

IMPACT

AppsFlyer
2024

REPORT

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About AppsFlyer



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Words from Our CEO & Co-Founder

Dear customers, partners, friends, and fellow visionaries,

This past year has shown us what's possible when purpose and action align.

I'm filled with pride and optimism. 2024 stood out as a year of meaningful progress, a year in which we proved once again that doing well by doing good isn't just a guiding principle at AppsFlyer; it's how we do business.

I'm proud to present the 2024 AppsFlyer Impact Report, our third annual and most comprehensive report to date. It reflects not only the growing scale of our social impact efforts but also our deepening commitment to transparency, measurement, and responsible growth. This year, we raised the bar: aligning with global GRI standards, measuring our environmental footprint for the first time, and introducing a clear ESG reporting structure based on global best practices. These are not just milestones—they're foundational steps as we continue to mature as a company.

At the same time, we've continued to use our technology, talent, and resources to make a real difference. Whether empowering over 1,000 students through education and mentorship, supporting hundreds of families and organizations during times of crisis, or embedding AI adoption across our organization to prepare our people for the future, 2024 was a year of action, innovation, and heart.

Our social impact pillars: Equal Education, Gender Equality, Child Safety Online, and Technology in the Service of Humanity - remain our compass. Through them, we've built partnerships, enabled cross-sector collaboration, and activated thousands of volunteer hours worldwide.

This work is not a side project. It is core to who we are and how we lead. As a data-driven company, we understand that impact must be measured, reported, and continuously improved. That's why we are committed to evolving our practices, raising the bar, and holding ourselves accountable - just as we do in every part of our business.

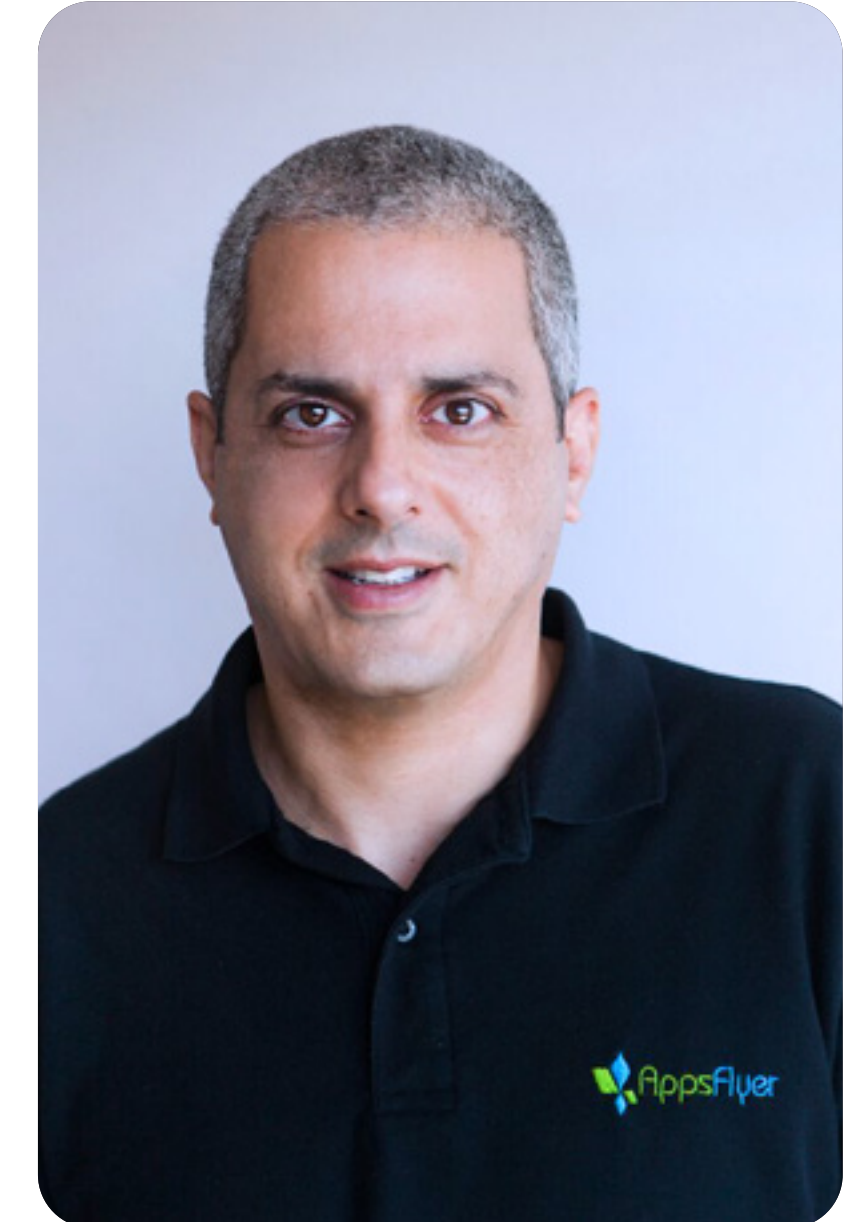
As we look to the future, I am more confident than ever that business and impact are not only compatible - they are inseparable.

Thank you to our people, customers, and partners for walking this path with us. Let's continue to lead, innovate, and create lasting change - together.

Here's to another year of doing well by doing good.



Oren Kaniel,
CEO & Co-Founder



AppsFlyer empowers over 15,000 brands to drive growth and measure the impact of their marketing efforts with a comprehensive suite of measurement and analytics solutions. Guided by its core belief that accurate marketing insights and consumer privacy go hand in hand, AppsFlyer is shaping the future of privacy-first marketing in the digital ecosystem. By fostering interoperability and collaboration across thousands of technology partners, AppsFlyer is leading the development of privacy-focused marketing practices.

With a 65% market share, AppsFlyer is the trusted platform for brands seeking accurate, end-to-end marketing measurement. From determining optimal channel and strategy mixes to forecasting the outcomes of marketing investments, AppsFlyer enables data-driven decisions-all while prioritizing consumer privacy.

AppsFlyer's commitment to innovation and adaptability is reflected in its ability to deliver solutions that meet marketers' evolving needs. From advanced AI-powered Creative Optimization and fraud prevention tools to deep linking and privacy-preserving technologies, AppsFlyer empowers businesses with actionable insights and seamless measurement capabilities. Recent advancements include expanding its Retail Media Network (RMN) capabilities and enhancing privacy-enhancing technologies (PETs) such as its Data Collaboration Platform, ensuring customers have secure, accurate, and reliable access to the data they need.



About AppsFlyer

20

OFFICES WORLDWIDE

\$250M

IN FUNDING

+1300

EMPLOYEES

200B

CONSUMER ACTIONS MEASURED DAILY



OUR INVESTORS



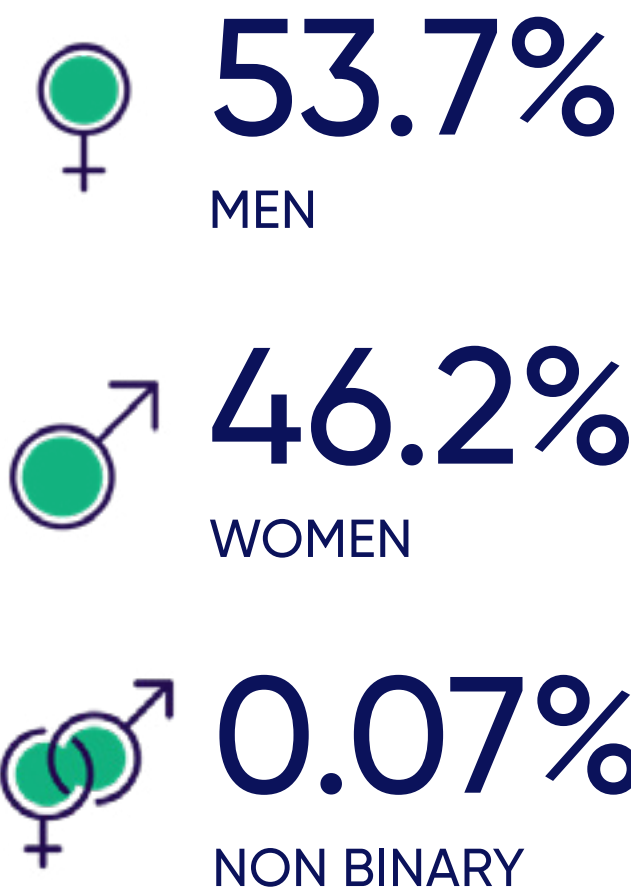
Our Impact

597
VOLUNTEERS

5,464
VOLUNTEERING HOURS

53%
SKILLED-BASED VOLUNTEERING,
7% INCREASE FROM 2023

+6,300
PEOPLE IMPACTED





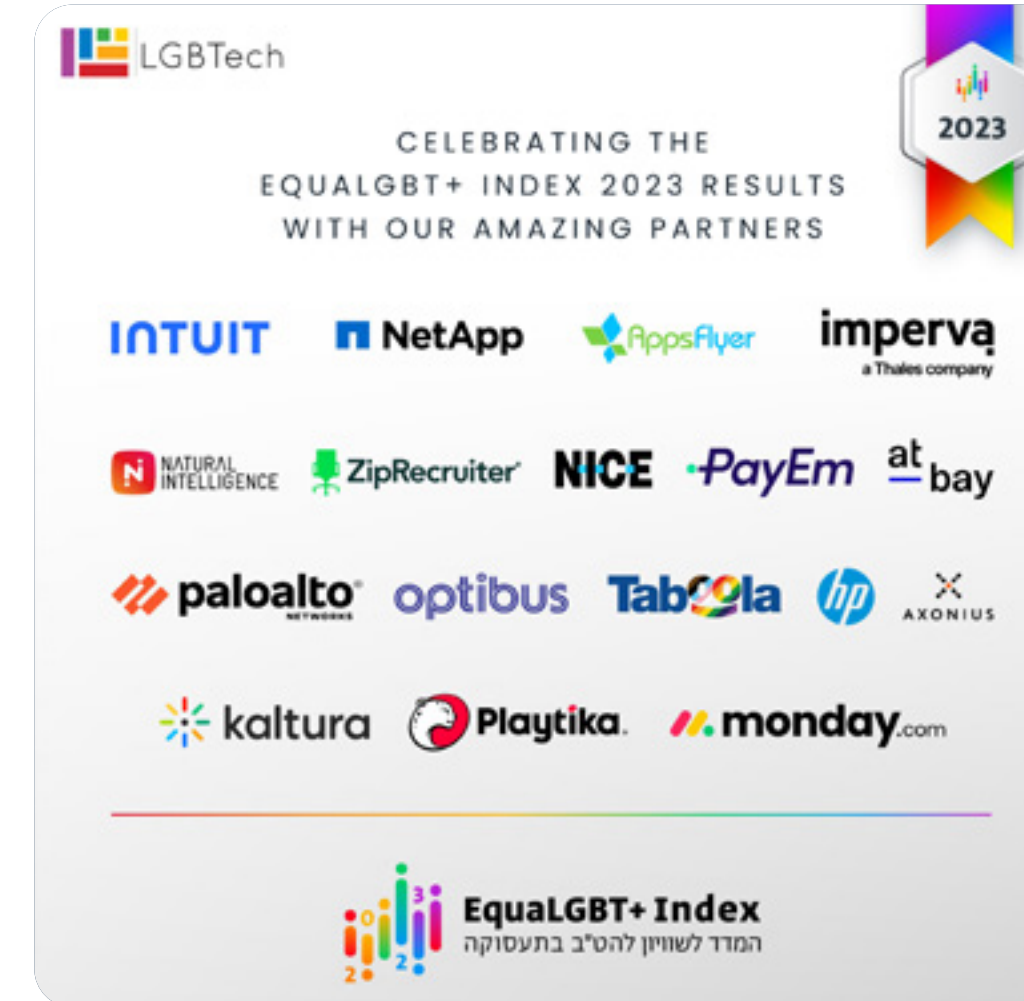
Forbes Cloud 100

Top 100 private cloud companies worldwide, with the best innovation and growth. Compiled with Bessemer Venture Partners and Salesforce Ventures, it evaluates firms on market leadership, valuation, and culture.



