



Gender Diversity Report 2025



At a Glance

Representation & Leadership

46.2%

Women Globally

33.3%

Women in Senior
Leadership

32%

Women in Tech Roles

Growth & Opportunity

45.3%

Women Among
New Hires

52%

Women IC Promotions

56%

Women Analysts

Introduction

Gender equity is shaped through everyday decisions: hiring, development, leadership, recognition, and opportunity. This report reflects our progress in creating a workplace where women can grow, lead, and thrive.

The annual report outlines our efforts and progress over the past year, emphasizing the importance of gender diversity in driving innovation, equality, and business success.

Methodology

All data reflects employee population and workforce metrics as of January 1, 2026, aligning with our fiscal year for streamlined analysis and planning.



Gender Representation

TOTAL GENDER

46.2%

WOMEN

53.8%

MEN

GENDER BY REGION

North America
(San Francisco, New York)

40.8% 59.2%

40.8%

LATAM
(South & Central America)

43.5% 56.5%

43.5%

Israel

45.5% 54.5%

45.5%

EMEA
(Europe, Middle East, Africa)

40.5% 59.5%

40.5%

APAC
(East, South, Southeast Asia, Oceania)

53% 47%

53%

WOMEN MEN

Women in Leadership

Women continue to be strongly represented across leadership and individual contributor roles, with senior leadership reaching a new company high in 2025.



Women Across Leadership Levels

WOMEN MEN



Senior Management

SVP / AVP / Director



Up
New high -
31.5% prior



All Managers



→ Stable



Middle Management

Group Lead / Team Lead



→ Stable



Individual Contributors



→ Stable



Women in Tech Roles

Growing tech representation remains a strategic priority.

Women represent 32% of Product & R&D roles, while women analysts continue to maintain strong representation at 56%.

32%



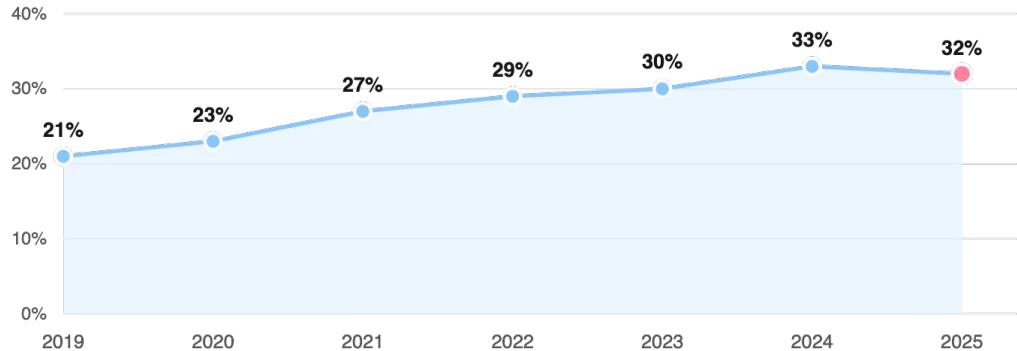
Women in PRD

56.16%



Women Analysts

Women in PRD Over Time



Hiring & Advancement

Women representation across key talent and career milestones.

