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2022 Sustainability Report

GoDaddy

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A Message From Our CEO

I joined GoDaddy in 2019 because I was inspired by its mission. I am not alone. Everyone working here feels the importance of GoDaddy's mission: to empower entrepreneurs everywhere, making opportunity more inclusive for all.

Every member of our team can share a story about a customer GoDaddy helped. That's why we really feel a sense of accomplishment and meaning in the work we do. We take pride in being there and advocating for entrepreneurs at every step of their journey, even when they face very personal challenges caused by global pandemics and conflicts, supply chain disruptions and inflationary pressures.

We also take very seriously our role as a corporate citizen. Making a difference in our communities through good governance is core to GoDaddy's mission and DNA. This report shares our 2022 progress, including highlights like our progress against the United Nations Sustainable Development Goals most meaningful to our business, our momentum against our greenhouse gas emissions reduction goal announced last year and for achieving pay parity for gender equality globally for the eighth consecutive year.[1]

We believe commerce on the internet offers the greatest opportunity to small businesses to reach more people in their community and all over the world. Our job at GoDaddy is to provide solutions and human-centered guidance that helps entrepreneurs securely unify their digital identity and presence, show up everywhere customers might find them and grow via connected commerce. As we work to execute our mission and strategy, we prioritize our efforts across three pillars — customers, employees and operations — identifying and concentrating our efforts on areas where we can make the greatest positive impact for stakeholders.

Despite our achievements, we have more work to do and continually seek ways to make progress. That intent was evident when I signed the **CEO Action for Diversity & Inclusion pledge** in March 2023. This public commitment aligns with three of our corporate sustainability priorities: inclusive entrepreneurship; diversity, equity, inclusion and belonging; and talent management and engagement. I am eager to partner with and learn from this community of more than 2,400 CEOs.

With our almost 21 million customers, international footprint and nearly 84 million domains under management, we have the scale to make a difference globally yet are agile and focused enough to help entrepreneurs overcome obstacles and realize their dreams.

Here's to the next stages of progress on our journey.

Aman Bhutani

AMAN BHUTANI
CHIEF EXECUTIVE OFFICER,
GODADDY

[1] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar. Please read our **2022 Diversity and Pay Parity Annual Report** for more information.

About This Report

Unless otherwise noted, the GoDaddy 2022 Sustainability Report outlines our environmental, social and governance (ESG) strategies, activities, progress, metrics and performance for the fiscal year that ended on December 31, 2022. This report references the Global Reporting Initiative (GRI) Standards and includes select Sustainability Accounting Standards Board (SASB) Standards metrics for the Internet Media and Services sector.

GoDaddy is committed to regular, transparent communication about our sustainability progress, and to that end, we will share updates on an ongoing basis through our website and will continue to publish an annual Sustainability Report.

About GoDaddy

About GoDaddy

About Us

We're a trusted growth partner for millions of entrepreneurs globally.

GoDaddy helps millions of entrepreneurs globally start, grow, and scale their businesses. People come to GoDaddy to name their idea, build a professional website, attract customers, sell their products and services, and accept payments online and in person. GoDaddy's easy-to-use tools help business owners manage everything in one place, and our expert GoDaddy Guides are available to provide assistance 24/7.

OUR VISION

To radically shift the global economy toward life-fulfilling entrepreneurial ventures.

OUR MISSION

To empower entrepreneurs everywhere, making opportunity more inclusive for all.

OUR STRATEGY

To help entrepreneurs thrive by empowering them with expert guidance presented through seamlessly intuitive experiences to securely name, create and grow their businesses in select markets; leveraging the exponential power of community at a global scale to deliver profitable revenue growth.

Our Products and Services

We know that the needs of everyday entrepreneurs are constantly evolving, which is why we're always striving to make sure our products and services evolve, too. We bring the latest innovations, traditionally available only to larger enterprises, to small businesses. To see this in action, just look at our rapid growth in website building, content creation, and WordPress, as well as our increasing focus on commerce solutions that empower our customers to sell anything, anywhere.

These evolutions complement our customers' need for digital identity, ubiquitous presence and connected commerce — needs that we know will continue to grow. That's why we focus on commerce as a key enabler of success for our customers. Our products and services enable us to serve our customers through every stage of the entrepreneurial journey — with human-centered support available at every step.

We continue to leverage our competitive advantages and sustainable growth that serve our key stakeholders — and to champion entrepreneurs as they pursue their dreams.

Our 2022 Sustainability Highlights

We focus on what matters.

In 2022, in line with our commitment to continuous improvement, we drove forward progress on our priority topics across the strategic customers, employees and operations pillars we identified in our 2020 materiality analysis.

CUSTOMERS	
Empower by GoDaddy	We provided more than 9,700 learning engagements for entrepreneurs around the world.
Customer Satisfaction	We increased our **Trustpilot score** from 4.4 to 4.7 out of 5.0.
Venture Forward	We launched the **Microbusiness Data Hub** to provide unprecedented access to free data on more than 20 million microbusinesses.
EMPLOYEES	
Diversity, Equity, Inclusion and Belonging (DEIB)	We hired our dedicated Vice President of Diversity, Inclusion, and Belonging.
Pay Parity	We achieved gender (global) pay parity for the eighth consecutive year.[2]
Employee Engagement	We achieved 86% employee participation in GoDaddy Voice, our annual employee engagement survey.
OPERATIONS	
Sustainability Governance	We assigned oversight of our sustainability initiatives to the Nominating and Governance Committee.
Climate Change Commitment	We issued our **position statement on climate change**, highlighting the urgent need for climate action.
Emissions Reduction	We reduced our scope 1 and 2 emissions by 35% from our 2019 baseline.

[2] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar. Please read our **2022 Diversity and Pay Parity Annual Report** for more information.

About GoDaddy

Our Corporate Sustainability Priorities

We aim to be a positive force for those we serve.

At GoDaddy, empowering entrepreneurs isn't just about providing tools and resources to help them succeed — it's also about hearing, understanding and supporting them with their dreams, needs and challenges. That's why we prioritize engaging with our communities and industry.

In support of our sustainability strategy, we completed a thorough materiality analysis in 2022. The analysis involved surveys of internal subject-matter experts; interviews with our executive team, employees and stakeholders; and a review of industry trends, research and risk factors.

Based on the materiality analysis, we identified 10 priorities to guide our sustainability strategy:

- Content Safety
- Corporate Governance
- Customer Experience
- Diversity, Equity, Inclusion and Belonging (DEIB)
- Energy Use and Greenhouse Gas (GHG) Emissions
- Inclusive Entrepreneurship
- Innovation
- Talent Management and Engagement
- User Privacy
- Web Security

Our Strategic Pillars

To ensure our priorities guide our daily work, we aligned each priority to our three strategic sustainability pillars:

CUSTOMERS

We empower entrepreneurs everywhere and make opportunity more inclusive for all.

EMPLOYEES

We build a culture that values diversity and prioritizes the importance of making opportunity inclusive for all.

OPERATIONS

We reduce our environmental impact, operate our business ethically and manage risk appropriately.
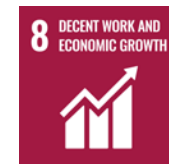
United Nations SDGs

We recognize that organizations play an important role in making a global impact on sustainability. GoDaddy examined how our business activities and strategy align with the **United Nations Sustainable Development Goals** (SDGs), and from their list of 17 goals, we identified six SDGs where we believe we have the greatest opportunity to impact:

GENDER EQUALITY

AFFORDABLE AND CLEAN ENERGY

DECENT WORK AND ECONOMIC GROWTH

INDUSTRY, INNOVATION AND INFRASTRUCTURE

REDUCED INEQUALITIES

PEACE, JUSTICE AND STRONG INSTITUTIONS

In 2022, we furthered our commitment to the SDGs by joining the **United Nations Global Compact**. Through this membership, we commit to support the **Ten Principles** of the United Nations Global Compact and to disclose our progress toward the SDGs annually.

Additional details on our 2022 progress can be found in the **Appendix**.

About GoDaddy

Sustainability Governance

We integrate sustainability into everything we do.

At GoDaddy, we take concrete action to implement and reinforce our sustainability priorities. We designed our approach for managing sustainability topics and actions in a way that robustly emphasizes transparency and oversight, and these processes help us continue to embed sustainability into our overall strategy and operations.

Board and Executive-Level Oversight

In 2021, our Board of Directors assigned oversight of our sustainability initiatives to the Nominating and Governance Committee. Under the Nominating and Governance Committee Charter, the committee oversees and reviews our sustainability strategies, practices and programs, and any public disclosures on such matters, including those in our Proxy Statement and our annual Sustainability Report.

In addition to the Nominating and Governance Committee providing regular reports to the Board on sustainability topics such as risk mitigation and reporting, members of the executive team oversee the progress of their respective ESG programs and practices as they relate to various areas of our business. Our Chief Legal Officer reports at least quarterly to the Nominating and Governance Committee on our sustainability programs and practices, including progress on goals such as our emissions reductions. Members of our Sustainability Steering Committee report directly to members of senior management, giving them direct insights into key parts of the business and how sustainability aspects flow into various areas within GoDaddy.

Sustainability Steering Committee

Composed of leaders from across the company, our Sustainability Steering Committee oversees key sustainability priorities and reviews all sustainability programs and practices across GoDaddy. Sustainability Steering Committee members discuss such matters with management to inform and guide the business. The Sustainability Steering Committee supports our ongoing commitment to our sustainability practices and disclosures, the development of our sustainability programs and our goal-setting efforts.
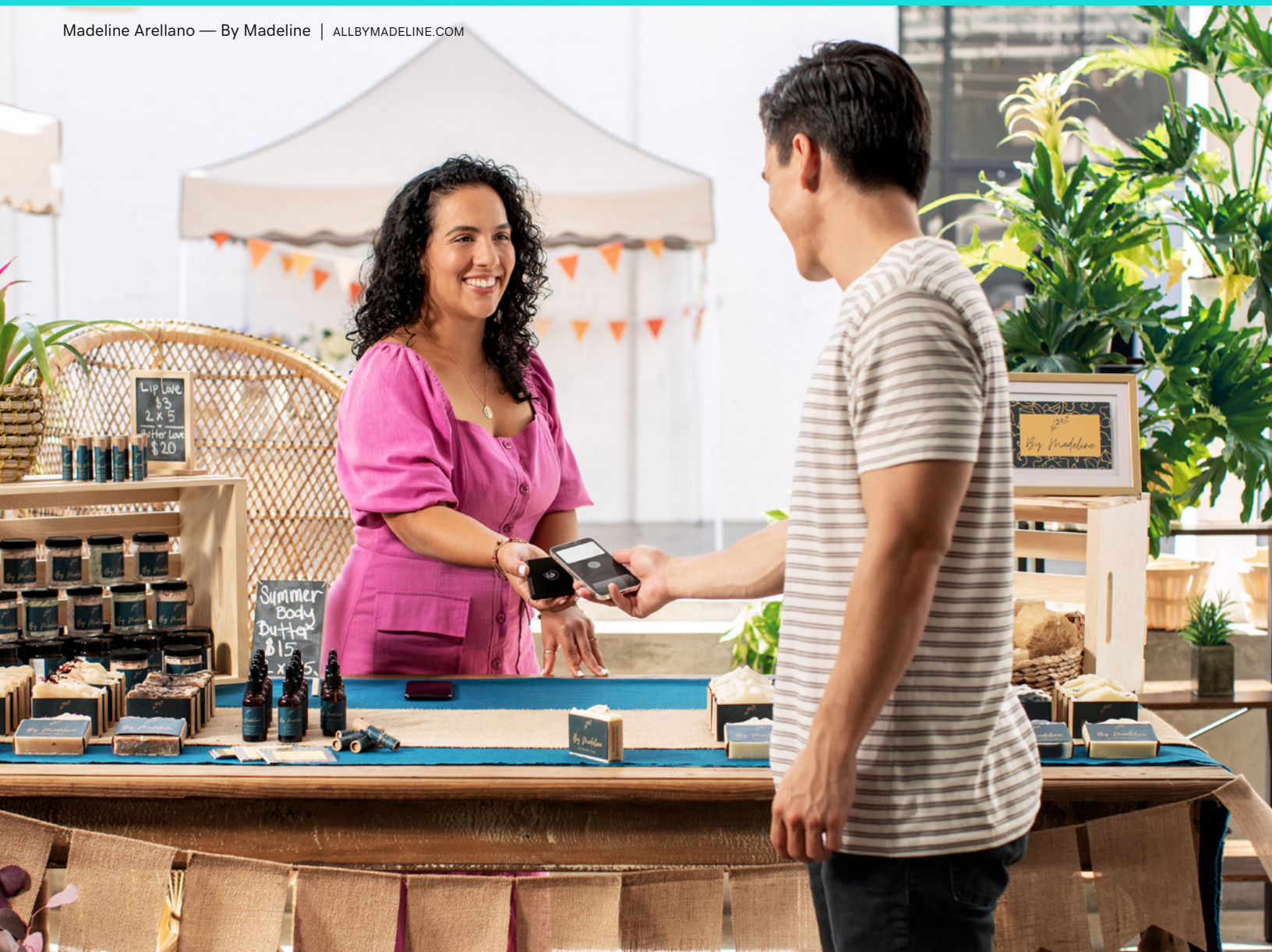
SUSTAINABILITY GOVERNANCE IN ACTION

GoDaddy assembled a climate change task force to proactively evolve our climate-related strategies and disclosures.