Frost & Sullivan's 2024 Asia-Pacific Competitive Strategy Leadership Award

Frost & Sullivan's Best Practice award recognized AppsFlyer for its work in AI with its wnger market share, competitive brand positioning, and customer satisfaction.



Israel EquaLGBT+Index 2024

AppsFlyer is in the 90th percentile of LGBTQ+ friendly high-tech companies in Israel.

Best Companies



Dun's 100 - top 10 best companies to work for

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



Leading the Way to a Sustainable



At AppsFlyer, we align our journey with the United Nations Sustainable Development Goals (SDGs) - a universal call to action to end poverty, protect the planet, and ensure peace and prosperity for all by 2030. These goals are more than aspirations; they are a strategic framework shaping our initiatives to drive positive change, create meaningful impact, and improve lives for generations to come.



Quality Education for a Better Tomorrow

Promoting high-quality and equitable education remains one of our cornerstone commitments. In 2024, AppsFlyer expanded its educational outreach, fostering learning opportunities and social mobility in underserved communities. Our investments in education enhance employability and catalyze sustainable growth, bridging gaps and opening doors for future leaders.



Gender Equality- Advancing Equity and Opportunity

Equality is not a goal; it is a necessity. We actively pursue gender equality within and beyond our organization. In 2024, we made significant strides by investing in STEM education for women and girls and leadership training. Through measurable KPI's, and impactful programs, we're driving systemic change and fostering a more inclusive future.



Inclusive Workplaces- Diversity as a Strength

Diversity fuels innovation, and our workplace reflects the global communities we serve. During 2024, AppsFlyer built on its inclusive culture by partnering with local organizations, we created pathways for underrepresented groups to enter and thrive in tech careers. We remain steadfast in our mission to create a workplace where everyone belongs, thrives, and contributes to our shared success.





Technology as a Catalyst for Change

Innovation drives impact, and in 2024, our technological advancements pushed boundaries to solve pressing challenges. Leveraging our analytics abilities, we empowered NGOs to and under-represented communities with knowledge and data. Building on our 2023 achievements, combating Holocaust denial and promoting historical education. Through technology, we're reimagining possibilities and unlocking solutions that transform industries and societies.



Reducing Inequalities- A Path to Inclusion

At AppsFlyer, reducing inequalities is integral to our commitment to fostering a fair and just society. In 2024, we advanced this mission by focusing on increasing representation from underrepresented communities in tech roles across all levels, ensuring all team members are paid equitably for their contributions, regardless of background, partnering with NGOs to fund programs that address systemic barriers and promote equity in education and employment. By addressing disparities, we're building a more inclusive future for everyone.



Climate Action- Building a Sustainable Future

AppsFlyer is committed to sustainability through actions that reduce our carbon footprint. By tracking emissions, leveraging cloud technologies, and adopting waste reduction, energy-efficient systems, and green commuting initiatives, we are driving measurable environmental impact. These steps reflect our dedication to global emission reduction goals and environmental stewardship. We're proud to champion responsible environmental stewardship and support global efforts to combat climate change.



Collaborating for a Better Future

AppsFlyer fosters partnerships that drive sustainable development and societal transformation. By aligning with leading NGOs, academia, and communities, we address critical issues like education, gender equality, and disaster response. Leveraging technology, these collaborations deliver innovative solutions to global challenges. Together, we're turning shared visions into tangible outcomes that create lasting change.



Our People



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20 Health and Safety

Our people are the foundation of our success

83% Would recommend AppsFlyer as a *great* workplace

87% Take pride in being part of AppsFlyer

We are committed to fostering a workplace where every employee feels valued, belongs, and is empowered to thrive. Rooted in our core values, we cultivate an environment that drives growth, collaboration, and high performance.

By investing in our people, we enable them to lead, innovate, and shape the future of technology and data attribution, ensuring every individual reaches their full potential.

2025 Focus



Strengthen retention &



engagement strategies through data-driven insights



Expand leadership development initiatives globally

Enhance well-being programs to



Data is at the core of our company and our people strategy.

Our People Data team transforms real-time insights into actionable talent and leadership strategies, ensuring our workforce is engaged, motivated, and aligned with business objectives. AI-driven tools, predictive analytics, and engagement dashboards provide leaders with deep visibility into workforce trends and employee needs, enabling smarter decision-making and a stronger talent engagement and retention.

Insights in Motion

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



Elavated Analytics



Real-time dashboards equip managers, HR, and teams with data-driven insights to enhance performance and experience.

Data-Driven Culture



AI-powered engagement tools personalize learning and career growth, fostering continuous development.

Predictive Workforce Planning

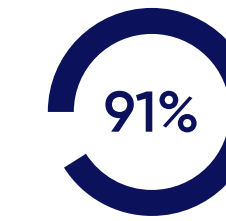


Advanced analytics help optimize talent retention and workforce planning, ensuring the right skills are in the right place when needed.

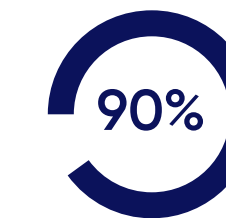
Data Ethics



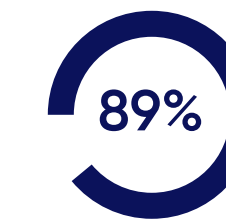
Ethical data use safeguards while driving strategic HR decisions and maintaining trust and compliance



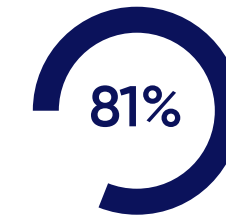
Participation rate- Demonstrating our team's commitment to shaping AppsFlyer's future



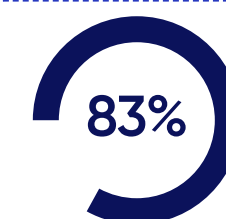
Feel their managers genuinely care about their well-being



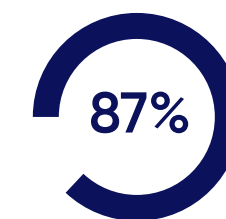
Believe AppsFlyer Cares makes a real impact on the community



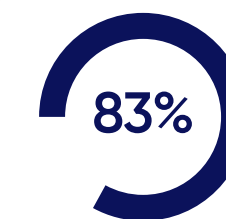
Report receiving valuable feedback from their direct managersw



Recognize AppsFlyer as a market leader in technology, product, and customer service



Take pride in being part of AppsFlyer



Would recommend AppsFlyer as a great workplace

Nurturing Growth and Development

293

FACE TO FACE (ILT) UNIQUE

94%

PARTICIPATION RATE

56.39%

OF ALL FACE TO FACE TRAINING ARE ROLE-BASED

41,396.95

TOTAL LEARNING HOURS

76.8%

OF APPSFLYER PEOPLE USE CHATGPT ENTERPRISE

Continuous learning is at our core. We are committed to equipping employees with the tools, skills, and knowledge they need to grow and succeed. Our structured, high-impact training programs span every stage of the employee journey, from onboarding and role-specific training to leadership development and AI education.

From onboarding to leadership development, upskilling initiatives, and AI education, we provided continuous dynamic learning experiences designed to sharpen skills, foster collaboration, and prepare our teams for the next level.

Onboarding- Setting Up for Success

- **From Zero to Hero (30 Days)-** A flagship e-learning program introducing new employees to our culture, tools, and industry fundamentals. In 2024, **168 new employees** completed this program, gaining the essential knowledge to navigate their roles with confidence.

- **Regional Academy (30-60 Days)-** An immersive week-long program that deepens knowledge of our mission, products, and customers while fostering cross-team connections.
- **Beyond 90 Days-** Ongoing mentorship, hands-on experience, and targeted skill-building ensure long-term success.

Professional & Role-Based Training

We are committed to continuous learning and equipping our employees with cutting-edge skills to stay ahead in a rapidly evolving industry. In 2024, we significantly expanded skills and role-based training to ensure employees refine their expertise and stay ahead in a rapidly evolving landscape.



171 Instructor-led sessions (ILT) and 807 e-learning courses

231 Employees engages and ILT sessions

476 Employees participated in e-learning

24,886 Hours of role-based training

This structured approach equips employees with the latest skills, industry knowledge, and leadership capabilities, fostering a workforce prepared for the future.

SKO CONNECT 2024- A Transformative Sales Kickoff

Learning took center stage at SKO CONNECT 2024, bringing our sales teams together for an immersive five-day experience. This year, we returned to a fully in-person format, with **314 attendees** and **79 speakers** engaging in high-impact learning, collaboration, and strategy-building.

With an outstanding **91.3 NPS**, the event emphasized a shift from product-based selling to value-driven solutions, reinforcing our commitment to customer obsession, industry expertise, and trusted advisory. A dynamic mix of keynotes, fireside chats, and interactive workshops fostered innovation and strategic alignment, ensuring every participant left inspired and equipped to drive success in 2024 and beyond.

GEEP- The Power of Global Knowledge Sharing

A unique advantage at AppsFlyer, **GEEP (Global Employee Exchange Program)** takes professional development beyond traditional learning. Employees immerse themselves in a new global office for a month, engaging in local business operations, sharing expertise, and gaining cross-cultural perspectives. This program fosters deep collaboration, accelerates leadership growth, and strengthens our global company culture, proving that true learning happens through shared experiences, not just in classrooms. Employees gain hands-on experience in different global offices, enhancing cross-functional collaboration and strengthening our global culture.



Upskilling- Investing in Growth & Future-Ready Skills

The learning landscape is constantly evolving, and so are our people. In 2024, we introduced two major upskilling programs, designed to expand skill sets and empower employees to take their careers to the next level.

820 ILT upskilling sessions

564 Unique employees participated

Our BoostUp workshops delivered quick, high-impact learning on essential topics like data analysis, communication, project management, and creative problem-solving. These sessions provided employees with actionable insights they could immediately apply to their work.

AI Education

Empowering a Workforce for the Future

27	AI-focused training sessions conducted across all business units
905	employees actively engaged in AI learning
700+	in our AI learning Slack community
500+	employees participated in ChatGPT Enterprise training

2024 marked a turning point in AI education and development at AppsFlyer. As AI became deeply embedded in our products, processes, and decision-making, we prioritized equipping our teams with the skills to harness its full potential. Our AI training programs blended structured learning with hands-on experience, ensuring employees at all levels could integrate AI seamlessly into their workflows.

We always strive to stay ahead by leveraging the best technology, leading the industry, and partnering with top-tier vendors.

That’s why we’ve embraced **ChatGPT Enterprise** - a game-changer in how we work. AI isn’t just a tool; it’s a force multiplier that empowers every one of us to be more productive, strategic, and innovative. By integrating AI into our daily workflows, we free up valuable time for what truly matters-**strategy, creativity, and**



innovation. This is our opportunity to work smarter, push boundaries, and set the standard for the industry. The future of AI is here, and we are at the forefront of it. To deepen AI education, we launched a series of **ChatGPT Enterprise training** sessions, each attended by **500+ employees.** This ensured that AI-powered workflows became second nature across the organization. By the end of 2024 we had **820** active users of ChatGPT Enterprise.

