

**Jordan Runcie-Hubbard | Buyer**  
*Freelance Production Assistant*  
*Mount Vernon, New York, USA*



**fiverr** ●

**ESG Report 2022**

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Throughout this report, unless noted otherwise, all data is as of December 31, 2022.

# Introduction

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*“Our purpose to create economic opportunity for all drives everything we do.”*

## Message from our CEO

Fiverr’s mission is to revolutionize how the world works together. We founded Fiverr 13 years ago to bring together a global community of talent and businesses to connect, grow and thrive. As part of this journey, we created a unique marketplace to make selling and buying digital services equitable and attainable, and our purpose to create economic opportunity for all drives everything we do.

Since 2010, we have been empowering talent with access to opportunities, and businesses with access to global talent. In order to help a more sustainable future for our global community we must build a long-term sustainable business for Fiverr. Sustainability at Fiverr extends far beyond climate practices; we must also maintain a fair and safe marketplace environment, promote diversity and inclusion across our community and employees, ensure the professional development and welfare of our employees, and foster sound corporate governance across our Board of Directors and management structures.

In 2022, a year that was challenging for so many, with the Ukraine war and changing economic environment, our impact-driven efforts were more important than ever. Our entire company and global community rallied together in mutual support. We provided immediate financial and welfare support to our Ukraine team members with relocation assistance as needed. Our employees also contributed a significant amount of time and donations to support our Ukraine buyers and sellers, with a dedicated platform and support team to help the community navigate this challenging situation. Across the world, we also doubled down on our efforts in terms of tools, technology and programs to help sellers succeed on our marketplace, as we saw a record number of active sellers on our platform with inflation and layoffs impacting their economic situations.

I’m incredibly proud of our team for their unwavering passion and tireless focus to innovate and build for our community and customers. I would also like to thank our global community of buyers and sellers for their trust. Together we can make real change for a better future of work.

*Micha Kaufman*

**Micha Kaufman,**  
Founder and CEO



*“We are committed to operating with the highest standards and regard for sustainability”*

## Message from our Board of Directors

We adopted industry best practices in our ESG disclosures, including SASB, TCFD and UN SDGs. We are committed to continue operating and governing with highest integrity, and providing our stakeholders transparency and regular updates on our ESG journey.

Building a company with a purpose is deeply rooted in the foundation of Fiverr. Our vision and dedication to sustainability begins at the top with our Board of Directors and executive officers, but ultimately is the responsibility of every person in the company. We are committed to operating with the highest standards and regard for sustainability. We have empowered our management to allocate the resources and tools necessary to create a working environment focused on fulfilling our mission of revolutionizing how the world works together, creating value and developing more economic opportunities for everyone.

In 2022, we continued to strengthen our ESG program by creating a dedicated ESG Forum with stakeholders from across the company to implement ESG standards, execute ESG initiatives and report on ESG progress on an ongoing basis. We have also administrated an expansive materiality assessment that incorporated a wide audience of stakeholders, including employees, partners, buyers and sellers, and suppliers, to align values and provide a comprehensive guidepost for our ESG strategy. The Board of Directors also holds regular meetings, conversations and engagements with internal and external stakeholders to better understand how we can implement continuous progress on our ESG efforts. I am proud of the progress we have made on our ESG journey, and this report is another step in continuing that journey while upholding our commitment to transparency and integrity.

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

**Ron Gutler,**  
Lead Independent Director

## ESG Materiality Assessment

As we continue our journey of implementing a robust ESG program, one of the most important aspects of our strategy is the input from our stakeholders to make sure that our values are aligned. In 2022, we administered an expansive ESG materiality assessment that incorporated inputs from a wide audience of stakeholders including Fiverr's executive management, employees, external suppliers, and buyers and sellers on our platform. The results of the assessment closely align with the four pillars we identified in our ESG strategy, which are:

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



## United Nations Sustainable Development Goals

Our role in making a positive contribution is also in line with the United Nations Sustainable Development Goals (“UN SDGs”) and society’s broader sustainability objectives, as we continue to focus on four of the 17 SDGs that represent the areas where we believe our actions and initiatives make the greatest impact: **Quality Education; Gender Equality; Decent Work and Economic Growth; and Reduced Inequalities.** In 2022, we continued to make progress on our SDG goals, here are some of the highlights:

**4** QUALITY  
EDUCATION



**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 2022, we joined the [Valuable 500](#), a global business collective of 500 companies innovating together for disability inclusion.

In 2022, we also continued our [Fiverr Learn](#) program which produces high quality online courses designed to help our community improve their skills and grow professionally.

**5** GENDER  
EQUALITY



**Achieve gender equality and empower all women and girls**

Our platform allows talent of all genders to interact with businesses and individuals while receiving equal opportunities, regardless of their gender.

According to our data, among global active Fiverr users who have disclosed their gender identity, women freelancers earned an average 15% more each month than men<sup>1</sup>.

In 2022, 60% of our senior management team identified as female.

**8** DECENT WORK AND  
ECONOMIC GROWTH



**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 2022, 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.

**10** REDUCED  
INEQUALITIES



**Building inclusion and access for all, across the world**

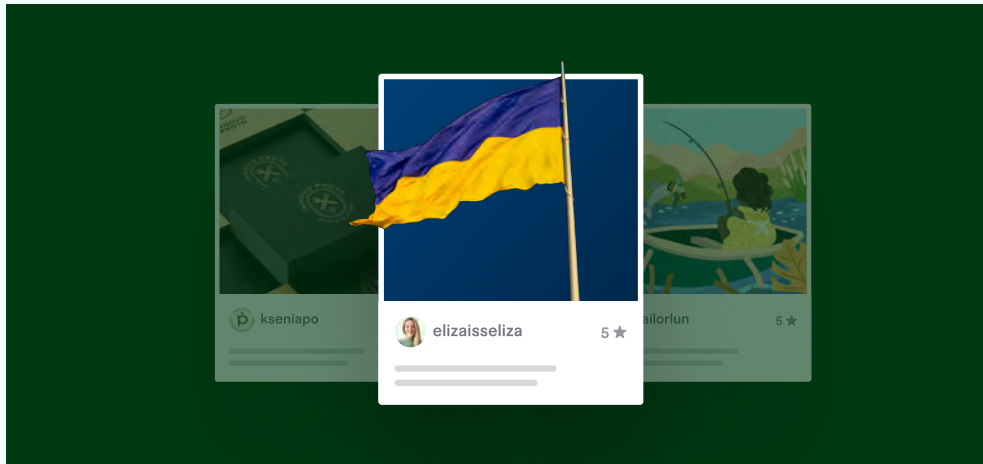
Through Fiverr’s platform, talent is able to earn and offer their services regardless of sex, race, location, background or gender.

Fiverr’s platform allows users to work within and across borders without incurring the added expenses of traditional work (office space, daily travel and work visas).

<sup>1</sup> See [Amid the Fight for Equal Pay, Women Who Freelance are Taking Back Power](#), as was published in our [Blog](#) on March 14, 2023

## Fiverr's Support for Ukraine

We stand in solidarity with Ukraine and all those impacted by the devastating war. Fiverr and Fiverr employees across the world stepped up and looked for ways, big and small, to support our Ukraine team, our Ukraine freelancer community and all the people of Ukraine.



### Ukraine Seller Store

We built a [special Fiverr store](#) exclusively featuring Ukrainian sellers who were ready and able to work. Priority support was provided to Ukraine sellers by a dedicated team to address any needs that may arise.



### Donation to World Central Kitchen

At the very beginning of the conflict, Fiverr employees raised funds for World Central Kitchen in order to provide nearly 700,000 meals to people in shelters, train stations, and border crossings inside Ukraine and in neighboring countries.

### Ensuring the Safety of our Ukraine Team

Prior to the invasion we worked to ensure the safety of our Fiverr team in Ukraine, including helping them with communication backup, accommodation to evacuate or relocate if desired, as well as ongoing financial and emotional support.

### Early Payout for Ukraine Sellers

Fiverr enabled an early payout for its Ukrainian sellers, offering them the opportunity to withdraw their earnings immediately after the job was completed by waiving the safety clearance period.

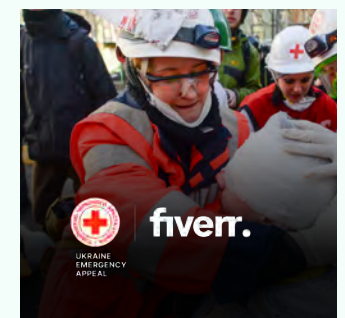
### Show Your Support via Logo Maker

The Fiverr Logo Maker team created a unique free toolkit to allow Logo Maker users, past and present, to download a version of their logo surrounded by the colors of the Ukraine flag. This provided thousands of small businesses a way to show their support for Ukraine across their websites and social media channels.



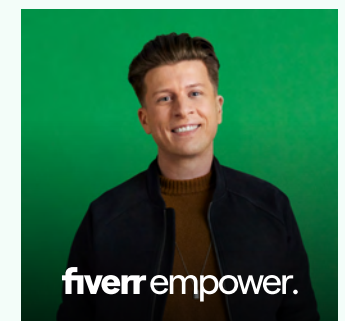
### Ukraine Red Cross

All fees Fiverr had received from work completed by Ukraine sellers were donated to the Ukraine Red Cross. We also partnered with the Red Cross to bring awareness of the crisis and to fundraise through our music event "Now Playing" encouraging attendees to give charitable donations.



### Empower Ukraine

Empower Ukraine was launched to provide support to people in Ukraine who wanted to learn to freelance. They received help in setting up their offering and getting their first order, access to workshops and community events, as well as opportunities for accelerated growth.