Hiring & Career Advancement

45.3%

New Hires

25%

Hired into
Management

39.6%

In Internal Mobility

Promotions & Advancement

52%

Promoted -
Individual Contributors

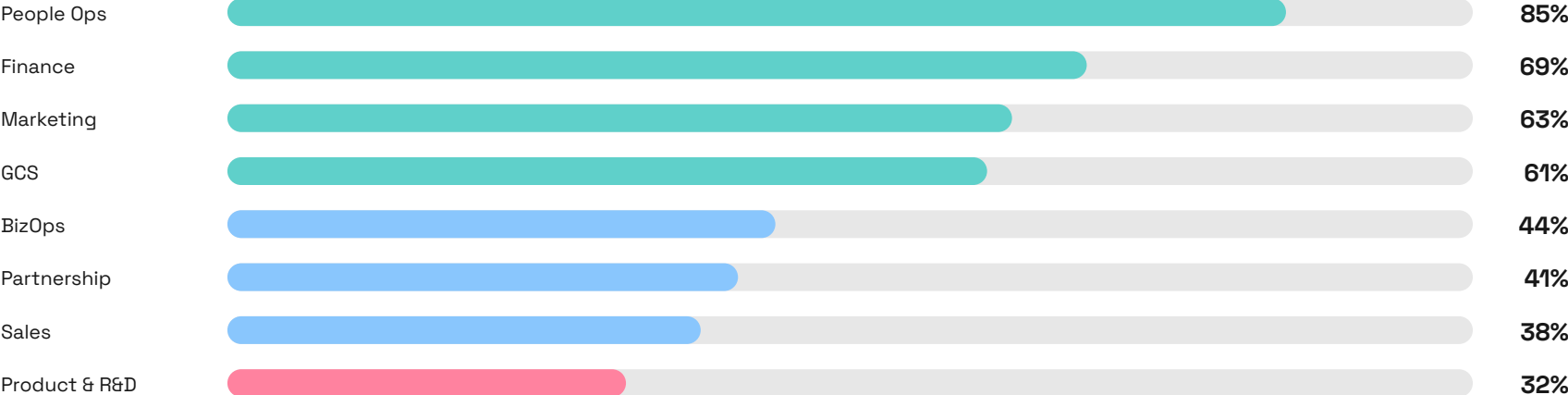
35%

Promoted -
Management Roles



Women Representation Across Business Units

Women representation across key business units.

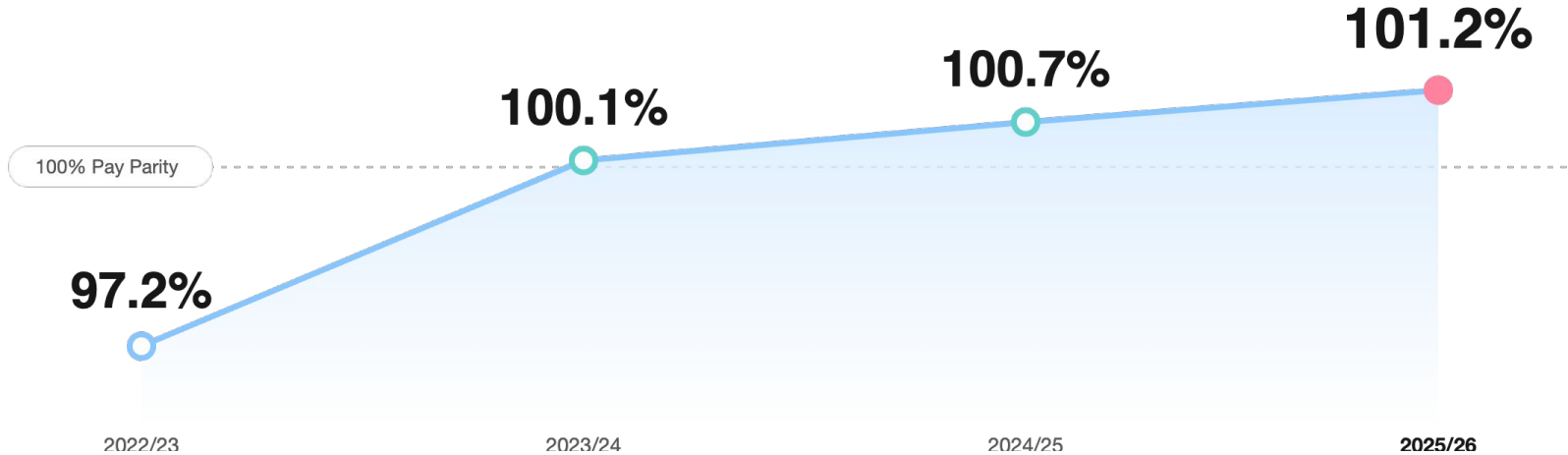


Strong representation continues across multiple business functions, with Finance, Marketing, GCS, and People Operations leading the way.



Pay Equity

Three consecutive years at or above pay parity.