Hands-On AI Learning & Innovation



Hack-AI-Thon & APAC Hackathon

Brought together R&D and Product teams from **8 offices** across APAC to prototype AI-powered solutions, pushing the boundaries of innovation.



Prompt Challenge

A gamified initiative that introduced employees to AI tools, engaging **300+ participants** and increasing Slack AI education engagement by **40%.**



AI Champions Program

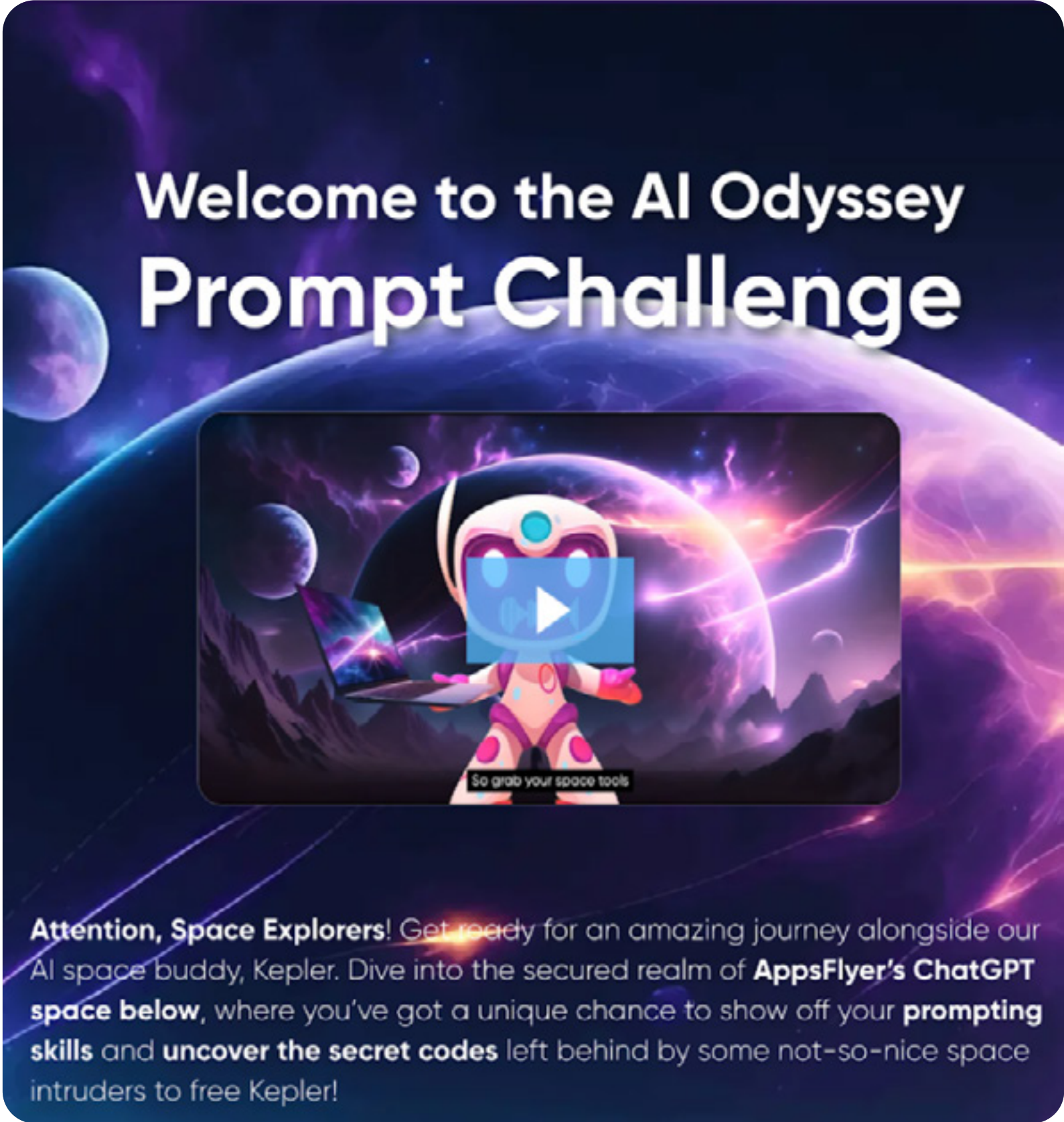
Built a network of internal advocates who drive AI adoption and best practices across teams.



1-1 AI Consultations

Personalized coaching for **25+ senior leaders,** guiding AI strategy, implementation, and risk assessment.

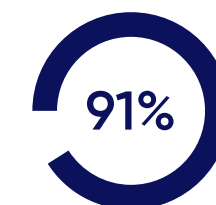
With AI rapidly transforming industries, AppsFlyer is committed to staying ahead. By combining structured training with real-world applications, we ensure AI-powered workflows are not just a concept-but second nature to our teams.



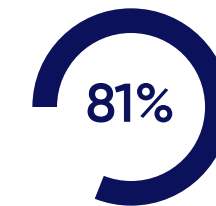
Fostering a Culture of Excellence

Key Feedback Insights

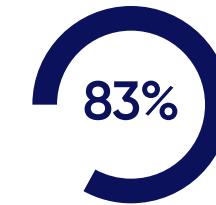
Transparent, two-way communication is a cornerstone of our culture and a driver of growth and innovation. We foster an open culture where every voice is heard and matters, ensuring employees have meaningful channels to share insights, influence change, and help shape the way we work.



91% employee participation in engagement surveys



81% report receiving valuable feedback from their direct managers



83% recognize AppsFlyer as a market leader in technology, product, and customer service

Engaging Our People

To stay connected to employee senses and experiences, we conduct an annual engagement survey, providing a platform for honest feedback. Key insights are discussed openly across company-wide and team-specific meetings, fostering a culture of learning, transparency and progress.

Beyond surveys, we've created multiple channels for open dialogue

Honest AF – An anonymous platform where employees can share candid feedback directly with our Chief People Operation Officer, ensuring critical issues get the attention they deserve.

Ask Me Anything (AMA) Sessions – Regular Q&A sessions with our CEO, CTO, and Chief People Operation Officer, breaking down barriers and fostering transparent, meaningful conversations.

We believe feedback fuels action. By keeping communication open and insights flowing, we're building a workplace where transparency, growth, and excellence go hand in hand.



50% of all managers participate in leadership development training

16 hands-on courses for managers were conducted at all regions.

In 2024, we continued investing in our leaders, equipping them with the skills and mindset to navigate organizational changes and drive strategic growth. Through immersive leadership programs, over 100 of our senior leaders in APAC and Israel enhanced their skills and capabilities in face-to-face sessions and workshops. Senior leaders also benefited from personalized one-on-one executive coaching, fostering stronger leadership, vision, and long-term strategic thinking.

• Embedding Performance Excellence

We refined our leadership attributes to align with the behaviors that drive our culture and success. Using extensive research and field insights, we enhanced our performance evaluation framework, creating clear, measurable benchmarks for leadership growth across all levels.

• Empowering Individual Development

We are committed to fostering professional growth across all levels of our organization. We invested in leadership development through our partnership with BetterUp coaching. A total of **120** employees completed an average of **14** hours of personalized sessions focused on career goals and leadership challenges. This initiative provided valuable insights into strategic decision-making, enhanced leadership effectiveness, and strengthened critical skills. Employees reported increased confidence, improved collaboration, and accelerated career growth. By equipping our people with these tools, we continue to build a culture of continuous learning and professional excellence.

People Well-being



Well-being is embedded in every aspect of our culture, it's more than an initiative, it's a commitment. We take a comprehensive and inclusive approach that prioritizes the physical, mental, and professional well-being of our people, ensuring they feel supported at every stage of their journey. From health and wellness programs to family support, workplace engagement, and crisis response, we create an environment where employees don't just work-they flourish, grow, and lead.

Health & Well-being

Supporting Physical & Mental Wellness

We take a proactive approach to well-being, ensuring employees have access to world-class resources that foster resilience, vitality, and long-term wellness.

- **AppsFlyer BeWell**
A 24/7 confidential support platform offering professional counseling, multilingual therapy, and mental health resources. Coverage extends to employees' families, ensuring



- **AppsFlyer Fit**
AF Fit program provides a quarterly allowance for sports, nutrition, and wellness activities, with over 90% of employees participating in 2024.
- **Recharge Day**
A quarterly, company-sponsored day off, giving employees time to reset and recharge.
- **Optimized Workspaces & Wellness Initiatives**
Our offices are designed for comfort and productivity, featuring ergonomic furniture, collaborative workspaces, and fully stocked, healthy kitchens. Employees can participate in on-site yoga, pilates, mindfulness sessions, and customized wellness programs tailored to team needs and office facilities.
- **Health Insurance**
Comprehensive medical coverage for employees and their families, ensuring access to quality healthcare and long-term support.



- **Concierge Services**
To make life easier, in some of our offices we provide in-office services such as haircuts, acupuncture, herbal consultations, phone repairs, car washes, and more, helping employees take care of personal tasks without disrupting their workday.

Life-Stage & Personalized Support

A thriving workforce extends beyond the office. We recognize and committed to the importance of supporting our people through every stage of life.

- **Parental Leave & AppsFlyer Family Hub**
Our inclusive parental leave policy ensures that all parents - birthing and non-birthing have time to bond with their newborns without work-related stress. The AF Born program provides resources, mentorship, and a shared community for new parents navigating this life stage.





• Family Activities

We strengthen our sense of community by hosting meaningful family events during school breaks and holidays-offering childcare solutions and shared experiences that bring families closer to the AppsFlyer world.

In Israel, we launched a summer day camp during a time of great need, giving 341 AppsFlyer children a full week of fun, connection, and enrichment. The camp provided a safe, joyful space filled with games, learning activities, and bonding moments-giving parents peace of mind while balancing work and family responsibilities.

We also brought work and home together with Family Connect Day, where our teams in North America and Israel invited loved ones into the office-showcasing what we do and sharing quality time in the spaces where we thrive. These moments reminded us that behind every screen and project is a family that supports our journey, and we're proud to celebrate that bond.

• Get Well Program

When employees or their loved ones face health challenges, we offer care packages and dedicated well-being support, reinforcing our commitment to standing by our people during difficult times.

Engagement & Community Initiatives

We believe a strong workplace culture drives collaboration, creativity, and a sense of belonging.

• Team Engagement

We host at least one team event per quarter outside the office, strengthening connections across teams. In 2024, we organized over 216 events globally, with employees reporting increased unity and creative synergy.

• Recognition Culture

Appreciation is embedded in our DNA. We celebrate achievements, milestones, and individual contributions-ensuring every employee feels seen and valued.



Reservists Support Mechanism

Over 15,000 reserve days were served in 2024, with some employees on duty for more than 350 days.

When crises arise, we stand by our people and our communities

• Support for Reservists

During the war, we provided care packages to our reservists and their families. Upon their return to work, we facilitated mental health support, reintegration resources, and team bonding activities to ease the transition.

At AppsFlyer, well-being is beyond policy, it's a true commitment to our people. By prioritizing health, family, community, and crisis support, we ensure every team member feels empowered, connected, and cared for, no matter where they are in the world.

Health & Safety





of facilities teams participated in Health & Safety training

Smart Energy Management- Reducing Our Footprint

Efficiency drives everything we do. Our smart electricity management system allows us to remotely optimize air conditioning and lighting across all offices, cutting down unnecessary energy consumption. With automated scheduling, we ensure that energy is used only when and where it’s needed-reducing waste and improving overall efficiency.