Our Customers

Madeline Arellano — By Madeline | ALLBYMADELINE.COM

Our Customers

Inclusive Entrepreneurship

We empower and champion entrepreneurs everywhere.

As we foster and inspire a growing wave of inclusive entrepreneurship, GoDaddy is changing the way people around the world work and live for the better. We recognize that the entrepreneurial journey is as diverse and unique as entrepreneurs themselves — and we know that barriers along that journey aren't experienced equally.

To us, that highlights the importance of delivering customized experiences at every stage of an entrepreneur's journey, with one-on-one support and resources that are responsive to individual needs and circumstances.

That's why we're committed to providing equitable resources that support and empower everyone, including entrepreneurs in and from underserved communities.

We've shared our beliefs in previous reports and statements, and our core message remains the same today. When it comes to inclusive entrepreneurship, commitment and consistency matter. We believe:

- Inclusive entrepreneurship helps fuel local economies globally, increases generational wealth, decreases wealth gaps and ultimately improves lives
- Everyone — no matter their age, race, gender, sexual orientation, socioeconomic background, location or other experience or identity — should have the opportunity to pursue their independent ventures and forge their own path

Empower by GoDaddy

As our signature social impact program, Empower by GoDaddy allows us to partner with local community organizations and nonprofits to help propel entrepreneurship in underserved communities. Together, we provide in-person and virtual educational workshops, technology tools, mentorship opportunities and peer networks to thousands of small and microbusiness owners across the U.S., Europe and Canada.

Through GoDaddy employee volunteerism and strong relationships with our partners, we offer entrepreneurs practical and emotional support including:

- Workshops and training on accepting payments, branding, marketing, website building and other foundational business topics
- One-on-one and group mentorship and coaching
- Wraparound services such as access to technology, childcare and transportation

Empower by GoDaddy's 10-course series features customized learning experiences for the entrepreneurs we serve. In our sixth year, we launched Empower by GoDaddy in Canada and expanded language offerings for the program to include French in addition to English, German and Spanish.

In 2022, we met with nonprofit and community organization partners regularly, strengthening these partnerships while facilitating collaboration and improving resource sharing. We are delighted to have provided $1.92 million in funding to these partners through Empower by GoDaddy in 2022.

GoDaddy team members play an integral role in Empower by GoDaddy by serving as coaches and mentors. Our highly skilled and passionate employees taught 83 workshops and supported an additional 477 Empower by GoDaddy workshops led by our community partners, resulting in more than 9,700 learning engagements with entrepreneurs in 2022.

Empower(ing) Stories

In 2022, Empower by GoDaddy continued to impact the lives of entrepreneurs and their extraordinary businesses. Here's just one example of the many entrepreneurs we are proud to serve.

HARP VISION

For Tyron and April Harper, the husband-and-wife duo behind Harp Vision, what started as a personal journey to relieve their own chronic pain morphed into a business idea that transformed into a business reality. In Baltimore, Maryland, Empower by GoDaddy helped turn their ideas into action. Now, these Empower by GoDaddy graduates have a wellness brand of all-natural products to help relieve pain and improve quality of life.

You Empower

In 2022, GoDaddy launched the pilot You Empower program to provide dedicated support to Empower by GoDaddy entrepreneurs in select markets.

Full-time, U.S.-based GoDaddy employees volunteered to be based in these communities through 12-week rotational programs, and while there, they provided digital learning in one-on-one and group environments to help entrepreneurs achieve their business goals.

The pilot ensured that GoDaddy employees had enriching personal development experiences and that You Empower participants got much-needed digital support and training.

"

We work closely with local small business incubators such as Impact Hub Baltimore and Empower by GoDaddy in order to network, learn about new tools and skills to grow our business, and generally stay connected to the entrepreneur scene that surrounds us.

Having a digital presence has been vital to growing our clientele. We leverage GoDaddy tools to build our website to reflect our mission, enable ecommerce and take our business to the next level."

Tyron and April Harper — Harp Vision
HARP-VISION.COM

Our Customers

Venture Forward

At GoDaddy, our commitment to inclusive entrepreneurship is supported by what we know: that the long-term success of entrepreneurs and their microbusinesses supports the economic wellbeing and resilience of communities. That's the core belief behind Venture Forward, a research initiative launched by GoDaddy in 2018 that captures the impact made by the over 20 million microbusinesses our customers created in the U.S. alone.

In 2022, Venture Forward conducted its **fifth nationwide survey** of more than 3,300 microbusiness entrepreneurs across the U.S. regarding their motivations, demographics and needs. The results of our survey illuminate several key trends and areas of opportunity, including:

It's easy to find examples of how microbusinesses positively impact their communities, but historically, there has been a lack of reliable, comprehensive data to quantify their profound impact — like increasing the median household income, creating jobs and lowering unemployment in their communities.

That lack of data makes it challenging for entrepreneurs — especially those in marginalized communities — to carve out a voice in the policy and technology debates that affect their businesses, including issues regarding credit access, taxation, broadband access, skills training, benefits portability or internet access.

With that in mind, we carefully considered the data we collect and the questions we ask. We engaged policymakers, elected officials and thought leaders. The conclusion is clear: These often overlooked entrepreneurs need support to realize their full potential.

Our Venture Forward data provides a foundation for changemakers to advocate for the resources and policies that the microbusinesses in their communities need to thrive, and it offers a better understanding of the economy at local and national levels.

Rebecca Gibson — Empire Beauty Bar
EMPIREBEAUTYBAR.COM

1/3

Almost one-third of microbusinesses were created after the pandemic started.

100%

The number of Black women starting businesses since the pandemic began surged more than 100%, jumping from 11% of all businesses started before 2020 to 22% of all businesses founded since that year.

2/3

Two-thirds of entrepreneurs started with less than $5,000, and more than two-thirds generate income from their microbusiness.

50+%

More than half of entrepreneurs started their business on the side, and 27% left their current job to start their business.

"

This experience afforded me the opportunity to see things I would have never seen [being in Alabama]. The program gave me an understanding of who I am — the uniqueness of who I am. I now approach my work with even more conviction. I can help anyone lean in more and stretch."


DESMOND SWEET,
GODADDY LEARNING PROGRAM MANAGER
AND YOU EMPOWER VOLUNTEER

Our Customers

Microbusiness Data Hub

GoDaddy's ambitious Venture Forward research enabled the launch of the **Microbusiness Data Hub** in 2022. The Microbusiness Data Hub offers unprecedented access to free, downloadable data on more than 20 million microbusinesses and the entrepreneurs who own them across geographies and industries.

Through the Microbusiness Data Hub, Venture Forward can support and accelerate the efforts of all those working to build stronger, more inclusive and equitable communities and economies. Updated quarterly, this data resource includes refreshed measurements of microbusiness density, our proprietary Microbusiness Activity Index, industry and online commerce insights, and ongoing survey responses from select markets across the U.S. since 2019.
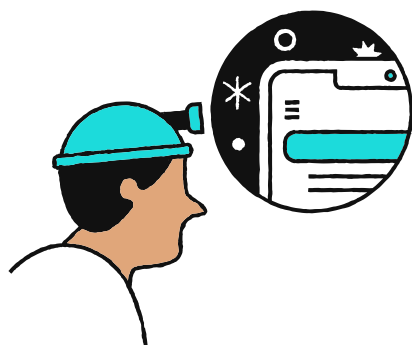
Strategic Collaborations

We believe that strong outcomes can arise from data on microbusinesses being applied, and that's why we curated valuable partnerships with organizations that help us elevate our mission to make opportunity more inclusive for all.

VENTURE FORWARD AND MYSIDEWALK

Venture Forward partnered with mySidewalk to launch an online tool that makes it easier for policymakers and other interested parties to access and understand information that highlights the economic impact of millions of microbusinesses. With tailored reports that are generated in seconds and updated automatically, the mySidewalk library also allows users to combine Venture Forward's data with more than four billion data points for strategic benchmarking and comparisons.

VENTURE FORWARD AND GILBERT, ARIZONA

In 2019, Venture Forward partnered with the town of Gilbert, Arizona. The goal was to create a community-specific, multistage survey to understand the needs of local microbusinesses and entrepreneurs. During the pandemic, the city used the Venture Forward data as a baseline and conducted the survey again. Those results were then leveraged by the city to build a data-informed COVID-19 recovery program that was executed into 2022. This collaboration was featured in the United States Conference of Mayors Business Council 2022 Best Practices Report.

GoDaddy Open

Our research shows that the overwhelming majority of businesses that started in 2020 or later want to grow within the next year. We know that when entrepreneurs have access to the right training, it pays off. That's why we started GoDaddy Open, a program where we partner with cities to train and upskill local entrepreneur communities.

In October 2022, GoDaddy and Impact Hub Baltimore, our local Empower by GoDaddy partner, hosted more than 250 in-person attendees in Baltimore for an event called GoDaddy Open. Joined by the city's mayor, our collective goal was to celebrate, upskill and inspire local entrepreneurs and microbusiness owners through presentations, educational sessions, and one-on-one help and advice from our GoDaddy Guides. As Bakari Jones from Impact Hub Baltimore said, "This event gave voice and legitimacy to a community that often gets left out."

Our Customers

Customer Experience

We deliver top-tier personalized support.

From the moment an idea sparks, GoDaddy delivers leading technology and personalized support that wows. We know that every entrepreneur's story is different, and that's why we offer customized support at every step — whether that's thinking about business names, creating a compelling brand, building a website that draws in customers, spreading awareness, harnessing and leveraging analytics, or growing through sales.

2022 was a year to remember, thanks to our knowledgeable GoDaddy Guides who prioritize the customer at every step. That means delivering the right products and services at first contact, driving value, exceeding expectations, fostering accessibility and meeting with customers in the ways that best fit their needs.

We had more than

14 MILLION

conversations with customers across text, audio, video and in-person touchpoints in 2022.

Awards and Honors

2022 Stevie Awards for
Woman of the Year in Customer Service

2022 Stevie Awards for
Sales & Customer Service — Silver

2022 Red Dot Award:
Product Design for the GoDaddy Poynt Smart Terminal

Customer Conversations and Support

We're proud of our reputation for outstanding customer service, and we work hard to uphold it.

Our level of care — at every stage, for every entrepreneur and for every unique need — is a major point of competitive differentiation for us. Our Guides aim for deep human interactions, leveraging their expertise as well as their own personal experiences to guide customers.

We use customer conversations and feedback to improve how we show up for our customers, and our commitment to continuous improvement is paying off. In 2022, we boosted our overall **Trustpilot score** from 4.4 to 4.7 out of 5.0. Another way we track how we're performing is customer retention. In 2022, our customer retention rate for those who have been with us for more than three years was approximately 93%. Our customer retention rate exceeds 85% for each of the five prior years.

CUSTOMER SATISFACTION

When asked, "How likely are you to recommend our company to a friend or colleague?", our customers responded so positively that we met our corporate relational net promoter score target for 2022, ending the year two points higher than the beginning.

Our Customers

GoDaddy Guides

Our GoDaddy Guides are not simply customer service representatives. They're champions, experts, sounding boards and cheerleaders. They handle millions of conversations per year — and they strive to make every customer feel important.