Three consecutive years at or above pay parity reflects a compensation philosophy built on fairness, transparency, and data-driven decision making.



Beyond Representation

Representation is only one part of creating an inclusive workplace. Our focus is on ensuring women have access to growth opportunities, leadership pathways, mentorship, recognition, and the support needed to thrive throughout their careers.



Opportunity



Leadership



Mentorship



Recognition



Belonging



Role Modeling



Inclusive Culture & Empowering Girls & Women

Inclusive Culture

AppsFlyer Communities · Women at AppsFlyer

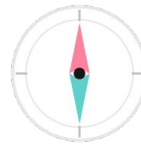
Building an inclusive culture requires belonging, visibility, community, and opportunity. Through global initiatives, leadership conversations, mentorship programs, employee communities, and opportunities to give back, Women at AppsFlyer continues to strengthen connection, support, and belonging across our workforce.

Community

Leadership
Conversations

Mentorship

Belonging



We invest in women today and help shape the future of female leadership, within and beyond our office walls.

Empowering Girls & Women

United Nations SDG 5 · Gender Equality

Empowering girls and women is one of AppsFlyer's four social impact pillars and aligns with the United Nations Sustainable Development Goal (SDG 5) Achieve Gender Equality and Empower All Women and Girls.

Advancing gender equality is not only about representation today it is about expanding opportunities for the workforce of tomorrow.

STEM
Education

Digital Safety

Mentorship



AppsFlyer Cares



Key Initiatives 2025

We invest in women today and shape the future of female leadership within and beyond our office walls.

We believe the future of the technology industry depends on expanding access, opportunity, and representation long before candidates enter the workforce. Through partnerships, mentorship, STEM education, and community programs, we help inspire and support the next generation of women leaders, innovators, and technologists.



QueenB

Through our partnership with QueenB, AppsFlyer employees help expose teenage girls to technology, digital responsibility, online safety, and future careers in STEM.



AppsFlyer Cares

Women in Action · AppsFlyer Cares

Across our global offices, women employees play a leading role in volunteering, mentoring, education initiatives, and community engagement programs that expand opportunities for girls and women.



Digital Safety - BeSafe Hackathon

We support initiatives that help young people - especially girls - navigate the digital world safely, confidently, and responsibly.



Develop{H}er

Develop{H}er

Our internal community for women engineers, by women engineers. We connect, learn, grow, and build the future - together.



International Women's Month 2025

Global - Local events, activities, volunteering opportunities and enrichment initiatives at all 20 offices worldwide.



Inclusive Culture

Inclusion is not a program, a campaign, or a moment in time. It is a leadership responsibility and a business imperative. We strive to build an environment where people from different backgrounds, identities, experiences, and perspectives can contribute, grow, and succeed, while feeling respected, valued, and empowered to be themselves.

Pride Month

Every June, we celebrate Pride Month with events, talks, and activities that honor our LGBTQ+ community and promote visibility, allyship, and belonging.



LGBTWORK Gold Index 2025

Excellence in LGBTQ+ Workplace Inclusion

AppFlyer is proud to be recognized with the Gold Index by LGBTWORK for our outstanding commitment to LGBTQ+ inclusion in the workplace, fostering an inclusive culture where everyone can bring their full, authentic selves to work - every day.





You should not construe any such forward-looking statements as guarantees. Moreover, given the uncertainties and assumptions of assessments, goals, and relevant issues related to sustainability herein, these are informed by various reporting standards and frameworks (including standards for the measurement of underlying data), and the interests of various risks and uncertainties that could cause actual results to vary substantially from those implied by such forward-looking statements. 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. Certain information is also subject to estimates, assumptions, or third-party information that is still evolving. As such, 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, and we may be required to make certain disclosures in this report; such significance is inherently difficult to assess far in advance. If our approaches to such matters are perceived to fall out of step with common or best practice, it may adversely impact us 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 over time; however, there is no guarantee that we use a particular methodology or methodological parameter. Changes in availability or quality of information, changes in our business or applicable government policies, or other factors, some of which may be beyond our control.