GENDER DIVERSITY REPORT

AppsFlyer

2024

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 log-term success in tech and beyond.

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

Gender Report

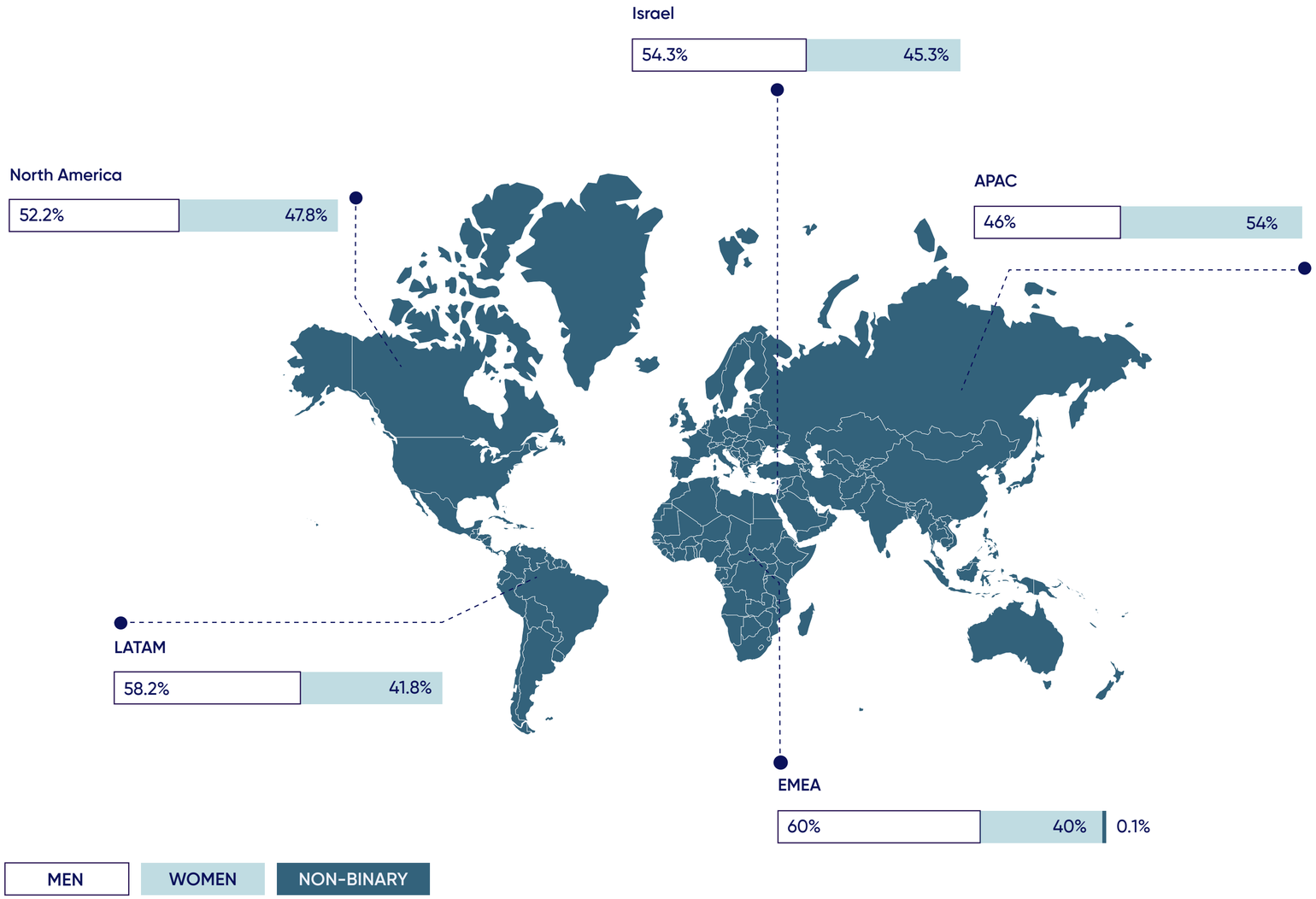
Total Gender

53.7%
MEN

46.2%
WOMEN

0.07%
NON BINARY

Gender by Region



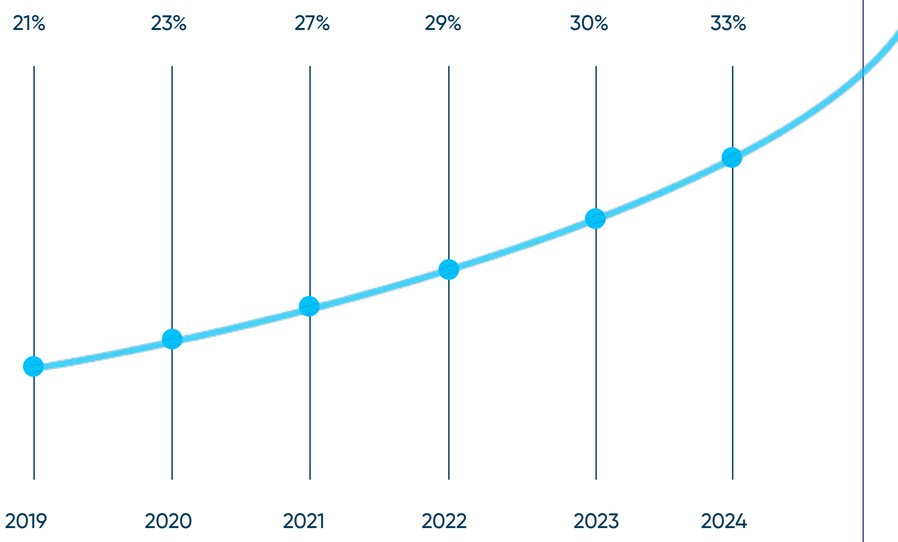
Gender Report

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

Senior Managers

31.4%
WOMEN

Recruitment

56%
WOMEN IN HIRING, INCREASE OF 5.7%

66.7%
NEW HIRES OF WOMEN MANAGERS.
INCREASE OF 33%

Promotions

51.68%
WOMEN INDIVIDUAL CONTRIBUTORS PROMOTED

36.7%
WOMEN PROMOTED INTO MANAGERIAL ROLES

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.

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.