# Creating Fair Economic and Social Opportunities

- ↳ Creating Fair Economic and Social Opportunities
- ↳ Fostering Community Engagement
- ↳ Promoting Diversity and Inclusion
- ↳ Creating Learning and Development Opportunities
- ↳ Colors Foundation

## Creating Fair Economic and Social Opportunities

Fiverr is transforming how businesses and individuals access talent and opportunities through one of the world's largest networks of freelancers and comprehensive digital services catalog. This creates unparalleled access, choice and value to businesses and provides talent with access to opportunities beyond their personal network. Our community of buyers and sellers are at the heart of our business model and we are proud to be creating an environment where they feel supported to do the best possible work they can.

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**\$3.2B+**

Freelancer earnings since inception

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**160+**

Countries around the world where Fiverr is used

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**600+**

Digital service categories that are available on Fiverr

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**\$1.1B+**

GMV generated globally in 2022

## The Freelance Impact Economic Report

For a sixth year in a row, we partnered with Rockbridge Associates for our annual [Freelance Economic Impact Report](#). We analyzed over 20 million tax returns from annually compiled Non-Employer U.S. Census Bureau statistics to explore the size, growth, and skills of independent professionals across the 31 largest metropolitan cities in the U.S. for independent knowledge-based work. This report is a crucial resource for understanding the opportunities for independent work and its impact on local metro areas, as well as for understanding the rising demand for this type of work, in order to support and understand our community.



**Gali Arnon**  
CMO at Fiverr

*“As the 9-5 role under a single employer becomes less of the norm, skilled independent professionals are primed to withstand shifts in the economy and workforce by their natural adaptability and entrepreneurial spirit.”*

### Independent Worker Trends Across The U.S.

Ranked by freelancer population



#### Report insights

①

Women see a clear advantage to freelancing over traditional employment

②

The ability to “work from anywhere” remains a priority for freelancers and more plan to work and travel next year

③

Despite concerns that A.I. will significantly impact jobs, freelance workers are more hopeful than fearful

## Fostering Community Engagement

The Fiverr Community team connects people online and offline, both locally and globally, in the form of events, online clubs, and mentorship for developing meaningful relationships, obtaining peer support and enhancing the professional growth of our members. From all across the world, our members can connect based on their interests, identities, and motivations to learn, share, grow and build successful businesses.

**Community Events:** In 2022, we hosted 181 community events globally that engaged almost 77,000 community members. The reach of our community events more than doubled as we continued to grow and interact with our members. These events ranged from networking activities for freelancers to educational series on various topics for career optimization. Fiverr hosted both educational and inspirational events to connect the community, expand resources and share inspiring stories. Some of these events took place during Black History Month, AAPI Heritage Month, Women's International Day and International Freelancer Day, just to name a few.

**International Freelancer Day:** In October 2022, Fiverr celebrated its first International Freelancer Day. This event was a day to honor and celebrate freelancers across the globe for their contribution to the world's economy. Around 46.5% of the total global workforce are self-employed; that's roughly 1.6 billion people around the world, according to the World Bank. With so many days throughout the year already honoring other professionals, there is still not an official global day to commemorate the freelance community and their contributions to the work world - this day aims to change that.

As part of International Freelancer Day, Fiverr and the Freelancers Union have established the Freelancer Wellness Fund. This fund offers microgrants to support the holistic well-being of freelancers across the world. It's intended to support them in areas outside of their work – serving as cash assistance towards the broad umbrella of wellness-related expenses including, but not limited to, mental wellness, social wellness, physical wellness, and financial wellness.

**Community Hub:** In 2022 we launched our newly revamped [Community Hub](#). With our new Community Hub we're giving our community a space that is not just a catch-all for their needs, but a home where they can create meaningful connections, facilitate peer support and drive forward professional growth.

**Fiverr Blog:** Fiverr's internal content team regularly updates the [Fiverr Blog](#) to provide our sellers with the latest industry trends and other practical resources. With useful information including video marketing tips, career counseling, and freelancer tips. We also like to feature success stories of top sellers from our community and other industry experts to celebrate accomplishments and inspire others.



*International Freelancer Day events with the communities in Pakistan and New York*

**Fiverr Forum:** The [Fiverr Forum](#) is Fiverr's go-to introduction to our community's global conversation. With the ability to share knowledge with each other and feedback with us, conversations have increased significantly since the 2021 launch of the revamped Fiverr Forum. This has enabled us to better moderate conversations such as success tips, frequently asked questions, and new member introductions.

**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. We are continuously working on making communication with our Customer Care team easier and more accessible. We are also mindful of our growing community and their needs. To assist with this, we have increased the headcount of our team while integrating new features into our systems to support the growing demand of our platform and provide our users with a much more personal and quicker experience.

**The Lift:** Building and running businesses is always a complex task, and the challenge is even larger in times of economic downturn. We recognize that this challenge can be overwhelming for members of the Fiverr community, and as such, we have created ["The Lift"](#) to help our community with access to the insights, advice, and resources they need to stay on course and thrive. We support our contributors' businesses by providing services and assistance to help them succeed and ultimately reach their individual goals.

# 77,000

community members participated in 181 global community events

# 120

Microgrants were given to support the well-being of freelancers across the world

# 130

Articles were published in our Fiverr Blog

# 17,556

Conversation threads took place in our Fiverr Forum

## Tools and Services

As part of our mission to foster a level playing field and create opportunities, we offer a comprehensive suite of tools that allows anyone from anywhere to build their business on Fiverr. Our platform enables sellers to easily create their work portfolio, develop their brand, establish a reputation and analyze their performance.

**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 x Shutterstock:** we partnered with Shutterstock to integrate its vast content of licensed assets on our platform. The integration provides freelancers who offer digital services on Fiverr instant and easy access to millions of assets licensed for commercial use.

**Accessibility of our Platform:** We are committed to ensure that our platform is digitally accessible for all, and for people with disabilities in-particular, in accordance with the relevant and applicable accessibility standards.

## Supporting community wellbeing

Our [partnership with Stride Health](#), to help Fiverr's community in the United States access affordable healthcare, was continued in 2022. 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.

## International Freelancer Day

During International Freelancer Day we asked freelancers why they freelance.

**400K+**

Impressions gathered across social media

**25+**

Events were hosted by Fiverr, across the globe, both in-person and virtually



October 19, 2022

“I freelance so that I can...”



**Kristen Parker**  
@kristenjunne

I freelance so that I can prioritize spending time doing things I love, set my pricing, and connect with people all over the world on [#intlfreelancerday](#)

Oct 19, 2022 · Twitter



**Ed Jenkins**  
@Voice\_of\_Ed

As a freelancer, I haven't missed a single day of my children's lives. I haven't missed a first tooth, a first word or a first step. I get to prioritise what's truly important, and nobody makes me feel bad about it! [#intlfreelancerday](#)

Oct 19, 2022 · LinkedIn



**Savilla Khant**  
Certified Resume / CV Writer

I freelance so that I can...work in my PJs without wearing make-up. [#intlfreelancerday](#)

Oct 19, 2022 · LinkedIn



**Muhammad Turab**  
@Turaab45

I freelance so that I can be my own boss. [#intlfreelancerday](#)

Oct 19, 2022 · Twitter

The future of work is here, and talent is embracing it faster than businesses.

**\$247B**

earned by freelancers in the U.S. in 2021<sup>1</sup>

**46%**

of the total global workforce are already self-employed or freelancing<sup>2</sup>

**42%**

of employees in the US said they'd consider quitting if required to come back five days a week<sup>3</sup>

**52%**

of managers want employees to return to the office five days per week<sup>3</sup>

<sup>1</sup> 2022 Freelance Economic Impact Report <sup>2</sup> According to the WorldBank

<sup>3</sup> Based on a [nationwide survey conducted by Fiverr Business in partnership with Censuswide in 2022](#)

## Promoting Diversity and Inclusion

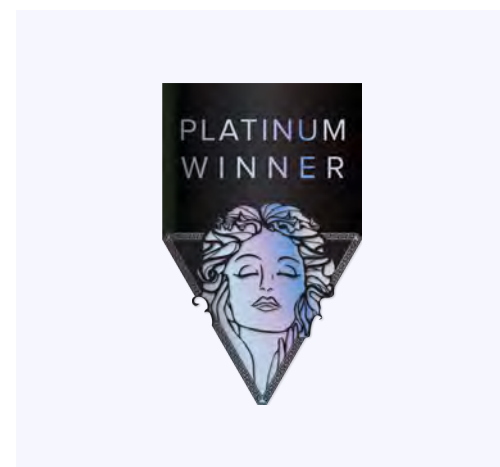
Being a global marketplace for freelancers, we seek to attract and develop top talent on our platform to continue building a unique blend of cultures, backgrounds, skills, and beliefs that mirrors the world in which we live. We have several initiatives that focus on helping freelancers from diverse backgrounds to market their skills and support their livelihoods through Fiverr.

Fiverr aims to provide everyone, no matter their gender, race, age, religion, sexual orientation, or socio-economic background, the opportunity to build their business, brand, or dreams. Therefore, we consider it incumbent upon us to use our platform and resources to help level the playing field for under-served communities. We have initiated several programs to support freelancers of diverse backgrounds in pursuit of this purpose.

### Awards and highlights



We joined the **Valuable 500**, a global business collective of 500 companies innovating together for disability inclusion



Future Collective for Black-Owned Businesses  
**Platinum Winner** in the Branded Content - Diversity / Equity / Inclusion category at the 2023 Muse Creative Awards



Future Collective for Black-Owned Businesses  
**Bronze Award** in the Diversity, Equity & Inclusion, Community Engagement category at the Anthem Awards



**Top 5** in the 2022 Power in Diversity report for Israeli companies, as part of the Public Companies Leading Diversity and Inclusion category

## Future Collective for Black-Owned Businesses

This [program](#) provides access to capital, education, and mentorship and is intended to help Black entrepreneurs scale their early-stage businesses. It is hosted in partnership with 1863 Ventures, an independent, Black-led nonprofit organization that delivers business development programs designed to bridge the gap between entrepreneurship and equity.