Through a collection of managed service offerings, our Guides help entrepreneurs everywhere with their first steps and their next steps, all the way along their journeys. Our customers can choose their preferred guidance channel, including WhatsApp, WeChat and SMS. In addition to our team of U.S.-based Guides, we have Guides located internationally who provide in-region support in a number of local languages.

Expert Guidance

While consultations with our Guides serve as an essential component of our customer service offerings, we also serve as thought leaders and industry experts via a wide variety of on-demand tutorials and resources that entrepreneurs can access when, how and where it suits them best. Timely, practical and actionable information can be found on **our blog**, where customers can browse by topic or product. And on third-party sites like **YouTube**, we host tutorials that cover the most up-to-date, in-demand topics to guide entrepreneurs at every stage of their journeys.

Olivia F. | GODADDY GUIDE

Our Customers

Innovation

We're focused on evolving to deliver for our customers.

The world is constantly changing — and so are the needs of the entrepreneurs we serve. At GoDaddy, we're determined to stay ahead of the curve for our customers by evolving our products through experimentation and innovation.

A Culture of Experimentation

Over the last few years, we've made an intentional shift toward a culture of experimentation. Centered on serving our customers, this cultural mindset makes it easier for the entrepreneurs we support to leverage our tools — from elevated commerce and social platforms to website hosting solutions — and propel their businesses forward.

In 2022, we started several new controlled experiments each day. We also initiated the Experimentation Showcase to further our test-and-learn culture. As part of this showcase, teams created experiments to enhance our customers' experience and submitted them for review. Selected experiments are featured in a live, cross-company showcase.

Technological Innovation

In 2022, we developed the GoDaddy Tech Manifesto, which powers our technological innovation and provides the GoDaddy community with a set of technology principles to support our strategy. These principles include simplicity, abstraction, consistency, extensibility, connected data and a commitment to iterate.

With this solid foundation in place, it makes it easier for our teams to make the right decisions quickly, increasing both the velocity and quality of delivery. These principles build on our existing engineering principles: security, speed of delivery, performance, availability, quality, and embracing inner source and open source communities to foster innovation.

To keep our technology teams working in alignment and to promote transparency and cross-company collaboration, GoDaddy uses Tech Radar, a forward-looking summary of GoDaddy's global technology strategy. In 2022, we launched the Tech Radar Tuesday series to highlight new technologies and encourage engagement across relevant teams.

Acquisitions

As a part of our constant evolution to meet our customers' changing needs, GoDaddy made key acquisitions in 2022 to enhance and accelerate our strategic and financial objectives:

- **Dan.com**
- **DNA Academy**

BUGBASHES

In 2022, we hosted events called Basharama and BasharamaToo to put teams across GoDaddy in our customers' shoes to experience our products from their point of view and identify improvement opportunities.

Our Employees

Our Employees

Diversity, Equity, Inclusion and Belonging

By valuing individuality, we grow together.

Diversity, equity, inclusion and belonging (DEIB) are core to who we are. Authentically serving a diverse customer base starts with cultivating a diverse, inclusive and equitable workforce. We know that diverse teams build better products and customer experiences — period. And we want to foster a human-centered community that empowers our employees and their families, too. We believe that prioritizing the integration of DEIB principles into the core of how we work every day is the best way to serve our mission of making opportunity more inclusive for all.

OUR VICE PRESIDENT OF
DIVERSITY, INCLUSION AND BELONGING

In 2022, GoDaddy hired its dedicated Vice President of Diversity, Inclusion and Belonging, who is responsible for developing and implementing holistic, integrated and equitable programs that enable GoDaddy employees and customers to feel empowered and supported.

An Integrated DEIB Strategy

At GoDaddy, our DEIB principles aren't standalone priorities. They are inextricably tied together with everything we do — and with each other. We recognize that diversity helps fuel inclusion. Inclusion, in turn, helps power equity and diversity, and inclusion and equity enable belonging.
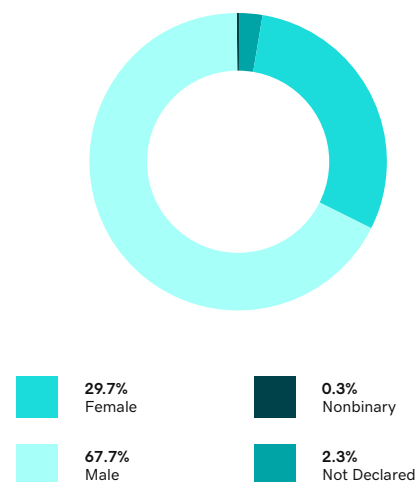
Our DEIB strategy focuses on influencing inclusive behaviors and refining systems and processes through a lens of equity. In 2022, we defined our objectives to further integrate, engage on and expand DEIB principles throughout the organization, and we developed a multiyear strategic roadmap to continually implement these goals.

Through our work to integrate DEIB concepts and messaging into our internal and external communications, we further engaged our Employee Resource Groups (ERGs) on our DEIB priorities and expanded best practices in areas like recruitment, employee listening and data analysis.
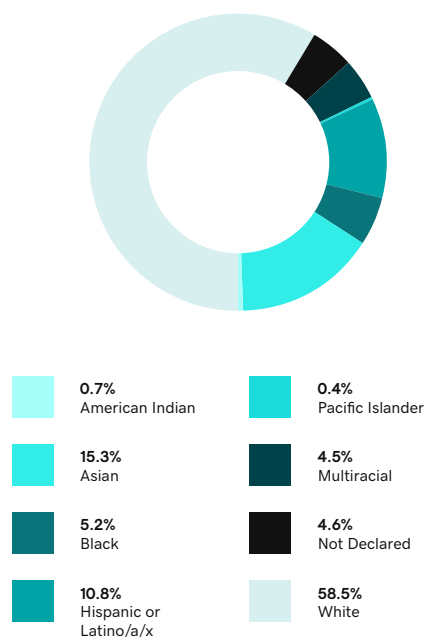
DEIB Performance

GoDaddy was among the first companies to announce and publish our pay parity results, and we're proud to achieve gender pay parity (global) for the eighth year in a row and ethnicity (in the U.S.) pay parity for the sixth year in a row.[3] Additional information on our diversity results can be found in the **Appendix** of this document, as well as with additional context in the **2022 Diversity and Pay Parity Annual Report**.

Global Gender

29.7% Female	**0.3%** Nonbinary
67.7% Male	**2.3%** Not Declared

U.S. Race and Ethnicity

0.7% American Indian	**0.4%** Pacific Islander
15.3% Asian	**4.5%** Multiracial
5.2% Black	**4.6%** Not Declared
10.8% Hispanic or Latino/a/x	**58.5%** White

[3] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar. Please read our **2022 Diversity and Pay Parity Annual Report** for more information.

Our Employees

Awards and Honors

Mogul
**Top 100 Companies with
the Best DEIB Initiatives**

Human Rights Campaign Foundation's
Corporate Equality Index (CEI) 2022
**Best Places to Work for
LGBTQ + Equality**

Bloomberg
Gender-Equality Index 2022

Inclusive Recruitment and Employee Experience

We made a deliberate effort to recognize and reduce unconscious bias in our recruitment and employee practices and systems, including performance reviews and promotions. We began this journey in partnership with Stanford University's VMware Women's Leadership Innovation Lab (formerly known as the Clayman Institute for Gender Research), and we continue to refine these processes in line with feedback, research and best practices. We employ several strategies to promote inclusive and equitable candidate and employee experiences, including:

- Expanding candidate eligibility to include those with nonlinear or nontraditional backgrounds in early career talent positions
- Conducting additional efforts to directly source talent from different backgrounds and experiences to augment the standard application process
- Reviewing job descriptions with an artificial intelligence algorithm to reduce gendered language bias
- Posting all nonconfidential jobs on internal job boards to encourage mobility within the organization
- Providing an opportunity for applicants to choose their pronouns and specify name pronunciation at the time of scheduling an interview
- Offering unconscious bias training for interviewer certification
- Running company-wide performance management processes to reduce variance in performance assessment standards among gender and racial groups
- Employing promotion flagging processes that proactively identify potential eligible employees who could be reviewed for promotion consideration, rather than relying on subjective criteria and identification

PARTNERSHIPS

We use partnerships that help us fill our recruiting pipeline with top talent. Our partnerships include AfroTech, AnitaB.org and its annual Grace Hopper Celebration, Fairygodboss, ColorStack, Rewriting the Code, Ada Developers Academy and Code2040.

Our Employees

Employee Resource Groups

Our global workforce collaborates across several different time zones and functions, but we still believe in the importance of cultivating a meaningful and inclusive community. Even when they're physically apart, we aim to bring together our employees working across different areas of the business and from different backgrounds.

Employee resource groups (ERGs) play a critical part of what fosters our culture of inclusivity. They're employee-led groups formed around common missions, identities, affinities or interests, including those who are allies and champions. ERGs provide a space for employees to develop relationships, support professional development (both for themselves and others), engage in corporate projects and programs, learn from each other and participate in fun activities. In addition to the personal benefits, these communities help empower many of GoDaddy's business priorities and goals across talent development, learning development, business development and community development.

We currently have 11 global, employee-led ERGs:

- GD Abilities in Tech
- GD Asians in Tech
- GD Black in Tech
- GD Entrepreneurs in Tech
- GD Fitness in Tech
- GD Green
- GD LatinX in Tech
- GD New Graduates
- GD United (LGBTQIA+)
- GD Veterans in Tech
- GD Women in Tech

GoDaddy plans to continue to enhance employee engagement within ERGs and to broaden their impact on both our internal and external communities. To better support our ERGs, GoDaddy is:

- Reworking our ERG framework and structure to globalize, standardize and align with best practices
- Developing new and refining existing procedures, processes and roles to further empower our ERGs and their leaders
- Better integrating our ERGs and their members into our corporate priorities and projects related to DEIB, employee experience and other areas

Our Employees

Talent Management

We're fostering a culture of learning and engagement.

GoDaddy's foundation rests upon the incredible people who devote their time, talent and energy to working here. That's why we take a human-centered approach focused on individual, whole-person needs, and we are continually evolving.

In the remote and hybrid work environments of today, we foster employee connections and community through two of our successful employee engagement programs — the GoDaddy Fun Fund provides a budget for employees to enjoy morale-boosting opportunities for themselves and their teams. We also have Everyday Champions, our global recognition program that enables connection across our global workforce, allowing employees to recognize and celebrate their coworkers' successes.

Awards and Honors

Comparably 2022 Awards
Best Company for Career Growth

BestCompaniesAZ
Arizona's 2022 Most Admired Companies

Employee Feedback

At GoDaddy, we love to learn from our employees. Through GoDaddy Voice — our annual employee engagement survey — we ask employees for their feedback to understand what is working and to identify opportunities for improvement.

In 2022, we conducted GoDaddy Voice with a new vendor and survey platform. This enhanced our data quality and reporting abilities, and we are thrilled to continue to deepen our understanding of our employees' experiences.

Our GoDaddy Voice survey elicits an exceptionally high level of employee participation, and we believe it serves as proof that our employees know we listen to them and value their input. In 2022, 86% of our employees participated in GoDaddy Voice, revealing insights such as:

90% believe colleagues treat each other with respect.

84% feel comfortable being themselves at work.

Our Employees

Learning and Development

Learning and development at GoDaddy centers on activating the exponential power of our people. In 2022, we launched a new career action planning template, held quarterly career workshops and started a career spotlight podcast series to showcase career stories of our own employees. We believe that people should never stop learning and expanding their potential, and we strive to create relevant and impactful learning experiences to help them develop their skills, enhance their knowledge and grow their careers.

Here are a few examples from 2022:

- **The Care and Services Learning Summit:** A summit focused on global leadership, coaching and change management
- **GoDaddy Learning Days:** Two full days of learning dedicated to professional development, inclusive engagement and GoDaddy's business
- **LinkedIn Learning:** A digital library offering more than 16,000 courses covering a wide range of technical, business, software and creative topics
- **Decision Lab:** A decision-making simulation dedicated to fostering better and faster decision-making to drive better outcomes and contribute to our business goals
- **Elevate:** A focused yearlong leadership training program that connects GoDaddy Guides in Care and Services with opportunities to develop operational excellence and build leadership skill sets

Leadership Training

Strong leadership means strong teams. We offer several pathways for leaders to develop their skills, including:

- **New Manager Onboarding:** A required four-week course for new managers to introduce the high standards required for those in GoDaddy management positions and provide resources to help them succeed
- **Manager and Leadership Development:** Ongoing support through a suite of courses covering topics such as leading virtually, leading through change, giving feedback, coaching and having difficult conversations
- **Lift Manager Development Program:** A six-month program for Care and Services managers to enhance key leadership traits that enable leaders to achieve great results with their team

Performance Reviews

We value transparency in all areas of our business, and that extends to both feedback and introspection. Our performance review process includes formal midyear and year-end reviews. At these times, employees and managers discuss goal setting, career development, and performance insights and peer feedback.

