



fiverr.

ESG Report

2021

Jenny | Seller
Children's Voiceover + Singer
@jennywchan

Table of Content

Introduction	03
Creating Fair Economic and Social Opportunities	07
Marketplace Integrity and Ethics	14
Empowering our People	19
Climate Change	25
Appendix	28

Message From Our CEO

Fiverr's mission is to revolutionize how the world works together. Staying true to this mission means empowering our employees with a diverse, inclusive and highly dynamic company culture. It means empowering our communities by leveling the playing field and access to opportunities unlike anywhere else. It also means being responsible to the planet, using technology to empower more sustainable ways to work. Since publishing our inaugural ESG report last year, we have sought to bring more focus and accountability to our ESG efforts across our business. We are committed to provide our stakeholders with transparency and regular updates on our ESG journey.



Micha Kaufman

Micha Kaufman,
Founder and CEO

Message From Our Board Of Directors

A key part of the Board's stewardship role at Fiverr is to create focus and oversight on the company's ESG journey. Initiatives related to ESG are integrated in our business and are part of the company's DNA, since the company's inception, as we believe that those should not be siloed efforts but rather an integral part of the business. This creates long-term, sustainable growth and value in our company. Driving positive social impact has always been central to Fiverr's mission and business strategy, and the annual ESG report provides a glimpse into the work we do everyday.



Ron Gutler

Ron Gutler,
Lead Independent Director

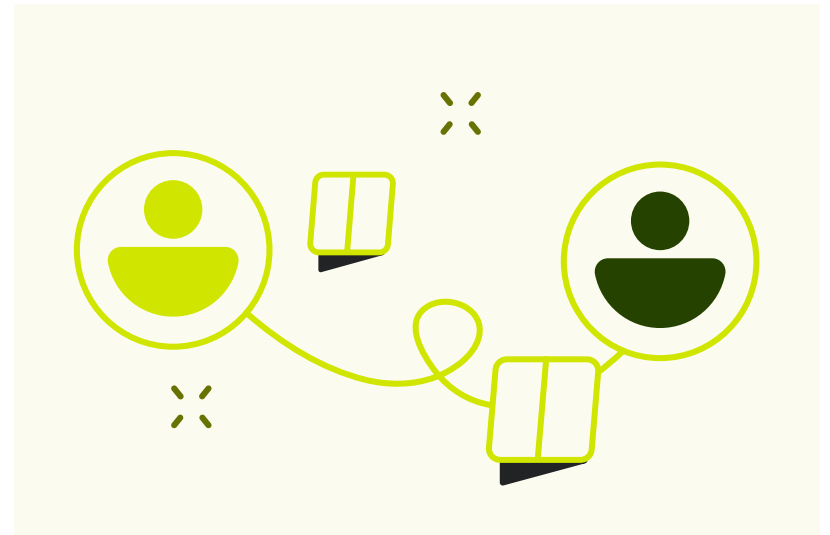
Our ESG Strategy

During 2020, we identified four core pillars that outline the specific ways we are making positive change in the world and the key issues that are important to our business and stakeholders. We are proud to present the progress we have made during 2021 in these four pillars. Throughout this report, unless noted otherwise all data is as of December 31, 2021.



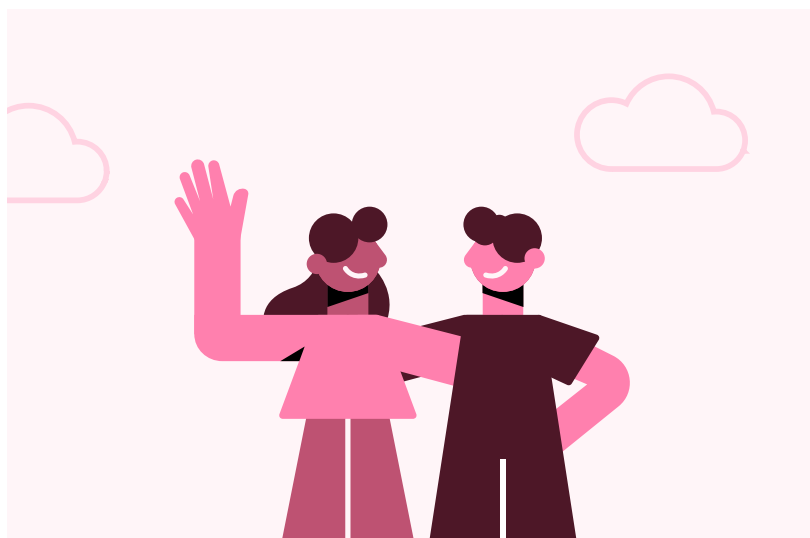
Creating Fair Economic and Social Opportunities

Fostering a level playing field and providing economic and business opportunities for talent across the world



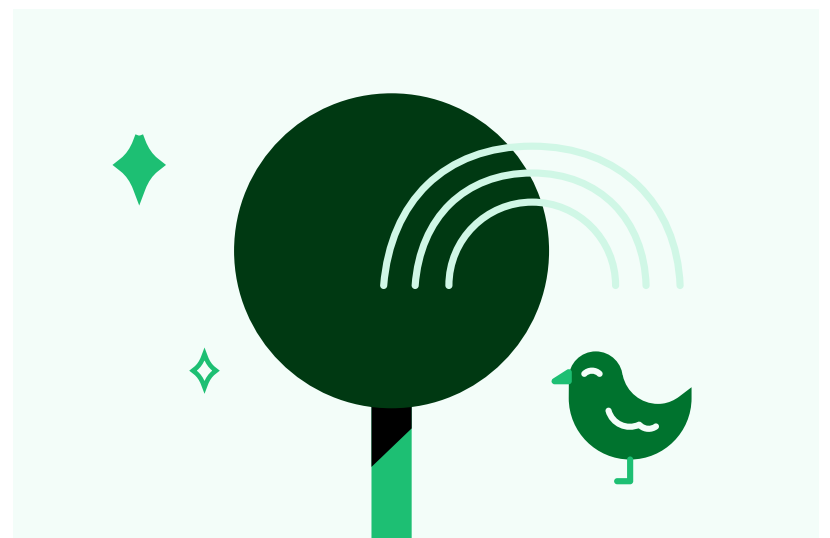
Marketplace Integrity and Ethics

Holding high standards for quality and integrity in our marketplace



Empowering our People

Building diverse and inclusive workforces and company culture



Climate Change

Reducing the carbon footprint by enabling remote work and driving responsible resource use

UN Sustainable Development Goals

We believe we have a significant role to play in making a positive contribution to the United Nations' Sustainable Development Goals (SDGs) and to society's broader sustainability objectives. While we recognize the importance of all SDGs, we believe that our mission and strategy best align with the following four. These SDGs represent the areas where we believe we can make the greatest impact, and we have listed the various ways in which Fiverr contributes to each goal below.