In the program's second year, Fiverr has built upon its original mission, doubling the number of accepted fellows and evolving the curriculum. Through the Future Collective, Fiverr continues to make progress in providing businesses the tools and support necessary to elevate them while fostering a community of diverse, talented entrepreneurs in the process.

Our Future Collective accelerator program won a [Bronze award in the Diversity, Equity & Inclusion - Community Engagement category at the Anthem Awards](#) and a [Platinum Winner in the Branded Content - Diversity / Equity / Inclusion category at the 2023 Muse Creative Awards](#). The program received nearly 4,000 applications this year, with 10 businesses accepted into the cohort, showing significant growth compared to last year. In total, \$240K was allocated directly to the entrepreneurs, including \$180K in cash capital and \$60K in Fiverr credits distributed amongst the cohort.



*Sunny Williams, CEO and Co-Founder at Tiny Docs.  
2023 Fellow of the Future Collective for Black-Owned Businesses.*

*Tiny Docs is a multimedia platform that educates kids and families about health. CEO and Co-Founder Sunny Williams plans to use the awarded fund from the Future Collective program to expand the company's marketing awareness and also hire creative talent to help generate new animated content.*

## Fiverr for All

The Fiverr for All program demonstrates Fiverr's purpose by creating inclusive, accessible avenues for vulnerable populations to join the world of independent work through freelancing. Since 2020, Fiverr has partnered with non-profit organizations around the world to carry out this program, including the United Nations World Food Program and Breaking the Impasse.

In 2022, we partnered with the following organizations in order to deliver this program to our communities:

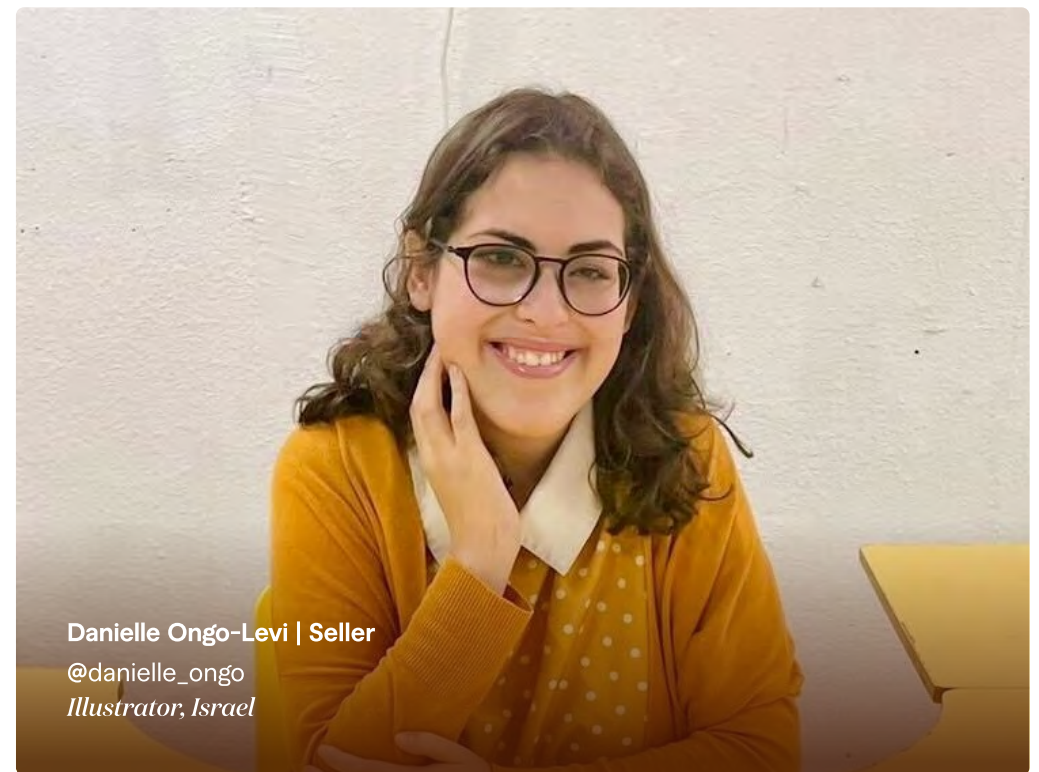
1. **National Urban League ("NUL"):** We partnered with NUL to tackle the difficulty that older Americans face in finding employment. Through a 3 month partnership with NUL's Urban Senior Jobs program, a subsidized service-based training program for low-income persons who are unemployed and at the age of 55+, we delivered a 4-week Fiverr for All program with 9 weeks of mentorship from volunteer Fiverr freelancers to 12 seniors in need of employment.
2. **YWCA:** The YWCA has a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities in the United States. After 400 hours of technical training in web-development and design, the Fiverr for All program provided 9 women with the education required to monetize their newly learned skills as freelancers on Fiverr and provided them the resources they need to get successfully set up as freelancers on the platform.
3. **MATI East:** Fiverr partnered with this Jerusalem-based business development center to deliver the Fiverr for All program to 22 individuals interested in extending their unique skill sets to the freelance marketplace. This program helps to drive forward our core purpose by creating opportunities for anyone in the world to build their business, brand, or dreams.



## Fiverr Empower

In 2022, we continued to invest in our Empower program, which helps talented individuals with disabilities kickstart their growth on Fiverr's platform by providing them with the tools for success. Over one billion people worldwide experience some form of disability, however this large segment of the population is traditionally underserved by the employment market. Through the Empower program, Fiverr provides support, training, resources and tips from our team of professionals to enable anyone regardless of a disability to maximize their success on our worldwide platform.

In 2022, we also joined the [Valuable 500](#), a global business collective of 500 companies innovating together for disability inclusion. This global collective of some of the world's most influential businesses is working together to develop a transformational program which will drive systemic change and make business more inclusive for people with disabilities.



Danielle Ongó-Levi | Seller  
@danielle\_ongo  
Illustrator, Israel



Original illustration by Danielle Ongó-Levi, made on Fiverr.

*“I’m on Fiverr almost 3 years now. After the Fiverr Empower program and me graduating from college, I started working full time on Fiverr. Besides working on small commissions, I had an amazing opportunity to work on professional long-term projects.”*

*“I have many returning customers that are very satisfied with my work and continue their professional contact with me. One of my best experiences was working on a book about financial conduct with a Canadian author and creating for her cartoon illustrations and a book cover.”*

## Fiverr's Small Business Kickstarter Programs

**Women's Center for Entrepreneurship (WCEC):** In 2022 Fiverr partnered with the WCEC, a non-profit organization whose mission is to help small businesses succeed. The WCEC Women's Business Center works with women and minority-owned businesses looking to scale up by providing educational resources, business counseling, career training and technical assistance. Fiverr donated approximately \$4,000 in Fiverr credits to help women and minority-owned businesses with the WCEC scale their operations.

**Launch It:** In 2022 Fiverr partnered with U.K. nonprofit, Launch It, to support the Birmingham Next Generation program. This program was set out to support aspiring, underrepresented young entrepreneurs by providing them access to essential entrepreneurship skills and training. Fiverr provided £15,000 in Fiverr credits, free Fiverr Learn courses, a custom roadmap of service recommendations, and 1:1 planning sessions with Customer Support Managers to help a cohort of 50 entrepreneurs. The program ran from September 2022 to March 2023 and also provided the following:

1. E-learning courses on how to start a business
2. Access to peer networks
3. Connections to advisers and mentors
4. Online content and events
5. Diagnostic tools and action plans

**Black CHEFS Collective:** In 2022 Fiverr partnered with the Black CHEFS Collective, a community-based platform focusing on empowering and uplifting Black food creatives. As part of this partnership, Fiverr helped create the Black Food Business Fund, designed to provide Black food creatives and professionals worldwide with Fiverr credits to help take their branding and online presence to the next level.



# fiverr. × BUKAYO SAKA

We're all about creating opportunities for anyone from anywhere to succeed and build their dreams and freelance careers on Fiverr. That's why we teamed up with English football star Bukayo Saka to help "level the playing field" and inspire people of diverse backgrounds to pursue their dreams.

Our purpose is to create opportunities for anyone to grow their own business, brand or dreams regardless of age, gender, ethnicity, or socio-economic background. We launched our campaign with Saka to encourage businesses to create more inclusivity in their business.

*"Fiverr is a company that has created so many opportunities for people of all backgrounds to help build their businesses, careers and make their ambitions a reality. I'm happy to be working together with Fiverr, working to amplify the message around equality, inclusion and diversity and I hope with this partnership I can encourage a lot more people to have the confidence to build the future of their dreams."*

**Bukayo Saka** | *England and Arsenal football player  
London, UK*



## The Fiverr Logo Maker Scholarship

As a commitment to our values, we took the potential of the Fiverr Logo Maker and extended it to support women students and women-owned businesses, by providing a scholarship opportunity. The scholarship presented a dual opportunity for women students to win \$5,000 in college funding and an invitation to design for the Logo Maker platform where they can earn passive income by uploading their logo designs. In addition, we invited six women-owned small businesses in need of a logo to win a new custom-designed logo for their early stage business.

## My Four Fabulous Uncles

We teamed up with TikTok breakout stars, The Old Gays, to create a free, downloadable children's book to celebrate the LGBTQ+ community. Brought to life with the help of queer freelancers, Fiverr's second annual Pride children's book, titled *My Four Fabulous Uncles*, takes inspiration from The Old Gays' inclusive and uplifting content, telling a story through the eyes of a child who learns to embrace their differences and celebrate what makes them unique.



## NGO Support

We remain committed to building partnerships with non-governmental organizations (NGOs) around the world to support their causes while providing access to a broad array of talent. We help match them with sellers eager to work with purpose-driven organizations in the NGO community. By working together, we are able to accomplish more and make a greater impact on a wider group. Our support to NGOs includes onboarding assistance to open Fiverr accounts and on-demand access to a global talent pool, collaboration tools, and personalized services.

