifecycle (SSDLC) principles. Annual refresher courses ensure continued compliance and awareness across the organization. In addition to standard onboarding and annual refresher training, we provide customized privacy training for specific Fiverr teams based on their roles and access levels.

## AI Governance and Oversight

Fiverr maintains AI governance and other measures to support the responsible development and use of AI across our platform. Such measures are designed to promote transparency, fairness, and data privacy. We take a risk-based approach to AI oversight. This includes reviewing potential impacts and taking steps to uphold accuracy, transparency, and user trust.

Fiverr's cross-functional approach involves collaboration between Legal, Product, Data, R&D and other relevant teams to ensure AI tools are designed and deployed responsibly. We also establish internal requirements for evaluating third-party AI services and set expectations around appropriate use, data handling, and compliance.

By embedding oversight and accountability into our AI processes, Fiverr aims to support innovation while maintaining the integrity and safety of our marketplace.

## AI Training and Education

Fiverr provides internal training to support the responsible development and use of AI across the organization. This training includes company-wide guidance on AI risks and the principles of responsible AI use. In addition, role-specific sessions are delivered to teams involved in AI development.

These training programs are part of Fiverr's broader effort to promote responsible innovation and maintain trust among users, while equipping our teams with the knowledge to build AI systems that align with Fiverr's values and obligations.

## Board Engagement and Composition

At Fiverr, strong governance is fundamental to driving our business strategy and fostering a culture of accountability, transparency, and sustainability. Our Board of Directors and its committees are responsible for overseeing our long-term strategic direction, corporate values, and risk management.

The Board of Directors is led by our chairman and CEO, Micha Kaufman. Mr. Ron Gutler serves as our Lead Independent Director and has specific enumerated powers and responsibilities that promote strong, independent Board leadership and oversight. Our Lead Independent Director also serves as chairman of each of the committees of our Board of Directors. The Board of Directors operates under our [Corporate Governance Guidelines](#), which guide directors in fulfilling their responsibilities to the company and its shareholders.

Fiverr's Board of Directors has three standing committees: Audit, Compensation, and Nominating, Environmental, Social and Governance (NESG). Each of the committees is composed entirely of independent directors, in accordance with New York Stock Exchange (NYSE) standards. These committees oversee critical governance policies and charters, including our [Code of Ethics and Conduct](#), [Board Committee Charters](#), and [Whistleblower Policy](#).

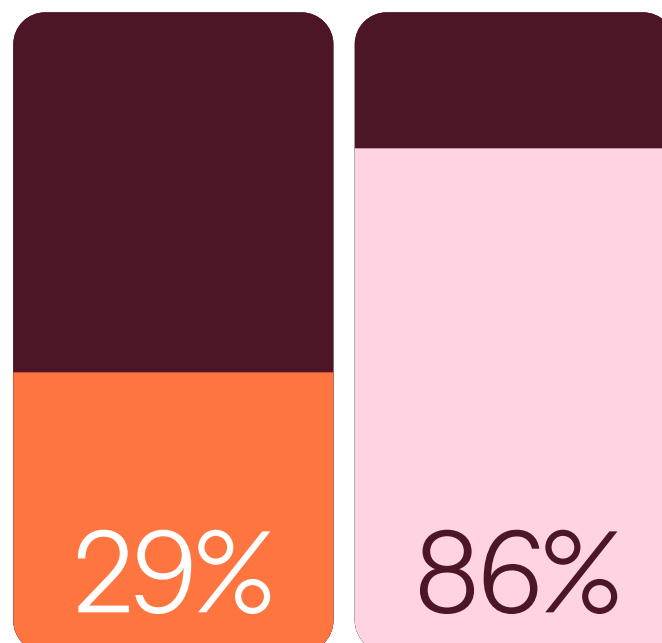
Each year, the Board of Directors conducts a structured self-assessment process through detailed questionnaires distributed to directors and senior management. These assessments are a key part of our governance practices, helping ensure the Board of Directors has the right mix of talent, expertise, and experience to support effective oversight and the execution of our strategy.

## Board Practices

- ✓ Executive session
- ✓ Board evaluations
- ✓ Continued education for directors and orientation for new directors
- ✓ Independent presiding lead director

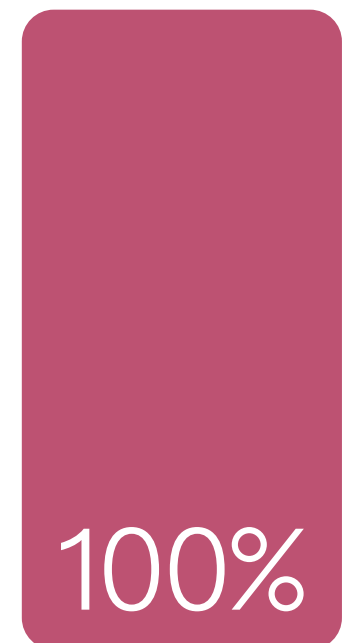
### Board Composition

- Gender Diversity
- Board Independence



### Committee Composition

- Board Committees Independence



★ Chairman of the board

👤 Committee Chairman

👥 Member

	Board	Audit Committee	Compensation Committee	Nominating, Environmental, Social and Governance Committee
Micha Kaufman	★			
Ron Gutler	👥	👤	👤	👤
Gili Iohan	👥	👥	👥	👥
Nir Zohar	👥	👥	👥	👥
Yael Garten	👥			
Adam Fisher	👥			
Jonathan Kolber	👥			

# Ethics and Compliance

At Fiverr, conducting business with integrity and in full compliance with applicable laws, regulations, and policies is a core part of who we are. Upholding high standards of ethical conduct is essential to fostering trust and transparency across our marketplace. We believe it is the responsibility of every employee, officer, director, and representative to understand and follow Fiverr's policies on business ethics and conduct.

## Code of Ethics and Conduct

Fiverr's [Code of Ethics and Conduct](#) (the "Code") serves as a foundational guide for how we operate as a company. Available publicly on our website alongside other key governance materials, the Code outlines the core principles and expectations that apply to all Fiverr employees, officers, directors, and suppliers.

Every new employee is trained on the Code during onboarding, with annual refresher training provided to reinforce its importance. The Code is designed to promote ethical behavior, accountability, compliance with applicable laws, and timely enforcement of any violations. It also reinforces our core values, including honesty, transparency, and integrity in all business dealings.

To support a culture of openness and accountability, Fiverr maintains a strict non-retaliation policy. We want every team member to feel safe speaking up. Anyone who suspects a violation of the Code is encouraged to report it in good faith—whether to their manager, Human Resources (HR), Legal, or through Fiverr's third-party-operated [whistleblower hotline](#) or secure online reporting form. These tools are in place to ensure that concerns can be raised confidentially and addressed appropriately.

## Anti-Bribery and Corruption

We are subject to the U.S. Foreign Corrupt Practices Act (FCPA) and other applicable anti-bribery and anti-corruption regulations around the world. Bribes, kickbacks, or any form of improper payments or consideration—whether to domestic or foreign individuals or organizations—are strictly prohibited. Likewise, no Fiverr representative may offer or accept gifts, gratuities, bonuses, or entertainment intended to improperly influence a business decision.

Any hospitality or gift extended must meet four criteria: it must be consistent with standard business practices, modest in value, not reasonably interpreted as a bribe or payoff, and fully compliant with applicable laws and regulations.

These expectations extend beyond our internal teams to include our suppliers and partners, who are also expected to comply with our

anti-bribery and anti-corruption policies. Managers across Fiverr play a key role in upholding these standards and ensuring that our commitment to integrity is reflected throughout our value chain. As part of our annual training, we specifically cover anti-bribery and corruption requirements. This training has been a consistent part of our compliance education for many years.

## Insider Trading Policy

Fiverr maintains a comprehensive [Insider Trading Policy](#) aligned with applicable securities laws and ethical standards for handling material non-public information. The policy applies to all directors, officers, employees, and consultants who may have access to confidential information that could impact investment decisions involving Fiverr securities.

The policy prohibits the buying or selling of Fiverr stock—or sharing of material non-public information with others who might trade—before such information is made public. It also defines blackout periods and requires pre-clearance of trades by designated individuals to help prevent misuse of sensitive information. Fiverr provides annual training and clear guidance on the rules surrounding insider trading. Any violations may result in disciplinary action, including termination, and could carry civil or criminal penalties under the law.



## Whistleblower Policy

Fiverr maintains a [Whistleblower Policy](#) to support the reporting of concerns related to accounting, internal controls, and auditing matters. We are committed to accurate financial reporting and encourage employees, contractors, vendors, customers, and business partners to report any activity that may compromise the integrity of our financial disclosures or records.

Reports can be submitted confidentially via our dedicated [whistleblowing email address](#), our telephone hotline, [electronic form](#), or physical mail, with clear instructions available for those wishing to remain anonymous. Upon receiving a complaint, the Compliance Officer or Audit Committee, as appropriate, will acknowledge receipt where possible and initiate a review. Fiverr strictly prohibits retaliation against any individual who submits a complaint in good faith and complies fully with applicable laws protecting whistleblowers.