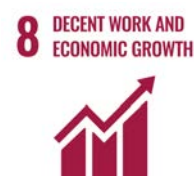
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- We believe in quality education for all. Through our education and upskilling programs, we allow equal access to affordable programs and training, regardless of gender and wealth disparities.
- In 2021, we continued our **Fiverr Empower** program, which helps skilled talent with disabilities to kickstart their growth on Fiverr's platform.
- We also continued our **Fiverr Learn** program in 2021. This program produces high quality online courses designed to help our community improve their skills and grow professionally.



Achieve gender equality and empower all women and girls

- Our platform allows talents of all genders to interact with businesses and individuals and receive equal opportunities, regardless of their gender.
- In 2021, 50% of our senior management team identified as female.



Promote inclusive and sustainable economic growth and decent work for all

- We provide a platform for our sellers to make a living from anywhere in the world, regardless of external factors that can repress traditional economic growth.
- In 2021, we continued our **Fiverr for All** program. This program aims to extend access to independent work to marginalized communities, increasing their exposure to opportunities outside what would normally be available.
- Fiverr has also teamed up with **IronHack**, an education technology startup, to help bridge the digital skills gap that is prevalent in today's labor market.



Reduced Inequalities within and among countries

- Through Fiverr's platform, talent is able to earn and offer their services regardless of sex, race, location, background or gender.
- Fiverr's platform allows users to work within and across borders without incurring the added expenses of traditional work (office space, daily travel, work visas).

Board Oversight

Our Board of Directors and Senior Management Team are highly committed to ESG throughout all facets of our business and are focused on ensuring resources are in place to help us meet our ESG goals. The Nomination and Governance Committee provides oversight of our ESG policies, programs and strategies, including implementation and is regularly involved in all our ESG related matters. Our Executive Vice President and General Counsel, and Executive Vice President of Strategic Finance lead the ongoing management of ESG processes and reporting.

Our [Corporate Governance Guidelines](#) assist the Board of Directors in the exercise of its responsibilities to serve the interests of our company and shareholders. Other key governance documents, which are overseen by the Board of Directors include: [Code of Ethics and Conduct](#), [Audit Committee Charter](#), [Compensation Committee Charter](#), [Nominating and Governance Committee Charter](#), and [Whistleblower Policy](#).

Board Of Directors



Micha Kaufman
Chairman of the Board



Philippe Botteri
Board Member



Adam Fischer
Board Member



Jonathan Kolber
Board Member



Ron Gutler
Board Member, Lead Independent Director, Audit Committee Chair, Compensation Committee Chair, Nominating and Governance Committee Chair



Gili Iohan
Board Member, Audit Committee, Compensation Committee, Nominating and Governance Committee



Nir Zohar
Board Member, Audit Committee, Compensation Committee, Nominating and Governance Committee

Senior Management



Micha Kaufman,
Founder and CEO



Ofer Katz
President and CFO



Hila Klein
COO



Gali Arnon
CMO



Sharon Steiner
CHRO

02

Creating Fair Economic and Social Opportunities



Creating Fair Economic and Social Opportunities

Fiverr continues to lead the shift in transforming how businesses and individuals access talent and how talents access opportunities. Fiverr operates one of the world's largest networks of freelancers and comprehensive digital service catalog. This creates unparalleled access, choice and value to businesses especially as they underwent hardships during COVID and as the need to digitally transform their business became existentially critical. On the other hand, more and more freelancers rely on Fiverr to make a living or generate supplementary income. Fiverr's global marketplace provides talent with access to opportunities beyond their personal network and we believe our unique Service-as-a-Product model provides them with more equal access to opportunities. Our community of buyers and sellers are at the heart of our business model and we are proud to be empowering them everyday.



\$2B+

Freelancer earnings since inception

4.2M

Active buyers

550+

Digital service categories

160+

countries

Community

Community Events: In 2021, we hosted 111 [community events](#) that engaged over 30,000 community members around the world. These events ranged from networking activities for freelancers to educational series on various topics for career optimization.

Marketing Evolution Summit 2021: In March 2021, we hosted a [virtual summit](#) for marketing professionals, spotlighting successful companies and amazing entrepreneurs leading the pack in this “new world” of work.

With over 30 speakers, we facilitated 14 hours of workshops and high level discussions around marketing strategies, effective remote collaboration, key marketing tools and more. This virtual summit was the first of its kind, garnering almost 6,000 registrations from professionals spanning across 130+ countries.

Fiverr Blog: Fiverr's internal content team regularly updates the [Fiverr Blog](#) to provide our sellers with the latest industry trends and other practical tips. We also have top sellers from our community and other industry experts contribute to the Fiverr Blog.

Fiverr Forum: The [Fiverr Forum](#) is a place for our community to share knowledge with each other and to share feedback with us. In 2021, we completed an infrastructure upgrade of the Fiverr Forum, creating a brand new, modern looking space for our community to interact and exchange knowledge.

Conversations have increased significantly since the launch of the revamped Fiverr Forum and we are also able to better moderate conversations.

Customer Care Team: We are available to our community 24/7 through our Customer Care team. Community members can contact a team member and receive assistance on any issue or question about the platform. During 2021, we worked on several processes in order to make the communication with our Customer Care team easier and more accessible. We also doubled the team's headcount during the COVID pandemic and integrated new features into our systems, to support the growing demand of our platform and improve the support so we provide our users with a much more personal and quicker experience.

Promoting Diversity in the Fiverr Community

We have several initiatives that focus on helping freelancers from diverse backgrounds to market their skills and support their livelihoods through Fiverr.

Fiverr Empower: a dedicated initiative to empower skilled talent with disabilities to kickstart their professional growth. During 2021, the program has worked with university partners and successfully trained four groups of college students on how to become successful sellers on Fiverr.

Fiverr for All: Fiverr for all aims to extend access to independent work to marginalized communities. Through the program, Fiverr has partnered with non-profit organizations around the world, including the United Nations World Food Program and Breaking the Impasse. In 2021, we targeted opportunities to bring older workers onto the Fiverr platform. We also supported campaigns for small and minority-owned businesses by providing educational opportunities, webinars, and funding to help them enter and be competitive on the Fiverr marketplace.

Community Wellbeing

During 2021, we partnered with Avalanche Insights to better understand and serve our freelancer community. Through a qualitative-based survey, we were able to capture our community members' biggest challenges, how they feel about Fiverr, and what they think Fiverr should do to improve their lives. Of the key takeaways, most respondents said affordability, COVID, racial justice, and access to healthcare were the top challenges that concerned them. As a result of the survey we teamed up with Stride Health to offer the Fiverr community in the United States access to Stride Health's portable benefits platform, where they can access affordable health, dental, and vision insurance. Through the program, our freelancers can choose to engage with Stride Health, which will provide our sellers with personalized, tailored health insurance plan recommendations, retrieve government financial assistance available to each freelancer, and help freelancers get fully enrolled in the plan that works best for them.