During 2022, over 4,900 NGOs integrated freelance talent through Fiverr. Some notable NGOs, such as the Women for Women International, Entrepreneurs Organization, Rainforest Alliance, Masa Israel, Save Our Children Truth Commission, Workforce Opportunity Services (WOS) leverage Fiverr freelancers for multiple needs, including but not limited to, graphic design, video editing services and website building.

*“The book's core message is a universal one, but it very directly applies to the LGBTQ+ experience, especially right now. If you have something that you want to share with the world, then don't be afraid to go out there and shine.”*

**Michael "Mick" Peterson** of The Old Gays.

## Creating Learning and Development Opportunities

We support businesses of all sizes and freelancers across the world with an expansive catalog of digital services providing instant access to our talented pool of users. To enhance support, we offer our sellers a variety of programs, small micro-grants, online events and tools that help both small and large businesses establish and grow while leveraging services on Fiverr.

**Fiverr Community Leadership Program:** The program is our flagship and evergreen program that allows Fiverr to have representation on the ground in various communities around the world. The aim of this program is to ensure that Fiverr's freelancers feel connected to their local community through regular events, online connection, advocacy opportunities and freelancer's storytelling. These communities have a small group of empowered volunteer freelancers that organize these activities, as well as inform Fiverr about the sentiment of the community in real time. This program currently has strong leadership in 20 global markets and is looking to grow its reach in 2023.

**Sellers Mentorship Program:** We created this program to help our new promising and trustworthy 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.

**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.

**Seller Webinars and Roundtables:** We regularly host educational webinars and engaging roundtables on various topics for sellers. These are aimed at helping sellers expand their knowledge, enhance their skills, and maximize their potential on Fiverr. In addition, we host the roundtables to gauge the perception and feedback of our freelancers on our platform. During 2022, we held 13 webinars and 13 roundtable events.

**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, just to name a few.

**Fiverr Learn:** We also partner with the world's top experts to produce high quality online courses to help our community improve its skills and grow professionally. [Fiverr Learn](#) has over 80 courses and more than 290 hours of content. The courses are led by handpicked, industry experts and encompass practical skills, proven methods, processes, and best practices allowing our freelancer community to apply these skills immediately. In addition, we expanded our course offerings to include over 2000+ classes across creative and business categories through our [CreativeLive](#) platform.



Brynne Anika, Sellers Mentorship Program participant

*“Fiverr is changing my life, I’m so thankful to be a part of this program. With the help of my mentor, I’m getting a lot of tips on my gigs and my offers.”*

**Earnings since joining Fiverr**

**\$17,500+**

**Orders since joining Fiverr**

**169+**

## Colors Foundation



Partnering with “Dani’s Farm”



Partnering with Elem



Computer equipment provided to Kfar Silver

In 2022, we continued to promote our Colors Foundation which was founded in 2020 to drive positive social impact to local communities. Colors’ mission is to forge meaningful connections between Fiverr and the communities in which it operates. The foundation is the brain-child of Fiverr’s executives who are committing a large portion of their income to philanthropic causes. The foundation looks to lift up youth, promote education, provide humanitarian aid and help those in need. The foundation’s impact continues to expand and regularly includes donations, volunteer work and support from the broader Fiverr team.

During 2022, we provided donations to institutions in need, as well as partnered with numerous global organizations, to affect real change. Those efforts included:

- Partnering with **Elem** to help sponsor social workers at a Tel Aviv At-risk Youth Center, helping 50 teens monthly
- Collaborating with **Kfar Silver** to help provide computer equipment for education of at-risk youth
- Partnering with “**Dani’s Farm**” to provide PTSD rehabilitation for former combat soldiers
- Teaming up with “**The Trevor Project**” to support the LGBTQ community
- Promoting education programs and scholarships that help unlock future opportunities
- Providing medical, childcare and monetary support for families in need

# 50+

Partnerships for doing good

# \$450K+

Donated in 2022

# Marketplace Integrity and Ethics

- ↳ Marketplace Integrity and Ethics
- ↳ Cybersecurity, Privacy and Data Protection
- ↳ Board Oversight, Engagement and Composition
- ↳ Ethics and Compliance



## Marketplace Integrity and Ethics

At Fiverr, we uphold the highest integrity and ethical standards for our employees and our marketplace. The foundation of our business model is an open platform. As such, we believe 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.



## Building a Trusted Marketplace

We have 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 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 and serve as a moral compass for behavior on our platform.

Additionally, our [Terms of Service](#) govern buyers' and sellers' access to and use of the Fiverr marketplace, including any content, functionality, and services. We believe in open communication and encourage our community to report any unacceptable behavior to help us uphold these standards. As we value each and every one of our community members and aim to maintain a respectful, inclusive, and safe environment for everyone, our users are encouraged to report any Gig or inappropriate behavior they encounter that doesn't comply with our Community Standards, through an easy and accessible process we hold on our platform.

### Fraud Protection

At Fiverr, our policies and procedures are multi-faceted to help protect our community from fraudulent or misleading behaviors, such as fake traffic, false engagement, and paid reviews. To detect and prevent abuse in our marketplace, Fiverr uses a combination of techniques such as bot detection, fake reviews detection, machine learning algorithms, human review, and third-party tools. For greater transparency, we ask our buyers to provide both public and private reviews of their transactions. This helps future buyers make informed and trusted decisions, while providing additional data points for Fiverr to incorporate into our quality and matching engine, which enables further optimization and improved platform experience for all. Any community member determined to be engaging in fraudulent activities or abusing the Fiverr platform will be permanently suspended from all Fiverr accounts. We actively act to identify and eliminate fake reviews and other deceptive endorsement tactics from our platform, that their sole purpose is to manipulate our systems. We also use automated systems in order to detect and reduce spam interactions on the platform.

### Policy Enforcement

The trust and safety of our buyers and sellers remains a top priority for Fiverr. We have a Trust and Safety team that is dedicated to protecting our community by defining and setting policies. The team employs a combination of automatic tools primarily based on machine learning technologies and structured processes, which monitors our platform and flags potential violations. Enforcement actions may be 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 Claims 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 Intellectual Property Claims policy clearly articulates the steps and procedures to report potential violations of copyright infringement or related rights. 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 2022, there were 1,796 intellectual property claims submitted and quickly dealt with via our platform. We also denied 563 Gig listings that we found to be in violation, and blocked 64 sellers from the platform due to intellectual property violations.

### Minors Policy

We updated our Minors policy and Terms of Service to require that all users using the platform be at least 18 years of age and of legal age to form a binding contract. Users that are under 18 and at least 13 years of age are permitted to use our platform through an account owned by their parent or legal guardian with their permission. In addition to this, we do not allow sexually explicit content featuring minors or content that seeks to sexually exploit minors and we strictly and proactively use content moderations tools and act to eliminate this from our platform and immediately report any violations to the [National Center for Missing and Exploited Children](#) who work with global law enforcement agencies.

## Inappropriate Content

Upholding the highest standards of integrity and monitoring our platform is of the utmost importance to maximizing everyone's experience in our open marketplace. We are an open marketplace inclusive of all, and in order to ensure this we take steps to prohibit services that pose unwanted risks, are not aligned with our values, or are deceptive. Fiverr also bans services due to objectional content, such as hate speech, discrimination, and adult content. We regularly assess and update the list of banned services in line with current political and social events. To remain apprised of these trends, we have a Content Policy Forum that meets regularly to discuss ongoing trends that could impact the integrity of our marketplace. The forum includes members from our Trust and Safety, Corporate Communications, Community and Public Policy, Legal, and Strategic Finance teams.

## Customer Care and Resolving Disputes

Maintaining a high level of satisfaction in our marketplace is important to us, as such, we offer several ways to resolve disputes. Our Resolution Center offers an opportunity for buyers and sellers to try to resolve disputes themselves. If a suitable solution can not be reached, 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 Company principles and fair judgment to resolve the dispute. Our Customer Care team may take a variety of enforcement actions depending on the nature of the violation.

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 have seen consistently strong NPS for both buyers and sellers over the past several years. In 2022, our buyers and sellers scores were 65 and 80, respectively. In 2022, there was also a customer satisfaction rate recorded for only buyers on responsiveness and ticket resolution, where the average was 85%.

# 65

2022 Buyer NPS score

# 80

2022 Seller NPS score

# Cybersecurity, Privacy and Data Protection

Privacy and security are an integral part of our ability to maintain a trusted marketplace. We are committed to protecting the privacy and security 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 take our responsibility to protect our community seriously and our Board of Directors is briefed on cybersecurity matters quarterly directly from our Chief Information Security Officer (CISO).

## Certifications and Independent Audits

Fiverr's commitment to data security is supported by the multiple certifications that we hold which help us to build trust in our marketplace. We have held an ISO/IEC 27001 certification since 2019 and in 2022 we completed a full recertification. In addition, we have held ISO 27701 certification since 2021. Both of these certifications demonstrate our commitment to better protect our user data. Our commitment also extends to maintaining a PCI DSS (Payment Card Industry Data Security Standards) certification for payment transaction security. 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. In 2022, Deloitte conducted an internal audit to review our cybersecurity focusing on our security incident event management and security operations. 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.

## Security Risk Management

Given our online platform, we constantly seek opportunities to identify and proactively address risks before they occur or escalate. Fiverr's continued diligent approach to cybersecurity contributed to no security incidents being reported in 2022. Our Board and Senior management believe that to provide the highest degree of data security to our community we must equip our teams with the proper tools and skills to ensure we are prepared to contend with any threat. Fiverr's cybersecurity incident team undertakes training on incident response that provides real-time problem-solving challenges in a safe environment that mimic cybersecurity incidents they could encounter on the job.