Employees are also able to evaluate their own performance via self-evaluations. From our GoDaddy Voice survey, we found that:

77%
of employees
indicated that they had meaningful discussions with their managers about career development.

83%
of employees
stated they received feedback that helps to improve their performance.

A critical aspect of our performance management approach includes company-wide processes that are intended to help reduce variance in performance assessments between groups with different genders, ethnicities, socioeconomic backgrounds, ages and so on. This involves ensuring that we assess both the work that people complete and how they complete it in alignment with our inclusive values. It also includes focusing on action and outcomes as opposed to style and personality, ensuring consistency in feedback and offering equal evaluation time.

EMPLOYEE EDUCATION BENEFITS

The education and advancement of our employees is important to us. We support many of our employees by sponsoring their attendance at conferences and seminars, and we provide full-time employees with up to $5,000 per year (depending on geographic location) toward approved tuition costs through our education reimbursement program.

Our Employees

Benefits

Compensation at GoDaddy includes a range of thoughtfully curated benefits to attract and retain top talent and to support our human-centered approach. In 2022, we selected Lyra Health/ICAS as our new global employee assistance provider. Lyra Health/ICAS provides several confidential support options, including virtual and in-person therapy, coaching and unlimited access to self-care apps to help navigate difficult topics such as stress, anxiety, depression, substance use and relationship challenges.

Additional benefits in many of our locations include:

- A first-class benefits package offering comprehensive medical, dental, vision and disability plans
- 401(k) and IRA retirement plans, with generous employer matching
- An equity plan and employee stock purchase program to promote a sense of company ownership among our employees
- Professional development opportunities and tuition support
- Global wellness days, dedicated days for employees to disconnect and prioritize wellbeing
- Family benefits, such as a day care subsidy, paid parental leave, foster care assistance, adoption assistance and fertility coverage
- Employee donation matching programs and paid time off for volunteer opportunities

A full list of employee benefits can be found on our **Culture** web page.

EMPLOYEE MATCHING AND PAID VOLUNTEER HOURS

On a first-come, first-served basis, each GoDaddy employee can access up to $1,500 annually to match their donations to eligible nonprofit organizations and/or to reward eligible nonprofit organizations $35 per hour for every hour the employee volunteers with the organization. GoDaddy also provides employees with 20 hours of paid time off annually to volunteer — and through this program, we documented more than 4,500 volunteer hours in 2022 alone.

Our Operations

Madeline Arellano — By Madeline | ALLBYMADELINE.COM
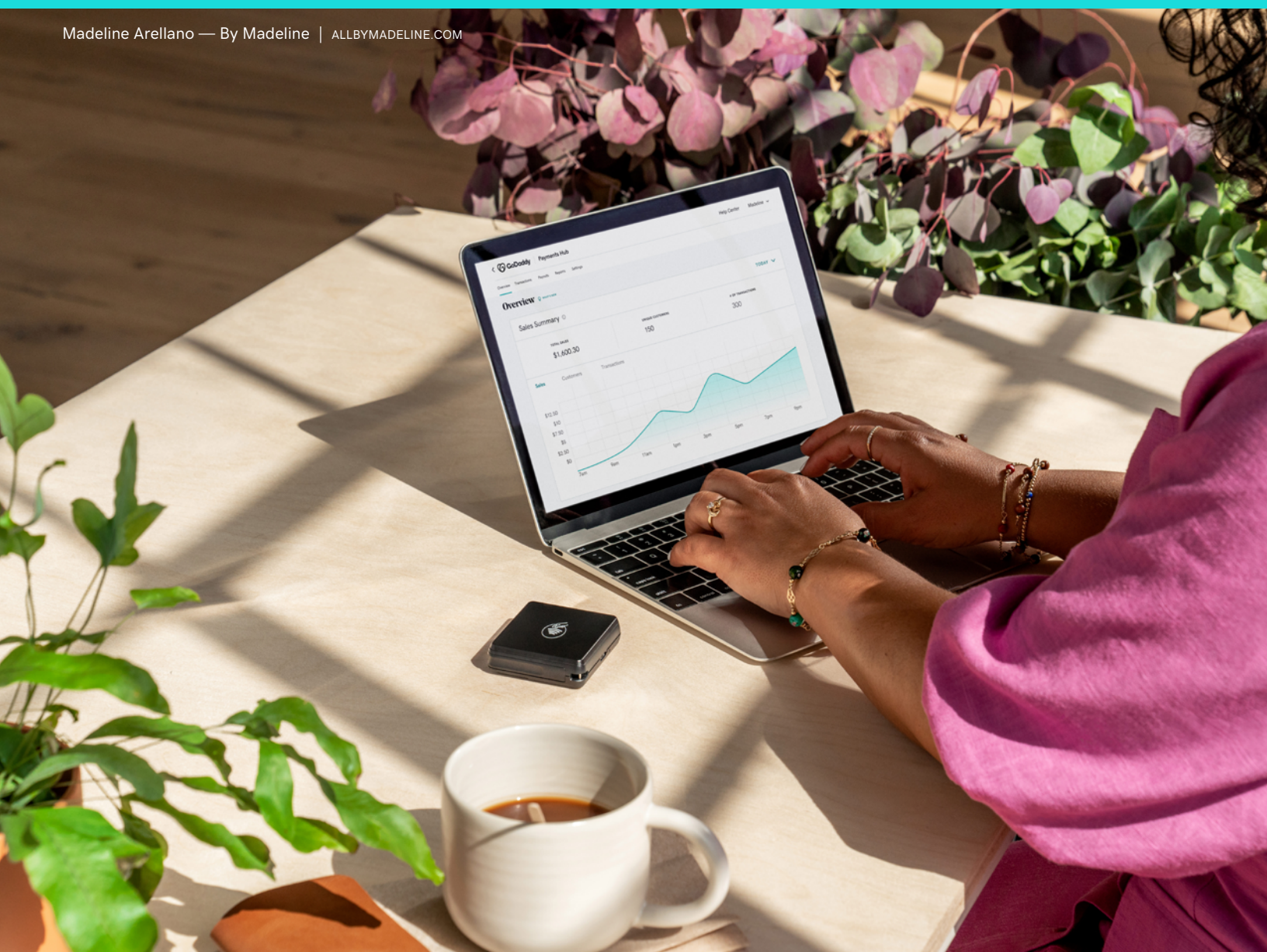
Our Operations

Data Security and Privacy

We make it safer for entrepreneurs to follow their dreams online.

We take data protection, security and privacy extremely seriously. Our customers trust us with their dreams, and we work to maintain that trust every day. The current cybersecurity landscape is challenging, and we're proud of our proactive efforts to deliver exceptional privacy and security. We are committed to transparency, protecting user data and keeping up with an evolving regulatory landscape.

At GoDaddy, we take a cross-functional, risk-based approach to both user privacy and web security. There are several key roles involved in this approach:

- **The Audit and Finance Committee** has primary oversight responsibilities of cybersecurity risks and data privacy and security matters. The Audit and Finance Committee provides quarterly updates to the Board of Directors on matters presented to the Audit and Finance Committee by the Chief Information Security Officer

- **The Chief Information Security Officer (CISO)** oversees GoDaddy's Information Security organization. The Information Security organization handles tasks such as security risk and assessment responsibilities, threat intelligence, incident response functions and product, enterprise and customer security. The CISO meets with the Audit and Finance Committee quarterly and provides updates to our entire Board at least annually. These updates include reviewing cybersecurity programs and risks, as well as discussing priorities, mitigation strategies, staffing and resources

- **Our Data Protection Office**, which is run by our Privacy Officer, manages GoDaddy's Global Privacy program. To ensure the Global Privacy program maintains a focus on privacy at the highest levels, it is verified each year through an independent assessment and is reviewed by the Audit and Finance Committee as part of the Company's Enterprise Risk Management program

- **GoDaddy's Trust Center Site** houses all data protection, security and privacy resources in one easy location for our customers, offering them the resources necessary to help ensure that their information — and their customers' information — is safe and compliant

Data Security

With the cyberthreat landscape growing and constantly evolving, we remain vigilant on securing data, avoiding breaches and addressing threats. These efforts span several areas:

- **Proactive Monitoring:** We continuously check for vulnerabilities. To proactively prepare for new and emerging cybersecurity attack vectors, we research and monitor industry threats that could impact GoDaddy and our customers

- **Training and Internal Communications:** All GoDaddy employees receive annual customer privacy and security training to preserve our high standards. We also send regular and timely alerts to employees to keep them updated on the latest security and privacy initiatives and activities at GoDaddy, as well as industry best practices

- **Intentional Development:** Teams within GoDaddy's information security organization collaborate to ensure security considerations are built into new products and services

- **Security Frameworks:** We align with best practices by adhering to leading security frameworks, such as the National Institute of Standards and Technology (NIST) cybersecurity framework, Payment Card Industry Data Security Standards (PCI DSS), WebTrust, International Organization for Standardization (ISO) 27001 and System and Organization Controls (SOC) 2

Data Privacy

Trust and integrity form cornerstones of our customer relationships. To that end, we provide core privacy features to all our customers, and we do not sell customer information to third parties — ever.

Our **Privacy Policy** details our approach to protecting the personal data we collect, use, store and share. We care about the privacy of our customers and employees from around the world, which is why we apply a globally consistent approach to privacy and adhere to stringent privacy requirements, regardless of the location of our customers and employees. We remain committed to staying on top of evolving international regulations.

DATA PRIVACY CERTIFICATION

In 2022, we refreshed our annual, independent TRUSTe LLC General Data Protection Regulation (GDPR) privacy program management validation for GoDaddy.

Privacy is an important component of all our products and services. We use the proactive Privacy by Design approach to ensure that privacy principles are considered during process design and throughout our entire engineering lifecycle. We assess opportunities to enhance data protection and to provide employees with supplemental education.

Our Operations

Content Safety

We target harmful content while creating space for varying ideas.

We believe that freedom of expression and the diversity of ideas are fundamental aspects of healthy societies and economies. We also recognize that digital organizations have a responsibility to properly respond to harmful content. As such, we take complaints and feedback from our stakeholders seriously. Receiving feedback doesn't just foster trust between GoDaddy and our customers and users. It also allows us to improve our products and services.

We outline our content safety philosophy in our **Trust Center**, with specific policies identified in our **Universal Terms of Service (UTOS)**.

Examples of harmful content that violate our policies and UTOS include promoting, encouraging or engaging in violence or any illegal activity, such as the exploitation of children, the promotion of terrorism, the sale of prescription medicine without a valid prescription or any fraudulent activity. This is not an exhaustive list, and to ensure we address new challenges in this sector, we periodically review our UTOS and policies.

When our dedicated Content Safety team receives a complaint, they review it carefully to determine whether it violates GoDaddy's policies and/or UTOS. If a violation is found, the team determines the appropriate response, which may include suspension, termination or other actions, as needed. Last year, our dedicated Content Safety team received nearly 16,000 complaints. The average response time for a complaint was 38 hours.

In 2022, we achieved a significant content safety milestone by transitioning to a new internal tool that enables greater insights into statistics and trends. We also made a dedicated effort to streamline and improve our content input stream and content safety process.

Jaqi Thompson and Nikki Thompson — The Furlough Cheesecake | THEFURLOUGHCHEESECAKE.COM

Our Operations

Environmental Impact

We operate with the future in mind.

As a forward-thinking company with a global presence, we are conscious of our responsibility to protect the environment for future generations. We hold ourselves to a high standard of stewardship in areas where we have the greatest impact and influence, and we engage our employees in our determination to operate sustainably.