“Fiverr Empower program gave me the information and support I needed to be "empowered" for success on Fiverr. After learning how to create a profile and gigs to attract attention to my skills, I now feel confident in my interactions with Fiverr buyers and know how to provide good customer service specific to this platform.”



Elaine Shelly,
Fiverr Empower alumni

Fiverr for All (continued): As part of the Fiverr for All program, in July 2021, we delivered a 3-week long Digital Workforce Development Initiative (DWDI) in partnership with YWeb, a career academy for digital skills, for underrepresented and vulnerable populations, which was created by YWCA, an organization with a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. YWCA and Fiverr believe the future of work is freelancing. That's why we delivered Fiverr's DWDI program, providing education and mentorship to 12 students on how they can leverage the power of freelancing to live their most empowering lives. Specifically, the students in this course received 400 hours of technical training in web-development and design. This program helps to drive forward our core purpose, aiming to create opportunities for anyone in the world to build their business or brands.

Diversity, Equity and Inclusion (DE&I) Events: Throughout 2021, we hosted **DE&I community events** with a total of over 250 attendees, to engage our buyers and sellers with relevant discussions about DE&I initiatives.

Accessibility: In 2021, Fiverr partnered with Wix, a leading global SaaS platform, to provide a unique training program where experts from Wix trained people with disabilities to build accessible websites. The training participants then offered their services as web accessibility builders on the Fiverr platform.

Tools and Services

Service Listing: We enable talent across the world to list their digital services on Fiverr, free of charge.

Seller Dashboard: Our seller dashboard provides a unified work management interface that helps manage order flows, engage with buyers, and manage payments.

Analytics: We provide sellers with detailed analytics including revenue and order pipeline, as well as quality ratings such as timeliness of deliveries, response rates, and completion rates.

Advertising Tools: Promoted Gigs is an onsite advertising product on Fiverr that provides sellers the option to bid and win prime locations on our website to boost traffic and grow their businesses.

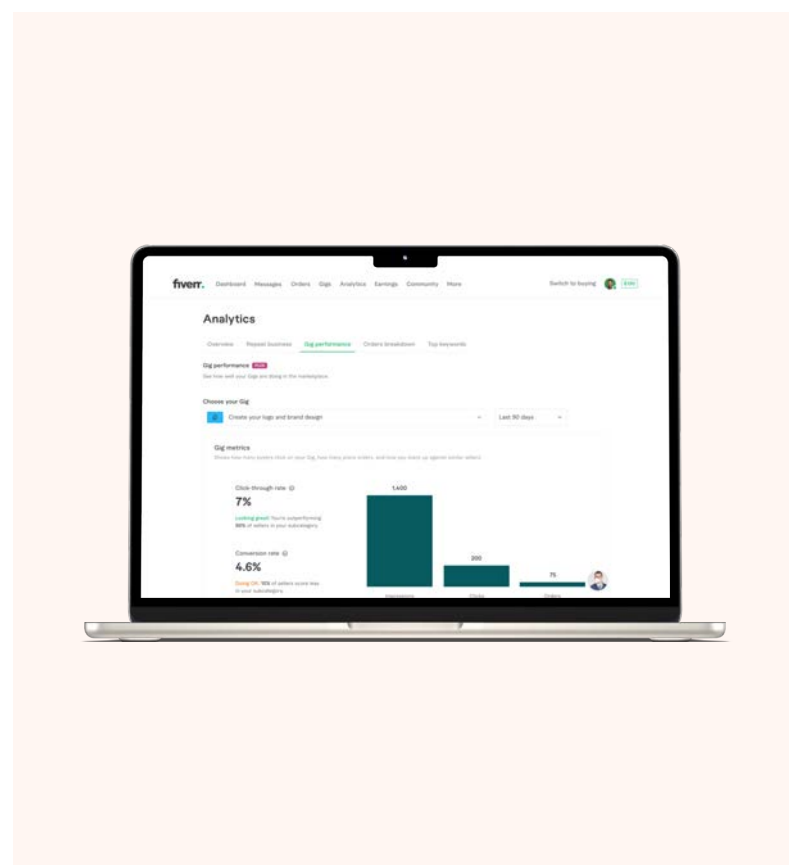
Seller Plus: A subscription-based loyalty program that offers freelancers a suite of benefits, including a dedicated success manager, faster payment clearance, priority access to growth programs, priority support, advanced analytics and tools, and access to exclusive events and educational content.

Fiverr Workspace: Our Fiverr Workspace provides freelancers with software solutions to manage invoicing, contracts, time tracking and organizing workflow with their clients.

“Fiverr for All provided an invaluable introduction to the world of freelancing to the graduates of our YWeb program who learned skills in web development and design. Our graduates learned innovative and flexible ways to monetize their new skills, and we are looking forward to continuing to provide our graduates these opportunities with Fiverr for All.”



Felicia Strong Director of Economic Empowerment, YWCA Allentown



Seller Plus Dashboard

Learning and Development

At Fiverr, we offer learning and development opportunities for our community to learn new skills, think creatively, and operate with a growth mindset. Some of these opportunities include:

Fiverr Sellers' Mentorship Program: We created this program to help our new [Rising Talent](#) sellers become great long-term sellers, by pairing them with experienced successful sellers as mentors. In order to initiate and enrich the connection between the participants of the program, we manually match between the elected participants, based on their region and verticals. In such a way, both the mentors and mentees benefit from networking and forging relationships with each other.

Ironhack X Fiverr Scholarship: We teamed up with [Ironhack](#), an education technology startup acting as a key global player in bridging the digital skills gap, serving those looking to get into technology fields. Fiverr and Ironhack offered scholarships to our Fiverr community of freelancers to help upgrade their careers with intensive classes in Web Development, Data Analytics, and UX/UI Design. Ironhack provided the curriculum, coaching, and support, and our freelancers brought the tenacity and hard work.

Supporting Small and Medium-Sized Businesses

We support small and medium-sized businesses (SMBs) across the world with an expansive catalog of digital services and instant access to a global talent pool. To enhance support for SMBs, we offer webinars and small micro-grants that help them establish and grow their businesses while leveraging services on Fiverr.

Fiverr Help and Education Center: At the [Fiverr Help and Education Center](#) we offer tutorials, FAQs, and how-to videos to help our sellers utilize Fiverr tools effectively and efficiently so they can get the most out of our core platform.

Fiverr Learn: We also partner with professional freelancers to produce high quality online courses to help our community improve their skills and grow professionally. [Fiverr Learn](#) has over 80 courses and more than 290 hours of content. In 2021, with the acquisition of CreativeLive, we expanded course offerings to include over 2000+ classes across creative and business categories.

Seller Webinars and Roundtables: We regularly host educational webinars for sellers aimed at helping them expand their knowledge and skills and maximize their potential on Fiverr. In addition, we host roundtables to gauge the perception and feedback of our freelancers on our platform. During 2021 we hosted 20 events of webinars and roundtables on various topics, to allow our sellers to grow and develop.