## Health and Safety

Fiverr's [Health and Safety Policy Statement](#) reflects our commitment to maintaining a safe and healthy work environment that supports employee well-being and performance. In compliance with all applicable local and national labor and occupational health and safety laws, we actively promote a culture of safety, encourage the reporting of incidents, and routinely monitor and address potential risks.

Our health and safety program is overseen by our Chief Human Resources Officer, with managers responsible for ensuring adherence to the policy and taking prompt action in response to any reported safety concerns. All employees receive training on workplace safety protocols and are required to comply with Fiverr's Anti-Harassment and Discrimination Policy.

As part of our broader commitment to health and well-being, we also partner with companies such as Urecsys and Diversey to implement clean air solutions and environmentally responsible cleaning practices across our office spaces. This integrated approach helps ensure that Fiverr remains a safe, supportive, and productive place to work.

## Human Rights

Fiverr is committed to upholding and promoting human rights as a core business responsibility—both within our operations and across our platform. Our [Human Rights Policy](#) is guided by the principles set forth in the [UN Universal Declaration of Human Rights](#), and we expect our vendors, suppliers, and business partners to maintain practices aligned with these standards.

We believe that protecting human rights across our value chain is fundamental to the integrity and impact of our platform. This includes fostering a workplace and community that rejects harassment, protects the rights and equality of all individuals, and advocates for inclusion regardless of race, gender, or background.

To ensure this policy is meaningful in practice, all employees receive annual training on our core corporate policies, including the Code of Ethics and Conduct, with specific attention to human rights expectations. This training reinforces our collective responsibility to uphold these principles in all areas of our work.

We **do not allow** any form of retaliation against any person who reports a violation in good faith.

We **do not condone** human trafficking, slavery, or child labor.

We **support** and provide our employees with a safe and healthy workspace.

We **do not tolerate** harassment in the workplace.

We **Prohibit** any form of discrimination.

We **advocate** for equality regardless of race or gender.

We **support and protect** the rights and equality of each person, including minority groups and women.

## Compliance Week Trainings

In 2024, we reinforced our commitment to legal and regulatory compliance through a range of employee engagement initiatives. A key highlight was Fiverr's Legal Compliance Week, which featured interactive sessions and daily activities designed to make complex compliance topics more accessible and relevant. Content was tailored by team and focused on issues such as:

- **Dark patterns in product design**, including how to identify and avoid deceptive user experience practices that may mislead users or violate regulatory expectations.
- **Marketing and advertising compliance**, with sessions focused on ensuring transparent, accurate messaging across platforms and jurisdictions.
- **Responsible AI use**, where employees explored the ethical and legal implications of AI in product development, including data privacy, bias mitigation and transparency.
- **Emerging global compliance trends**, such as evolving digital services regulations, cross-border data requirements and enforcement priorities across key markets.

The week also marked the launch of enhanced training programs that transformed mandatory compliance learning into a more interactive and educational experience. Gamified elements, team competitions, and prizes for top performers helped boost participation and engagement.

We also introduced Cybersecurity Week, which focused on platform integrity and employee responsibility around data security. In addition, dedicated AI training sessions were rolled out to help employees understand responsible AI practices and regulatory considerations. Relevant teams received customized privacy and AI training to ensure role-specific awareness in high-impact areas.



*As part of the Compliance Week, our teams took on an escape room challenge focused on legal questions and ethical training. The interactive experience combined teamwork with critical thinking to reinforce our commitment to integrity and compliance.*

# Empowering our People

Our Values

Employee Recruitment, Engagement and Retention

Employee Training and Development

Fostering Equity, Inclusion and Belonging

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## 2024 Impact Highlights

# Empowering our People

At Fiverr, we recognize that our people are our greatest asset—and central to the continued success of our business, freelancers, customers, and partners. We are committed to attracting, developing, and retaining a highly skilled and engaged workforce that thrives in a culture built on integrity, honesty, and transparency.

We believe that fostering a workplace grounded in fairness and respect drives higher performance and contributes to greater accountability across the organization. We are committed to maintaining an inclusive work environment—free from harassment and retaliation, and without discrimination of any kind.

As part of our broader impact goals, we continue to prioritize human capital management. One of our objectives is to create a more empowered and engaged workforce. Our goal is to continue enhancing our human resource management practices to drive employee engagement. We aim to maintain above 75% in both participation rate and overall employee engagement level for our annual employee engagement survey. In 2024, we saw measurable progress, with participation in our employee engagement survey rising to 79%, up from 68% in 2023.



**83%**

utilization rate in employee learning programs



**29%**

female representation on the Board of Directors



**51%**

female representation among global team



**40%**

female representation among senior management



**79%**

participation rate in 2024 annual engagement survey with 77% favorable score

# Our Values

## We Celebrate Individuality

We are committed to providing an inclusive, safe, and secure work environment where all of our employees can be respected, valued, and successful in pursuing their goals, all while contributing to Fiverr's success. We do not look to change people or conform them; rather, we embrace our team members for who they are and celebrate their backgrounds as a point of strength. We encourage creative and alternative ideas and solutions to the longstanding issues presented by the traditional freelancer hiring and staffing model.

## We Make an Impact

We strive to help businesses of all sizes grow and build their brand, and so much more. Our mission is to change how the world works together, and everyone at Fiverr contributes to this goal.

## We are Doers

Talking is great, but doing is better. We empower our teams to be productive in creative ways. We believe that the next big idea can come from anyone on the team, and we strive to ensure everyone has space to share and execute against great ideas. We believe in clarity and accountability. Initiate, own and execute.

## We Think Simple

We strive to solve complex problems with simple to use products. We believe in reducing friction and increasing efficiency through the use of smart technology. We acknowledge that building simple-to-use products is hard, and we pride ourselves in having the talent that enjoys tackling these challenges.

## We are Customer Obsessed

Our customers are at the core of everything we do, and their happiness is our business. Everyday we look for new ways to help our customers follow their passions and find simple and efficient solutions for their needs. Everyday we look for ways to address the ever-evolving needs of our freelancer community looking to showcase their unique skills and talent.

# Employee Recruitment, Engagement and Retention

At Fiverr, we have built a team of talented individuals united by a shared commitment to teamwork, innovation, honesty, and accountability. We strive to ensure alignment across our workforce with our broader business objectives, recognizing that a cohesive culture drives both growth and long-term value. At Fiverr, fostering professional growth is a core part of our culture. While we operate in a fast-paced, ever-evolving environment, we recognize the value of structured development frameworks. That is why we are actively exploring ways to integrate leadership programs, career path mapping, and Individual Development Plan (IDP) implementation into our employee experience. These tools help team members gain clarity on their growth trajectory, strengthen leadership potential, and take ownership of their personal and professional development—all while aligning with our business goals and company values.

## Roundtables and Townhalls

We foster an open, collaborative environment where employees are encouraged to share ideas and contribute to innovation. Through a variety of internal initiatives and engagement opportunities, we empower our workforce to actively shape the future of our platform and culture.

Fiverr continues to foster open communication through executive roundtables that bring C-suite leaders together with employees for direct dialogue around challenges, opportunities, and day-to-day experiences. We also launched Chat with Micha, a new initiative where employees can book one-on-one time with our CEO to share feedback, ask questions, or pitch ideas for Fiverr's future. These sessions promote transparency, build trust, and strengthen company culture by making leadership accessible and responsive to employee perspectives.

In addition to executive roundtables, each department has monthly or quarterly update meetings, creating further opportunities for alignment and open dialogue.

Furthermore, we host regular global town halls, open to all employees, where leadership shares updates on strategic initiatives, business performance, and company goals. During 2024, we held six town halls. These touchpoints help keep employees informed, aligned, and connected to Fiverr's broader mission and impact.

### Employee Resource Groups (ERGs)

We recognize the importance of community and belonging in the workplace. Fiverr supports a growing network of Employee Resource Groups (ERGs), which provide spaces for employees to connect around shared identities, interests, and life experiences. These groups play a vital role in fostering inclusion, supporting well-being, and cultivating a more connected and empowered culture across the organization.

**Our ERGs are employee-led and reflect the diverse interests and needs of our global team. Current groups include:**



## Priderr

A community for LGBTQ+ employees and allies, focused on promoting inclusion, visibility, and peer support.

## Working with Kids

A supportive space for employees navigating the challenges of parenting while managing their careers.



## Soccer

A group for football enthusiasts who coordinate regular games, tournaments, and match viewing events.

## Basketball

A space for basketball fans to connect, play together regularly, and host friendly team competitions.



## Parental Leave (Moms + Dads)

A community for parents on parental leave to share insights, offer support, and stay connected.

## Fiverr Music

A collective of music lovers who share playlists, jam together, and celebrate live performances across genres.



## Fiverr Culture

A space to share cultural recommendations in Israel and updates from the employee experience team on special discounts and collaborations for Fiverr employees.

## AI Guild

A space for sharing knowledge, tips and resources on AI technologies, tools and techniques.



These ERGs not only build community but also help amplify employee voices, enhance engagement, and contribute to a workplace culture where everyone feels seen, heard, and valued.