APRIL IS EARTH MONTH

For Earth Month 2022, GoDaddy went all in with events and opportunities for employee engagement, and we spotlighted GoDaddy employees who went the extra mile to protect the environment. We also incentivized our employees to donate household items for reuse by giving them $20 to donate to an organization of their choice.

Climate Change Commitment

Climate change is a rapidly growing threat to humanity. At GoDaddy, we believe that everyone has a critical role to play in addressing this urgent challenge. In 2022, we issued **a position statement on climate change** highlighting our stance in support of urgent climate action. We also shared our corporate greenhouse gas (GHG) emissions reduction goal and our approach to reducing our impact.
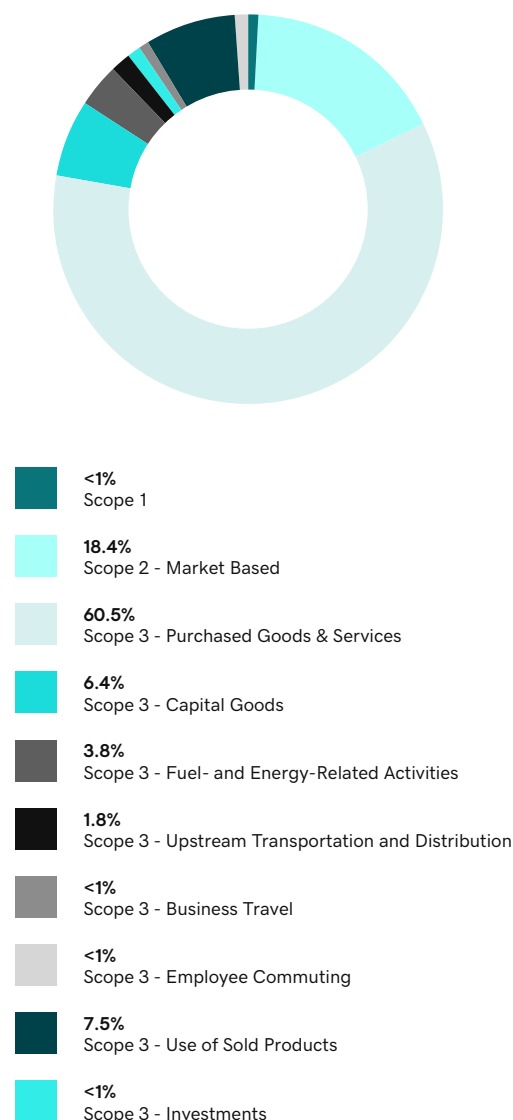
50%

We are committed to reducing our scope 1 and 2 GHG emissions by 50% by 2025 from a 2019 baseline.

Greenhouse Gas Emissions

In 2022, GoDaddy's scope 1 and 2 market-based emissions totaled 33,621 mt CO_2e. When compared to our 2019 baseline, we reduced our scope 1 and 2 emissions by 35%. In 2022, our scope 1, 2, and 3 emissions footprint totaled 175,846 mt CO_2e.

2022 Emissions Breakdown

<1%
Scope 1

18.4%
Scope 2 - Market Based

60.5%
Scope 3 - Purchased Goods & Services

6.4%
Scope 3 - Capital Goods

3.8%
Scope 3 - Fuel- and Energy-Related Activities

1.8%
Scope 3 - Upstream Transportation and Distribution

<1%
Scope 3 - Business Travel

<1%
Scope 3 - Employee Commuting

7.5%
Scope 3 - Use of Sold Products

<1%
Scope 3 - Investments

Our Operations

The Impact of Our Data Centers

Our data centers are the primary driver of our combined scope 1 and 2 emissions. To mitigate these impacts, we are working to reduce the energy usage and footprint required to run our workloads in our data centers. To accomplish this, we are actively consolidating our footprints into larger sites where we can leverage scale efficiencies and improved power usage effectiveness (PUEs), a key measure of data center energy efficiency.

In 2022, we significantly increased our workload density, which allowed us to accelerate our consolidation process and avoid the need for additional data center capacity, all while migrating nine additional data center footprints to larger locations. To track our progress in increasing footprint density over time, we use key performance indicators.

Many of our data centers already leverage resource-efficient technologies. For example, our data center in France uses groundwater for cooling, which significantly reduces energy use. We are committed to continually improving, and we strive to replace inefficient infrastructure where possible. In 2021, we conducted an external energy audit for our largest data centers, and we are using these results to identify additional opportunities for improvement.

Since 2019, for example, all of the data centers we operate in European, Middle Eastern and African (EMEA) areas used 100% renewable energy from Guarantees of Origin (GOs). We also evaluate renewable energy options for the data centers we operate globally.

The Impact of Our Workspaces

Our hybrid work model reduces demand on physical workspaces, and we continue to seek ways to reduce our environmental impact by promoting sustainable design and optimizing our real estate footprint.

Located in Tempe, Arizona, our headquarters are designed with sustainability in mind, with features including:

- Energy-efficient heating, ventilation and air conditioning (HVAC) systems
- LED lighting
- Low-flow plumbing
- Recycling programs
- Solar arrays
- Reclaimed water facilities used for landscaping
- Electric vehicle charging stations

Reducing our environmental impact through portfolio optimization is an important priority for GoDaddy. In 2022, the Global Real Estate team worked to reopen 25 offices around the world while actively optimizing our real estate footprint to meet the needs of a hybrid work model, conserve costs and mitigate environmental impacts. Through this optimization effort, we reduced our active global real estate footprint by approximately 105,000 square feet. This metric reflects properties under our operational control, including owned and leased properties and vacant, non-sublet spaces.[4]

REAL ESTATE FOOTPRINT OPTIMIZATION

Over the course of two years, optimization efforts reduced our active corporate real estate footprint by approximately 40% — that's over 400,000 square feet.

[4] In our 2021 Sustainability Report, "active corporate real estate footprint" included vacant real estate and space available for sublease.

Our Operations

Honest and Ethical Conduct

We uphold the highest level of professional and ethical standards.

At GoDaddy, our honest and ethical culture starts at the top, with our Board of Directors, our Chief Executive Officer and our leadership team. We believe we are responsible for earning and maintaining the trust of our stakeholders and promoting a culture of honesty, transparency and integrity among ourselves, our customers and our business partners. We take that responsibility very seriously.

Our High Standards

In an ever-changing global business climate, we believe it's imperative to proactively evaluate and evolve. Our commitment to the highest professional and ethical standards means monitoring and responding quickly and appropriately to changing global dynamics.

GoDaddy's Code of Business Conduct and Ethics

GoDaddy maintains a **Code of Business Conduct and Ethics** that details our commitment to conducting business with honesty and integrity. The code serves as a source of guiding principles and applies to our employees, officers and directors.

To ensure our workforce understands and complies with the code and its requirements, all GoDaddy employees must complete our Do the Right Thing (DTRT) training as a part of onboarding. To help enhance information retention and compliance, we also increased the frequency of the majority of our ongoing DTRT refresher trainings to an annual basis in 2022.

EMPLOYEE TRAINING

In 2022, we updated the content of our DTRT trainings, which cover the Code of Business Conduct and Ethics as well as critical information on topics including anti-harassment, data protection, social engineering and security awareness.

Our Ethics Helpline

We offer an **ethics helpline** where anyone can report any violation of company policies, our code or the law. The helpline is available to our entire workforce and to those outside of GoDaddy, including contractors and vendors. With the aim of improving the workplace experience, we strongly encourage that all concerns — whether small or large — be raised through this or other reporting avenues so that we can continually work to ensure our workplace is compliant and inclusive. The Audit and Finance Committee receives quarterly reports on issues raised through the ethics helpline calls and the resulting actions.

In our annual GoDaddy Voice survey, we ask employees for feedback on the strength of our ethical compliance practices. In 2022, 87% of employees responded that they feel comfortable reporting ethics and compliance issues.

Our Operations

Corporate Governance

We're committed to generating value and earning trust.

To execute our strategy, generate long-term value and earn and maintain the trust of our stakeholders, it's essential that we cultivate and uphold robust corporate governance practices. Through our corporate governance framework, we've built a strong foundation for effective oversight and management accountability.

Our Board of Directors

Our business is managed under the direction of the GoDaddy Board of Directors. Our Board is actively involved in the oversight of strategy and risk, and its members serve as valuable resources for our leadership team. Our Board has adopted thoughtful Corporate Governance Guidelines that set forth the qualifications and responsibilities of our directors and director candidates. The guidelines also outline the Board and committee self-assessment program, provide limits on other Board service for our directors, and require that our directors hold meaningful equity ownership positions pursuant to our robust stock ownership guidelines, which apply to our directors and executive officers. For additional information, please reference our **Corporate Governance Guidelines.**

Our Board of Directors and the Nominating and Governance Committee actively seek candidates who reflect the diversity seen among both our employees and our customers. The Nominating and Governance Committee reviews diversity — whether that's in terms of ethnicity, gender, skills or experience — when building our succession pipeline or searching for new director candidates. Our Board believes that diversity is an essential component of fostering comprehensive, balanced and thoughtful decisions to help drive GoDaddy forward.

In September 2022, Chuck Robel resigned from his role as Chair of the Board and from the Audit and Finance Committee. He will retire at the 2023 Annual Meeting of Stockholders. The Board appointed Brian Sharples as Chair of the Board effective September 30, 2022.
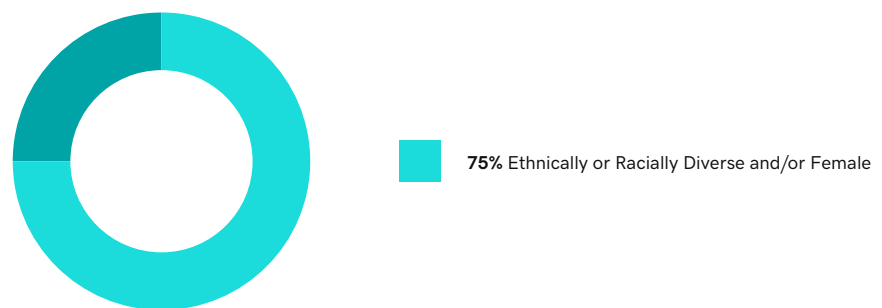
In January 2023, the Board also announced the appointment of Srinivas Tallapragada and Sigal Zarmi as new independent directors.

The data below reflects the independence, tenure, gender, and racial and ethnic diversity of the members of our Board following GoDaddy's 2023 Annual Meeting.
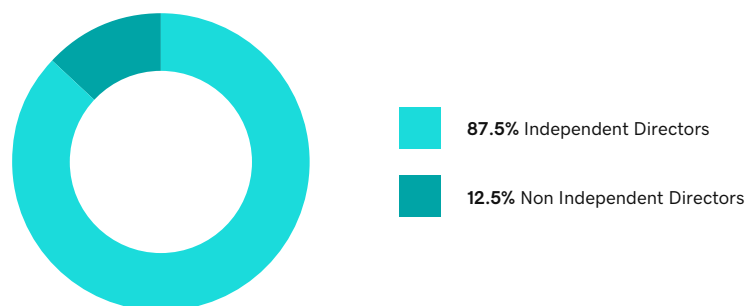
Tenure

50% < 4 years

25% 4-6 years

25% > 6 years

Diversity

75% Ethnically or Racially Diverse and/or Female

Independence

87.5% Independent Directors

12.5% Non Independent Directors

Our Operations

Oversight of Risk and ESG Topics

Oversight of risk management is a key function of our Board of Directors, which oversees the formation of long-term strategic, financial and organizational goals for GoDaddy. Oversight extends to plans designed to achieve such goals, as well as the management of strategic, legal, regulatory, financial and operational risks.

To perform these functions more effectively and efficiently, the Board has delegated key responsibilities to its standing committees. Each committee reports back to the Board at least quarterly on topics reviewed by the committees at their respective meetings.

The key oversight responsibilities of each committee include:

- **The Audit and Finance Committee** reviews major financial risk exposures and mitigation strategies, data privacy and cybersecurity risk management, enterprise risk management and other compliance risk programs

- **The Compensation and Human Capital Committee** maintains oversight of executive compensation and human capital management matters

- **The Nominating and Governance Committee** retains oversight of sustainability strategies, programs and practices, and the related disclosures

For more information on the responsibilities of our Board and committees, including with respect to risk oversight, please see our Corporate Governance Guidelines, our committee charters and our Proxy Statement on our **Governance** web page.

