



Impact Report 2022



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Words from our CEO and Co-Founder

Dear customers, friends, partners, and fellow visionaries,

I'm excited to share our first annual Social Impact Report for 2022. This report isn't just a rundown of what we've achieved—it's a testament to our dedication to making a lasting positive impact on the world whether it be through our product, our business, or our corporate social activity.

At AppsFlyer, we've always believed that success isn't just about revenue. It's about making a positive impact on our communities and our ecosystem. "Doing well by doing good". That belief has guided our journey every step of the way.

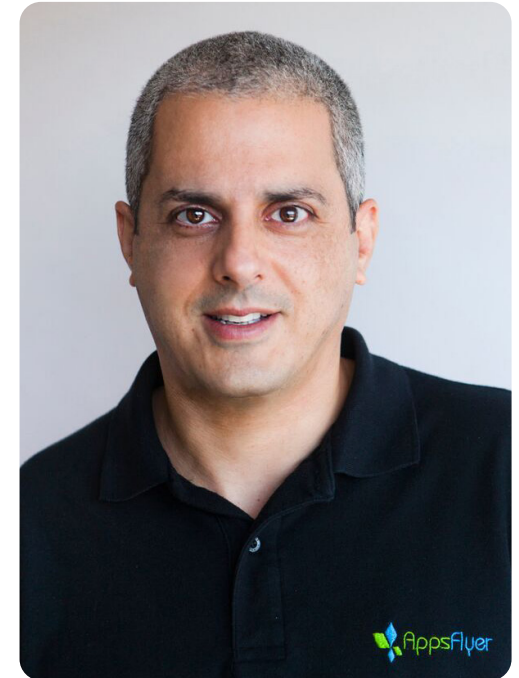
This report showcases our commitment to harnessing our impact and resources for good, driving change, and working toward a fairer, more sustainable future. From reducing our carbon footprint to our localized community programs, it reflects our belief that corporate responsibility isn't just a duty—it's a privilege.

This report also addresses the challenges we faced and the lessons we learned. We believe that acknowledging our shortcomings is crucial for growth and progress. We are committed to continuously improving, as we strive to set new benchmarks in corporate social responsibility.

Looking ahead, we're excited about the possibilities. Creating a better world is a big task, but it's one we're eager to tackle. We invite our partners, customers, and friends to join us in this journey towards an innovative and compassionate future.

Thank you for your continued support and belief in our vision. Here's to another year of doing well by doing good.

Oren Kamiel



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


 **89K**
Active mobile apps

 **\$300M**
In funding

 **1K+**
Employees

 **9K+**
Integrated partners

 **60%**
Global market share

 **\$28B+**
Ad spend measured per year

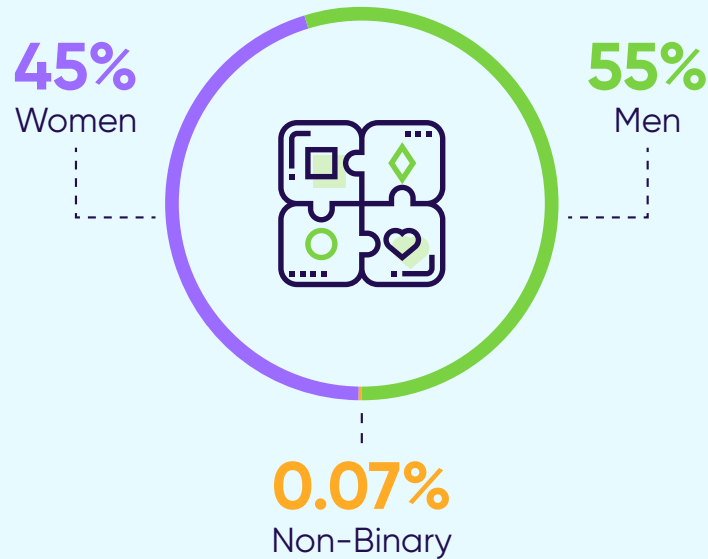
 **\$10.5M**
Estimated fraud blocked per day on average

Our investors



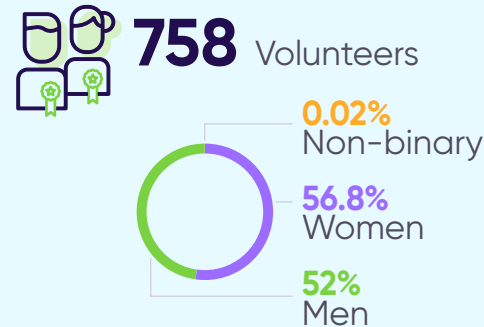
* All data throughout this report is as of December 2022 unless stated otherwise and is based on internal estimates which may change from time to time.

Our people

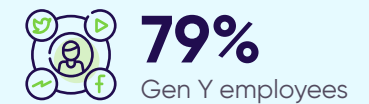
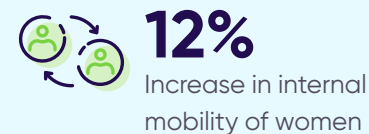
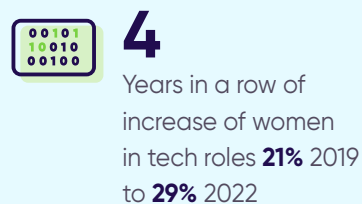
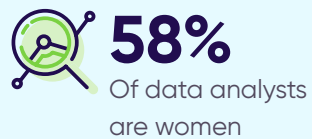


We integrated self-identification questions on gender into our systems to obtain an accurate representation of non-binary individuals in our data.

Our impact



Diversity, inclusion and belonging



Industry recognitions



Industry recognitions

As an industry, it is important for us to unite and actively strive towards transforming the ecosystem to foster greater diversity.



The duns 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.



duns 100 the Standard of Achievements -
No. 1 Centaur (100 M ARR) to work for



duns 100 the Standard of Achievements -
Top 10 best companies
promoting community service policy



duns 100 the Standard of Achievements -
Top 10 high tech companies
that are good for parents



Power in diversity

We ranked in the Top 5 companies out of 650 leading diversity for 2022, in the Power in Diversity's 2022 report.



Frost & Sullivan award winner

Competitive Strategy Leader in North American Analytics in Media Measurement Industry.



MarTech Breakthrough Award

Best Overall Mobile Marketing Company.

Every year, G2 announces its Best Software Awards to recognize software companies and products based on genuine reviews from users.



G2

Top 50 Development Products in Best Software Awards.



G2

Top 100 Software Products in Best Software Awards.



Great place to work

AppsFlyer North America is a Great Place to Work.

99% of employees at AppsFlyer North America say it is a great place to work.



LinkedIn 2022 Top 25 best workplaces to grow your career in Israel

LinkedIn Top Companies is a ranking of the 25 companies that are investing in their talent and helping people build careers that will set them up for long-term success.



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.

At AppsFlyer, we are committed to promoting positive change and contributing to a sustainable future. To achieve this, we have adopted the SDGs as a strategic framework encompassing our efforts to improve social, economic, and environmental sustainability. Our dedication to promoting positive change and improving lives for current and future generations is at the heart of our commitment.

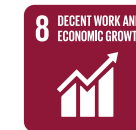


Equal education – Promoting high-caliber education is a top priority and one of our leading social impact pillars. Future employability and social mobility opportunities are derived from a foundation of fair and equal education. Our efforts include providing educational resources and support to underprivileged communities, creating long-term and short-term educational volunteer programs, and partnering with organizations that share our commitment to quality and equal education.



Gender equality – Diversity and inclusion are key drivers of innovation and growth. Acknowledging the enduring gender disparities that affect women's lives, we actively pursue change.

Our measures encompass equal pay, internal and external equal opportunities, and work-life balance. Training, mentoring, and continual learning foster inclusion. Gender doesn't limit recruitment, development, or career progression. Our commitment extends to culture and society, empowering young girls and women through social investments, and cultivating a more equitable and sustainable future.



Decent work and economic growth – 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, wellbeing, and equal opportunities for advancement, regardless of location.





Industry, innovation, and infrastructure -

As pioneers in SaaS mobile marketing analytics and data privacy, we lead innovation and growth through our cloud-based platform. Our dedication to SDG 9 is clear in our products, equipping businesses with advanced tools for informed decision-making and progress. As leaders in our ecosystem, we fuel innovation and growth through our cloud-based solution. Our platform offers measurement, analytics, engagement, and fraud protection features. With a strong focus on privacy and data security, we provide resilient infrastructure. Through this, we empower sustainable industrialization, laying a durable groundwork for a sustainable future.



Reduce inequalities - At AppsFlyer, we firmly recognize the significance of addressing inequalities to foster sustainable development. Our

commitment propels us to actively reduce disparities across diverse avenues. We champion gender equality, cultivate diversity and inclusion, and uplift underrepresented communities. Within our organization, we prioritize diversity, inclusion, and belonging, crafting a workforce that mirrors the global landscape. Our dedication to equal pay for equal work underscores our commitment to fairness, complemented by a resolute stance against all forms of discrimination. Our impact transcends our confines, evidenced by social investments that bridge educational gaps and foster future employability. We prioritize empowering girls and women to surmount obstacles, shaping a future defined by equality and shared opportunity.



Climate action - Recognizing the climate action imperative, AppsFlyer's commitment is evident in our determined efforts. Developing energy-efficient

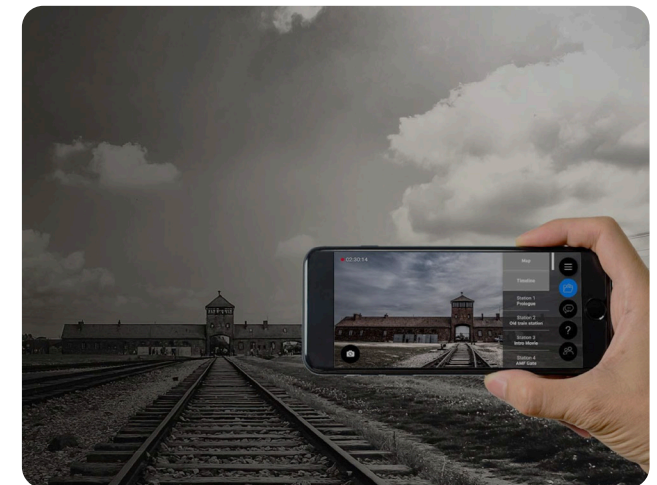
practices and sustainable operations is central to our mission. In 2022, we took a pivotal step towards transparency and accountability by preparing the groundwork to measuring our carbon emissions in the coming years. Through our use of the services of industry leaders like AWS and Google Clouds, we contribute to global emission reduction. We're devoted to waste reduction, promoting sustainable transportation, and reducing our environmental impact. Through concrete actions, we pave the way for a greener future, championing climate action and responsible environmental stewardship.



