

# Impact Report



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# Words from our CEO

## Dear customers, friends, partners, and fellow visionaries,

As I reflect on the past year, I am both humbled and inspired by the incredible strides we've made together in driving positive change. It's with great excitement that I present our 2023 Social Impact Report, a testament to our commitment to making a meaningful and lasting impact on the world. This report reflects the collective efforts of our people, partners, and communities who share our vision of a more equitable and sustainable future.

At AppsFlyer, we believe in using our business as a force for good. This year, we've deepened our focus on the four pillars of our social impact strategy: equal education, gender equality, child safety online, and leveraging technology in service of humanity. These pillars guide our initiatives and ensure that we remain aligned with our mission to harness innovation for the greater good.

We made significant strides in our social impact initiatives during 2023. We empowered over 2,000 young people through education and mentorship, bridging geopolitical divides with the MEET initiative. Our focus on gender equality supported 500+ girls and women, helping them excel in STEM fields. We strengthened online child safety with programs like "Tech-Smart Summer". Our technological efforts included projects with the Auschwitz-Birkenau Foundation and "Makers for Heroes," showcasing tech's power to transform humanity. Additionally, we expanded our emergency relief efforts in Israel and Ukraine, providing vital support during times of crisis. And these are only a handful of examples.

As we look toward 2024, our journey continues with even greater resolve. The challenges are vast, but so are the possibilities. Together, we can create a more compassionate, innovative, and inclusive world. I invite you all—our customers, partners, and friends—to join us as we push the boundaries of what's possible and continue our mission of doing well by doing good.

Thank you for believing in our vision and supporting us in this journey of impact.

*Oren Kaniel*

**Oren Kaniel**  
CEO & Founder





# About AppsFlyer

AppsFlyer enables over 14,000 brands to grow their business and measure the impact of their marketing activities using a comprehensive suite of measurement and analytics solutions. Guided by its core belief that accurate marketing insights and consumer privacy aren't mutually exclusive, AppsFlyer takes an active role in shaping the future of privacy-centric marketing within the digital ecosystem. Through leading its 10,000+ technology partners towards interoperability and collaboration, AppsFlyer is driving the development of privacy-focused marketing practices.

As the mobile and digital ecosystem continues to evolve, incorporating various privacy-centric policies, regulations, and technologies, businesses face challenges in navigating their marketing strategies. With a dominant 60% market share, AppsFlyer has become the preferred platform for brands seeking accurate measurement of their end-to-end marketing activities, determining optimal channel and strategy mixes, and forecasting the outcomes of alternative marketing investments - all while prioritizing consumer privacy.

AppsFlyer's business expansion continues to position it as a leader in assisting tech-forward companies with their marketing measurement and optimization needs now and into the future. This includes advancements in technology such as providing measurement support for marketers using ChatGPT plugins, an innovative market-first, and offering privacy-first clean room to empower marketers in solving measurement and attribution challenges.





# About AppsFlyer



**20**  
Offices worldwide



**\$300M**  
In funding



**1K+**  
Employees



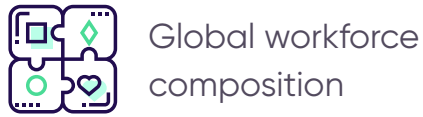
**60%**  
Global market share

## Our investors



\* All data throughout this report is as of December 2023 unless stated otherwise and is based on internal estimates which may change from time to time.

### Our people



Global workforce composition



**56%** Men



**44%** Women



**0.07%** Non-Binary

### Our impact



**681** Volunteers



**52.88%** Men



**47%** Women

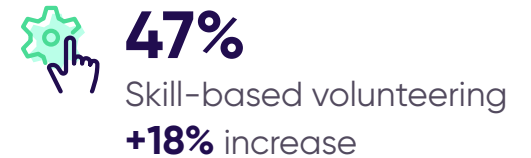


**0.12%** Non-Binary



**6,561.5**

Volunteering hours



**47%**

Skill-based volunteering  
**+18%** increase



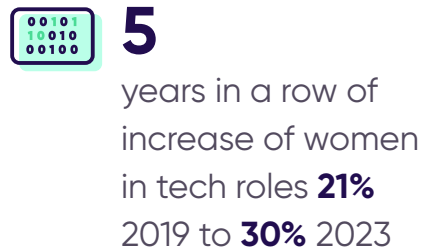
**7,365+**

People impacted



**36.4**

the average age at AppsFlyer



**5**

years in a row of increase of women in tech roles **21%** 2019 to **30%** 2023



**52%**

of our product team are women

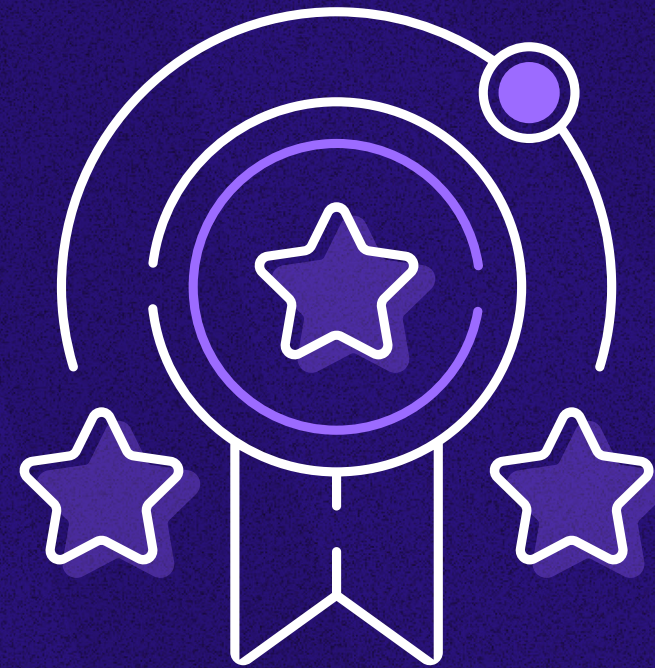


**135**

new babies from all families



# Industry recognitions





# Industry recognitions for leadership in tech



## Ventana Research Awards

The awards program is designed to highlight companies and individuals that improve people, processes, information, and technology.



## Best Companies:

LinkedIn 2023 Top Companies.



## Dun's 100 the Standard of Achievements - top 10 best companies to work for

The Dun's 100 rankings present the leading companies in a range of sectors in the economy and reflect the business reality in Israel in a reliable, accurate, and professional way.



## PocketGamer Mobile Game Awards

Winner of Best Analytics / Data Tool.



## Social Impact:

AWS Partner Award for Social Impact Partner of the Year – Global.



## Forbes Cloud 100

Top 100 private cloud companies worldwide, with the best innovation and growth.



## Frost & Sullivan's 2023 Asia-Pacific

Competitive Strategy Leadership Award Best Practices Award.





# Leading the way to a sustainable future





# Leading the way to a sustainable future

**The UN's Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet, and foster peace and prosperity for all by 2030.**

**We adopt the SDGs as a strategic framework to drive social, economic, and environmental sustainability. Our commitment to these goals guides our efforts to create positive change and improve lives for current and future generations.**

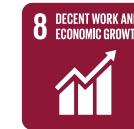


Promoting high-quality and equal education is one of our leading social impact pillars. We provide educational-related resources and nurture employee volunteer programs in collaboration and partnerships with organizations committed to quality and equal education. Our purpose and efforts aim to enhance future employability and social mobility opportunities.



We are committed to advancing gender equality both within our organization and beyond. We actively pursue this goal by setting clear Key Performance Indicators (KPIs) and implementing strategic initiatives. We provide equal opportunities for career growth and ensure equitable pay

practices and continual learning and development programs. To positively change the future of our industry we invest in STEM education, empowering young girls and women in technology. This comprehensive approach reflects our mission in action, driving meaningful change and creating a more inclusive and equitable future.



We prioritize an inclusive workplace, fostering diversity and employee development. Our commitment spans equitable compensation, ethical supply chains, and community investment. Our workplace culture thrives on innovation, well-being, and equal opportunities for advancement, regardless of location.



AppsFlyer In Israel





As pioneers in SaaS mobile marketing analytics, we drive technological advancement through our cloud-based platform. It leads innovation by providing businesses with cutting-edge measurement, analytics, and fraud protection tools. We're committed to building resilient digital infrastructure, with a strong focus on data privacy and security. By empowering businesses with advanced decision-making capabilities, we're fostering sustainable industrialization and laying the groundwork for a more innovative and secure digital future.



We recognize the importance of addressing inequalities to foster sustainable development, and our commitment drives us to actively reduce disparities. We promote gender equality, cultivate diversity and inclusion, and integrate underrepresented communities in the tech industry. Our culture nurtures diversity and belonging, ensuring our workforce reflects the global landscape. We are dedicated to equal pay for equal work and stand firmly against all forms of discrimination. Our social investments bridge educational gaps and foster future employability,

particularly empowering girls and women in technology. We believe this approach shapes a future defined by equality and shared opportunity for all.



We are committed to climate action through sustainable operations and carbon footprint reduction. We have begun measuring our emissions and leveraging cloud services from industry leaders to minimize our environmental impact. Our efforts include waste reduction, promoting sustainable transportation, and implementing energy-efficient practices. Through these initiatives, we aim to champion responsible environmental stewardship and contribute to global emission reduction goals.



We are dedicated to fostering partnerships that drive sustainable development and transformation. Through strategic alliances with governments, NGOs, academia, and communities, we address critical issues such as education, gender equality, and disaster response. Our collaborative initiatives leverage technology to create innovative solutions for societal advancement. A prime example is the Auschwitz in Front Of Your Eyes Online tour, which utilizes cutting-edge technology we transcended boundaries to redefine Holocaust education. Beyond reshaping awareness, it stood against Holocaust denial and anti-Semitism.

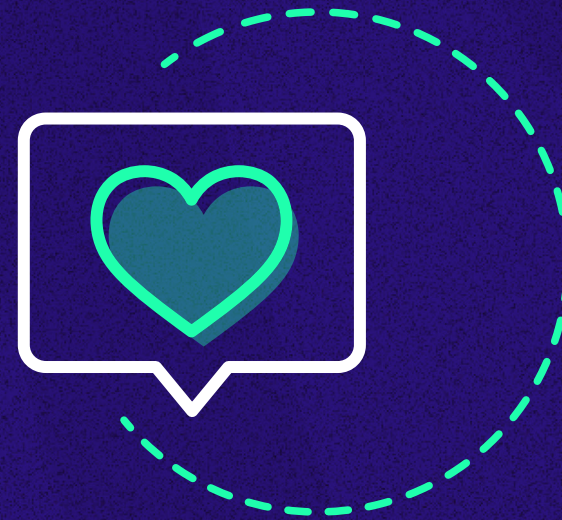
In 2023, the U.S. Congress provided \$1 million for the development of the Auschwitz [in Front Of Your Eyes Online tour](#).



AppsFlyer in China



# Our people





## Our people are our engine

We are dedicated to creating a nurturing and inclusive environment that fosters growth and success for all employees. Our commitment to a culture rooted in our core values promotes an inclusive, high-performance atmosphere where individuals can thrive. By prioritizing inclusion, diversity, and belonging, we aim to build a workforce that reflects the global landscape and empowers everyone to reach excellence in their full potential.



AppsFlyer in China



# People engagement

## Leveraging data insights for people empowerment

As a company centered around data, we recognize the critical role of data in driving our people-centric initiatives. Our People Data Team leads the charge, transforming our commitment to data-driven decision-making into actionable talent strategies that align with our broader business objectives. Our commitment resides in an impeccably synchronized alignment of talent - precisely when and where it is needed.

At the heart of our People Operations division is the people analytics team. We are empowering our HR and talent acquisition to make informed data-driven decisions. Our People Analytics team is responsible for monitoring the holistic wellbeing of our workforce. The gravitational pull we exert on

talent and our ability to attract and retain top talent across diverse global markets is essential to our continued success.

Undoubtedly, our strategic trajectory extends well into the strategic workforce planning sphere, where the symphony of long-term vision harmonizes with tangible action. This orchestra unfurls AppsFlyer's strategic tapestry, interweaving the intricate threads of talent management, skillful navigation through dynamic capabilities, and the meticulous optimization of site-specific strategies. The vision of our endeavor culminates in the realization of an organizational structure that resonates with unrivaled effectiveness. The resounding chorus: Data as the cornerstone, and our people as the masterpiece.

### People-Data is driven by four core pillars:



### Insights in motion

By crafting real-time dashboards, tools, and reports, we empower and enable our teams to understand data in depth, propelling informed action.



### Elevated analytics

Through advanced research and consultative prowess, we navigate complexities to achieve KPIs and reveal uncharted insights.



### Data-driven culture

We infuse HR and Talent Acquisition teams with a data-driven spirit, inspiring professionals to paint their work with data's vibrant hues.



### Data ethics

We uphold privacy and ethically use personal data in HR, safeguarding both our people and integrity while complying with legislative requirements.