Appendix

Billie Dumaliang — Masungi Georeserve | MASUNGIGEORESERVE.COM
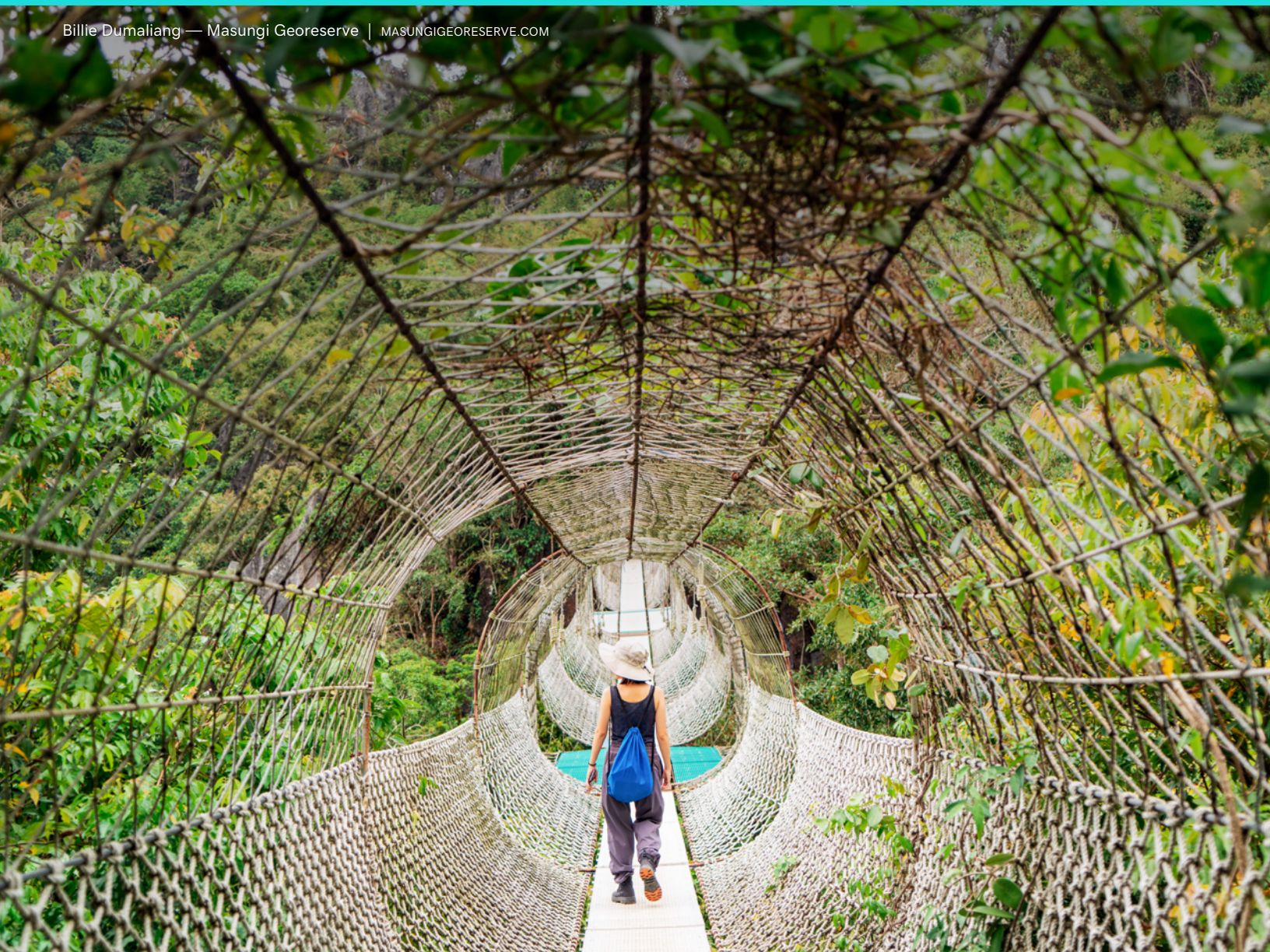
Frameworks and Metrics Appendix

The United Nations Sustainable Development Goals (SDGs)

In 2022, we joined the **United Nations Global Compact**, committing to supporting its Ten Principles and to reporting our progress toward the SDGs annually. We are proud of the progress we made toward the six SDGs where we believe our company has the greatest opportunity for impact:

5 GENDER EQUALITY	**SDG 5: Gender Equality** Achieve gender equality and empower all women and girls.	Our culture of diversity, equity, inclusion and belonging is core to our business. GoDaddy was among the first companies to announce and publish our pay parity results, and we're proud to achieve gender pay parity (global) for the eighth year in a row and ethnicity pay parity (in the U.S.) for the sixth year in a row.[5] We disclose detailed information on our gender diversity progress in our annual Sustainability Report and our **2022 Diversity and Pay Parity Annual Report**.
7 AFFORDABLE AND CLEAN ENERGY	**SDG 7: Affordable and Clean Energy** Ensure access to affordable, reliable, sustainable and modern energy for all.	We believe that GoDaddy's products and services enable digital microbusinesses to thrive, thereby supporting local and regional economic growth globally. We aim to operate our data centers that fuel our products and services as sustainably as possible by streamlining and consolidating operations to reduce our overall energy usage. We are also working to procure renewable energy, where possible, to cover our data center operations.
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	**SDG 9: Industry, Innovation and Infrastructure** Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.	
8 DECENT WORK AND ECONOMIC GROWTH	**SDG 8: Decent Work and Economic Growth** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	We believe that inclusive entrepreneurship helps fuel local economies globally, increases generational wealth, decreases wealth gaps and ultimately improves lives. We work to serve diverse entrepreneurs no matter their age, race, gender, sexual orientation, socioeconomic background, location or other experience or identity. Through Empower by GoDaddy, our signature social impact program, we help equip entrepreneurs in underserved communities with tools, resources and networks to accelerate their business journeys. In 2022, the program provided more than 9,700 learning engagements to entrepreneurs around the world.
10 REDUCED INEQUALITIES	**SDG 10: Reduced Inequalities** Reduce inequality within and among countries.	
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	**SDG 16: Peace, Justice and Strong Institutions** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.	Our corporate governance framework lays the foundation for effective oversight and management accountability. Our commitment to conducting business with honesty and integrity is captured in our Code of Business Conduct and Ethics, which goes hand in hand with our Do the Right Thing (DTRT) trainings. We also offer an **ethics helpline** where anyone can report any violations of company policies, our code or the law. GoDaddy takes an unsparing stance when it comes to hosting Child Sexual Abuse Material (CSAM). We do not allow content that sexually exploits or endangers minors. To help protect children, we use a number of tools and systems to prevent or rapidly detect and remove illegal CSAM from our platforms. Additional information on our response to online CSAM can be found on our **GoDaddy Engineering Blog**.

[5] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar. Please read our **2022 Diversity and Pay Parity Annual Report** for more information.

Appendix

Environmental Metrics[6]

GHG Emissions[7] (mt CO_2e)			
	2022	**2021**	**2020**
Scope 1	1,242	1,219	1,303
Scope 2 (Market-Based)	32,379	47,812	48,782
Scope 2 (Location-Based)	38,109	48,095	49,142
Scope 1 And 2 Absolute Emissions Total (Market-Based)	**33,621**	**49,031**	**50,085**
Scope 3 — Purchased Goods and Services	106,426	113,899	79,159
Scope 3 — Capital Goods	11,321	21,806	25,012
Scope 3 — Upstream and T&D Emissions from Fuel & Electricity	6,601	7,980	6,834
Scope 3 — Upstream T&D	3,146	1,071	398
Scope 3 — Business Travel	897	411	1,072
Scope 3 — Employee Commuting	130	95	2,199
Scope 3 — Use of Sold Products	13,183	7,180	5,674
Scope 3 — Investments[8]	522	310	N/A
Scope 3 Emissions Total	**142,226**	**152,752**	**120,348**
Total Absolute Emissions (Market-Based)	**175,846**	**201,783**	**170,433**

Energy Consumption			
	2022	**2021**	**2020**
Total Nonrenewable Energy Consumption (MWh)	77,064	114,006	118,099
Total Renewable Energy Consumption (MWh)	49,673	40,109	40,905
Total Energy Consumption (MWh)	**126,737**	**154,115**	**159,004**
Total Electricity Consumption from Renewable Sources (%)	40	27	27
Total Electricity Consumption from Grid Electricity (%)	60	73	73
Energy intensity (MWh per Million Dollars of Revenue)	31	40	48

GHG Emissions[7] Intensity (mt CO_2e per million dollars revenue)			
	2022	**2021**	**2020**
Scope 1	0.3	0.3	0.4
Scope 2 Market-Based	8	13	15
Scope 2 Location-Based	9	13	15
Scope 3	35	40	36
Total Normalized Emissions (Market-Based)	**43**	**53**	**51**

[6] These figures cover calendar years ending December 31.
[7] Scope 1 emissions cover direct emissions from owned or controlled sources. Scope 2 covers emissions from the generation of purchased electricity. Scope 3 emissions are all indirect emissions (not included in Scope 2) that occur in GoDaddy's value chain. Categories based on the GHG Protocol are specified in the table above.
[8] Category 15 – Investments was not applicable in 2020.

Appendix

Diversity and Workforce Metrics[9]

	American Indian/Alaska Native			Asian			Black/African American		
Racial and Ethnic Composition of U.S. Workforce and Board of Directors									
	2022	**2021**	**2020**	**2022**	**2021**	**2020**	**2022**	**2021**	**2020**
U.S. Workforce									
Total U.S. Workforce	**0.7%**	**0.6%**	**0.6%**	**15.3%**	**13.3%**	**10.8%**	**5.2%**	**4.2%**	**3.9%**
Leadership	0.2%	0.0%	0.2%	20.7%	16.9%	12.4%	1.5%	2.0%	1.8%
Tech	0.5%	0.6%	0.2%	24.5%	20.7%	21.9%	2.8%	2.7%	1.3%
Non-Tech	1.0%	0.6%	0.9%	6.0%	11.9%	4.1%	8.2%	4.7%	5.7%
U.S. Workforce: Female									
Total U.S. Workforce	**0.6%**	**0.6%**	**0.6%**	**18.1%**	**16.4%**	**13.2%**	**6.4%**	**4.1%**	**3.2%**
Leadership	0.0%	0.0%	0.6%	19.5%	17.0%	14.5%	1.6%	2.3%	1.2%
Tech	0.2%	0.6%	0.0%	38.1%	34.9%	36.9%	3.2%	3.0%	1.5%
Non-Tech	0.9%	0.7%	0.8%	7.1%	13.6%	4.9%	9.0%	4.6%	4.1%
U.S. Workforce: Male									
Total U.S. Workforce	**0.7%**	**0.5%**	**0.6%**	**14.0%**	**11.9%**	**9.8%**	**4.6%**	**4.2%**	**4.2%**
Leadership	0.3%	0.0%	0.0%	21.5%	17.0%	11.4%	1.4%	1.9%	2.2%
Tech	0.5%	0.6%	0.2%	20.4%	13.3%	18.0%	2.5%	2.6%	1.2%
Non-Tech	1.1%	0.6%	0.9%	5.2%	11.1%	3.7%	7.7%	4.7%	6.6%
U.S. Workforce: Not Declared									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**18.2%**	**11.1%**	**0.0%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%
Non-Tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%
U.S. Workforce: Nonbinary[10]									
Total U.S. Workforce	**0.0%**	**0.0%**	**N/A**	**15.0%**	**18.2%**	**N/A**	**10.0%**	**0.0%**	**N/A**
Leadership	0.0%	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	N/A
Tech	0.0%	0.0%	N/A	28.6%	0.0%	N/A	14.3%	0.0%	N/A
Non-Tech	0.0%	0.0%	N/A	9.1%	25.0%	N/A	9.1%	0.0%	N/A
Board of Directors									
Board of Directors	0.0%	0.0%	0.0%	37.5%	22.2%	22.2%	0.0%	0.0%	0.0%

[9] These figures cover calendar years ending December 31, except for 2022 metrics for the Board of Directors which reflect data as of 2023 Annual Meetings of Stockholders.
[10] Prior to 2021, we did not track the nonbinary category.