## Employee Engagement

At Fiverr, we believe that employee-driven engagement is key to building a strong, connected organization. This year our employee engagement efforts included C-level roundtables with employees, \$25 per employee for team bonding activities, management offsites, town halls, ERGs, student programs and internships, and a continued focus on strengthening employee benefits. To better understand our employees' experiences and areas for improvement, we also conduct an annual engagement survey along with onboarding surveys and other feedback touch points throughout the year.

In 2024, 79% of our workforce, including employees and contractors—participated in the annual engagement survey. The survey covered key topics such as alignment, leadership, enablement, and professional development, and resulted in a 77% favorable score. While 2024 represents several challenges on the macro front, Fiverr continues to deliver participation rate and employee engagement above our target goal of 75%. We continue to expand our employee benefits programs including both competitive compensation packages as well as comprehensive support and wellness programs. In addition, we continue to evolve our annual engagement strategy and practices to incorporate feedback from past surveys and driving active and transparent communication across the organization.

As part of our long-term engagement strategy, we are actively exploring and implementing tools such as leadership development programs, career path mapping, and IDPs. These initiatives are designed to help team members gain clarity on their growth trajectory, strengthen leadership capabilities, and take ownership of their professional development.

In addition, the company actively promotes and supports employee participation in extra-organizational activities that create a positive impact both on the organization as a whole and on the employees themselves. This commitment reflects the company's dedication to fostering a dynamic, engaged, and skilled workforce that contributes to its long-term success.

Employees are also encouraged to participate in activities that strengthen both individual well-being and company culture. In 2024, we celebrated Fiverr's 14th anniversary with a global employee event that recognized our shared achievements and reinforced our mission-driven culture.

Throughout the year, we also hosted wellness-focused programs—such as team workouts and recreational events—that brought employees together, encouraged connection across teams, and supported a more engaged and energized workforce.

## Student Programs and Internships

At Fiverr, we believe in investing in future talent by offering opportunities that provide students and recent graduates with meaningful experiences in a dynamic, tech-driven environment. Through our student and internship programs, we offer flexible and part-time roles across departments such as Research and Development (R&D), Product, Design, and Data, designed to support early career development.

In addition, our Graduate Program offers newly graduated students the opportunity to join Fiverr's R&D teams and contribute to impactful projects from day one. In 2024, we welcomed 15 students and graduates, reflecting our ongoing commitment to nurturing the next generation of innovators.

As part of our efforts, Fiverr also partners with the Rothschild Ambassadors scholarship program, which supports outstanding students entering the social impact space. Through this collaboration, interns gain hands-on experience developing and implementing social initiatives, offering real-world exposure to impact-driven work within the technology sector.

## Employee Benefits

Fiverr is dedicated to supporting the health, well-being, and long-term success of our employees and their families. Our comprehensive benefits package is designed to meet a range of personal and professional needs, and includes:

- Equity participation in the company
- Paid vacation and a one-month sabbatical after six years of service
- Hybrid work model
- Maternity leave
- Employee referral program
- Onsite gym and showers (Israel only)
- Extracurricular activities
- Activities for women on maternity leave

These benefits are complemented by broader talent retention efforts, including regular performance feedback, career advancement opportunities, team-building events, and volunteering programs. Location-specific benefits may include health insurance, 401(k) plans, life insurance, and fully equipped nursing rooms.

# Employee Training and Development

Through ongoing training and development, we empower employees to expand their skill sets while reinforcing a culture of continuous learning and improvement.

All employees, including part-time team members, are required to complete annual training on critical topics such as sexual harassment prevention, corporate policies (including the Code of Ethics and Conduct, Insider Trading Policy, and Whistleblower Policy), privacy regulations, and cybersecurity. Employees are also required to acknowledge their understanding of these policies each year.

New hires undergo structured onboarding, which includes company-wide and team-specific training. Following onboarding, employees collaborate with their managers and the HR team to build IDPs that support both short and long-term growth. These efforts ensure that employees are continually developing their expertise in alignment with their roles and career goals.

## Building a Culture of Collaboration and Curiosity

During the past year we introduced a new internal and developing framework aimed at fostering a culture of curiosity, collaboration, and continuous growth. Through our Forward program—we support employees in developing future-ready skills and mindsets. Together, these initiatives empower our employees to lead, experiment and evolve in a bold, fast-paced environment.

As part of this initiative, we introduced our **Forward Champions** – a group of cross-functional ambassadors embedded within their own departments, promoting innovation and helping close skill gaps as part of the everyday work culture.

We also held our first-ever **Learning Week**, a four-day company-wide initiative aimed at promoting a culture of continuous development. The week featured a rich variety of learning opportunities, including hands-on workshops, inspirational talks, and self-paced resources. Many of the sessions were led by Fiverr employees who generously shared their expertise and passions, contributing to a culture where everyone learns from one another.

Each day concluded with a Happy Hour and a keynote session by a leading speaker, offering practical tools for self-driven learning in an ever-changing world of work. The week culminated in a special Fuckup Night, an open and honest gathering that celebrated failure as a powerful driver of growth, creativity, and innovation.

The goals of Learning Week were to:

- Position learning as a key enabler of personal and organizational success
- Encourage employees to take ownership of their growth journeys
- Reinforce Fiverr Forward’s mission to foster curiosity and innovation through learning

As part of our continued focus on productivity, well-being, and self-enrichment, we introduced a company-wide initiative to reduce unnecessary meetings—starting with a “Meet Less on Tuesdays” policy to limit the number of meetings on that particular day of the week. This designated time is structured to support focused, independent work, employee productivity, and long-term performance by minimizing disruptions. To further support this shift, we introduced SynqUp, a new AI-driven tool designed to optimize scheduling and streamline internal collaboration. Tuesdays are also encouraged as a day for self-directed learning, whether that means exploring a new tool, attending a relevant webinar, or engaging in job-related training.

## Manager and Leadership Development

Fiverr supports continuous learning and professional growth through structured leadership development programs offered across departments. These include career path mapping, IDP implementation and manager offsites designed to address key business challenges and foster innovation.

We encourage leaders to take time to meaningfully tackle problems and brainstorm ways to improve the company for the benefit of all. This includes dedicated management offsites and team-building activities. To support these efforts, we offer managers a stipend for team building activities, empowering our teams and building connections that contribute to workplace well-being and employee retention.

## Continuous Learning and Improvement

Fiverr maintains a formal talent pipeline program. In 2024, we offered a variety of learning opportunities across both technical and soft skill areas, including courses in SQL, Python, Excel, and storytelling, as well as access to external workshops and industry forums. Based on professional needs and individual goals, we also supported participation in specialized development programs such as product marketing certifications. Business English courses are available to any employee who requests them, offering 10 one-on-one lessons, access to relevant

webinars and personalized learning schedules. We also provide department and role-specific training to address functional needs and ensure development is aligned with job responsibilities.

To guide long-term growth, employees work with their managers and HR to develop IDPs that incorporate both short and long-term goals. These plans help employees continuously expand their expertise and stay aligned with evolving business needs. We believe that open communication and consistent feedback are essential to effective growth.

Employees regularly meet with their managers to track progress against personal goals, which are aligned to Fiverr's broader company objectives. We also annually conduct formal performance reviews, providing structured opportunities to assess development, support career growth and inform decisions on promotions or compensation adjustments.

To strengthen our leadership pipeline and retain top talent, we have also implemented targeted programs focused on developing high-potential individuals and ensuring representation in leadership that reflects our broader workforce. At the director level, we launched a new pilot program focused on goal-setting, which includes four checkpoints throughout the year to support goal progression and career growth. In addition, we have established clear career pathways and communication channels that help employees understand advancement opportunities across the organization.

## Fostering Equity, Inclusion and Belonging

We respect and value all employees, vendors, service providers, and business partners equally. We focus on creating an environment that embraces and promotes inclusion, allowing our employees to develop and thrive. We recognize that our fundamental strength lies in our talented workforce—where every individual helps contribute to our overall success.

We seek to attract and develop top talent with a unique blend of cultures, backgrounds, skills, and beliefs that mirror the world we live in. We embrace the fact that each employee brings their own unique capabilities, experiences and characteristics to their work. As part of our commitment to inclusion, we have a formal [Equity, Inclusion and Belonging Statement](#), that outlines Fiverr's commitment to fostering, cultivating and preserving a culture of inclusion across our workforce and platform.

We are proud and committed to providing equal opportunity employment to all individuals regardless of race, color, religion, sex, sexual orientation, citizenship, national origin, disability, veteran status, or any other



characteristic protected by law. In addition, Fiverr is committed to providing accommodations to individuals with disabilities or special needs.