To assist with educating our entire employee base on the importance of data security, we conduct mandatory privacy and data security onboarding trainings for all new employees as well as annual refresher trainings for all employees. We adopted an integrated structure at all levels of the organization to manage privacy and security. Our CISO oversees a dedicated cybersecurity team, which addresses four integrated areas: application / product security; security operations; GRC (Governance, Risk and Certifications); and cybersecurity monitoring, alert and incident response. Our privacy and cybersecurity steering committees meet on a regular basis and include our COO, CISO, Data Protection Officer (DPO) and executives of our legal, product, R&D, platform and business teams. The cybersecurity committee reviews any incidents that have occurred, vulnerabilities identified, and ongoing risks as presented in our risk map. Fiverr's CISO also meets with our CEO as needed to discuss any security risk issues. As online security threats continue to evolve, we will continue to focus and expend additional resources to modify or enhance our protective measures.

We are agile to the ever-changing security needs for our platform and have a defined software development process to maintain privacy and security-by-design principles that adapt to a constantly changing and competitive market environment. All new staff are trained in the Secure Software Development LifeCycle (SSDLC) practices. System code is tested against known threats 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 that was implemented in 2021 and expanded in 2022 due to its success. Researchers who find a vulnerability may contact us at: [support@fiverr.com](mailto:support@fiverr.com) and ask to join the program.

## Customer Privacy and Security

We are committed to protecting the privacy of our users. Our [Privacy Policy](#) describes how we use and manage the personal information that we collect, how we store personal information and the rights of our users.

We implement technical and organizational measures to maintain the security of our site and the personal information of our users. We have an internal Data Protection Officer (“DPO”) who advises on privacy protection matters and reports them regularly to senior management. We use industry standard encryption to protect sensitive information, which promotes compliance with statutory, regulatory, and contractual requirements.

In addition, we contractually ensure that any third party processing personal information equally provides for confidentiality and integrity of data.

Additional measures are taken to 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 multi factor authentication before establishing a secure connection.

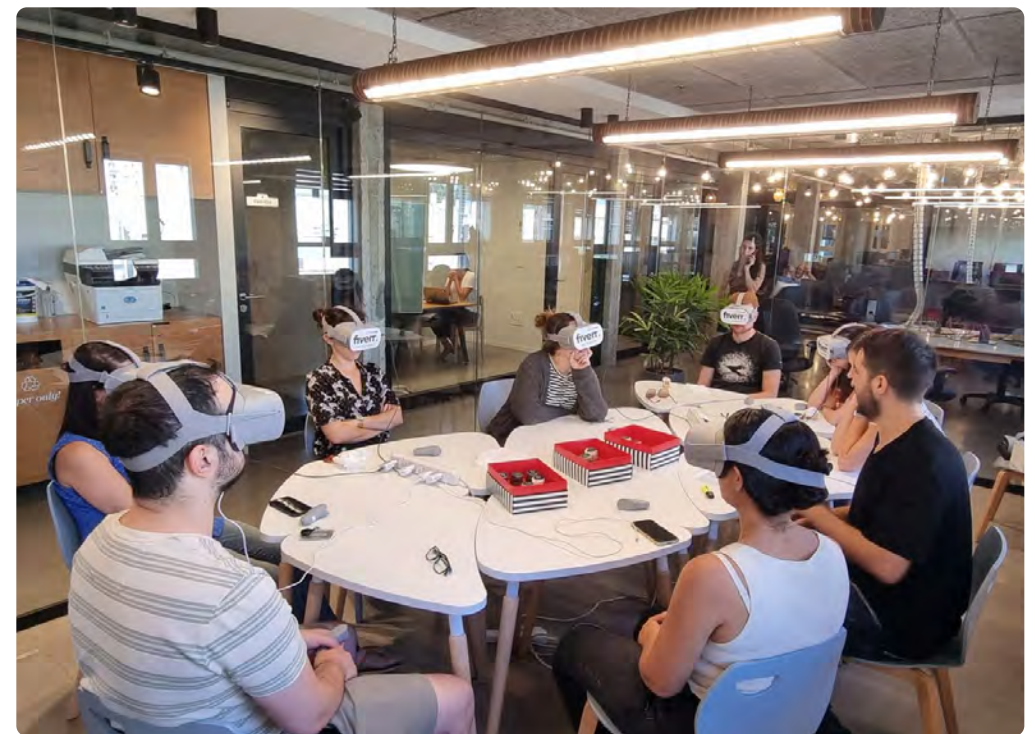
Fiverr employees use a Single Sign-On (SSO) service to enhance security across a multitude of core systems, as well as mandatory multi-factor authentication (MFA).

Our [Fiverr Help and Education Center](#) provides our users with cybersecurity information, articles and guidelines, in order to help them protect their account, which benefits everyone by creating a safer marketplace.

Fiverr also employs a cyber liability insurance policy. This helps ensure that in the event of a data breach or loss of customer data, Fiverr has ample resources at its disposal to remedy the situation quickly while minimizing harm to our customers.

## Cyber Training Week 2022

In 2022, we held our first ever CyberWeek. to help take members of the Fiverr team’s understanding of cybersecurity and safety to a higher level. We started off the week with a CyberQuiz, which consisted of multiple-choice questions about cybersecurity topics ranging from procedures if an employee receives a suspicious email to how often to refresh passwords. Later in the week, we held a security awareness training VR escape room, which challenged participants to “escape the room” while bettering their understanding of Cybersecurity topics. Finally, we held a “Capture the Flag ” exercise, in which participants attempted to break their own codes, with prizes being distributed for top performers.



VR Cyber training, Cyber Training Week 2022.

## Board Oversight, Engagement and Composition

We are committed to high standards of conduct and ethics in order to contribute to the sustainability of our business. Our Board and its committees are responsible for our strategy and governance. At Fiverr, we believe it takes a complete team effort to drive a corporate culture committed to ESG principles throughout all facets of our business. This begins with our Board of Directors and Senior Management Team who oversee our commitment and ensure that all the necessary resources are in place to help us meet our ESG goals.

The Nominating, Environmental, Social and Governance Committee provides oversight of our ESG policies, programs and strategies and implementation, while our Executive Vice President and General Counsel, and Executive Vice President of Strategic Finance lead the ongoing management of ESG processes and reporting to our Executive Leadership Team.

In 2022, to further enhance our governance of ESG matters and demonstrate our commitment to sustainability, we formed a managerial ESG Forum composed of a multidisciplinary team. The team is responsible for evaluating risks and opportunities, developing policies, practices, information and communications. The ESG Forum is composed of members from Legal, Investor Relations, Public Relations, Operations, Information Technology, Trust and Safety, Human Resources, Marketing and Data.

Our Corporate Governance Guidelines assist the Board in the exercise of its responsibilities to serve the interests of our company and shareholders. The Board has three standing committees: Audit, Compensation, and Nominating, Environmental, Social and Governance, which are composed of independent directors, under NYSE standards.

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, Environmental, Social and Governance Committee Charter](#), and [Whistleblower Policy](#).

### Board Performance Reviews

Fiverr Board members perform annual self-assessments reviewing their performance for the previous year. These assessments are conducted through a series of questionnaires that are distributed to Board members and management during the third quarter. We believe these assessments to be a critical component to the efficient operation of our Board, as this accountability holds our members to high standards and ensures performance each year.

### ESG Governance structure



Board Independence	
Independence (%)	86%
Key Board committee independence (%)	100%
Independent Presiding/Lead Director	Yes



## Ethics and Compliance

We are committed to conducting our business in accordance with the highest ethical standards, including complying with all applicable laws, rules and regulations. We believe that an awareness of Fiverr's general policies regarding business conduct is vital for each employee, officer, director and representative in the achievement of our mission. We are all expected to adhere to high standards of personal integrity, and do not compromise our principles.

### Code of Ethics and Conduct

Our [Code of Ethics and Conduct](#) (the "Code") covers a wide range of business practices and procedures setting out basic principles to guide the directors, officers, and employees of Fiverr as well as third parties and suppliers. The Code is intended to deter wrongdoing and to promote our values and approach of acting honestly and ethically; promote compliance and accountability; and the prompt reporting of any violation, as well as other core principles our business is based on. Our Code of Ethics and Conduct is located on our [investor website](#), along with other key governance documents under the [governance](#) section.

To ensure any instance of non-compliance is caught, we employ a policy of non-retaliation, meaning that if a manager or employee suspects any part of Fiverr's Code of Ethics and Conduct is being breached, they can report this in good faith without fear of punishment.

### Anti-Bribery and Corruption

We expect the conduct of our employees and agents to be legal and ethical and to reflect positively on our Company as we hold ourselves to the highest standard. We are subject to the U.S. Foreign Corrupt Practices Act (FCPA) and other local regulations.

At Fiverr, no bribes, kickbacks, or other similar remuneration or consideration may be given to any person or organization – both domestic or foreign – in order to attract or influence business activity. Our directors, officers, and employees are also prohibited from receiving or providing gifts, gratuities, fees, or bonuses as an inducement to attract or influence business activity. No entertainment should ever be offered, given, or accepted by any director, officer, or employee (or any family member of any such person) in connection with our business activities unless: (a) it is consistent with customary business practices; (b) it is not excessive in value; (c) it cannot be construed as a bribe or payoff; and (d) it does not violate any laws or regulations.

These anti-bribery and corruption rules apply to our suppliers as well. We take the eradication of bribery and corruption within our value chain seriously, and our managers are essential parts of this commitment.

## Health and Safety

The health and safety of Fiverr team members is paramount to creating a workspace that allows our employees to perform their best, and as such we are committed to creating a workplace environment that is held to the highest standards of health and safety for our team members. We take a number of steps to ensure the safety of our workplaces, including an internal anti-harassment and discrimination policy that protects our employees from any form of abuse, both verbal and physical as well as a safety policy that outlines procedures for different dangerous workplace situations and what to do when facing with a dangerous situation in the workplace. In addition, we provide all of our managers and employees with training on the practices listed above, and expect on-site managers to be responsible for ensuring compliance with all of these procedures and take immediate actions upon receiving a report for a safety incident.