Appendix

Racial and Ethnic Composition of U.S. Workforce and Board of Directors									
	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**	**2022**	**2021**	**2020**
U.S. Workforce									
Total U.S. Workforce	**10.8%**	**11.1%**	**11.5%**	**0.4%**	**0.4%**	**0.4%**	**4.5%**	**5.0%**	**4.8%**
Leadership	5.2%	4.2%	3.7%	0.2%	0.2%	0.2%	3.0%	3.4%	3.7%
Tech	8.0%	8.9%	8.1%	0.5%	0.2%	0.4%	4.1%	4.1%	3.7%
Non-Tech	14.5%	12.3%	14.8%	0.3%	0.4%	0.4%	5.1%	5.3%	5.7%
U.S. Workforce: Female									
Total U.S. Workforce	**10.6%**	**10.9%**	**11.6%**	**0.3%**	**0.3%**	**0.4%**	**4.1%**	**5.0%**	**5.4%**
Leadership	5.4%	4.1%	3.6%	0.5%	0.6%	0.6%	2.7%	2.9%	4.2%
Tech	5.2%	4.7%	5.2%	0.6%	0.0%	0.3%	3.4%	3.0%	3.7%
Non-Tech	14.5%	12.9%	15.1%	0.1%	0.4%	0.4%	4.8%	5.6%	6.2%
U.S. Workforce: Male									
Total U.S. Workforce	**10.9%**	**11.2%**	**11.5%**	**0.4%**	**0.4%**	**0.3%**	**4.6%**	**5.1%**	**4.6%**
Leadership	5.1%	4.3%	3.7%	0.0%	0.0%	0.0%	3.1%	3.7%	3.4%
Tech	8.9%	11.3%	8.9%	0.4%	0.3%	0.4%	4.4%	4.9%	3.7%
Non-Tech	14.6%	12.1%	14.7%	0.4%	0.4%	0.3%	5.4%	5.3%	5.4%
U.S. Workforce: Not Declared									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-Tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
U.S. Workforce: Nonbinary[11]									
Total U.S. Workforce	**5.0%**	**0.0%**	**N/A**	**0.0%**	**0.0%**	**N/A**	**0.0%**	**0.0%**	**N/A**
Leadership	0.0%	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	N/A
Tech	0.0%	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	N/A
Non-Tech	9.1%	0.0%	N/A	0.0%	0.0%	N/A	0.0%	0.0%	N/A
Board of Directors									
Board of Directors	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

[11] Prior to 2021, we did not track the nonbinary category.

Appendix

Racial and Ethnic Composition of U.S. Workforce and Board of Directors						
	White			Not Declared		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**
U.S. Workforce						
Total U.S. Workforce	**58.5%**	**60.2%**	**62.1%**	**4.6%**	**5.2%**	**6.0%**
Leadership	64.8%	68.5%	71.7%	4.4%	4.6%	6.3%
Tech	54.4%	58.5%	58.1%	5.2%	4.1%	6.3%
Non-Tech	60.7%	59.3%	62.7%	4.2%	5.5%	5.7%
U.S. Workforce: Female						
Total U.S. Workforce	**57.0%**	**59.0%**	**60.8%**	**2.9%**	**3.5%**	**4.8%**
Leadership	67.6%	71.3%	70.5%	2.7%	1.8%	4.8%
Tech	45.6%	50.9%	46.8%	3.7%	3.0%	5.5%
Non-Tech	61.1%	58.4%	63.9%	2.5%	3.9%	4.5%
U.S. Workforce: Male						
Total U.S. Workforce	**59.5%**	**60.8%**	**62.7%**	**5.3%**	**5.9%**	**6.4%**
Leadership	63.2%	67.0%	72.2%	5.4%	6.2%	7.1%
Tech	57.5%	62.5%	61.1%	5.4%	4.5%	6.4%
Non-Tech	60.5%	59.8%	62.0%	5.1%	6.0%	6.3%
U.S. Workforce: Not Declared						
Total U.S. Workforce	**36.4%**	**44.4%**	**0.0%**	**45.4%**	**44.4%**	**0.0%**
Leadership	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Tech	16.7%	0.0%	0.0%	50.0%	100.0%	0.0%
Non-Tech	50.0%	42.9%	0.0%	50.0%	42.9%	0.0%
U.S. Workforce: Nonbinary[12]						
Total U.S. Workforce	**65.0%**	**72.7%**	**N/A**	**5.0%**	**9.1%**	**N/A**
Leadership	100.0%	0.0%	N/A	0.0%	0.0%	N/A
Tech	42.8%	100.0%	N/A	14.3%	0.0%	N/A
Non-Tech	72.7%	62.5%	N/A	0.0%	12.5%	N/A
Board of Directors						
Board of Directors	62.5%	77.8%	77.8%	0.0%	0.0%	0.0%

[12] Prior to 2021, we did not track the nonbinary category.

Appendix

Age Composition of Workforce and Board of Directors						
	Over 50 Years Old			30–50 Years Old		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**
Workforce						
Company	**9.4%**	**10.2%**	**8.1%**	**68.8%**	**65.9%**	**64.5%**
Leadership	22.6%	25.4%	20.2%	77.1%	73.9%	78.6%
Tech	8.1%	10.5%	8.0%	70.4%	70.1%	69.9%
Non-Tech	8.0%	8.4%	6.3%	65.6%	64.5%	59.3%
Board of Directors						
Board of Directors	87.5%	66.7%	66.7%	12.5%	33.3%	33.3%
	Under 30 Years Old			Not Declared		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**
Workforce						
Company	**19.7%**	**21.0%**	**23.8%**	**2.1%**	**2.8%**	**3.6%**
Leadership	0.3%	0.3%	0.8%	0.0%	0.3%	0.3%
Tech	19.6%	17.6%	20.3%	1.9%	1.8%	1.8%
Non-Tech	23.7%	23.9%	29.3%	2.7%	3.3%	5.0%
Board of Directors						
Board of Directors	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Appendix

Workforce Breakdown by Gender						
	Male			Female		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**
Employment Contract						
Permanent (Employees)	67.5%	66.7%	67.9%	30.0%	30.2%	28.5%
Interns	69.6%	55.0%	55.6%	26.1%	25.0%	16.7%
Employment Type						
Full-Time	67.7%	66.9%	68.2%	29.7%	29.9%	28.1%
Part-Time	40.0%	30.9%	30.6%	56.5%	64.7%	64.5%
Employee Category						
Company	**67.4%**	**66.6%**	**67.8%**	**30.0%**	**30.2%**	**28.5%**
Leadership	67.4%	66.4%	66.8%	32.2%	33.1%	32.7%
Tech	77.0%	66.5%	79.2%	20.6%	29.9%	18.9%
Non-Tech	59.2%	67.2%	61.6%	37.6%	30.4%	33.2%
Employee Age Group						
Under 30 Years Old	62.5%	59.9%	62.4%	36.8%	39.4%	37.4%
30-50 Years Old	70.2%	70.6%	73.0%	29.2%	29.0%	26.8%
Over 50 Years Old	71.4%	72.1%	72.1%	28.4%	27.9%	27.9%
Not Declared	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%
Workforce by Region						
NorAm	67.7%	68.0%	69.6%	31.7%	31.6%	30.3%
EMEA	66.0%	62.6%	62.1%	25.7%	26.2%	23.6%
APAC	69.6%	64.4%	69.8%	29.9%	34.8%	28.1%
LatAm	78.4%	78.0%	76.9%	21.6%	20.3%	20.0%

Appendix

Workforce Breakdown by Gender						
	Not Declared			Nonbinary[13]		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**
Employment Contract						
Permanent (Employees)	2.2%	2.9%	3.6%	0.3%	0.2%	N/A
Interns	4.3%	20.0%	27.8%	0.0%	0.0%	N/A
Employment Type						
Full-Time	2.3%	3.0%	3.7%	0.3%	0.2%	N/A
Part-Time	3.5%	4.4%	4.8%	0.0%	0.0%	N/A
Employee Category						
Company	**2.3%**	**3.0%**	**3.7%**	**0.3%**	**0.2%**	**N/A**
Leadership	0.2%	0.5%	0.5%	0.2%	0.0%	N/A
Tech	2.1%	3.4%	1.9%	0.3%	0.2%	N/A
Non-Tech	2.8%	1.8%	5.1%	0.4%	0.6%	N/A
Employee Age Group						
Under 30 Years Old	0.1%	0.3%	0.2%	0.6%	0.4%	N/A
30-50 Years Old	0.3%	0.2%	0.1%	0.3%	0.2%	N/A
Over 50 Years Old	0.0%	0.0%	0.0%	0.2%	0.0%	N/A
Not Declared	100.0%	99.5%	99.6%	0.0%	0.0%	N/A
Workforce by Region						
NorAm	0.2%	0.2%	0.1%	0.4%	0.2%	N/A
EMEA	8.1%	11.1%	14.3%	0.2%	0.1%	N/A
APAC	0.5%	0.8%	2.1%	0.0%	0.0%	N/A
LatAm	0.0%	1.7%	3.1%	0.0%	0.0%	N/A

[13] Prior to 2021, we did not track the nonbinary category.

Appendix

Employee Turnover						
	Absolute			**Rate (%)**		
	2022	**2021**	**2020**	**2022**	**2021**	**2020**
Total	**1,767**	**2,065**	**2,139**	**25.6**	**31.3**	**32.3**
Voluntary	1,429	1,729	1,181	80.9	83.7	55.1
Involuntary	338	336	958	19.1	16.3	44.9
Turnover by Region						
NorAm	1,281	1,517	1,829	72.4	73.4	85.5
EMEA	468	524	296	26.5	25.4	13.8
APAC	10	14	8	0.6	0.7	0.4
LatAm	8	10	6	0.5	0.5	0.3
Turnover by Gender						
Female	689	656	687	39.0	31.8	32.2
Male	1,039	1,365	1,376	58.8	66.1	64.2
Nonbinary[14]	3	2	N/A	0.2	0.1	N/A
Not Declared	36	42	76	2.0	2.0	3.6
Turnover by Age Group						
Under 30 Years Old	665	876	891	37.6	42.4	41.7
30-50 Years Old	934	994	1,023	52.9	48.1	47.8
Over 50 Years Old	136	158	225	7.7	7.7	10.5
Not Declared	32	37	0	1.8	1.8	0.0

[14] Prior to 2021, we did not track the nonbinary category.

Appendix

New Employee Hires			
	2022	**2021**	**2020**
Total	**2,087**	**2,020**	**1,738**
New Employee Hires by Region			
NorAm	69.5%	68.9%	66.3%
EMEA	27.3%	28.1%	28.7%
APAC	2.9%	2.6%	2.5%
LatAm	0.3%	0.4%	2.5%
New Employee Hires by Gender			
Female	36.8%	36.9%	35.4%
Male	62.1%	62.2%	61.1%
Nonbinary[15]	0.5%	0.2%	N/A
Not Declared	0.6%	0.7%	3.5%
New Employee Hires by Age Group			
Under 30 Years Old	41.0%	44.0%	41.8%
30-50 Years Old	52.5%	50.1%	48.9%
Over 50 Years Old	6.1%	5.5%	7.1%
Not Declared	0.4%	0.4%	2.2%

Philanthropic Metrics[16]

Philanthropic Giving (USD)			
	2022	**2021**	**2020**
Employee Nonprofit Match Program	$895,240	$821,580	$1,515,000
Partnerships or Grants (Empower)	$1,923,809	$2,546,803	$154,000
Nonprofit Sponsorships (Non-Empower)	$792,053	$62,475	$883,887
Total Giving	**$3,611,102**	**$3,430,858**	**$2,552,887**
Kiva Campaigns (USD)			
Kiva Loan Disbursements	$40,000	$39,100	$7,775
Employee Contributions			
Volunteer Hours	4,524	3,370	4,430

[15] Prior to 2021, we did not track the nonbinary category.
[16] These figures cover calendar years ending December 31.