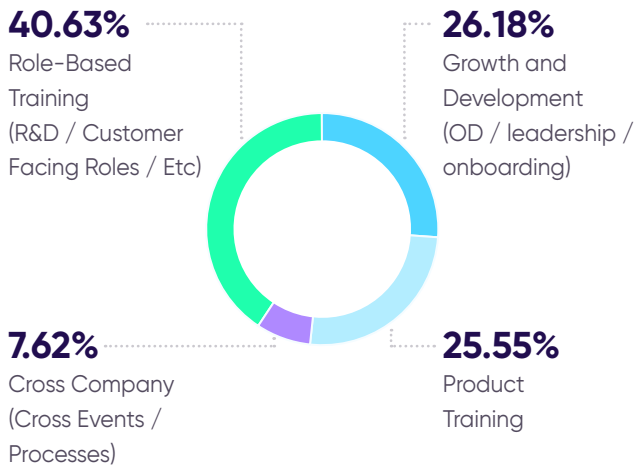
# Nurturing growth and development

The investment, consumption, and offering of learning per level, profession, domain, and soft skills.

 **206**  
Unique F2F learning activities

 **86%**  
Participation rate in activities

Types of L&D categories F2F distribution per activity per employee:



## Onboarding programs: 30-60-90 Day Plan

In 2023, **190** new employees completed our onboarding programs, structured around a comprehensive 30-60-90 day plan. This framework outlines key objectives for the first three months of employment, divided into several programs and milestones.

### 'From Zero to Hero' program - e-learning (30 days)

The 'From Zero to Hero' program provides new employees with an interactive e-learning experience that familiarizes them with the company



culture, main tools, business ecosystem, and AppsFlyer products and customers. A dedicated, award-winning, chatbot named 'Obi' serves as a digital companion, offering both formal and informal support through entertaining short videos and sessions.

### Regional academy (30-60 days)

All new employees participate in a one-week regional academy within the first 5-7 weeks. These academies foster learning and engagement with peers from various departments. The Academy includes in-depth sessions covering the company overview, products, partners, and customers, ensuring a solid understanding of our offerings and preparing employees for further learning within their teams.



AppsFlyer in Argentina

## Role-based onboarding (60-90 days)

For core roles we have a variety of learning opportunities that span through the 90 days and beyond.

### • Ongoing professional business learning activities

One of our main focuses is investing in the professional growth of our people, which has been defined as a key performance indicator (KPI). To support this, we have developed a set of learning programs providing ongoing learning opportunities. These include an internal product learning program designed to support new releases, product features, and in-depth product knowledge.

### • Our sales kick-off (SKO)

Sales Kick Off is essential for aligning our sales teams, setting objectives and strategies for the upcoming year, fostering team collaboration, and introducing new products or initiatives to ensure a successful sales year ahead. Our SKO event, organized by the L&D team, is a global hybrid training program held over two days across three regions. This intensive training program included a total of **12 hours** of learning for **250** employees, achieving an impressive **86.5%** satisfaction rate among participants.

## Professional development programs

In 2023, **77%** of our workforce engaged in professional development activities, dedicating a collective **5,993** hours to enriching their skills and knowledge. Our programs are tailored to the specific needs of each department while ensuring alignment with the organization's overall business goals. Regular assessment and feedback routines are implemented to measure the effectiveness of the learning programs, with necessary adjustments made to optimize learning outcomes.

### Upskilling programs

Additional upskilling programs focus on enhancing service delivery through soft skills development. These programs include customer management, communication skills, presentation skills, decision-making, and project management courses.



#### Data for upskilling programs:

**1,155**

Employees completed at least one course

**2,210**

Course completion

ILT **922**

Course completion





## Leadership development

Through a multi-faceted enablement approach, our goal is to empower our people leaders to grow, develop their leadership skills, and effectively lead others. In 2023, **75%** of our managers participated in growth, development, and leadership training to enhance their leadership skills and capabilities.

### Senior leadership development

Our senior leadership development program focuses on enhancing the skills, knowledge, and capabilities of our senior leaders to drive strategic vision, navigate complex challenges, and foster a culture of growth. By working closely with management teams and providing one-on-one executive coaching sessions, we help senior leaders effectively guide the organization, inspire their teams, and achieve long-term success in a competitive business environment.

### Leadership gym

Our primary focus is on cultivating leaders as the driving force behind our business expansion. We are committed to implementing consistent leadership attributes across the organization, enabling a shared language and understanding. To strengthen leadership capabilities, we provide relevant tools and resources, fostering a unified and effective leadership approach. This creates alignment and a clear leadership voice, supporting cross-functional collaboration and establishing a collaborative community where leaders can safely share knowledge and address challenges.

## Key initiatives for growth and development

### Implement our performance attributes

Our journey toward excellence continued in 2023. By expanding our leadership attributes to encompass behaviors central to everyone's success, we have created a holistic approach to performance evaluation. This comprehensive process involved extensive fieldwork to identify the behaviors that contribute to our success, ensuring that our performance standards are well-defined and universally understood.

### Individual development programs (IDP)

Our Individual Development Programs (IDP) empowered managers to lead growth processes and conversations, identify potential and motivations, and align personalized growth plans for high-performance individuals. These programs ensure that our people have the resources to pursue their goals effectively.

### Internal coaching program

Our internal coaching program aims to enhance connections, engagement, and collaboration opportunities. By promoting a culture where people coach and empower others, we create a supportive environment for personal development.

### BetterUp

In addition to our internal coaching program, we offer employees personalized coaching sessions through the BetterUp platform. In 2023, **111** employees participated in BetterUp coaching programs, averaging **14** hours per employee. This initiative helps unlock their potential and supports their personal and professional growth.



## AI education



In 2023, driven by our goal of AI efficiency, we reaffirmed our commitment to being at the forefront of AI and innovation by implementing comprehensive AI initiatives. Recognizing AI's transformative potential, we embraced our responsibility to foster understanding and growth at multiple levels within the company. Our focus centered on three key areas: increasing awareness, skill acquisition, and behavioral transformation.

### AI adoption model

Our AI business adoption model at AppsFlyer is a pioneering framework that seamlessly integrates AI into all facets of our business. Designed to bridge the gap between AI's potential and its practical application, this model has enabled us to create personalized learning pathways for individual growth and dynamic tools for collaborative efforts. Through this holistic approach, we have driven a transformative shift across the organization.

### E-learning path

Our e-learning platform, Elevate, features meticulously curated courses aimed at enhancing AI skills across the organization. Covering a spectrum of topics from basic AI principles to advanced applications, these courses ensure that employees at all levels can benefit, fostering a culture of continuous learning and innovation.

### AI knowledge hub

The AI Knowledge Hub at AppsFlyer serves as a central resource, providing employees with easy access to AI tools, tutorials, and best practices. This hub supports ongoing learning and ensures everyone stays current with the latest AI advancements.

### AI expo

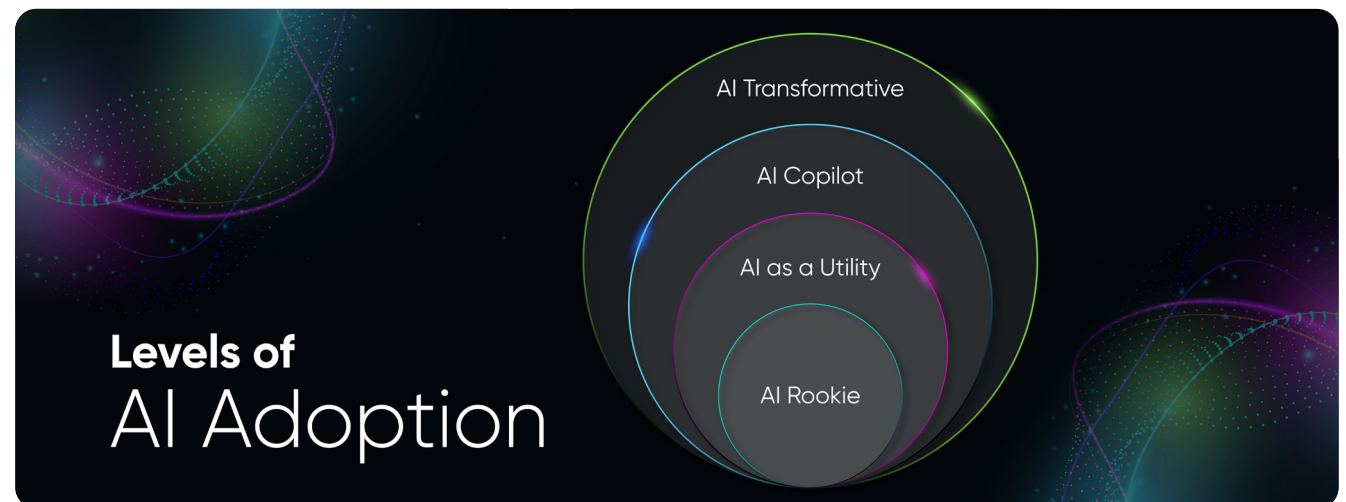
We hosted an internal full-day internal conference, the conference offered deep insights into AI fundamentals, image creation, generative AI, and more. The event achieved an impressive **87% satisfaction rate**, underscoring its success in enhancing AI understanding and engagement.

### Save Geny

Was a game day for our R&D team collaborating with representatives from Product, R&D, and CSM teams, we created a unique and experiential day

of learning and enjoyment. The AI game aimed to provide hands-on experience with the platform built by R&D teams, allow participants to experience the AppsFlyer platform as a user, demonstrate how various components create a cohesive whole, highlight the value of AppsFlyer's product, promote collaboration and learning among colleagues.

The game played as a computer-based competition with a developing plot, included learning videos and engaging tasks. **Developers reported new insights and discoveries, leading to product improvements and a notable shift in mindset evident in their work.**





# Fostering a culture of excellence through constructive feedback

**At the heart of AppsFlyer's pursuit of greatness lies a commitment to leveraging feedback as a tool for growth and development. We have designed a comprehensive framework that empowers individuals to drive our progression and refine the pathways leading to exceptional performance. Authentic input from our employees is the most credible indicator of how well our corporate practices align with our strategic objectives and organizational ethos.**

To lay the foundation of our feedback culture, annual engagement surveys play a pivotal role. These surveys are key to shedding light on the dynamics within our workforce. Insights derived from these surveys are transparently discussed in both company-wide meetups and team-specific gatherings, which underscores our pledge to an open culture that fosters relentless learning and informed initiatives.



## 2023 Engagement survey highlights (February 2023):

An impressive **86%** participation rate in the engagement survey reflects our workforce's commitment to shaping the future of AppsFlyer.

A majority of **89%** of our employees recognized their managers' profound regard for their overall well-being.

**84%** of our people report that they feel their direct manager provides them valuable feedback that allows them to improve their role.

**90%** believe AppsFlyer's technology, product, and customer service are leading the market.

Our people are proud to be part of AppsFlyer, coming high with **89%** in the survey.

**85%** of AppsFlyer people will recommend AppsFlyer as a great place to work.

**In our quest to broaden the avenues for feedback, we have introduced additional channels:**

- **Honest AF** feedback conduit offers a safe and anonymous platform for every employee to voice their opinions—especially on more sensitive or challenging issues. This channel ensures direct access to our Chief People and Operations Officer, who utilizes this feedback for strategic decision-making and planning constructive future actions.
- **Ask Me Anything (AMA) sessions**, spearheaded by our CEO and co-founder, CTO and co-founder, and Chief People and Operations Officer, take engagement to new heights by fostering a culture of candid conversation. These sessions dissolve boundaries and create spaces for free-flowing dialogue where diverse perspectives converge and queries become catalysts for collective advancement.

Through these expansive feedback opportunities, AppsFlyer prioritizes an atmosphere where continuous growth, transparency, and excellence are not just envisioned but actively pursued, keeping us on the path toward our overarching goal of excellence.

# People well-being

**At AppsFlyer, our commitment to the well-being of our people is paramount. We've fostered a culture that emphasizes well-being, professional and personal growth, health, respect, and inclusiveness – creating an environment and providing a fertile ground where our people can thrive and feel a sense of belonging.**

Our holistic approach ensures a secure working environment that addresses physical and mental health. We promote a work-life balance through hybrid policies, advocating inclusivity and the continuous development of frameworks that support the overall well-being, advancement, and growth of our team.

The formidable challenges that began in 2020, from the global pandemic to economic volatility and geopolitical tensions, have sharpened our adaptive capabilities and expanded our well-being initiatives. Navigating these profound changes, we remain responsive to the diverse needs of our site communities worldwide, rooted in their distinct settings.



## AppsFlyer BeWell

A 24/7 confidential advisory platform, supported by counselors and psychologists, offers personalized care, including access to local therapy in various languages. Extending to family members creates a comprehensive care network.



## AppsFlyer Fit

Recognizing the crucial link between mental and physical well-being, our AF Fit program provides a quarterly allowance for sports, nutrition, and wellness pursuits. This initiative aligns seamlessly with our curated wellness activities in local offices. With **94%** of our global workforce participating in this initiative in 2023, creating healthier habits for themselves.



## Recharge day

A quarterly, company-sponsored day off aligns with regional holidays across our global workforce, offering our teams an opportunity for complete recharging.



## Optimized work environment

Our state-of-the-art offices feature immaculately curated ergonomic designs, cutting-edge furniture, and fully stocked kitchenettes. These spaces nurture physical well-being and foster a sense of belonging.