Partnerships for the goals - AppsFlyer's commitment to fostering partnerships for global progress is evident in our collaborative initiatives that drive

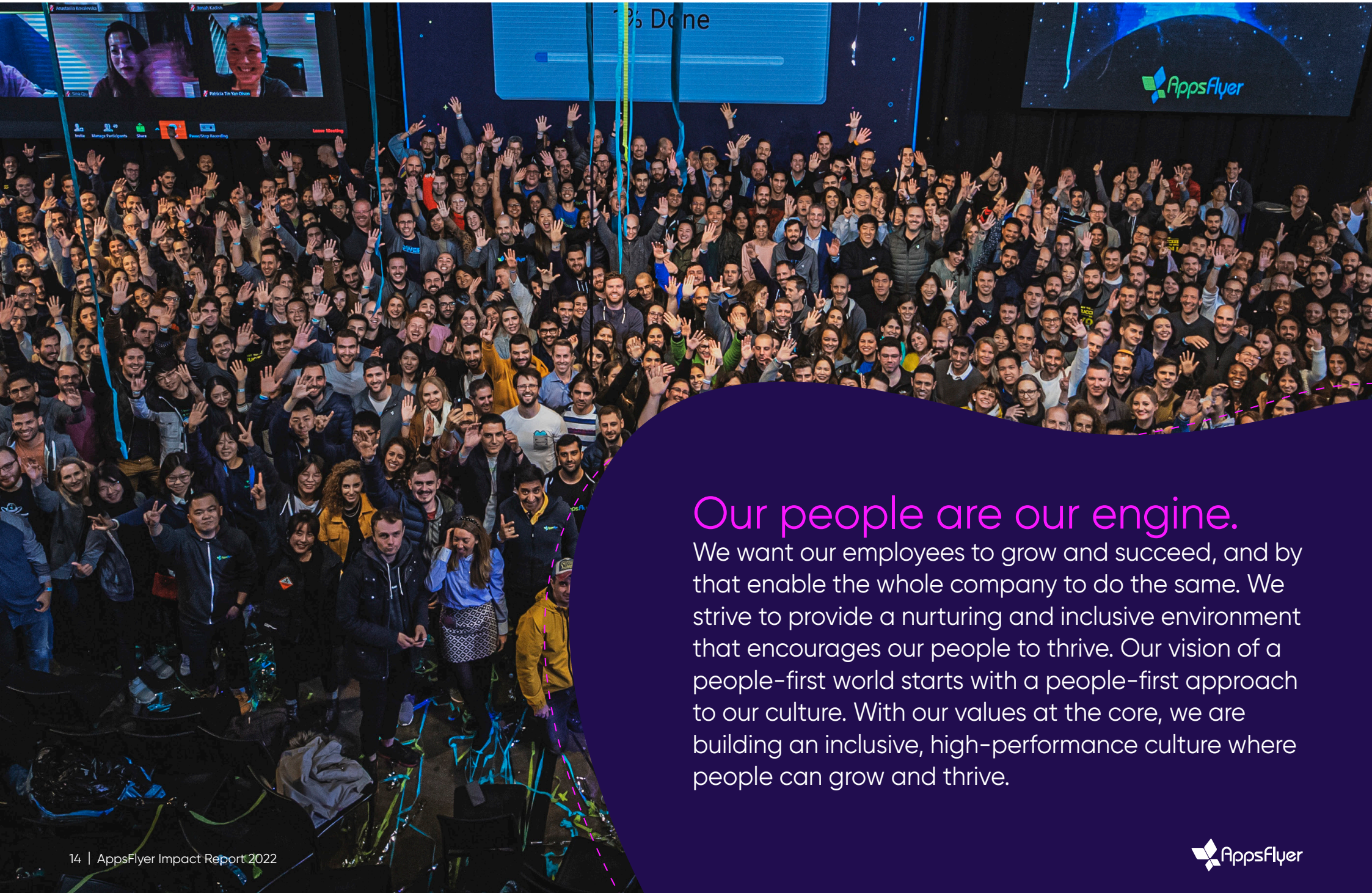
transformation and nurture development. Through strategic alliances with governments, NGOs, academia, and communities, we actively contribute to sustainable development within our operational regions. These partnerships address critical issues such as education, gender equality, wellbeing, and disaster response. Leveraging our expertise, we engage in innovative collaborations that drive sustainable societal advancements, harnessing technology for the betterment of humanity.

The Auschwitz Virtual Project showcases our commitment. Beyond education, this initiative highlights transformative collaboration. Employing cutting-edge technology, we transcended boundaries to redefine Holocaust education. Beyond reshaping awareness, it stood against Holocaust denial and anti-Semitism.



Our people





Our people are our engine.

We want our employees to grow and succeed, and by that enable the whole company to do the same. We strive to provide a nurturing and inclusive environment that encourages our people to thrive. Our vision of a people-first world starts with a people-first approach to our culture. With our values at the core, we are building an inclusive, high-performance culture where people can grow and thrive.

People engagement

Leveraging data insights for people empowerment

As a company centered around data, we grasp the paramount importance of harnessing data to steer our people-centric endeavors. Our dedicated People Data Team stands at the forefront, translating our belief in data-driven decisions into actionable talent strategies that seamlessly fortify the execution of our broader business mission. Our commitment resides in an impeccably synchronized alignment of talent – precisely when and where it is needed.

In the heart of our People Operations division is the people analytics team. Empowering our HR and talent acquisition cohorts to orchestrate judicious people-oriented resolutions through meticulous data, insightful analytics, and compelling empirical insights. Our People Analytics team undertakes the responsibility of monitoring the holistic wellbeing of our workforce. The gravitational pull we exert

on talent, and the tenacity with which we retain our invaluable human resources across global landscapes is key to our 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

Crafting real-time dashboards, tools, and reports, we empower and enable our teams in-depth understanding of data, propelling informed action.



Elevated analytics

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



Data driven culture

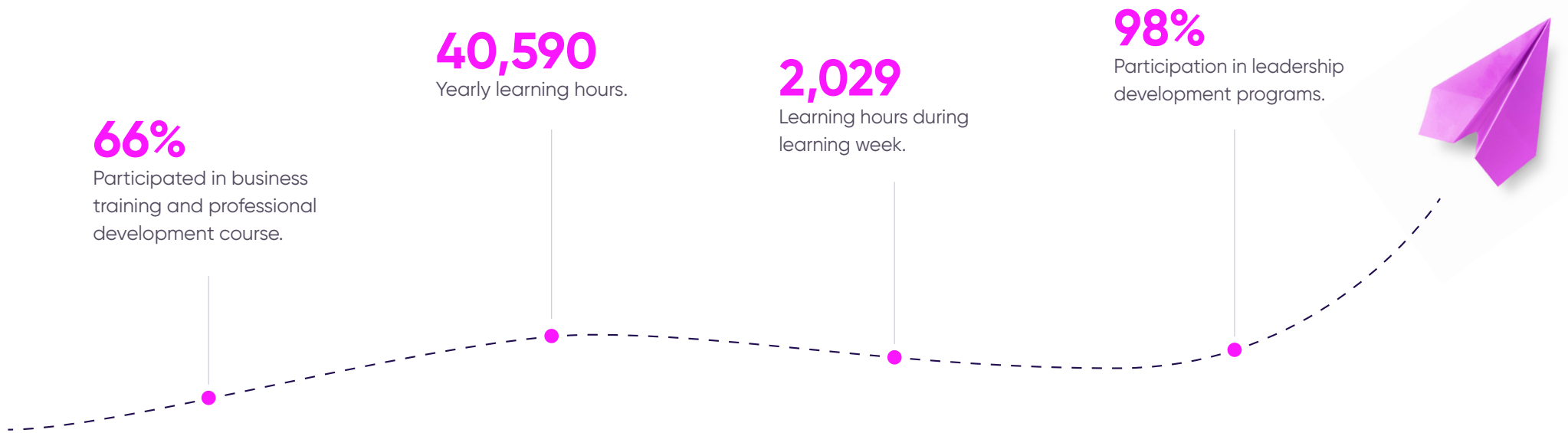
We infuse HR, Talent acquisition and leadership teams with data driven insights, inspiring professionals to paint their work with data's vibrant hues.



Data ethics

Upholding privacy, we ethically wield personal data in HR, safeguarding both our people and integrity under legislative compliance.

Nurturing growth and development



In our relentless pursuit of excellence, AppsFlyer remains steadfast in its commitment to cultivating a culture of continuous learning and development. As we reflect on the transformative year of 2022, the essence of "Growth and Development" serves as a compelling testament to our dedication to empowering our people and nurturing their potential. Through strategic investments, innovative programs, and a resolute focus on leadership excellence, we have achieved significant progress in fostering growth and self-development within our organization. We recognize the responsibility to impart essential soft skills, facilitate personal

development, and foster a profound understanding of our products and services. Our commitment to growth encompasses not only individual empowerment but also helps create a team that is not just proficient but also passionately dedicated to delivering exceptional value through our offerings.

Our firm belief in investing in our human capital is a fundamental driver behind our vision of achieving extraordinary success. Through cutting-edge programs, data-driven insights, and a laser-sharp focus on leadership, we are actively shaping a future where every individual's potential can thrive.

At AppsFlyer, we believe that excellence by outstanding performance, growth, and self-development are integral to our journey. In 2022, our investment in training and development reached a commendable 3,817 USD per full-time employee, demonstrating our commitment and support for our team's growth trajectory. Our pursuit of excellence encompasses both individual performance, measured by KPIs, target, and the broader company culture. Characterized by our dedication to forming meaningful professional relationships, our all-in approach, and our resilience in the face of challenges.

Onboarding



394

New AppsFlyers went through the onboarding process in 2022

The onboarding program is based on the 30-60-90 first days of the employee in the role, and is divided into a number of programs and milestones. *From Zero to Hero* is the first program. It creates an interactive onboarding experience for new employees while exposing them to the corporate culture, the business ecosystem, and basic familiarity with AppsFlyer products and customers.

The program includes a chatbot - Obi, that accompanies the newcomers during the first weeks. Obi is designed as a digital friend that will help in both formal and informal matters. With the help of short videos, entertaining sessions, and references to the content in the LMS, Obi helps our people in the onboarding process organize their day, acquire a sense of security, and even get to know each other. Obi was fully developed by AppsFlyer Learning and Development team and won the second place in a national competition for excellence in digital learning.

Need my help?



Regional academy

Within the first month or so of their employment at AppsFlyer all new employees participate in a Learning Academy, following the completion of the online Zero to Hero program. These academies are conducted regionally, facilitating not only learning but also engagement with peers from different departments. Our Academy contains in-depth sessions covering our products, partners, customers, ecosystem, and more. It establishes a benchmark regarding our products and services for all employees and provides a solid foundation for more extensive learning within their respective teams.

Professional business learning activities

One of our main focuses is our people and investing in their professional growth. This has been defined as one of our main KPIs, and a set of learning programs has been developed and designed to support it. We provide our people with ongoing learning opportunities, including a product learning program internally developed to support ongoing new releases, product features, and in-depth product learning.

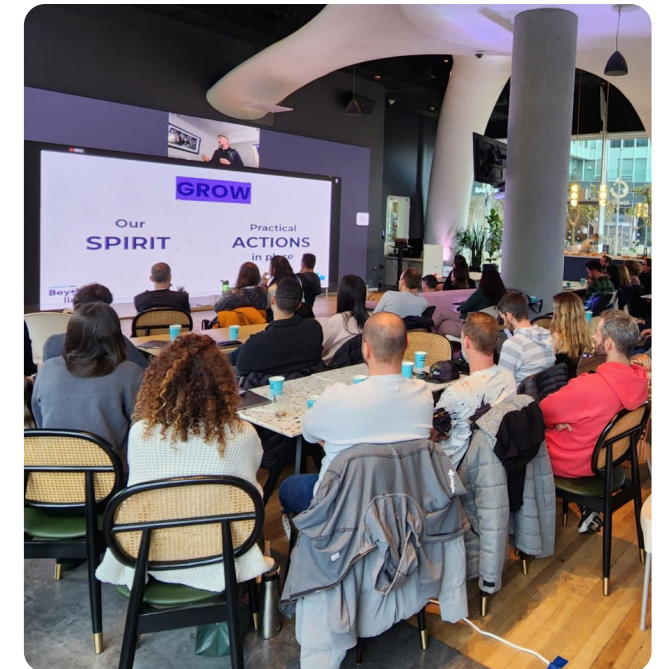
Our Sales Kick-Off (SKO) event, orchestrated by our Learning and Development (L&D) team, was a global virtual training spanning three days, this intensive training program encompassed 24 hours of learning. Impressively, it garnered an impressive 94.5% satisfaction rate among our participants, reflecting the high quality and effectiveness of the event.

Additional upskilling programs focusing on how to provide better service include soft skills programs

such as, customer management, communication skills, presentation skills, decision making and project management courses.

In 2022, 66% of our workforce engaged in comprehensive business training and professional development courses, dedicating a collective of 40,590 hours to enrich their skills and knowledge.

Our programs are closely tailored to the specific needs of each department while aligning with the organization's overall business goals. Regular assessment and feedback routines are implemented to measure the effectiveness of the learning programs and necessary adjustments are made to optimize learning outcomes for each program.