## Human Rights

We are committed to uphold human rights and believe that the promotion of human rights is a core responsibility of our business and extends to our platform. Our Human Rights approach is reflective of the human rights principles contained in the UN Universal Declaration of Human Rights. Our expectation is that vendors, suppliers and business partners maintain practices and policies that are consistent with our own in this regard. As such, we:

**Do not tolerate harassment in the workplace.**

**Prohibit any form of discrimination.**

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

**Advocate for equality regardless of race or gender.**

**Support and provide our employees with a safe and healthy workspace**

**Do not condone human trafficking, slavery, or child labor.**

# Empowering our People

↳ Empowering Our People

↳ Employee Recruitment, Engagement and Retention

↳ Employee Training and Development

↳ Diversity and Inclusion



## Empowering our People

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. We strive to attract, develop, and retain a highly qualified workforce as we view our people as our most valuable asset, and our future success is a direct result of advancement of our people.

The key to our past and future success is promoting a workforce culture that embraces integrity, honesty, and transparency with everyone we interact with, as well as fostering a trusting and respecting environment that encourages changes that push our Company forward in an innovative and positive way. We believe that treating people fairly results in higher performance and provides greater transparency to all stakeholders. We foster a workplace free of harassment and retaliation, and do not tolerate discrimination. We also encourage the efforts of our workforce in enhancing the quality of life in our local communities.





# Our Values

## We are doers

Well done is better than well said, at Fiverr we believe that actions speak louder than words. We empower our team to be productive in creative ways and believe that the next big idea can come from anyone. We ensure everyone has space to not only voice ideas, we also empower them to implement those great ideas. We encourage our people to initiate, own and execute, because we are a company of doers.

## Making impact

We strive to help businesses of all sizes grow and build their brand while we seek to change how the world works together. We recognize and appreciate the ongoing efforts of our employees in their personal commitments from both a time and financial perspective in enhancing the quality of life in our local communities. Our team is comprised of passionate, purpose-driven and talented individuals who share a common mission and eagerness to make an impact.

## 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 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 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 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

We believe our team, with their capabilities, experience and customer-first mindset, is a differentiating factor for Fiverr and is integral to our success while helping our customers achieve their goals. Our customers are at the core of everything we do and we are committed to always do the right thing for them. Continuously looking for simple, efficient and creative solutions to serve the ever-evolving needs of our freelancers and buyers is how we can sustainably grow our business.

## Employee Recruitment, Engagement and Retention

At Fiverr, we draw from our internal talent and create an open and collaborative environment that celebrates new and innovative ideas from all employees. We believe we have built a team of talented individuals that are focused on promoting a culture of teamwork, innovation, honesty, and accountability. We work to ensure our entire team is aligned with our business goals which helps to drive growth and business value.

### C-Suite Roundtable

We continue to hold 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. Making our leaders accessible to everyone builds our company culture, fosters openness and facilitates employee interaction with management to express ideas and showcase their talents.

### Employee Engagement

We believe that our employees should drive our engagement strategy and take pride in fostering transparent communication at all levels of the organization. To help us gain better insight into our employees needs and satisfaction levels, we conduct an annual employee survey. In 2022, over 450 employees or 68% of our workforce, participated in our employee engagement survey. With topics ranging from alignment to leadership to enablement and professional development. We received an 86% favorable score. We will continue to focus on supporting our employees throughout all aspects of their professional journey. In addition, during 2022 we hosted:

- 6 Town Hall (All-hands) Meetings where we shared updates on strategic projects and company goals.
- Educate Yourself - we hosted special internal conference where all speakers and mentors are Fiverr employees, and the topics are based on their own interests, agendas and skill sets.

### Employee Benefits

We understand the importance of caring for our employees holistically and take great care in choosing the employer-sponsored plans, benefits, and coverages that will serve our employees and their families.

Fiverr's comprehensive benefits package 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.

### Therapy Sessions

In today's world, the resilience of our employees is of top importance to us. Our moderations team, which is exposed to a variety of x-rated content, receives therapy sessions in groups and privately.

### 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 include:



**#fiverrinclusive-us** - This group is dedicated to DE&I (Diversity, Equity & Inclusion) news, interesting podcasts/books, employee resource group events as well as Fiverr's DE&I newsletter.

**#bipoc-at-fiverr-us** - 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** - This group is 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.

**#working-with-kids** - This group is dedicated to all of our employees who also have a first role of being a parent. The group is the best place to take advice on matters related to kids and work life balance. Our Wellbeing Team also organizes events for our parents, families and kids.

**#Priderr** - This group is dedicated to Fiverr's live and kicking LGBTQ community. The idea behind this is to make sure each member at Fiverr feels included, safe and welcome. Our employees that identify themselves as LGBTQ, may find plenty of opportunities to network, as well as educate others about LGBTQ issues and create awareness around the importance of inclusivity and diversity.

## Employee Training and Development

We believe that investing in and training our workforce is key to ensuring continuous improvement and sustainability. Our workforce is provided with annual training and is expected to formally acknowledge our policies and disclosures. 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.

### Talent Management

We have a structured talent management plan in place to provide our people with the skills and tools they need to be successful in their current roles, as well as advance their careers. Employees have access to a range of online courses, professional courses, storytelling workshops, soft skills training, and management development courses, among others. New hires complete company-wide training, including on our Code of Ethics and Conduct and other corporate policies and procedures, and team-specific onboarding. In 2022, we also held our 1st ever CyberWeek to help take members of the Fiverr team's understanding of cybersecurity and safety to a higher level. 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.

We believe in open and honest communication to assist in 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, with the aim to support employees in reaching their full potential.

### Building Leadership Skills

We offer personalized manager training to help our managers develop the skills they need to drive our business needs. We are committed to growing our leaders from within and training them on best practices concerning inclusion, developing soft skills, and other employee-centric imperatives to build stronger leaders and teams fostering good working environments. We encourage leaders to take time to meaningfully tackle problems and brainstorm on improving our company for the benefit of all, which includes management offsites and team building activities. We offered managers a stipend for team building activities, empowering our teams and building connections that contribute to workplace well-being and employee retention.

We have targeted programs in place to develop and retain high-performing talent, which helps ensure our leadership reflects our workforce. We also have a mentorship program where employees from all levels and domains can be paired with a mentor within the company based on their needs and professional interests. 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.

## Diversity and Inclusion

We value and treat all employees, vendors, service providers and business partners equally. We focus on creating an environment that embraces and promotes diversity allowing our employees to develop and thrive. We recognize that each employee brings their own unique capabilities, experiences and characteristics to their work. For this reason we were ranked Top 5 in Israel in the [2022 Power in Diversity Report](#) for Public Companies Leading Diversity & Inclusion. Furthering our commitment to Diversity and Inclusion, we have adopted a formal DEI Statement, which goes into more detail about Fiverr's commitment to an inclusive workforce and platform.

In addition to investing in our teams, we seek to create diverse perspectives throughout our teams, so that all members of Fiverr feel comfortable and able to perform at their best. We are committed to fostering, cultivating, and preserving a culture that supports diversity of thought, perspective, gender, race, ethnicity, culture, and professional experience. We seek to attract and develop top talent with a unique blend of cultures, backgrounds, skills, and beliefs that mirrors the world we live in. 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. 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 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. In 2022, we joined the [Valuable 500](#), a global business collective of 500 companies innovating together for disability inclusion. Our purpose is to create opportunities for anyone to grow their own business, brand or dreams regardless of age, gender, ethnicity, or socio-economic background. Fiverr believes in treating all people with respect and that our fundamental strength lies with our talented workforce where every person helps contribute to our overall success as a sustainable company.

### Gender Pay Equity

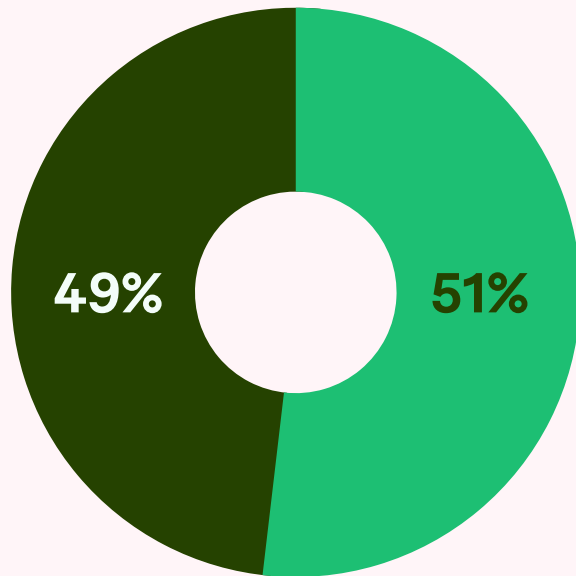
Fiverr has a strong commitment to pay equity within our organization, and this starts with being transparent about our efforts to achieve this. Currently, we pay team members in similar positions the same amounts, regardless of their gender, race, ethnicity, or any other protected characteristic. We are also tracking this metric internally, and this data collection will help us continue to make progress on this topic in the coming years. Although we still have a longer journey towards increasing our gender representation in higher-paying Research and Development positions, we are proud of this commitment to pay equality and believe it is an important foundation for future diversity progress.