## Health insurance

Our comprehensive medical insurance coverage safeguards our people, recognizing the link between a healthy workforce and effective contribution. This proactive approach allows team members to focus on their roles with peace of mind.







### Parental leave

Our comprehensive parental leave policy is designed to accommodate the diverse needs of all parents across the company. Recognizing the importance of support during the early stages of parenthood, we offer a generous leave policy that applies equally to all parents, irrespective of gender. This includes birthing and non-birthing parents alike, ensuring that every new parent has the opportunity to spend crucial time with their newborns without the pressure of immediate return to work.



### AF Born

Recognizing the transformative period of welcoming a new family member, we initiated the AF Born program. This program underscores our proactive stance in accompanying employees through the life-changing arrival of a new child. This resource is finely tuned to foster the collective and individual paths new parents navigate, uniting them in a platform of shared growth and support. Eligibility for AF Born extends to every caregiver on parental leave and their spouses, exemplifying our belief and mission in action in inclusivity and community strength.



### Wellness

Embracing a far-reaching vision, AppsFlyer’s wellness strategy extends across all facets of our employees’ lives. Our approach encompasses dedicated programs designed to support the physical, mental, and social health of our workforce. Our innovative wellness programs range from yoga and pilates lessons in the office to stress management workshops and mindfulness sessions and are tailored to meet the needs of our global sites. Recognizing the unique cultural and regional aspects of wellness and employee experience, our offerings adapt to each location, reinforcing our inclusive viewpoint.



### Continuous life cycle engagement

As a multicultural company with over 20 locations around the globe, AppsFlyer recognizes the diversity within our team and ensures that our journey with our employees through every significant life milestone is sensitive to the cultural richness that defines us.

Our considerable investment in comprehensive life cycle support transcends conventional policy, embodying our dedication to the AppsFlyer team and their families. It amplifies the importance we attribute to each individual’s narrative, as we believe these personal stories are integral to the tapestry of our collective success.



## Recognition philosophy

At AppsFlyer, our culture of recognition is designed with intentionality, embedding appreciation into the fabric of our daily operations. We take pride in creating a sense of visibility and significance for every employee, reinforcing that they are a critical component of our shared mission.

Our system of accolades and expressions of recognition goes further than commending professional milestones; they acknowledge the individuality and diverse journeys of our team members. By embracing both recognition of achievements and acknowledgment of individual efforts, we cultivate a diverse and inclusive environment. This twin approach validates our employees' complete selves, marrying professional success with personal fulfillment, and underpinning a profound sense of engagement and excellence within our company.



## Team engagement initiatives

In alignment with our commitment to fostering a cohesive and dynamic work culture, we instituted a policy of hosting a minimum of one team event per quarter, held away from the traditional office environment. These thoughtfully arranged events are designed to nurture stronger interpersonal connections and reinforce positive team dynamics in an informal and enjoyable setting.

Throughout 2023, we facilitated over **200** team events across various global locations, delivering meaningful and enjoyable experiences that catered to the diverse interests of our personnel. Participant feedback has been overwhelmingly positive, with attendees **reporting a marked enhancement in team unity and a notable boost in creative synergies** following these events. These figures not only underscore the success of our team engagement initiatives but also reflect our dedication to sustaining an atmosphere where collaboration and innovation can thrive.



AppsFlyer in Ukraine



AppsFlyer in Israel



# Health and safety

## Fostering a secure and thriving workplace

At AppsFlyer, health and safety are paramount to our daily operations. We not only comply with local regulations but strive to exceed them, creating a secure environment for all our people, whether onsite, remote, or for our visitors.

As a SaaS company, our digital-focused operations naturally avoid hazards associated with manufacturing. However, we remain committed to a comprehensive occupational health and safety approach. Our program is continually adopted, implemented, and enhanced to ensure the welfare of every employee, visitor, and onsite vendor.

### Our key commitments include -



Establishing a secure and healthy workplace that precludes accidents and work-related ailments through the systematic implementation of hazard-mitigation controls.



Enhancing employee consciousness of safety and occupational health through annual audits that foster awareness and adherence.



Proactively preparing for and adeptly responding to emergencies, ensuring the protection of both our workforce and our assets.



Cultivating a culture of employee engagement and consultation that drives continuous improvement in our overall Environmental Health and Safety (EHS) performance.

In 2023, we implemented various safety measures including fire extinguishing drills, workplace safety training, and evacuation drills to reinforce our commitment to a safe working environment.

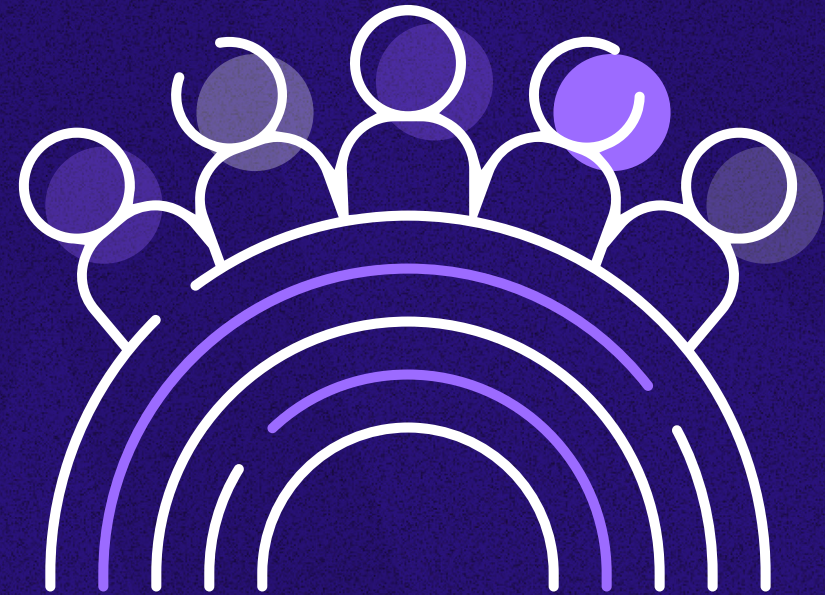
To further support our health and safety initiatives, we developed and implemented a new ticketing system that allows all AppsFlyer people to submit any request promptly. This system has proven highly effective, with **11,454** tickets processed globally and a **90%** utilization rate. On average, issues were handled within **5-30** minutes, reflecting our dedication to prompt issue resolution and high service quality.

By prioritizing health and safety, we continue to cultivate a secure, productive, and thriving work environment for all.





# Diversity, inclusion and belonging





# AppsFlyer commitment to diversity, equity, inclusion and nondiscrimination

## We are dedicated to fostering a culture of diversity, equity, inclusion and belonging.

We believe our mission is best served by elevating diverse voices and perspectives and creating an environment where everyone feels seen, heard, and valued. Our commitment extends to:



Providing equal opportunities for all



Recruiting and developing talent from diverse backgrounds



Preventing discrimination and harassment in all forms



Promoting an inclusive culture that drives innovation

We recognize that diversity and inclusion are critical to maintaining our competitive edge, ensuring sustainable growth, and becoming the company we aspire to be. In all our actions and decisions, we strictly adhere to our Diversity, Equity, Inclusion, and Non-Discrimination Policy, which guides our efforts to create a welcoming environment for all employees, regardless of their race, gender identity, age, disability, ethnicity, national origin, sexual orientation, or any other protected status.

This commitment not only aligns with our core business objectives and KPIs, but also contributes to a lasting positive impact on our people, communities, and society as a whole.

Our efforts to provide equal opportunities for everyone are based on the understanding that our mission is best served by elevating voices from different backgrounds and perspectives and promoting a culture that fosters diversity and inclusion in all its dimensions while providing space for everyone to feel seen, heard, and valued.

As a people-centric organization committed to equal opportunity, we foster a welcoming environment and culture for all of our people and strive to recruit, develop, and invest in talented people who represent diverse cultures, perspectives, skills, and experiences. We are continuously striving

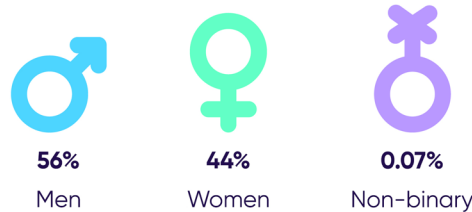
to establish equal employment opportunities for all our employees and to prevent any form of discrimination and harassment with regard to race, gender identity or expression, age, color, disability, ethnicity, family or marital status, language, national origin, physical and mental ability, race, religion, sexual orientation, socio-economic status, veteran status, or other personal status protected by law. We have seen firsthand that diversity and inclusion drive innovation. These principles not only align with our core business objectives but also have a long-lasting positive impact on people, communities, and society as a whole. Our commitment to this vision is critical to maintaining a competitive edge, sustainable growth, and being the kind of company we aspire to be.



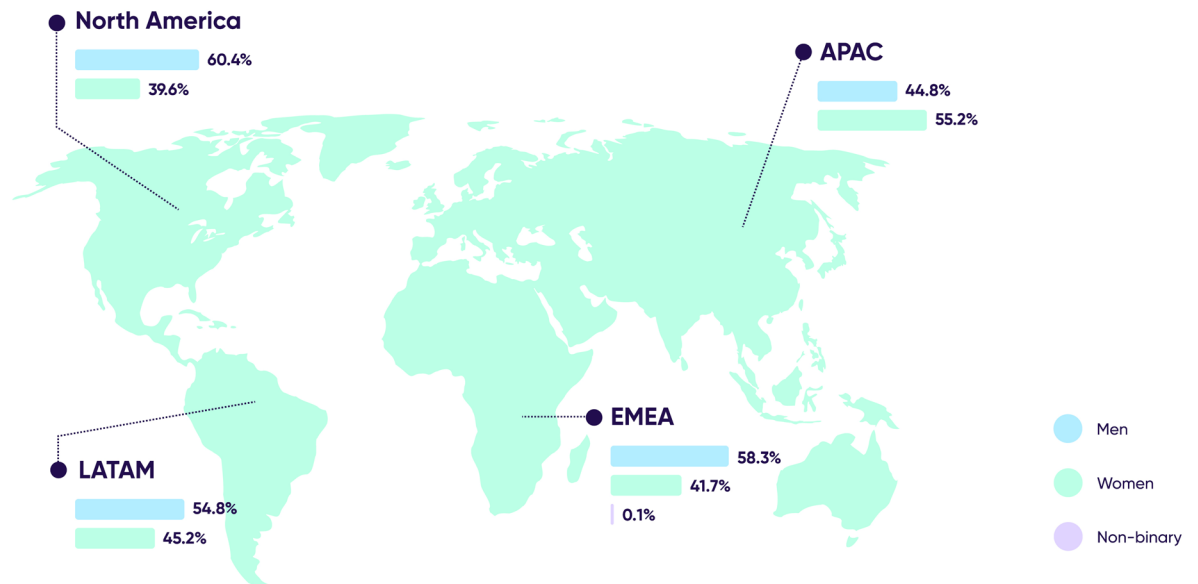
# Gender diversity report | 2023 highlights

In 2023, we proudly released our 3rd annual Gender Diversity Report, underscoring our ongoing commitment to fostering gender equality within our organization. Gender diversity is integral to our identity, and we are dedicated to creating equitable systems that promote professional growth and enrich our communities. This report highlights our tangible efforts and their impact on our workforce and company culture, as well as the broader professional ecosystem. To support informed decision-making, we provide real-time gender data through a dedicated dashboard for our people leaders and managers, measuring progress against our diversity and inclusion KPIs.