Beyond smart systems, we’ve optimized temperature controls and installed blackout curtains to minimize heat absorption, keeping office spaces cooler while reducing reliance on air conditioning. It’s a simple yet powerful way to make an impact.

A Workplace Built for Well-Being

Comfort and safety go hand in hand. Our in-house ergonomic consultant provides expert guidance on workstation adjustments and posture to support employee health. Electric height-adjustable desks allow our people to tailor their workspace. But we go beyond ergonomics-because preparedness saves lives. Every AppsFlyer office is equipped with defibrillators and EpiPens



to handle emergency situations, ensuring our people have access to critical medical support when they need it most.

Responsible Waste Management- Sustainability in Action

A clean workplace is a sustainable workplace. Our comprehensive recycling program ensures that waste is properly sorted and repurposed, with strategically placed recycling bins making sustainable choices easy for employees.

Our Commitment to Health & Safety Excellence

We take a proactive, systematic approach to workplace safety and sustainability. Our key commitments include-



Ensuring a safe and healthy workplace through rigorous hazard-mitigation measures that prevent accidents and work-related ailments.



Driving safety awareness with annual health and safety audits, reinforcing compliance and best practices.



Preparing for the unexpected by implementing robust emergency response plans that protect both people and assets.



Encouraging employee engagement in Environmental Health and Safety (EHS) initiatives, fostering a culture of shared responsibility and continuous improvement.



Inclusive Workplace



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AppsFlyer Commitment to Diversity, Equity, Inclusion and Nondiscrimination

We are dedicated to fostering a culture of diversity, equity, inclusion and belonging. We believe our mission is best served by elevating diverse voices and perspectives and creating an environment where everyone feels seen, heard and valued.

Our commitment extends to



Providing equal opportunities for all



Preventing discrimination and harassment in all forms



Recruiting and developing talent from diverse backgrounds



Promoting an inclusive culture that drives innovation

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





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

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

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

opportunities for all our employees and to prevent any form of discrimination and harassment with regard to race, gender identity or expression, age, color, disability, ethnicity, family or marital status, language, national origin, physical and mental ability, race, religion, sexual orientation, socio-economic status, veteran status, or other personal status protected by law.

We have seen firsthand that diversity and inclusion drive innovation. These principles not only align with our core business objectives but also have a long-lasting positive impact on people, communities, and society as a whole. Our commitment to this vision is critical to maintaining a competitive edge, sustainable growth, and being the kind of company we aspire to be.

DiversiTech - Empowering Talent and Driving Innovation



Diversity fuels innovation. DiversiTech bridges the ultra-Orthodox community and high-tech industry, providing education and hands-on experience to unlock new career paths.

90+ young Ultra-Orthodox men and women in two separate programs gained real-world experience, launching careers and increasing representation in tech.

Building the Future

- **Technical Skills**
Industry-relevant expertise for immediate impact.
- **Cultural Inclusion**
A workplace where diverse talent thrives.
- **Career Growth**
Pathways to long-term success in tech and beyond.

Investing in diverse talent today means shaping the tech leaders of tomorrow.



Gender Report

Total Gender

53.7%

MEN

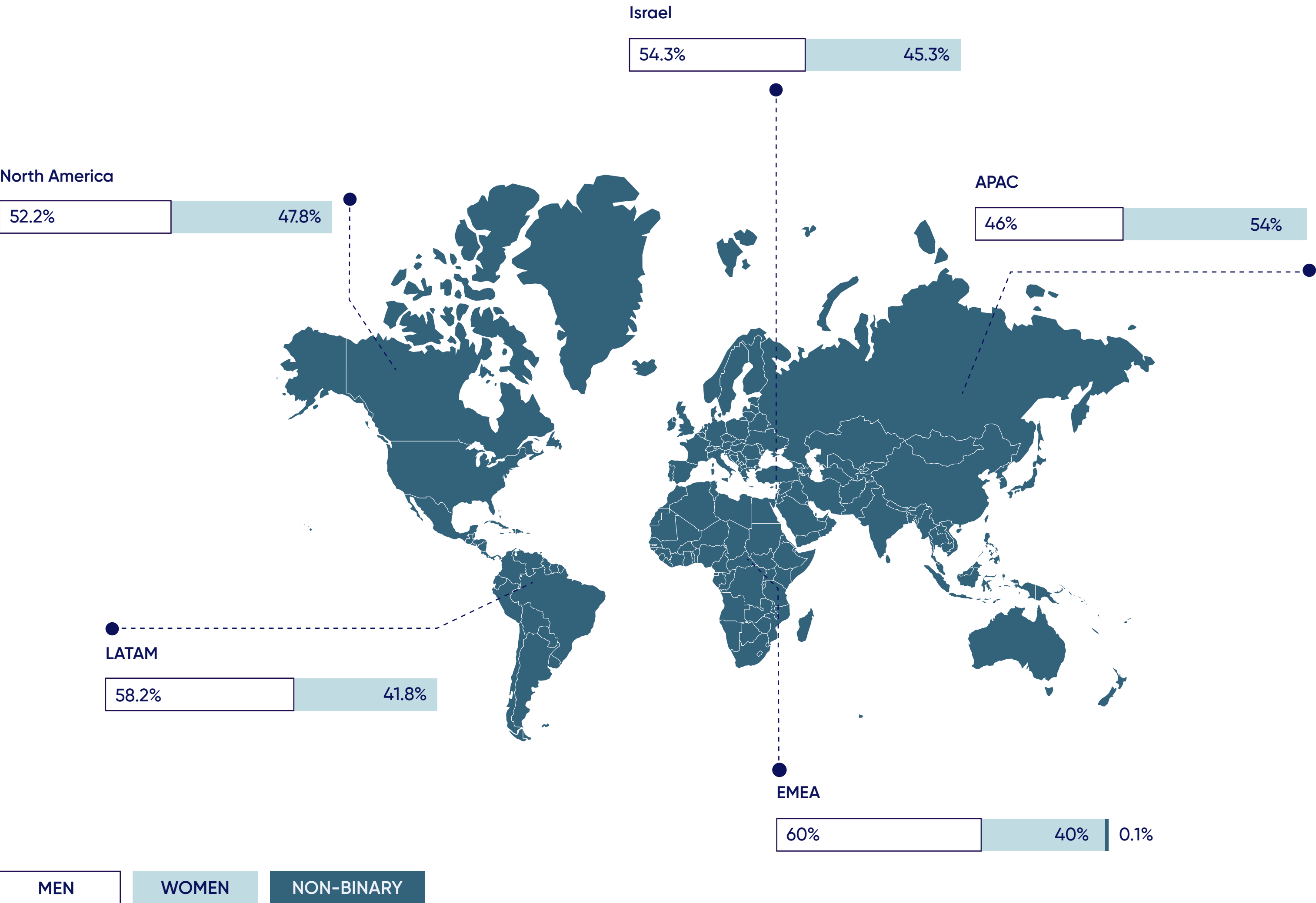
46.2%

WOMEN

0.07%

NON BINARY

Gender by Region



Gender Report

Tech Roles

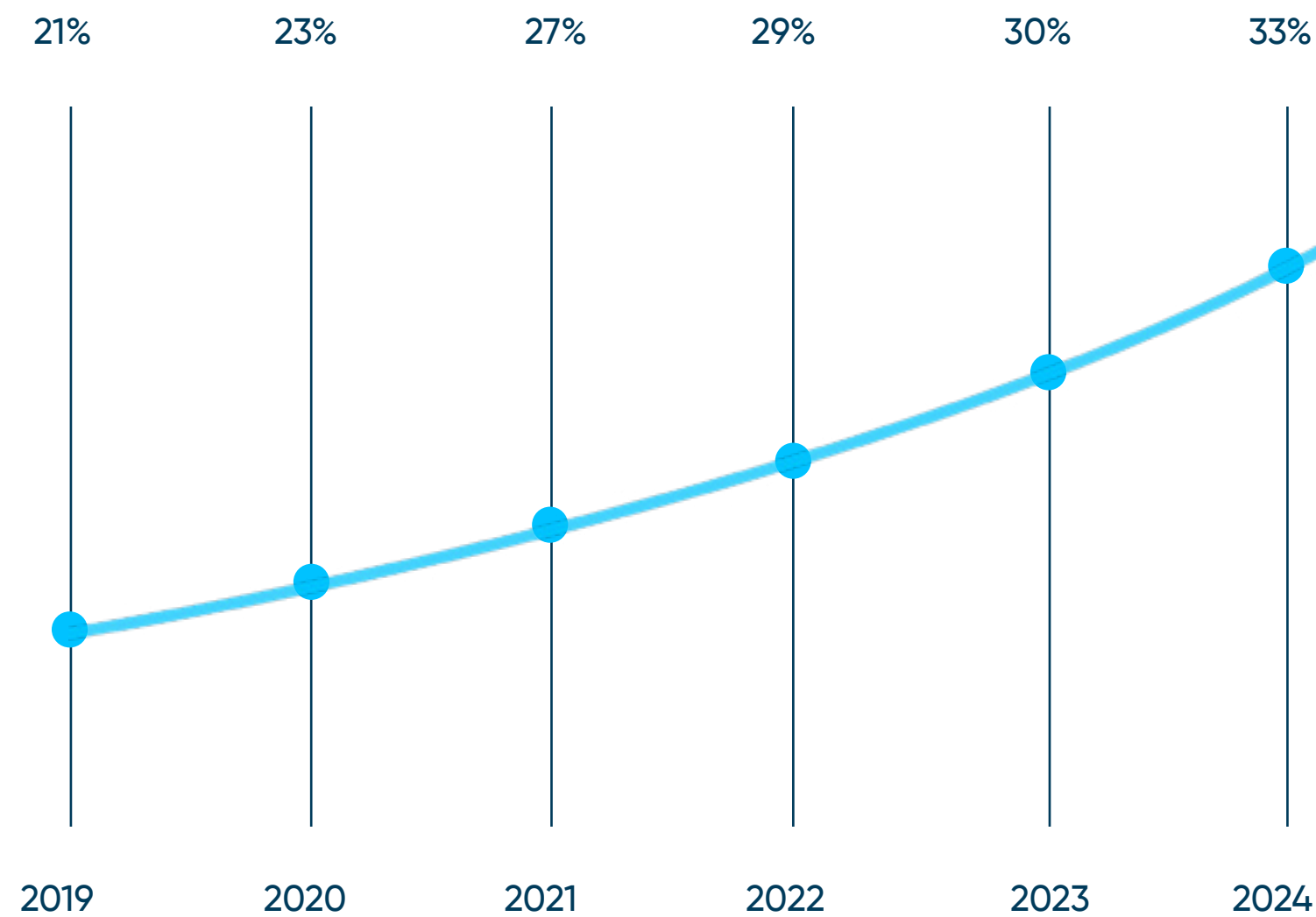
33%

PR&D

56%

DATA ANALYSTS

Women in PR&D



The percentage of women in R&D and product roles has increased year on year for the past 6 years

Internal Mobility

40%

OF INTERNAL MOBILITY IN 2024 WERE WOMEN

Managers

34.2%

WOMEN

Recruitment

56%

WOMEN IN HIRING, INCREASE OF 5.7%

66.7%

NEW HIRES OF WOMEN MANAGERS.

INCREASE OF 33%

Senior Managers

31.4%

WOMEN

Promotions

51.68%

WOMEN INDIVIDUAL CONTRIBUTORS PROMOTED

36.7%

WOMEN PROMOTED INTO MANAGERIAL ROLES



AppsFlyer Communities

Empowering Voices

Employee Resource Groups at AppsFlyer

At AppsFlyer, diversity is more than a value—it's our strength. Our Employee Resource Groups (ERGs) foster a culture where every employee can connect, grow, and lead. These employee-led communities drive meaningful change by championing inclusion, providing mentorship, and amplifying underrepresented voices. They are not just communities but essential partners in shaping our culture and business, enhancing engagement, retention and success.