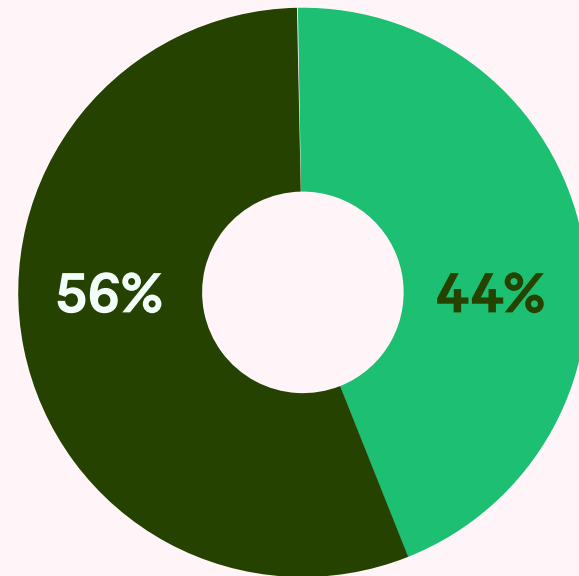
**Rahul Seti**, Seller - @rahulduriseti  
Product Photographer

## Gender Balance at Fiverr

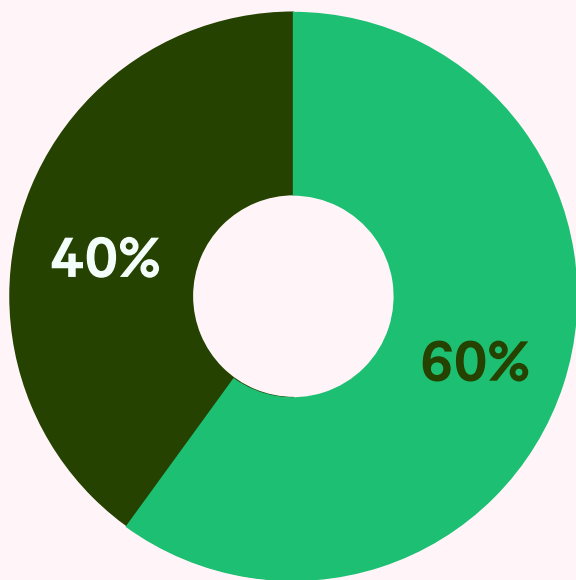
■ Male ■ Female



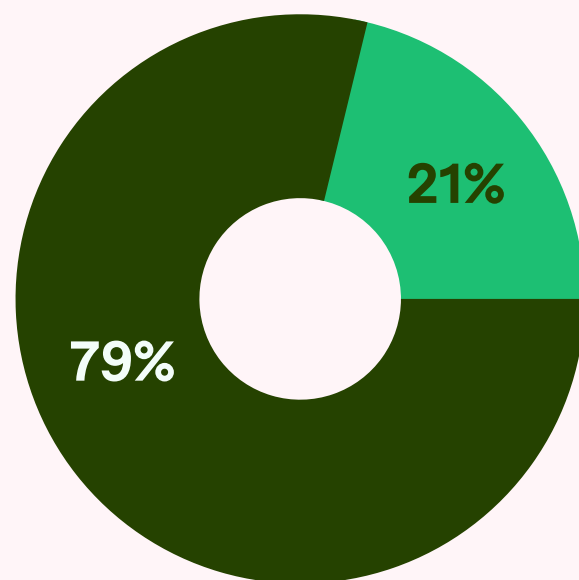
Global Team



Global Management



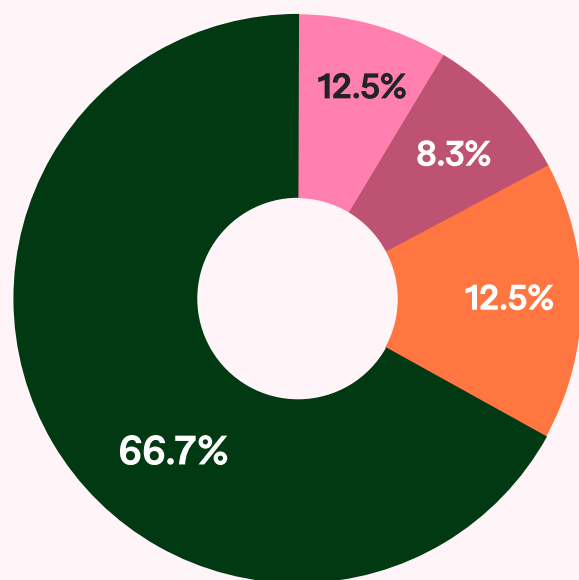
Senior Management



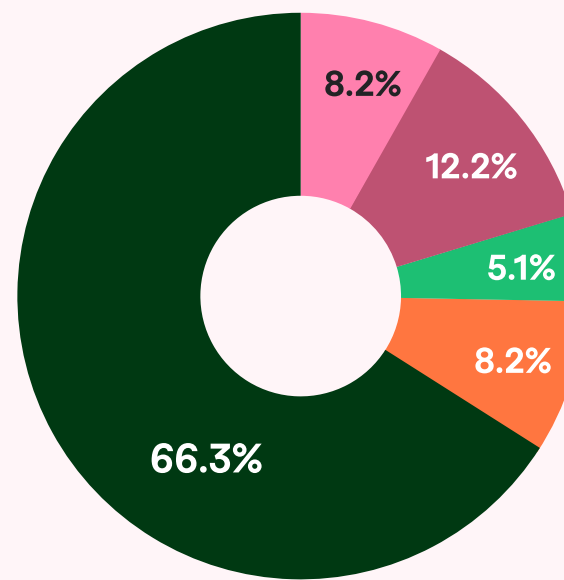
Global Tech Team

## Overall Race & Ethnicity at Fiverr (U.S. only)

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



Management

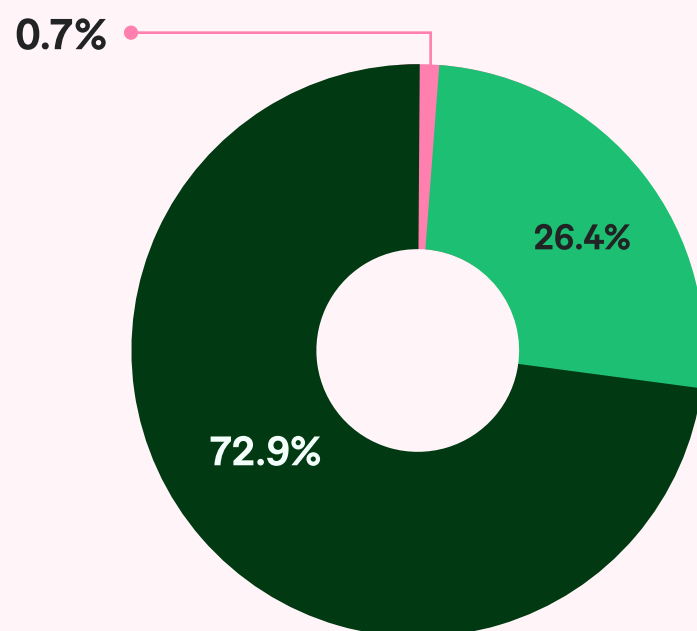


Employees

\*These charts include only those employees who disclosed their race and ethnicity

## Age Breakout at Fiverr

■ <30 
 ■ 31-50 
 ■ 51+



Global

# Climate Change

↳ Climate Change

↳ GHG Emission Disclosure and Goals





## Climate Change

We at Fiverr want to be good stewards to the environment and the communities in which we operate while contributing to a better world for the future. Our platform allows buyers and sellers to work from anywhere, eliminating the need for work travel and further reducing the emission impact to the planet. This work model aligns with an enduring market shift to a remote and hybrid working environment that began years ago, but was accelerated in 2020 by the pandemic.

With a mission to revolutionize how the world works together through our leading global marketplace, we believe that this remote and hybrid model is here to stay and will continue to grow. The Fiverr marketplace provides more remote talent to support companies in navigating the shift, contributing to a greener approach across industries. We continue to take action implementing sound energy management practices to control costs, mitigate risk, and reduce our environmental footprint.

## Waste and Water Management

At Fiverr, we understand that a critical part of any environmental management plan is efficient waste management. In keeping with our commitment to manage our environmental impact, we have established an internal waste management program that governs our waste output at all Fiverr offices.

Fiverr uses relevant local waste management contractors to ensure the safe disposal of non-hazardous waste, in accordance with applicable local environmental regulation. At our Tel Aviv location, we have recycling programs for electronic waste (e-waste), batteries, papers, cardboard and bottles as well as a donation plan through which we donate our e-waste to be reused, while in our NY office we recycle plastic, cardboard and paper, as well as metal. At Fiverr's offices in Tel Aviv and New York City, our energy-efficient VRF air conditioning systems are shut down during non-work hours. We use energy efficient LED lights and heating, ventilation, and air conditioning (HVAC) equipment. Our corporate office buildings do not generate hazardous waste and for non-hazardous waste we utilize our corporate office building's waste services. We also reduced our water consumption and the use of disposables by using reusable utensils and dishwashers at our offices.

In 2022, we initiated a new printing project to ensure that all printing is secure and prevent excessive paper waste. Once the employee sends documents to be printed, the printer will only print the requested documents if the employee scans a unique tag at the printer. This ensures the information remains secure and that the printers print only upon request and collection. Additionally, we 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.

## Fiverr's Carbon Footprint

Being a digital marketplace that is revolutionizing how the world works together, we can connect the right people virtually, reducing overall global emissions.

In 2022, we received an award from Lufthansa naming us a "Climate Supporter." To receive this, we worked in conjunction with Lufthansa and its subsidiaries to offset 137kg of CO2 using Sustainable Aviation Fuel. We are proud to be recognized for our efforts, and we recognize that there is more work to do to achieve lowering our emissions.

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.