## People by gender



## Regional gender distribution





### Professional growth

Promotions

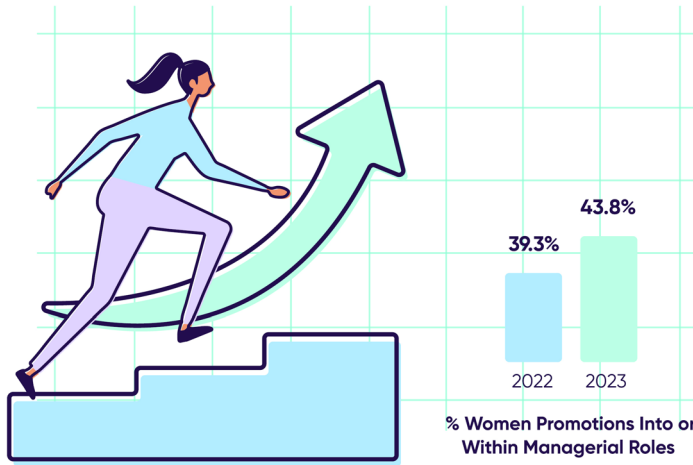
35.1%

% Women Promotions Into or Within Managerial Roles

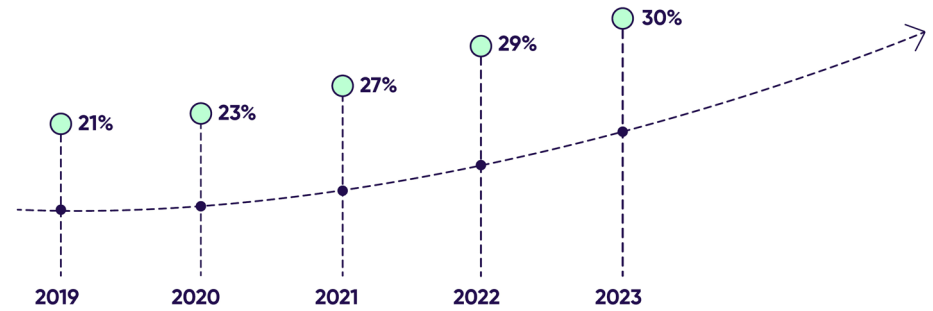
43.8%

Internal mobility

43.4%



### AppsFlyer delivery women



**56%**  
AppsFlyer Analysts Women

### Women in leadership

33.8%  
Women

Managers

30.9%  
Women

Senior Managers

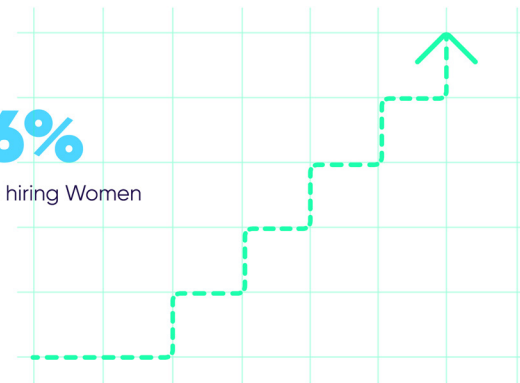
35.8%  
Women

People Managers

### Talent acquisition

**5.76%**

Increase in hiring Women



## Inclusive recruitment: empowering our gatekeepers

In 2023, we made remarkable strides in our commitment to fostering a diverse and inclusive workplace through the launch of a transformative training program for our Talent Acquisition and HR teams. This initiative, designed to tackle unconscious biases and champion diversity, inclusion, and belonging, is not just a program – it's a vital part of our mission to create an equitable work environment where everyone can thrive.

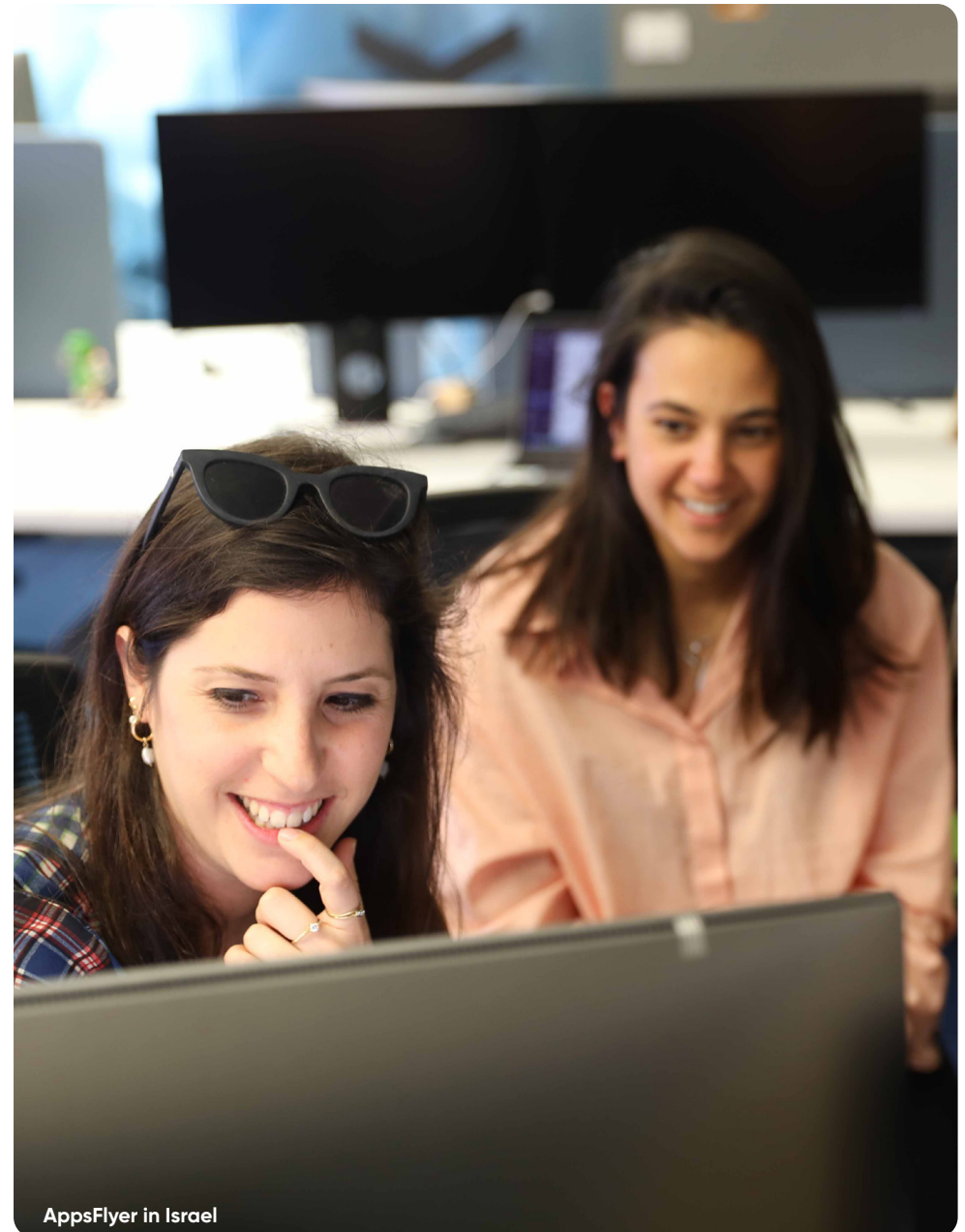
Our training program is built around two dynamic components that elevate our approach to inclusive recruitment.

- **Immersive learning experience filled with interactive sessions that blend engaging tours, open dialogues, and group discussions.** These sessions create a safe space for exploration and understanding, thus empowering our teams to engage with curiosity and openness.
- **Professional skill-building workshops in collaboration with expert partners.** These workshops equip our teams with practical tools to enhance inclusive interviewing techniques while refining internal processes to embrace a broader candidate pool.

By investing in our recruitment gatekeepers, we aim to cultivate a hiring process that is not only inclusive but also vibrant and dynamic. Our goal is to attract and retain diverse top talent, fostering an environment where creativity and innovation flourish—where every unique voice is celebrated and valued.

**90%** of our Talent Acquisition team completed this training. The feedback from candidates has been overwhelmingly positive, highlighting the inclusivity of our interview process as a key strength.

We are thrilled to expand this program to include all hiring managers, embedding inclusivity at every level of our organization. We believe that by nurturing an inclusive culture, we are not just building a better workplace; we are igniting meaningful change within our industry and beyond.



AppsFlyer in Israel





## Case study

### Speedtech

The Speed-Tech project is an innovative plan by AppsFlyer and Diversitech designed to promote diversity, equity, and inclusion in the tech industry. It supports 25 students from the Ultra-Orthodox community by providing them with a comprehensive education in core subjects and tech skills, facilitating their integration into the workforce and military service.



AppsFlyer in Israel

#### Key Activities

- **Intensive 10-month Course:** Completion of basic core studies and a course in DevOps and Full Stack development, totaling 1200 academic hours.
- **2-Month Practicum:** Hands-on experience at AppsFlyer, working on real-world projects to bridge theoretical knowledge and practical application.

#### Impact

- **Skill Development:** Enhances students' technical skills and fosters workplace integration.
- **Cultural Integration:** Bridges cultural gaps and provides opportunities for underrepresented communities.
- **Long-term Career Prospects:** Maximizes students' potential for seamless integration into technological roles during military service and beyond.

#### Commitment

- **DEI Focus:** Enhancing our commitment to fostering a more inclusive tech landscape.
- **Support for Underrepresented Communities:** Provides educational and professional opportunities for the Ultra-Orthodox community, enriching the tech ecosystem with diverse perspectives and talents.

# AppsFlyer communities

## Empowering voices: our employee resource groups

We recognize that our strength lies in the diversity of our workforce. Our Employee Resource Groups serve as catalysts for fostering an inclusive culture where every individual can thrive. These global-local employee-led communities play a crucial role in:

 Promoting diversity and inclusion initiatives

 Providing support and mentorship opportunities

 Enhancing professional development

 Driving innovation through diverse perspectives

Our ERGs are strategic partners in shaping our company culture and business practices. By amplifying underrepresented voices and creating safe spaces for dialogue, our ERGs contribute significantly to employee engagement, retention, and overall organizational success.

## Proud AppsFlyer: championing inclusivity and diversity



### Pioneering change with Proud AppsFlyer

AppsFlyer commitment to fostering an inclusive environment is exemplified by the impactful work of Proud AppsFlyer, our dedicated Proud AppsFlyer community has been key in promoting a supportive and welcoming workplace for everyone, irrespective of sexual orientation, gender identity, or expression.

### Advocacy through action and education

Throughout the year, Proud AppsFlyer spearheaded global volunteering initiatives, collaborating with strategic partners to create real-world impact. These initiatives served a dual purpose: They not only contributed positively to the communities we engaged with but also provided educational experiences for our employees, contributing to a more inclusive corporate culture.

## Celebrating unity and diversity in the workplace

During Pride Month, Proud AppsFlyer introduced "Unite for Pride," a comprehensive program aimed at uniting AppsFlyer team members worldwide in support of LGBTQ+ inclusion. One of the program's standout moments was the empowering company-wide event with our very own **Lindsey Holopirek**, who shared her personal journey with transitioning. This moment of vulnerability and courage promoted a deeper understanding and empathy among our team members.

MY  
TRANSITION  
STORY.

All AppsFlyer Unite 4 Pride event

June 12 | Zoom event  
(5 pm IL time | 9 pm BKK time | 10 am NY time)



Lindsey Holopirek, Senior Customer Success Manager, AppsFlyer





## Elevating LGBTQ+ narratives

In our mission to uplift LGBTQ+ voices, Proud AppsFlyer launched the “Thank You for Asking” campaign, a global initiative that underscored the importance of open conversations and the acceptance of diverse identities. By sharing authentic stories, this campaign highlighted the importance of allyship and encouraged an environment where asking questions and learning from each other is welcomed.



## Building broader impact

Through continuous education, celebration of diversity, and advocacy, Proud AppsFlyer solidifies AppsFlyer’s status as an inclusive organization, building an enduring culture of belonging and empowerment.

## Global Highlights:

### Israel

We established a meaningful connection with **Hoshen**, a leading LGBTQ+ education and change organization. Enhancing the Flamingo project, a comprehensive website that supports individuals, teens, and educators in navigating conversations about gender and sexual identity.



### UK

In London, we partnered with **Just Like Us** to deliver an educational session to AppsFlyer employees. This organization provides LGBTQ+ inclusive resources to create safer, happier, and more welcoming environments in schools and workplaces.



### Brazil

Our team engaged with **Casa Uno**, an LGBTQ+ youth hostel, where we worked alongside teens to build a sustainable garden and conducted impactful mentoring sessions with the residents.



### USA

We strengthened our long-term partnership with **Covenant House** through a prom clothes drive, enabling young adults to choose gender-affirming outfits for their special night. Additionally, we collaborated with **New Alternatives**, providing in-depth career mentoring sessions to support participants’ professional growth.



### Germany

Our office organized an innovative somatic catwalk session with local drag queens, empowering employees to discover their inner strength and boost day-to-day confidence.

These initiatives reflect Proud AppsFlyer’s commitment to creating lasting impact, fostering inclusivity, and championing LGBTQ+ rights across our global locations. By engaging in diverse activities that range from education and mentorship to community support, we continue to drive positive change and create a more inclusive world for all.



Pride \* ΠΙΙΔΑ  
Stolz \* プライド  
Pівнiсть \* गर्व  
Fierté \* Tự hào  
Orgulho \* 骄傲  
자긍심 \* Orgullo  
ความภูมิใจ \* فخر

 Proud AppsFlyer 

## Sawa: celebrating Arab heritage and advancing inclusivity



### Enhancing diversity and professional development

Sawa, the Arab Employee Resource Group at AppsFlyer, has been instrumental in contributing to a culture of diversity and inclusion both within the company and in the wider community. This year, Sawa's initiatives have made profound impacts, highlighting our dedication to the professional and personal growth of our Arab colleagues.

### Empowering women and fostering community

A flagship initiative was the organization of a networking event focused on Arab women in technology. This event offered a dynamic forum for sharing experiences, career insights, and building strong professional networks. Through such initiatives, Sawa has been pivotal in empowering women in the industry and reinforcing the sense of community and support among Arab professionals.

### Commitment to social impact and mentoring

Affirming the importance of community support and outreach collaborations with organizations such as Hasoub furthered this sentiment, as Sawa professionals mentored aspiring young tech enthusiasts, enriching the technology pipeline with diverse and skilled individuals.

The support extended to early-stage entrepreneurs through mentorship sessions and guidance at Meet events has been instrumental in catalyzing the growth of new Israeli-Arab partnership-led startups, representing Sawa's dedication to nurturing new talent and fostering innovation.