Fiverr Guides: We publish [educational guides](#) for our sellers that cover topics like digital marketing, music and audio, video animation, data, programming and tech, graphics and design, and more.

“Prior to starting my business, I’d heard so many positive things about Fiverr from a group of professional nanny agency owners. After I received credit through the WCEC x Fiverr partnership, it’s safe to say that Fiverr has found a new customer for life! Creating my email marketing funnel has been one of my biggest challenges as a new business owner, and this is where Fiverr came to the rescue.”



Elenor Edwards
Buyer, *Nanny Match*

Creating Opportunities for Under-Served Communities



De L'or Cakery
The Future Collective for Black Owned Businesses

De L'or Cakery is a 5-star artisan cake catering company founded by Kayisha Thompson. Kayisha used awarded funds from the Future Collective Fellowship Program to find freelance social media content creators and build out the brand's social media presence.

Supporting NGOs

We are also building partnerships with non governmental organizations (NGOs) around the world to provide them with access to talent, and to support their causes. We provide a discount on their first order and help match them with sellers eager to work with purpose-driven organizations in the NGO community. With this support, Fiverr enables them to accomplish more and make a greater impact with often limited resources.

Our support to NGOs includes onboarding assistance to open Fiverr Business accounts and on-demand access to a global talent pool, collaboration tools, and personalized services.

During 2021, over 3,000 NGOs integrated freelance talent through Fiverr Business. Some notable NGOs, such as the **Rainforest Alliance**, **Masa Israel**, **Save Our Children Truth Commission**, **Workforce Opportunity Services (WOS)** leverage Fiverr freelancers for graphic design services such as banners, flyers, and creating posters; video editing services; and website building and maintenance.

Fiverr aims to provide everyone, no matter their race, religion, background, gender or location, the opportunity to build their businesses, brands, and dreams. Therefore, we consider it incumbent upon us to use our platform and resources in pursuit of this purpose.

Future Collective Fellowship Program: This program aims to help Black entrepreneurs leverage resources on Fiverr's marketplace to build and grow their businesses. It was created alongside 1863 Ventures, an independent, Black-led non-profit organization that delivers business development programs designed to bridge the gap between entrepreneurship and equality, and Maestra, a business strategy firm that is focused on building a more socially conscious and equitable world.



Colors Foundation

In 2020 we founded the Colors Foundation, Fiverr’s philanthropic foundation to drive positive social impact to communities. The foundation is the brain-child of Fiverr’s executives which are committing a large portion of their income to philanthropic causes of the foundation. Since inception the foundation was expanded to include donations and volunteers from the broader Fiverr team. The Foundation’s mission is to forge meaningful connections between Fiverr and the community in which it operates. Throughout 2021, the Foundation has initiated dozens of projects and efforts combining donation, volunteering and empowering communities with our marketplace services.

During 2021, we partnered with 39 global organizations in doing good. Those efforts included:

- Donating “back to school” kits and food baskets for children and families in need.
- Helping at-risk teenagers join a pre-military program in Israel, that helps shape their future.
- Donating to help 30 individuals with disabilities go on a 5-day seminar and take part in meaningful activities.
- Donating reading books to a bi-lingual kindergarten operated by “Living Together”, an organization that strives for coexistence, friendship and trust.
- Donating tablets and appliances to improve the wellbeing of the elderly community during COVID pandemic.

In addition, we partnered with IsraAID in order to build the first digital economy ministry and help hundreds of young people in Dominica to find jobs online and stay on the island; provided emergency medical relief to India during the COVID crisis; and helped young entrepreneurs in South Sudan find jobs.



Surf boards ‘made on Fiverr’ donated to “[Hagal Sheli](#)”, an organization established to provide at-risk youth a real opportunity to “ride the wave” to a better life



03

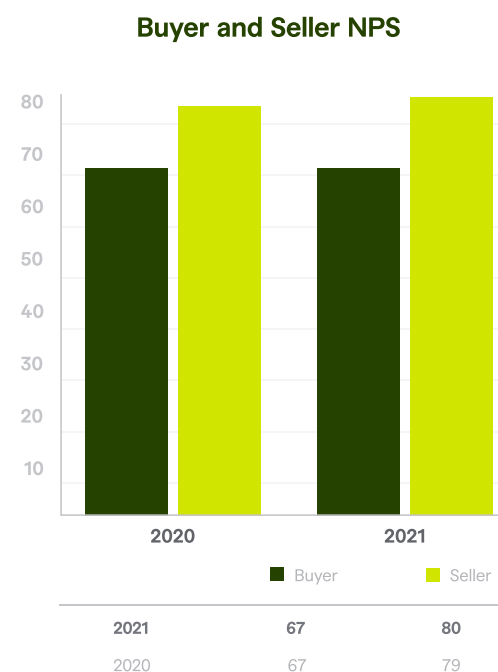
Marketplace Integrity and Ethics



Building a Trusted Marketplace

At Fiverr, an open platform underpins our business model, so it is important for us to establish the right policies and enforcement mechanisms to deliver a high quality, trusted experience while seeking to foster a respectful, inclusive, and safe environment for everyone. Our [Terms of Service](#) govern buyers' and sellers' access to and use of the Fiverr marketplace, including any content, functionality, and services. We have also developed a set of [Community Standards](#), rooted in our core values of respect, safety, acceptance, support, and open-mindedness. These standards were created and are updated on an ongoing basis in order to help define what is considered acceptable in the Fiverr community and marketplace, both in face-to-face interactions and online communications. They reflect our attitudes, expectations, and social norms. We encourage our community to report any unacceptable behavior to help us uphold these standards.

We regularly track Net Promoter Score (NPS), which measures the buyers' and sellers' overall satisfaction with their experience on the platform and the integrity of our marketplace. We maintained a strong NPS for both buyers and sellers of 67 and 80, respectively, as of December 31, 2021.



Policy Enforcement

The trust and safety of our buyers and sellers is our top priority. Our Trust and Safety team is dedicated to protecting our community by defining policies and encoding them. They employ a combination of automatic tools primarily based on machine learning technologies and structured processes, which monitor the platform and flag potential community violations, including inappropriate interactions and content. Enforcement actions are taken against anyone who violates our Terms of Service and Community Standards.

Intellectual Property

Fiverr is committed to protecting the intellectual property of our community. Our [Intellectual Property Policy](#) is based on region-specific regulations and industry best practices, such as the Digital Millennium Copyright Act (DMCA), which protects copyright holders from unlawful reproduction or distribution of their work.