Leadership development

Through a multi-faceted enablement approach, our goal is to enable our people leaders to effectively lead others.

In 2022, 93% of leaders (director and above) attended leadership training to increase high-performance leadership skills and capabilities.



Global-local leadership summit

Our culture is one of the most valuable and important assets we have.

To preserve and foster this, we have made a strategic investment in our leaders, empowering them to excel amidst complexity, overcome challenges, and achieve remarkable success. Our 2022 leadership summits played a crucial role in this endeavor, with three summits organized across different regions – San Francisco, Israel, and Bangkok. These tailored summits aimed to inspire, motivate, and challenge over 300 leaders. Through engaging sessions, our participants had the opportunity to forge connections and delve into topics critical to our organization's growth, including collaboration, common goals, and cultivating our people's potential for success. These summits epitomize our resolute commitment to cultivating exceptional leaders who will propel our organization to even greater heights. Through our continuous investment in leadership development, we are confident in steering our organization to high achievements.



Leadership gym

As a hyper-growth company in a rapidly transforming market, our primary focus is on cultivating our 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. Creating alignment and a clear leadership voice, we support cross-functional collaboration and establish a collaborative community where leaders can safely share knowledge and address challenges.

The Leadership Gym serves as a comprehensive platform for leaders to connect, develop, and practice their leadership muscles. Offering a range of learning methods such as online courses, managerial tools, and workshops, it becomes a one-stop resource.

Our leadership content, based on five fundamental attributes, covers diverse topics, including vision creation, inclusive leadership, decision-making, and constructive feedback. The Leadership Gym supports managers at all levels, integrating with regular business processes like performance reviews and engagement surveys.

The Leadership Gym stands as a vital component of our leadership development strategy, empowering managers across the organization.



Key initiatives for growth and development 2022

Defining leadership attributes

Our journey toward excellence also involved a meticulous process of defining our leadership attributes. This comprehensive endeavor entailed identifying the behaviors that are central to our success. Through the design, leadership, and implementation we provided valuable guidance to all organizational leaders about our culture and the expression of the desired behaviors within it. Moreover, these leadership attributes have been integrated into our leadership development programs and performance evaluation processes. This process was carried out through extensive fieldwork aimed at identifying the behaviors that lead to our success, reinforcing our commitment to nurturing exceptional leadership within our organization.

Individual development programs (IDP)

Our implementation of Individual Development Programs empowered our managers in leading growth processes and conversations, identifying potential and motivations, and aligning personalized growth plans for high-performance individuals. The program was supported by a dedicated budget and guidance, facilitating that our people have the resources and guidance to pursue their goals effectively. Our focus on tailored growth plans and support fosters a culture of continuous employee development.

Career growth frameworks

In 2022, we dedicated our efforts to designing a tailored career framework for our R&D, Product, and Customer

Success teams, offering clarity on growth opportunities and expectations, fostering alignment within these teams. By providing a structured path for career progression, we empowered our people to navigate their professional development with a clear sense of direction. This structured approach not only empowers individuals but also fosters cohesion and shared goals within teams, contributing to overall success and advancement.

Global employee exchange program (GEEP)

Our Geep program facilitates team and culture collaboration and understanding by allowing authorized people to spend 2-8 weeks with another team in a different location. Employees gain insights and share their learnings with both their original team and the temporary team, fostering cross-team connections and a cohesive workforce.

*In 2022 The program was activated in a minimum capacity due to COVID restrictions.

Learning week 2022

This is an annual showcase for a diverse roster of speakers across a broad range of topics. Speakers are both internal, allowing our people to take the stage, and external speakers, allowing our people to be inspired and equipped with diverse and progressive tools and skills.

3

Days

36

Sessions

41

Internal speakers

6

Tracks

11

External speakers

750

Participants



Case Study

I'm Flying - nurturing internal growth at AppsFlyer

Our Internal Mobility Program is designed to empower our team members. Through IM Flying, our people have the opportunity to soar within the company, fostering a culture of fairness and unbiased growth, facilitated by a dedicated internal open positions site. Our internal mobility policy serves as a driving force, encouraging and enabling our employees to shape fulfilling, long-term careers within our organization.

In 2022, our commitment to internal growth was evidenced by the fact that 10.4% of all open positions were successfully filled internally. This statistic highlights our dedication to nurturing talent within and reflects the thriving spirit of internal mobility at AppsFlyer.



Cultivating excellence through feedback

Following our commitment to growth and learning, feedback is our guiding star. We embrace the power of insight, recognizing that from feedback springs our evolution. Armed with this understanding, we have forged a multifaceted approach that promotes both our growth and the tools to refine our journey to excellence. We recognize that the voice of our people serves as the most authentic and insightful measure of the alignment between our working culture and strategic direction. We embrace and develop feedback tools as valuable opportunities for personal and professional growth. These opportunities foster open and honest dialogue between people and managers, allowing for reflection on past experiences, exploration of future goals, and the exchange of valuable feedback.

Enhancing engagement through comprehensive insights

At the heart of our commitment to enhancing employee engagement lies our bi-annual engagement surveys. Serving as the cornerstone of our journey, these surveys illuminate specific themes, teams, or geographic regions, weaving a rich tapestry of understanding about our workforce dynamics.

The knowledge analysis is openly shared in both company-wide and team-centric forums, fostering an environment of perpetual learning and proactive action.

2022 Engagement survey highlights (May 2022):

91% of employees participated in 2022 engagement survey (+6% above benchmark)

75% of respondents articulated a strong sense of clarity about their tasks and priorities.

89% attested to their managers' genuine concern for their holistic wellbeing.

70% expressed confidence in the presence of meaningful growth opportunities within the organization.

Broadening engagement through confidential feedback - Honest AppsFlyer

Our commitment and journey toward excellence are shaped by multiple avenues of feedback, each contributing to our growth. One such avenue is our 'Honest AppsFlyer' approach - a foundation built on practicality and continuous improvement. It reflects our belief in fostering an environment where things are made functional and then refined for betterment. In

addition to our formal annual feedback mechanisms, we recognize the importance of nurturing a space for anonymous feedback. The potency of anonymous feedback lies in fostering that no conversation remains unspoken, particularly the challenging or uncomfortable ones. The feedback received is conveyed exclusively and directly to our Chief People and Operations Officer. This private communication to the right stakeholders, which enables informed decisions and meaningful next steps.

Elevating engagement through open dialogues

Elevating engagement through open dialogue: Ask Me Anything (AMA) sessions led by our visionary leaders: the CEO and Co-founder, CTO and Co-founder, and Chief People and Operations Officer. Engaging conversations transcend borders. In this haven of discourse, voices intertwine, and questions take flight, kindling an exchange that propels the growth of us all. Through AMA sessions and other avenues, we recognize that feedback is the vital ingredient that fuels these conversations, guiding us as we collectively journey toward excellence.

People wellbeing

At AppsFlyer, we're committed and dedicated to protecting our people and our customers everywhere we operate. We embrace the responsibility of fostering an environment that embodies health, respect, and nurturing support – where engagement, growth, resilience, self-fulfillment, and a sense of belonging flourish. Anchored in our people-first culture, we are dedicated to cultivating a holistic, secure experience that tends to our people's physical and mental wellbeing. This commitment unfolds with flexibility, an inclusive mindset, and a continuous creation of frameworks that foster wellbeing and overall progress and growth. We believe that a robust body and a serene mind provide the pillars for our resilience, enabling us to navigate challenges with clarity and approach the world with vigor.

Over the past transformative years, including the pivotal year of 2020, we've tailored and expanded our wellbeing programs. This adaptability proved vital as we responded to the global shifts catalyzed by the COVID-19 pandemic. Our outreach extends to our diverse global community, each navigating its distinctive context.



Our initiatives are thoughtfully curated, they encompass a spectrum of strategies and practices designed to elevate wellbeing, deepen the sense of belonging, strengthen team bonds, infuse novel experiences and navigate the intricacies of contemporary complexities in the new workplace world.



AppsFlyer BeWell

Entails a confidential and unbiased professional guidance system available 24/7. Anchored in a team of counselors, psychologists, and work-life consultants, the program extends personalized support tailored to individual needs. The expertise is complemented by access to local therapists in the native or local language, enabling face-to-face or virtual consultations. This extends to family members, enabling a comprehensive network of care.



AppsFlyer fit

Recognizing the crucial nexus of mental and physical wellbeing, we instill a proactive culture. Through the AF Fit program, an individual quarterly allowance budget fosters engagement in sports, nutrition, and wellbeing pursuits. This initiative connects seamlessly with our spectrum of wellness activities, thoughtfully curated within our local offices.



Recharge day

Every quarter, we offer an additional day off, fully covered by the company, fostering an extended weekend that harmonizes with the various regional holidays across our diverse and global workforce. This initiative allows our team members to truly recharge, fostering wellbeing and rejuvenation for continued productivity and engagement.



Optimized work environment

Nestled within our state-of-the-art offices lies the apex of safety and comfort. Immaculately curated ergonomic design, featuring cutting-edge tables and chairs, meticulously maintained, accompanied by fitness and wellness activities. Complemented by fully stocked kitchenettes, stand as living testaments to our steadfast commitment to cultivate an environment that nurtures not only physical wellbeing but also a profound sense of belonging - You are home, in each of our global offices.



Hybrid workplace model

In the year 2022, our hybrid work environment embraced a 3-day-at-the-office policy, reflecting a pragmatic harmony with our values and the core principles of collaboration, flexibility, efficiency, and excellence. Rooted in the belief of fostering personal engagement while embracing adaptability, this approach maintain optimal work-life balance for our diverse team members across the globe. This approach enabled us to navigate the challenges of the year while steadfastly upholding our commitment to productivity and wellbeing.



Health insurance

Through our comprehensive medical insurance coverage, we aim to safeguard our people, recognizing the intrinsic connection between a healthy workforce and their ability to contribute effectively. This proactive approach reflects our commitment to prioritizing the lives and wellbeing of our team, allowing them to focus on their roles with the assurance that their health is well taken care of. This investment and approach align seamlessly with our overarching goal of creating an environment where our people can thrive professionally and personally.



Parental leave

At AppsFlyer, we are a big community, and give a special place to our people's families. Last year, we launched parental leave for all parents, regardless of gender. Over the past year, **181 families** welcomed a new member, and **78%** of the parents used our special parental leave program. Among the total births, **40%** were individuals employed by AppsFlyer, while the remaining **60%** were of the spouses of AppsFlyer employees. Out of the the individuals who gave birth at AppFlyer, **66%** took advantage of our extended parental leave, and among non-birthing parents, **85%** utilized their parental leave.



AF Born

In locations where we have a large number of newborns; we run parental clubs to support new parents and help promote wellbeing. AF Born is a place for new parents to mingle and connect. Each country's community meets the needs of that country and may include brunch, infant development support sessions, lectures, and workouts. The community is open to all parents on parental leave.







Health and safety

At AppsFlyer, our commitment to health and safety forms the bedrock of our operational day-to-day. We not only adhere to the prevailing local regulations governing workplace health and safety, but we also strive to exceed them in our pursuit of fostering a secure and conducive work environment. This commitment extends to all our people, whether onsite or remotely engaged and to onsite visitors, to provide a sense of safety and wellbeing.



Our dedication to the welfare of every employee, visitor, and onsite vendor is reflected in our comprehensive approach to occupational health and safety. We firmly believe in the potency of adopting, implementing, and perpetually enhancing our health and safety program. As a software-as-a-service (SaaS) company with a focus on digital solutions, our operations naturally do not entail the manufacturing of physical products. This aspect of our business model means that our workforce is not routinely exposed to the hazards associated with loud noises, dangerous equipment, or hazardous substances. To address the health and safety regulations and standards, we have thoughtfully curated resources that empower our operational and IT teams to adeptly manage the in-office and our people with home-based workspaces.

Our commitments in this realm encompass the following:

-  Establishing a secure and healthful 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, for 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.