### Support and solidarity in times of challenge

In response to the difficulties faced after October 7th, Sawa exhibited support for its members, organizing meetings with a professional community organizer to ensure the well-being of our Arab personnel. These meetings provided a confidential

and supportive environment for employees to discuss experiences and consider strategies for fostering lasting positive change within AppsFlyer and beyond. This initiative is a testament to Sawa's integral role in championing cohesiveness and understanding.

### A catalyst for inclusion and amplification

By advocating for the Arab community and aligning with broader organizational values, Sawa is a beacon of inspiration, continually enhancing the vibrant culture of AppsFlyer and extending its influence on the tech industry at large.

## ARAB WOMEN IN TECH



**Safa Krayem**  
Office Manager and  
Community Lead



**Mira Shalah-Abboud**  
CTO and Co-Founder



**Noran Ishtay**  
Hiring Partner



**Juana Yacoub**  
Software Engineer



**Celina Mukarker**  
VC Associate and Head  
of Community



### International Women's Day hosted by Lightricks & AppsFlyer

March 13th | 17:15 - 19:30 | Tech & Talk Matam, Haifa - 1 Andrei Sakharov



## Womxn: elevating women's growth



Acting as a catalyst for mentorship, leadership development, and the dismantling of gender bias and barriers, the "Womxn of AppsFlyer" ERG animates collaboration and transparent communication. These efforts not only promote personal and professional fulfillment among members but also bolster a vibrant workplace culture that sparks innovation and heightens employee contentment. In essence, Womxn serves as an instrumental force in drawing and retaining exceptional talent by underscoring the indispensable contributions women bring to the table. Through our initiative, we build a community anchored in mutual trust, empowering every individual as we champion a shared vision of empowerment within AppsFlyer.

### W2W (Woman 2 Woman) mentoring program

At the heart of AppsFlyer's Womxn community, the W2W (Woman 2 Woman) mentoring program champions the development, empowerment, and contact of our team members. It facilitates valuable partnerships between accomplished leaders and rising stars within the company, steering career advancement, skills enhancement, and nurturing relationships. W2W aims to unite women from varied sectors and roles to share expertise, acquire new competencies, and encourage each other in both personal and career growth—a vital catalyst for women to confidently tackle their career journeys in a supportive ecosystem.



### AppsFlyer Women's Month: celebrating the Perfectly Imperfect

AppsFlyer dedicated a month to honoring women's unique experiences under the theme "Perfectly Imperfect," featuring enriching narratives and activities that inspire:

- **HerVoice program:** This platform allowed AppsFlyer women to voice their professional wisdom and personal growth stories, echoing the beauty of being "Perfectly Imperfect."
- **LinkedIn campaign:** In alignment with International Women's Day, the campaign highlighted relatable experiences of five women from diverse locations, shared on AppsFlyer's LinkedIn, celebrating the rich tapestry of womanhood.

## Global engagement and inspiration



### Israel

A session with Rotem Izak on navigating career pressures titled "Wonder Women Quit."



### Thailand

Emphasizing enriched living through mental and physical health workshops.



### China

Partnering with Cider Heights NGO, a marketing seminar for aspiring tech students promoted diversity and shone a light on fertile careers outside coding.



### Japan

Keiko Hirayama of SJ Mobile Labs shared invaluable knowledge during Women's Month events.



### UK

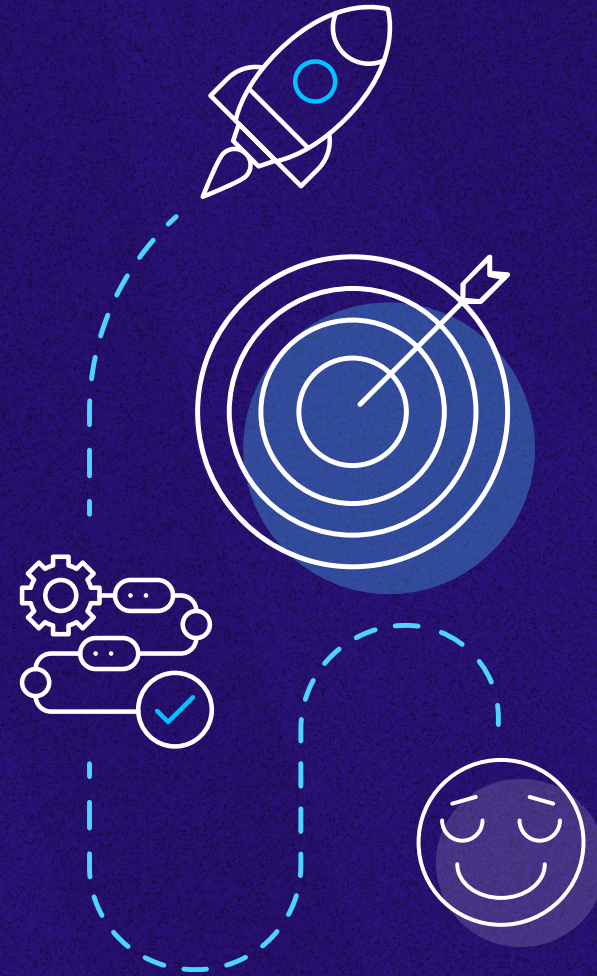
Storytelling sessions at Thornhill School by AppsFlyer women highlighted the power of representation.

AppsFlyer's Womxn-led initiatives serve as a testament to the organization's dedication to crafting an inclusive, uplifting space for women to unlock their potential and flourish in both their personal and professional lives.





# Generating a long-lasting **positive impact** on the world







## Mission statement

Making a lasting, significant impact on the market and on our society as a whole with our people's attention and skills and through the investment of our company's resources to generate a positive change in the world

Oren Kaniel | CEO & Founder

## ESG Commitment

Progressing towards long-term sustainability and resilience of our ecosystem, humanity, and our planet as a whole.



## Social impact pillars

Generating a long-lasting positive impact in the world.



Equal education and future employability



Gender equality



Child safety online



Technology in the service of humanity

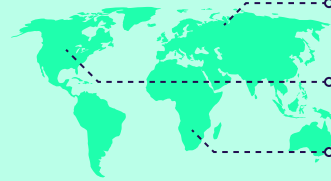


## Case study

### Global Volunteering Week

Global Volunteering Week is an annual initiative by AppsFlyer that unites employees worldwide in a collective effort to create positive change through volunteering, donations, and community engagement. This event, held in honor of Dylan Flanagan, a former team member and dedicated social activist, exemplifies AppsFlyer's commitment to global social responsibility and community impact.

#### Key activities



20 initiatives  
across 12 countries  
spanning multiple continents

- Facilitated various forms of engagement including volunteering, donations, and sustainable change projects
- Coordinated local activities with global impact, starting in the United States and extending worldwide



AppsFlyer in Thailand

#### Impact

- Strengthened bonds within the AppsFlyer global community
- Demonstrated the company's ability to make meaningful cross-border impacts
- Reinforced a collective dedication to positive change among employees

#### Commitment

- Established Global Volunteering Week as an annual tradition
- Dedicated to creating a powerful chain of giving through global collaboration
- Pledged to continue and expand the initiative in future years, reflecting an ongoing commitment to social responsibility



AppsFlyer in South Korea



# Driving positive change: our social impact vision

**At AppsFlyer we believe business should be a force for positive change and we are committed to making a long-lasting impact in everything we do.**

Our social impact strategy is built on four key pillars:

**Equal education and future employability, Gender equality, Child safety online and Technology in service of humanity.**

We leverage our people's skills, company resources, and strategic partnerships to address these interconnected challenges. Our approach is holistic, adaptive, and focused on creating sustainable, long-term impact in the communities.

Through collaborative efforts with cross-sector local and global organizations, we strive to:

- **Illuminate pathways to success for all, regardless of background**
- **Foster a world where gender equality flourishes**
- **Ensure children thrive and be safe in the digital era**
- **Harness technology as a force for meaningful progress**

We are committed to driving transformative change, recognizing that lasting impact requires collective action. By continuously evolving our initiatives and working alongside our partners and stakeholders, we aim to create a more equitable, empowered, and sustainable future for all.



## Empowering change through people

At AppsFlyer, we firmly believe that positive change begins with people. Our commitment to social impact is deeply embedded in our company values and culture. Our comprehensive volunteering program serves as a powerful catalyst for change, enabling our employees to channel their passion and expertise toward meaningful impact.

In 2023, we saw a significant increase in our volunteering efforts:



**47%** of our employees engaged in skill-based volunteering



Over **7,365** individuals were positively impacted by our initiatives

We harness the collective power of our volunteers to drive positive transformations in the communities where we operate. Through these efforts, we continue to nurture a culture of giving, empowering our people to serve as agents of change.

As we look to the future, we remain dedicated to expanding our social impact initiatives, fostering partnerships, and continually adapting our approach to address the most pressing societal challenges





# 2023 Social impact

Our commitment to sustainable change echoes our mission in action throughout 2023. Our dedicated team, agents of change, transform lives and communities.

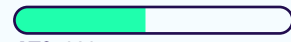
## Agents of change



**681** volunteers



52.88% Men



47% Women



0.12% Non-Binary



**6,561.5**

volunteering hours

## Sustainable engagement



**68**

partnerships and multi-sector initiatives



**47%**

of volunteering activities are skill-based volunteering



**24%**

of volunteering activities are team volunteering



**32%**

of volunteering activities are long-term volunteering

## Outstanding recognition



**50.7%**

of the total volunteering hours engaged and dedicated by R&D and product divisions, showcasing their drive to create meaningful impact

## People impact



**7,365+**

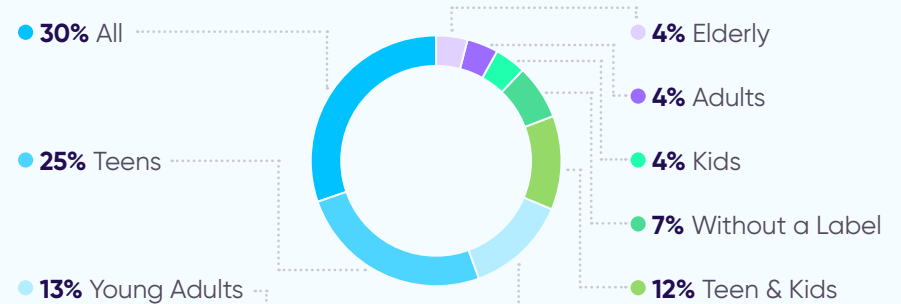
people impacted



**2,242**

are teens

Percentage of participants by age group





## Case study

# Embracing the last survivors - Comprehensive ongoing support program

In 2023, we continued our commitment and dedication to caring for Holocaust survivors, demonstrating our core values of compassion and community support. Through annual initiatives, we connected more than 200 survivors with our dedicated employees, dedicating 338.5 volunteer hours to ensure these remarkable individuals feel valued and cherished, as long as we have the privilege and honor to do so.



AppsFlyer with Holocaust survivors in Israel

### Key activities

- Gatherings and celebrations
- Excursions and day center visits
- One-on-one companionship
- Holiday celebrations
- Cooking group formation

### Impact

- Alleviated loneliness and isolation
- Fostered intergenerational connections
- Preserved survivors' stories
- Provided emotional and practical support

### Commitment

Dedicated to honoring survivors, preserving their legacy, and ensuring their well-being in their later years, while giving our employees a unique opportunity to connect with Holocaust survivors.





## Case study


# Spring of giving - is an inclusive holiday volunteering activity

That is community-focuse, aimed at fostering nutrition security, joy, and unity through various volunteering activities. It involves distributing holiday food baskets, supporting access to vital medications, and engaging with diverse communities, including Holocaust survivors, young individuals with disabilities, and the Arab community.

### Key activities

- Distributed holiday food baskets
- Engaged with Holocaust survivors
- Supported access to vital medications
- Conducted inclusive culinary projects for young individuals with disabilities
- Engaged with Arab youth in Haifa
- Implemented matching campaigns for employee donations

### Impact

 **83** volunteers participated, contributing **248** volunteering hours

- Fostered nutrition security in the community
- Improved access to vital medications for those in need
- Empowered young individuals with disabilities
- Reinforced a shared society by engaging with diverse commun
- Amplified employee generosity through matching campaigns
- Supported families in need during holidays
- Extended assistance to global communities facing challenges

### Commitment

- Fostering a culture of giving
- To be agents of change and impact
- Continuous dedication to volunteering
- Supporting causes that align with organizational values
- Through matching donation campaigns



AppsFlyer in Israel



# Equal education and future employability



## 2,153

Teens and students have been hosted in AppsFlyer offices, participating in educational initiatives designed to foster growth and knowledge.



In 2023 we had **20** long-term educational programs for teens and young adults, led by our professional AppsFlyer people.



## 1,115

screens and laptops, tablets and other tech equipment were donated to enrich educational programs and support our valued partners around the world.

### Championing equal education and opportunities as catalysts for transformative change.

In 2023, our commitment to nurturing future generations through education and amplifying upward mobility has strengthened, adapting to the rapidly evolving digital landscape.

We've intensified our efforts to bridge educational gaps, cultivate entrepreneurship, and instill confidence in diverse groups of children, teens, and young adults. Our expanded mentorship and tech education programs create impactful avenues for our experts to share their skills, with our employees stepping up as inspirational beacons for the next generation.