Sawa- Championing Arab Culture and Inclusion

Sawa, our Arab ERG, plays a pivotal role in fostering an inclusive workplace. It empowers Arab colleagues, supports professional development, and strengthens community engagement.

Driving Innovation and Change

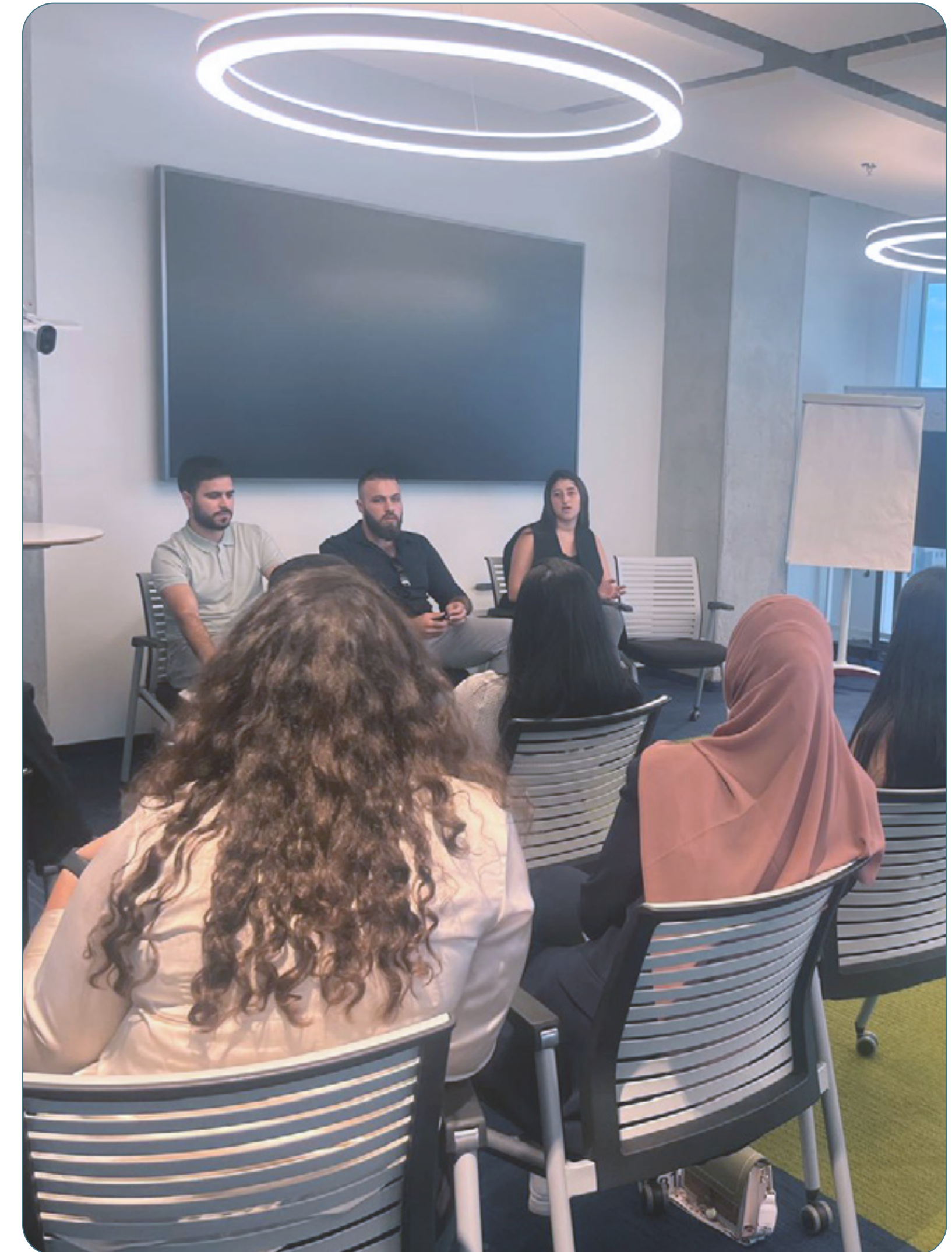
Sawa collaborates with Hasoub, a nonprofit dedicated to advancing Arab tech entrepreneurship in Israel. Through knowledge-sharing, mentorship and ecosystem-building, Hasoub has hosted over 300 events, connecting thousands of Arab innovators with growth opportunities.

- **Hasoub Conferences** - Sawa members share insights and experiences, helping Arab professionals build connections and envision new possibilities.
- **Hasoub Accelerator** - With expert guidance and mentorship, Sawa supports MVP-ready Arab startups in refining their skills and scaling their impact.

Celebrating Culture and Traditions

We honor Arab cultural moments to foster awareness and inclusion-

- **Eid al-Adha** - A celebration of faith, gratitude, and generosity, marked by sharing meals and traditional gifts.
- **Ramadan** - A sacred month of fasting, prayer, and reflection. We provide managers with guides to ensure a supportive and inclusive environment for fasting employees.



AppsFlyer Communities

Proud AppsFlyer

Driving Inclusion, Celebrating Diversity

Proud AppsFlyer is our LGBTQ+ ERG, committed to creating a supportive and inclusive workplace where every employee, regardless of sexual orientation, gender identity, or expression, feels safe and valued. As a tech company, we recognize the importance of leading by example, fostering an environment that embraces diversity, and ensuring every employee has a voice. By providing a platform for education, advocacy, and open dialogue, we are helping to drive meaningful change within AppsFlyer and the broader tech industry.

Through these initiatives, Proud AppsFlyer continues to drive change, build community and create a culture of belonging.



Pride Month- A Global Celebration

More than a celebration, Pride at AppsFlyer is about advocacy, education, and meaningful dialogue.

📍 USA, Japan, Korea, China

Employees and customers shared personal coming-out stories and explored LGBTQ+ experiences in different cultures.

📍 United Kingdom

A guided walk through Soho's LGBTQ+ landmarks, highlighting community resilience and ongoing progress.

📍 India

A solidarity gathering in Bangalore reinforced that everyone has a place at AppsFlyer.

📍 Israel

A talk with Daniel-Ryan Spaulding, an advocate for Israel's queer community, inspiring activism and allyship.

📍 Germany

A "What is Allyship?" drag panel sparked discussions on fostering LGBTQ+ inclusivity in the workplace.



AppsFlyer Communities

Womxn at AppsFlyer

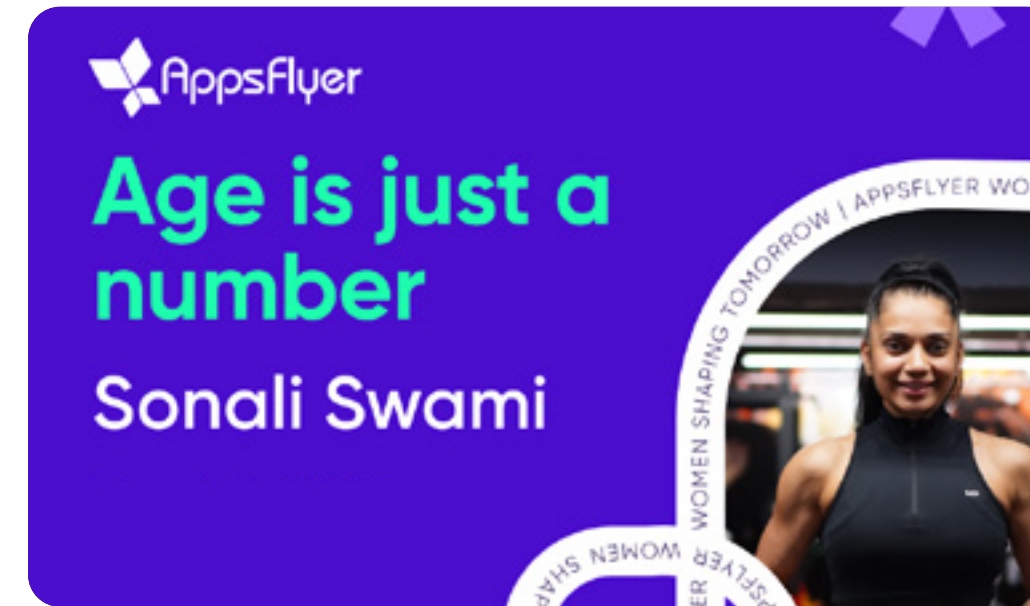


Empowering Women, Driving Change

Womxn of AppsFlyer is more than an ERG—it's a movement. It's about creating a space where women support, uplift, and empower each other while driving change in the workplace and beyond. A strong women's community is essential to breaking barriers, ensuring equal opportunities, and fostering leadership. Through mentorship, collaboration, and advocacy, we help women at AppsFlyer thrive and take their careers to new heights. We believe that when women succeed, businesses and industries flourish, and by building a culture that values equity, we create a workplace where everyone benefits.

AppsFlyer Women's Month- AppsFlyer Women Shaping Tomorrow

We recognize the transformative power of women in shaping the future. 2024 was the year, "AppsFlyer Women Shaping Tomorrow" brought together thought leaders and experts to explore the interplay between personal empowerment and professional success. Through a global lineup of events, we invited women to excel, grow, and celebrate their journey.