Appendix

GRI Index

GRI Universal Standards		
Disclosure Number	**Disclosure Title**	**Response**
Organization and Reporting Practices		
2-1	Organizational details	GoDaddy Inc. 2155 E. GoDaddy Way, Tempe, Arizona 85284 **2022 Form 10-K**
2-2	Entities included in the organization's sustainability reporting	**2022 Form 10-K**
2-3	Reporting period, frequency and contact point	This report provides information for the period beginning January 1 through December 31, 2022, unless otherwise noted. The reporting cycle for this report is the same as the financial reporting period. This report will be published April 20, 2023. For questions about this report, please email **ESG@GoDaddy.com**. Thank you.
2-4	Restatements of information	In January 2023, GoDaddy updated its 2022 Sustainability Report to correct the units of measure of our GHG emissions disclosures.
2-5	External assurance	GoDaddy currently does not receive external assurance for this report.
Activities and Workers		
2-6	Activities, value chain and other business relationships	**About GoDaddy, pp. 5-8** **2022 Form 10-K**
2-7	Employees	**Diversity and Workforce Metrics, pp. 36-43**
2-8	Workers who are not employees	**2022 Form 10-K**
Governance		
2-9	Governance structure and composition	**Corporate Governance Website** **Our Operations, pp. 25-32** **2023 Proxy Statement** **Nominating and Governance Committee Charter** **2022 Form 10-K**
2-10	Nomination and selection of the highest governance body	**Corporate Governance Guidelines** **Nominating and Governance Committee Charter**
2-11	Chair of the highest governance body	Brian Sharples is GoDaddy's Board Chair and former co-founder. **2023 Proxy Statement**
2-12	Role of the highest governance body in overseeing the management of impacts	**2023 Proxy Statement**

Appendix

GRI Universal Standards		
Disclosure Number	**Disclosure Title**	**Response**
	Governance	
2-13	Delegation of responsibility for managing impacts	Our Board is responsible for overseeing the Company's enterprise-wide risk management as part of its mandates under our Corporate Governance Guidelines, its fiduciary duties and its general oversight of management and the Company's business strategy. Our Board exercises such oversight both directly and indirectly through its three standing committees (Audit and Finance Committee, Compensation and Human Capital Committee, and Nominating and Governance Committee) and in review and consultation with management, who is accountable for day-to-day risk management efforts. **2023 Proxy Statement** **Corporate Governance, pp. 31-32** **Nominating and Governance Committee Charter**
2-14	Role of the highest governance body in sustainability reporting	The Nominating and Governance Committee charter has the responsibility for oversight of developments and disclosures regarding corporate governance practices and ESG matters.
2-15	Conflicts of interest	**2023 Proxy Statement** **Code of Business Conduct and Ethics**
2-16	Communication of critical concerns	**Code of Business Conduct and Ethics**
2-17	Collective knowledge of the highest governance body	**2023 Proxy Statement**
2-18	Evaluation of the performance of the highest governance body	**2023 Proxy Statement**
2-19	Remuneration policies	**Compensation and Human Capital Committee Charter** **2023 Proxy Statement**
2-20	Process to determine remuneration	**Code of Business Conduct and Ethics** **2023 Proxy Statement**
2-21	Annual total compensation ratio	**2023 Proxy Statement**
	Strategy, Policies and Practices	
2-22	Statement on sustainable development strategy	**United Nations SDGs, p. 7, 34** **A Message from Our CEO, p. 3**
2-23	Policy commitments	**Privacy Policy** **Governance Webpage**
2-24	Embedding policy commitments	GoDaddy has several policy commitments that are detailed in our Code of Conduct and other governance documents. The code and our governance documents serve as a source of guiding principles and applies to all our employees, officers and directors. **Our High Standards, p. 30**
2-25	Processes to remediate negative impacts	In addition to employees, all suppliers, contractors and customers can use the grievance mechanism to communicate their grievances. **Code of Business Conduct and Ethics** **Our Ethics Helpline, p. 30**
2-26	Mechanisms for seeking advice and raising concerns	**Code of Business Conduct and Ethics** **Our Ethics Helpline, p. 30** **GoDaddy Ethics Helpline**

Appendix

GRI Universal Standards		
Disclosure Number	**Disclosure Title**	**Response**
Strategy, Policies and Practices		
2-27	Compliance with laws and regulations	Please review our SEC Filings for information on significant instances of non-compliance with laws and regulations during the during the reporting period.
2-28	Membership associations	GoDaddy is a member of the following associations: AFNIC, APNIC, APTLD, APWG, BC, BRG, CCE, CCIT, CENTR, eco Forum, geoTLDs ICANN Group, I2C, ICA, ICANN-ccNSO, I&J, INTA, IPC, ISOC - Colombia, ISOC-DC, LACTLD, M3AAWG, DNS-OARC, RrSG, RySG, and Tech Coalition.
Stakeholder Engagement		
2-29	Approach to stakeholder engagement	List of Stakeholders: Customers, Investors, Regulators, Employees, Industry Peers and Associations, Communities, and Board of Directors. GoDaddy engages with its stakeholders through different channels and with varying frequency. Regular channels for engaging with stakeholder groups include surveys, written communication and interviews.
2-30	Collective bargaining agreements	None of our U.S. employees are represented by a labor union or are party to any collective bargaining agreement in connection with his, her or their employment with us. Certain of our employees in Germany are represented by employee works councils and some other internationally based employees are represented by worker representatives in accordance with local regulations.
Material Topics		
3-1	Process to determine material topics	**Our Corporate Sustainability Priorities, p. 7**
3-2	List of material topics	**Our Corporate Sustainability Priorities, p. 7**
3-3	Management of material topics	**Our Corporate Sustainability Priorities, p. 7**

Appendix

GRI Topic Standards		
Disclosure Number	Disclosure Title	Response
Economic Disclosures		
201-1	Direct economic value generated and distributed	**2022 Form 10-K** **Our Employees, pp. 18-24**
205-2	Communication and training about anti-corruption policies and procedures	**Code of Business Conduct and Ethics** **Our Operations, pp. 25-32**
205-3	Confirmed incidents of corruption and actions taken	Within the reporting period, GoDaddy is not aware of any allegations of violations or violations of anti-corruption laws by GoDaddy.
Environmental Disclosures		
302-1	Energy consumptions within the organization	**Environmental Metrics, p. 35**
302-3	Energy intensity	**Environmental Metrics, p. 35**
302-4	Reduction of energy consumption	GoDaddy reduced our energy consumption by 23% or 38,176 MWh from a 2019 baseline.
305-1	Direct (Scope 1) GHG emissions	**Environmental Metrics, p. 35**
305-2	Energy indirect (Scope 2) GHG emissions	**Environmental Metrics, p. 35**
305-3	Other indirect (Scope 3) GHG emissions	**Environmental Metrics, p. 35**
305-4	GHG emissions intensity	**Environmental Metrics, p. 35**
305-5	Reduction of GHG emissions	GoDaddy reduced our scope 1 and 2 market-based emissions by 35% or 18,418 mt CO_2e from our 2019 baseline.
Employment Disclosures		
401-1	New employee hires and employee turnover	**Diversity and Workforce Metrics, pp. 36-43**
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	**Our Employees, pp. 18-24** **Careers Webpage**
401-3	Parental leave	**Our Employees, pp. 18-24** **Careers Webpage**
404-1	Average hours of training per year per employee	**Our Employees, pp. 18-24** Employees received an average of 17.37 hours of training in 2022.
404-2	Programs for upgrading employee skills and transition assistance programs	**Our Employees, pp. 18-24**
404-3	Percentage of employees receiving regular performance and career development reviews	**Our Employees, pp. 18-24** All employees receive performance reviews.
405-1	Diversity of governance bodies and employees	**Our Operations, pp. 25-32** **Diversity and Workforce Metrics, pp. 36-43** **2022 Diversity and Pay Parity Annual Report**
405-2	Ratio of basic salary and remuneration of women to men	**2022 Diversity and Pay Parity Annual Report**
413-1	Operations with local community engagement, impact assessments and development programs	**GoDaddy for Good Webpage** **Our Customers, pp. 9-17**
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	We handled 20 cases involving substantiated complaints from outside parties, and had 0 complaints from regulatory bodies during 2022. GoDaddy does not publicly disclose the number of identified leaks, thefts or losses of customer data.

Appendix

SASB Index

SASB Internet Media & Services Standard		
Metric Code	Accounting Metric	Response
Environmental Footprint of Hardware Infrastructure		
TC-IM-130a.1	(1) Total energy consumed (2) Percentage grid electricity (3) Percentage renewable	**Environmental Metrics, p. 35**
TC-IM-130a.2	(1) Total water withdrawn (2) Total water consumed, percentage of each in regions with high or extremely high baseline water stress	GoDaddy does not publicly disclose this information.
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	**Our Operations, pp. 25-32**
Data Privacy, Advertising Standards and Freedom of Expression		
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	GoDaddy does not sell customer data or personal information. Our Privacy Policy details our approach to protecting the personal data we collect, use, store and share. Additionally, we use a consent toggle to allow customers to exercise their rights regarding behavioral advertising, and our Privacy Policy reflects this update.
TC-IM-220a.2	Number of users whose information is used for secondary purposes	GoDaddy does not sell customer data or personal information. Any personal information or data collected is used only by us or by our authorized service providers on our behalf.
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	GoDaddy has not had any monetary losses as a result of legal proceedings associated with user privacy.
TC-IM-220a.4	(1) Number of law enforcement requests for user information (2) Number of users whose information was requested (3) Percentage resulting in disclosure	GoDaddy does not publicly disclose this information.
TC-IM-220a.5	List of countries where core products or services are subject to government required monitoring, blocking, content filtering or censoring	Our Privacy Policy prohibits the release of customer or account information without express permission from the customer, except when required by law, to conform to the edicts of the law, or to comply with legal process properly served on GoDaddy or one of its affiliates.
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	GoDaddy does not publicly disclose this information.

Appendix

SASB Internet Media & Services Standard		
Metric Code	**Accounting Metric**	**Response**
Data Security		
TC-IM-230a.1	(1) Number of data breaches	GoDaddy does not publicly disclose this information.
	(2) Percentage involving personally identifiable information (PII)	
	(3) Number of users affected	
TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	**Our Operations, pp. 25-32**
Recruiting and Managing a Global, Diverse and Skilled Workforce		
TC-IM-330a.1	Percentage of employees who are foreign nationals	GoDaddy does not publicly disclose this information.
TC-IM-330a.2	Employee engagement as a percentage	86% of GoDaddy employees responded to Voice, our annual engagement survey, in 2022.
TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for management, technical staff and all other employees	**Diversity and Workforce Metrics, pp. 36-43**
Intellectual Property Protection and Competitive Behavior		
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	There were no legal actions for anticompetitive behavior, antitrust or monopoly practices in 2022.
Metric Code	**Activity Metric**	**Response**
Activity Metrics		
TC-IM-000.A	Entity-defined measure of user activity	GoDaddy had almost 21 million active customers as of December 31, 2022.
TC-IM-000.B	Data processing capacity and percentage outsourced	GoDaddy does not publicly disclose this information.
TC-IM-000.C	Amount of data storage and percentage outsourced	GoDaddy does not publicly disclose this information.

Forward-Looking Statements and Risks

This report contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally identified through the inclusion of words such as "aim," "anticipate," "believe," "drive," "estimate," "expect," "predict," "ongoing," "continue," "forecast," "future," "goal," "guidance," "intend," "may," "objective," "outlook," "plan," "position," "potential," "project," "seek," "should," "strategy," "target," "will" or the negative of these words (or variations of such words and other similar expressions conveying the uncertainty of future events or outcomes). Words that concern our expectations, strategy, plans or intentions are intended to identify forward-looking statements. These statements, which express management's current views concerning future events or results, are subject to inherent risks and uncertainties.

Our actual future results, including the achievement of any of our targets, goals or commitments described in this report, could differ materially from our current expectations as a result of changes in circumstances, assumptions not being realized or other risks, uncertainties and factors.

Additional risks and uncertainties that could affect GoDaddy's business are included in the filings we make with the U.S. Securities and Exchange Commission (SEC) from time to time, including in the section titled "Risk Factors" in our most recent annual report on Form 10-K filed with the SEC and any subsequent quarterly reports on Form 10-Q or current reports on Form 8-K that we file, available on the SEC's website and GoDaddy's website at **investors.godaddy.net**.

GoDaddy undertakes no duty to publicly update or revise any forward-looking statements.

In addition, this report makes assumptions based on developing standards that may change, includes statistics or metrics that are estimates and provides aspirational goals that are not intended to be promises or guarantees. Due to the use of estimates and assumptions, the information in this report may not be correct or may change at any time. We make no commitment to update any information in this report if it changes or becomes incorrect at any time.

GoDaddy