Hybrid workstations: a holistic approach

The global emergence of the COVID-19 pandemic prompted a significant shift in our work dynamics, leading to a substantial portion of our team members transitioning to remote work in 2020 and 2021. In an immediate response, AppsFlyer initiated a series of projects aimed at extending our commitment to health and safety to our people's home workstations. Include, we allocated a dedicated budget to facilitate the procurement of additional equipment, enabling our people to create a workspace that mirrored the standards they enjoyed at the office. This proactive approach exemplifies our commitment to our people's wellbeing, even as we navigate dynamic and challenging circumstances.



* TLV, Sarona Office

Diversity, inclusion and belonging



AppsFlyer commitment to diversity, inclusion, and nondiscrimination

We are committed to fostering, cultivating, and preserving a culture of diversity, equality, and inclusion.

As AppsFlyer continues to grow, we remain committed to a diverse and inclusive culture and workforce. Our efforts to provide equal opportunities for everyone is based on the understanding that our mission is best served by elevating voices from different backgrounds and perspectives. And by 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 to being the kind of company we aspire to be.



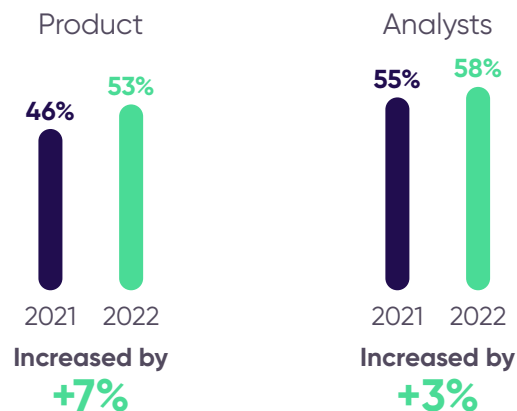
Gender diversity report | 2022 highlights

In 2022, we proudly presented our second annual [Gender Diversity Report](#), reflecting our enduring dedication to fostering progress. Gender diversity is a fundamental aspect of our identity, a value we consistently uphold. To realize our aspirations, we are resolute in creating equitable systems, nurturing professional growth, and enriching out communities.

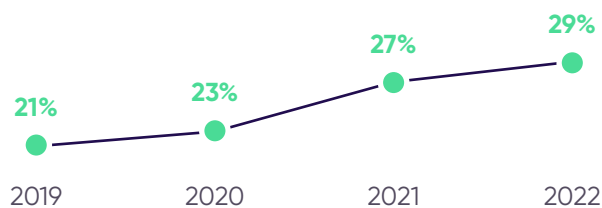
This report served as a testament to our commitment to promoting gender equality and inclusivity, showcasing the tangible impact of our efforts on our people and company culture, and the broader professional ecosystem.

Real-time Gender data is available for all of our people leaders and people managers in a dedicated dashboard, supporting them in making the right decisions. The progress is measured against our diversity and inclusion KPI's.

Women in tech roles



% Women in R&D and Product



45%

Women in AppsFlyer

43%

Women in managerial roles

31%

Women in senior management



Women representation by region

APAC

56%

North America

43%

Israel

43%

EMEA LATAM

37%

Gatekeepers training: fostering inclusion

In our never-ending journey to foster a diverse and inclusive workplace, in 2022 we initiated a comprehensive training program for our Talent acquisition and HR teams. Designed to address biases and promote Diversity, Inclusion and sense of belonging, this training was tailored for our professional teams.

This multifaceted program consists of two distinct meetings, each strategically crafted to enhance a comprehensive understanding and meaningful progress. The first session serves as an inspirational platform, combining an immersive tour, open conversations, and interactive discussions. We encourage candid inquiries to create a safe space for learning and growth, abiding by the principle

of "It's embarrassing to not ask." The second session comprises a professional workshop, collaborating with partners from various organizations. This hands-on session equips our team with practical tools to enhance our interview processes, amplifying inclusivity. Our aim is to refine our internal procedures to accommodate a broader audience, fostering an inclusive workplace environment.

We firmly believe that fostering inclusivity nurtures the best company culture, one where growth, creativity, and success are boundless. Through education and training, and interpersonal meetups, We drive meaningful change, building a workplace where diversity thrives and every individual can flourish.





KamaTech accelerato: empowering ultra-orthodox women integration in High-Tech

KamaTech, founded by visionary entrepreneurs within the ultra-Orthodox community, drives integration of community members into Israel's cutting-edge High-Tech, honoring their deeply ingrained lifestyle. Addressing challenges of bridging the gap between ultra-Orthodox community and high-tech, KamaTech tackles key hurdles, including limited exposure to subjects like STEAM, curbing knowledge and experience.

Our partnership with KamaTech is exemplified through the Active Code multi-sector program, offering women hands-on experience. Through teamwork, time management, goal attainment, and issue resolution, they engage in practical projects and expand their expertise.

One remarkable instance integrated Ultra-Orthodox women into a Customer Success Operations team, creating essential tools and opening doors to high-tech.

In just six months, 16 program graduates secured high-tech positions, showcasing KamaTech's profound impact on individuals, communities, and the industry.



Tech-Career: empowering Ethiopian Israelis in High-Tech

Empowering young Ethiopian Israelis, Tech-Career offers a comprehensive journey through Israel's High-Tech realm. The program, focused on high-demand fields, equips participants for job interviews, placements, and successful careers in the industry. Our partnership with Tech-Career aims to dismantle employment barriers faced by Ethiopian Israelis, offering a gateway to socio-economic mobility and the lucrative high-tech sector. Our graduates acquire the skills for high-level employment, above-average salaries, and socio-economic ascent.

By nurturing interns, integrating them into teams, and providing superior tools, we shape exceptional professionals. Notably, 30 women participants excelled in the Salesforce course, reflecting the impactful transformation of Tech-Career.

We created an internship program aimed to integrate the students into our Salesforce teams, this program created an opportunity to experience the day-to-day at a high-tech company and gave our people the opportunity to be leaders and mentors. The outcome of the internship program had one participant recruited into Appsflyer.



AppsFlyer communities fostering diversity, equality, and inclusion through ERGs

Championing diversity and unity

At AppsFlyer, we take great pride in our commitment to diversity, equality, and inclusion. We believe that a thriving workplace is one where every individual feels valued, respected, and empowered to bring their authentic selves to the forefront. Our Employee Resource Groups (ERGs) play a pivotal role in advancing these values from within.



Proud AppsFlyer



Central to our mission is the creation of an open, safe, and equitable workspace where every individual can flourish. Our LGBTQ+ ERG tirelessly advocates for equal rights, representation, and opportunities, making significant strides toward a truly inclusive work environment for all. By rallying behind the cause of diversity and equality, AppsFlyer Pride ERG becomes a driving force that propels positive change within our organization and beyond.

Open to all LGBTQ+ community members and allies from different backgrounds, cultures, and regions, the community leads year-round programs and activities focused on volunteering, community engagement, mentoring, and industry networking.

Global leadership, local empowerment: Proud AppsFlyer hinges on the synergy between global leadership and local empowerment. Our global community leadership guides each region and location with the sensitivity needed to address unique requirements. This affirms that every individual, regardless of their location, feels a profound sense of belonging and is empowered to participate in the global celebration.

LGBTQ+ ERG: Leading the way towards equality and unity

Our commitment to equality and unity is a year-round endeavor, and we are especially proud to have our LGBTQ+ Employee Resource Group (ERG) at the forefront. The Proud AppsFlyer community plays a pivotal role in fostering inclusivity throughout our organization.

Proud AppsFlyer Cares: making an impact worldwide

Throughout the year, our Proud AppsFlyer initiative takes diverse approaches in each region and country, tailoring efforts to their specific needs and contexts.



2022 Highlights:



Israel

Our team collaborates with LGBTQ+ teens at a youth hostel. These teens seek refuge at the hostel for various reasons, having left their homes. Our compassionate team members engage in meaningful one-on-one mentoring sessions, guiding them to contemplate their future, aspirations, and assuming a positive adult influence in their lives.



Germany

Embarking on a city tour focusing on the history of the LGBTQ+ community during the Holocaust. This enlightening tour provided valuable perspective and a profound understanding of the continued fight for the rights of this community, which they carry into their community impact.



North America

Proud NA community and allies join forces with young adults from New Alternatives, a youth hostel supporting people without a family or home. We equip them with essential resources for their daily lives and share our experiences in the workforce, empowering them to strive for a better future.



Brazil

Our Brazil team presents a unique representation of LGBTQ+. A quarter of our employees identify as LGBTQ+ community members. In 2022 the team collaborated with LGBTQ+ organizations to enhance the lives of community members lacking familial support. This collaboration is focused on areas such as education, career advice, nutrition, and support for teens.

EXPRESS YOURSELF

Empowering pride month 2022 - "Express Yourself"

An annual highlight on our diversity calendar is Pride Month, a time when we come together as a united front to celebrate and amplify the voices of the LGBTQI+ community. With a commitment to resonating with each region's unique culture and traditions, our global community leadership sets a theme for the year that captures the essence of shared experiences. This thematic approach enables our celebration of Pride Month transcend geographical boundaries, encompassing the rich diversity of our global team. By acknowledging and embracing the cultural nuances of our various locations, we extend our celebration beyond the workplace into the wider communities we touch. Through thoughtfully curated activities, events, and engagements, we demonstrate our commitment to creating a positive ripple effect that extends well beyond our office walls.

Uniting through expression:

Under the poignant theme of "Express Yourself," our Pride Month initiatives have fostered a deeper understanding among our global team. By sharing personal stories from diverse regions such as Brazil, Vietnam, North America, and Israel, we've unveiled the core human experiences that connect us all. This platform for sharing stories has united us in our commonalities while honoring the beauty of our differences.



Express Yourself
2022 - Video



Sawa



Established in 2022, the Sawa Employee Resource Group (ERG) at AppsFlyer embodies unity and empowerment. "Sawa," translating to "together" in Arabic, encapsulates our mission of cultivating shared spaces in Israel's tech landscape.



Building bridges, driving change – Sawa is committed to fostering connections and networking with Arab colleagues, promoting inclusivity within AppsFlyer and the industry.

Empowering Arab voices – Sawa's impact resonates deeply within Israel's diverse society. Focused on young adults from the Arab community, our ERG sparks growth, instills confidence, and opens doors to opportunities, championing a more inclusive tomorrow. Organizing professional meetups tailored for noncoders, women, and Arab students, in Arabic. Propelling change by providing underrepresented groups in tech a platform to engage, connect, and collaborate for future employability.

Guided by unity, propelled by empowerment – Amplifying voices and dismantling barriers, Sawa champions inclusivity, initiating transformation

beyond the workplace. With resolute dedication, we move forward, guided by Sawa's radiant light, towards a future where unity and empowerment flourish in Israel's vibrant tech realm.

A broader impact – Sawa's influence extends beyond AppsFlyer, reaching into the broader tech community. Our collaboration with Arab Society organizations strengthens our mission, bridging gaps and offering equal opportunities to the younger generation, creating a pathway to a more diverse and inclusive future.

Our quest for greater representation and equality is ongoing. With commitment, we persist in elevating and empowering. As the journey unfolds, Sawa remains our steadfast guide, leading us toward a future where unity, inclusivity, and shared achievements thrive.

Empowering globally, nurturing locally

The “Womxn of AppsFlyer” Employee Resource Group (ERG) is committed to nurturing all gender communities across our global offices, harnessing the power of diversity to drive meaningful change. Our approach is as unique as the cultural dynamics and needs of each region, helping our impact resonate within local contexts. Anchored by the term “womxn,” our ERG stands as a symbol of inclusivity, offering a welcoming space where all gender identities are celebrated and empowered. Guided by a shared vision, the “Womxn of AppsFlyer” ERG fosters an atmosphere of empowerment. Through open discussions and connections, we collectively navigate both professional challenges and personal growth, building a community that thrives on mutual trust.