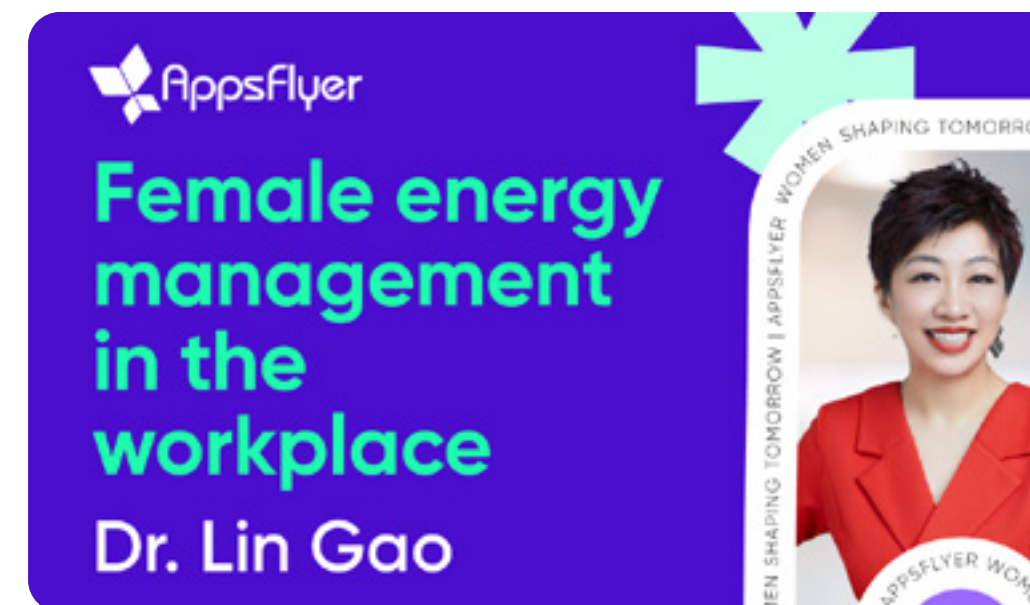
 India



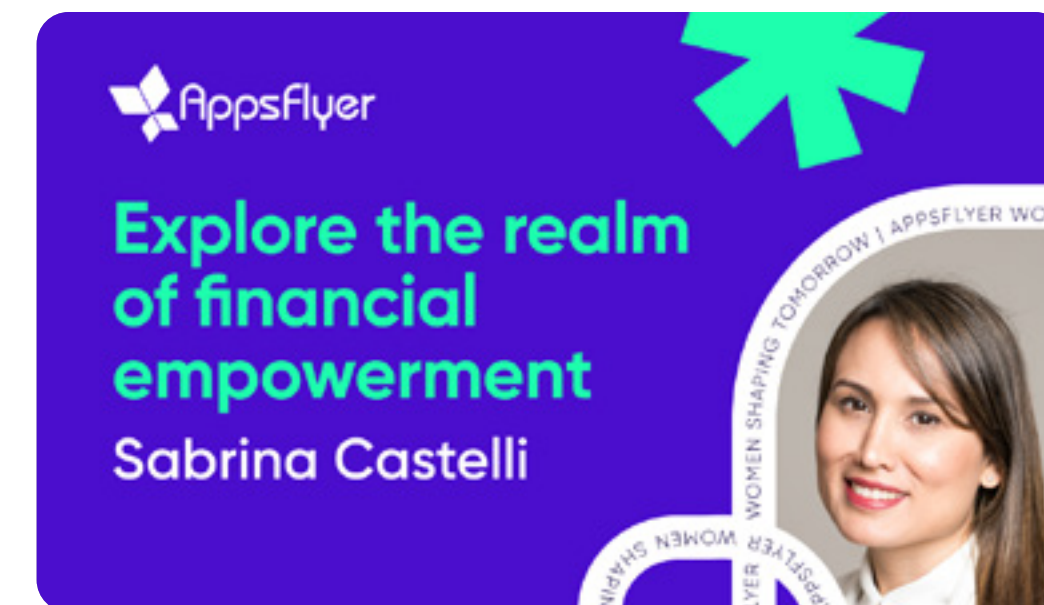
 Israel



 Israel



 China



  Argentina, Mexico



 Brazil



 South Korea



 United States



Dr. Kristin Neff – Global All AppsFlyer

AppsFlyer Communities

Womxn at AppsFlyer

Expanding Our Reach

Through global initiatives, Womxn of AppsFlyer continues to advance gender diversity in tech and business-

Through mentorship, advocacy, and action, Womxn of AppsFlyer is paving the way for a more inclusive and empowered future.



MAMA CARES (Asia)

Engaging customers and partners to shape a more diverse ecosystem.



LiftOff Conference (North America)

Womxn of North America in a collaborative initiative promoting gender diversity in tech.



Develop{H}er

A pioneering program led by AppsFlyer's women engineers, fostering a community of female developers.

Driving Impact, Building a Better Future

Our ERGs are more than communities-they are forces for change. By championing inclusion, fostering dialogue, and driving meaningful initiatives, we are shaping a workplace where everyone has the opportunity to thrive. Innovation thrives when people from different backgrounds bring their perspectives to the table, and inclusion isn't just the right thing to do-it's a business imperative.

Generating + Long-Lasting Positive Impact 🌈



IN THIS SECTION →

- 35 Pillar I – Equal Education and Future Employability
- 39 Pillar II – Gender Equality
- 40 Pillar III – Child Safety Online
- 42 Pillar IV – Technology in the Service of Humanity

ESG Commitment

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



Social Impact Pillars

Generating a long-lasting positive impact in the world.



Equal Education and Future Employability



Gender Equality



Child Safety Online



Technology in the Service of Humanity

Mission Statement

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

Oren Kaniel,
CEO & Founder

Driving Positive Change - Our Social Impact Vision

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



Equal education and future employability



Gender equality



Child safety online



Technology in service of humanity

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

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



Illuminate pathways to success for all, regardless of background



Foster a world where gender equality flourishes



Ensure children thrive and be safe in the digital era



Harness technology as a force for meaningful progress

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

Global Volunteering Week - Tradition of Community Giving

Community impact knows no borders. Every year, AppsFlyer unites employees worldwide for Global Volunteering Week-an initiative honoring the legacy of Dylan Flanagan, a dedicated social activist. Through hands-on engagement, donations, and sustainable projects, our global team transforms collective passion into meaningful change.

20 initiatives

11 countries

One global movement

Making an Impact

- Action with Purpose – From volunteering to donations, every effort counts
- Stronger Together – A worldwide team united by shared values
- Lasting Change – Local initiatives creating global ripples.

This isn't just a one-time event. It's a promise-an annual



Empowering change through people

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

In 2024, we saw a significant increase in our volunteering efforts-



53%

of our employees engaged in skill-based volunteering



3,400+

individuals were directly impacted by our initiatives

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

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



Embracing the Last Survivors- Honoring the Past, Supporting the Present

Some legacies must never fade. Our ongoing initiative to support Holocaust survivors ensures they receive the care, connection, and dignity they deserve. We dedicated 2024 to forging meaningful relationships with survivors-through shared meals, celebrations, and simple, heartfelt companionship.

90 volunteer hours

120 + survivors connected.

Countless lives were touched.

Creating Connection

- **Moments That Matter** – Holiday gatherings, excursions, and one-on-one visits.
- **Bridging Generations** – Employees engaging with survivors, preserving their stories.
- **Ongoing Commitment** – A dedication to care, support, and remembrance.

Time is precious, and so are these stories. As long as we have the honor, we will continue to cherish and support the last survivors.



Agents of Change

597

VOLUNTEERS

5,468

VOLUNTEERING HOURS

People Impact

+6,300

PEOPLE IMPACTED

1,000

TEENS

53%

WOMEN

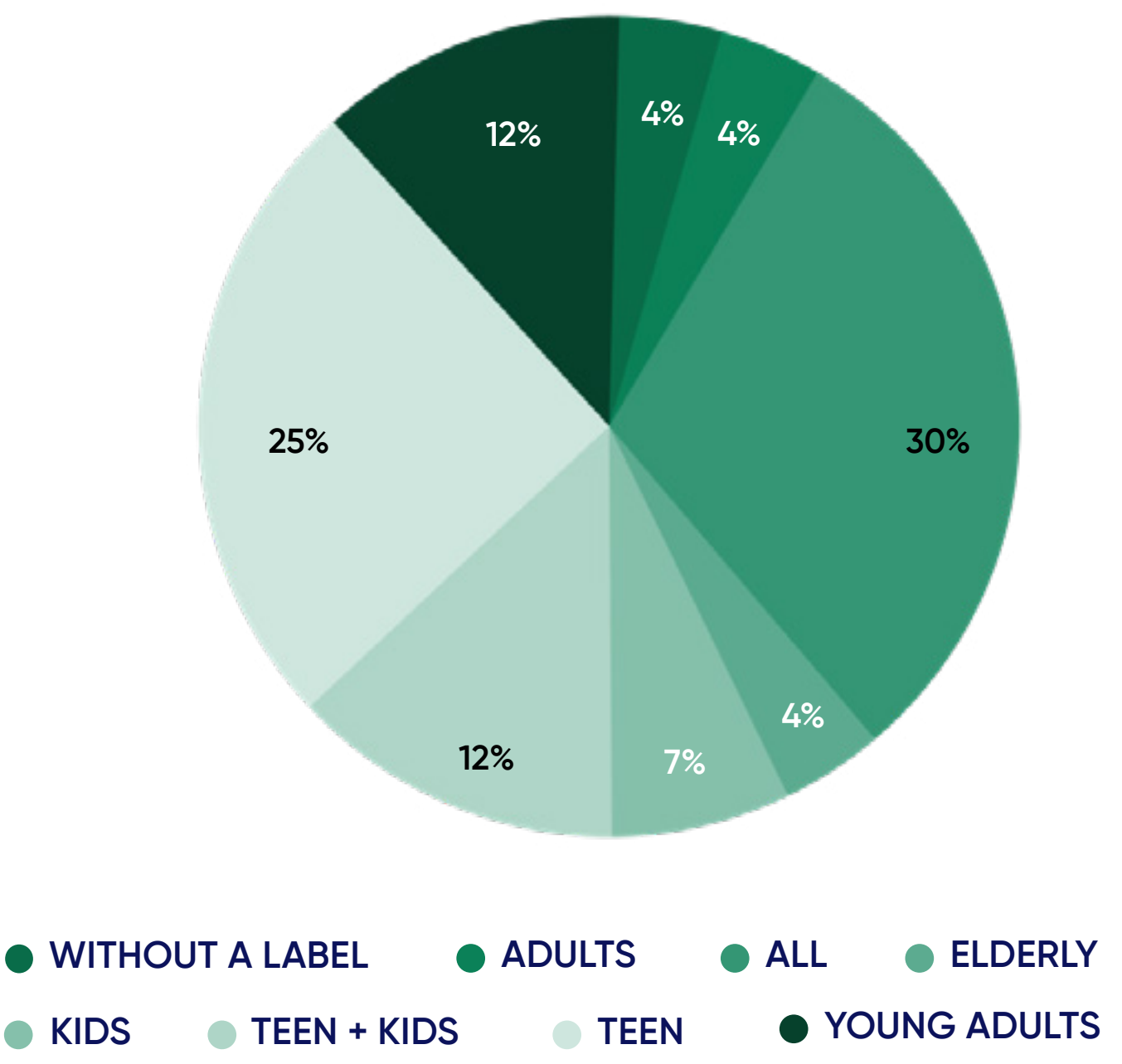
47%

MEN

0.07%

NON-BINARY

Beneficiaries by Age Group



Pillar I

Equal Education and Future Employability



Empowering the next generation



1136 teens and students participated in educational initiatives at AppsFlyer offices.



In 2024, we ran **16 long-term programs** for teens and young adults, led by AppsFlyer professionals.



1115 screens, laptops, tablets, and tech devices were donated to enrich educational programs worldwide.

Education- The Foundation of Opportunity

At AppsFlyer, we believe that education isn't just about acquiring knowledge-it's about unlocking potential. Equal access to learning creates pathways to success, and we are committed to ensuring that young minds, regardless of background, have the tools to thrive in an increasingly digital world.

In 2024, we expanded our educational programs, welcoming students into our offices to engage with real-world learning experiences. These immersive encounters allow young learners to step into the high-tech industry, connect with professionals, and envision futures they may have never thought possible. But access to education isn't enough on its own-students need the right tools to excel. That's why we continue to invest in technology donations, providing screens, laptops, tablets, and other essential resources to remove barriers to learning and empower students globally.

Beyond the Classroom - Inspiring the Next Generation

Our initiatives don't stop at traditional education. We foster entrepreneurship, innovation, and self-confidence in children, teens, and young adults, equipping them with the mindset and skills necessary for success. By connecting them with industry leaders, we help demystify the tech world, making it more accessible and inspiring.

Through hands-on mentorship, our employees serve as role models, demonstrating that ambition, curiosity, and perseverance can create limitless opportunities. We're not just preparing students for future careers-we're encouraging them to become creators, innovators, and leaders who will shape the industries of tomorrow.



MEET @ MIT Empowering Tomorrow's Innovators



Education is the foundation of opportunity. Our collaboration with MEET (Middle East Entrepreneurs of Tomorrow) empowers students each year with the tools, mentorship, and confidence to build their futures. With five major events-including a game-changing overnight hackathon-AppsFlyer volunteers provide mentorship to shape the next generation of tech leaders.

[240 students](#)

[80 volunteers](#)

[5 transformative events](#)

Breaking Barriers, Building Futures

- **Skill Development** – From concept to execution, students build real tech solutions.
- **Cross-Cultural Collaboration** – Connecting Israeli and Palestinian youth through innovation
- **Industry Insight** – Hackathons, expos, and hands-on tech experiences.