## GHG Emissions

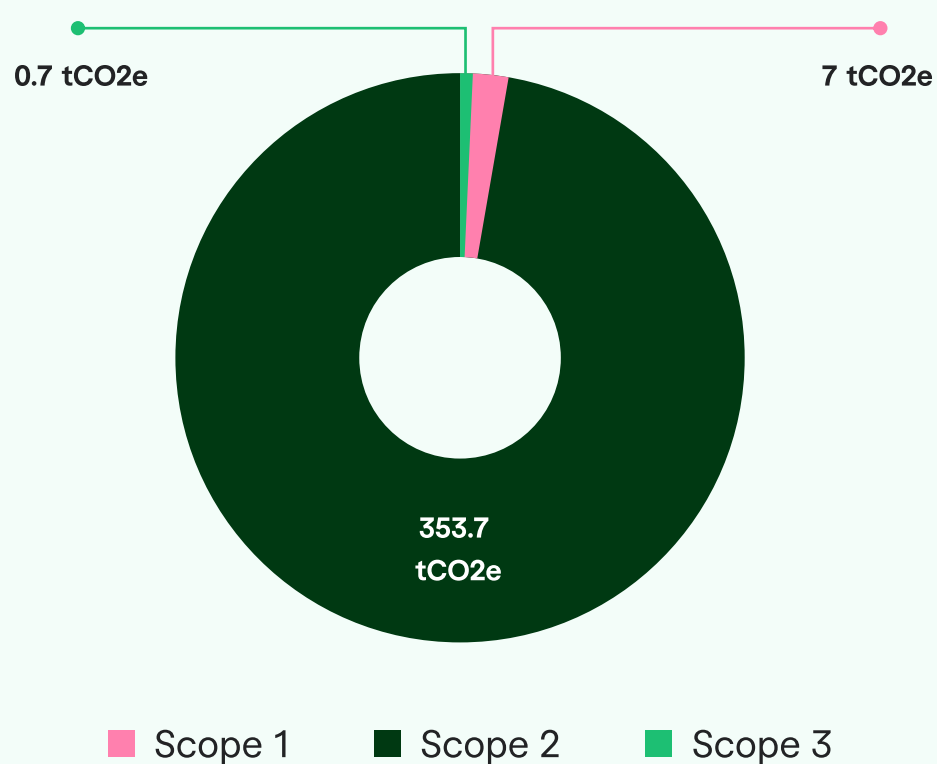
At Fiverr, we track our Scope 1, 2, and 3 emissions. Scope 1 emissions encompass CO<sub>2</sub> emitted directly by Fiverr, Scope 2 is indirect emissions resulting from grid electricity consumed in our office locations worldwide, and Scope 3 emissions are emissions that are caused throughout Fiverr's 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.

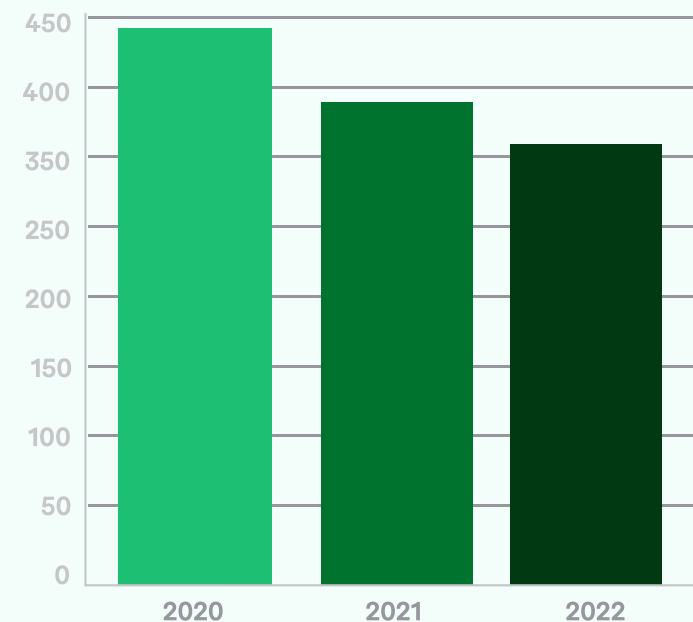
We are proud to disclose that Fiverr's overall emissions in 2022 decreased by 6% from 2021 and decreased by 18% from 2020. In addition, our carbon intensity per employee remained the same year over year, while our intensity per buyer decreased by 9% from 2021 and 35% from 2020.

We will look to build on this progress in 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.

## Greenhouse Gas Emissions (Scope 1, 2, 3)



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



	2022 <sup>1</sup>
Scope 1	7 tCO <sub>2</sub> e
Scope 2	353.7 tCO <sub>2</sub> e
Scope 3 <sup>2</sup>	0.7 tCO <sub>2</sub> e
<b>Total Emissions</b>	<b>361.4 tCO<sub>2</sub>e</b>

## Carbon Intensity (tCO<sub>2</sub>e Tons)

	2022
Employees (739 total)	.49
Buyers (4.275M)	.000084

<sup>1</sup> Calculated according to the World Resources Institute's Greenhouse Gas Protocol

<sup>2</sup> Scope 3 emissions are based on data center usage for Fiverr platform

# Appendix

[↳ SASB Index](#)

[↳ TCFD Index](#)

[↳ Forward Looking Statements](#)

## SASB Index

SASB Code	Accounting Metric	References
<b>Environmental Footprint of Hardware Infrastructure</b>		
TC-IM-130a.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>	Fiverr does not own data centers at this time. For an estimate of CO <sub>2</sub> e, see pg. 43.
TC-IM-130a.2	<ol style="list-style-type: none"> <li>1. Total water withdrawn</li> <li>2. Total water consumed, percentage of each region with High or Extremely High Baseline Water Stress</li> </ol>	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. 42. 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.
<b>Data Privacy, Advertising Standards &amp; Freedom of Expression</b>		
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user policy	Cybersecurity, Privacy and Data Protection, see pg. 27.
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"> <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>	Fiverr does not publicly disclose this.
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.
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	None.

SASB Code	Accounting Metric	References
<b>Data Security</b>		
TC-IM-230a.1	<ol style="list-style-type: none"> <li>1. Number of data breaches</li> <li>2. Percentage involving personally identifiable information (PII)</li> <li>3. Number of users affected by data breach</li> </ol>	During 2022, 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	Cybersecurity, Privacy and Data Protection, see pg. 27.
<b>Employee Recruitment, Inclusion &amp; Performance</b>		
TC-IM-330a.1	Employee engagement as a percentage	Employee engagement for 2022 is 86%, 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. 35 for more details.
TC-IM-330a.2	Percentage of employees that are foreign nationals	2 employee(s) in 2022
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. 39
<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	None
TC-IM-000.A	Entity-defined measure of user activity	In 2022, Fiverr had 4.275M active buyers
TC-IM-000.B	<ol style="list-style-type: none"> <li>1. Data processing capacity</li> <li>2. percentage outsourced</li> </ol>	According to units used for contracting: 100% is outsourced
TC-IM-000.C	<ol style="list-style-type: none"> <li>1. Amount of data storage</li> <li>2. Percentage outsourced</li> </ol>	Petabytes, Percentage (%): 100% is outsourced

## TCFD Index

TCFD Question	Fiverr Answer
<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 ESG Forum. The ESG 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 ESG initiatives. In 2023, the ESG Forum is setting ESG goals as well as developing a future roadmap for the Company to outline our ESG journey moving forward.</p>
<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 climate change was on the lower side of importance to our stakeholders, and was not perceived to pose a financial risk to our assets in the short-term. We will continue to work on integrating these findings into our overall ESG strategy.</p> <p>Climate-Related Risks and Opportunities:</p> <p>Short-Term Opportunity</p> <p>1) Transition to using renewable energy to power our Tel Aviv office</p> <p>Medium-Term Opportunity</p> <p>1) Use more efficient waste management solutions in our offices</p> <p>Long-Term Opportunity</p> <p>1) Transition other leased offices to more efficient sources of energy</p> <p>Short-Term Risk</p> <p>1) Changing regulation around environmental laws (we may need to deploy capital to meet requirements)</p> <p>Medium-Term Risk</p> <p>1) Climate change impacts on Fiverr's offices that are located in more vulnerable areas, such NY (vulnerable to sea level fluctuations) and Tel Aviv (vulnerable to drought and extreme weather conditions)</p> <p>Long-Term Risk</p> <p>1) See above</p>

TCFD Question	Fiverr Answer
<p>Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning</p>	<p>Risk Impact: Fiverr is an online marketplace that connects people from around the world. With a 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 being carbon-neutral by 2030, and is currently exploring strategies that would establish other climate-related targets. Fiverr is planning to engage renewable energy companies in order to lower its emissions from its office use. Furthermore, we have conducted a materiality assessment in order to understand how important climate change topics (water, emissions, renewable energy, clean technology, and waste management) are to our stakeholders. We will be able to use this data to craft our climate change strategy over the next several years. We also track our emissions annually.</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>
<p>Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario</p>	<p>Fiverr is still in the beginning stages of its environmental management journey, and will consider a climate-related scenario analysis taking into account our ESG strategy in the coming years.</p>
<p>Describe the organization's processes for identifying and assessing climate-related risks</p>	<p>We conducted a materiality assessment beginning in 2022 and extending into 2023 to identify and assess our ESG 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 ESG topics.</p> <p>Our Nominating, Environmental, Social and Governance Committee is responsible for oversight of our ESG strategy, and they work in collaboration with the ESG Forum to assess the climate-related risks and opportunities relevant to Fiverr. When assessing risk, we consider relevant ESG regulatory requirements such as those governing privacy, data security, and corruption, as well as the emerging ESG regulatory landscape and shifting consumer preferences.</p>



TCFD Question	Fiverr Answer
Describe the organization's processes for managing climate-related risks	<p>Our ESG Forum is composed of members of senior management from across the Fiverr organization, and these members are responsible for identifying and managing ESG risks, including climate-related risks such as emissions reporting, energy transitions, and regulation, throughout the organization.</p> <p>As per our recently conducted 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	The Nominating, Environmental, Social and Governance Committee meets regularly to identify and discuss overall ESG risk management of Fiverr.
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 pgs. 43 for relevant metrics
Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions and the related risks	Please see pg. 43 for relevant metrics
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 2030. Furthermore, we are currently exploring strategies that would establish other climate-related targets, specifically within the topics of waste management, water management, and renewable energy consumption.

## 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 August 10, 2023, 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.