Our goals are:



Provide woman with a safe space to share, learn and support each other while increasing a sense of belonging



Improving inclusion and equality perception among AppsFlyer women



Establishment of a global and local women community



Increase local initiatives led by women



**From aspiration to accomplishment:**

Womxn of AppsFlyer North America – mission is to cultivate an inclusive and equitable environment for its women and gender non-conforming employees based on mutual trust, shared experience, and empowerment. Our ERG serves as a bridge that spans aspiration to accomplishment, fostering empowerment and progress. With tools and resources for career and personal development and an opportunity to voice our ideas.

As we chart our course ahead, the “Womxn of AppsFlyer” ERG remains steadfast in its commitment to empower, amplify, and create an environment where positive change flourishes. Through our collective strength, shared experiences, and diverse voices, we pave the way for an inclusive and empowered future.



BreakTheBias: Passing the Torch - AppsFlyer Women's Week 2022

A unifying celebration

Our “BreakTheBias: Passing the Torch” theme and program brought together women from across the globe, fostering an environment where their stories, experiences, and insights found a common stage. In a series of 15 sessions, each speaker ignited the torch of knowledge, sharing both their professional and personal journeys.



A human mosaic of inspiration

From hobbies to life missions, from motherhood to career accomplishments, each session was a thread in a tapestry of inspiration. Through these conversations, an amazing exchange of experiences unfolded, enriching not only the participants but also the speakers themselves.

Uniting through sharing

The impact of our Women's Week resonated deeply, with an impressive **28%** of individual users within the company participating in the talks. Our colleagues gathered to listen, learn, and draw inspiration from the diverse voices that define our community.

7
Countries

16
Speakers

394
Listeners

[Passing the Torch
video 2022](#)



Generating a long-lasting **positive impact in the world**



Our Impact 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



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 investment of our company's resources to generate a positive change in the world

Oren Kaniel | CEO & Founder

Purpose and 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. Guided by this profound commitment, we embark on a journey to shape a more equitable and empowered world. Our mission centers on harnessing the collective power of our people's skills and attention, alongside company resources.

With steadfast dedication to our four key pillars – **Equal education and future employability, Gender equality, Child Safety Online, and Technology in service of humanity** – we strive to illuminate pathways to success for all, regardless of background or life circumstances. Our vision is one of inclusivity, where education and opportunities are not privileges, but fundamental rights. We envision a world where gender equality flourishes, where children thrive in the digital era, and where technology is harnessed as a force for meaningful progress. Through collaborative efforts and resolute determination, we are committed to driving transformative change, one step at a time, toward a brighter and sustainable future.

Our approach is rooted in the understanding that these issues are complex and interconnected, and require an holistic approach to create sustainable change. We are constantly developing and adapting our mission in action to get the best out of our long-term impact. Through our partnerships with local and global organizations and our own in-house programs, we strive to create sustainable change in the communities we operate and live in.

We recognize that we cannot achieve our goals alone. **We are committed to working with partners, stakeholders, and our communities to drive positive change and create a better future for all.**



Empowering change through people

At AppsFlyer, we firmly believe that positive change begins with people. Our commitment to social impact is woven into the very fabric of our company values and culture. Our wide-ranging volunteering serves as a conduit for change, a vehicle that empowers our people to channel their passion and expertise toward meaningful impact. Through volunteering, we continue to nurture a culture of giving, empowering our people to serve as catalysts of change in the world.

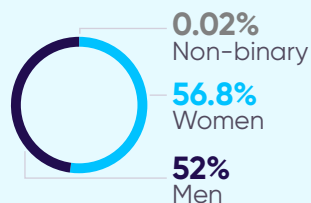
2022 Social Impact

Our commitment to sustainable change echoes our mission in action throughout 2022. Our dedicated team, agents of change, transform lives and communities.

Agents of change



758 Volunteers



4,323 Volunteering hours

Engagement



48 Partnerships and multi-sector initiatives



29% Of volunteering activities are skill-based volunteering



39% Of volunteering activities are team volunteering



29% Of volunteering activities are long-term volunteering

Direct impact



12,000+ People directly impacted



2,500 Youths engaged

Outstanding recognition



40.47% Of the total volunteering hours engaged and dedicated by R&D and product divisions, showcasing their drive to create meaningful impact.



1 Global volunteering week
13 initiatives, **9** countries

Global volunteering week

For the first time, AppsFlyer came together as a community and created a chain of giving which included: volunteering, an opportunity to donate, and ultimately creating positive change. In memory of Dylan Flanagan, a beloved cherished member of our San Francisco team who was a dedicated social activist. Our inaugural Global Volunteering Week united 13 AppsFlyer offices across 9 countries. Commenced in United States and traversed continents. This unprecedented global collaboration highlighted our collective dedication to positive change and our ability to make a meaningful impact across borders on a global scale.

 [Recap global volunteering week 2022](#)



Spring of giving: uniting communities

The convergence of Pesach, Ramadan, and Easter in Israel provided a unique opportunity for us to unite communities during Spring 2022. Through 14 diverse volunteering initiatives, over 262 volunteers joined hands to touch lives across diverse backgrounds and religions. This initiative reflects our commitment to inclusivity and the far-reaching impact of creating positive change.

 [Spring of giving summary video 2022](#)

Empowering change through people initiative is a testament to the transformative power of individuals and their ability to drive positive change. Through volunteering, collaboration, and dedication, we continue to foster a culture of giving, empowering our people to be agents of change in the world.



Matching campaigns: amplifying impact

Our matching campaigns amplify the generosity of our employees, enabling us to create a larger impact. Through these campaigns, we support families in need during holidays and extend assistance to global communities facing challenges. These campaigns embody our commitment to making a meaningful difference and supporting causes that resonate with our values.



Case study

Embracing the last survivors

In 2022, we intensified our efforts through over 18 initiatives, uniting more than 300 Holocaust survivors with our people.

As long as we are privileged to have them among us, we are steadfast in our commitment to embrace and honor the extraordinary Holocaust heroes – the last living witnesses to the vast genocide that shook the world. With each passing day, we bid farewell to survivors, and with the relentless march of time, their invaluable stories risk fading into silence. This is our urgent call to stand by them, to listen, to learn, and to help their legacy live on.

Over the years, an unbreakable bond has blossomed with these remarkable survivors, transcending mere acquaintance to heartfelt friendship.



Our dedication stems from a profound desire to alleviate their solitude, to treasure their memories, and to celebrate the precious moments we are privileged to share. Our partnership with a day centers and organizations for Holocaust survivors amplifies our devotion to this cause. Across the year, we extend our welcoming arms, inviting them into our offices for festive gatherings, joyful celebrations, and spirited dancing. We organize enriching excursions and meaningful visits to their centers, an embodiment of our commitment to make them feel cherished and valued.

Driven by compassion and initiative, our volunteers spent quality time, sipped coffee, and engaged in simple yet profound gestures that dispelled the weight of loneliness and isolation. Communal holiday celebrations and the formation of a cooking group fostered an environment of warmth and togetherness, enriching the lives of both the survivors and our team.





Equal education and future employability



2,500+

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



500+

Youth and students are directly impacted by our people through long term educational projects.



400+

Screens and laptops were donated to enrich educational programs and support our valued partners.

Education and employability drive transformative change across industries and societies. At AppsFlyer, we champion equal education and opportunities, firmly believing in their potential for lasting, positive impact. As the world evolves, we're dedicated to nurturing future generations through education, amplifying upward mobility. By bridging educational gaps, we cultivate entrepreneurship, instill confidence and self-belief, and pave the way for a better, equitable future.

Our commitment extends to children, teens, and young adults of diverse backgrounds, investing in their future through equal education and opportunities. We leverage our resources to foster a more just world, where everyone thrives.

Our people, our pinnacle asset, serve as beacons of inspiration for youth and young adults. By engaging with them, we open doors to new horizons, empowering the next generation to embrace their potential. Mentorship and Tech Education are vital; we create impactful avenues for our experts to share their skills.

Volunteering for equal education and employability aligns with our purpose-driven impact. Our people's skills uplift society while honing their own abilities. Collaboration fuels an inclusive, sustainable future we're proud to shape.





Case study

MEET @ MIT



240

Students annually



80

Dedicated AppsFlyer
volunteers



5

Empowering
yearly events



2

Grants awarded
to winning startups



1

Transformative
overnight hackathon

Originating from MIT, MEET is an educational initiative founded in 2004 by two MIT Alumni. It forms a robust network of Israeli and Palestinian youth leaders, reshaping the Middle East's social and political landscape. With a focused three-year curriculum spanning technology, entrepreneurship, and leadership, MEET harnesses the power of entrepreneurial thinking, innovation, and STEM education to unite global youth.

Our partnership with MEET began in 2020, amid the challenges of COVID-19. Despite the circumstances, we facilitated meaningful interactions between our professionals and students. This pivotal moment marked the inception of a potent and impactful collaboration. Our volunteers invest their time and expertise, mentoring MEET students as they craft their inaugural tech-based social impact projects, using our office as their collaborative space.

In 2022, we proudly introduced the AppsFlyer-MEET Hub, a nexus where students, staff, and alumni engage with AppsFlyer professionals. This hub hosts pivotal events, hackathons, expos, and industry demo days, enriching the experiences of

240 students annually, facilitating dozens of staff-developed programs, and involving 80 AppsFlyer mentors.

Our volunteers guide MEET students in their startup endeavors, offering essential resources for success. Through this partnership, we aspire to inspire a new generation of tech leaders, fostering positive change and a more inclusive, equitable future in the Middle East.



meet™



Bridging the digital gaps

Empowering education through technology

At AppsFlyer, a pioneering SaaS company, we are committed to bridging digital disparities through impactful actions and resource optimization.

Our contributions include 411 computers and screens, alongside a broad array of technical equipment. These donations empower 7 educational initiatives spanning 4 countries.

Our profound recognition of digital inclusions importance and equal access to education has become even more pronounced during times of crisis, notably the COVID-19 pandemic. This global disruption has magnified existing inequalities, intensifying technological disparities and constraining education access, particularly for marginalized children and young individuals. This underscores the pressing need for internet connectivity and digital tools.

Since the pandemic's onset, our resolve to address these disparities has remained steadfast. We've championed initiatives encompassing computer donations, mentoring, partnerships, and support for educational programs worldwide.



Fostering digital knowledge in the UK:

Collaborating closely with our London team, we established a digital library at Thornhill Elementary School. This initiative has made significant strides in enhancing reading and writing skills for underprivileged children without internet access and computers. Our long-term investment approach aimed to combat social exclusion during quarantine by augmenting digital and educational resources. Student test results from the school underscore impressive progress in literacy among computer recipients, preserving their academic trajectory. Over the past three years, our London team has actively engaged in various school initiatives as volunteers.



Ukraine's empowerment endeavor:

In Kyiv, we recognized the pivotal role of reducing digital disparities and enhancing technology access for at-risk youth. Partnering with a remote orphanage, we laid the foundation for STEM education and internet connectivity. A state-of-the-art computer lab was established, offering these youth invaluable resources to cultivate digital skills and boost future employability. Our Kyiv team volunteered ardently to renovate and set up the new lab, contributing to the transformation of these young lives.



Advancing digital learning in Israel:

Collaborating closely with our educational partners, we bolster their initiatives through device donations. Within our own in-house AppSkilling lessons, each student benefits from exclusive access to their personal device throughout the session, thereby enriching their learning experience.

These initiatives, alongside others within our global communities, resonate with our mission to foster equitable educational opportunities and enhance children's future employability. Our goal is to bridge the digital divide, extend education access, and equip young individuals with the essential skills needed for a promising and empowered future.





Case study



Unlocking futures with AppSkilling



62

Youth at the age of 13-17



46

Volunteers



316

Volunteering hours



49.05%

R&D & product experts

In November 2021, we pioneered our first internal program, AppSkilling, designed to bridge educational and digital divides. The Learning club for youth initiative empowers at risk adolescents, fostering growth in academic pursuits while broadening their horizons. Every week, for two hours, these determined teens collaborate with our dedicated volunteers, receiving personalized 1:1 homework assistance and engaging enrichment.

Youth at risk often hail from underprivileged backgrounds, missing out on exposure to STEM studies and the high-tech sector. They often lack the personalized attention necessary to uplift their grades and flourish academically, leaving them trapped in a cycle.