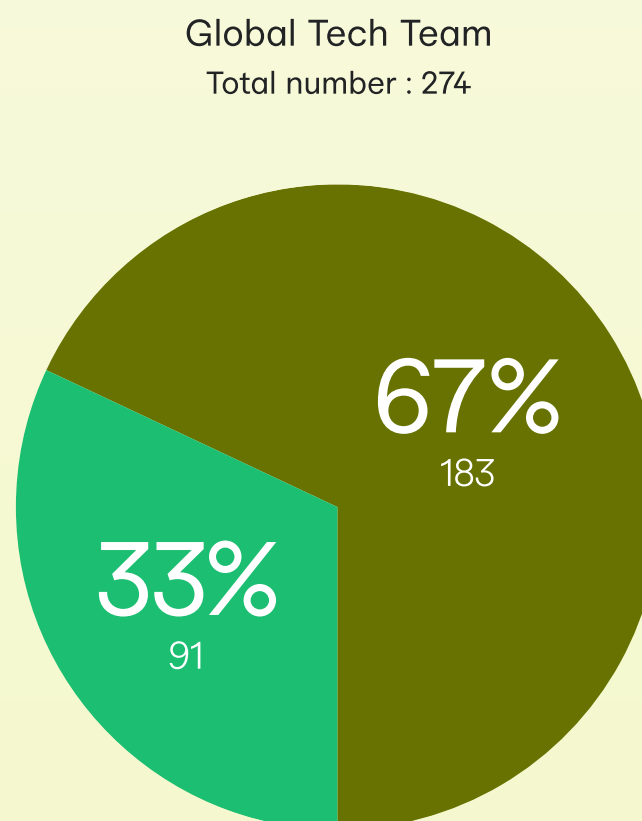
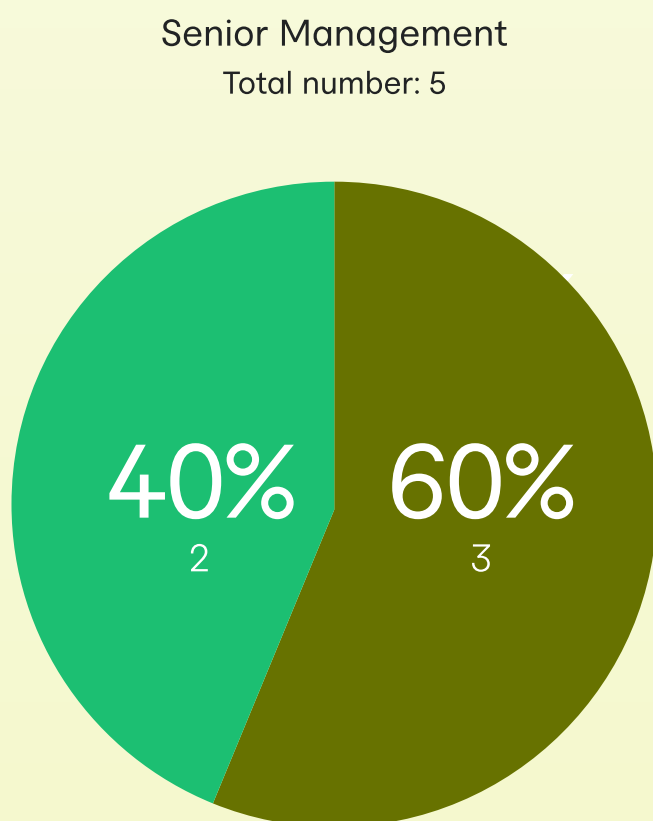
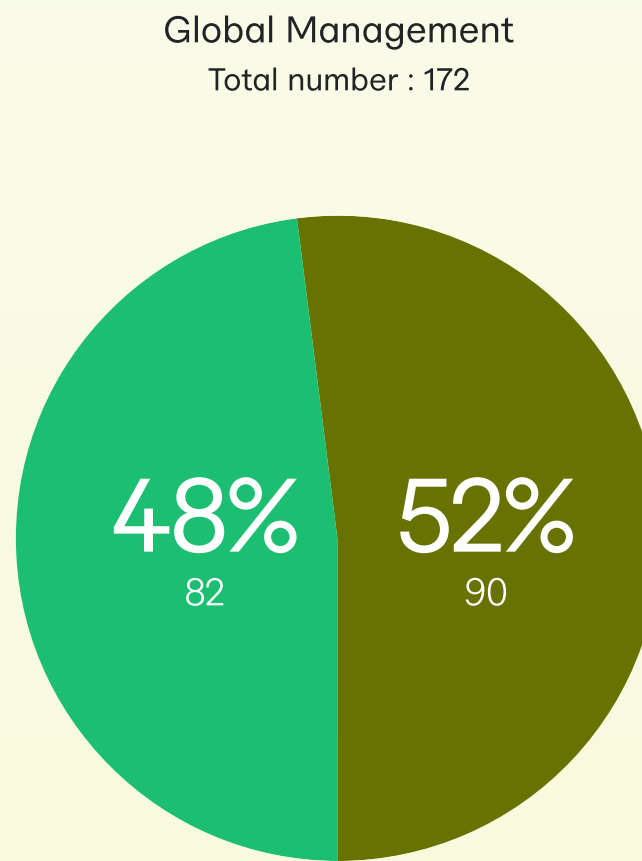
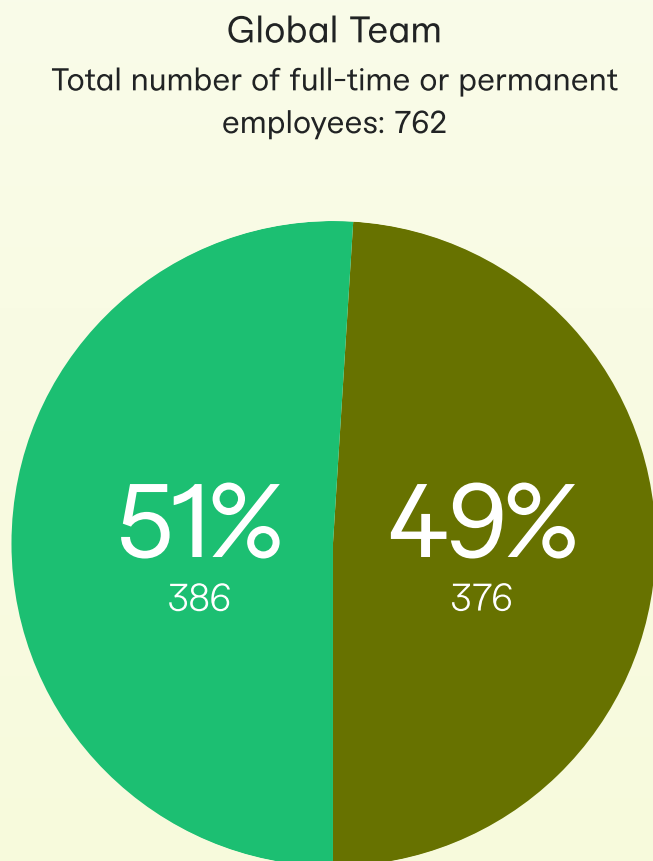
### Gender Pay Equity

Our commitment to equity extends to compensation. Fiverr is dedicated to providing equitable pay for team members in similar roles, regardless of gender, race, ethnicity, or other protected characteristics. We conduct regular internal reviews to track and assess pay equity across the company, using data to identify gaps and drive fairness in compensation practices.

We recognize that achieving equity is a continuous effort. Pay equity is one part of our broader strategy to build a more inclusive and equitable workplace, and we remain committed to advancing this work across all facets of our organization.