By investing in equal educational opportunities, we're not just shaping careers-we're shaping a more inclusive future. Contributing to a more inclusive and equitable future in the region.



Bridging the digital gaps Empowering education through technology

Donated **over 1000 computers and screens**, alongside a broad array of technical equipment.

These donations empower educational initiatives spanning **9 countries**.

In today's world, technology is not a luxury—it's a necessity. Access to digital tools shouldn't be dictated by geography or socioeconomic status, yet for many, the digital gap remains a significant obstacle to learning and growth.

At AppsFlyer, we are committed to changing this reality. Through strategic device donations, we're ensuring that students—whether in urban centers or remote communities—have the means to connect, learn, and develop essential digital skills.



Going Beyond Access- Hands-on LearniWng with AppSkillng



Technology alone isn't enough—it's the knowledge and confidence to use it that truly transforms lives. Our AppSkillng program takes digital learning a step further by ensuring that every participant has personal access to a device, creating an immersive and interactive learning environment.

Through tailored workshops, coding classes, and tutoring, students don't just learn about technology—they actively engage with it. By fostering hands-on experiences, we empower young learners to develop problem-solving skills, think critically, and embrace the endless possibilities of the digital age.

Unlocking Futures with AppSkillng

AppsFlyer's Learning Club continues to expand its reach, offering coding courses, one-on-one tutoring, and interactive workshops. By introducing teens to the world of high-tech and providing personalized mentorship, we empower them with the skills to break cycles of disadvantage and build a future in technology.

Supporting Kibbutz Meflasim evacuated community

This year we dedicated the classes to the youth of Kibbutz Mefalsim who were evacuated to a hotel in Herzliya.

We wanted to provide them a warm and welcoming space, outside the crowded and overwhelming hotel.



Hadassah Neurim group

Hosting youth who just came to Israel through Naale program, and living in Hadassah Neurim boarding school.

open doors, providing personal mentorship, a welcoming space for creativity, and the chance to explore new horizons through coding classes and enriching lectures..

HighTeClass-

Making Tech Accessible

Tech education should be inclusive, and that's the driving force behind HighTeClass—a program designed to introduce middle school students from underserved communities to coding and innovation.

145 students spent a high-tech day at our offices, engaging in hands-on learning, coding workshops, and interactive lectures from dedicated volunteers. By making technology more accessible and relatable, we're igniting a passion for innovation and opening doors to future careers in the high-tech industry.



Israel Ministry of Education START- Elevating the Next Generation

The Division for Technological Innovation in Israel's Ministry of Education is shaping the future of learning through technology and entrepreneurship. By equipping students and educators with future-ready skills, the initiative ensures education keeps pace with a changing world.

AppsFlyer joined this mission, supporting EdStart and Start-Cup through mentorship, lectures, and workshops, helping educators and students turn ideas into impact.

EdStart- Transforming Education Through Innovation

The Ministry's national acceleration program empowers **80 educators** to identify challenges in the education system and develop solutions. Each year, the **15 best ideas** evolve into tools for nationwide implementation.

We provided mentorship and training, helping educators develop entrepreneurial skills and refine their innovations.

63 volunteering hours

80 participants

12 AppsFlyer volunteers



CSM Academy- Unlocking Career Potential



Talent is everywhere. Opportunity should be too. The CSM Academy, in partnership with Young Business Leadership, bridges the gap for underrepresented communities, equipping young adults with critical Customer Success Management skills. Over three months, participants gained hands-on training and mentorship from dedicated AppsFlyer professionals.

16 students

25 mentors

40% hired in high-tech companies within six months

Fueling Career Growth

- **Real-World Training** – Soft skills, technical knowledge, and customer success expertise.
- **Mentorship That Matters** – One-on-one guidance from industry professionals.
- **Creating Opportunities** – Preparing graduates for real tech roles.

By investing in talent, we're not just training employees-we're diversifying and strengthening the industry itself.



Start-Cup- The Youth Start-Up Championship

Middle and high school students dive into entrepreneurship, learning innovation, teamwork, and pitching while competing for funding from top venture capitalists.

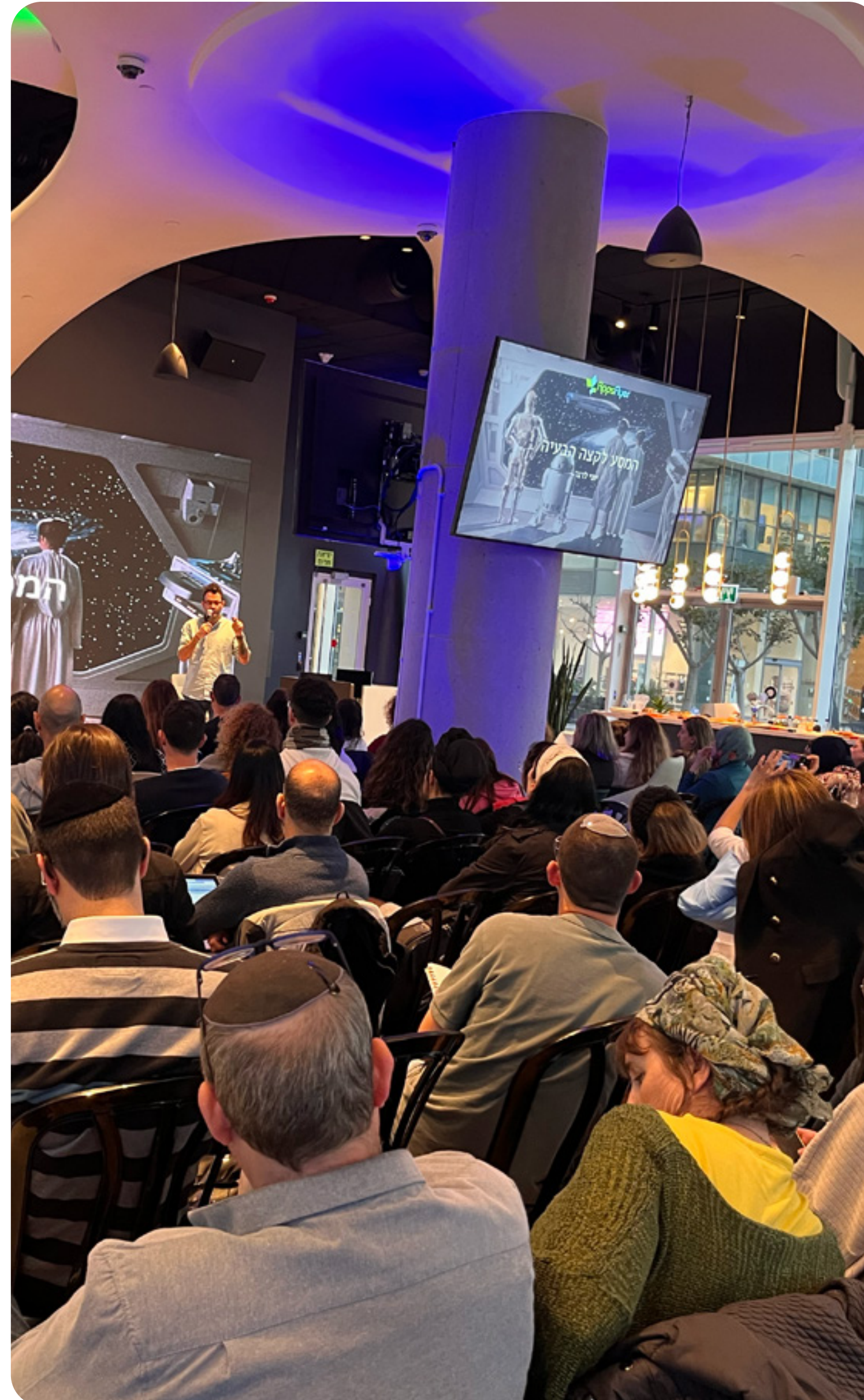
With AppsFlyer's guidance, students gained real - world experience in start-ups and tech, preparing them for success.

59 volunteering hours

220 participants

14 AppsFlyer volunteers

By investing in education and innovation, we're shaping the future, one idea at a time.



Umanage by Unistream- Developing the Next Leaders in Tech



Leadership isn't just learned-it's cultivated. Umanage, our boutique mentorship program with Unistream, pairs senior AppsFlyer managers with first-time leaders. Through six immersive workshops, mentees gain the skills and confidence to take their careers to the next level.

21 senior mentors and experts

15 future leaders

177 mentorship hours

Shaping Tomorrow's Leaders

- **Expert-Led Growth** – Insights and guidance from experienced managers
- **Practical Leadership Training** – Real tools for real-world management challenges.
- **Expanding Opportunities** – Strengthening career pathways in tech.

Great leaders don't just emerge-they're nurtured. And we're proud to be part of that journey.



Pillar II

Gender Equality



- In 2024, over **400 girls** and students participated in AppsFlyer’s mentorship and leadership
- **86 volunteers** dedicated **856 hours** to empowering women and girls.
- **77%** of volunteering efforts were led by women at AppsFlyer.

Achieving gender equality requires action, and at AppsFlyer, we’re committed to providing girls and women with the tools, support, and mentorship they need to succeed in STEM. Our mentorship programs, leadership initiatives, and hands-on training provide the confidence and knowledge to break barriers and advance careers in technology.

Driving Systemic Change

Women in tech bring innovation, diversity, and fresh perspectives, yet gender disparities persist. Our long-term investment in gender-focused programs ensures that more women enter and thrive in the industry.

By collaborating with global and local organizations, we amplify opportunities, provide role models, and create networks where young women can see-and become-the future leaders of tech. Representation matters, and at AppsFlyer, we are actively shaping a more inclusive future.

Mentorship, Training, and Representation

With a focus on mentorship, skill-sharing, and hands-on STEM training, our initiatives are designed to increase female representation in tech. By ensuring young women have equal access to knowledge and guidance, we’re building a more equitable future-one where opportunities aren’t limited by gender.

At AppsFlyer, gender equality isn’t just an aspiration-it’s a responsibility. Our programs empower women, bridge gaps, and redefine what’s possible for the next generation of tech leaders.



Coding a Future



Opportunity starts with knowledge. At Hadassim Boarding School, we launched a unique program designed to introduce 10th-grade girls-newly arrived in Israel-to the world of technology. By teaching Python, hosting enriching lectures, and mentoring tech projects focused on internet safety, we provided these young women with the skills and confidence to navigate the hi-tech industry.

20 students

15 dedicated mentors

A future shaped by code.

Building Skills, Creating Possibilities

- **Hands-On Learning** – Mastering Python and exploring real-world tech applications.
- **Expert Mentorship** – Volunteers guiding and inspiring the next generation.
- **Internet Safety Innovation** – Developing impactful projects to promote digital awareness.

This isn’t just a coding program-it’s a launchpad. By equipping young immigrant women with tech skills, we’re opening doors to new possibilities and shaping the future of a more diverse and inclusive industry.



Pillar III

Child Safety Online



The digital world is full of possibilities-but it also comes with risks, especially for children. At AppsFlyer, we take an active role in protecting young users online, ensuring they have the knowledge and tools to navigate the internet safely. Our approach focuses on three key areas -



Raising Awareness

Educating children, parents, and educators about online risks and responsible digital behavior.



Education

Developing structured programs that provide families with practical tools to foster safe online experiences.



Technology

Encouraging innovative solutions that safeguard children's digital presence.

Standing Up Against Cyberbullying

Digital spaces should empower-not endanger-young people. That's why we partnered with Ofek Rishon for the fourth time, an anti-bullying advocate and social activist, to equip teenage girls with the confidence and tools to stand up against cyberbullying.