Our conviction is simple: by introducing these teens to the high-tech realm, offering them diverse options, amplifying opportunities, and bolstering their school performance, we equip them with the tools needed to dream ambitiously and achieve success. Held every Monday afternoon at our Herzliya office, the weekly program extends a helping hand. Teens partake in homework support, sharpen their English/Math skills, or engage in brief, enlightening lectures.

The value is two-fold: Our volunteers experience the profound impact they can have by sharing their expertise and care, while the teens reap direct benefits from those who understand them best—our volunteers—offering care, attention, and compassion. The AppSkilling Learning Club bridges gaps, creating a bond between our volunteers and at-risk youth. It expands horizons, nurtures academic growth, and shatters glass ceilings—a testament to the program's profound and lasting influence.

Driven by dedication, our 46 volunteers continued their impactful contributions in 2022, collectively investing 316 hours in our AppSkilling program. Notably, R&D and Product Experts played a significant role, representing 49.05% of the total volunteering effort.





Gender equality



700+

Girls and students were directly impacted in 2022, through our mentorship and leadership programs, equipping them with the knowledge, skills, and confidence needed to shape their futures and drive meaningful change.



168

Volunteers contributed **1,402** hours to empower girls and women.



58%

Of the total volunteering effort, were made by women of AppsFlyer, underlining their dedicated commitment to our impactful initiatives.

As a company deeply committed to creating a sustainable world, we are resolute in our mission to advance gender equality by empowering girls and women. This commitment is integral to our mission in action. Gender equality, a challenge steeped in history, calls for a multifaceted approach. We invest extensively in programs and initiatives that facilitate access and equal opportunity to STEM education, mentoring, and tutoring for girls and young women. Our steadfast commitment remains firm in our endeavor to shape a world where each and every girl and woman is granted an equal opportunity to thrive and succeed. In collaboration with local and global gender-focused organizations, we fervently champion a diverse and inclusive environment.

Empowering voices - AppsFlyer women in action:

Our commitment to gender equality is exemplified by the active participation of women in our volunteering efforts. At the core of our approach is the recognition that role models play a pivotal role in inspiring young girls to aspire and believe in themselves. We foster an environment that encourages our women to share their experiences and mentor aspiring young girls. Our dedication extends to long-term programs across our global communities, aimed at bridging the gender gap and promoting equality. Through these initiatives, we contribute to a more equitable world while also driving innovation and progress.

Reshaping the tech industry: By investing today in girls and young adults, we pave the way for a more balanced and equitable industry and ecosystem in the future. Through mentoring, knowledge-sharing, and comprehensive training, we diligently propel women into tech roles, thereby unlocking new

avenues of opportunity and cultivating a landscape of innovation and progress.

An imperative: Advancing gender equality stands not only as a moral imperative but also as an essential driver of business growth. Diversity ignites innovation, fuels creativity, and propels growth.



Nurturing future women leaders: Shavot = Equal



Through our Shavot initiative, in 2022 we fostered transformative change for 100 teen girls across seven groups in Israel's social periphery city. Guided by the commitment of AppsFlyer women mentors, this program is a testament to the potent impact of mentorship in driving positive shifts.

Empowered **7** school groups, guided by the dedication of **65** women volunteers and **28** mentors, resulting in a remarkable total of **284** volunteering hours.

These girls, often facing unique challenges, are empowered to overcome obstacles that can impact their future journeys. By nurturing their self-confidence, and providing tools for success, we're sowing the seeds for future progress in fields like gender equality, wage parity, leadership roles, and increasing women's safety online.

The strength of this initiative lies in cross-sector collaboration. Partnering with the local municipality and purpose-oriented organizations amplifies our efforts, demonstrating that shared dedication results in meaningful and sustainable change.

Israel Girl's Teen Week: inspiring across boundaries

A particularly impactful chapter of the project unfolded during Israel Girl's Teen Week. Spearheaded by Shavot and extending throughout social media and the nation, this week commenced in the esteemed halls of

the Israeli President's residence, graced by the presence of the First Lady. Lisa Zaythick, our Chief People and Operation Officer at AppsFlyer, shared her inspirational story as a young immigrant who charted her course to success.

Dozens of remarkable AppsFlyer women subsequently took to classrooms across the country. Their stories transcended schools, backgrounds, and geographic boundaries, igniting inspiration and motivation in the hearts of young girls everywhere. This empowering week resonated deeply, showcasing the impactful outcomes of unity and shared experiences.



shcodes summer training

she codes;

In a vibrant two-day program, we welcomed 80 teenage girls, of diverse backgrounds. Guided by 17 mentors and tutors, all accomplished women hailing from AppsFlyer's esteemed R&D and Product teams, this initiative was strategically designed to expand horizons and bridge the gender gap in the world of technology.

The gender gap transcends mere statistics; it undercuts the fabric of diversity, inclusivity, and even innovation and economic prosperity. Encouraging and empowering more young girls and women to embrace tech careers is not just a mission, but a necessity to mend this gap, unlock latent potential, and nurture a fairer future. The key lies in investing in young girls, alleviating their tech-related apprehensions, and kindling their passion for the field.

We crafted a concise coding curriculum, providing these girls with access to coding tools and a taste of success in the field. By channeling the expertise of our dedicated volunteers, we made an indelible mark, steering these girls through their coding journey, while igniting a ripple effect that encourages more girls to embark on the path of computer science education.

At its core, this endeavor encourages girls to embrace coding from an early age, infusing the tech industry with much-needed diversity and narrowing the gender gap. Empowered with coding prowess, these young girls emerge as architects of tomorrow's innovations, inspiring others to ardently chase their aspirations and make an impact without hesitation.



Fala Mulher

Sao Paulo office: fostering resilience and skill development: empowering women post-crisis

In the face of the challenging COVID-19 pandemic, a time when Brazil saw a staggering 40% surge in domestic violence rates, our commitment to address this urgent issue grew stronger. Fala Muller, a non-profit organization dedicated to combating domestic violence and advancing gender equity, became our ally in this critical endeavor. What initially began as a response to the pandemic has since blossomed into a dynamic mentorship program.

Our team in Sao Paulo recognized the imperative of rising against the tide of violence. Fala Muller's mission aligned perfectly with our goal of creating a secure space and fostering women's progress. At the core of their mission lay the facilitation of access to women's rights information, the promotion of financial independence, and the fight against domestic violence.

To directly address the pressing need for support, AppsFlyer LATAM women initiated an exclusive mentorship program. This program was thoughtfully tailored for women who had endured domestic violence and found themselves seeking refuge in shelters. Our purpose was clear, to empower these women with knowledge, new skills, and support. Through this initiative, our aim was to provide them with the tools needed to rebuild their confidence and successfully reintegrate them into the job market after overcoming periods of trauma.

Out of the participants, an impressive 50% achieved a remarkable turnaround, securing jobs within weeks of completing the mentorship program. An even more remarkable outcome was the realization of a dream: 1 participant bravely launched her own business. These tangible successes of employment and entrepreneurship achievements underscore the program's transformative influence, echoing the power of women's mentorship in rebuilding lives beyond times of crisis.



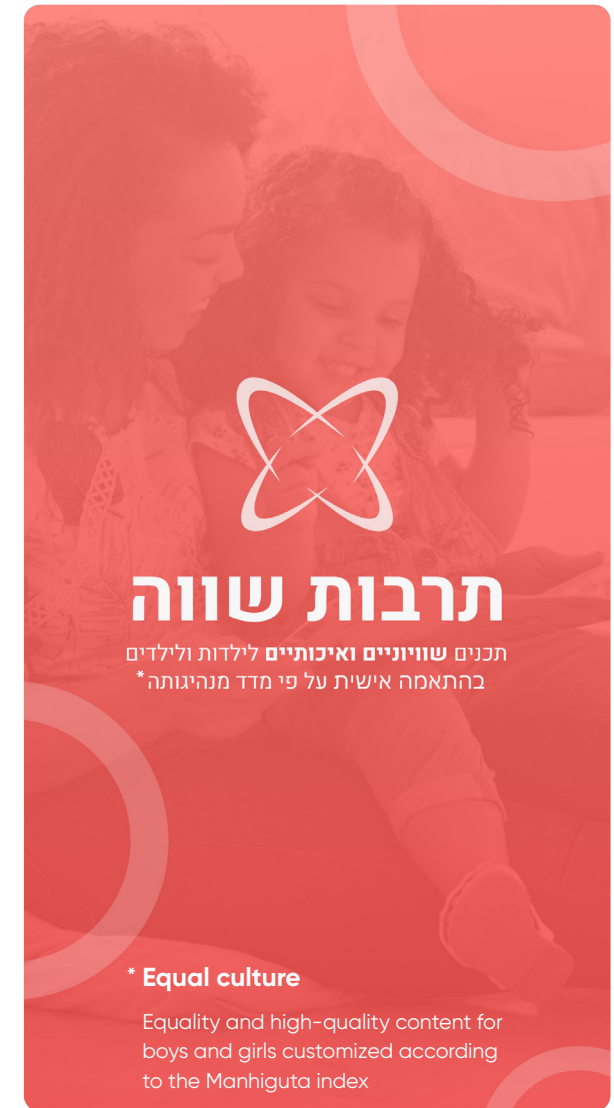
Empowering education for equality: creating the equality time website

Equality Time, an initiative led by educator and social entrepreneur Tal Brier Ben Mocha, embodies a profound commitment to advancing a culture of equality. This innovative initiative is dedicated to curating an array of stories, plays, games, and books that cultivate gender consciousness in parenting decisions and education framework curricula.

Its mission? To spotlight heroes of all backgrounds, shapes, sizes, and genders.

Children are enthralled by narratives and literature. Yet, the stories we choose for them bear considerable weight, carrying implicit messages that shape their identities as future men and women. Equality Time seeks to transform this narrative landscape. The initiative's focal point is its website, a resource-rich platform designed to empower parents and educators. Here, they can effortlessly discover a curated selection of books, games, and shows that champion equality. This extensive list offers a diverse array of educational solutions, inviting the community to actively share opinions and feedback.

At the heart of this transformative project, AppsFlyer volunteers have played an integral role. Our dedicated team took charge of the website's development, taking on responsibilities that encompassed characterizing the website, shaping user experience and user interface, and managing its creation. Collaborating closely with Equality Time's experts, our team, consisting of a senior producer-director, project manager, and designer, worked tirelessly to amplify our efforts towards the empowerment of girls and women, all while contributing to the fostering of a gender-conscious educational and cultural landscape.





Child safety online

Protecting the safety and wellbeing of children online is a critical priority for us. With one-third of internet users being children, we hold a great responsibility to protect our most vulnerable resources. The digital age has seamlessly woven itself into the fabric of modern existence, profoundly impacting youth. Alongside its benefits, it has also become a source of danger, with cyberbullying and online harassment affecting children worldwide. One in three young people in over 30 countries has reported being a victim of online bullying (UNICEF).

We established Max Fund in 2021 with a clear mission to save a child's life and create a world where children can live and thrive in the digital era while remaining safe from harm. We believe that by raising awareness, providing education and the tools and resources to promote online safety, and by leveraging technology, we can make a real difference in the lives of children.

In 2022, we launched online safety workshops for AppsFlyer parents, developed programs centered on child online safety, and delivered lectures to schools and partners.

Our efforts are focused on three main pillars:



Raising awareness: Creating secure digital spaces for children is our mission, achieved by elevating awareness about online risks. Through impactful educational initiatives and fostering open conversations among children, parents, and educators, we cultivate knowledge and vigilance.



Education: Collaborating with partners, we craft internet safety programs. Our goal is to equip children, youth, and parents with the knowledge and skills to navigate the digital realm responsibly.



Technology: We envision technology as a powerful tool in the fight for online safety. By encouraging children and youth to embrace innovative ideas, we foster the development of effective tools and strategies that safeguard their digital presence.

As a pioneering force in the SaaS industry, we recognize our role in setting industry-wide benchmarks for online safety. We aspire to drive dialogue, amplify voices, and initiate meaningful change, one family, one child at a time. Through privacy innovations, education, and social responsibility, we are dedicated to creating a safer internet for all.