# Gender Balance at Fiverr

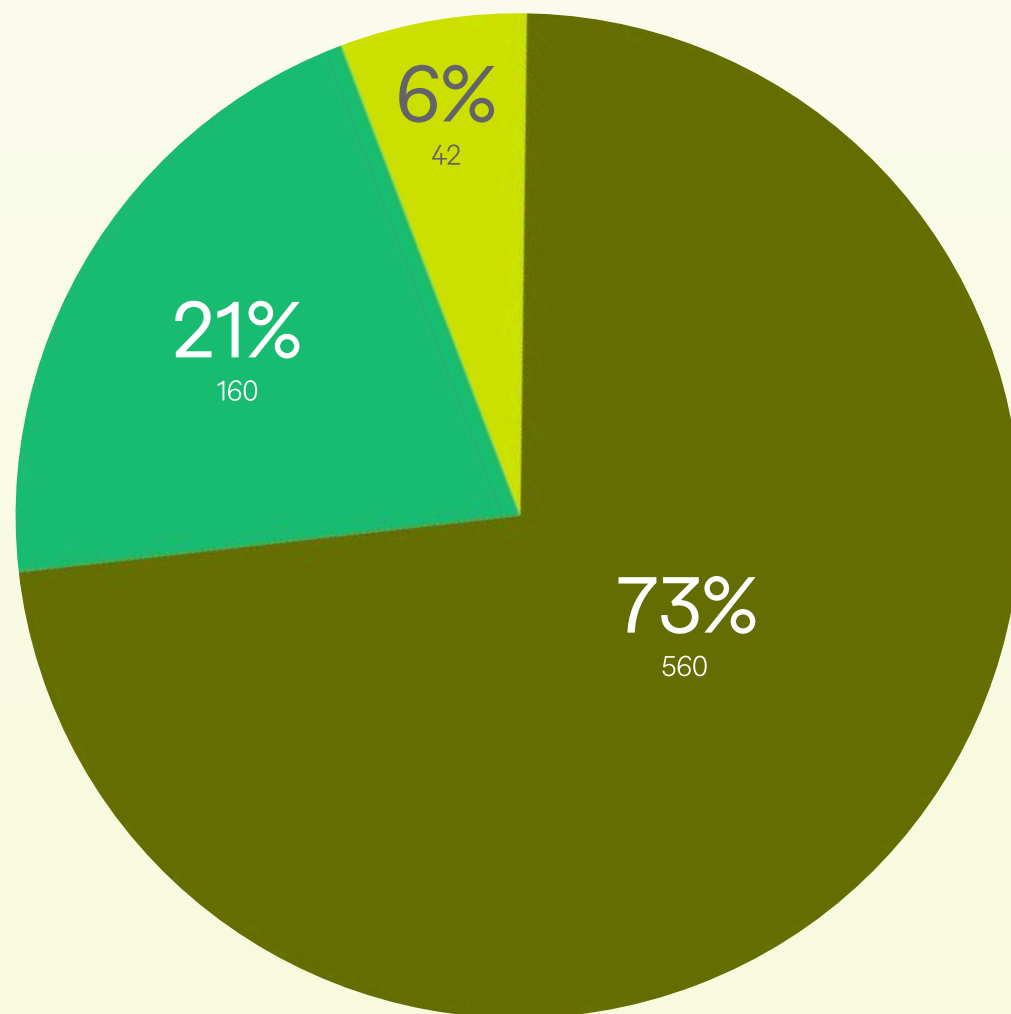
■ Female ■ Male



# Age Breakdown at Fiverr

■ <30 ■ 31-45 ■ 46+

Global Team

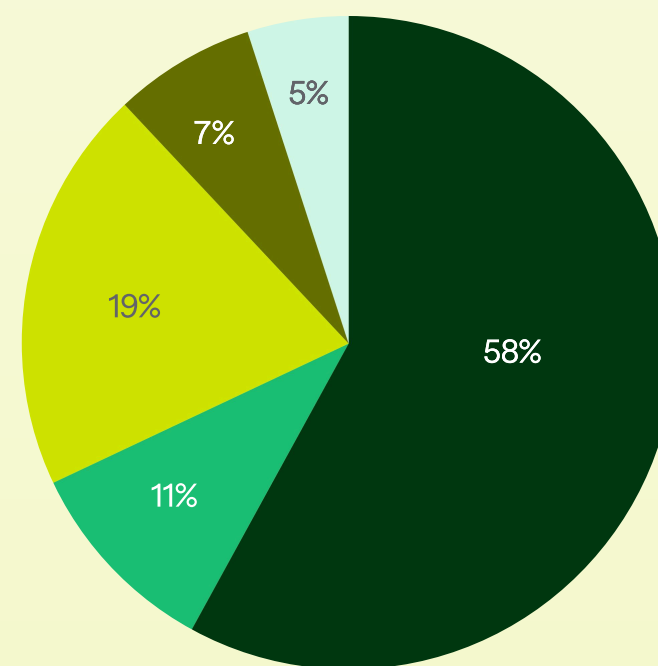
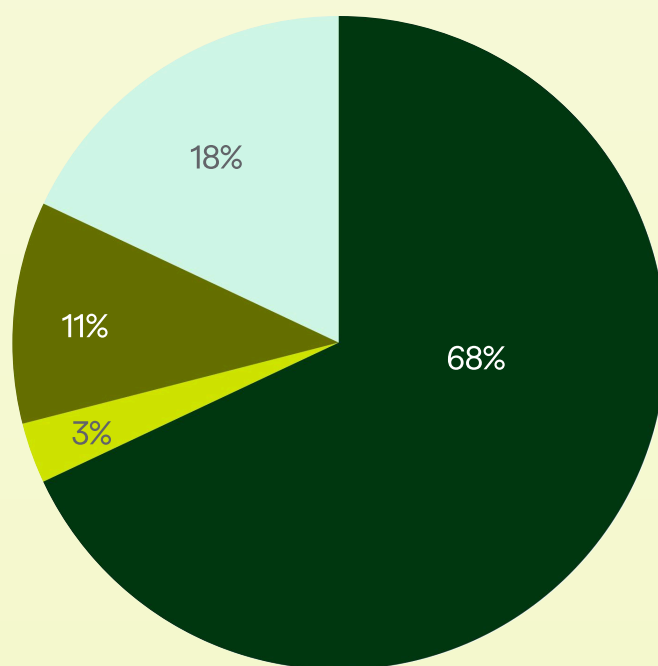


# Overall Race and Ethnicity at Fiverr (U.S. only)<sup>1</sup>

■ White  
■ Black / African  
■ Hispanic / Latino  
■ Asian  
■ Multi-Racial

Management

Employees



<sup>1</sup> Based on our EEO-1 report filed for a snapshot period of Oct 1, 2024 - Oct 15, 2024



# Climate Change

GHG Emissions

Emissions Reduction Initiatives

Waste and Water Management

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# Climate Change

At Fiverr, we are committed to being responsible stewards of the environment and the communities in which we operate. We believe that protecting the planet is a shared responsibility—and that businesses like ours have a meaningful role to play in supporting a more sustainable future.

Environmental oversight is embedded into our broader governance structure. The Nominating, Environmental, Social and Governance (NESG) Committee of the Board of Directors is responsible for overseeing Fiverr's environmental strategy, including the identification and management of environmental risks and opportunities. This work is supported by an executive-led Impact Forum, which brings together cross-functional team members to also help align environmental priorities with our overall business strategy.

We also recognize the environmental advantages inherent in our platform model. By enabling freelancers and clients to work together remotely, Fiverr helps reduce the need for daily commuting and business travel, lowering emissions associated with traditional work arrangements. As global demand for hybrid and remote work continues to grow, our marketplace helps organizations adapt to this shift in a way that also supports more sustainable business practices.

From an operational standpoint, our most direct environmental impacts stem from our office spaces. We continue to evaluate these areas for opportunities to improve energy efficiency, reduce emissions and implement environmentally responsible practices wherever possible.

## Environmental Targets

Fiverr is committed to driving positive environmental impact through enhancing our business operations and maximizing the use of renewable energy. We aim to reach carbon net zero (Scope 1 and 2) by 2030, and convert at least 60% of our total energy consumption to renewable energy across all our offices. As part of this effort, we are monitoring our year-over-year emissions from our direct business operations.

We recognize the urgency of reducing our environmental impact and are actively working to measure, manage, and mitigate our carbon emissions. This commitment includes enhancing energy efficiency in our offices, increasing the use of renewable energy, and offsetting any remaining emissions through credible carbon reduction initiatives.

## 2024 Update

In 2024 we reduced Scope 1 and 2 emissions by 58% compared to 2023. As of January 2024, renewable electricity accounted for 50% of the total electricity used in our headquarters.



## GHG Emissions

At Fiverr, we monitor and report on our Scope 1, Scope 2, and Scope 3 GHG emissions as part of our commitment to transparency and environmental responsibility.

### Scope 1

refer to direct emissions from sources controlled by Fiverr.

### Scope 2

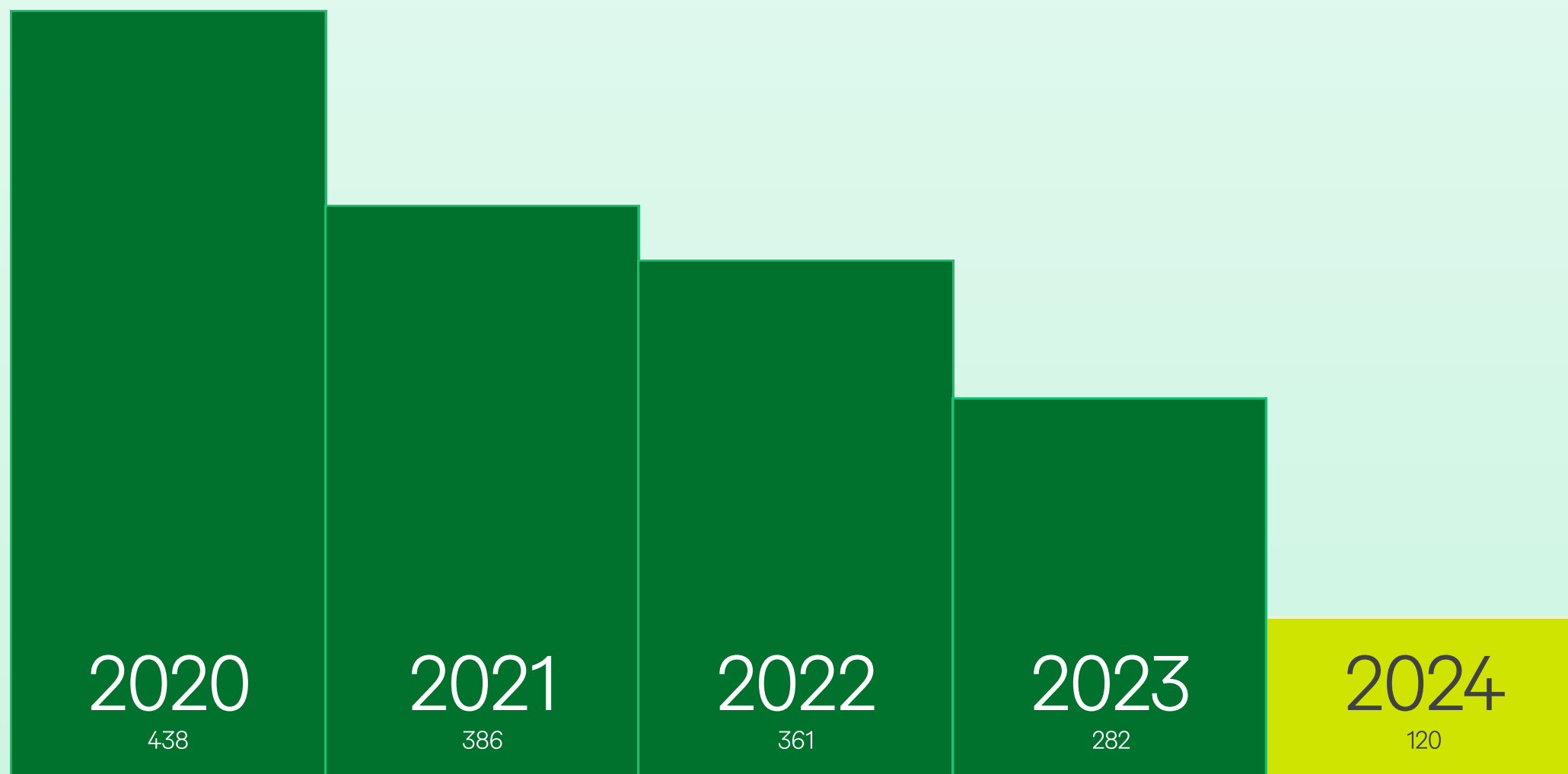
covers indirect emissions resulting from the consumption of purchased electricity across our global office locations.