Our policy clearly articulates the steps rights' holders or authorized representatives can take to alert us of a potential violation of copyright infringement or related rights. Violations may occur with content uploaded to the platform from sellers, such as photos or work samples in their profiles, and when sellers fail to deliver original work. Our Marketplace Integrity team reviews all reported violations and notices of policy infringement. If found valid, we take immediate steps to remove or disable such reported content. To guard against false claims and allegations, this process includes the option for counterclaims to allow the alleged infringing user to prove the legitimacy of the content. In 2021, there were 1,679 intellectual property claims submitted and quickly dealt with via our platform. We denied 2,475 Gig listings and blocked 345 sellers from the platform due to intellectual property violations.

Fraud Protection

At Fiverr, we have policies and procedures in place to help protect our community from fraudulent or misleading behaviors. These are outlined in our [Terms of Service](#) and [Community Standards](#). Our policies prohibit misleading services, such as paid reviews or fake engagement and traffic.

We have employed sophisticated algorithms to detect potential abuse of the platform, including bot traffic, fake reviews, and blank deliveries. We also ask our buyers to provide both public and private reviews for their transactions. The public reviews help future buyers make informed and trusted decisions, while the private reviews provide additional data points for Fiverr to incorporate into its quality and matching engine, which further optimizes the platform experience. Any community member determined to be engaging in fraudulent activities or abusing the Fiverr platform will be permanently suspended from all Fiverr accounts.



Resolving Disputes

Fiverr provides several ways to resolve disputes, avoid cancellations, and maintain a high level of satisfaction. Our [Resolution Center](#) offers a first step for buyers and sellers to resolve disputes amongst themselves. If not successful, users can contact Fiverr's 24/7 Customer Care team for assistance. Customer Care will assess the dispute and work to resolve it according to our Terms of Service. Order cancellations and refunds related to disputes or cancellations are outlined in our [Payment Terms](#).

If a dispute arises outside of the parameters of our Terms of Service, our Customer Care team will try to work with all parties using their best judgment and guiding principles to resolve the dispute. Our Customer Care team may take a variety of enforcement actions depending on the nature of the violation.

Inappropriate Content

Upholding the highest standards of integrity is important to our open marketplace. We prohibit services that pose unwanted risks (e.g., legal or financial), are not aligned with our values and policies, and are misleading. Fiverr also bans services due to objectional content, such as hate speech, discrimination, and adult content. We regularly update the list of banned services in line with current events and the changing environment, such as political events.

To remain apprised of these trends, we have a Content Policy Forum that meets monthly to discuss ongoing and current trends that could impact the integrity of our marketplace. The forum includes members from our Trust and Safety, Communications, Community and Public Policy, Legal, and Strategic Finance teams. As required, topics discussed during the forum may be escalated to management.



Privacy and Security

Privacy and security is an integral part of our ability to maintain a trusted marketplace. We are committed to protecting the privacy of our users and we hold certificates that validate our commitments. We implement technical and organizational measures to maintain privacy and security of the information we collect, use and process. We apply privacy and security policies and controls based on the sensitivity of the data, while using industry standard technologies and internal procedures. Our Board of Directors is briefed on information security matters quarterly directly from our chief information security officer (CISO). Fiverr's approach to cybersecurity contributed to no security incidents being reported in 2021.

Customer Privacy and Security

Fiverr is committed to protecting the privacy of our users. [Our Privacy Policy](#) describes how we use and manage the personal identifiable information (PII) we collect. We implement technical and organizational measures to maintain the privacy of our customers and safeguard their information. We also have strict requirements in place on the collection and use of sensitive data. Our internal Data Protection Officer (DPO) also advises on privacy protection matters.

Fiverr uses industry standard encryption at transit and at rest to protect sensitive information, which aids compliance with statutory, regulatory, and contractual requirements. We also restrict and control access to end user data.

The production environment is restricted to authorized personnel only, and they are authenticated via a unique user account, password, and two-factor authentication system before establishing a secure connection. Fiverr employees use a Single-Sign-On (SSO) service to enhance security across a multitude of core systems, as well as mandatory two-factor authentication.

Our Fiverr Help and Education Center provides our users with cybersecurity information and articles, in order to help them protect their account, for the general purpose that our marketplace will be safe and secure. We have issued guidelines to ensure user account security. Additional information is available on the [Fiverr Help and Education Center](#).

Certifications and Independent Audits

Fiverr holds certifications that validate our commitment to data security and compliance and help us build trust in the marketplace. We have held an ISO/IEC 27001 certification since 2019 and ISO 27701 certification since 2021, which demonstrates our investment in people, processes, and technology to protect our user data. We are also committed to the highest payment transaction security standards and we regularly maintain a PCI DSS (Payment Card Industry Data Security Standards) certification. PCI compliance is mandated by credit card companies to help ensure the technical and operational standards of a company to support secure credit card transactions.

During 2021, we hired EY to audit our cybersecurity strategy to review its alignment with Fiverr's business strategy. The audit was conducted by reviewing Fiverr's cybersecurity operating model, and by interviewing the cybersecurity team.

The audit yielded productive recommendations that lead to an increase in the robustness of our cybersecurity program. It was, *inter alia*, found that Fiverr's cybersecurity team has a coverage of critical domains, that Fiverr has mature governance procedures and that technology used in Fiverr enhances Fiverr's ability to protect sensitive information.

Staff Training

Fiverr believes that we must equip our teams with the tools and skills to ensure they are prepared to provide a high degree of data security to our community. Fiverr's cybersecurity incident team undertakes training on incident response and system hacking, during which the team is drilled on their response. Developers participate in additional "capture the flag" exercises, in which they attempt to break their own codes. These immersive activities provide real-time problem-solving challenges in a safe environment that mimic data security incidents they could encounter on the job.

To maintain a high standard of data security throughout the company, we conduct mandatory privacy and data security onboarding trainings for all new employees and annual refresher trainings for all employees.

Privacy and Security Risk Management

At Fiverr, we continually assess risk across our business. Given our online platform, we constantly seek opportunities to identify and proactively address risks before they occur or escalate.

Our approach is multi-faceted, as we engage leadership in our risk management decisions and continually test and evolve our approach. Fiverr has adopted an integrated structure at all levels of the organization to manage privacy and security. This means that the most senior staff in the company regularly review, and support actions and decisions related to data security. A Chief Information Security Officer (CISO) oversees a dedicated cybersecurity team, which addresses four integrated areas: domain security; security operations; certifications and governance; and monitoring and security information management, which includes incident response.

We also established privacy and cyber security steering committees which meet on a regular basis and includes our COO, our CISO, our DPO, and executives of our legal and product teams. The cyber security committee reviews any incidents that have occurred, vulnerabilities identified and stopped, and ongoing risks as presented in our risk map. Our CISO also meets with the CEO on a regular basis. The Audit Committee, whose charter includes cybersecurity supervision, meets quarterly to compile notes on the status of cybersecurity, which are then presented during the quarterly Board of Directors meeting.