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.



QueenB - pioneering pathways: empowering through code and online safety



In collaboration with QueenB, our groundbreaking initiative at AppsFlyer group at Technion University embraces two fundamental pillars: coding and online safety for girls. At its core, this program ignites a passion for coding among young girls, opening doors to computer science and pathways into the tech industry. Simultaneously, we weave a crucial theme – online safety – recognizing technology’s indispensable role in today’s world.

In an era where technology shapes connections, we equip girls with skills to navigate the digital landscape safely. The internet, while invaluable, presents risks. Our partnership with QueenB cultivates a space for future leaders to learn to code and champion their online security.

Our impact reverberates through the exchange of expertise between our volunteers and the young girls, bridging worlds and learning about them to support the need. Together, we collaboratively teach diverse content from coding, and self-

confidence to marketing and develop solutions to make the online realm a safer space for girls and women, capitalizing on the knowledge shared by our dedicated volunteers.

Our goal is twofold: inspire girls to embrace computer science while empowering them to channel skills into coding for a safer online environment. Through education, empowerment, and action, we aim to foster a generation of proactive young women driving change in coding and internet safety.



Unistream – a collaborative journey for equal opportunities



Our partnership with Unistream is a multi-sector collaboration, uniting a tech company, an educational nonprofit, and a challenged six-year school. Together, we've addressed the unique challenges faced by a diverse population of Arab and Jewish students, coming from low socioeconomic backgrounds. This collaboration represents a powerful intervention and a mutual learning process that aims to reshape the educational landscape.

Education stands as a potent force for progress, yet in underserved areas, access to STEM and technology studies is limited, exacerbating educational inequalities. Unistream intervenes with a dedicated platform that not only imparts STEM knowledge but also nurtures entrepreneurial thinking among these young minds.

Our volunteers, hailing from diverse professional backgrounds, bring a wealth of expertise that transcends the traditional classroom experience. This infusion of fresh perspectives fosters innovation and unlocks the potential of these teens, propelling them into new realms of exploration.

The impact of our joint efforts reverberates in two pivotal ways. Primarily, our collaboration bridges the educational divide and expands horizons, cultivating a more equitable terrain for young learners. Moreover, this engagement empowers these young minds to play a role in creating safer online spaces for their peers. By combining the power of entrepreneurial thinking with the awareness of online safety, we equip them to thrive in both the digital and real-world spheres.



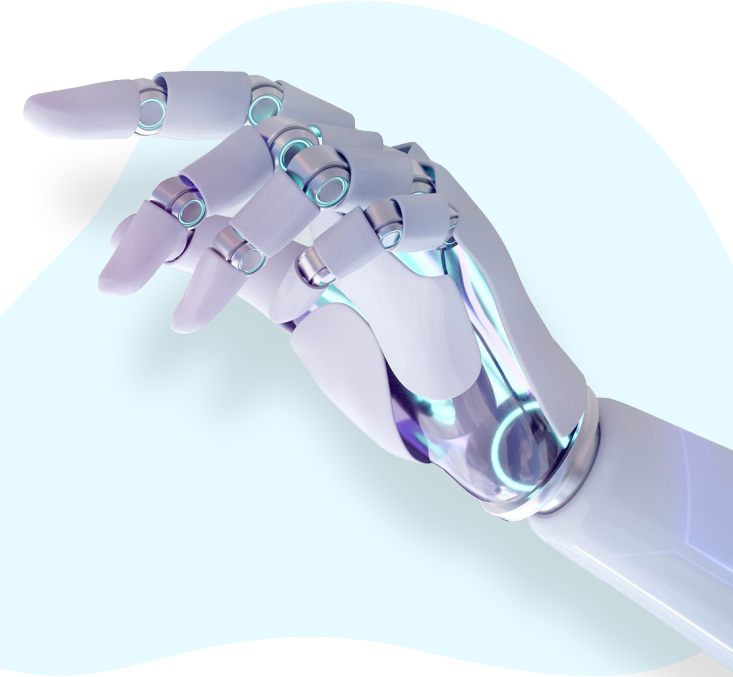


Technology in the service of humanity

In a world driven by innovation, technology has the power to serve a higher purpose—enriching lives, fostering positive change, and uniting communities. Under the pillar of “Technology in the service of humanity,” we embark on a journey that melds our technical prowess with heartfelt compassion to create a profound impact on society. In a world propelled by innovation, technology emerges as a force capable of serving a greater purpose – enhancing lives, fostering positive transformation, and uniting communities. As a leading SaaS company, we embrace our responsibility and commitment to shaping a sustainable future by creating change through Technology.

We recognize that the potential for change is magnified when we pull our collective talents and resources together. The synergy between technology and skilled individuals amplifies the impact of our actions. Our projects create tangible solutions that touch lives, empower communities, and bring about lasting change.

As we look back on the year 2022, we would like to spotlight two remarkable initiatives that encapsulate the profound blend of technology, innovation, and human compassion. Through the **“Auschwitz-Birkenau virtual tour”** and the **“Makers for Heroes”** program, we are presented with striking examples of how technology can catalyze profound change. These projects, among others, stand as testaments to our commitment to creating a sustainable and brighter future through innovation, impacting not only the present but potentially millions of lives worldwide in the future.



In front of your eyes – Auschwitz Birkenau live virtual 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.

When the shadow of COVID-19 fell upon the world, the Auschwitz-Birkenau State Museum faced an unprecedented challenge – closing its doors for the first time in 75 years. Witnessing this moment, we refused to remain passive bystanders and recognized our responsibility to act.

Understanding the profound significance of the Auschwitz-Birkenau State Museum as a testament to history's horrors and the voices of Holocaust victims and survivors, we forged an alliance with the Auschwitz-Birkenau Foundation and the Auschwitz-Birkenau State Museum. Our shared mission: to create an innovative solution that would preserve accessibility to the memorial, transcending any physical or geographical boundaries, protecting that the gates of remembrance would forever remain open.

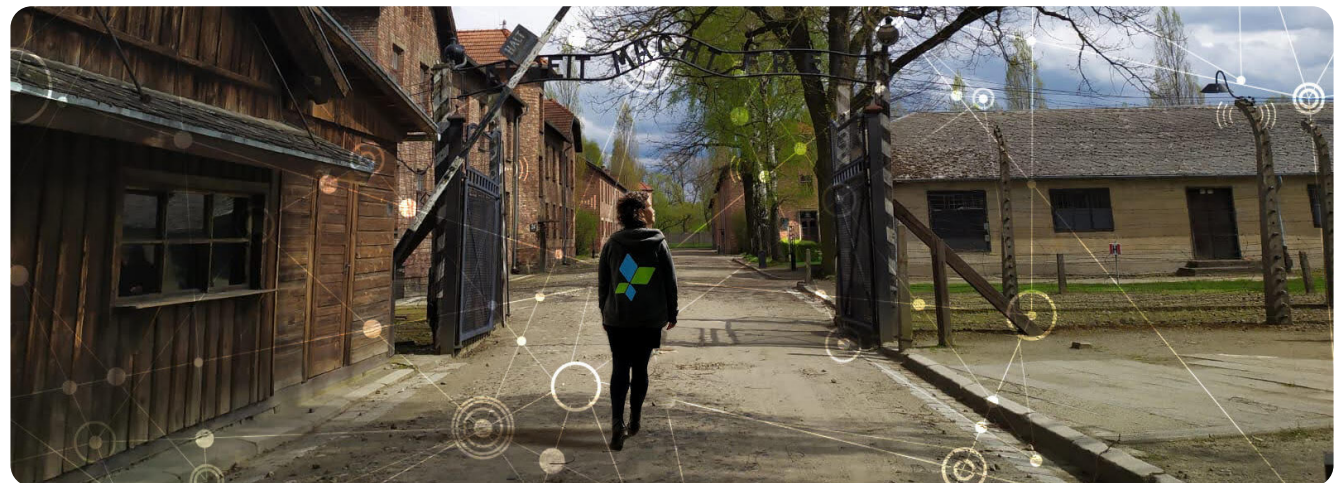
To bring this vision to life, we partnered with Disk-in, a multidisciplinary creative agency that mirrored our innovative spirit, dedication, and professionalism. Together, over the span of two years, we manifested an immersive live virtual tour platform, revolutionizing how people worldwide could engage with the memorial.

This groundbreaking partnership yielded a virtual tour platform that is more than technology – it's a gateway to a profound experience. This technology

isn't just virtual; it's a transformative experience. People worldwide can explore the memorial in real-time, guided by on the ground professional guides. The tour educates individuals from different backgrounds, languages and ages. From adults, to students in class, or families of victims, anywhere in the world, From Australia to the United States. Flexibility is key; visitors customize their experience, preserving the essence of an in-person visit. This achievement extends beyond technology; it's a vital tool for Holocaust education, safeguarding its memory and reaching millions who couldn't have visited Auschwitz otherwise.

As the number of living Holocaust survivors diminishes, we're honored to lead this initiative. By leveraging technology, we make certain Holocaust education resonates globally and with generations to come.

This powerful partnership between technology and history underscores collaboration's strength. Melding expertise and purpose, we've created something impactful, meaningful, and transformative. Our endeavor intertwines history, technology, and compassion, etching the lessons of the past into eternity – a testament never to be forgotten.



The intersection and impact: a journey of innovation and history



A collaborative journey:

Initiated on Zoom, the two+ years of development of the virtual tour showcased remarkable hybrid teamwork, bringing together diverse skills for a singular purpose.



Financial commitment:

The development of this transformative project carried an initial cost of **\$1.28 million** for creation. This investment was driven by our dedication and commitment to craft an experience that respects the sanctity of history and and maintains the tour authenticity.



Multilingual accessibility:

Offered in seven languages with live guides, this linguistic inclusivity sends a message of remembrance that transcends barriers of language and culture.



Diverse feedback:

Over 1,000 participants from around the world, including AppsFlyer people, shaped the virtual tour's design, creating an experience across various backgrounds.



Pioneering technological experience:

The first-ever technological venture embraced by the Auschwitz-Birkenau Foundation and memorial teams. It symbolizes a harmonious merger of technology and remembrance, a testament to the capacity of innovation to honor history.



Far-reaching impact:

With the potential to reach millions worldwide, this project's impact is immeasurable. It serves as an enduring medium to educate, commemorate, and uphold the memory of the Holocaust for generations to come.



Historic connectivity:

Through the generous contribution of Orange Poland, the Auschwitz-Birkenau Memorial has been digitally interwoven for the first time. This historic endeavor commemorates not just the past, but a future illuminated by knowledge and understanding.



Mobile technology at the forefront:

As a leading SaaS company in the mobile ecosystem, we are exceptionally proud to harness the power of mobile phones to serve such a noble purpose. This pioneering utilization underscores the transformative potential of technology in championing humanity's collective memory.



It happened,
and therefore it can
happen again

Primo Levi, Auschwitz Survivor

We are forever grateful for the privilege to initiate and deliver this sacred project and for our part in preserving the survivors' voices and Holocaust remembrance and education. We are filled with hope that the live tour will also help reduce and lower anti-semitism, racism, indifference, or any gratuitous hatred in the world.



Case study

RESTART

Restart Makers for Heroes: transforming lives through innovation and compassion

Restart is a non-profit organization helping wounded soldiers from the Israel Defense Forces (IDF) to restart their life journey after physical and/or emotional trauma resulting from their mandatory service or reserve duty. Through "Makers for Heroes" program, skilled volunteers collaborate to engineer innovative technological solutions that address the unique challenges faced by IDF wounded soldiers. This initiative transcends physical disabilities, cultivating emotional wellbeing and forging bonds of unity among all participants.



We undertook a significant challenge, focusing on a former lieutenant in the IDF who suffered a severe head injury resulting in the loss of his short-term memory. This led to frequent disorientation and vulnerability when he was alone. Rising to the challenge, our team collaborated to design a dedicated Geofence app for a special watch and a family calendar. This ingenious creation not only served as a reminder of his location but also established a direct lifeline for his family, offering them real-time reassurance during times of uncertainty.