This year saw remarkable growth in our volunteering efforts, contributing expertise to uplift society while enhancing personal abilities. We've launched innovative programs leveraging our technological prowess to address current challenges in education and employability.

As we look ahead, we remain committed to harnessing our resources and people's passion to create lasting, positive change, building a more just and thriving society for all.



AppsFlyer in China





## Case study

meet™

## MEET @ MIT

AppsFlyer's collaboration with MEET (Middle East Entrepreneurs of Tomorrow) is a significant initiative aimed at fostering equal educational opportunities and enhancing future employability for students in the Middle East. Launched in 2020, this partnership engages 240 students annually, supported by 80 dedicated AppsFlyer volunteers, and features five empowering yearly events, including a transformative overnight hackathon.

### Key activities

- Annual Engagement: Enriching the experiences of **240** students each year.
- Volunteer Support: dedicated AppsFlyer volunteers mentoring students for **72 yearly hours**.
- Events and Programs: Hosting critical events such as hackathons, expos, and industry demo days.
- Cross-Cultural Collaboration: Facilitating meaningful interactions between AppsFlyer professionals and MEET students.

### Impact

- Educational Enrichment: Providing a unique platform for learning and cross-cultural collaboration.
- Skill Development: Students develop their first tech-based social impact projects.
- Cultural Understanding: Fostering understanding between Israeli and Palestinian youth.
- Future Employability: Actively shaping the next generation of tech leaders.

### Commitment

- Equal Educational Opportunities: Demonstrating a commitment to fostering equal educational opportunities.
- Mentorship and Collaboration: Empowering students through mentorship and collaboration.
- Long-Term Partnership: Maintaining and growing the partnership with MEET to drive positive change.
- Inclusive Future: Contributing to a more inclusive and equitable future in the region.

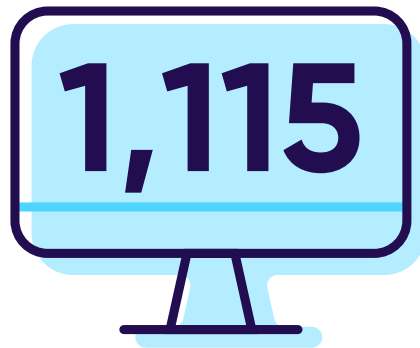


AppsFlyer in Israel



# Bridging the digital gaps

## Empowering education through technology



**computers and screens were donated, alongside a broad array of technical equipment. These donations empower educational initiatives spanning 9 countries.**

At AppsFlyer, we remain steadfast in our mission to bridge digital divides through strategic and impactful resource allocation. As a leading SaaS company, we recognize the transformative power of technology in education and social mobility. In 2023, our commitment materialized through the donation of **360** computers and screens, along with an array of technical equipment, empowering multiple educational initiatives across **9** countries. This effort underscores our dedication to fostering digital inclusion and equal access to educational opportunities in an increasingly connected world.



Thailand's donation of **9** devices to the Mirror Foundation is helping to connect rural students with online educational opportunities, bridging the urban-rural digital divide.



In the USA, our contribution of **5** computers is supporting STEM education in underserved communities, fostering innovation and future tech leaders.



Germany office donation of **23** devices to Lilipad is enabling refugees to access language learning tools and job search resources, facilitating integration and employment opportunities.

**Advancing digital learning and future employability:**  
In 2023, AppsFlyer intensified its efforts to bridge

the digital divide and enhance future employability. Working closely with our educational partners, we expanded our device donation initiatives and refined our in-house AppSkilling program. Each participant now benefits from dedicated access to personal devices during sessions, significantly enriching their learning experience.

These initiatives, alongside our global community efforts, reinforce our commitment to fostering equitable educational opportunities. By leveraging technology and expertise, we're not just providing access to digital tools; we're equipping young individuals with essential skills for an empowered future in an increasingly digital world. Our goal remains steadfast: to break down barriers, extend education access, and nurture the next generation of tech-savvy, ambitious youth.







## Unlocking futures with AppSkillling



**144**  
youth at the  
age of 13-17

**42**  
volunteers

**122**  
volunteering  
hours

**33**  
R&D & product  
experts

**Our in-house weekly Learning Club provides coding courses, personalized one-on-one homework assistance, and enrichment activities. By introducing teens to the high-tech world and offering equal knowledge opportunities, we aim to break cycles of disadvantage and empower these young minds to dream big and achieve success.**

In 2023, our AppSkillling program continued to make significant strides in bridging educational and digital divides for at-risk youth.

We are proud to highlight our new initiative: the AppSkillling summer program for teens from the Neve Yehuda boarding school, which included a significant number of new immigrants to Israel. The program engaged **24** participants and was supported by **17** dedicated AppsFlyer R&D volunteers, extending our impact beyond the regular school year.

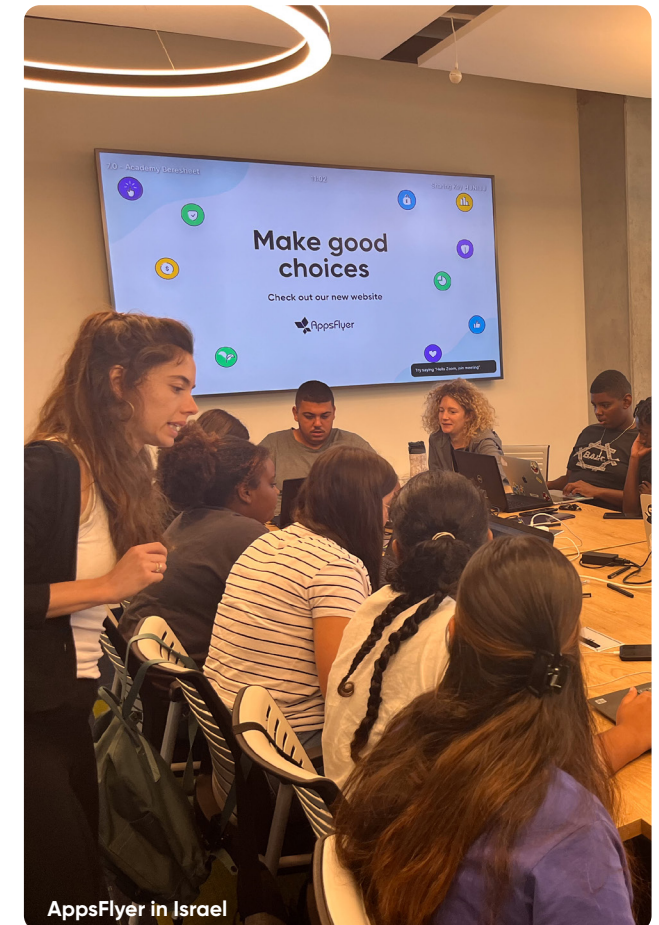
The AppSkillling program continues to foster meaningful connections between our volunteers

and at-risk youth, expanding horizons and nurturing academic growth while breaking down socio-economic barriers. Our R&D and Product Experts played a crucial role in this initiative, representing a significant portion of the total volunteering effort. This summer program not only builds on the success of our ongoing efforts but also underscores our commitment to supporting diverse youth populations and leveraging our employees' expertise for social impact.

### HighTeClass



HighTeClass program has made significant strides in promoting innovation and technology among middle school students from peripheral areas. This initiative focuses on website development using coding languages, making tech topics and language accessible in familiar environments. During the year, **531 teens** participated in a high-tech day AppsFlyer office, where they engaged in lectures and workshops led by **17 dedicated volunteers** from the organization, contributing a total of **58 volunteer hours**. Through these informative sessions, students gained valuable insights into various high-tech fields, fostering their interest in future careers in technology.



AppsFlyer in Israel



## Case study

# CSM Academy

The CSM Academy is a three-month program partnership with Young Business leadership, designed to empower young adults from underrepresented communities with essential customer success management skills. This initiative combines professional development with social impact, leveraging the expertise of AppsFlyer employees to provide comprehensive training in both soft skills and technical competencies.



מנהיגות  
עסקית צעירה



## Key activities

- Three-month training program for **16 young adults** from underrepresented communities
- Comprehensive curriculum covering customer success management skills, soft skills, and professional competencies
- Engagement of **18 AppsFlyer professionals** as volunteer mentors

## Impact

- **40% of graduates** secure Customer Success positions within six months of program completion
- Prepares participants for real-world opportunities in the tech industry
- Enhances employee engagement and retention at AppsFlyer
- Fosters diversity in the tech workforce

## Commitment

- Dedication to social impact and professional development
- Promoting equal opportunities for underrepresented communities in the tech industry
- Taking a leadership role in corporate social responsibility
- Creating a model for meaningful impact while addressing industry talent needs
- Fostering a culture of social responsibility within the company





## Case study



# Umanage by Unistream

The Umanage program, a collaboration between AppsFlyer and Unistream, is a boutique initiative designed to develop managerial skills among Unistream alumni in their first leadership roles. This program leverages the expertise of AppsFlyer's senior managers to provide comprehensive mentorship and training, aiming to empower emerging talent and foster the next generation of tech leaders.



AppsFlyer in Israel

## Key activities

- Six impactful meetings featuring workshops and individual mentoring sessions
- Engagement of **14 senior managers** from diverse AppsFlyer business units as mentors
- Comprehensive learning experience for 14 mentees
- Total of **162 volunteering hours** dedicated to the program

## Impact

- Enhanced leadership capabilities of Unistream alumni
- Equipped participants with essential tools for effective management
- Supported mentees' aspirations for career advancement
- Strengthened the bridge between AppsFlyer and the broader tech community

## Commitment

- Ongoing partnership with Unistream, with 2023 marking the second iteration of the program
- Dedication to nurturing emerging talent in the tech industry
- Alignment with AppsFlyer's mission to drive positive change in the tech sector
- Leveraging company expertise to support the development of future tech leaders



## Gender equality



### 53

volunteers



### 450

hours to empower girls and women



### 78.33%

women volunteers

In 2023, **over 500 girls and students** were directly impacted through our mentorship and leadership programs, equipping them with the knowledge, skills, and confidence needed to shape their futures and drive meaningful change.

**As a company committed to creating a sustainable world, we remain dedicated to advancing gender equality by empowering girls and women. This commitment is central to our mission in action. Recognizing the complexity of gender equality, we employ a multifaceted approach, investing in programs that provide equal opportunities in STEM education, mentoring, and tutoring for girls and young women.**

In 2023, we expanded our efforts to collaborate with local and global gender-focused organizations, championing a diverse and inclusive environment. Our women actively participate in volunteering initiatives, serving as role models to inspire young

girls to believe in themselves and their potential.

We continue to invest in long-term programs across our global communities, aiming to bridge the gender gap and promote equality. By focusing on mentoring, knowledge-sharing, and comprehensive training, we are actively working to increase the representation of women in tech roles, unlocking new opportunities and fostering innovation.

Our commitment to gender equality extends beyond moral imperatives; we recognize it as a crucial driver of business growth. Diversity fuels creativity, innovation, and progress, positioning us to better serve our diverse customer base and drive sustainable success.

As we move forward, we remain dedicated to creating a world where every girl and woman has an equal opportunity to succeed, contributing to a more equitable industry and ecosystem for the future.





## Case study



# Nurturing future women leaders: Shavot = Equal

The Shavot (Equal) program, in partnership with AppsFlyer, is a mentorship initiative aimed at nurturing future women leaders. This program empowers young girls from underrepresented communities by providing them with the tools and confidence needed to succeed in various fields, including gender equality, wage parity, leadership roles, and online safety.

## Key activities

- Mentorship Program: Empowered nine groups from eight schools with the guidance of **10 AppsFlyer mentore.**
- Workshops and Sessions: Conducted sessions totaling **100 volunteering hours.**
- Israel Girl's Teen Week: Inspirational events including a kickoff at the Israeli President's residence and nationwide social media engagement.

## Impact

- Empowerment: Targeted **90 teen girls**, providing them with essential skills and confidence.
- Community Engagement: Strengthened cross-sector collaboration with local municipalities and purpose-oriented organizations.
- Inspiration: AppsFlyer women shared their stories, inspiring young girls across the country.

## Commitment

- Ongoing Partnership: Continued collaboration with Shavot to nurture future women leaders.
- Social Responsibility: Demonstrates AppsFlyer's dedication to gender equality and social impact.
- Sustainable Change: Focus on achieving meaningful, sustainable change through mentorship and community engagement.



AppsFlyer in Israel



## Child safety online



**At AppsFlyer, protecting children's safety and well-being online remains a critical priority. In 2023, we expanded our efforts to address the evolving challenges of the digital landscape, focusing on our three main pillars:**



**Raising awareness:** We create secure digital spaces by elevating awareness about online risks through educational initiatives.



**Education:** We craft internet safety programs to equip children, youth, and parents with skills to navigate the digital realm responsibly.



**Technology:** We encourage innovative ideas to develop tools and strategies that safeguard children's digital presence.

We collaborated with **Blue Pine**, an Israeli organization specializing in online child safety and tech consumption by children. Their expertise aligns with our mission to create a safer digital world for children through education, awareness, and technological solutions. Blue Pine offers workshops, consulting services, and crisis intervention,

complementing our efforts to equip families with essential tools for online safety.