### Scope 3

includes indirect emissions that occur throughout our value chain.

While Scope 3 encompasses up to 15 categories, we currently track emissions associated with our use of Amazon Web Services (AWS) data centers, which we consider the most relevant category given the nature of our platform and digital operations. The Scope 3 data disclosed here is based on proprietary estimates provided by AWS, representing emissions related to the use of their infrastructure in support of the Fiverr platform.

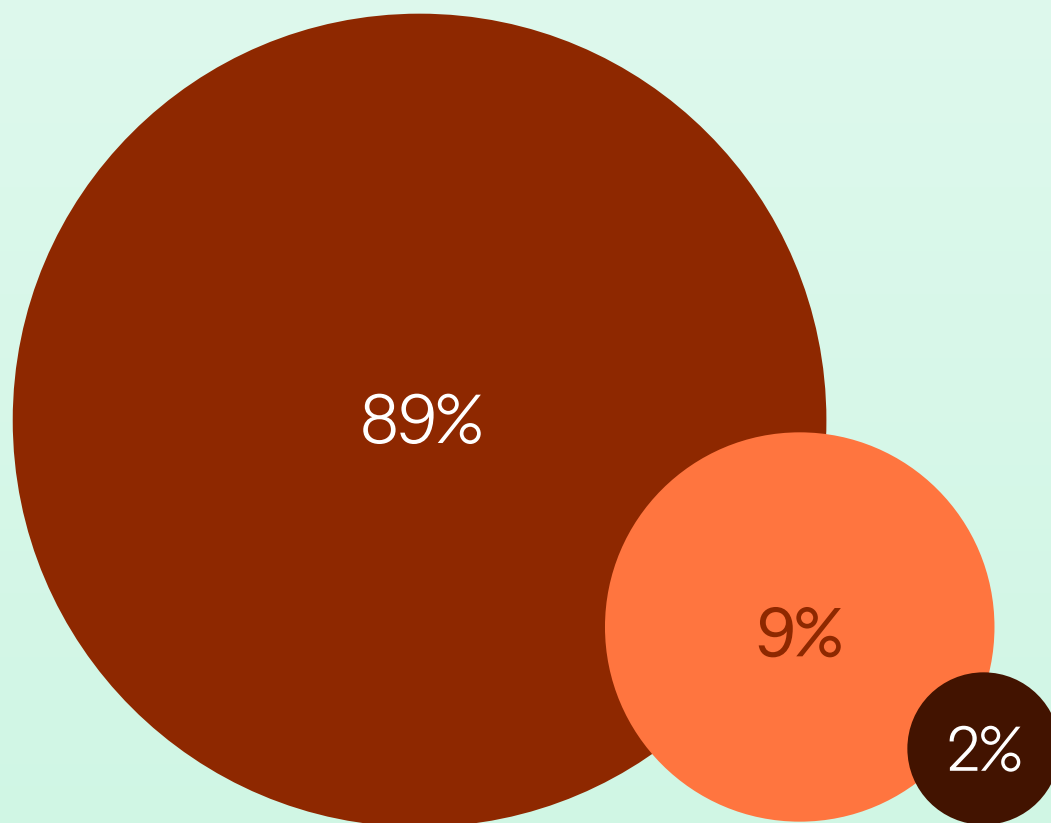
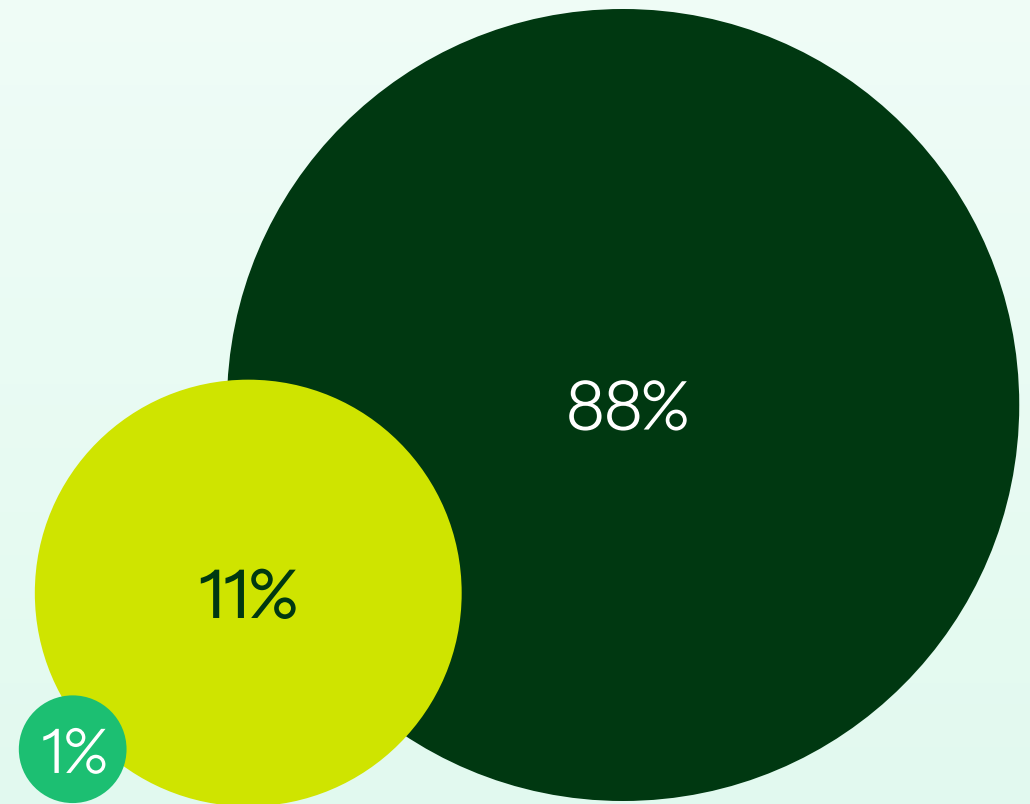
## Total Emissions (t CO<sub>2</sub>e)



Please see page 58 in the appendix for Fiverr's emission breakdown over time.

## Greenhouse Gas Emissions (Scope 1,2,3)<sup>1,2</sup>

- Scope 1 Emissions
- Scope 2 Emissions
- Scope 3 Emissions



## Emissions Share by Source (Scope 1 and 2)<sup>1</sup>

- Fossil Fuel Combustion
- Mobile Combustion
- Grid Electricity Consumption

<sup>1</sup> Scope 2 emissions have been reported using the market-based method.