Driven by a dedicated R&D and product team, we leveraged our technical expertise to craft an application that goes beyond an individual's needs. Our solution, while assisting this soldier and his family, has the potential to transform the lives of patients grappling with head injuries, dementia, and other disabilities.

This venture's impact ripples far beyond the surface. Through the Makers for Heroes program, our volunteers discover purpose in their skills, gaining enriching experience and a profound sense of fulfillment. This initiative stands as a catalyst for personal and professional growth, nurturing a culture of altruism and generosity within our organization.

Makers for Heroes stands as a testament to the symbiotic relationship between technology and compassion. This endeavor doesn't just provide a solution; it encapsulates our commitment to instigate lasting change, embodying the core values of empathy and social responsibility that define our organization's essence.

[Meet Shai and Avi](#)





Emergency relief supporting people of Ukraine in crisis



The year 2022 marked a chapter of swift action and compassion in response to the war in Ukraine. As the conflict unfolded, from the first day of the war, we stepped forward to offer aid and solace to those in the midst of turmoil. With our hearts dedicated to the cause, we launched a multifaceted emergency relief initiative to address the urgent needs of the affected communities.



First priority: AppsFlyer Kyiv team:

In the face of uncertainty, we established an emergency center at our headquarters, a safe haven for our Ukrainian team and their families. We opened a hotline and provided our people with the services they needed, putting their safety and wellbeing our first priority.



Emergency and relief aid:

- **Healthcare access** – As the first echoes of the crisis reverberated, our priority was clear: allow immediate access to medical care for those impacted. To this end, we partnered with pioneering organizations operating on the frontline. Our contribution was directed towards equipping a field hospital at the border of Ukraine and Moldova. Vital medical supplies and defibrillators filled our medical bags, giving critical ambulatory care for refugees seeking safety at the border.
- **Safeguarding vulnerable lives** – War ravages without discrimination, but its impact often falls heaviest on women and girls. Our partnership with HIAS, a stalwart in conflict zones, was forged to provide refuge and support to displaced women, girls, and LGBTQI+ individuals. With over 2 million refugees displaced, the need was pressing. Collaborating across borders, we extended our hand to those in Ukraine, Moldova, Romania, and Poland. The mission was to provide protection, comfort, and a semblance of stability in times of upheaval.



Acts of kindness, acts of unity:

From our Kyiv team's boots-on-the-ground efforts, delivering food and urgent aid to the vulnerable, to a special gathering for Ukrainian refugees in Israel, we harnessed the collective strength of our global community to make a difference. We embraced responsibility not only as a company but as individuals eager to stand with those who face adversity. As the calendar turned, our commitment remained steadfast.



Looking ahead - rebuilding and renewing:

Beyond the immediate response, our resolve persevered. Throughout 2022 and into 2023, our efforts continued to resonate in the rebuilding of shattered communities. In Irpin, the transformation of a school building brought a renewed promise of education. With each endeavor, we aimed to cultivate hope, mend what was broken, uplift spirits, and help in shaping a brighter future for people affected by the turbulence of war.



Privacy and security



Privacy and security

In today's digital landscape, where data is the lifeblood of businesses, the paramount importance of trust, privacy, and security cannot be overstated. At AppsFlyer, we recognize that safeguarding data is not just a responsibility; it's a fundamental commitment. Privacy is a basic human right for everyone, enshrined in Article 8 of the European Convention on Human Rights (1950) for example, and building privacy-enhancing products and services is at the core of our mission. That's why we have chosen to create a new industry standard for privacy and security to safeguard our customers' data is protected and our business is compliant. We are dedicated to fostering transparency and providing customers with a high level of control over their data. We have embedded privacy into every facet of our products, services, culture, and processes. Our goal is to continually align with evolving regulations, industry best practices, and the ever-rising expectations of our customers.



Our privacy efforts and our people

Mandatory annual compliance training

At AppsFlyer, our commitment to privacy and security is based on the knowledge and diligence of our workforce. Our comprehensive approach to cultivating this commitment begins with our people and goes far beyond onboarding training. We consider these annual training programs mandatory, pushing for 100% completion by all AppsFlyer team members. We prioritize ongoing training and clear communication to empower every team member to understand their critical role in safeguarding data.

Cultivating ethical awareness: As we continue to evolve as an organization, nurturing a culture rooted in ethics is paramount. Our annual compliance training serves as a guiding light, emphasizing the importance of compliance, and fostering a safe and healthy work environment where every employee is treated fairly and with respect.

Building a trustworthy reputation: workforce is the bedrock of a secure and trustworthy reputation. This reputation is indispensable in our endeavor to build and maintain the confidence and trust of our customers, partners, and stakeholders.

Our annual compliance training not only fortifies our commitment to privacy and security but also serves as a testament to our dedication to maintaining a culture of integrity, compliance, and excellence.

Key training topics

Acceptable user guidelines: Making sure 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.

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.



Our privacy efforts – 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 protect 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

Security is an essential part of our product inside and out. We have implemented various measures, from strict checkpoints in our security development lifecycle to continuous monitoring of our infrastructure and applications to establish our platform is secure 24/7/365. We've also implemented extensive measures to make sure the customer experience is safe and secure every time a customer logs in to their account such as: password policy, SHA-2 + Salt password hashing, temporary passwords for new users, We provide an option to use 2-Factor Authentication and integration with our customers' SSO. In addition we offer our customers a view of their activities via audit logs and notifications and blocking after failed logins. 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, API protection tools, and continuous 24/7 monitoring.



Business continuity

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

Privacy

We are committed to providing customers transparency and control over the data they provide us. From specific industry regulations to international data privacy standards, we don't just lead the industry in privacy standards, we help define it. Transparency is a key value in AppsFlyer's security and privacy practices. As a global data processor, it is critical for our customers and partners to understand how AppsFlyer processes its customers' data.



Our privacy practices certify to the strictest internationally recognized standards:



To help our customers remain in control of their data, we've implemented organizational measures to verify that, by default, only the personal data necessary for each specific purpose of the service is processed, in strict accordance with our customers' instructions and configurations. Our dashboard and extensive privacy documentation and guidance, provides the visibility, transparency and flexibility our customers need to manage their privacy compliance efficiently.

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

OpenDSR API - data subjects rights

AppsFlyer is well prepared to assist customers with their obligations to comply with and respect data privacy requests from their end users exercising their privacy rights. We have developed with a number of partners, a self-serving tool called OpenDSR API. OpenDSR is an open-source framework that facilitates cooperation between technology companies for the fair and transparent use of consumer data. It enables organizations to take data privacy actions across multiple systems that process and store customer data. Learn more [here](#).

Privacy-preserving services of AppsFlyer

Since its inception, AppsFlyer has been committed to, and invested heavily in, research into and development of privacy-preserving solutions and controls, including privacy-enhancing technologies (PETs). AppsFlyer's aim, through the principles of 'privacy by design' and 'privacy by default', is to enable its customers to enhance the privacy and experience of their end users and to provide them with the flexibility needed to meet their business needs and privacy compliance obligations.

1. Privacy cloud

AppsFlyer Privacy Cloud is an open and trusted environment for ecosystem collaboration and innovation that enhances customer experience while preserving privacy. The AppsFlyer Privacy Cloud is powered by an ever-evolving range of innovative privacy-preserving technologies.



2. Data clean room

A key feature of the Privacy Cloud is the Data Clean Room (DCR). The DCR enables customers to analyze their first-party data in a safe environment and receive aggregated reports, without disclosure of user-level data.

In addition, AppsFlyer uses two main privacy-preserving technologies in the implementation of different services provided as part of the Data Clean Room's offerings. One of them is "Differential Privacy": a method of adding calculated "noise" to customer data such that it cannot be reverse-engineered. Another solution offered as part of the Privacy Cloud, is "Aggregated Conversion Modeling", which allows customers to measure the aggregated impact of marketing campaigns when a subset of conversions can't be attributed on a user level. For more information about the Privacy CloudCR, see [here](#).

3. 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 provide 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](#)

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](#).

Environmental **responsibility**



Environmental responsibility



At AppsFlyer, we are committed to the principles of environmental sustainability and acknowledge our responsibility in addressing climate change and promoting a more sustainable future. With our overarching ESG principles, we are steadfast in our commitment to diminishing our carbon footprint, minimizing waste, and championing environmentally responsible practices throughout our operations.

Policy-making and sustainability strategy

In 2022, we embarked on an important journey of environmental accountability. We initiated a comprehensive process to form our environmental sustainability strategy. We invested in reviewing, mapping and understanding our impact on the environment. The data collected during this phase served as the basis for forming our core pillars of sustainability. Our sustainability strategy is underpinned by a steadfast commitment to minimizing our carbon footprint while fostering positive environmental change.

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 generate 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, validating 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 2022


Thailand - Chaiyapruk foundation collaboration:

Our team's renovation efforts at an orphanage in Thailand included replacing mosquito nets, creating a green wall, and painting rooms, contributing to the sustainability of the local community.

Australia - Lavender bay area cleanup:


Collecting trash from Sydney Harbor's Lavender Bay area, we immersed ourselves in local sustainability initiatives, showcasing our dedication to cleaner oceans.


 **Germany - with campus Rutli Rubbish:** we organized a city cleaning action. It is an easy way to support our environment, and take responsibility in our community.


 **UK - with Thornhill Primary School:** Through the creation of school garden, park cleaning, and awareness-raising, our collaboration with Thornhill Primary School exemplified our commitment to future generations and informed environmental stewardship.

 **UK - Spitalfields City Farm:** This city farm to injured animals is open to the public, our people put on their gummies and pulled their sleeves up and helped the farm work with the animals and the garden around the farm.

 **USA - San Francisco - Bay area beach cleaning:** Partnering with San Francisco Parks and Recreation, we actively contributed to our local community's wellbeing through beach cleanup efforts.

 **USA - New York urban cleaning initiative:** Our team volunteered in urban cleaning initiatives with NYC Parks and Recreation mirroring the spirit and passion for enhancing the urban environment.

 **China:** Learning more about the environment, sustainable solutions and raising awareness while enriching the lives of our people with the traditional Chinese cultural art of bamboo fan weaving.

 **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.

Israel offices - "Reduce Your Use" Office Campaign:

As our company footprint expands, our dedication to sustainability remains steadfast. Our recycling program in our Israel offices serves as a testament to our commitment to lessening our ecological footprint. Across three offices, we take the lead in diminishing day-to-day waste through efficient recycling practices, showcasing our resolve for a more environmentally conscious future. The implementation of color-coded recycling bins in each office mirrors our global pledge to responsible waste management.

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

Be the change you want to see in the world

- Mahatma Gandhi

In the realm of AppsFlyer, this profound quote serves as our guiding light, steering us towards sustainability, social impact, and the pursuit of excellence in our products, people, and values. As we unveil our inaugural impact reports, we not only reflect on past achievements but also celebrate our ongoing efforts, eagerly anticipating the future endeavors that lie ahead. Our commitment propels our continual evolution, one step at a time, as we relentlessly strive to create a lasting impact.

Think like a founder

We encourage every AppsFlyer team member to embrace the visionary mindset of a founder. By doing so, we empower our diverse and talented workforce to think creatively and contribute to both our business and social change in profound ways. Our inclusive culture acts as fertile ground for cultivating groundbreaking initiatives, breathing life into transformative programs led by our dedicated individuals.

Paving the path to success and excellence

With this impact report, we take immense pride in the strides we've made thus far. Yet, our work is far from finished. We remain steadfast on our journey, seeking new horizons and pushing the boundaries of impact. As the world and our ecosystem undergo constant change, we adapt and innovate, discovering possibilities where others perceive limitations.

A journey with meaning

As you join us in reviewing this impact report, you become an integral part of our impact. Engaging with our narrative, you actively contribute to our journey. Our work is perpetual, and ever-changing—one step at a time. We deeply appreciate you reading our report and being an essential part of our ongoing journey.

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.