Through workshops and mentorship programs, participants learned how to protect themselves online, navigate digital interactions safely, and foster resilience in the face of online harassment. The "Tell Her Story" campaign was a key highlight, featuring Ofek and other young women sharing their personal journeys in digital activism. These stories not only raised awareness but also inspired participants to become leaders in creating safer online spaces.



The Max Fund - A Legacy of Protection

Max's story reminds us why it's crucial to take action, and we continue to push forward initiatives that promote digital well-being, safeguard young users, and empower families to create safer online environments.

By leveraging education, awareness, and technology, we're working to make the internet a place where children can explore, learn, and connect-without fear.



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

QueenB- Bridging the Gender Gap in Tech



Tech needs more women. QueenB is helping make that happen. Through our partnership, we equip young women with coding skills and essential digital safety knowledge. Whether it's the Technion Group initiative or the Students BootCamp, our volunteers invest their time to ensure more women see a future in tech.

460 volunteer hours

146 students and teen girls empowered

A stronger, more diverse tech industry.

Building Confidence, Breaking Barriers

- **Hands-On Learning** – Developing real projects with AWS Cloud.
- **Future-Ready Skills** – Coding, digital safety, and professional development for future employability.
- **Representation Matters** – Encouraging young women to pursue tech careers to change the ecosystem.

By supporting QueenB, we're not only closing the gender gap- we're redefining what's possible for the next generation of women in tech.



Pillar IV

Technology in the Service of Humanity



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

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

Ma’ala CSR Data Base

As part of a meaningful pro bono collaboration between AppsFlyer and Ma’ala, the leading Israeli non-profit organization that promotes corporate social responsibility (CSR) and ESG standards in the business sector, we worked together on a groundbreaking project to develop a national CSR database.

This initiative aimed to enhance the data analysis capabilities of Ma’ala’s ESG Corporate Responsibility Index. Through dedicated work, professional data guidance. The joint venture successfully laid the groundwork for a powerful new data tool—enabling Ma’ala to take a significant step forward in promoting corporate responsibility across Israel.

This project highlights the powerful impact that can come from partnerships between high-tech companies and social and environmental organizations.

October 7th digital Museum- 360.710

As part of our commitment to using technology for humanity, AppsFlyer co-initiated the KAN 7.10.360 Digital Museum, in partnership with KAN, the Israeli national broadcasting channel, and DISKIN. Building on our extensive experience creating the globally acclaimed “Into Your Eyes” online tour of Auschwitz-Birkenau, this immersive platform documents the atrocities of the October 7th Hamas massacre - minute by minute, through 360° video, security footage, and firsthand testimonies. It honors the voices of victims, survivors, and entire communities, preserving memory before it fades. More than a digital memorial, the museum serves as a vital tool for education, fighting antisemitism, and ensuring access to remembrance for future generations. Already in use across Israeli schools, its reach is expanding globally, with multilingual accessibility planned, demonstrating how innovation can safeguard truth, deepen empathy, and carry memory forward worldwide.



Emergency Relief



Israel



221 volunteers dedicated



861 volunteering hours



7 partnerships with emergency organizations

In times of crisis, true solidarity shines through action. The recent conflict in Israel tested communities in unimaginable ways, yet through collective determination, we stood by those in need-offering hands to rebuild, voices to uplift, and hearts to heal.

Impact is not measured in words, but in collective action and tangible outcomes. Impact is not measured in words, but in collective action and tangible outcomes.

Rebuilding a Community- Kibbutz Kfar Aza

When families from Kfar Aza were forced to leave their homes, we moved quickly to ease their transition-

- **Making new spaces feel like home-**Our teams cleaned and prepared temporary housing, ensuring families had a welcoming, comfortable place to stay.
- **Creating classrooms for learning and growth** – Education must never be put on hold. We set up dedicated learning areas so children could continue their studies with stability and support.

- **Bringing life to the land** – With every patch of grass we planted and every garden we nurtured, we helped restore a familiar sense of home, bringing hope through greenery.
- **Ensuring a smooth transition to Kibbutz Ruhama** – Moving an entire community to their permanent home is no small task. We provided logistical support, ensuring displaced families could settle with ease.
- **Building spaces for connection** – Outdoor seating areas became places of comfort, where community bonds were strengthened over shared moments.

Supporting Israeli agriculture

Agriculture is more than an industry-it's a lifeline. When the war left farms without workers and crops untended, we stepped in

- **Mobilizing volunteers** – We rallied hands and hearts to work in the fields, ensuring farms could continue their essential role in feeding communities.
- **Providing direct support to struggling farms** – Our volunteers assisted with harvesting and maintenance, sustaining agricultural productivity when it was needed most.

These efforts not only kept farms running but reinforced the deep connection between the land and the people who depend on it. These efforts not only kept farms running but reinforced the deep connection between the land and the people who depend on it.



Standing With Small Businesses - Solidarity Fairs

For business owners in Israel's hardest-hit regions-many of them reservists, many left without customers-economic survival became a battle of its own. We stepped up with a clear goal - provide immediate financial support and a platform for recovery.

- Turning our offices into marketplaces-We invited impacted businesses to set up shop and bring their products directly to our employees.
- Empowering employees to take action – With vouchers in hand, our teams actively supported local entrepreneurs, ensuring these businesses didn't just survive but found new customers.
- Creating real financial impact – With each fair, we helped businesses regain their footing, proving that economic recovery starts with community-driven support.

Honoring and Supporting Wounded Soldiers

Courage doesn't end on the battlefield. For soldiers recovering in hospitals, we brought moments of light and gratitude

- Delivering gifts of appreciation – Whether through flowers, care packages, or heartfelt visits, we made sure these heroes knew they were never alone.
- Providing meals for medical teams and soldiers – Nourishment fuels healing, and we ensured both recovering soldiers and the staff caring for them had access to warm, nutritious meals.
- Bringing celebration into hospital halls – During holidays and memorial days, we created moments of joy, proving that even in hardship, the human spirit prevails.

Bringing Comfort to Evacuated Families

Displacement disrupts lives, but a little kindness can restore a sense of normalcy. We made sure families had the support-and the smiles-they needed.

- Giving children moments of joy – From theater tickets to festival outings, we provided experiences that let kids be kids, even in uncertain times.
- Repairing and donating bicycles – For children from Kibbutz Kisufim, relocated to Omer, a simple bicycle became a symbol of freedom and routine.
- Ensuring families had food on the table – Through holiday food baskets, we delivered not just meals, but comfort and care.
- Keeping education on track – Learning couldn't wait, so we mobilized volunteers to tutor and support evacuated students.



Power of Collective Action

Volunteering isn't just about hours given-it's about lives changed. Together, we showed up for those who needed us, proving that when a community comes together, resilience isn't just a word. It's built, nurtured, and carried forward by every act of kindness.



Privacy & Security



Data Protection Commitment

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

Our privacy efforts and Our people Empowering a Well-Trained Workforce

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

Key Training Topics

Security Guidelines- Equipping employees with the knowledge and practices necessary to uphold the security of our systems and data.

- **Privacy and Confidentiality Guidelines-** Reinforcing the significance of safeguarding personal data and confidential information.
- **AI Usage and Guidelines-** Providing Employees with the guidelines and knowledge to use AI advanced abilities while ensuring the security and privacy of our systems and data.
- **Acceptable Use Guidelines-** Ensuring that every team member understands and adheres to guidelines for responsible use of our resources.

- **Code of Conduct-** Emphasizing the ethical principles and behaviors that define our organizational culture. This includes clear rules on fair dealing as well as anti-corruption and trade sanctions compliance, based on the employees' roles.

Role-Specific Security and Privacy Training

In addition to foundational training, we provide advanced, role-specific security and privacy education tailored to employees based on their responsibilities. This includes secure development and data privacy training for R&D teams, secure data handling practices for data analysts, and targeted security awareness for teams handling sensitive information. By aligning training with job functions, we ensure that employees are equipped with the precise knowledge needed to maintain the highest security and privacy standards within their domains.

Our Security and Privacy efforts - towards our customers and partners

Information Security

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

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



Product Security Enhancement

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

Cloud Security

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



Business continuity

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

Privacy

Enhanced Data Transparency

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

Our privacy practices certify to the strictest internationally recognized standards-

AppsFlyer, attuned to the shifting landscape of privacy regulations, creates products that empower our customers to manage their data with precision. By embedding measures



that limit personal data usage to the strict needs of each service, compliance is aligned with the user's directions and preferences. Our dashboard and detailed privacy materials offer the transparency and adaptability required for streamlined compliance management.

AppsFlyer has - with a view to protected international data transfers - also been certified with the [Data Privacy Framework](#) for transfers of data to the USA.

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

OpenDSR API - Data subjects rights

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

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

AppsFlyer's Privacy-Forward Services

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

Privacy Cloud

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



Data Clean Room (DCR)

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

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

Other technologies across our services

a. Privacy-preserving solutions (privacy by default) include-

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

- [Incrementality measurement](#)

b. Privacy-preserving controls (privacy by design) include-

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

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

Children's Privacy

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

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

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

Knowledge Center

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

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

Our commitment to data transparency is fundamental to our privacy practices and compliance with the development of AI regulations such as the EU AI Act.



Environment



Our Approach to Environmental Responsibility

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

- **Reducing our carbon footprint and global emissions** - We are dedicated to optimizing energy consumption and waste within our business operations, aligning with our ambition to have a minimal impact on the planet's climate.
- **Waste reduction** - Our commitment extends to waste reduction across our facilities and operational processes. This encompasses judicious resource management across areas like energy, water, packaging, and various materials, catalyzing a culture of sustainability from the core.
- **Fostering environmental impact** - Through our holistic ESG strategy and corporate social responsibility programs, we proactively engage in endeavors that create positive environmental impact. We view our responsibility as extending beyond our immediate business scope, catalyzing positive transformations within the communities we serve.





GHG Emissions Measurment


Environmental Responsibility – GRI-Aligned Reporting


At AppsFlyer, we recognize the growing urgency of the climate crisis and are committed to responsible business practices that reduce our environmental footprint. In 2023, we took foundational steps by initiating our first environmental data collection process, aligning with GRI standards and setting a clear baseline for progress.

Our priorities:

- 

Carbon Footprint Monitoring: Measurement of Scope 1, 2, and partial Scope 3 emissions to map our current environmental impact.
- 

Energy & Waste Reduction: Implementation of smart systems and waste minimization programs across offices.
- 

Data-Driven Targets: Setting long-term sustainability goals with measurable milestones and ongoing improvement.
- 

Responsible Procurement: Engaging suppliers who share our sustainability values and transitioning to energy-efficient operations.

We are committed to transparency, collaboration, and science-backed action to reduce GHG emissions across all scopes.

Looking ahead, we envision a future where data-driven sustainability powers every decision we make. It won’t happen overnight, but we’re setting things in motion now to ensure AppsFlyer continues to grow - responsibly, intentionally, and with our planet in mind.

Absolute Emission (tCO ₂ e)	
Scope 1	85.55 tCO ₂ e
Scope 2	316.52 tCO ₂ e
Scope 3	1702.87 tCO ₂ e
Total	2104.4 tCO ₂ e

Global highlights

Around the world, our teams are turning values into action - one step at a time



China – Celebrated Earth Day by volunteering for tree care and maintenance



Brazil – Planted native trees and supported a bio-ecological rainforest project



Japan – Helped clean up Shibuya town in a post-Halloween community effort



Korea – Joined a “plogging” cleanup activity in Seoul Forest, blending fitness with sustainability

These small but meaningful actions reflect our growing commitment to a cleaner, greener future - together.





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