On Safer Internet Day 2023, we launched comprehensive workshops for AppsFlyer parents. These sessions covered crucial topics such as understanding online risks, effective communication with children, and implementing age-appropriate digital boundaries. Later in the same year recognizing the increased online activity during summer months, we developed the "Tech-Smart Summer" initiative. This educational initiative provided parents with strategies for balancing screen time, ensuring safe social media use, and maintaining open dialogue about online experiences. **By equipping parents with these tools, we furthered our goal of fostering responsible digital citizenship.**

In line with our commitment to leveraging technology for online safety, we launched the Ofek Rishon program, focusing on empowering teenage girls in the digital space. This initiative aims to boost confidence in using technology, encourage girls to pursue STEM fields, and provide mentorship from women in tech. The "Tell Her Story" campaign, a key component of this program, features successful women in technology sharing their journeys, inspiring young girls to envision themselves in tech roles.

In line with our commitment to leveraging technology for online safety, we collaborated with Ofek Rishon, an 18-year-old Israeli anti-bullying influencer and social activist. This initiative focused

on empowering teenage girls in the digital space, drawing from Ofek's experiences combating online bullying. Ofek shared her insights on creating a safer online environment, boosting confidence in using technology, and encouraging girls to take leadership roles in digital spaces. The "Tell Her Story" campaign, a key component of this program, featured Ofek and other young women sharing their journeys in activism and technology, inspiring participants to envision themselves as future leaders in online safety and tech fields.



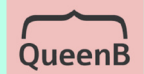
**The Max Fund stands as a tribute to Max Edelstein, a beloved 12-year-old who tragically lost his life. And we honor his memory by working tirelessly to make a difference and progress children's safety online.**







## Case study



## Queen B

QueenB demonstrates a strong commitment to promoting gender diversity in the tech industry and empowering young women through education and skill development. The collaboration focuses on two main programs: the Technion group initiative and the Students BootCamp in 2023.

### Key activities

- **Technion Group Initiative:** Combines coding education with online safety awareness for girls, involving **45 volunteering hours and 10 volunteers.**
- **Students BootCamp:** Provides **15 students** from northern Israel with hands-on learning experiences, including developing an end-to-end web application on AWS cloud, involving **189 volunteering hours and 29 volunteers.**

### Impact

- **Skill Development:** Introduced young girls to computer science and potential tech industry careers while equipping them with essential digital safety skills.
- **Enhanced Employability:** Boosted resumes and interview performance of 15 students through practical, hands-on experience.
- **Gender Diversity:** Contributed to bridging the gender gap in the tech industry by empowering young women with valuable skills and experiences.

### Commitment

- **Gender Diversity:** Anchors our commitment to promoting gender diversity in the tech industry.
- **Education and Skill Development:** Focuses on providing equal educational opportunities and essential skills to young women.
- **Long-Term Social Impact:** Aligns with key Environmental, Social, and Governance (ESG) principles, addressing equal opportunity, workforce diversity, and community engagement.



AppsFlyer in Israel



# Technology in the service of humanity



**In an era driven by innovation, technology serves a higher purpose—enriching lives, fostering positive change, and uniting communities. As a leading SaaS company, AppsFlyer embraces its responsibility to shape a sustainable future through technology. Our “Technology in the Service of Humanity” pillar exemplifies this commitment, melding technical prowess with compassion to create profound societal impact.**

We recognize that change is amplified when collective talents and resources converge. The synergy between technology and skilled individuals magnifies our impact, creating tangible solutions that empower communities and drive lasting change.

In 2023, we continued to build on the success of two remarkable initiatives launched in 2022: the “Auschwitz-Birkenau virtual tour” and the “Makers for Heroes” program. These projects showcase how technology can catalyze profound change, impacting millions of lives worldwide.





## In front of your eyes – Auschwitz Birkenau live guided tour

“There is only one thing worse than Auschwitz itself, and that is if the world forgets there was such a place”

Henry Appel, Auschwitz survivor

Our partnership with the Auschwitz–Birkenau Foundation and State Museum has yielded an immersive virtual tour platform that transcends physical and geographical boundaries. This groundbreaking initiative offers a transformative experience, allowing people worldwide to explore the memorial in real time, guided by on-site professionals.

The virtual tour has expanded its reach, now offering tours in \_\_ languages and accommodating over \_\_\_\_ visitors from \_\_ countries. Educational institutions worldwide have integrated the platform into their curricula, ensuring that Holocaust education resonates globally with future generations.

### Pledge 1%- Giving Tuesday

Pledge 1% is all about **giving back to the community**. This inspiring global initiative encourages companies of all sizes to give 1% of their time, product, profit, and/or equity – a small commitment with a huge impact.

We partnered with Pledge 1% on Giving Tuesday's takeover of Nasdaq Tower. AppsFlyer's giving focused on the Auschwitz–Birkenau project.



## Restart Makers for Heroes: transforming lives through innovation and compassion

# RESTART



**1,057**  
volunteering hours



**31**  
volunteers



**5**  
months

### About Restart

Restart is a non-profit organization that assists wounded soldiers from the Israel Defense Forces (IDF) in restarting their lives after experiencing physical and/or emotional trauma during their mandatory service or reserve duty. The organization employs innovative approaches, leveraging the power of teamwork to facilitate life-affirming transformations for these veterans.

Restart's core mission is to empower wounded IDF soldiers and veterans by connecting them with volunteers from Israel's business and technology sectors. Through various programs, Restart aims to help veterans view their challenges as more manageable and even surmountable.

### Makers for Heroes: technological innovation

Our collaboration with Restart's Makers for Heroes program yielded significant results. This initiative brings together teams of volunteer "Makers" from diverse professional backgrounds to create innovative technological solutions for wounded soldiers.

A standout project in 2023 focused on developing a groundbreaking system for a 39-year-old former IDF soldier suffering from PTSD. The project aimed to enhance the interaction between individuals with PTSD and their service dogs through technology. The team created a comprehensive platform capable of:

- Predicting PTSD episodes in real-time
- Activating service dogs to provide grounding effects
- Training dogs to detect seizures through voice commands
- Documenting PTSD episodes

This modular system not only addresses the immediate needs of the soldier but also has potential applications for a broader community of individuals with service dogs.

### Recruiting initiative: empowering through employment

An additional partnership we held with Restart was specifically designed for post-traumatic soldiers. This initiative focused on developing essential job-searching tools and soft skills to help participants overcome barriers to employment. The program consisted of:

**3** sessions combining lectures, workshops, and practical exercises, **2** program cycle, **20** Restart participants, **9** volunteers, **42** volunteering hours

This recruiting initiative demonstrates Restart's commitment to providing practical support for wounded veterans as they transition into civilian life and seek meaningful employment opportunities.



AppsFlyer in Israel



# Emergency relief

## Israel and Ukraine





## Emergency relief: Israel 2023

In times of crisis, the true measure of humanity is revealed through acts of compassion and solidarity. The events of October 7, 2023, cast a long shadow over Israel, but in its wake, we witnessed an extraordinary outpouring of support and resilience. This chapter chronicles our response to the unforeseen tragedy that befell our nation, highlighting the power of collective action and hope.



### Immediate response and family reunification

The morning of October 7 dawned with unimaginable horror, claiming over 1,400 civilian lives and displacing countless others. Among the chaos, 254 individuals were taken to Gaza, tearing families apart. In this darkest hour, AppsFlyer mobilized **40** dedicated volunteers who spearheaded a global effort to reunite affected families.

At the heart of this initiative was the remarkable story of the Asher Katz family. For 54 grueling days, Doron, Raz, and Aviv endured separation from their loved ones. Their eventual reunion stood as a testament to the power of hope and the tireless efforts of our volunteers, embodying the spirit of international solidarity that fueled our mission.



### Community support and evacuation assistance

Our response to the crisis was swift and multifaceted, addressing the immediate needs of those affected:

- We crafted and distributed care packages to families of reservists, offering a touch of comfort in turbulent times. Reaching our people in their homes, offering support and help when their loved ones are away.
- The evacuated Ibim Absorption Center community, we extended a helping hand to Ethiopian immigrants, providing educational materials and cultural artifacts to maintain their connection to heritage amidst upheaval.
- Kibbutz Kfar Aza received well needed IT equipment and personalized setup services, bridging the digital divide and restoring a sense of normalcy.

Beyond these direct interventions, AppsFlyer people donated whole heartedly to leading emergency organizations—**ARainbow, Natal, Magen Partnership, and Latet**—each playing a crucial role in supporting mental health, agricultural resilience, and poverty alleviation.







## Fostering education

In the face of adversity, we remained committed to nurturing young minds. We welcomed students from Kibbutz Mefalsim Elementary School to our offices, offering immersive coding programs and mentorship—a celebration of academic resilience and community spirit. Hosting 70 displaced pupils and their teachers in a safe and consistent environment that allowed them to learn, laugh, heal and be children.



## Supporting businesses

Solidarity fairs were organized to uplift dozens small businesses affected by the conflict, including those run by reservist soldiers and evacuees, planting seeds of economic recovery.



## Agricultural support and well-being initiatives

Recognizing the vital role of agriculture in our community's sustenance and identity, **133** AppsFlyer volunteers dedicated **689** hours to supporting local farms. This labor of love echoed our immense support for one of the nation's foundational industries.

We also implemented comprehensive safety protocols and support activities for our team members and their families, providing a sanctuary of solace amidst the unrest.



## Looking forward

As we navigate the path from hardship to healing, AppsFlyer remains steadfast in our commitment to fostering hope, catalyzing recovery, and strengthening the resilience that defines our nation. The events of October 7 have tested our resolve, but they have also revealed the incredible strength of our community when united in purpose.

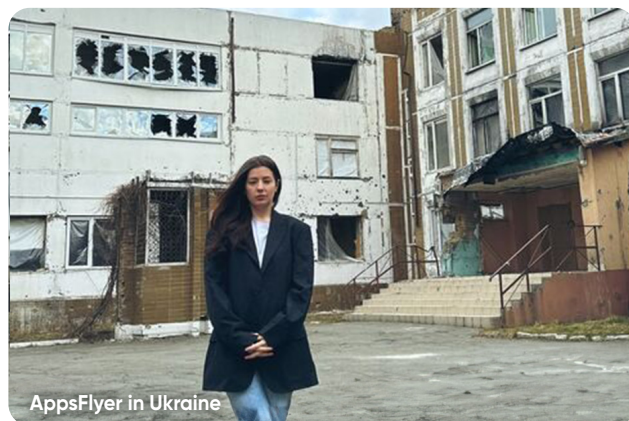
Together, we are lighting the way forward, transforming tragedy into a testament of human compassion and solidarity. Our journey continues, guided by the belief that even in the darkest times, the light of our collective spirit will always prevail.



# Ukraine

## Extending our reach: rebuilding hope in Ukraine

While our efforts in Israel were ongoing, we remained acutely aware of the continuing challenges faced by our global community. The conflict in Ukraine, though geographically distant, resonated deeply with our mission to provide support where it's needed most. Our commitment to rebuilding and renewal found new expression in a remarkable project in Irpin, Ukraine.



## A school reborn: the power of connection

In the midst of war, education often becomes a casualty, robbing young minds of the opportunity to learn and grow. In Irpin, a shattered school stood as a stark reminder of the conflict's toll. However, through an unexpected chain of events, this symbol of loss was transformed into a beacon of hope and resilience.

During our AppsFlyer Women's Month campaign, one of our Ukrainian leaders shared a poignant story about her school in Irpin via LinkedIn. This personal narrative, amplified by AppsFlyer's platform of 100,000 followers, caught the attention of a UNICEF representative. What followed was nothing short of extraordinary: UNICEF committed to renovating the entire school, breathing new life into a space that once echoed only with silence.



## Bridging digital divides

Recognizing that true educational equity in the 21st century requires more than just bricks and mortar, AppsFlyer stepped in to complement UNICEF's efforts. We donated a fully equipped computer lab to the school, bridging digital gaps and ensuring that even in times of war, students in Ukraine would have access to the tools necessary for a modern education.

This initiative goes beyond mere infrastructure; it's a statement of our belief in the power of education to transform lives and rebuild communities. By providing



these resources, we're not just equipping a school – we're investing in the future of Ukraine, one student at a time.



## The ripple effect of compassion

Our experiences in both Israel and Ukraine underscore a fundamental truth: in our interconnected world, the act of helping others knows no borders. From the immediate response to crisis in Israel to the long-term rebuilding efforts in Ukraine, AppsFlyer has demonstrated that corporate responsibility extends far beyond business operations.

These initiatives, born from different circumstances but united in purpose, reflect our commitment to making a positive impact wherever we can. They serve as a reminder that even in the face of adversity, the human spirit's capacity for compassion and renewal remains undiminished.

As we look to the future, we carry with us the lessons learned from these experiences. We are reminded that every action, no matter how small it may seem, has the potential to create ripples of positive change. Whether it's reuniting families, supporting local economies, or rebuilding schools, our collective efforts contribute to a more resilient, compassionate world.

In closing this chapter on emergency relief, we reaffirm our dedication to being a force for good in times of crisis. We stand ready to face whatever challenges may come, armed with the knowledge that together, we can overcome adversity and build a brighter future for all.