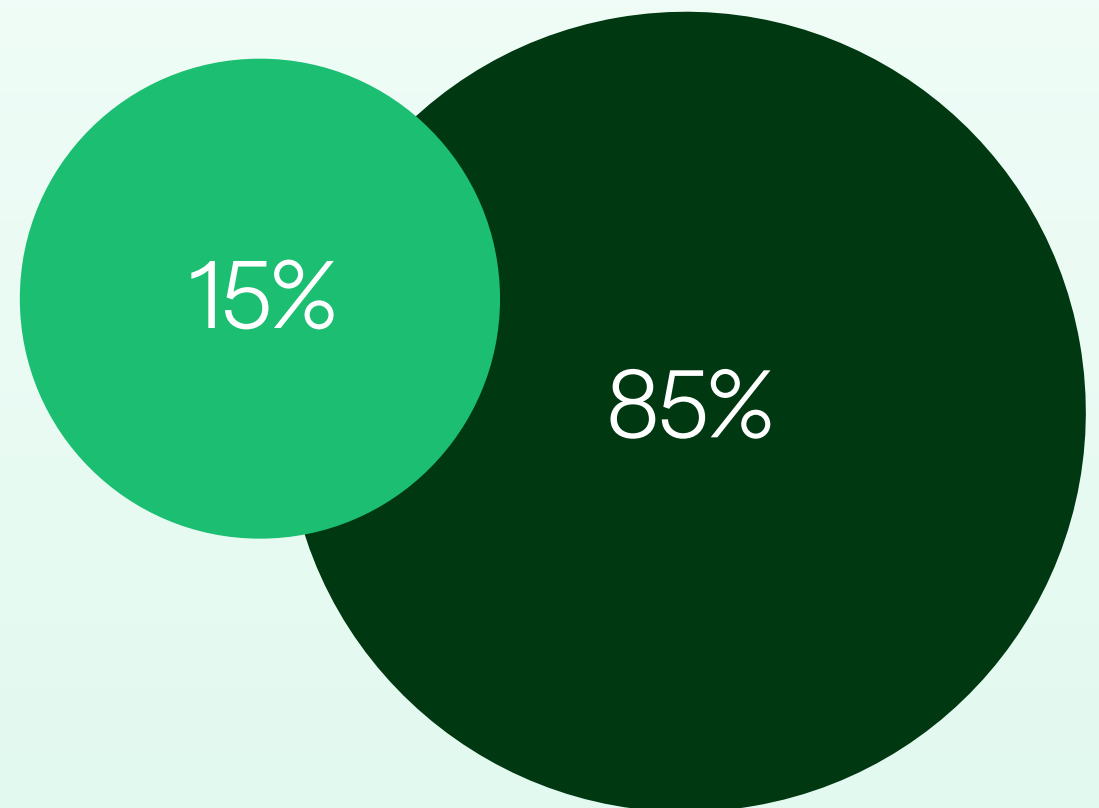
<sup>2</sup> Scope 3 emissions include data from our leased Amazon Web Services (AWS) data center.

## Emission Share by Site (Scope 1 and 2)<sup>1</sup>

- NY
- Tel Aviv

<sup>1</sup> Reported Scope 2 emissions are market based emissions.

As we move forward, we remain focused on identifying new opportunities to further reduce our emissions footprint, particularly as we enhance our ability to track and manage Scope 3 categories. Reducing our emissions remains a core pillar of our broader sustainability strategy.



## Emissions Reduction Initiatives

Fiverr continues to take meaningful steps to reduce our Scope 1 and 2 emissions through targeted energy management initiatives and increased reliance on renewable energy. As of January 2024, 50% of the energy consumed at our Tel Aviv headquarters now comes from renewable sources. This milestone represents a significant step in our carbon reduction strategy and tangible progress towards our 2030 carbon neutrality goal.

In addition to sourcing renewable energy, we have implemented several operational efficiencies across our facilities over the past few years:

- VRF air conditioning systems and energy-efficient LED lighting and HVAC equipment have been installed to reduce baseline consumption.
- Building systems, including lighting and energy use, are shut down during non-working hours under the supervision of on-site personnel.
- We have partnered with Urecsys, an advanced automated ventilation and indoor air quality system, to further reduce energy consumption while maintaining a healthy workplace environment.

To limit emissions from commuting, we offer a secure bike room and provide employees with a public transportation stipend. These incentives

support low-emission commuting options and align with our commitment to environmentally responsible operations. In recognition of our efforts to promote sustainable travel, Fiverr was named, in January 2024, as a Climate Supporter by the Lufthansa Group for contributing to emissions reductions through employee travel on flights powered by Sustainable Aviation Fuel, saving approximately 2,540 kg of CO<sub>2</sub>.

Beyond our operations, Fiverr's remote-first platform model contributes to a broader environmental benefit. By enabling online collaboration and remote work, we help reduce carbon emissions traditionally tied to commuting and in-person office use. By decoupling collaboration from physical proximity, platforms like Fiverr are helping reshape the professional landscape with ecological responsibility at the core in mind.

## Waste and Water Management

Effective waste and water management is a key component of Fiverr's broader environmental strategy. As part of our commitment to reducing our environmental footprint, we continue to invest in systems and practices that support responsible resource use across all office locations.

In our offices, we use energy and water-efficient dishwashers and technology-based solutions to detect and prevent water leaks, helping us conserve resources and operate more sustainably. In 2024, we made significant improvements to our waste management and recycling programs, expanding recycling streams to now include glass, paper, cardboard, batteries and packaging materials—a category not previously recycled. We also installed new recycling bins on every floor, making proper disposal more accessible and convenient for employees alongside a company wide campaign.

To reduce single-use items, we increased the availability of glassware and reusable dishware, reinforcing a more sustainable workplace culture. Across our offices, we have also reduced reliance on disposable utensils and expanded our recycling efforts to cover e-waste, supported by donation programs that promote the reuse of electronic equipment where possible.

Fiverr uses local, licensed waste removal services to ensure the safe and compliant disposal of non-hazardous waste in line with environmental regulations, including Social Green Ltd. in Tel Aviv and Action Carting Environmental Services, Inc. in New York.

As we continue to grow, we remain committed to embedding environmental responsibility into different aspects of our operations—driving progress toward our climate goals while enabling more sustainable ways of working through our platform.



*New recycling bins were installed as part of a company-wide campaign to make proper waste disposal easy and accessible.*

# Appendix

Total Emissions Table

SASB Index

TCFD Index

Forward - Looking Statements

## Total Emissions Table

Emissions (t CO2e)	2020	2021	2022	2023	2024
Scope 1	10.94	9.86	7.0	6.01	13.63
Scope 2: Location Based	301.51	298.11	353.7	275.37	278.64
Scope 2: Market Based <sup>1</sup>	301.51	298.11	353.7	275.37	105.73
Scope 1 & 2: Market Based <sup>1</sup>	312.45	307.97	360.7	281.38	119.36
Scope 3 Emissions <sup>2</sup>	125.83	77.8	0.7	0.63	1.33
Total Market Based Emissions <sup>1,2</sup>	438.28	385.77	361.4	282.01	120.69

<sup>1</sup> Fiverr calculates Scope 2 emissions using both the location-based and market-based methods in alignment with the GHG Protocol. Our location-based figures represent emissions intensity of our local power grids, while our market-based calculations account for Fiverr's procurement of renewable energy. Our market-based Scope 2 emissions reflect the impact of Fiverr's green energy investments and our decarbonization progress.

<sup>2</sup> Scope 3 emissions are based off of Fiverr's data center usage for Fiverr Platform

## SASB Index

SASB Code	Accounting Metric	Unit of Measure	2024 Disclosure
<b>Environmental Footprint of Hardware Infrastructure</b>			
TC-IM130a.1	<ol style="list-style-type: none"> <li>1. Total energy consumed,</li> <li>2. Percentage grid electricity,</li> <li>3. Percentage renewable</li> </ol>	Gigajoules (GJ), Percentage (%)	Fiverr does not own data centers at this time. For an estimate of CO <sub>2</sub> e, see pg. 58.
TC-IM-130a.2	<ol style="list-style-type: none"> <li>1. Total water withdrawn</li> <li>2. Total water consumed</li> <li>3. Percentage of each in regions with High or Extremely High Baseline Water Stress</li> </ol>	Thousand cubic meters (m <sup>3</sup> ), Percentage (%)	Fiverr does not own data centers at this time, therefore data is not available for this measurement.
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	-	We outsource our data centers to AWS which has an advanced policy for using renewable energy for its data centers. For Fiverr's carbon footprint, see pg. 58. We are committed to becoming carbon neutral by 2030. In order to reach our target, we have established additional climate goals and continue to work with management and vendors to integrate more sustainable practices and solutions into our operations and strategy.
<b>Data Privacy, Advertising Standards &amp; Freedom of Expression</b>			
TC-IM-220a.1	Description of policies and practices relating to targeted advertising and user privacy	-	Cybersecurity, Privacy and Data Protection, See pg. 33.
TC-IM-220a.2	Number of users whose information is used for secondary purposes	Number, Percentage (%)	Fiverr uses user data to improve its products and services. It does not sell information to third parties.
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Presentation currency	Zero cases occurred during the reporting period.

SASB Code	Accounting Metric	Unit of Measure	2024 Disclosure
<b>Data Privacy, Advertising Standards &amp; Freedom of Expression</b>			
TC-IM-220a.4	<ol style="list-style-type: none"> <li>1. Number of law enforcement requests for user information</li> <li>2. Number of users whose information was requested</li> <li>3. Percentage resulting in disclosure</li> </ol>	Number, Percentage (%)	Disclosed in <a href="#">transparency report</a> for EU users.
TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering or censoring	Number, Percentage (%)	Fiverr products are not subject to any government-required monitoring in any of the countries in which it operates.
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Number, Percentage (%)	None.
<b>Data Security</b>			
TC-IM-230a1	<ol style="list-style-type: none"> <li>1. Number of data breaches</li> <li>2. Percentage involving personal data breaches</li> <li>3. Number of users affected</li> </ol>	Number, Percentage (%)	During 2024, Fiverr had no reported incidents.
TC-IM-230a2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	-	Cybersecurity, Privacy and Data Protection, See pg. 33.
<b>Employee Recruitment, Inclusion &amp; Performance</b>			
TC-IM-330a.1	Employee engagement as a percentage	Percentage (%)	In 2024, Fiverr achieved a 79% participation rate and 77% engagement score in our annual engagement survey. The survey measures engagement and other factors that are important to Fiverr and covers themes such as confidence in management, communication with managers and peers, the employees ability to deal with events and working conditions. See pg. 46 for more details.