Security Development

We are agile to the ever-changing security needs for our platform. We have a defined software development process that is adaptive to an ever-changing and competitive market environment. All new staff are trained in the Secure Software Development LifeCycle (SSDLC) practices. We also maintain process to implement and maintain privacy by design principles. System code is tested against known vulnerabilities and existing core systems and infrastructure are periodically tested for security vulnerabilities. In some instances, testing is conducted by automatic scanners. In other cases, it is conducted manually by external independent parties. Fiverr also has a Security 'Bug Bounty' Program. Researchers who find a vulnerability may contact support@fiverr.com and ask to join the program.

Availability and Continuity

Fiverr is committed to providing highly available and reliable service. We build systems that tolerate the failure of individual components. We practice disaster-recovery measures and have on-call staff to quickly resolve unexpected incidents. We use advanced monitoring systems to extensively monitor our services and components. Our monitoring methodology aims to predict issues that cause server problems and resolve them before they occur.

04

Empowering our People





Our Values

At Fiverr, we believe that we play an important role in defining the future of work. We know that our employees, our values, and the culture we foster are crucial drivers for the success of our business.

Making Impact

Our team is comprised of passionate, mission-driven and talented individuals who share a common mission and eagerness to make an impact. We do not strive only to help businesses of all sizes grow and build their brand, but rather, we aspire to change how the world works together.

We are Doers

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

Think Simple

We strive to solve complex problems with simple to use products. We believe in reducing friction and increasing efficiency through the smart use of technology. We acknowledge that building simple-to-use products is often a difficult task, and we pride ourselves in having the type of talent that takes great joy in tackling these challenges.

Stay Awesome

We embrace our team members for who they are. We do not look to change people or conform them. Rather, we celebrate the diversity of their backgrounds as a point of strength. We encourage creative and alternative ideas and solutions to the long-standing issues presented by the traditional freelancer hiring and staffing model.

Customer Obsession

Our customers are at the core of everything we do and their happiness is our business. We are committed to always do the right thing for them. Every day we look for new and creative solutions to serve the ever-evolving needs of freelancers everywhere looking to showcase their unique skills and our buyers seeking simple and efficient solutions to their needs.

Employee Engagement

Our employees at Fiverr are critical to our continued success—our performance depends on their performance. Our engagement strategy leverages different opportunities to connect across the organization that help foster a sense of connectedness among our employees and a sense of belonging to the organization.

C-Suite Roundtable

In 2021, we held C-Suite level roundtables with employees to allow leadership to hear directly from Fiverr's employees and engage in active dialogue around challenges and opportunities. We also held management offsites to facilitate peer learning and problem solving among our management staff. We offered managers a stipend for team building activities, empowering our teams and building connections that contribute to workplace well-being and employee retention.

Personalized Manager Training

At Fiverr, our engagement results in tangible changes. We offer personalized manager training to help our managers develop the skills they need to drive our business needs. We undertook a job leveling initiative to define roles and establish career pathways for specific jobs. We also now offer structured peer groups to foster peer learning and support.

Employee Survey

We believe that our employees should drive our engagement strategy. To help us gain insight on their needs and satisfaction levels, we conduct an annual employee survey. In 2021, **73% of our workforce** participated in the employee engagement survey, topics included: alignment, leadership, enablement, and development. We received a **91% favorable score**. We will continue to focus on supporting our employees throughout all aspects of their professional journey.

Employee Benefits

In addition to engaging with our employees, we believe in supporting our employees with a comprehensive benefits package. That includes equity in the company, vacation, a one-month sabbatical after six years of employment, a stipend for home office materials, a hybrid work model, and a referral program. Depending on location, our employees also receive health insurance, access to on-site fitness facilities, life insurance, and a 401K.

We continue to review and benchmark our compensation and benefits program against our peers to ensure we are aligned with industry standards. We know that when our employees are happy and healthy, they are more productive and in a better position to support our growth.

Employee Resource Groups

At Fiverr, we go to great lengths to ensure that all of our employees feel welcomed and respected inside our organization. To ensure this, we have a range of Employee Resource Groups (ERGs) that our employees can join to create a deeper sense of community within Fiverr. A few of the major ones in the United States include:

#fiverrinclusive-us

Fiverr Inclusive is Fiverr's new DE&I Initiative. This group is dedicated to DE&I news, interesting podcasts/books, employee resource group events as well as Fiverr's DE&I newsletter.



#bipoc-at-fiverr-us

This group welcomes people from every ethnicity and not just those who identify as Black, Indigenous, and people of color (BIPOC). The group is meant to be a safe space where employees can talk about real stories not heard in our history classes, experiences they had growing up, or the struggles they face on a daily basis.

#women-at-fiverr-us

It's a place of action and accountability, intended to tackle the issues women face, not just as women but also as professional individuals. Some sample topics that are being discussed within the group include personal finance, workplace linguistics, and general career advice.

We also have Employee Resource Groups in Israel, including **#working-with-kids**, **#priderr-and-allies**, **#fiverr-sports**, and **#football-fiverr**.

Employee Training and Development

Through our structured leadership and talent management plan, we invest in our people to provide them with the skills and tools they need to be successful in their current roles, as well as advance their careers.

New hires complete company-wide training, including on our Code of Ethics and Conduct and other corporate policies and procedures, and team-specific onboarding. Once onboarded, our new employees work with their direct managers and human resources to build a comprehensive short and long-term development plan to ensure they continue to learn new skills and enhance their expertise.

A constant feedback loop is integrated into employee growth, and employees regularly meet with managers to discuss progress against their goals, which are mapped to Fiverr's overall goals. Employees also receive two formal reviews focused on individual performance and career growth during each year of employment. These comprehensive feedback opportunities create transparency for the employee and inform promotion and compensation decisions.

After their first year, employees continue to co-develop with their managers comprehensive and personalized professional development plans, aiming to support each employee to reach their full potential. Employees also continue to have access to a range of online courses, storytelling workshops, soft skills training, and management development courses, among others.

Fiverr employees are required to complete annual trainings focused on sexual harassment, corporate policies (Code of Ethics and Conduct, Insider Trading Policy and Whistleblower Policy), privacy regulation and cybersecurity.

Diversity, Equity and Inclusion

At Fiverr, we are committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion. We recognize that a diverse workforce is a key competitive advantage and know that our business success reflects the quality and skill of our people. Fiverr believes in treating all people with respect and dignity. We strive to create and foster a supportive and understanding environment in which all individuals realize their maximum potential within the company, regardless of their differences. We are committed to employing the best people to do the best job possible.

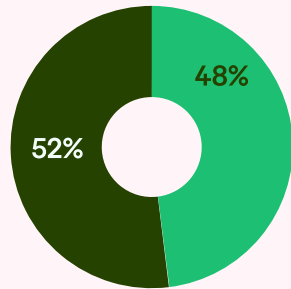
We are proud and committed to providing equal opportunity employment to all individuals regardless of race, color, religion, sex, sexual orientation, citizenship, national origin, disability, veteran status, or any other characteristic protected by law. In addition, Fiverr will provide accommodations to individuals with disabilities or a special need. We continually look for opportunities to update our hiring processes around how we source candidates, talk about open roles, screen and interview, and hire.