# Privacy and security





# Data protection commitment

**In the realm of data-centric business, trust, privacy, and security are paramount. At AppsFlyer, we uphold data protection as a core principle, prompting a steadfast pledge to lead with a new industry benchmark in privacy and security. Our holistic strategy fosters transparency and grants customers extensive data governance, all while aligning with evolving global privacy standards.**



## Our privacy efforts and our people

### Empowering a well-trained workforce

Our robust security posture stems from our well-informed team, with each member undergoing rigorous annual compliance training to ensure 100% participation. This comprehensive effort covers essential topics such as security, data confidentiality, ethical AI usage, and adherence to a strict code of conduct—one that advocates ethical operations and data integrity.

### Key training topics

**Security guidelines:** Equipping employees with the knowledge and practices necessary to uphold the security of our systems and data.

### Privacy and confidentiality guidelines:

Reinforcing the significance of safeguarding personal data and confidential information.

**AI usage and guidelines:** Providing Employees with the guidelines and knowledge to use AI advanced abilities while ensuring the security and privacy of our systems and data.

**Acceptable use guidelines:** Ensuring that every team member understands and adheres to guidelines for responsible use of our resources.

**Code of conduct:** Emphasizing the ethical principles and behaviors that define our organizational culture.

This includes clear rules on fair dealing as well as anti-corruption and trade sanctions compliance, based on the employees' roles.

## Our security and privacy efforts - towards our customers and partners

### Information security

Staying ahead of the risks in an ever-evolving mobile ecosystem is crucial to the success of your business. Our platform is designed with security at the center, and backed by a dedicated team of experts including security engineers and GRC personnel who are always working to ensure that all data entrusted to us is protected.

**AppsFlyer Ltd. has built a robust security program. We are certified to the leading information security standards worldwide including:**





## Product security enhancement

Our product security is integral, bolstered by stringent checkpoints throughout the development lifecycle and consistent monitoring of our infrastructure. We ensure a secure customer experience with rigorous protocols like advanced password policy, SHA-2 + Salt hashing, and 2-Factor Authentication, alongside the convenience of SSO integration. Customers have transparent access to their security status through audit logs, alert notifications, and measures to safeguard against unauthorized access attempts. Learn more [here](#).

## Cloud security

Cloud security is an extension of our business. We work with partners like AWS and GCP who hold the same high standards of security and compliance as we do. We monitor environments across data centers using multi-layered controls to help protect our infrastructure in addition to Cloud protection, Runtime protection, Web protection tools, and continuous 24/7 monitoring.

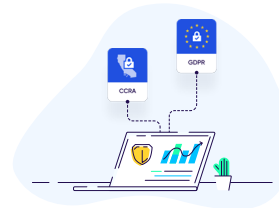


## Business continuity

We've created a business continuity plan that has a high level of assurance regarding the resilience and availability of our critical operations and services. Our services are hosted on a globally distributed network that provides continuous activity and backup, allowing our servers to remain resilient in the event of significant failures. Learn more about our [BCP](#).

## Enhanced data transparency

At AppsFlyer, we prioritize transparency and user control over data. We actively shape industry privacy standards, ensuring that our role as a global data processor is clear to our customers and partners. Our commitment to data transparency is fundamental to our privacy practices.



**Our privacy practices certify to the strictest internationally recognized standards:**



AppsFlyer, attuned to the shifting landscape of privacy regulations, creates products that empower our customers to manage their data with precision. By embedding measures that limit personal data usage to the strict needs of each service, compliance is aligned with the user's directions and preferences. Our dashboard and detailed privacy materials offer the transparency and adaptability required for streamlined compliance management.

Learn more about our data management [here](#); and about our privacy-enhancing features for customers [here](#).

## OpenDSR API - data subjects rights

AppsFlyer supports customers in fulfilling end-user data privacy requests effortlessly through our OpenDSR API tool. This collaborative, open-source solution allows transparent and ethical management of consumer data across various systems, simplifying the execution of data privacy tasks organization-wide.

Learn more [here](#). With the proliferation of global privacy regulations, we continuously work to maintain compliance with the various timeframes for deletion and responses to data subject requests.

## AppsFlyer's privacy-forward services

AppsFlyer is dedicated to pioneering privacy protection through 'privacy by design' and 'privacy by default' principles. Our technology aims to bolster end-user privacy and compliance flexibility for our customers' diverse needs.

## Privacy Cloud

Our Privacy Cloud offers a collaborative space fostering privacy-centric customer experiences. We constantly innovate privacy technologies within this ecosystem.






## Data clean room (DCR)

The DCR is central to the Privacy Cloud, allowing customers to securely analyze first-party data and obtain aggregate insights without compromising individual data.

AppsFlyer's privacy toolkit in the DCR comprises "Differential Privacy," which safeguards data through intentional 'noise', and "Aggregated Conversion Modeling," quantifying campaign effects collectively when individual attributions aren't feasible. For more information about the Privacy CloudCR, see [here](#).







## Other technologies across our services

### Privacy-preserving solutions (privacy by default) include:

-  [Aggregated Advanced Privacy \(AAP\)](#)
-  [SK360 \(SKAN\)](#)
-  [Probabilistic Modeling](#)

### [Incrementality measurement](#)

#### Privacy-preserving controls (privacy by design) include:




-  [Opt-in/Opt out for any data processing](#) - this enables customers to align with any consent mechanisms implemented within their app to ensure GDPR, CCPA or other regulatory compliance.
-  Opt-out from Device ID utilization ([iOS -IDFA](#), [iOS - IDFV](#), and [Android](#)). For iOS customers may also use the [Strict Mode SDK](#). This enables alignment with any platform policies and regulatory requirements for child-directed or mixed-audience applications.
-  [Opt-out controls for customer data sharing with partners](#) (see also [AAP](#) for iOS for aggregated data sharing). This enables customers to comply with platform policies and regulatory requirements including requirements related to child or mixed audience applications (e.g COPPA).
-  Opt-in/out controls on types of data shared for in-app [events](#) - this enables customers to control with which partners (if any at all) customers share events they choose to measure.
-  [IP address masking](#) - This will mask IP addresses from any reporting and from any data customers choose to share with their partners.
-  [Post-install deidentification](#) - this enables customers to measure post-install events without connection to the device identifier and to the initial attribution. Other identifiers such as IP and AppsFlyer ID are hashed.

For more information on privacy-preserving controls, please visit our [help center](#).

## Children privacy



AppsFlyer is especially dedicated to enhancing the privacy of children. We are committed to compliance with the strictest requirements of children's privacy laws, regulations and industry standards. For this reason we implemented specific controls in our platform and also created several guides to assist our customers in implementing and using our solution in compliance with kids' privacy laws including:

-  [Compliant Attribution for Kids Apps](#)
-  [AppsFlyer Privacy Statement for Kids Apps](#)
-  [Google Designed for Families Program - an AppsFlyer Guide](#)
-  [App Store Guidelines for Kids Apps - an AppsFlyer Guide.](#)

Furthermore, we work with PRIVO to ensure an FTC-approved COPPA Safe Harbor Program as well as GDPR-kids compliance [certifications](#).

## Knowledge center

AppsFlyer is committed to keeping up to date with new applicable laws and regulations, as part of our mission to be a leader in privacy compliance in the industry. In the context of these efforts, we assist our customers to be on top of new regulations, by publishing guides for implementation of AppsFlyer's services in lieu of new laws such as: [CCPA and other US State Laws](#), China's [Personal Information Protection Law](#), Japan's [APPI](#), Brazil's [LGPD](#), UAE's [Personal Data Protection Law](#), Singapore's [PDPA](#), Korea's [PIPA](#).

With the implementation of the DSA and the DMA in the EU, AppsFlyer has worked closely with partners to whom these regulations are applicable to ensure enabling our customers [compliance](#).



# Environmental **responsibility**





# Environmental policy

## Core pillars of sustainability



### Reducing our carbon footprint and global emissions:

We are dedicated to optimizing energy consumption and waste within our business operations, aligning with our ambition to have a minimal impact on the planet's climate.



### Waste reduction:

Our commitment extends to waste reduction across our facilities and operational processes. This encompasses judicious resource management across areas like energy, water, packaging, and various materials, catalyzing a culture of sustainability from the core.



### Fostering environmental impact:

Through our holistic ESG strategy and corporate social responsibility programs, we proactively engage in endeavors that create positive environmental impact. We view our responsibility as extending beyond our immediate business scope, catalyzing positive transformations within the communities we serve.

## Structured approach

Our sustainability efforts are meticulously guided by a structured approach, ensuring that our initiatives are impactful and results-driven. This approach encompasses knowledge dissemination, measurement, and data collection, setting and executing sustainability targets, education and communication, and continuous evaluation and improvement.






## Global environmental initiatives - Highlights of 2023

### Thailand - Earth Day Celebration:

- Tree planting & garbage collecting at Bangpu mangrove
- Cleaning Sea turtle nursery at Royal Thai Navy Sea Turtle Conservation Center, Chonburi province. Taking care of the local and immediate environment is a leading value at our Bangkok office, for both nature and animals.
- Mushroom house and edible garden sustainable school project, Our team visited a boarding school in rural Thailand to create a sustainable produce production system for the kids and staff.
- Upcycling clothes and furniture to Camillian Home for Children Living With Disabilities.

### China - Leave No Trace Activity:

River Cleanup! Collect rubbish abandoned by people in nature. Encourage us to enjoy and protect the great outdoors. Our China office took to the river around Beijing after the winter to help restore the natural reserve to its usual beauty for people to enjoy during the summer.

 **Korea:** Our Korea team took to the rare Seoul urban green spaces this year, to uplift, support, and maintain them sustainable for all.

- Pureun Botanical Gardens in Seoul is an often visited garden and NGO. Our team

went to the Garden to ensure the removal of weeds so that rare plants could grow and the garden could function properly.

- Seoul forest can be left in bad conditions, our people joined the Seoul municipality program of cleaning the forest for the enjoyment of the community.



**Japan:** Our collaboration in Tokyo's Shibuya District underscored our commitment to working hand-in-hand with local communities to amplify environmental awareness and action.



### UK - Spitalfields City Farm:

This city farm for injured animals is open to the public. Our people put on their gummies, pulled their sleeves up, and helped the farm work with the animals and the garden around the farm. Our team in London visits the farm twice a year, giving the rescued animals the care they need.



**We are committed to translating our vision into action. In embracing our role as agents of change, we stand firm in our dedication to environmental responsibility. The road ahead is one of collective effort and shared responsibility. By steadfastly implementing our sustainability strategies, AppsFlyer is committed to fostering a brighter, greener future for generations to come. Through our commitment and data-driven impact, we believe that our actions today can make a profound impact on tomorrow's world.**



# A call to collective impact

As we reach the final chapter of our journey, we invite you to reflect on the profound impact we can create together. At AppsFlyer, our commitment to sustainability and social impact has shown us that every small action contributes to a larger purpose. Each initiative—whether it's reuniting families, supporting local economies, or rebuilding schools—embodies our collective spirit and resilience.

## A story of change

Consider the story of a community we supported after a crisis—a place once filled with uncertainty is now thriving through collaboration and compassion. This transformation is a testament to the power of unity and the human spirit's capacity for renewal. It reminds us that even in the face of adversity, our efforts can create ripples of positive change.

As Maya Angelou wisely stated, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Let us strive to make a lasting impression together, ensuring that our actions resonate far beyond our immediate impact.

## Join us in our mission

In closing this chapter on our impact thus far, we reaffirm our dedication to being a force for good in times of crisis and beyond. We stand ready to face whatever challenges may come, armed with the knowledge that together, we can overcome adversity and build a brighter future for all.

Thank you for engaging with this report and for being an essential part of our ongoing journey.

## Inspire change—one step at a time.

In unity and purpose,  
AppsFlyer







## Important notes and disclaimers

Many of the statements in this report, such as those with regards to our plans and goals, represent our current expectations regarding future events. However, they are subject to a variety of risks and uncertainties that could cause actual results to vary substantially from those implied by such forward-looking statements. You should not construe any such forward-looking statements as guarantees. Our discussion of assessments, goals, and relevant issues related to sustainability herein are informed by various reporting standards and frameworks (including standards for the measurement of underlying data), and the interests of various stakeholders. As such, while the issues discussed herein may be significant, they are not all equally significant for the financial or operational performance of our company. Moreover, given the uncertainties and assumptions required to make certain disclosures in this report, such significance is inherently difficult to assess far in advance. Certain information is also subject to estimates, assumptions, or third-party information that is still evolving and subject to change. While we are not aware of any material issues with such information, except to the extent disclosed, we have not necessarily independently reviewed this information for accuracy. Our approach may evolve with time; however, there is no guarantee that we use a particular methodology or methodological parameter. If our approaches to such matters are perceived to fall out of step with common or best practice, it may adversely impact our initiatives, and/or subject us to greater scrutiny, criticism, or engagement. Additionally, our disclosures, as well as relevant internal controls, based on any standards may change due to revisions in framework requirements, availability or quality of information, changes in our business or applicable government policies, or other factors, some of which may be beyond our control.