SASB Code	Accounting Metric	Unit of Measure	2024 Disclosure
TC-IM-330a.2	Percentage of employees that require a work visa	Percentage (%)	6 employees in 2024.
TC-IM-330a.3	Percentage of gender and diversity group representation for 1. Executive management 2. Non-executive management 3. Technical employees and, 4. All other employees	Percentage (%)	Diversity and Inclusion, See pg. 49.
<b>Intellectual Property Protection &amp; Competitive Behavior</b>			
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations.	Presentation currency	None.
TC-IM-000.A	Entity-defined measure of user activity.	-	In 2024, Fiverr had 3.6 million (number of active buyers).
TC-IM-000.B	1. Data Processing Capacity 2. Percentage outsourced	Petabytes, Percentage (%)	100% is outsourced.
TC-IM-000.C	1. Amount of data storage 2. Percentage outsourced	Petabytes, Percentage (%)	100% is outsourced.

# TCFD Index

TCFD Question	Fiverr Answer
<b>Governance</b>	
<p>Disclose the role of the board of the organization in overseeing climate-related issues</p>	<p>The Nominating, Environmental, Social and Governance Committee provides oversight of our ESG policies, programs, and strategies. This Committee is responsible for all ESG implementation, is regularly involved in all our ESG related matters, and takes into account climate-related issues when guiding company strategy. Our Executive Vice President and General Counsel and Executive Vice President of Strategic Finance lead the ongoing management of ESG processes and reporting. We monitor progress of our goals and targets through the four core pillars of our ESG strategy and by aligning our annual ESG reporting to multiple ESG frameworks.</p>
<p>Disclose the role of management in assessing and managing climate-related issues</p>	<p>In 2022, Fiverr created the Impact Forum. The Impact Forum includes representatives from Legal, Investor Relations, Public Relations, Operations, Information Technology, Trust and Safety, Human Resources, Marketing, and Data. This forum meets regularly to discuss sustainability initiatives and is responsible for developing a future roadmap for the company to outline the Company's sustainability journey moving forward. In 2023, the Impact Forum set sustainability goals and as part of its 2024 meetings, measured active progress toward the achievement of those goals by analyzing relevant metrics and targets. The Sustainability Goals and related progress are detailed on page 13.</p>
<b>Strategy</b>	
<p>Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term</p>	<p>Fiverr conducted a materiality assessment beginning in 2022. This assessment revealed that, as many companies operating in the technology space, Climate Change ranked as low importance both to Stakeholders and Business Strategy. Among the factors considered most important to our Stakeholders and Business Strategy were Marketplace Integrity (Social) and Business Ethics (Governance). We will continue to work on integrating these findings into our overall sustainability strategy.</p> <p>Climate-Related Risks and Opportunities:</p> <p>Short-Term Risk</p> <ol style="list-style-type: none"> <li>1. Changing regulation around environmental laws (we would have to deploy capital to meet requirements)</li> </ol>

TCFD Question	Fiverr Answer
Strategy	<p>Short-Term Opportunity</p> <p>1. Transition to using renewable energy to power our Tel Aviv office: implemented at the beginning of 2024, currently 50% of energy used is derived from renewables</p> <p>Medium-Term Opportunity</p> <p>1. Use more efficient waste management solutions in our offices</p> <p>2. Use more fuel-efficient company vehicles</p> <p>Long-Term Opportunity</p> <p>1. Transition other leased offices to more efficient sources of energy</p>
Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning	<p>Risk Impact: Fiverr is an online marketplace that connects people from around the world. With an almost exclusively digital array of products, services, and value chains, we avoid many climate-related risks associated with other business models and industries. Fiverr has a hybrid working policy, meaning employees can work from home for a few days per week. This allows Fiverr to reduce the physical risks resulting from offices in climate-vulnerable locations. By letting people work online and remotely, we are able to mitigate a lot of the risks associated with climate change in any specific region of the world.</p> <p>Opportunity Impact: Fiverr is committed to becoming carbon-neutral across our business operations by 2030. As part of that effort, we aim to increase the percentage of renewable energy used to power offices to 60% of total consumption. Starting in 2024, we transitioned to renewable energy at our Tel Aviv headquarters whereby 50% of energy used is from renewable sources. As a result of our 2022 materiality assessment, we understand how important climate change topics (water, emissions, renewable energy, clean technology, and waste management) are to our stakeholders. This data will continue to shape how we craft and hone our climate change strategy over the next several years. Additionally, we track our emissions annually, with a focus on expanding Scope 3 reporting categories in the coming years.</p> <p>We understand that these undertakings will require capital investment, and will consider this in making future decisions regarding our climate change strategy.</p>
Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario	Fiverr is still in the beginning stages of its environmental management journey, and will consider a climate-related scenario analysis taking into account our sustainability strategy in the coming years. This year we made significant progress towards our targets and better aligned our goals with our evolving sustainability roadmap. See page 13 for more information.

TCFD Question	Fiverr Answer
<b>Risk Management</b>	
Describe the organization's processes for identifying and assessing climate-related risks	<p>We conducted a materiality assessment beginning in 2022 and extending into 2023 to identify and assess our sustainability and climate-related priorities and risks. Our assessment spanned all stakeholders and many topics across environmental, social, and governance areas. The results showed that our stakeholders overall consider Environmental topics lower priority to other sustainability-related topics, especially Social topics.</p> <p>The NESG Committee oversees Fiverr's sustainability strategy and works closely with the Impact Forum to evaluate climate-related risks and opportunities. When assessing risk, we account for applicable sustainability regulations—including those related to privacy, data security, and anti-corruption—as well as evolving regulatory trends and changing consumer expectations.</p>
Describe the organization's processes for managing climate-related risks	<p>Our Impact Forum is composed of members of senior management from across the Fiverr organization, and these members are responsible for identifying and managing sustainability-related risks, including climate-related risks such as emissions reporting, energy transitions, and regulation, throughout the organization.</p> <p>As per our materiality assessment, we found that the environmental topics that matter most to our stakeholders are the following, ranked from most to least important:</p> <ol style="list-style-type: none"> <li>1. Energy efficiency and clean technology</li> <li>2. Waste and pollution</li> <li>3. Carbon emissions</li> <li>4. Water management</li> </ol>
Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management	<p>Our Impact Forum meets regularly to identify and discuss sustainability-related risks. The Nominating, Environmental, Social and Governance Committee meets regularly to identify and discuss overall ESG risk management of Fiverr.</p>
<b>Metrics &amp; Targets</b>	
Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process	Please see pages 58 for relevant metrics.
Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions and the related risks	Please see pages 58 for relevant metrics.

TCFD Question	Fiverr Answer
<b>Metrics &amp; Targets</b>	
Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets	Fiverr is committed to being carbon-neutral by carbon-neutral in Scope 1 and 2 emissions by 2030 and increase the percentage of renewable energy use in our offices to 60%. Fiverr began tracking GHG emissions in 2019; given new climate commitments and changes in operational boundaries, we have selected 2023 as the baseline year for future emissions projections and reduction targets going forward. We are also actively evaluating the establishment of additional climate-related objectives, including waste and water management. Furthermore, we are currently exploring strategies that would establish other climate-related targets, and are considering topics such as waste management and water management.

## Forward – Looking Statements

This Impact Report contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this Impact Report that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding our impact strategy, our inclusion initiatives, our sustainability goals, our future business expectations and expectations about the digital services industry, planned activities and objectives, our strategic priorities and objectives, as well as statements that include the words “expect,” “intend,” “plan,” “will,” “believe,” “estimate,” “may,” “should,” “anticipate” and similar statements of a future or forward-looking nature.

These forward-looking statements are based on management’s current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, the important factors discussed under the caption “Risk Factors” in our annual report on Form 20-F filed with the U.S. Securities and Exchange Commission (“SEC”) on February 19, 2025, and our other reports filed with the SEC, as such factors may be updated from time to time. In addition, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time.

It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements that we may make. You should not rely upon forward-looking statements as predictions of future events. In addition, the forward-looking statements made in this Impact Report relate only to events or information as of August 6, 2025, the date of this Impact Report.

Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

In relation to this Impact Report, we are (wholly or in part) reliant on public sources of information and information provided by our own suppliers and business partners. Further, our ability to verify such information (whether now, in the past, or in the future) may be limited by the integrity of the underlying data available at the relevant point in time and the status and evolution of global, supranational and national laws, guidelines and regulations in relation to the tracking and provision of such data. Therefore, such information is provided on a reasonable efforts basis and is subject to change.