Board Diversity

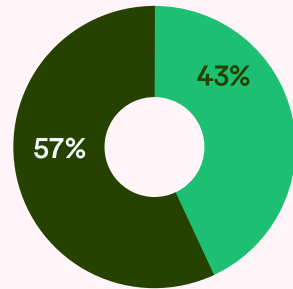
We are committed to creating a Board of Directors and Senior Management Team with a diverse set of skills, backgrounds, and perspectives. As of December 31, 2021, 14% of our Board of Directors identified as female and 50% of our Senior Management Team identified as female. We believe having a diverse group of directors, whether in gender, ethnicity and skillsets, provides tremendous strategic value to our company. As such, our Board of Directors and our Nominating and Governance Committee has engaged a headhunter to identify a pool of qualified female candidates to help further diversify the Board. In addition to gender diversity, we are also actively seeking someone with the appropriate background and skill set from various industries to further diversify our Board and provide meaningful experience to the table. We also maintain strong Board independence—six of our seven Board members are independent.

Gender Balance at Fiverr

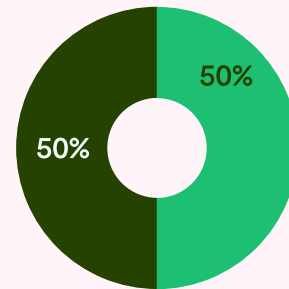
■ Male ■ Female



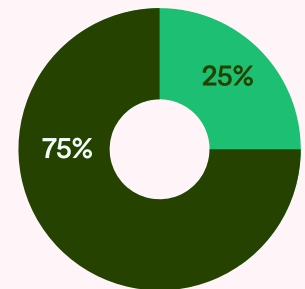
Global Team



Global Management



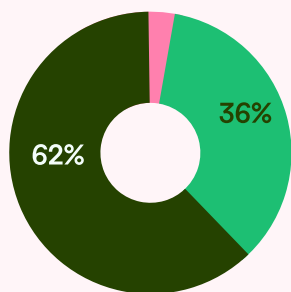
Senior Management



Global Tech Team

Age Breakout at Fiverr

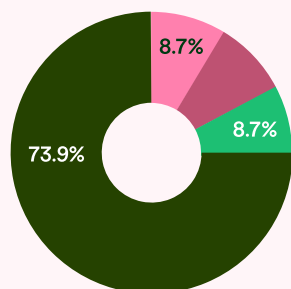
■ <30 ■ 31-50 ■ 51+



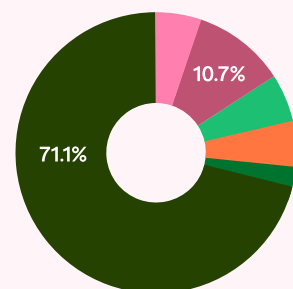
Global

Overall Race & Ethnicity at Fiverr (U.S. Only)

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



Management



Employees

The charts include only those employees who disclosed their race and ethnicity



Innovation

Innovation is critical to driving growth and business value. At Fiverr, we draw from our internal talent and create an open and collaborative environment that celebrates new and innovative ideas from all employees.

In 2021, we hosted our annual Fiverr Hackathon. Held every year since 2013—except for 2020 due to the COVID-19 pandemic—the three-day event brings together people from different parts of the organization into mini task forces to brainstorm and build new innovations. These task forces then present their innovative ideas, allowing for their innovation to be carried forward within the organization.

Furthermore, we were recently ranked 17th in the cofaceBDi's leading companies in the software industry list, for the year 2021. The ranking is based on an innovative and unique methodology, developed by cofaceBDi, to rank the Israeli economy's leading companies. The methodology uses varied and broad definitions of the concept of “business leadership,” which includes examining conditions that create a successful and leading company.

Supporting our Employees Through the Pandemic

In 2021, the COVID-19 pandemic continued to affect how we work. As we entered another year of the pandemic, we maintained our initiatives to support the health and well-being of our employees as we navigated continued uncertainty and balanced a new way of engaging with our teams and our community.

During 2021, we continued to leverage remote communication channels to foster communication and meaningful engagement with and among our employees.

Recognizing the mental health toll the pandemic continued to take on our employees, we maintained our commitment to offer mental health support to everyone within the organization. We also continued our policy of providing flexible working hours to facilitate the ongoing work-life balance challenges that were heightened by the pandemic. We also sent wellness kits to sick employees.

Ethics

At Fiverr, we uphold the highest ethical standards for our employees and our marketplace. Our codes and policies outline how ethics guide day-to-day business decisions by every team and individual of our company. Fiverr's **Code of Ethics and Conduct** includes principles and procedures for all our employees to follow to exhibit the highest standard of business and professional integrity. The Code covers conflicts of interest, confidentiality, and discrimination and harassment, among other topics. Every employee receives training on the Code as part of their onboarding at Fiverr and on an annual basis.

We also establish the same standards for our supply chain. Our vendors are requested to comply with our standards, including Fiverr's Code of Ethics and Conduct and all anti-bribery and corruption laws, regulations, acts and procedures.

05

Climate Change



Contributing to a Cleaner World

The world is facing significant environmental challenges. At Fiverr, we want to contribute to the solution. Our platform allows buyers and sellers to work from anywhere, eliminating the need for work travel and associated emissions. This work model aligns with the enduring market shift to a remote and hybrid working environment since 2020, accelerated by the pandemic but we believe is here to stay. The Fiverr marketplace continues to provide more remote talent to support companies in navigating the shift, contributing to a greener approach across industries.

Fiverr is taking action to implement sound energy management practices to control costs, mitigate risk, and reduce our environmental footprint. We give freelancers and employees the ability to work from home, further reducing our emissions impact. A large portion of our environmental impact stems from our corporate offices and data centers, and we are continually reviewing and identifying opportunities to improve energy efficiency and reduce emissions. Fiverr's Head of Operations tracks our energy consumption and performance.

Corporate Offices

At Fiverr's main offices in Tel Aviv, Israel, and New York City, USA, air conditioning is shut down during non-work hours. We use energy efficient LED lights and heating, ventilation, and air conditioning (HVAC) equipment. We are also taking steps to reduce our waste based on our waste management plan. At our Tel Aviv location, we have recycling programs for electronic waste (e-waste), batteries, papers and bottles as well as a donation plan through which we donate our e-waste to be re-used. We also offer a secure bike room and encourage employees to use public transportation to help limit GHG emissions associated with commuting by providing our Israeli-based employees a public transportation stipend. We also look for opportunities in our supply chain to reduce emissions. Whenever possible, we use local suppliers to reduce emissions associated with the transportation of goods and services.

Data Centers

Fiverr relies on cloud-based services and uses Amazon Web Services (AWS) for our data centers. AWS takes into consideration environmental factors, from site selection and construction to operations and sustainability. We understand that AWS is on track to power operations with 100% renewable energy by 2025, which will assist Fiverr in reducing its own carbon footprint from data centers.



Kay | Buyer

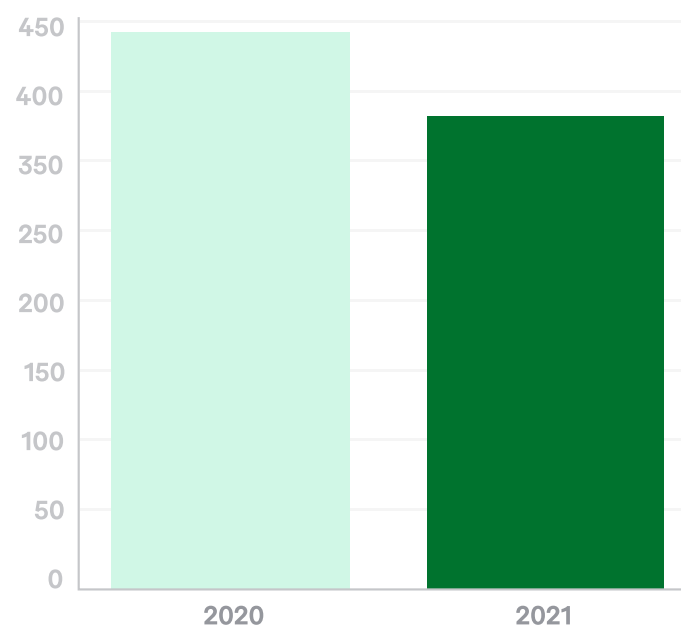
Creative Director / Co-Founder - Rooted

Fiverr's Carbon Footprint

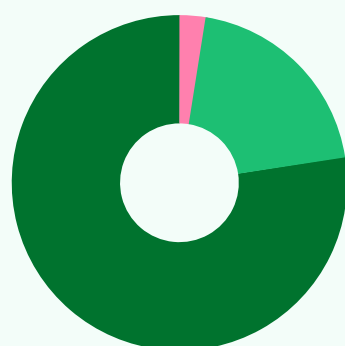
At Fiverr, we track our Scope 1, 2, and 3 emissions. Scope 1 emissions encompass CO2 emitted directly by Fiverr, Scope 2 is indirect emissions resulting from grid electricity consumed in our office locations worldwide, and Scope 3 emissions are emissions that are caused throughout Fiverr's value chain. While Scope 3 emissions can be composed of up to 15 categories, we have chosen to use emissions data from only the category encompassing our AWS data center use. This is the main source of emissions from the usage of our Fiverr platform, and we feel as though this category is relevant to our calculation. The number presented here is an estimation of the emissions from use of these data centers, based on proprietary data from AWS.

We are proud to disclose that Fiverr's overall emissions decreased by 12% from 2020 to 2021. In addition, our carbon intensity per employee decreased by 39% year over year, while our intensity per buyer decreased by 29% from 2020 to 2021. We will look to build on this progress into the coming years, as reducing our emissions is an important component of our ESG strategy. We continue to stand by our commitment to become carbon neutral by 2030, and we are working on ways to improve our climate strategy to enable this ambitious goal.

Total Emissions (T CO2e)



Greenhouse Gas Emissions (Scope 1, 2, 3)



■ Scope 1
 ■ Scope 2
 ■ Scope 3

	2021 ²
Scope 1	9.86 tCO2e
Scope 2	298.11 tCO2e
Scope 3 ¹	77.80 tCO2e
Total Emissions	385.77 tCO2e

Carbon Intensity (CO2e Tons)

	2021
Employees (787 total)	.49
Buyers (4.2 M)	.000092

¹ Scope 3 emissions are based on data center usage for Fiverr platform

² Calculated according to the World Resources Institute's Greenhouse Gas Protocol

06

Appendix

SASB Code	Accounting Metric	References
Environmental Footprint of Hardware Infrastructure		
TC-IM-130a.1	<ol style="list-style-type: none"> 1. Total energy consumed, 2. Percentage grid electricity 3. Percentage renewable 	Fiverr does not own data centers at this time. For an estimate of CO2e, see pg. 26.
TC-IM-130a.2	<ol style="list-style-type: none"> 1. Total water withdrawn 2. Total water consumed, percentage of each region with High or Extremely High Baseline Water Stress 	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. 26. We are committing to become carbon neutral by 2030. In order to reach our target, we will work with management and vendors to integrate more sustainable practices and solutions into our operations and strategy.
Data Privacy, Advertising Standards & Freedom of Expression		
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user policy	Privacy and Security, see pg. 17.
TC-IM-220a.2	Number of users whose information is used for secondary purposes	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	Zero cases occurred during the reporting period.
TC-IM-220a.4	<ol style="list-style-type: none"> 1. Number of law enforcement requests for user information 2. Number of users whose information was requested 3. Percentage resulting in disclosure 	Fiverr does not publicly disclose this.

SASB Code	Accounting Metric	References
TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Fiverr products are not subject to any government-required monitoring in any of the countries in which it operates.
Data Security		
TC-IM-230a.1	<ol style="list-style-type: none"> 1. Number of data breaches 2. Percentage involving personally identifiable information (PII) 3. Number of users affected by data breach 	During 2021, Fiverr had no reported incidents.
TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Privacy and Security, see pg. 17.
Employee Recruitment, Inclusion & Performance		
TC-IM-330a.1	Employee engagement as a percentage	Employee engagement for 2021 is 91%, based on periodic surveys conducted. 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 employee's ability to deal with events and working conditions. See pg. 21 for more details.
TC-IM-330a.2	Percentage of employees that are foreign nationals	2 employees in 2021.
TC-IM-330a.3	Percentage of gender/ racial group representation for 1) management 2) technical staff, and 3) all other employees	Diversity and Inclusion, see pg. 22-23.
Intellectual Property Protection & Competitive Behavior		
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	None.

SASB Code	Accounting Metric	References
TC-IM-000.A	Entity-defined measure of user activity	In 2021, Fiverr had 4.2M active buyers.
TC-IM-000.B	1. Data processing capacity 2. percentage outsourced	According to units used for contracting: 100% is outsourced.
TC-IM-000.C	1. Amount of data storage 2. Percentage outsourced	Petabytes, Percentage (%): 100% is outsourced.

Forward Looking Statements

This Environmental, Social and Governance Report (“ESG Report”) contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this ESG 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 diversity and inclusion initiatives, our 2030 climate change goals, our future business expectations and expectations about the digital services industry, our environmental, social and governance goals, 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 filings with the U.S. Securities and Exchange Commission, 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 ESG Report relate only to events or information as of December 20, 2022, the date of this ESG 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 ESG 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.